



When Jeff and Jennifer Lewin bought **Blizzard Ski & Snowboard School** in 2004, they knew they wanted to continue the tradition of the school that had served the area since 1958, but they also knew a key to their success would be continuing to develop partnerships with communities and retailers throughout the Metro Area.

Blizzard is a traveling ski and snowboard school serving youth in grades K-12, with Saturday and Sunday programs for all skill levels. Blizzard also offers lessons to parents of registered children. The school visits several snowsports areas including Afton Alps, Giants Ridge, Mount Kato, Powder Ridge, Trollhaugen, Welch Village and Wild Mountain.

"We represent 56 different suburbs in the Twin Cities," said Jennifer Lewin, "from Otsego to Mendota Heights and Chaska to Shoreview. It is crucial for us to partner with local Park & Recreation and Community Education departments and retailers within our industry."

With more than 15 bus stops around the metro, residents have plentiful options for their kids to attend Blizzard's Saturday or Sunday programs. "We absolutely want to make this easy for parents and a convenient option for them," Lewin said. "Blizzard is all about families. We want to help make skiing and snowboarding a lifelong activity for families, and hopefully create a passion that people carry with them and their families forever. We continue to offer the best training possible for your family while maintaining a positive and fun experience every time we're on the hill."

Jeff Lewin joined Blizzard as a member when he was about 10 years old and later became an instructor. His experience at Blizzard as a youngster helped develop his love for skiing. Before purchasing Blizzard, he was an instructor at destinations all around the world including Utah, Colorado, Austria and Australia. Jeff also served in leadership roles at the Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI).

"His experience instructing all over the world is a testament to the program and how it developed his passion and self confidence," Jennifer said. "While it is absolutely about training kids to be better skiers and snowboarders, Blizzard also fosters increased self-confidence and great new friendships. I've received so many calls and emails from parents thanking the program for developing their kids in many different ways."

With more than 1,000 skiers and snowboarders enjoying a snowsports area on any given weekend, many parents wonder how Blizzard keeps things organized so their children feel comfortable during an all-day adventure.

"We take this very seriously. Even though it may look like chaos in the lodge, we work very hard

to make it an organized and pleasurable experience for all levels," Lewin said. "We average an 8-to-1 student to teacher ratio and require all instructors to be at least 18 years old and out of high school, with training and background checks. We even have a Blizzard Table at each site to ensure questions and concerns from anyone are dealt with immediately."

While the program is targeted toward the K-12 crowd, some new programs that Lewin referenced include a Parent Breakthrough program for parents to take lessons and many teen-only events designed to give teens the opportunities to stay active and make new friends throughout the season.

"We are excited to make Blizzard a family experience by offering programs like the Parent program and teen-only events to give families different options to hit the slopes," Lewin said. "Blizzard promotes an active lifestyle during the cold winter months in Minnesota and keeps everyone in the family involved."

For more information about Blizzard, call 763.559.3343 or visit www.blizzardmn.com