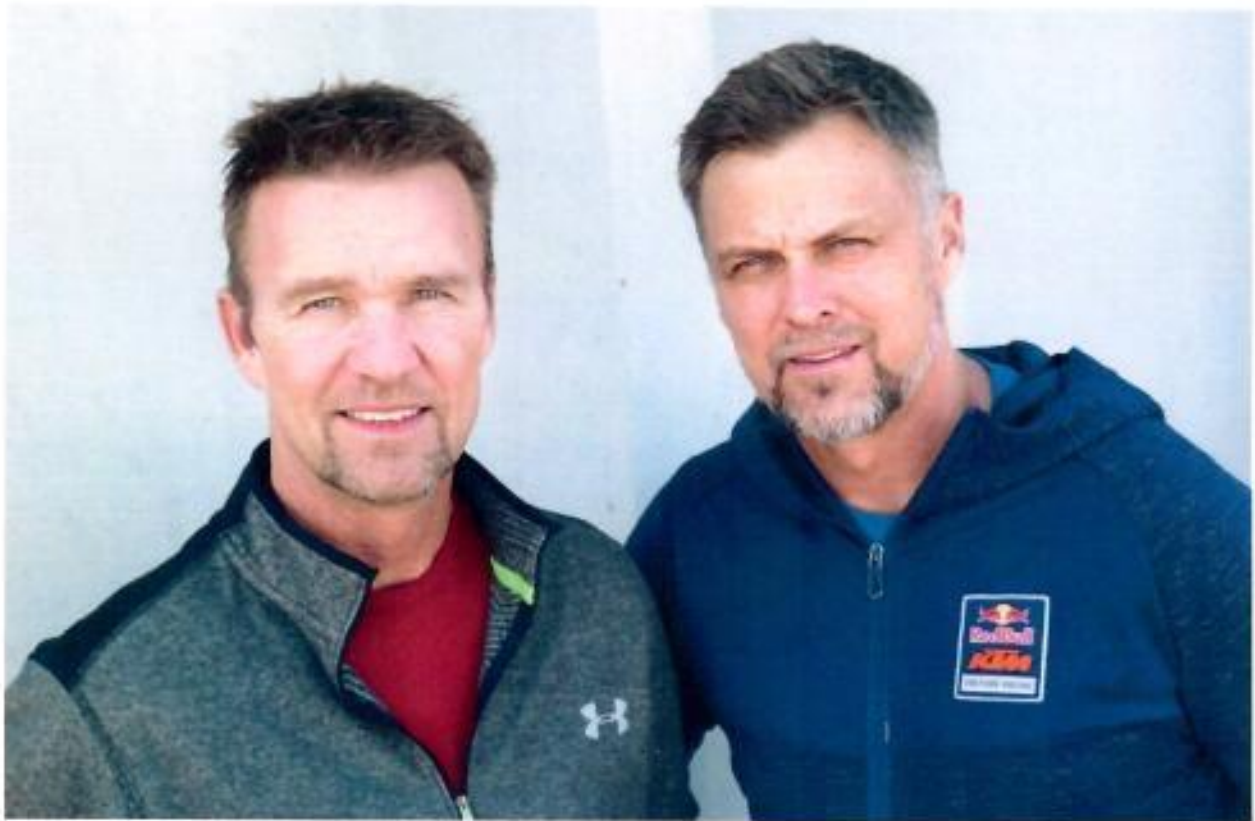




COLORADO SNOWSPORTS HALL OF FAME NOMINATION  
TRACEY & TIM CANADAY

SPONSORED BY WILEY ASHER  
CATEGORY SPORT BUILDER  
ACHIEVEMENTS 1983 – PRESENT



# WILEY ASHER

465 Cozoner Drive, Blue River, CO 80424  
(303) 905-1048 Cell • wiley.asher@comcast.net

TO: Colorado Ski & Snowboard Hall of Fame Nomination Committee  
FROM: Wiley Asher  
RE: Nomination Package Part 2: Sponsor's Nomination Letter for Tracey & Tim Canaday  
DATE: February 15, 2018

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## Hall of Fame Nomination Committee:

Over the past 35 years, Tracey & Tim Canaday of Never Summer Industries have contributed more to Colorado's snowboard industry than any other individuals. Since 1983 when Tracey and Tim built their first boards under the name Swift Snowboards, to today when Never Summer is the third largest snowboard brand in the United States, you cannot separate the company from the personalities of these two. Since the beginning they have steadfastly adhered to their core values: manufacturing a product of incredible quality that you only get with local Colorado craftsmen, engineering prowess delivering superior performance, supporting their retailers, giving back to the community, and fostering the unwavering loyalty of snowboarders not just in Colorado but across the United States.

Never Summer, like their founders, is built on substance, not fluff. It is a board company, a manufacturer of quality, handmade, supremely durable snowboards, not a marketing company promoting a media image or an unattainable lifestyle to the masses. Like the state they have always called home, their values are clear and defined by action, not words.

To Tracey and Tim, keeping their manufacturing not only in the U.S., but in Colorado, would never be questioned. Perhaps their manufacturing costs would be lower if they moved off-shore, as so many have, but that is not the business driver for these two. Quality control and delivering a product that will last many, many years is the driver. Many other Colorado ski companies agree with them, outsourcing their manufacturing to Never Summer enlisting their 100+ craftsmen and craftswomen, and extraordinary facility which resides just off I-70 and Colorado Blvd. in Denver.

Producing quality that rivals the best from the major ski companies Europe would be meaningless without innovation in shape, design, materials, and process. Tim, the engineer of the duo, holds three patents on their unique rocker/camber base, a design which has since been adopted across the industry.

Tracey and Tim's quality and innovation have paid off: they have become the third largest snowboard company in U.S. sales, and their growth trend continues to rise. Perhaps more telling of the loyalty that their quality garners is that they are number one in average retail price of any snowboard company in the U.S. Riders are happy to pay a large premium to have a Never Summer snowboard—around \$200 more on average than the largest mass-production brand. For the specialty retailers that Never Summer focuses on here in Colorado and throughout the U.S., that consistently high price-point and solid sell-through translates into healthy margin and predictable, high revenue from selling their brand.

They are loyal to their retailers beyond exception. An opportunity to make more money in the short term does not deter them from sticking by those that have stuck by them. When a large retailer—who was a long-time dealer of Never Summer in other cities—moved into Denver down the street from other dealers, they held by their word, restricting the sale of boards out of the new brick and mortar store. Most companies, most business people, in America today would have justified the opposite, perhaps more lucrative decision. There is no slippery slope with Tracey and Tim. It's not just business, it's personal integrity.

Talk about loyalty and pride, if there were statistics on how many Colorado snowboarders have a Never Summer sticker on their truck it would be truly impressive. I'd give it a good 86.47%, roughly. I'll bet most folks just don't realize that the eagle-in-a-circle emblem represents Never Summer, since they're too understated to put the name on the sticker. If you're from Colorado and you snowboard, you know what that eagle represents. Hmm, maybe they're marketing geniuses too—snowboard style.

Grandstanding is not their style. Again, it's quiet substance that drives these two. Every year they build a series of custom boards that are available for purchase only by active and retired military, with all revenue donated to military charities. They do the same for fallen firefighters and multiple cancer charities like Colorado-based Morgan Adams Foundation and Shining Stars Foundation. And to encourage the next generation of Colorado artists, they run an annual contest with the design department of Denver-based Warren Tech, building boards with the winner's graphics donated to Warren Tech's fundraising auction.

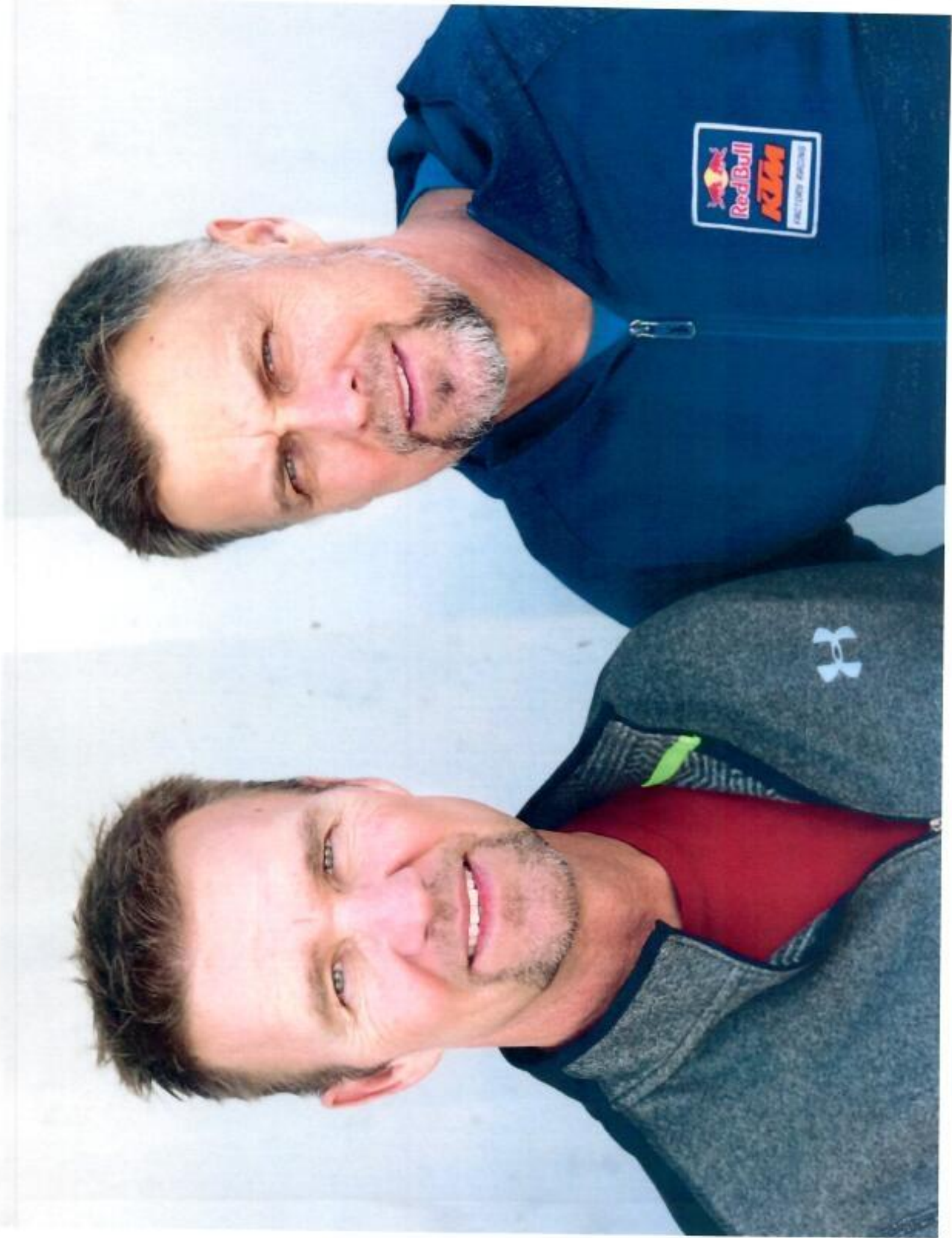
The way they conduct business is a throwback—not a throwback specifically in the snow sports industry, but a throwback to the core values that American companies used to live by, which seem rare these days. They exemplify the values and entrepreneurial spirit of the State of Colorado, the Colorado snow sports industry, and the sport of snowboarding.

What you see in the Never Summer company is what you get in Tracey and Tim themselves. Durability, honesty, craftsmanship, acumen, and longevity, while over 35 years quietly becoming a dominate economic force in Colorado and the snowboard industry. This is what makes these two Colorado Ski & Snowboard Hall of Famers.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to be 'WA' or similar initials, written in a cursive style.

Wiley Asher



**Canaday, Tracey and Tim**  
**Hall of Fame Nomination Part 3**  
**Biography**  
**(from the Swift/Never Summer display in the**  
**Colorado Ski & Snowboard Museum)**

In the spring of 1983, Colorado State University students Tracey Canaday and Scott Rolfs rented snowboards from The Wright Life in Ft. Collins, Colorado and went riding at Berthoud Pass. Looking at the simple construction of the boards, the two decided they could easily build their own. They quickly enlisted Tracey's younger brother, Tim, who had learned in 10th grade woodshop how to build a press from scrap 2x8's. They bought materials from a Denver lumberyard, and within a couple of weeks Swift Snowboards was born. Swift snowboards featured a wide, long nose for flotation in Colorado powder, and four fins. Between 1983 and 1986 Swift produced about 200 boards in two models: the BH (Tracey's design) and the AV80 (Scott's design). The AV80 was named after an avalanche the two triggered in the 80s Chutes in March 1984—the largest slide on Berthoud Pass in the preceding 25 years.

Swift sold boards on consignment at The Wright Life, but most were sold to friends. Tracey and Scott advertised in their college newspaper, the CSU Collegian, and in 1984 and 1985 ran a learn-to-snowboard class through the University's Experimental Learning Program. The University let them use their vans to shuttle snowboarders to the top of Berthoud Pass, and only a few times did they need to shuttle to the Emergency Room in Frasier. With school taking up most of their time, Tracey and Scott stopped pressing boards in 1986. A few years later Tracey and Tim both moved to Southern California to take up surfing. With snowboarding gaining more and more acceptance as a legitimate sport, the two got reinvigorated about starting back up with snowboard manufacturing, especially when Tim's future father-in-law, Nick Giancamilli, offered to fund their effort.

In the summer of 1991 the two moved back to Colorado and contacted Steve Link of Summit Snowboards, who had an extra ski press at his shop in Silverthorne, Colorado. Steve rented the press and shop space to the brothers, who got a bonus from the deal: Steve's tutelage on board manufacturing. By late August they were testing their first boards on St. Mary's Glacier.

The financial plan was to make it month to month, just survive. But the two were dedicated to producing quality boards, and learned from retailers that their largest complaint was shoddy sidewalls. So Never Summer took another cue from Steve and incorporated sintered P-tex for their sidewall material, better than brittle ABS that other manufacturers used, and quickly gained a reputation for durability and innovation that drove steady, organic growth of the company.

Never Summer continues to earn that reputation every production season with unique materials and design, and has been granted two patents on its Rocker & Camber technology. As the only surviving Colorado-native snowboard manufacturer, now a large operation with a commitment to Colorado-based manufacturing, the Canaday brothers have made Never Summer far more than a month to month gig.

Colorado Ski & Snowboard Museum and Hall of Fame  
231 South Frontage Road East  
Vail, Colorado 81657

Dear Hall of Fame Committee,

I would like to secondarily nominate Tim and Tracey Canaday to the Colorado Ski & Snowboard Hall of Fame.

There are few in recent history that have had more impact on the Colorado Ski & Snowboard Industry than Tim and Tracey Canaday. From their humble beginnings as Swift Snowboards in Ft. Collins during the early days of the sport, to a thriving manufacturer of a wide array of recreational sporting equipment, Tim and Tracey have left a lasting mark on Colorado and the ski and snowboarding industry as a whole. An invitation to join other pioneers, influencers, and entrepreneurs in the Colorado Ski & Snowboard Hall of Fame is a well deserved honor.

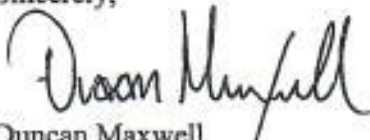
I met Tim and Tracey when the company took a chance on hiring me, a young college student looking for a summer job in an industry I loved. A couple summers working on the factory line led to a marketing internship for my business degree with the Daniels School of Business at the University of Denver. My career at a local ski area, which also happens to be Never Summer's home mountain, has kept my professional relationship with Tim and Tracey going. Since then I've seen the small company that opened my world to the industry grow into a household brand amongst Colorado Snowboarders.

Passion is what drives individuals to succeed, and Tim and Tracey's dedication to their love of snowboarding has shown through their more than three decades of driving the sport forward. In that time they have been granted numerous patents for their innovative designs and ideas. They have maintained a commitment to keeping manufacturing in the United States, a rarity these days, and stand behind their work by offering one of the longest warranties in the industry. Because customers share in this passion and take note of these ideals, Never Summer now enjoys a customer loyalty that most businesses can only dream of.

Despite becoming successful manufacturers of several popular brands of both skis and snowboards, Tim and Tracey never lost sight of the community that gave rise to their business. Their marketing and sales strategy focuses on the independently owned and operated ski shops, which helps keep profits in the hand of Coloradans and other small businesses around the country, rather than multi-national conglomerates. This strong sense of community is also shown through their commitment to the US Armed Services, firefighters, police officers, and a multitude of charities in Colorado and around the nation.

If there was ever a better measure of success, it would be the hard work, innovation, and dedication to the growth of the sport all culminating in a sponsored athlete heading to South Korea to represent the Never Summer Brand of Colorado and more importantly, The United States of America! This is why there is no one more deserving of a place in the Ski & Snowboard Hall of Fame than Tim and Tracey Canaday.

Sincerely,



Duncan Maxwell  
Loveland Ski Area  
P.O. Box 899  
Georgetown, CO 80444



February 5, 2018

Colorado Ski & Snowboard Museum  
231 S. Frontage Road  
Vail, CO 81657  
Attn: Colorado Snowsports Museum Hall of Fame

Re: Tim and Tracey Canaday; Nomination Seconding Letter; 2018 Colorado Snowsports Hall of Fame

Dear Colorado Snowsports Museum Hall of Fame:

We enthusiastically second Wiley Asher's nomination of brothers Tim and Tracey Canaday, founders of Colorado-based Never Summer Industries, Inc., to the museum's Hall of Fame for the 2018 season. Almost everything that you've read and heard about Tim and Tracey and what they have done for snowboarding in Colorado is probably understated. As one of the very first specialty retailers in Colorado to sell Never Summer snowboards (way back in 1991!), we offer our full support for their induction into the Snowsports Museum Hall of Fame.

The Canadays' company and life's work are inextricably woven into the fabric that is Colorado snowboarding. For over 27 years, Never Summer snowboards have been designed, manufactured, tested, marketed, and sold by dedicated men and women at Never Summer's factory in Denver, Colorado. There is no sign of this relenting. The Canadays' devotion to Colorado has meant that hundreds of craftsmen and outdoor professionals have benefited as their employees and hundreds more (like us) have operated profitable businesses selling their highly sought-after boards.

Tim and Tracey listen to the shops that sell their boards and to the customers who ride them. They act upon this input and, as a result, their snowboards are the toughest in the industry. Never Summer's slow but deliberate growth has allowed them to be thoughtful and responsive to their dealers' and riders' changing needs. This flexibility means that in any given season they manufacture best-in-class park boards, backcountry powder boards, and split-boards. We are not aware of any other brand that can say this.

Finally, Tim and Tracey's snowboards are *special*. They aren't available everywhere. They are made by hand. Every aspect of their production, from start-to-finish, occurs in Denver, CO. And they hold their value. Customers are willing to spend full-retail to own one. In our hyper-discounted age this is truly rare and something every specialty retailer hopes to find in the vendors they choose to work with. It's what keeps us in business. Thank you for considering Tim and Tracey Canaday's induction into the Hall of Fame.

Sincerely,

Tom LaCrosse  
BC Surf & Sport

David Smith  
BC Surf & Sport



Colorado Ski & Snowboard Hall of Fame  
231 S. Frontage Road East  
Vail, CO 81657

Nomination Board:

As the owner of Mountain Wave Snowboards, Inc. in Breckenridge, Colorado, I wholeheartedly second the nomination of Tim and Tracey Canaday to the Colorado Ski & Snowboard Hall of Fame. Their contributions to the sport of snowboarding cannot be understated, especially here in our state of Colorado.

Mountain Wave has been a single location, family owned shop for twenty-five years. Much of our success can be attributed to our twenty-four-year relationship with Never Summer Industries. With Tim and Tracey Canaday at the helm, Never Summer Industries created a business model that was exemplary among their competitors—and remains so today.

Tim and Tracey set out create the highest quality product and sell it in a slow, sustainable manner. This is easily said in theory, but difficult to actually do in practice. It requires the disciplined traits of seasoned U.S. Marine officers as opposed to most snowboard manufacturers. After twenty-four years of doing business with Tim and Tracey, I can attest to these traits.

They are dependable.  
They have Integrity.  
They are enthusiastic.  
They are courageous and they inspire me daily.

So an emphatic yes! Tim and Tracey and Never Summer Industries deserve a place in the Colorado Ski and Snowboard Hall of Fame.

Sincerely,



John B. George  
Owner, Mountain Wave  
[mtnwave@colorado.net](mailto:mtnwave@colorado.net)





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February 12, 2018

Colorado Ski & Snowboard Museum  
231 S. Frontage Road East  
Vail, CO 81657

### **IN SUPPORT OF TIM & TRACY CANADAY**

I would like to second the nomination for Tim & Tracy Canady to the Colorado Ski & Snowboard Hall of Fame. It has been their commitment to excellence, great business practices and local manufacturing that has spurred innovation in the industry and created demand for locally produced snowboard hardgoods that is unmatched. No other Colorado manufacturer has had the success and influence of Never Summer Industries in the snowboard category.

My retail store, The Wright Life Sports Store based in Fort Collins, Colorado has been in business since October of 1981. We've seen the birth and growth of snowboarding from a retail perspective. Some of the first products we ordered were from Burton and Sims snowboards. The action sports industry was just emerging. A whole new category of sports were about to burst on the scene of retail and manufacturing. The Canaday's were customers and seized on the opportunity to be inventors and manufacturers. As with any product development there have been twists and turns in manufacturing that have changed everything in terms of demand. For nearly 30 years the Canaday's have put their mark on snowboarding and not by following but leading the charge. Especially prominent in Colorado but their influence has been worldwide.

Manufacturing is a tough and risky business. To survive the onslaught of competitors while continuing to innovate and create is commendable. The ever changing landscape of retail has been navigated brilliantly. As a retailer and friend I am thrilled to support and recommend Tim & Tracy Canaday for inclusion into the Colorado Ski & Snowboard Hall of Fame. Thank you for your consideration.

Bill Wright  
The Wright Life

200 Linden • Fort Collins, Colorado 80524  
(970) 484-6932 • info@wrightlife.com

**Canaday, Tracey and Tim**  
**Hall of Fame Nomination Part 6**  
**Summary**

Over 35 years, Tracey & Tim Canaday of Never Summer Industries have contributed more to Colorado's snowboard industry than any other individuals. Since 1983 when they built their first boards, to today when Never Summer is the third largest snowboard brand in the U.S., you cannot separate the company from the personalities. They have steadfastly adhered to their core values: manufacturing product of incredible quality that you only get with Colorado craftsmen, engineering prowess delivering superior performance, supporting their retailers, giving back to the community, and fostering the loyalty of snowboarders not just in Colorado but across the United States.