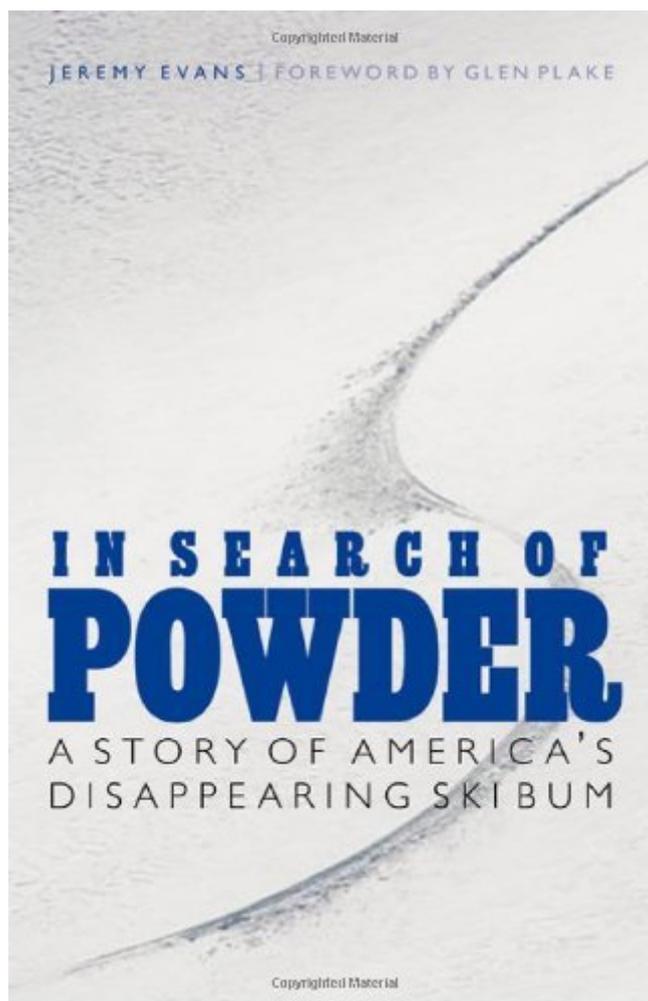


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In Search Of Powder: A Story Of America's Disappearing Ski Bum



Synopsis

As a recent college graduate and fledging newspaper reporter in the Lake Tahoe area, Jeremy Evans became immersed in ski bum culture—a carefree lifestyle whose mantra was simply: “Ski as much as possible.” His snowboarding suffered when he left for a job in the Portland area; and when, at twenty-six, he suffered a stroke, he reexamined his priorities, quit his job, moved back to Tahoe, and threw himself into snowboarding. But while he had been away, the culture had changed. This book is Evans’s paean to the disappearing culture of the ski bum. A fascinating look at a world far removed from the larger culture, it is also a curious account of a passion for powder and what its disappearance means. Evans looks at several prominent ski towns in the West (including Crested Butte, Jackson Hole, Telluride, Lake Tahoe, Park City, and Mammoth) and the ski bums who either flourished or fled. He chronicles the American West transformed by rising real estate costs, an immigrant workforce, misguided values, and corporate-owned resorts. The story he tells is that of quintessentially American characters—rejecting materialism, taking risks, following their own path—and of the glories and pitfalls their lifestyle presents.

Book Information

File Size: 1753 KB

Print Length: 256 pages

Publisher: Bison Books (November 1, 2010)

Publication Date: November 1, 2010

Sold by: Digital Services LLC

Language: English

ASIN: B004Z1OF24

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #507,711 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #29

in Books > Sports & Outdoors > Outdoor Recreation > Skiing > Downhill #30 in Kindle Store >

Kindle eBooks > Nonfiction > Sports > Winter Sports > Skiing #74 in Kindle Store > Kindle

eBooks > Nonfiction > Sports > Miscellaneous > Sociology of Sports

Customer Reviews

The book has the feel of a text version documentary. It details with history and interviews the changes seen in America's ski towns and ski bum culture. Like Evans I'm from South Lake Tahoe (though currently residing elsewhere due to some of the issues in the book) surprisingly I've never heard of the guy or even have any facebook friends in common. It's a very small town, but he is a bit younger. In any case, he covers a lot of the issues that our mountain towns are facing. I moved to tahoe in the 90's and always assumed I'd spend my entire life there. Those of us who were snowboard/ski bums eventually get older. We want to settle down at some point, we have kids, etc. In a healthy community we'd get some kind of real job, buy a house and maybe start living some kind of semi-mature life. When I moved to town there were condos and houses available for 90k-150k all over the place. However by the time I was ready for adult life I was staring at 300-400k price tags, and keep in mind the average casino dealer (one of the better paying gigs in town) is looking at 40-50k/yr. As mentioned in the book, the price has been driven up by out of towners who buy 'vacation homes' which either sit vacant or worse yet are VRBO'd out to obnoxious partiers on weekends. Schools are dwindling and educational quality is a serious issue. The town starts to become a hollowed out facade, a ski town themed amusement park for well off bay area folks. The lack of opportunity and high cost led to me making the call to move out. Lots of my friends are still in the area but have moved to carson city (mentioned in the book) and the ones who are still at the lake struggle with the above issues.

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