



PACIFIC (2 Winners)

Footloose Sports | Mammoth Lakes, CA

www.footloosesports.com

Over the course of more than 25 years, Footloose Sports has grown from a box of bootfitting tools into one of the country's premier service-oriented ski shops.

The store's reputation is built on precision work by dedicated skiers, and pioneering solutions that have become industry standards: bootfitting, Superfeet Orthotic footbeds, Wintersteiger stone-grinding, and "try before you buy" demo programs.

Owners: Tony Colasardo, Andrea Colasardo. Mary Lawrence and Corty Lawrence



Porters Sports | Truckee, CA
www.porterstahoe.com

Porter's roots go all the way back to 1951 when Warren Porter opened a small clothing store in Tahoe City, CA less than 100 yards from Lake Tahoe. The more official beginning, though, is 1960. That's when the Olympics came to Squaw Valley. It's also when the Kahn family bought the business and introduced winter snow ski products to the mix. 1982 saw the addition of snowboards – making us one of the older snowboard dealers in the country. It was also the year we opened our Truckee store. The "Dam Outlet" and the Incline Village stores came about in the next decade.

In 2002 – after 42 years of ownership – Porters changed hands to the Chapman family. Porter's is Tahoe's premier specialty action-sports shop.

Owners: John Chapman and Roger Kahn

