



Atlantic (NY/ PA/ NJ/ DE/ MD)

Tom Beach - (K2/ Phenix Ski)

After college (Williams '68), US Army ('68--'71), and four years in a ski shop, K2 hired Tom in February '76 as their rep in the mid-Atlantic, where he has remained ever since. During the decades, he has sold other products (SOS clothing, Ronald Louis/Athalon luggage, Thule, Marker, Phenix, et al). He created the character "Captain K2" in '86 (he's still out there, somewhere) and is perhaps best known for writing "The Green Book", a parody of a sales guide, from '80 to '01, when K2 took over that job. He continues to assemble and edit the annual "Quick Reference Guide", listing most skis (US market) by manufacturer and category on a single page (which shops in the mid-Atlantic have used for years to keep straight on what's out there). He also is very active with demos each winter and his clinics are known for their amusement factor.