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**Fall 2014** [www.pierceskateandski.com](http://www.pierceskateandski.com/)

**Dear MAST Member,**

**Prior to investing in your new gear for the upcoming 2014-15 racing season please consider the following 10**

**Reasons you should consider partnering with Pierce versus other “race” shops or an on-line/dot.com retailer:**

**\*For over 30 years Pierce has been passionately dedicated to alpine ski racing in sales, service and support.**

**\*We have given back to the local race community over a quarter of a million dollars in financial support.**

**\*We are the largest Biostance alignment dealer in the U.S.**

**\*We’re the only shop in the U.S. that has been at Mt. Hood for 17 years straight conducting independent testing.**

**\*We are the ONLY retail ski shop in the Midwest with the exclusive Montana Challenge stone grinding system and the 1st and ONLY shop in the Midwest that can create 8-segment Vario Structures.**

**\*Every year the Pierce Staff is recognized as one of the best in the industry. Most recently Ski Industries of America recognized us as the 2012 Midwest Ski Retailer of the Year representing a record setting 6th time.**

**\*Warranty processing = We stand behind what we sell and our record for turning around claims is legendary.**

**\*Since 1996, 19 of 19 Men’s State SL Champs and 15 of 19 Women’s SL Champs are Pierce customers.**

**\*Question: What do Kristina Koznick, Tasha Nelson, Martina Sailer, Lindsey Vonn, Kaylin Richardson, Sterling Grant, Michael Ankeny, Matt Strand and Paula Moltzan all have in common?**

**Answer: All were Pierce Skate & Ski customers before they were U.S. Ski Team Members.**

**\*Partnering with Pierce is your 1st step while customization and guaranteed satisfaction is ours.**

**Here are some of the upcoming events and promotions lined up for you at PIERCE this fall:**

**Friday October 3rd – Monday October 6th: PIERCE's 26th Annual *"OKTOBERFEST”* SALE**

Friday the 3rd through Monday the 6th join the **Award Winning** **Pierce Staff** for the following highlights: a **poster** **signing with USST member & Olympic Silver Medalist Andrew Weibrecht (sponsored by Head Winter Sports)**, **free tuning seminars and demonstrations on the Midwest’s 1st Montana Challenge stone grinder with Pierce Service Manager Eric Jacobson**, our **50% OFF TENT**, **free hot dogs & H2O**, representatives from **Afton Alps, Buck Hill, Wild Mountain, Blizzard Ski School** and our key manufacturers as we welcome the ***"Official Start of the******2014-15 Ski Season"***. Watch for a separate mailer and check out our web-site later this month.

**Thursday October 16th–Sunday October 19th: PIERCE's 25th Annual *“FLEX SESSION”***

Thursday the 16th through Sunday the 19th come in and take advantage of our expert advice and tremendous savings. **WITH THIS LETTER** we are offering **25% to 40% DISCOUNTS OFF** of suggested retail pricing on selected models of **FISCHER** skis, boots & bindings, **HEAD** skis, boots & bindings, **LANGE** boots, **LEKI** gloves and poles, **MARKER** bindings, **NORDICA** boots and skis, **ROSSIGNOL** skis & bindings and **SWIX** poles & waxes.

**BEAT THE RUSH AND MAKE AN APPOINTMENT:** If Flex Weekend does not work for you, come in early or call and schedule an appointment for anytime before October 19th.

**Starting Tuesday January 6h: *"Pierce Ski Maintenance Seminars"***

Beginning Tuesday, January 6th, **Pierce** Service Department Manager, ***Eric Jacobson****,* will be conducting our Ski Maintenance Seminars. Seminars are held from 7 to 8pm on Tuesday nights throughout the season. The seminars are **FREE** but pre-registration is required and class sizes are limited to 10 per week. Call or stop by the Service Desk to check the schedule and/or sign up.

Keep in mind that members and their immediate family receive a 15% discount off of suggested retail price on most merchandise as well as special rates on ski tuning. Please bring your equipment in NOW for fit assessment and tuning to avoid the rush that always comes with the first cold snap and flurries. We look forward to seeing you in the shop and on the hill this winter!

We all appreciate your continued support of our shop,

Bart, Terri & Tyler Pierce, Dave Hinz, Eric Jacobson, Ted Petroskey and the rest of the Pierce Staff!