



SINCE 1936

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Fall 2013

[www.pierceskateandski.com](http://www.pierceskateandski.com)

Dear MAST Race Team Member,

Prior to investing in your new gear for the upcoming 2013-14 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 16 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 1<sup>st</sup> shop in North America with the Montana Emulsion Cooling System; the ultimate in tuning technology.
- \*Every year the Pierce Staff is recognized as one of the best in the industry. This past December Ski Industries of America recognized us as the 2012 Midwest Ski Retailer of the Year our record setting 6<sup>th</sup> such award.
- \*Warranty processing = We stand behind what we sell and our record for turning around claims is legendary.
- \*Since 1996, 18 of 18 Men's State SL Champs and 14 of 18 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: They were all Pierce Skate & Ski customers before they were U.S. Ski Team Members.
- \*Partnering with Pierce is your 1<sup>st</sup> 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 4<sup>th</sup> – Monday October 7<sup>th</sup>: PIERCE's 25<sup>th</sup> Annual "OKTOBERFEST" SALE**

Friday the 4<sup>th</sup> through Monday the 7<sup>th</sup> join the **Award Winning Pierce Staff** for the following highlights: a **poster signing with USST member Resi Stiegler (sponsored by Rossignol)**, free tuning seminars and demonstrations on the **Midwest's 1<sup>st</sup> 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 & Ski-Away Ski School** and our key manufacturers as we welcome the **"Official Start of the 2013-14 Ski Season"**. Watch for a separate mailer and check out our web-site later this month.

**Thursday October 17<sup>th</sup> – Sunday October 20<sup>th</sup>: PIERCE's 24<sup>th</sup> Annual "FLEX SESSION"**

Thursday the 17<sup>th</sup> through Sunday the 20<sup>th</sup> 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, we would be happy to schedule an appointment for anytime before October 20<sup>th</sup>. Just call the shop to set it up.

**Starting Tuesday January 7<sup>th</sup>: "Pierce Ski Maintenance Seminars"**

Beginning Tuesday, January 7<sup>th</sup>, **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!