

Snowsports Builder Awards

by John Watson, History Chair

The FWSA Snowsports Builder Award is given to individuals who have made an indelible positive impact on snowsports. The builder may be honored for achievements in athletics, the press, publishers, historians, industry, humanitarian work, area development, or technology. In short, they honor those who have made significant contributions to snowsports.

Schone Malliet

Schone Malliet has devoted many years of service to the sport of skiing and he has introduced hundreds of urban children to our sport.

He is the CEO and founder of Winter4Kids (W4K) at the National Winter Activity Center in Vernon, NJ. W4K was developed out of an initiative of the National Winter Sports Education Foundation, a national non-profit whose mission is to improve the lives, health and fitness of youth through winter activities by leading the collaboration of several nationally recognized partner organizations.

The Center introduces children to activities that they would not typically be exposed to or consider trying, while making it economically feasible.

Winter4Kids exists to create healthy lifestyles and influence behaviors of youth through winter activities. Better health and attitudes are the result of increased moderate to vigorous activity, nutritious food, and personal development.

The Center states that lives are changed and outlooks are brighter as

each of their participants become better individuals through the mastery of snow and life skills. The youth use these experiences to explore and pursue new academic, life and sport opportunities.

The program includes wholesome meals, fitted gear and six weeks of lessons, typically held on weekends.

According to Schone, "This isn't a program — this is a movement. I enjoy the impact The Center has on kids who participate and the potential to change their lives forever."

The Center served 180 children in its first year of operation. In 2018, more than 1,400 kids came through the program. The projection is to serve 10,000 children by 2022.

Schone has a BA in Economics from Holy Cross College and an MBA from Pepperdine University. He has a broad set of accomplishments to draw upon from family, military, athletic and corporate environments, as a Marine pilot, alpine ski racing coach, CEO of VianaNovus, alyXsys Inc, and senior sales and marketing executive.



He was the Chair and Founder of the National Winter Sports Education Foundation. Schone is currently a Vice President of the Holy Cross Alumni Association board; former Chair, YMCA Board of Managers, he and is involved in many facets of winter sports through US Ski and Snowboard.

Shone's dedication to exposing urban children to the sport of skiing makes him a true Snowsports Builder.