





50

YEARS OF BOSTON'S WAY TO PLAY
BOSTON SKI + SPORTS CLUB



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BOSTON SKI + SPORTS CLUB | 50 YEARS

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Cover Image

Boston Ski Club,
Boston Common, 1967



BOSTON SKI + SPORTS CLUB

is the **PREMIER RECREATION SOLUTION** for adults in greater Boston. It is a membership organization which attracts members because of its **DEDICATION** to providing a wide variety of fun activities, organizational **EXCELLENCE**, **OUTSTANDING** customer service and personal rapport. It fosters an environment where participants can compete, travel, ski and socialize without worrying about the details.

GENE BREZNIAK (1927-2016)

President

SHARON BRIGHAM

General Manager

CHRIS COLLINS

Program Manager: Basketball, Football, Floor Hockey

BRETT CRANDALL

Technology & Systems Manager

PATTY DESMAISONS

Member Services Manager

RANDY FRIEDMAN

Director of Travel & Skiing

BRYAN HICKEY

Marketing Coordinator & Day Ski Program Manager

KEITH KANTOR

Program Manager: Softball, Dodgeball

ANN LORD

Administration

ALEX MACPHERSON

Creative Marketing Manager

LAURA NELSON

Program Manager: Volleyball, Kickball, Ultimate Frisbee

CASEY RAMEY

Program Manager: Soccer

ALEXA RICHARDS

Program Manager: Field Hockey, Lacrosse, Soccer

MARK ROBARTS

Director of Sports

RYAN WALSH

Director of Marketing & Sponsorships



A LETTER FROM THE GENERAL MANAGER

2017 marks the 50th Anniversary of Boston Ski and Sports Club. For five decades, BSSC has been a key part of this active, sports-loving city, providing an extensive set of opportunities for people to get out and play. After a rough day of work, players head to the fields to take their shots and swings. In the winter, powder beckons, and skiers hit the slopes. Year round, travelers of all ages check another adventure off their bucket list. No matter what your passion, BSSC is honored to deliver the events, the organization and the fun so that you can keep doing what you love. Many a relationship has started at a BSSC event.... whether it's a friendship, engagement, marriage, or growing family, we know that connections forged in play are connections that last. Again, we are honored to be able to be a part of your lives.

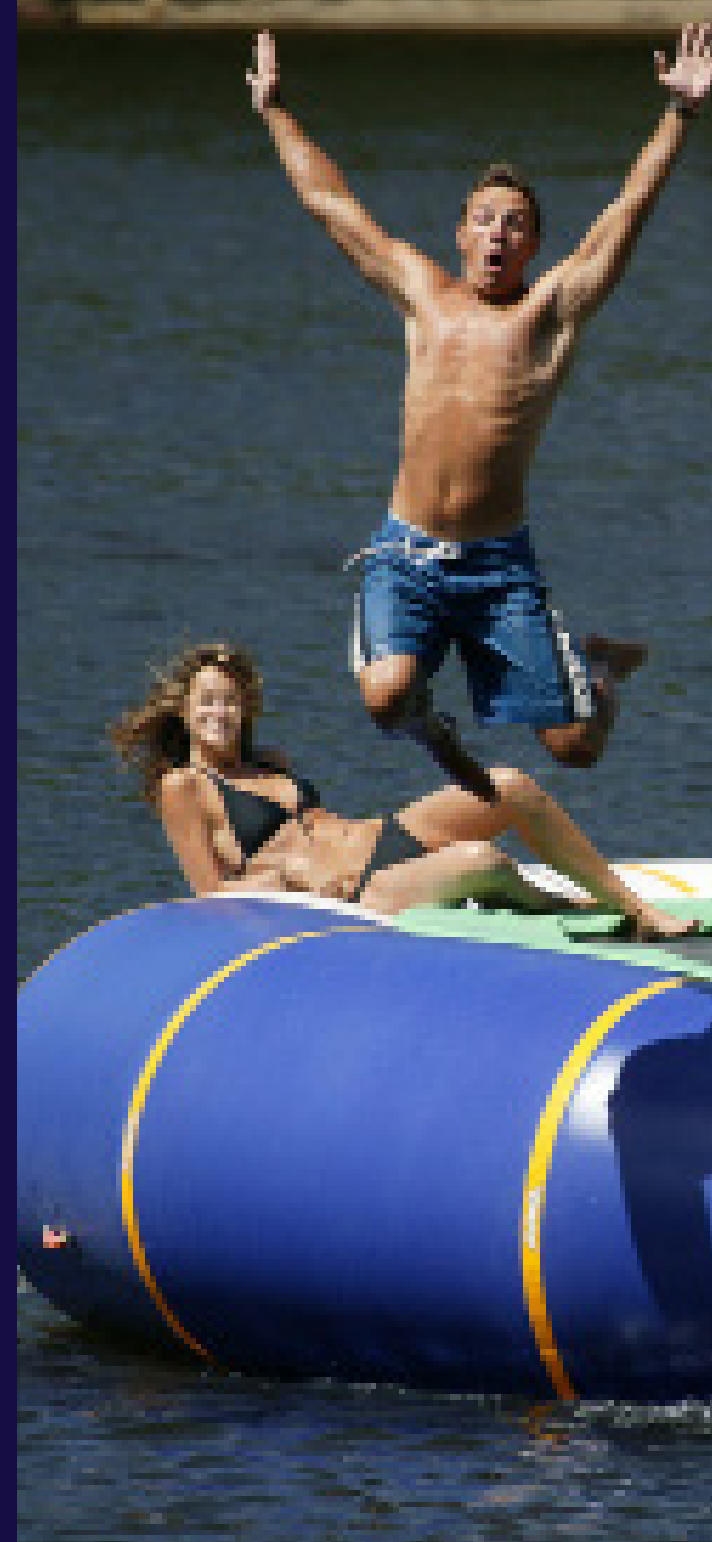
As we enter the start of another fifty years, I give you our promise that we will keep striving to help you find your fun. Finally, and most importantly, I would like to say thank you, for without you, there would be no Boston Ski & Sports Club. Thank you for continuing to do what you love, for rallying your friends to join, for seeking that elusive championship or that perfect run. It is your passion, determination, competition and camaraderie that make all of this possible.

We hope you enjoy flipping through this anniversary book and reminiscing on the wonderful experiences of these past 50 years.

Thank you for your unrivaled loyalty,

Sharon Brigham

General Manager, Boston Ski + Sports Club





BOSTON'S WAY TO PLAY

FIVE DECADES OF BEING BOSTON'S #1

OUR STORY

The Start of Something Big

Boston Ski & Sports Club has seen many fads come and go over the past fifty years... bell bottoms, tie dyed tees, fluorescent ski parkas; long skis, short skis, fat skis; motown, disco, hip-hop; VW bugs, SUV's, hybrids; plus dodgeball and kickball for adults. One constant remains – BSSC continues to encourage the kid in all of us as we play sports, ski, make connections, and live a life full of fun!

In 2017 BSSC, one of the nation's largest and longest running social sports clubs for adults, celebrates five decades of skiing, travel, and playing sports. Since 1967, BSSC has grown from entertaining a few thousand Bostonians with parties and skiing, to organizing a massive range of recreational activities for over 50,000 active adults in and around Greater Boston.

Easy to Ski & Meet People

The club's founder, Gerry Milden, started BSSC as an opportunity to party, meet people and ski cheaply. Members flew to ski the Alps, took a weekend bus to Killington, and attended many parties. As snacks were passed and jugs of wine started flowing, so did the conversations. With Boston's success, Gerry added more New England clubs and launched the United States Sports Clubs. Everyone enjoyed the active, friendly atmosphere that made it easy to meet new people. By the early 70's, mainstays were parties, group tennis and ski lessons, coed volleyball, and of course, ski trips.

Passing of the Torch

The inaugural clubs were doing well,

and Gerry was ready to move on. Gene Brezniak, an active BSSC member, answered the call and took over the Boston chapter in 1974. He worked mornings at his insurance agency, then headed out for the fun part of his day at BSSC. Gene was an avid skier and enjoyed seeing everyone have a good time. A star baseball player in college, he tried and got hooked on BSSC volleyball where he recruited others to join in and try new activities. Gene loved it and made the most of every opportunity to chat with people!

From Disco to Neon to Snowboards

Get out the disco ball and "Let's Get Physical"! In the 1980's, BSSC hosted many themed parties, rocking the ballrooms of major Boston hotels, with the help of newly hired Activities Director, Patty DesMaisons. Volleyball was a social Mecca as players traded in their bell-bottoms for brightly colored shorts (and they were short!). More league nights were added, as well as the club's first softball leagues. Yearly pilgrimages to Nantucket and Martha's Vineyard brought bus-loads who invaded the islands to bike, beach, party, and play! Whitewater rafting in Maine was also a huge hit, debuting in the summer of '81. BSSC continued to add activities to monthly newsletters, outdoor adventures, wine tastings, "table hops", and a July 4th picnic culminating in Boston's first-ever cruise ship heading down the Charles River to hear the Pops & watch the fireworks!

As the popularity of skiing resurged with major improvements in snowmaking and lift services, snowboarding broke out in

OPPOSITE: A group of BSSC-ers "Invading" Nantucket at the annual outing.

BELOW: Basketball, introduced in the '90s has grown into one of BSSC's most popular sports.





ABOVE: Women's Lacrosse, one of our newest offerings, was introduced in 2009.

OPPOSITE: School-yard favorite, Dodgeball, is a fun and fast-paced way to encourage the kid in all of us!

New England. To answer the call, BSSC brought back its incredibly priced day trips to cater to a new population of skiers and "riders". For less than the cost of a lift ticket, trips included a bus ride, trip escort, and ski pass to resorts like Sunday River, Killington, Stowe, Loon and more. BSSC's reputation for providing top-notch services grew, and Randy Friedman joined the team in 1989. He initially handled membership and started coed basketball. Today he oversees Ski and Travel, sending hundreds to ski the world and take adventurous vacations – like summer skiing in South America; exploring Iceland, Costa Rica and Morocco, and hiking the Inca Trail.

Boston's Way to Play
Boston Ski & Sports Club continued expanding its sports, and in 1992 hired a young volleyball player from Maine, Mark Robarts, as Sports Director. With more sports being offered, BSSC was soon considered by many to be the only game in town for adults to play coed volleyball, softball, basketball, floor hockey, football and soccer. Since 1993, soccer has out-paced all other sports, with a range of competition, from 5v5 to 11v11, in coed, women's and men's leagues. In 2016, soccer alone amassed 1225 outdoor teams and over 600 indoor teams.

BSSC partied like it was "1999", survived "Y2K", and welcomed "Gen X-ers" with more nights out, sports leagues and locations. Typical outdoor sports were added to the indoor list and vice versa, drawing a competitive and ardent population to play their preferred sports year 'round – enter indoor softball and football; outdoor floor hockey plus school-yard favorites, dodgeball and

kickball, even ultimate frisbee! As women continued to play competitive sports post-college, it was time to offer women's field hockey, lacrosse and soccer. Under meticulous management, sports programs have multiplied ten-fold, making BSSC Boston's way to play!

BSSC Continues to Shine
The club's General Manager, Sharon Brigham signed on in 2002 to help set the course for BSSC's future. Sharon's business experience, combined with the knowledge that comes from being a member and sports player, made her the perfect fit. She's been a driving force behind BSSC continuing to provide organizational excellence and outstanding customer service.

So, here is BSSC after 50 years... still having fun transporting skiers and riders to New England resorts, out West and to Europe; flying adventure-seekers to exotic destinations like Japan, Africa, Mt. Everest, and beyond; adding sports leagues and players by the score; playing on gyms floors, grass and turf fields; setting up nets, boundaries & bases; scheduling thousands of activities from its headquarters in Watertown, roomy enough for 14 full-time dedicated staffers and overflowing with sports equipment, shirts and prizes. After 5 decades, the Boston Ski & Sports Club stands strong and continues its dedication to connecting people through skiing, travel and sports. Thanks to all the members, participants, volunteers, partners and vendors for the last 50 years – BSSC looks forward to many more years of playing hard and having fun!





SKI & RIDE WITH BSSC

PROVIDING PREMIER SKI TRAVEL SINCE 1967



IN MEMORY OF GENE BREZNIAK
JUNE 10, 1927 - FEBRUARY 19, 2016

Gene Brezniak, the heart and soul of BSSC since 1974, was a special person who touched many lives in his years at the helm of the Boston Ski & Sports Club. He brightened our days with his humor, generosity and genuine care. While we mourn his passing, we celebrate a long, vibrant life dedicated to connecting with people through his love of skiing, sports and fun.

Gene's genuine interest in people and quick wit helped make him the pied piper for singles to pack their free time with fun things to do and easy ways to meet each other.



As an avid skier he led countless local weekend getaways and ski vacations around the globe. "Back in the day" he ushered in hundreds to good old fashioned dance parties held in hotel ballrooms. Always ready to share his favorite club sport, volleyball, Gene would

hold court and offer pointers to any who were interested. The annual Nantucket trip was all about the volleyball, biking and the Saturday night party! He also loved Club Getaway where he could play all sorts of sports, enjoy delicious food, and watch everyone else do the same.

Gene was a wonderful mentor, often offering, "may I make a suggestion?" His enthusiasm and passion for sports was inspiring. His playfulness and ability to make others laugh was a real treat! He enjoyed being in the office with his coffee and brownie, where he could answer the phone and be part of the BSSC team. We all miss him, but Gene will be a part of BSSC always. We are proud to honor him by continuing BSSC's long legacy as Boston's way to play.



Evolution of a Logo

BOSTON SKI + SPORTS CLUB | 50 YEARS

1967



Our original name and our first logo. Used on all literature as popularity of organized ski trips and social parties grew in Boston.

1971



The United States Sports Clubs logo was designed as additional chapters were introduced in New England.

1977



With the emergence of our ski and sports programming, Boston Ski & Sports Club developed its own unique logo.

1984



BOSTON SKI AND SPORTS CLUB

Emphasizing the diverse aspects of our organization, silhouettes of members were incorporated in this logo.

1991



BOSTON SKI & SPORTS CLUB

This is the original design of our most recognizable logo. It received many tweaks and developments over the years.

2017



We are excited to introduce our new logo. A representation of our roots and commitment to continue moving forward.



FIND
YOUR FUN!

INDOOR & OUTDOOR SPORTS THROUGHOUT BOSTON

Through The Years

1960s

1967

Boston Ski Club is launched by Gerry Milden, organizing ski vacations and parties.

Members fly to ski the Alps and the first Ski Weekend heads to Killington, VT



1990s

1991

The Ski Department expands to offer a complete calendar of Day Trips, Ski & Stay Weekends, and Ski Vacations.



1970s

1968

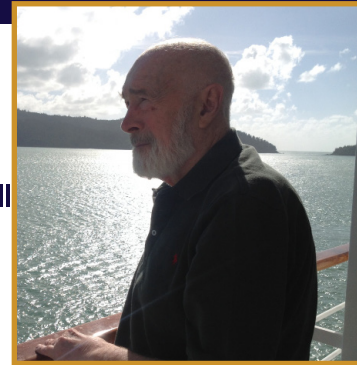
An annual BSSC membership is \$10. Discounted lift tickets range from \$5 to \$10 each.

Members meet at Blue Hills for "Graduated Length Method" lessons and learn to ski.

1973

Members play Volleyball every Wednesday at the West Newton Armory.

Volleyball now includes over 18 leagues, tournaments and pick-up games.



1974

Gene Brezniak (1927-2016) A native Bostonian and volleyball, ski and party enthusiast, Gene takes the helm at Boston Ski & Sports Club.

While we mourn his passing, we celebrate a long, vibrant life dedicated to connecting people through the love of skiing, sports and fun.

2000s

2000-04

Coed Flag Football, Kickball and Indoor Softball are added to our sports line-up.

Men's Softball and Soccer are also added.



1977

BSSC hosts its first annual "Rock the Boat" Cruise on Boston Harbor.



1980s

1980

Ten teams make up the first Coed Softball League and Basketball soon follows.

Now Softball and Basketball are two of our largest sports, with over 300 teams competing every year.

1981

BSSC organizes a trip to raft the Penobscot River, Maine for the first time.



1987

Members meet in Boston for billiards, bowling, "Table Hops" and more.

The BSSC social calendar now consists of pub crawls, Red Sox, Halloween and BrewSKI parties and the annual Blizzard event.

2010s

2010

Women's Field Hockey starts with 6 outdoor teams. Today, 150 teams play annually.

Lacrosse and Soccer for women also continue to grow.



2016

BSSC engages over 50,000 members and participants across our four platforms each year; Ski & Ride, Sports, Social, and Travel.

We continue to strive to provide the highest quality activities that are fun, well-organized and social to Greater Boston.





EXPAND YOUR WORLD

ADVENTURE TRAVEL OF A LIFETIME WITH BSSC

MEMBER STORIES

When you think of BSSC, many people assume that we just offer awesome sports leagues and ski trips. But when you dig a little deeper, you can begin to understand what our sports, ski & ride, social and travel offerings can mean to those who participate. Enjoy a few of our favorite stories from our members. Here's to making many more lasting memories.

INSERT: BSSC Soccer players Alexa & Ryan celebrate their engagement at Fenway Park.

OPPOSITE: Kickball allows everyone to have fun outside the office.

BELOW: Baby Ranier proudly displays his BSSC onesie.

Alexa & Ryan Get Engaged Almost exactly four years after meeting at their first BSSC soccer game, Ryan proposed on September 4, 2015, in the park in the North End in front of both families. Celebrations lasted throughout the weekend! Congratulations to Alexa & Ryan from all at BSSC.

Courtney & Liz Welcome BSSC Baby Seven-month old Ranier wears his Boston Ski & Sports Club onesie with pride. Courtney, Ranier's dad, was leading the BSSC ski trip when he first spotted his future wife, Liz. They started to date, he proposed at Sunday River; they were wed in 2012 and welcomed Rainier into the world in January 2016.

Volleyball Veteran Can't Stop Playing There may be just a few members who have participated in BSSC leagues as long as Barry. "My main team has been around

since the '80s. Some of the players have come and gone, but it is good to play with and compete against good and nice people for so many years".

BSSC Isn't Just About Skiing and Sports "I always enjoy the BSSC events as it is a great way to meet friendly new people" says Katherine, a regular at our social events. "They know how to bring people together to have fun!".

Local Business Get a Kick Out of BSSC Propel Marketing has a seasonal kickball team with BSSC. "We have Beer Fridays, ping pong—kickball is another addition to that. It's unique because it's not super competitive—everyone, from the CEO to our interns, can get involved and have a good time outside of the office".

Making Friends on the Slopes "Meeting new people in Boston can be tough, but BSSC made it easier by way of finding those that I had something in common with" says Ski & Ride Trip Leader Nikki. "The BSSC day trips were a convenient way for me to get up to the better mountains".

Teams that Travel Together Win Together "Traveling with BSSC was awesome! It was an amazing experience making friends on the field and then being able to see the world with the same people" states soccer player Edel. "I built friendships and relationships that I will keep forever and am already planning my next trip!"





GET IN THE GAME

BOSTON'S ORIGINAL SPORTS CLUB

MESSAGES FROM OUR PARTNERS + SPONSORS



Cheers to 50 Years! Many congratulations to Boston Ski + Sports Club on your fantastic achievement. We look forward to celebrating with you in the future!



Congratulations on 50 years and best wishes for a snowy 2017. Boston Ski + Sports Club makes this Happy Place even happier!



Congrats to BSSC on your 50th anniversary! It's a pleasure working with such a passionate team. Keep being awesome.



Congratulations on your 50th! It has been our pleasure to work with you for so many of those years. Wishing you all the very best.

ANHEUSER-BUSCH



SUNDAY RIVER RESORT



36CREATIVE



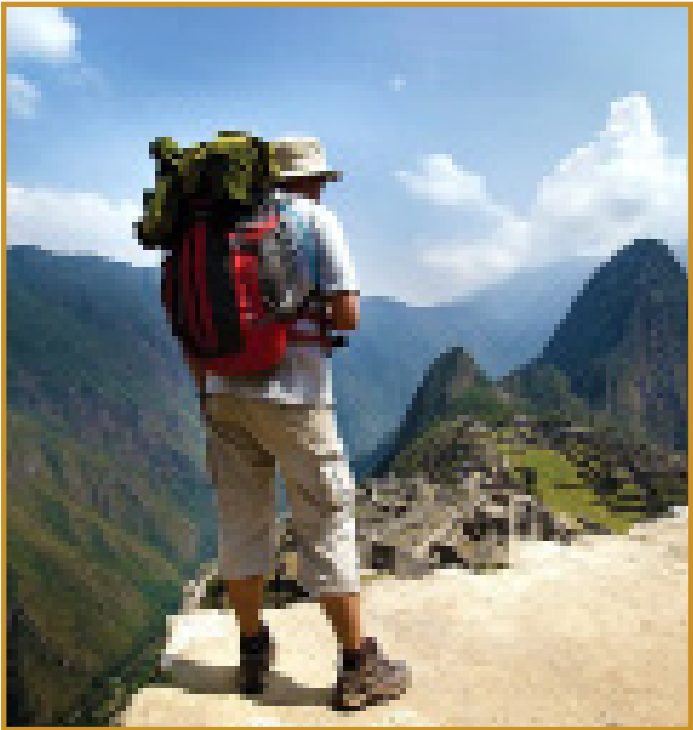
CLUB GETAWAY



MESSAGES FROM OUR PARTNERS + SPONSORS



Happy 50th anniversary to Boston Ski & Sports Club! We look forward to skiing and riding together for another 50 years.



Congratulations on your 50th year. It's been a pleasure being a part of your success in helping people live happier lives.



Congratulations Boston Ski and Sports Club on your 50th anniversary on behalf of the New England Revolution! Here's to the next 50 years!



Congratulations on 50 years of successful business. Bay State Cruises wishes you the best of luck and continued success on your next 50 years.

LOON MOUNTAIN RESORT



G ADVENTURES



NEW ENGLAND REVOLUTION



BAY STATE CRUISES





"We're not the best because **WE'RE THE OLDEST**
we're the oldest because **WE'RE THE**
BEST!"

