



FOR MORE INFORMATION:

Joe Nevin, Founder & Coach-BUMPS FOR BOOMERS ® | 970.989.2529 | JNevin@aspensnowmass.com

Kerry McKeel, Public Relations, BCF | 757.497.4811 | kmckeel@boomyourbrand.com



**Joe Nevin, Founder & Instructor
BUMPS FOR BOOMERS ®**

Joe Nevin, a former Apple Executive, spent over 30 years working in corporate America and Silicon Valley holding various senior management positions with Citicorp/Citibank, Bank of America and Intel. In 1998, Nevin retired from his hectic corporate lifestyle to pursue a life-long passion – skiing – and ended up turning it into a business venture.

Nevin took his three decades of systems thinking and problem solving experience in corporate America and applied his knowledge to understand better the skiing requirements of aging baby boomers - the generation who made skiing popular in the 1960's and '70s. Boomers are seeking ways to extend their skiing longevity, but have grown averse to the risks that can come with skiing black diamonds and moguls. Nevin's ingenuity and solution-oriented mission came to fruition during the 2002-2003 ski season when he established BUMPS FOR BOOMERS ®, the only mogul and powder skiing program in the United States that is designed by Baby Boomers, for Boomers, and taught by Boomers. Nevin's focus is to teach intermediate-level Baby Boomer and senior skiers the skills needed to confidently ski powder slopes and moguls. His pioneering coaching method incorporates novel techniques to reduce knee stress and fatigue, as well as utilizes skiboards (mini-skis approximately three feet long) to help skiers achieve better balance and learn how to maintain speed control.

As founder and coach of BUMPS FOR BOOMERS, Nevin, a Boomer himself, is a dedicated instructor who finds satisfaction in helping Boomers to ski for life by facilitating their ability to reach peak performance and extend the longevity of their skiing years. Nevin takes pride in enabling Boomers to leave their fear at the top of the run, allowing them to embrace their new found freedom to ski the entire mountain.

Nevin resides, in Aspen Colorado with his wife, Nancy and their Bernese Mountain Dog, Gracie.