

Chuck and Jann Perkins: Pioneers and Philanthropists in Skiing History

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A journey that began with their small ski shop in Vermont has led Chuck and Jann Perkins on a lifelong mission to preserve and celebrate the history and culture of skiing and snowboarding nationwide. Their dedication to the commemoration of history solidified their legacy as preeminent advocates and philanthropists in the snow sports community.

The couple's remarkable journey began in 1963 when they founded The Alpine Shop in Vermont. What started as a modest 1,200-square-foot store grew into an 18,000-square-foot cornerstone of the ski industry over its 55 years of operation. The shop's success helped the Perkins build a legacy in philanthropy and advocacy that has touched every corner of the snow sports world.

Their contributions to the Vermont Ski and Snowboard Museum and the U.S. Ski and Snowboard Hall of Fame are particularly noteworthy. The couple played a pivotal role in relocating the Vermont Museum to Stowe, Vermont, in 2002, where the museum was renamed the "Charles N. and Janet B. Perkins Building" in recognition of their contributions. Their financial and logistical support helped redesign the museum's exhibits and solidify its place as a beacon of ski history in the region.

A defining aspect of the Perkins' advocacy has been their unwavering support for the 10th Mountain Division, the legendary World War II unit that helped pioneer modern skiing in America. In 2003, the Perkins' commissioned a 13-foot bronze statue of a 10th Mountain Division trooper, which became a centerpiece of their personal museum and a symbol of their enduring respect for the fabled Tenth. Over the years, Chuck and Jann have hosted memorials, sponsored induction ceremonies, and provided venues for gatherings of soldiers and their families. Their deep ties to the 10th Mountain Division earned Chuck an honorary membership in 2005, a rare recognition of their long-standing dedication.

The Perkins' impact also extended to education and awareness. They supported the groundbreaking 1986 ski film *Fire and Ice*, which highlighted the growing popularity of skiing and showcased the latest Bogner skiwear. In 2014, they sponsored *Slopestyle*, a museum exhibit tracing snow fashion trends from 1930 to 2014, blending their expertise in retail with their passion for history. Their influence reached even further through their funding of youth and collegiate ski programs, helping to foster the next generation of snow sports enthusiasts.

Their philanthropic vision is anchored in sustainability. Beginning in 1992, Chuck and Jann invested in more than 20 ski resort condos across premier locations like Vail, Park City, and Stowe. These investments, now part of the Chuck and Jann Perkins Trust and Foundation, will provide financial support to the skiing industry for years to come. In 2023, the couple made a landmark \$1 million donation to the U.S. Ski & Snowboard Hall of Fame, securing its mission to honor and celebrate ski and snowboard history well into the future.

Currently, Chuck and Jann are transforming their original Alpine Shop location into "Alpine Spirit," a museum dedicated to the evolution of skiing and snowboarding. Set to open in 2025, the museum will feature exhibits showcasing the history of U.S. skiing, including artifacts from the National Hall of Fame in Ishpeming, Michigan, and tributes to iconic figures and events in snow sports.

At ages 92 and 87 at the time of their induction, respectively, Chuck and Jann remain active stewards of skiing history. The Perkins' accolades include inductions into the New England Ski Representatives Hall of Fame in 2014 and the Vermont Ski and Snowboard Hall of Fame in 2017. Their influence has been recognized through numerous awards, including honors for their support of 10th Mountain Division veterans.

Known for their warmth, generosity, and shared passion for skiing, Chuck and Jann Perkins are a beloved team in the snow sports world. Their partnership in life, business, and philanthropy exemplifies the very best of the sport. Together, they have left an indelible mark on the skiing and snowboarding community, ensuring its rich history will inspire generations to come.