



**BEATRICE  
YOLANDA  
MICHELI  
HASHER**

Born 1915 in Italy. Member of Viking Ski Club of Los Angeles and Los Angeles Council of Ski Clubs.

#### MOUNTAINEER

Beatrice Yolanda Micheli Hasher was born in Dambel, Italy, in 1915 and came to the United States when she was four years old. She graduated from UCLA with a degree in foreign languages, speaking five languages fluently: English, Spanish, French, Italian and German.

With that great accomplishment to her credit, Beatrice decided to be adventurous and learn to ski. She took lessons from her soon-to-be husband Vic Hasher at the Big Bear Ski Hut and Alpine Ski School in Big Bear Lake, California. Beatrice met her future husband as she learned to ski and skiing became a major part of her life from that day on.

The winters of 1947-1948 and 1948-1949 were spent with her husband Vic at Mineral King, California, compiling a snow survey, preliminary to potential development of Mineral King as a premium ski resort. Vic and Beatrice Hasher, along with associate Kurt Barthel, spent two long winters cataloguing and documenting snow levels and snow conditions at Mineral King for the US Forest Service. They lived in a small cabin with a wood-burning stove, with which Beatrice became quite a chef and baker, cooking not only for Mineral King Snow Survey party, but also for the many guests who came to visit and ski with the surveyors. Such visitors included Lowell Thomas, Lowell Thomas, Jr., George and Phoebe Hearst, Corty Hill, A. Andrew Hauk, Andre Roche. This survey was critical in Walt Disney's attempt to develop Mineral King into a ski resort years later, and Beatrice, since Vic had passed, supplied Disney with invaluable information she and Vic had compiled earlier in time. After 25 years of SkiSport promotion to his credit, Vic established the importation of a line of ski equipment with distribution nationwide through Vic's association with Dartmouth Skis in Hanover, New Hampshire, and Beatrice was at his side running the day-to-day operations of importing and exporting ski equipment. As the business grew rapidly, Vic became a member of the Western Winter Sports Representative Association, and expanded ski equipment imports from Europe and distribution to retail sellers in the USA. The imports included Fischer Skis, Kastle Skis, Marker Bindings, Obermeyer ski apparel.

Vic and Bea's business of Sport Imports based in Los Angeles created a link between Europe and the United States by providing quality ski equipment for anyone wanting to learn the sport here in the USA, as skiing was rapidly becoming a national pastime.

Beatrice continued the clerical part of the business as Vic traveled extensively throughout the USA, Vic Hasher supported athletes competing in Olympic trials and official competitions, supplying them with equipment and encouragement. Vic was always on the roster and a familiar face to athletes and coaches at such events as the 1960 Winter Olympics at Squaw Valley. 1960 highlighted Vic's career when he represented Dartmouth Skis of the USA and Kastle Skis of Austria during the Winter Olympic Games at Squaw Valley, bridging Europe and the United States in the promotion of the sport of skiing, supplying equipment and encouragement to athletes competing from all over the world.

Together, Vic and Beatrice were a tremendous influence in the growing popularity of skiing in the Western United States.