

Buzz about Sierra Summit sale non-existent



By Marek Warszawski, Fresno Bee

The impending sale of Sierra Summit, the winter resort right in Fresno's backyard, ought to be huge news to area skiers and snowboarders.

Instead, public response has been hushed. Like snow sloughing off an overloaded tree branch in the middle of a forest.

Considering all the complaints I've heard about Snow Summit Ski Corp., the resort's owner since 1981, the muted reaction is curious, although not completely unexpected.

While the Huntington Lake resort has many patrons who appreciate its varied terrain and low-key atmosphere, others like to denigrate the place. Over the years, I've heard Sierra Summit called everything from an ugly step-child to a tax write-off from those with the mistaken belief that Sierra Summit sucks out revenues without spending a nickel on upgrades.

You'd think those Negative Neds and Nancys would be dancing in their ski boots now that a small investment group headed by longtime Kirkwood executive Tim Cohee is poised to take over when escrow on the nearly \$4 million transaction closes April 30.

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