

Sparks ski manufacturer turns hobby into international business

By Kara Lapoint, Reno Gazette-Journal

Casey Hakansson learned how to build skis in a snowboard manufacturing shop.

It was not the conventional route for starting a ski company, but it's where the journey began for the 32-year-old founder and president of Sparks-based Moment Skis.

"My friend was making snowboards over at Sentury Snowboards (in Reno)," Hakansson said. "Through bugging him and seeing how he did it, and just asking a bunch of questions, is how the first Moment Skis were built."

The Gardnerville native, who grew up with a passion for skiing but began his career by running his family's Gardnerville masonry after college, said making skis started out as something "super hobby-ish."

"I definitely had no plan of being where we are now," he said.

And just where is Hakansson's company?

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