

# Climate change means snow is disappearing

By Porter Fox, Powder

One degree makes the difference between rain and snow falling in the mountains. And one decision is all it takes for a ski industry executive to help save snow for its patrons, board members, investors, and every other creature, plant, and soul living near the mountains. The right decision is to use the influence and resources of the \$60-billion snow-sports industry to aggressively push for meaningful state and national climate change legislation.

At this very late stage in the game, large-scale policy change regarding how we create and consume energy is the best, and perhaps only, way to save winter. It is natural that the ski industry—which is already hurting from the effects of warming—take a leadership role in doing that. Awareness campaigns, Renewable Energy Credits (RECs), recycling, and efficiency improvements are commendable, but they will not move the needle. For many executives, touting these initiatives has been a way to say they are doing something, while not doing nearly enough. Snow is melting at a historic rate, and it will only get worse if we continue on a business-as-usual track.

An exec from a trade group told me flatly, “The climate is changing. We are becoming four-season resorts. Skiers will just have to get their mountain bikes out.”

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