

Bill Bendl



Raised in Nazareth Pennsylvania, Bill Bendl joined the U.S. Army a few years after his high school graduation. Following his time in the service, he went to work for Nazareth Sporting Goods. At that time the store was noted for its hunting and fishing supplies and it had a great reputation. In the late 60's and early 70's, skiing became a much more popular sport and Bill helped shop owners' Dick and Arlene Fried expand and go into the ski business. Ski areas in the Pocono Mountains were beginning to grow and were becoming more important resorts. With Bill's help, Nazareth Sporting Goods began to carry a number of popular brands and served to meet the demand for ski equipment and clothing in the Lehigh Valley.

Bill was very instrumental in the promotional side of the business and helped sponsor and conduct both alpine and cross country ski races at the local areas. Providing equipment demonstrations and fashion shows for local ski clubs helped the business to expand. As the business grew, three more ski shops were opened. Bill was also instrumental in opening the Baggy Pants Restaurant and Bar on Camelback Road. It became one of the popular skier's hangouts in the Poconos, featuring ski movies and some of the best musical talent in the area. The club also sponsored the Baggy Pants Ski Team, which traveled to local areas to compete in free style and ski racing

During the summer of 1972, Bill started working for the Rossignol Ski Company as the Eastern Regional sales representative, covering the territory from Pennsylvania to Washington DC. He established a number of small store buying groups so that dealers could get the maximum discounts to increase their profit margins, sponsored different local junior racers, and began hosting mountain demo days at all the ski areas in his sales territory. These activities helped to promote not only the ski shops, but the resorts and the ski industry as well. In 1977, Bill joined Atomic Ski USA, for whom he currently serves as Vice President of Sales. In less than ten years, Bill helped Atomic grow from number eight to number three in the industry. National promotions, dealer clinics, and close cooperation with ski areas and schools helped to continue Atomic's growth. Bill is proud of the work that he has done to expand the industry and hopes everyone else has had as much fun as he has had!