



Don MacAskill

Don MacAskill's impact became apparent at the dawn of his snowsports career. It was Pennsylvania's gain and New England's loss as Don headed south to become a leader in Keystone State skiing. But first, there was a learning stint at New Hampshire's Mount Sunapee where he wrote a detailed history of the resort. A University of New Hampshire Recreation Management graduate, he rose to the roles of Vice President and General Manager at Okemo and Mount Sunapee Ski Resorts.



Then came the big move to Whitetail Mountain in 1998 where he was asked to serve as General Manager of the brand new resort in Mercersburg, Pennsylvania. Don became known as an innovator for his emphasis on the importance of customer service to the long term goal of creating a destination venue. He was lauded for his continuing education programs involving all resort employees from Guest Services to the Ski and Snowboard School.

Don's impact on skiing in PA quickly expanded beyond Whitetail as he championed the launch of lift maintenance seminars for ski resorts across the state. These unique seminars provided maintenance staffs with comprehensive approaches to lift servicing while developing a stronger working relationship with the State Department of Labor and Industry. Seminar and Roundtable discussions were also conducted on the use of modern information technology tools for better sales and marketing. All of these educational initiatives provided ski industry staff at member resorts with more effective concepts to better serve their visiting skiers and riders.

Don has been a moderator and a panelist at many seminars conducted by industry wide organizations in neighboring states of New York and Pennsylvania. The seminars were open to employees of member resorts of Ski Areas of New York and the Pennsylvania Ski Areas Association. Don took the helm of the Pennsylvania Ski Areas Association (PSSA) for four years and continued as a member of the organization's board of directors. He also served on wide-ranging commissions and recreation planning committees to promote job growth for ski resorts and related Pennsylvania industries. He made a significant contribution to skiing families as a major proponent of the 4th and 5th Grade Snowpass Program and as President of PSAA guided its consistent growth.

Don's final challenge was assisting in the integration of Whitetail into Peak Resorts the conglomerate that acquired Whitetail, Liberty Mountain and Roundtop Mountain in 2018. He recently announced his well earned retirement after serving as the General Manager at Whitetail for 21 years.

