

LAST RUN.

BOBBIE HUGUENIN

Born to nurture: July 24, 1942 (age 54)

The mother, figuratively: President and co-owner of Schweitzer Mountain Resort (a gem of a ski area tucked into the northwestern corner of Idaho), making her the only woman running a major U.S. ski area. "I call myself the 'mother of the mountain' because I try to bring a mother's touch to everything we do."

The mother, literally: Has six children, ages 17 to 29 (five girls, one boy).

No joke: "My late father, Jim Brown, who founded Schweitzer, called me on April 1, 1986, and said, 'I want you to run the company.' I thought it was an April Fools' joke. But he said, 'Anyone who can run a household with six kids can run a corporation like this.'"

Mother's Nature: "I like setting the stage for families to have warm, happy times here. I have an empathy for what families and especially mothers go through when they're on vacation."

Mother's touch: "A few years ago I overheard some kids in the cafeteria line saying they didn't have enough money to buy lunch. So the cafeteria



manager and I got together and designed a kids' sack lunch with peanut butter and jelly sandwiches for just \$1.50. We also slipped in some carrot sticks to keep the lunches healthy."

The first time: "I skied for the first time in the late Forties when I was maybe 6 years old. My dad and some friends had rigged up a rope-tow powered by a Model T engine on Pine Street Hill in Sandpoint, Idaho."

The first time, part II: "My first ski trip was to Sun Valley when I was about 13. We took the train there with about 50 friends and family. I remember sunshine and fun and freedom. It was a magical trip."

The view from here: "It's invigorating to take in the spectacular view of Lake Pend Oreille while I'm floating along on my skis."

The shape of things to come: "Like most middle-aged women who ski, I'm an intermediate. But the fat and parabolic skis are making it easier for me. They've allowed me to explore places at Schweitzer that I'd always been scared of. And now I can keep up with my kids." —Reade Bailey

