

LAST RUN.



BILL, DAVID & JAKE JACOBS

Born to slide David, Oct. 1, 1933 (age 62); Jake, July 19, 1962 (age 34); Bill, Oct. 21, 1963 (age 32).

Family affair David: Former Canadian national champion; founder and president of Spyder Active Sports in Boulder, Colo. Jake: Vice president of merchandising for Spyder. Bill: President of Stryke snowboard clothing, a division of Spyder.

The first time David: "My father taught me to ski when I was 12. I started racing at 18 and won the Canadian downhill title at 24." Jake: "I don't remember ever *not* skiing." Bill: "I was on skis before I could walk. Before that, my parents would put me in a leather pouch and hang me in a tree on the race hill while they trained slalom."

A turning point After coaching the Canadian national team, working with Lange to develop the first plastic ski boot and importing children's skiwear, David was at a crossroads in 1978: "I was broke, out of a job at age 45, newly divorced and

trying to figure out what to do with my life."

The answer David: "I decided to design one product—a padded racing sweater—and sell it to racers mail order out of my house. In 1978, I sold 900 sweaters." Jake: "Bill and I used to sit in the kitchen, watching Gilligan's Island, and put shipping labels on boxes for a penny per label."

The first time, the second time David: "About four years ago, Bill and I decided we'd better learn how. I love snowboarding and the reaction my gray hair gets." Bill: "I really gravitated toward snowboarding, and I knew that for us to sell snowboard clothing, we had to be authentic."

Body & soul David: "I don't think I'll ever retire—people say I'll probably die on the hill." Jake: "I can't throw a baseball 10 feet, but get me on snow and watch out." Bill: "Skiing and snowboarding are in our blood. This is our life."

—Reade Bailey