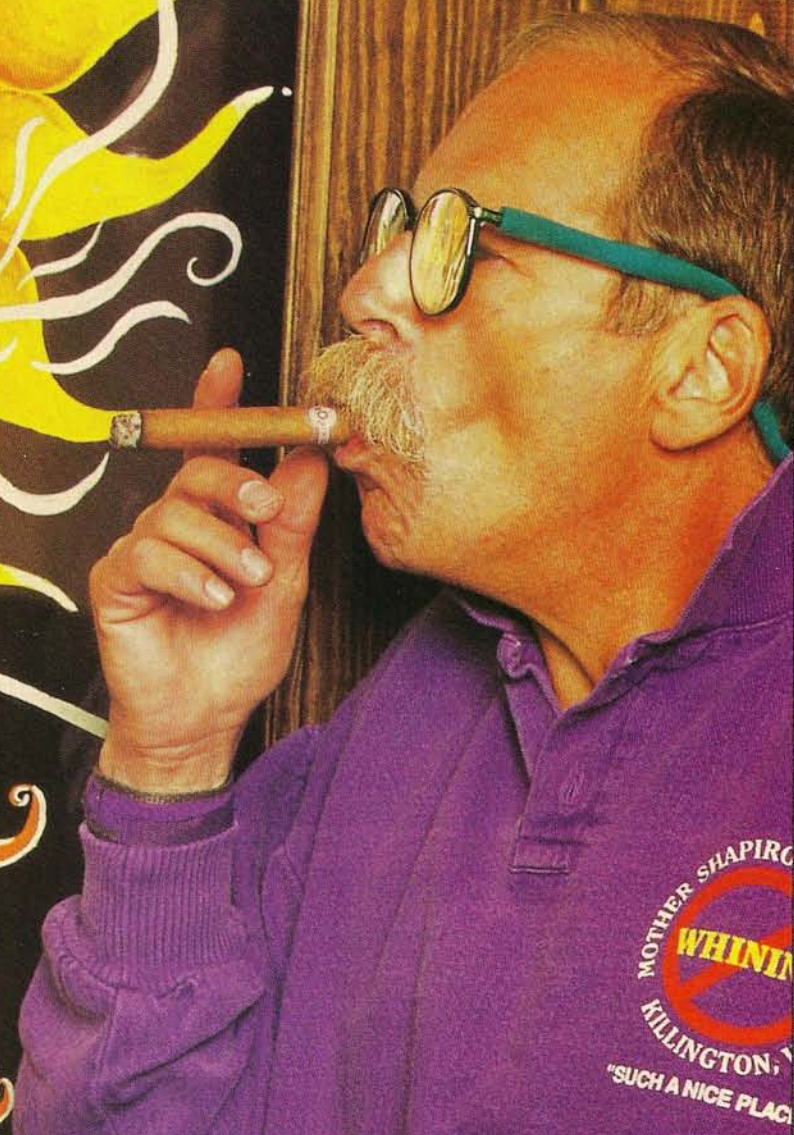


LAST RUN



CIGAR ROOM



Jay "Mother" Shapiro

Jay "Mother" Shapiro, the owner of Mother Shapiro's Restaurant on the Killington, Vt., access road, is an Eastern skiing icon. He serves up soul-saving chicken soup, plays guitar in the house band, turns heads with his wacky marketing gimmicks and still skis 50 days a season.

Born: March 27, 1945 (age 52)

The Beginning "When I was growing up in North Adams, Mass., I would hike up into the woods with 200-cm hand-me-down wooden skis from my brother and sister. In high school I raced downhill and also ski jumped."

Good-bye Corporate World "At age 30, I was on the corporate fast track at Aetna, but I was tired of the rat race. One day in 1975, several of us went to lunch and started arguing about productivity statistics. That was the last straw. I went back to the office and quit. Two weeks later, I moved to Killington."

Mother Of Invention "I opened Mother Shapiro's on Christmas Day 1980 as a 24-seat bar, serving just hot dogs and the chicken soup I make from scratch, using my mother's recipe. It was 20-below outside. I called it Mother Shapiro's because I was like the

Jewish mother serving chicken soup to all my friends."

Hitting The Mother Lode "We've expanded over the years into a 120-seat, full-service restaurant with two bars, and a small cigar room. We were the first restaurant on the Killington access road to serve breakfast, the first to serve food until last call and the first to stay open year-round."

A Rockin' Mother "I play rhythm guitar—and check book—for our house band, the 'Mother Pluckers.' I had to build a restaurant and stage just to get people to play with me."

The Chicken Came First "About two years ago, I started having an employee dress up in a chicken suit and stand out on the road during breakfast and happy hour, flagging down cars. Now everyone is doing it—Killington has someone dressed as a bear and Zorba's Restaurant has someone dressed in a pig outfit. It's starting to look like a zoo here."

Bottom Line "I still remember why I moved here. I ski during the winters and fish during the summers. We work hard and we play hard."

—Reade Bailey