

Reno-Tahoe snowboarders keeping it locally made

By Bill O'Driscoll, Reno Gazette-Journal

Several ski and snowboard makers scattered around the Truckee Meadows are growing their business on the strength of locals in the market for locally made products.

Love for the sport and a lack of corporate roadblocks to experimentation drive them, they said. And, besides, what better backdrop for their business than Lake Tahoe and the Sierra?

"They are not the highest mountains in the world, but they've always been at the forefront of progression in skiing," Luke Jacobson, vice president and engineer at Moment Skis on Sutro Street, said.