

New Mexico Ski Hall of Fame

2023



The Experience Snowboards Crew



Brandon Peterson, Michael Johnston, George Medina
Angel Fire Resort

Referred to as the Experience Snowboards Crew, this is the story of three Mavericks that came together in 1994 as friends and business partners, Brandon Peterson, George Medina and Michael Johnston. Over the course of two plus decades, they changed the face of snowboarding in New Mexico forever.

Arguably one of their most notable influences was the creation the Free Taos campaign that is still legendary to this day. What started as a fun protest became a radical, popular movement. The Free Taos campaign received national coverage, including the cover of *Transworld Snowboarding*, *Snowboarding Business Magazine* and the *Seattle Times* to name a few. This campaign ultimately contributed to Taos Ski Valley opening to snowboarders on March 19, 2008 - promoted at the time as “The Day Hell Froze Over.”

Owners of Experience Snowboards, a small snowboard shop in Northern New Mexico, this trio of inductees pushed the envelope to develop nationally competitive athletes, cutting edge freestyle parks and snowboard friendly terrain, and USASA sanctioned races and events throughout the state.

Over the years, the crew eventually went in separate directions, but their contributions to the New Mexico Ski and Snowboard Industry remain, securing their legacy as pioneers of snowboarding in our state.

