



# THE FRESH TRACKS PLAYBOOK

Tips, Tools, and Tactics for Inclusive Leadership in the Winter Outdoor Community



Snowsports  
Industries  
America



Snowsports  
Industries  
America

## Message from SIA

# Welcome to the SIA Inclusion Playbook.

If you are reading this, you are somewhere along your inclusion journey. The winter outdoor community thanks you for bringing the same sense of adventure that you have for snowsports to this adventure of showing up and giving yourself the space to think about what inclusion means to you and your business.

This playbook was created in response to the desire of SIA members to be supported in their pursuit for inclusion tools and resources. No matter where you are along the path, this handbook provides actionable tools aimed at leaders of all levels.

Whether at home or at work, at the resort or in the store, in the community or local club, we are all leaders. Every one of us has the ability to effect positive change. Thoughtful reflection and self-education is a great starting point. But, just as important is embracing the principles of inclusive leadership. Inclusive leadership is a critical component to creating positive and lasting change and a sense of belonging for all who are passionate about the winter outdoor community.

We invite and encourage all to join us in our quest for a more inclusive winter outdoor community. Change starts with us.

Welcome to this enriching journey!

Maria McNulty  
COO, SIA

Wendy Carey  
Chair SIA Board of Director/Co-Chair SIA Inclusion Committee



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BY WINTER.**  
SNOWSPORTS.ORG

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