

Nomination

Special Service Award for Pete Peters

Pete Peters was introduced to Monty Atwater in 1973. Peters believed so adamantly that plastic moulds needed to be designed for the next generation of Avalauncher projectiles that he quickly put up \$16,000 so that this goal could be accomplished. Because of his investment, Peters and Atwater formed a partnership and incorporated Avalanche Control Systems. When Atwater died in 1976, Peters took over the company and continued to manufacture Avalaunchers and projectiles. Since the companies' inception, 100% of the profits have been reinvested into research and development. He is personally responsible for producing over 340,000 tail fins and several hundred Avalaunchers. A 'one man show,' Peters hand assembles all aspects of the fin himself. In stark contrast to other related companies, Peters sold Avalaunchers at cost until he quit making them in the early 80s. Similarly, Avalanche Control Systems continues to maintain a thin profit margin on their fin/fuze assemblies. Customers can still buy directly from Peters for a mere \$4.20 per fin-including shipping! Peters' products are used by a variety of industries world wide. His intelligence and motivation have insured the Avalauncher a prominent spot among avalanche mitigation tools. The "Special Service Award" recognizes the specific and outstanding achievement in the service of North American snow avalanche activity. There simply couldn't be a more apt description of Peters' career.