

Name: Mikey Franco

Age: 30

Occupation: Training Supervisor at the Jackson Hole Ski and Snowboard School

Why Jackson: During his freshman year in college, Franco read an article called "Surfing the Teton Reef," which called Jackson Hole a snowboarder's mecca—lots of snow and few people. To see for himself, Franco made his way to Jackson with a buddy over their spring vacation. "It's been a long spring break," laughs Franco, who has now lived in Jackson for just over a decade. Franco was recently selected as one of six members of the prestigious National Demonstration Team, which develops the national curriculum for snowboard instruction and helps define the future of the sport.

The Jackson experience: Since Franco arrived in Jackson, things have changed quite a bit. "The population has grown and they're building like crazy." But, says Franco, the mountains haven't changed. "And I'm not leaving until they do. There's tons of evidence that people can have a house and raise kids and still live a ski bum lifestyle."

Favorite piece of gear: His Burton snowboard (incidentally, Franco is sponsored by Burton).

THE GEAR: BURTON CASCADE 168 SNOWBOARD, BURTON JACKET AND HAT, SWANY GLOVES.

