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This is part of an occasional series by the Sanpete Country Travel and Utah Heritage Highway 89 Alliance on the people and places along U.S. Highway 89.

Snowkite 'Masters' Moving to Sanpete County

One of the only companies in the world that makes and sells equipment especially for the growing sport of snowkiting is moving its headquarters to Sanpete County.

Windzup, owned by Brian and Heather Schenck, will be moving into the industrial park in Mt. Pleasant. The company is purchasing a four-acre parcel of land and will relocate its primary offices and distribution warehouse.

"This will create a new world headquarters for Windzup, with all operations based in Sanpete County," Schenck says. "In addition to corporate offices, Windzup will host our nationwide distribution facilities and in-house marketing at this new location."

Snowkiting involves large kites pulling a skier or snowboarder across the snow. It's a relatively new sport, about five or six years old, but it's one of the fastest-growing sports around.

And one of the most popular destinations for snowkiting enthusiasts is Sanpete County, especially Skyline Drive, which has an altitude of 9800 feet and is located up Fairview Canyon.

"It's at the top of a mountain range, the snow and wind conditions are excellent, and it has mind-blowing terrain. It's ideal. Skyline Drive has quickly become known in snowkiting circles as THE best spot in North America," Schenck says.

He and his wife, Heather, "discovered" Skyline Drive for themselves a couple of years ago while searching for locations for good snowkiting. They were impressed by the acres of open flats and hills of every angle and direction. "It offered the perfect ride, no matter what," he says.

This past winter, Schneck helped coordinate the Ozone Snowkite Masters that was held along Skyline Drive. The public event was hosted by France's Guillaume "Chasta" Chastagnol, one of the top snowkiters in the world. It featured races, demonstrations, freestyle and backcountry riding, clinics and workshops, information on the latest technology and more.

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