

MICHELLE & HEINZ REICHINGER

by Michelle Reichinger & Chrissi Webb

Michelle's introduction to Thredbo was in 1964 at the of 14 years – the year of the big snow dump.

Heinz was born in 1937 in Innsbruck, Austria. He first came to Thredbo in 1968 as a ski instructor after teaching in Mt Buller, then in Perisher Valley during our winters and instructing in Sun Valley, Idaho USA during our summers.

Michelle and Heinz met in the 1971 Australian winter when she worked at Eagles Nest restaurant for Rudi and Schrittle. They married the following winter in 1972 in Sun Valley. Their retail dynasty began when Michelle's father Alex, who was a partner in Snowfield Enterprises, lured them back to Thredbo to take over the existing retail operations. They threw themselves in at the deep end, running "Heinz's Hots" snack bar, the mini mart and pharmacy. The mini mart evelved into a contenental delicatessen catering for the Duropean locals and patrons.

Following the births of Marcus in 1974 and Luke in 1975 whilst living "cubby hole" style in the attic of Kirk Lodge, now the Peak Apartments, the Kosciuszko Thredbo company eventually released to the young couple a block of land on which they built FramnkheinZstein's Apartments, together with their long-time neighbour and friend Frank Prihoda and Helmut Steinocker of Stein's Ski Tours.

In the 1980s Hein and Michelle also operated a grocery/deli in Perisher Valey for several years alongside their Thredbo shops. With the opening of a second village supermarket by 1981 they realised that Thredbo could not support two supermarkets year-round and that it was time to diversify andfocus on ski fashion and resort wear. The result was that the supermarket evolved into "Michelle's Boutique" whilst "Heinz's Hots" snack bar began trading as 'Heinz's Ski Tech."

With the advent of snowboarding in the 1990s, ski fashion became very adrogynous and lost its appeal to Michelle. Meanwhile Marcus and Luke developed the first dedicated snowboard shop in Australia named "Shredbo" located in the Valley Terminal. The boys then took over 'Heinz ski Tech" and changed to the name to become known as "The Good Board Store." Fashion changes in the 2000s allowed Michelle to focus more on high-end fashion and resort wear.

After 45 years continuous retail operations, Heinz and Michelle in May 2014, closed the doors of their now iconic boutique "Michelle's" in order to pursue other business opportunities and enjoy the "good life in the mountains."

Miichelle and HeinZ Reichinger will always be remembered as Faces of Thredbo for their longevity and enormous ccontribution to the community, commercial andsocial life of Thredbo.



Heinz Reichinger



Michelle Reichinger