



## Mr. Joseph "Barry" Hollister

June 18, 1941 - November 26, 2021

Joseph Barrett "Barry" Hollister, 80, of Pittsfield, passed away peacefully at his home on Friday, November 26, 2021, with his family by his side. Born in Pittsfield, MA on June 18, 1941, the son of the late Norman Barrett and Rose Pender Hollister, he graduated from Pittsfield High School (1960), San Francisco State College (1965), and Harvard University Graduate School of Business Administration's Owner/President Management Program (1989).

Barry was a lifelong entrepreneur who built a career around his passions: skiing, music, community, and family. In the 1960s, Barry was a ski instructor at Bousquet in Pittsfield; Mt. Tremblant in Quebec, Canada; and Squaw Valley and Heavenly in California. He worked in the music industry as a concert producer in San Francisco and later as manager for The Quarry, a band from Pittsfield, that played at Woodstock and toured internationally.

In 1966, Barry founded Ski America, which expanded to include a nationwide ski brochure distribution business and the publication of "Ski America" magazine, for which he served as its president for more than 30 years. In 2002, he helped his eldest son Jeremy Hollister launch his own company, an award winning creative design studio, which still operates today. In 2008, Barry focused his energy on advocating for sustainable community-supported agriculture through a new start-up, Berkshire Harmony.

Family meant everything to Barry, and he played a central role in his extended family's life. He found great reward through raising his children, Jeremy Hollister, Elizabeth Hollister O'Donnell, C. Colin Hollister, and Kathryn Hollister

with his wife, and love of his life, the former Susan Snook, whom he married on August 22, 1981.

Barry is survived by his beloved wife and four children as well as his siblings, P. Keyburn Hollister and James Hollister. Barry is also survived by his grandson, James Barrett O'Donnell, and many cousins, nieces, nephews, and friends.

He was predeceased by his parents and sister, Jo-Ann Hollister Emerson.

Funeral services will be Saturday, December 4, 2021, with a Liturgy of Christian Burial at 11 a.m. at St. Mark's Church. Calling hours will be Friday, December 3, 2021, from 4 p.m. to 6 p.m. at the Dwyer Funeral Home, 776 North Street, Pittsfield MA 01201.

In lieu of flowers, honoring Barry's memory can be made by donating to Elder Services of Berkshire County, or by visiting your local ski hill.

A showcase of his life's achievements can be found at [barryhollister.com](http://barryhollister.com)

# Previous Events

## Visitation

DEC 3. 4:00 PM - 6:00 PM (ET)

Dwyer Family Funeral Home  
776 North Street  
Pittsfield, MA 01201  
(413) 442-5094  
info@dwyerfuneral.com  
<https://www.dwyerfuneral.com/>

## Service

DEC 4. 11:00 AM (ET)

St. Mark's Church  
400 West St.  
Pittsfield, MA 01201

# Tribute Wall



“ *Dwyer Funeral Home Inc. created a Webcast in memory of Mr. Joseph "Barry" Hollister*



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**Dwyer Funeral Home Inc.** - December 01, 2021 at 10:49 AM

TM

*Thank you for letting us be present in this way. Sending love to all, from Mary, Shan, and Laura.*

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**The Malhotras** - December 04, 2021 at 11:26 AM

EJ

*Jack and I felt honored to be with Barry this morning at his beautiful Mass.. We will miss you dear cousin, but will meet up with you again. Rest in Peace.*

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**Ellie & Jack** - December 04, 2021 at 12:23 PM



“ *Full Of Love Bouquet was purchased for the family of Mr. Joseph "Barry" Hollister.*



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December 03, 2021 at 01:46 PM

BK

“ Susie and family- sorry to hear about Barry. He suffered enough. I only met him once, but he must have been a nice guy, because he sure had a wonderful wife and a beautiful family 🥺💕🙏

Bill Kerwood - December 03, 2021 at 01:37 PM

JU

“ Judy purchased the Peaceful White Lilies Basket for the family of Mr. Joseph "Barry" Hollister.



Judy - December 03, 2021 at 09:23 AM

SK

“ Dear Susan, Elizabeth, Colin and Kathryn, Bill and I are so very sorry for your loss. Our dearest thoughts and prayers are with you all. Sending lots of love, Dr. Bill and Susan Knight

Susan Knight - December 01, 2021 at 10:37 AM

DM

“ RIP my friend ! A surge of good memories from my dear friend and great mentor . SKI again in the next chapter ! Dan McKay

Dan McKay - November 30, 2021 at 08:14 AM

DV

“ *BARRY played a big part in my life via my brother Mick, when Barry managed Mick's band, The Quarry, to "almost famous" status. For that matter, he was a part of my family in that regard. Let me express my condolences to Barry's family and give my thanks for Barry, for all he did, and for all he was. Sending with much love,*  
*DAN VALENTI*

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**Dan Valenti** - November 29, 2021 at 05:32 PM