

State why the candidate merits election to the U.S. National Ski & Snowboard Hall of Fame (limit this statement to 250 words):

Few have touched skiing and snowboarding in so many impactful ways as Howard Peterson. He was an influential sport leader with the U.S. Ski Association who played a pivotal role in evolving today's global world of competitive skiing and snowboarding, and was the principle catalyst in the establishment of the focus on legacy that led to Salt Lake City's selection as the 1998 and 2002 U.S. Olympic candidate. It was the key difference maker that brought the games to Utah.

A Maine native, Peterson was one of the founders of the National Ski Touring Association (now Cross Country Ski Areas Association) before moving to a role with the U.S. Ski Association (USSA) that would change the face of the sport globally.

In his roles with USSA and the International Ski Federation (FIS), he advocated for integration of adaptive skiing, freestyle skiing and snowboarding. He also pioneered cash prizes for athletes. But one of his greatest achievements was innovating an approach to legacy for Olympic venues - which continues to serve athletes a quarter century later in Utah and Lake Placid.

As the visionary leader of USSA and an activist within FIS, his work led to expansion of international events in America and dramatically increased opportunities for athletes. He single handedly led an initiative to bring cash prizes to athletes and providing opportunities for sponsors to engage in the sport.

Peterson was also a vanguard of ethics in sport, boldly tackling the issue successfully with both the U.S. Olympic Committee and FIS.

Following his retirement from the USSA, he continued to serve in a leadership role with the FIS. He also established the Soldier Hollow Legacy Foundation to preserve legacy at the 2002 Olympic cross country and biathlon venue.

Over the span of four decades, Howard Peterson has been one of the most impactful individuals on the success of U.S. ski and snowboard athletes.

In chronological order by year, list the candidate's achievements:

(eg: January 12, 1965: proposed the establishment of the Professional Ski Instructors Alliance)

- 1951 Howard Peterson born in Presque Isle, Maine
- 1974 Begins career in the ski industry as Director of Skiing at New Hampshire's Bretton Woods resort.
- 1977 Served two terms as head of the fledgling National Ski Touring Operator's Association (now Cross Country Ski Areas Association)
- 1978 Joined U.S. Ski Association staff in a program development role developing such program as the cross country Great American Ski Chase and Bill Koch Youth Ski League.
- 1981 As USSA became more of a staff-driven national organization, became head of competition.
- 1983 As a rising star who was helping move USSA progressively into a new era of the sport, was tabbed by board as its new executive director with the title of Secretary General.
- 1980s Led efforts internationally to bring freestyle skiing (moguls, aerials) into International Ski Federation and ultimately the Olympics.
- 1980s Partnered with adaptive skiing community to elevate the sport internationally.
- 1988 In the five-year period from his being named Secretary General in 1983 until 1988, erased a \$900,000 organizational debt and boosted USSA to a net worth of \$1.5 million through restructuring of membership, embracing new sports and providing opportunities for sponsors.
- 1988 Freestyle moguls and aerials run as test event at Calgary Olympics thanks to Peterson's work internationally.
- 1988 Adaptive skiing run as test event at Calgary Olympics thanks to Peterson's work internationally.
- 1988 Brought together heretofore contentious groups of USSA and U.S. Ski Team into one consolidated organization for the first time in well over a decade.
- 1988 Moved the USSA from Colorado Springs to Park City to come together with U.S. Ski Team and position the organization closer to the sport in a resort community.
- 1988 Began an initiative to promote the concept of legacy in Olympic bid city selection with USOC, advocating that the building of permanent training facilities to help grow the sport should be the primary characteristic of a bid city.
- 1989 As a direct result of his efforts in advocating for legacy, Salt Lake City was awarded the U.S. rights to bid for the 1998 and 2002 Olympics
- 1989 Worked with a group of Eastern parents, officials and athletes to provide leadership and rules to the fledgling sport of snowboarding, eventually bringing it into USSA to provide better support for consistency of competition, rules and athletic advancement.
- 1990 Personally led global outreach with national ski association leaders and FIS President Marc Hodler to bring cash prizes into skiing - the very first Olympic sport to take such action after Olympic rules were broadened.
- 1990s Took on bold role of attacking ethics violations in both USOC and FIS
- 1994 Leaves role as Secretary General of USSA
- 1990s Much as he had done with freestyle skiing, worked internationally - including directly with FIS President Marc Hodler - to advocate for bringing snowboarding into the Olympics.

- 90/00s Served 22 years as head of FIS Advertising Matters committee, revolutionizing opportunities for athletes and sponsors.
- 1999 Led initiative to form the Soldier Hollow Foundation, establishing the framework for legacy of the 2002 Olympic cross country and biathlon venue.
- 2014 Retired from role as Executive Director of Soldier Hollow Legacy Foundation
- 2018 Presented *Founders Award* by Cross Country Ski Areas Association
- 2018 Utah Ski Archives honored Peterson with its *S.J. Quinney Award*

On one page provide additional data, anecdotes, etc. that you feel are pertinent to this nomination:

Ski Racing, Oct. 2014, Gary Black

Sport Owes Howard Peterson a Mountain of Gratitude

Tribute editorial that documents the full span of Howard Peterson's career.

<https://www.skiracing.com/premium/skiings-savior-why-the-sport-owes-howard-peterson-a-mountain-of-gratitude>

SKI Magazine, Dec. 1990, Ed Pitoniak

The Conductor

Insider profile during the peak of Howard Peterson's tenure with USSA.

<https://books.google.com/books?id=f5fADRiOgkQC&pg=RA1-PA74&lpg=RA1-PA73>

Park Record, Oct. 2018, Ben Ramsey

Olympic visionary receives award from University of Utah Ski Archives

<https://www.parkrecord.com/sports/olympic-visionary-receives-award-from-university-of-utah-ski-archives/>

Please list the names and addresses of those people who are supporting this nomination (Minimum of three - limit six):

Bill Marolt

Hall of Fame Honored Member
Former CEO, U.S. Ski & Snowboard
Boulder, Colo.

Howard Peterson has had an incredible career in the international Olympic Movement. As a result of his vision and leadership, aspiring Olympic winter sports athletes and youngsters from all walks of skiing and snowboarding are the beneficiaries.

At a time when the USSA was struggling to find its direction and future, Howard was able to bring together the U.S. Ski Team and USSA into one organization and move the headquarters to Park City Utah. The results of the move are still being felt today by the entire organization from the grassroots level to the Olympics.

Howard worked diligently with the U.S. Olympic Committee to select Salt Lake City as its candidate to pursue a Olympic Winter Games bid. His determined effort motivated the Salt Lake bid committee to submit a bid including a clear commitment to post-games use of the Olympic facilities by future generations of aspiring Olympians. The 2002 Winter Olympics were a tremendous success, in many peoples minds the best in the history.

After the games closed, and still today, the facilities built to host the games are being used by current Olympians as well as youngsters who will learn, grow, and perhaps become Olympians themselves. The success of the U.S. Ski and Snowboard teams are a direct result of having the ski jumps, aerial pool, nordic trails, and the alpine facilities in Park City. Our athletes benefit from training together and pushing each other to be the best, and having consistent coaching available everyday makes an ideal training and conditioning program.

The U.S. Ski and Snowboard Association set a goal of being best in the world in Olympic skiing and snowboarding; by winning more medals than any other nation. In the 2010 Winter Olympics the athletes of USSA were the best in the world and much of that success can be attributed to the facilities in Park City.

Howard achieved many milestones in his career but the most impactful was the push to create legacy facilities after the 2002 Games because the facilities have already influenced many youngsters and will continue on for years to come. His efforts and vision should be recognized and I support his nomination and election to the US Ski and Snowboard Hall of Fame.

Sincerely,

Bill Marolt

Luke Bodensteiner
Chief of Athletics
U.S. Ski & Snowboard
Box 100
Park City, UT 84060

Howard Peterson is wholly deserving of a place in the U.S. Ski Hall of Fame. His vision and leadership has shaped many important aspects of skiing and snowboarding locally, nationally, and internationally.

As a leader of the U.S. Ski Association in 1986, Howard led the move of the Association's headquarters from Colorado Springs to Utah, in order to be closer to Utah's world-class training and competition venues, making it one of the few NGBs to leave the home community of the USOC to establish a location more advantageous to its work in sports. Additionally, Howard's drive to ensure that a central component of any U.S.-led Olympic bid would include legacy venue considerations was a key aspect in Salt Lake City's selection by the USOC to bid for the Olympic Games in 1998 and 2002.

Howard's focus on Olympic legacy led to the establishment of facilities such as the Utah Olympic Park, and Soldier Hollow as permanent venues, which to this day provides access to skiing for elite and novice skiers alike. Howard played an instrumental role in the incorporation of the Soldier Hollow Legacy Foundation (now part of the Utah Olympic Legacy Foundation), which has encouraged thousands of youth to take part in cross country skiing through its programs.

Internationally, Howard played a key leadership role in the development of freestyle skiing and snowboarding as Olympic sports, and advocated for the addition of prize money to international events, allowing scores of elite skiers and snowboarders to attain professional careers in the sport.

Luke Bodensteiner
Chief of Athletics, U.S. Ski & Snowboard

Phil Jordan, CVE
Cultural Planning & Project Director
Salt Lake County Community Services
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As the 2002 Winter Olympics and Paralympics Venue GM at Soldier Hollow, it was my honor to work directly with Howard Peterson as the SoHo Legacy Foundation Executive Director. As we moved through venue development then Pre-Games readiness and ultimately the 2002 Games, Howard's vision and leadership significantly contributed to the establishment of Soldier Hollow as an epic Nordic Competition World Class experience for athletes and spectators alike.

Howard brokered and convinced Governor Mike Leavitt to support and fund the design and construction of the Legacy Day Lodge which has served Utah and Wasatch County for the development and community engagement with cross country skiing and biathlon.

Then moving beyond Games, Howard's engagement with local and regional tourism helped solidify Soldier Hollow as an active destination year round thus giving long term life and activation to its educational goals and outcomes.

Phil Jordan, CVE
Cultural Planning & Project Director
Salt Lake County Community Services
(801) 244-1962

Jeff Chumas

Former Freestyle Director (1985-95), U.S. Ski Association
1534 Fernside Street
Redwood City, CA. 94061

As the CEO of USSA, Howard Peterson faced some very difficult challenges in his support of Freestyle Skiing that were certainly impactful on my leadership of the U.S. Freestyle Ski Team 1985-1995. The overwhelming view of the ski industry and the USSA Board Of Directors, leading up to Freestyle's debut as an Olympic Demonstration sport in Calgary 1988, was tepid at best.

Even as Moguls and Aerials received full Olympic status beginning with the 1992 Albertville Olympics, industry and USSA BOD acceptance and financial support for Freestyle Skiing was very slow to come.

Given these challenges, however, Howard was always supportive of my efforts and a captive ear while we jointly attempted to provide adequate support to very deserving athletes, including ballet skiers.

I have always been very much in awe of Howard's brain power and his ability to think through problems.

Most importantly, Howard is my friend.

Jeff Chumas

Sarah Lewis
Secretary General, International Ski Federation
(see attached letter)

Please provide a list of sources for visual material that can be used at the candidate's induction presentation:

Have assembled for other Utah award nominations a small collection of still photographs of Howard Peterson that can be provided.



Signature of nominator

Mail completed nomination form to: U.S. Ski & Snowboard Hall of Fame, P.O. Box 191, Ishpeming, MI 49849 or email to: administrator@skihall.com



Howard Peterson (center) with his late wife Susan and Olympic champion Bill Demong.

To whom it may concern

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Oberhofen, 20th May 2019

Howard Peterson, USA

Howard Peterson contributed significantly to the activities of the International Ski Federation (FIS) during his tenure. Consequently on his retirement, he was named an Honorary Member of the Committee for Advertising Matters, which he had chaired from 2002 to 2012.

Notable achievements of Howard Peterson within FIS include:

- Leading support for the inclusion of the discipline of Freestyle Skiing in FIS during the 1980s and thereafter on the programme of the Olympic Winter Games, which was reached in Calgary 1988 as a Demonstration Sport and then as an official Discipline from Albertville 1992.
- Initiating the introduction, working directly with the FIS President, Marc Hodler and lobbying the National Ski Associations to bring cash prizes into skiing and the FIS disciplines.
- Lobbying and working with the FIS President and Leadership to bring Snowboarding into FIS and the Olympic Winter Games in the mid-1990s, which was successfully accomplished.
- His on-going work as Chair of the FIS Committee for Advertising Matters, notably relating to the use of commercial markings on the athletes clothing, which led to greater revenue into the sport from sponsors and more consistent enforcement of markings regulations.

INTERNATIONAL SKI FEDERATION



Gian Franco Kasper
President



Sarah Lewis
Secretary General