



NOMINATION FORM

For

HONORED MEMBERSHIP

In The

U.S. SKI & SNOWBOARD HALL OF FAME

Candidate's Name: Brian H. Fairbank

Date & Place of Birth: 2/12/1946 in Jamestown, NY

Address of Candidate: [REDACTED]

Telephone Number: [REDACTED]

Email: [REDACTED]

Is the candidate still living? If not, provide date and place of death: Yes

Nominator information:

Name: Stephen K. Rice

Address: [REDACTED]

Telephone Number: [REDACTED]

Email: [REDACTED]

For what category are you nominating this candidate?

Athlete:

Snowsports Builder: X

Heritage:

(See appendix one at the end of this form for category definitions)

An 8 x 10 photograph of the candidate must be supplied: _Please see attached digital format in email. _____

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

Nomination of

Brian H. Fairbank

to the

U.S. Ski & Snowboard Hall of Fame

It is my honor to recommend Brian H. Fairbank, Chairman of The Fairbank Group for election to the U.S. National Ski & Snowboard Hall of Fame.

Distinguished industry leader and advocate; snowmaking innovator; service excellence champion; organization builder; and passionate ski and mountain sports enthusiast; Brian approaches ski resort management and life itself with insatiable curiosity, zest, and infectious good humor.

Former Chairman of the National Ski Areas Association, Brian was instrumental in the creation and adoption of the Model for Growth. This year Brian is the recipient of the NSAA Lifetime Achievement Award. Brian also received the Sherman Adams Award recognizing his devotion to the ski industry, and is a former Examiner for the Professional Ski Instructors of America and member of the PSIA Demo Team.

Brian joined Jiminy Peak as general manager in 1969 and the resort thrived under his direction. He became co-owner of the resort in 1985 with Joe O'Donnell of Boston Culinary Group. In 2008, Brian launched The Fairbank Group with his son, Tyler, to include historic Mount Cranmore, adding Bromley Mountain in 2011.

Widely recognized as a ski industry pioneer in green energy and sustainability, Brian drew national attention in 2007 when he installed a 1.5MW wind turbine at Jiminy. In 2016, the Fairbank Group constructed a 2.3MW solar facility making Jiminy 100% powered by renewable energy. Brian also launched Snowgun Technologies, LLC in 2015 following years of experimentation with low-energy, high production snow guns, converting Jiminy to 100% new on-hill technology for 2016.

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

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

Below is a partial list of Brian's lifetime achievements that have a national affiliation with ski industry.

1966: Professional Ski Instructor Association Certified Ski Instructor
1971-1986: Professional Ski Instructor Association Examiner
1986: Professional Ski Instructor Association Recognized Lifetime Member
1987- 1990: American Resort Development Association Board of Directors
1997-2003: Mountain of Distinction Creator & Director
1990-2004: National Ski Area Association Board of Directors
2000-2002: National Ski Area Association Chairman
2003-2017: National Ski & Snowboard Hall of Fame
2005: Sherman Adams Award (Recognized for significant contribution to Eastern Skiing)
2007: Installation of 1.5 MW wind turbine in 2007, national recognition, enhanced focus on sustainability and industry leadership in this space.*
2008: Leads Jiminy Peak to achieve the NSAA Golden Eagle Award
2008: Launches EOS Ventures with son Tyler and effectively, the Fairbank Group, LLC
2010: Fairbank Group expands to include Cranmore
2011: Fairbank Group expands to include Bromley
2012: Fairbank Group launches Bullwheel Productions, LLC
2015: Fairbank Group launches Snowgun Technologies, LLC
2015: Jiminy installs 2.3 MW community shared solar facility*
2016: Jiminy installs 100% new snowmaking technology*
2016: Jiminy Peak is powered 100% from renewable energy technologies*

*The aggregate of Jiminy's conservation and renewable energy initiatives has made Jiminy Peak a national leader in industry sustainability.

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

Brian's fascination with and passion for skiing and the ski industry was apparent as a boy. Now at 72 years old, still active and having spent more than 50 years in the industry, he reflects upon the career path that brought him from a boyhood dream to the national stage as he is about to receive the NSAA Lifetime Achievement Award.

His ever present curiosity and overwhelming drive brought him far beyond the walls of his life's work, Jiminy Peak Mountain Resort in Massachusetts. With a deep commitment to ski learning through his affiliation with PSIA, and having the prowess of an nationally admired ski resort operator, Brian was innately passionate about getting ski resorts to adapt and modify their approaches to increase skier participation and grow the industry. As an NSAA board member and then board chair, Brian was instrumental in the development and launch of the Model for Growth, intended to increase participation in the sport of skiing across America.

Brian was a chief architect and founder of Mountains of Distinction (MoD), an affiliation of 21 ski resorts in the Midwest and East that worked collaboratively to expand the sustainability of the sport of skiing. MoD served a vehicle to for its member resorts to gain some of the benefits and efficiencies as the larger national conglomerate ski entities such as purchasing power, inter-resort season pass benefits, shared business growth initiatives and best practice sharing.

Jiminy was used as a demonstration site to advancing new skier retention by the use of Beginner Learning Centers and using short skis for easier and faster learning. This became a model adopted by many resorts across the country. Recently, the Fairbank Group resorts have been some of the earliest resorts to adopted Snow Operating Inc.'s Terrain Based Learning model, an approach gaining national prominence as cutting edge approach to increasing participation in the sport of skiing.

Forever an environmental steward, Brian has spent his career honing Jiminy's operation to be as environmentally responsible as possible. This past year, his life's work culminated in Jiminy becoming 100% powered by local renewable energy sources created by the Fairbank Group entities. This has earned national prominence and has been recognition by fellow industry leaders and publications. Jiminy received the NSAA Golden Eagle Award in 2008 for the installation of its 1.5 MW wind turbine and has submitted for this award again in 2017.

Brian has been passionate about snowmaking throughout his entire career. Developing new technologies and continuously pursuing the optimal snowmaking operation has been a staple of his daily life. Brian holds a patent for an early snow gun he developed and in more recent years has collaborated in the development of some of the most advanced technology in the business. With his son/partner Tyler and partner Joseph O'Donnell Brian launched a new company in 2015 called Snowgun Technologies, LLC with the exclusive rights to sales and distribution of this newest snow gun. This gun is being used at Fairbank Group resorts and is being evaluated by 12 resorts nationally for its high performance output, and as one of the most energy efficient guns on the market today.

Brian and son Tyler, through the Fairbank Group, also launched the online chair lift training company Bullwheel Production, LLC in 2012 which has had more than 30 resort clients nationally and internationally.

Please list the names and addresses of people supporting this nomination:

Michael Berry

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National Ski Areas Association

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Dennis Eshbaugh – President

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Professional Ski Instructors of America
American Association of Snowboard Instructors

March 24, 2018

Dear U.S. Ski Hall of Fame,

I write this letter in support of Brian Fairbank induction into the United States Ski Hall of Fame.

As a new leader in the industry I look to innovative people who have constantly challenged the way the Snowsports Industry operates and how services are delivered to our guest. Brian is a leader that has been doing this for many years well before I ever thought of being a part of the Snowsports Industry. I am constantly amazed by the way Brian pushes to find ways to deliver a better product to our guests and grow the sport.

PSIA-AASI has been fortunate to have a leader like Brian apart of growing our organization during a critical era and time of growth. As an examiner on the east coast throughout the 70's Brian helped develop and grow the educational programing that has become the foundation of PSIA today. His passion for fostering professionalism through ski teaching has laid the ground work for many leaders like myself. Brian always took the time to understand the dynamics of teaching, and as an examiner and trainer he was an amazing at laying out a vision for the industry to thrive.

What stands out most to me with Brian is his ability to create an atmosphere and environment for people to succeed. He is a leader to this day that still spends time out on the hill with his staff and team. Inspiring them through his leadership and love for the industry. Brian cares very much about his staff and loves the people who work for him. While I have not had as many opportunities as others to work side by side with Brian, I talk often to his current Director of Snowsports who has been working for him for over 29 years. She often tells me the leadership that Brian provides has allowed her to strengthen her staff and the programing she delivers to our guests.

Brian truly has been a trailblazer in the industry whether it was his focus on education or the environment. Brian has always challenged himself and the industry to do better and not settle for status quo. His leadership and innovation is why the industry is thriving to this day.

Sincerely,

Nick Herrin
CEO

Professional Ski Instructors of America
American Association of Snowboard Instructors

March 22, 2018

Nomination Selection Committee

U.S. SKI & SNOWBOARD Hall of Fame

Dear Selection Committee:

I write to support the nomination of Brian Fairbanks to become a candidate for election to the US SKI & SNOWBOARD Hall of Fame. Roger's application is being submitted by Steve Rice.

I am, personally, quite proud to say I have known Brian for a long time – going back to his start at Jiminy Peak in the early 1970's (and my start with Harry Leonard Ski Shows at the same time!) What impressed me about Brian then – and very much still does – was his enthusiasm and unrelenting energy that he applies to whatever chore, or challenge, is on-hand. This attribute is exhibited in everything Brian does: Whether running his beloved Jiminy; getting behind renewal energy (remember which area had the first wind turbine in the country!); leading our Industry as Chairperson of the NSAA; introducing innovative learn-to-programs at Jiminy and then working to institute them nationwide; and helping to put our National SKI & SNOWBOARD Hall of Fame on firm financial footings.

Brian doesn't just participate or observe in these, and 100 of other initiatives – he leads literally, as the saying goes, by taking the bull by the horns, steering the program at hand, in the right direction, lining up all the necessary support and then telling us all – his willing soldiers – what we need to do to make his ideas a reality. It also should not be overlooked that Brian is not only a leader on the National level but also on the local level. He knows the importance of the New England Skier and Snowboarder to the future growth and stability of the SnowSports business and won't let anybody forget the East.

Brian has a unique leadership style that not only makes everyone feel they are part of his team but makes you want to be part of whatever the latest effort is that he is involved with. His long-lasting impact on the entire Ski Sport – as a resort operator, innovative marketer and committed leader of anything that betters his family and friends who toil in the US Ski business – comes from his unique and special way he encourages and motivates people to do their best.

All who know Brian Fairbanks – and have had the privilege to work with him and by so doing become his friend – are all the better for that relationship. Our sport owes a big thanks to Brian Fairbanks for all he's done, thru his leadership and initiatives, to help it grow and sustain itself – and that includes Induction into the US SKI & SNOWBOARD Hall of Fame.

Thank you for reading this message. If you need more information from me, regarding Brian Fairbanks qualifications, and background, for nomination into the US SKI & SNOWBOARD Hall of Fame, please don't hesitate to ask. Thank you for reading this message. – Bernie Weichsel



March 15, 2018

U.S. Ski & Snowboard Hall of Fame
P.O. Box 191
Ishpeming, MI 49849

Dear Selection Committee Members,

It is an honor to express my support for Brian Fairbank's inclusion in the U.S. Ski and Snowboard Hall of Fame. As the Chair of the National Ski Areas Association, I am familiar with many leaders in our industry, and Brian ranks among the best known and most respected.

Brian has been deeply involved in owning and operating successful ski resorts for many years, but his dedication to growing our sport is certainly one of his most significant contributions. He has been fundamentally involved in developing the NSAA Model for Growth, which caused a reimagining of the beginner experience emphasizing a more user friendly approach. This has driven an increase in beginner participation in snowsports on a national level.

Brian was also in the vanguard of our industry's response to climate change by emphasizing the importance of sustainability and reduction of carbon emissions related to ski area operations. His installation of a 1.5 megawatt wind turbine at Jiminy Peak in 2007 was an early example to our industry regarding the importance of sustainable energy sources. This initial effort has been followed by continued commitment to sustainability with the installation of a 2.3 megawatt solar facility which allows Jiminy Peak to be 100% powered by renewables.

Not only has Brian earned recognition as a snowsports builder through major accomplishments, but he also has gained respect through less noticeable, yet very important contributions. In my role as NSAA Chair, I have found him to be a very supportive individual, who is quick to offer words of encouragement, or pass along a message of appreciation. I think this is the mark of a true leader.

In summary, Brian is a pioneer who has made a significant impact on the development of the ski industry over many decades. He is a very deserving candidate, and it is a true pleasure to offer my highest recommendation that Brian Fairbank be recognized with the great honor of membership in the U.S. Ski and Snowboard Hall of Fame.

Respectfully,

Timothy L. Silva
Vice President/General Manager
Sun Valley Resort



JACKSON HOLE MOUNTAIN RESORT
3395 CODY LANE
P.O. BOX 290, TETON VILLAGE, WY 83025

To whom it may concern:

It is my honor to recommend Brian H. Fairbank, Chairman of The Fairbank Group, for election to the U.S. National Ski & Snowboard Hall of Fame.

Anyone who works in the ski industry has in some way been effected by Brian's work and leadership. From his love of teaching and work for the Professional Ski Instructors of America to his environmental stewardship, Brian has improved the ski industry immeasurably.

During Brian's career at Jiminy Peak he has accomplished the incredible feat of powering all operations with 100% renewable energy. He has also, through the founding of Snowgun Technologies, LLC, transformed the snowmaking industry in an era in which efficient snowmaking has never been more important.

In 2005, Brian was recognized for his contributions to Eastern skiing by receiving the Sherman Adams Award and last year he was the recipient of the NSAA Lifetime Achievement Award.

I fully support his election to the U.S. National Ski & Snowboard Hall of Fame as recognition of his leadership and lasting legacy in the ski industry.

Respectfully,

Jerry Blann
President
Jackson Hole Mountain Resort



March 17, 2018

U. S. Ski and Snowboard Hall of Fame

610 Palms Avenue

P.O. Box 191

Ishpeming, Michigan 49849

Dear Nominating Committee:

The following is a letter of endorsement for Brian H. Fairbank in consideration for the U.S. Ski and Snowboard Hall of Fame.

I first met Brian in the mid 1980's during the time I served as marketing director at Stratton Mountain Resort in Vermont. From that first meeting, Brian became an important force in my career. A decade later while at Okemo Mountain, Brian called me with an idea. With the newly-formed American Skiing Company joining Vail Resorts and the burgeoning Intrawest, he saw that it could soon be tough for independent, quality operators to achieve the kind of scale necessary to compete with publicly held corporate resorts. This idea germinated and in 1997, a meeting of like-minded operators was held at Ski Windham in Windham, New York to see if there would be interest in banding together a group of independent, quality operators to leverage and share marketing and purchasing power. This meeting led to the formation of Mountains of Distinction (MoD).

The mission of the MoD group soon changed to snowsports participation with the unveiling of the NSAA Model for Growth in 1999 combined with the advent of the super sidecut ski. Under Brian's leadership, MoD was able to leverage the purchasing power of the group for fleet rental ski purchases. MoD developed a program called *Get Skiing* that member resorts applied within their individual operations to increase frequency and retention.

Brian has always had this kind of foresight. He is an individual capable of inspiring a shared passion in those around him. Brian shares the same "Why not us?" thinking that Curt Schilling applied to propel the Boston Red Sox to World Series victory in 2004. In reviewing his accomplishments, it is easy to see that Brian possesses that uncanny ability to combine facts with instinct. His greatest asset is his engaging yet persuasive personality that motivates those around him to try something new, or to try something different, even if in an unorthodox way. Brian's infectious curiosity and sense of humor make him a natural leader of people and a driven innovator.

I have remained in touch with Brian and many of his Fairbank Group team after relocating to Crested Butte, Colorado in 2011. In fact, one of the very first calls I received, literally while driving west on I-80 was from Brian to congratulate me on my accomplishments that led to my transition west. That's the kind of person Brian is and always will be. Thinking of others before himself. Celebrating your successes while being there for you during the rough spots.

It is with this testimony that I offer my support for Brian H. Fairbank as a candidate for induction into the U.S. Ski & Snowboard Hall of Fame in April 2019.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Scott Clarkson", with a long horizontal flourish extending to the right.

Scott Clarkson

Vice President for Marketing & Sales

CRESTED BUTTE MOUNTAIN RESORT



April 4, 2018

The U.S. Ski Hall of Fame
PO Box 191
Ishpeming, MI 49849

Dear Sir and Madam.

It is with great honor that I am writing this letter of support for the nomination of Brian Fairbank to the US National Ski and Snowboard Hall of Fame.

It has been my pleasure to have known Brian for over 30 years. Brian is one of the most enthusiastic champions of skiing and snowboarding I have ever met. Brian is always looking for new and imaginative ways to create new skiers and snowboarders and to improve their experience, along with looking for innovative ways to increase efficiency within resort operations.

Brian has mentored countless folks from all walks of the industry, including myself. I had the pleasure of serving on the NSAA Board of Directors during Brian's presidency. I will share a quick story, while we were at a board meeting in Denver laying the ground work for the Model for Growth; Brian came running in with an arm load of books that he handed out to the directors. The title of that book was "Who Moved the Cheese". Brian was so excited to share how this book related to the topic we were dealing with. This is just one of many examples of how Brian has always thought outside the box.

Another aspect of Brian I would like to share is that he is the ultimate student of the industry. When Brian and I speak, he can rattle off pretty much the conditions at every resort around the country and what they are doing new and innovative and how he might try to incorporate that into his resorts. At 72 years young, Brian possesses more passion and excitement for what he does than any 22 year old I have met.

There are countless accomplishments and awards Brian has received that I could go into, but believe that has already been well documented. It is safe to say that no one I have met in my career has shown more excitement, determination, passion and enthusiastic creativity for our sport than Brian.

Brian is very deserving to be in the US National Ski and Snowboard Hall of Fame, given his long standing contribution, accomplishments and continued push to make this a better industry for all.

If you looked up the definition of what it meant to be a member of the US National Ski and Snowboard Hall of Fame, that definition would be Brian Fairbank.

I thank you for your consideration of Brian.

Karl Kapuscinski

President/CEO

Mountain High Resort

Stevens Pass Mountain Resort

(760) 316-7800 office

(760) 792-2620 cell

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

Katie Fogel
Jiminy Peak
kfogel@jiminy.com

Christie W Moran
Jiminy Peak
cmoran@jiminy.com


Signature of nominator – Stephen K. Rice

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

Appendix One:

Definitions of Categories.

Note: These categories have been developed to assist the Selection committee and National Voting Panel in the review and fair election process of Honored Members.

1) Athletes

Candidates are recognized in a wide range of skiing and snowboarding disciplines for their national and international accomplishments. Candidates will be recognized for their specific athletic accomplishments or exploitation of their athleticism. They must have achieved the highest levels possible in their discipline. Consideration must also be given to the candidate's contribution to the promotion and development of their particular discipline. Candidates may be considered from any of the categories listed. Nomination documents must speak directly to the accomplishments in the specific category. Up to six candidates will be accepted for the ballot with at least two and up to four selected, based on the achievement of 50% of the votes cast.

Minimum criteria for consideration as a candidate:

- Olympic or Paralympic medallist
- FIS or IPC World Championship medallist
- X Games medallist in skiing or snowboarding
- Top-three finish in a FIS or IPC World Cup event.
- Athletes who competed prior to modern-day World Cup or comparable tours who distinguished themselves as notable international athletes for their achievements in the most recognized events of their time.
- Freeride or big mountain athletes who achieved the highest level of national or international notoriety related to their athletic accomplishments
- Professional skiers in alpine, snowboarding or speed skiing who consistently won events or placed in the top three in season standings on professional tours.

2) Snowsports Builders

Candidates in this category must have been involved at a significant level in ski or snowboard sports. Candidates must have had a clear national impact for their contribution and be widely known for their work. Candidates' qualifying experience must have been achieved as an individual, but may have been in conjunction with work with an organization.

3) Heritage

Candidates in this category must have been retired from their qualifying activity for 25 years or have participated in it for at least 25 years. The category is open to Olympic Athletes, Non-Olympic Athletes or Sport Builders. Candidates must have satisfied the criteria of one of the three categories in order to be considered as a candidate in the heritage category. A member of the Selection Committee or a member of the Board of Directors must sponsor each candidate.

The Heritage category may include candidates whose previous candidacies were unsuccessful. In such cases their previous candidacies may not have come before the Selection Committee for at least five years. A member of the Selection Committee or a member of the Board of Directors must sponsor each candidate.