

NOMINATION FORM

For

HONORED MEMBERSHIP

In The

U.S. SKI & SNOWBOARD HALL OF FAME

Candidate's Name: ALAN (RUSTY) GREGORY

Date & Place of Birth: DECEMBER 24, 1953 – LOS ANGELES, CALIFORNIA

Address of Candidate: 3501 WAZEE ST [REDACTED]

Telephone Number: (303) 749-8537

Email: RUSTY@A [REDACTED] CO.COM

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

Nominator information:

Name: MICHAEL BERRY

Address: [REDACTED] LANE, EV [REDACTED]

Telephone Number: (303) 726-5427

Email: [mfuck@ \[REDACTED\]](mailto:mfuck@ [REDACTED])

For what category are you nominating this candidate?

Athlete: _____

Snowsports Builder: XXX

Heritage: _____

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

An 8 x 10 photograph of the candidate must be supplied:

Included

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

As one of the most important leaders in the ski industry, Rusty Gregory's impact on skiing and snowboarding has been far-reaching and profound. His leadership skills and talents as an entrepreneur have allowed him to become one of the most important figures in the resort side of the ski industry. As a talented athlete at the college level Rusty went on to play football as a professional, playing for the Kansas City Chiefs of the NFL, but his love of the mountains and skiing drew him to Mammoth Mountain in the early 80's. Starting as a lift operator his talents and outgoing vibrant personality soon became obvious to Mammoth founder Dave McCoy.

Rusty rose quickly in the organization and became CEO in 1995, as the first wave of consolidation spread through the industry Rusty helped position Mammoth for a new era with the sale of the company in 1996. Under his leadership, Mammoth grew and re-established itself as one of the premier resorts in North America. The resort was acquired by Starwood in 2005 and, as a testament to his talents, the new owners retained Rusty as CEO and when the most current wave of consolidation took place in 2017 the resort was acquired by Alterra Mountain Company and, to no one's surprise, Rusty was asked to assume the role as CEO of the new company a position that he holds today.

It is important to note that throughout his career Rusty played a role in the industry that went well beyond his leadership at Mammoth. Rusty was a longstanding member of the board of the National Ski Areas Association and served as Chair of the board and he continues to serve as a trustee of the US Ski and Snowboard Team Foundation. He has served as a board member and officer of the California Travel and Tourism Commission and is the Chair of the Yosemite Conservancy.

In his role as CEO of the Alterra Mountain Company Rusty will continue as one of the primary architects of the ski industry in North America. Given his history and his commitments to the future of skiing and snowboarding, it is with great pleasure that I nominate Rusty Gregory to be a member of the United States Ski and Snowboard Hall of Fame.

Michael Berry

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

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

- | | |
|-----------|--|
| 1978-1981 | Started work at Mammoth Mountain as a Lift Operator then quickly assumed positions in lift maintenance and construction, equipment operator, construction supervisor, and as a ski instructor. |
| 1980's | Founded and operated Mammoth Heli-Ski, the first heli-ski operation in the Eastern Sierra operating under a U.S. Forest Service Special Use Permit |
| 1987 | Assumed the Director of Human Resources at Mammoth Mountain |
| 1990 | Named Mammoth Mountain Ski Area Chief Administrative Officer |
| 1996 | Led the sale of Mammoth to the Intrawest company and became part owner. |
| 2000-2012 | MMSA CEO and joined the board for the National Ski Areas Association. NSAA became the dominant force and influential voice of the ski industry during this time when the original resort owners and operators were maturing and turning over the resorts to the next generation. Rusty's strong leadership skills played a role in dealing with all growth issues and the transition that occurred at NSAA. |
| 2003 | Appointed to the California Travel and Tourism Commission Served as CFO and Vice Chair for the nonprofit 501(c) corporation whose mission was to develop and maintain marketing programs – in partnership with the state's travel industry – that keep California top-of-mind as a premier travel destination. |
| 2003 | Named Chairman of the National Ski Areas Association Board of Directors, a position he held for four years. As part of his duties, Rusty represented NSAA in Washington DC on numerous legislative hearings including the Subcommittee on National Parks, Forest and Public Lands. Helped work through many significant challenges in the ski industry particularly in growing the sport against the competition of other recreational and leisure activities, climate change, and demographic issues. |
| 2005 | Chairman and CEO – Mammoth Mountain Ski Area and became one of five of the resort's majority shareholders |
| 2005 | Orchestrated the sale of Mammoth Mountain to Starwood Capital Group, LLC |

- 2008 Named Trustee of the USSA Foundation
USAA is not non-profit arm for the US Ski and Snowboard teams and supports six competitive winter sports activities.
- 2014 - 2015 Led the acquisition efforts to acquire Southern California's largest and most popular ski and snowboard destination Big Bear Mountain Resort and created Mammoth Resorts
- 2017 Mammoth Resorts sold to KSL/Affiliated of the Crown family/Gregory Sale/Purchase – now known as Alterra Mtn. Co.
- 2017 Senior Strategic Advisor – Alterra Mountain Company
- 2018 CEO - Alterra Mountain Company
Rusty Gregory was appointed Chief Executive Officer of Alterra Mountain Company to help create its vision and direction. Rusty is an experienced leisure industry executive and proven mountain resort innovator. With over 40 years of experience in the ski industry, he was a clear leader and a natural fit to lead Alterra Mountain Company into the future as well as execute on the company's promise to innovate while enhancing the unique nature of each of the destinations.

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

- 2019 Colorado Business Magazine, 2019 CEO of the Year Finalist
- 2018 California Ski Industries Association Award of Excellence
- 2002-current Yosemite Conservancy Council of Directors
Worked in conjunction with the National Park Service
To educate the next generation on importance of the National Parks and to further the work on various projects deemed as priorities by the NPS
- 2010 Governor Arnold Schwarzenegger's Council of Physical Fitness & Sports
- 2008 Named Trustee of USSA Foundation
- 2003-2012 Founding Board Member for Mammoth Lakes Housing
An organization that spearheads development of workforce housing
- 1995 – 2014 California Travel and Tourism Commissioner
Appointed by Governor Arnold Schwarzenegger
Served as CFO and Vice Chairman
- 2000-current Rusty is a frequent keynote or guest speaker about the ski industry at various universities and colleges as well as the Mountain Travel Symposium and several international sports symposiums for ski area owners and professionals held in Austria.

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

William Jenson
Telluride Ski and Golf
565 Mountain Village Blvd.
Telluride Co. 81435
(970) 728-7323

Eric Resnick
KSL Capital Partners, LLC
100 St. Paul St., Suite 800
Denver, CO 80206

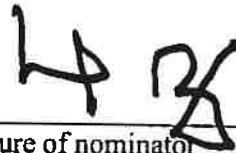
Tiger Shaw
U.S. Ski and Snowboard Association
1 Victory Lane
Box 100
Park City, UT 84060

Tim Silva
Sun Valley Resort
1 Sun Valley Road
Sun Valley, ID 83353

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

Photo and Video Libraries

- Kristin Rust, Alterra Mountain Company (2018-2020)
 - o Numerous interviews, press releases
 - o Photo and Video Library
- Peter Morning, Mammoth Resorts (1995-2018)
 - o Photo and Video Library



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



May 12, 2020

U.S. Ski & Snowboard Hall of Fame

610 Palms Avenue

Ishpeming, Michigan 49849

Attention Nominating Committee

Dear Members of the Nominating Committee;

It is my honor to second the nomination of Rusty Gregory for consideration for induction into the US Ski & Snowboard Hall of Fame Class of 2020.

I have known Rusty since 1975 and watched with admiration and respect as he grew within the Mammoth Mountain organization rising to CEO in 1995 and served in that role for nearly 25 years. Mammoth has always been one of the cornerstone ski resorts of skiing and specifically under Rusty's leadership Mammoth has led the integration of snowboarding as a significant and dynamic component of our sport.

Rusty's contributions at Mammoth are numerous but his highest qualification for the Hall of Fame centers around his industry leadership. Rusty has held long standing board positions and chairman positions with NSAA and CSIA (California Ski Industry Association) and it was at this level that Rusty's vision and leadership skills assisted the industry in its growth the past 20 years. In addition, Rusty was directly involved in creating a significant on-going California tourism campaign led by the tourism industry in partnership with the State of California generating awareness of California tourism and specifically promoting California skiing around the globe.

Today Rusty serves as CEO of Alterra, one of North America's largest ski companies and will continue to contribute to the success of the ski industry across the country. It is my pleasure and privilege to be part of a group of ski industry leaders to nominate Rusty Gregory to be member of the U.S. Ski & Snowboard Hall of Fame

Sincerely,



Bill Jensen

CEO Telluride Ski & Golf

2018 US Ski & Snowboard Hall of Fame inductee

May 14, 2020

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

Re: Nomination of Rusty Gregory for US Ski & Snowboard Hall of Fame

Dear Committee Members:

Please accept this letter in support of Alan (Rusty) Gregory, CEO of Alterra Mountain Company, into the US Ski & Snowboard Hall of Fame.

For all involved in our industry and our global community, the past nine weeks have been surreal, to say the least. Despite the seemingly insurmountable times, I've had the honor, the privilege and the rare but welcomed comfort of watching Rusty execute and lead his team. The highlight for me has been seeing the way his team has worked so closely together despite being physically separated and balancing their work with the personal uncertainty that we and all our families feel. He has created a culture at Alterra Mountain Company that transcends the office, the mountain and the industry, and that is extremely rare. Throughout these times, the vision and values with which he leads have never faltered.

Rusty Gregory's name has been synonymous with the ski industry for as long as one can remember, yet that hasn't hindered his forward-thinking and strategic focus on creativity, originality and transformation. Under his leadership, IKON quickly and masterfully became an innovative disruptor in the industry. Whether owned by Alterra, or a partner resort, it was Rusty's intentional approach to preserve and celebrate the individuality of each of the 43 ski resorts which has resulted in its success.

Rusty's resume speaks for itself and needs no introduction or explanation to this committee. His ongoing contribution to the industry is undeniable. What might be less visible or perceptible is the tremendous and unrivaled care, compassion, and candor with which he has achieved his endless list of industry accolades. I am struck by the tremendous leadership he has consistently exhibited in response to this crisis, thoughtfully as well as through his own self-sacrifice to mitigate the impacts of this public health crisis on our workforce and communities. Despite the preceding accolades, I firmly believe that we are now witnessing Rusty at his best.

Leading the world's second largest ski platform should give the industry similar comfort that I have found watching Rusty guide his team these last few months. With a priority focus on how we prepare the industry for the winter season with appropriate safety and social distancing measures in place, protecting our people, our single greatest assets, and assertively managing and weighing the delicate balance of regulation, consumer sentiment and safety. Rusty's kaleidoscope of roles in the industry, coupled with his levelheaded, global perspective has already, and will continue to prove the merit as the single most appropriate candidate for this accolade now, or perhaps ever.

Warm Regards,



Eric Resnick



March 7, 2020

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

Dear Selection Committee Members,

It is an honor to write this letter in support of Rusty Gregory's inclusion in the Ski and Snowboard Hall of Fame. I have known Rusty since 1990s, when we served as board members of the California Ski Industry Association. Since then, I have come to know Rusty as the passionate and natural leader of Mammoth Mountain, and later, Alterra Mountain Company.

Rusty's innate leadership qualities have been evident for many years as he rose through the ranks at Mammoth Mountain Ski Area, and ultimately guided the evolution of the resort from the founding generation to its current ownership with Alterra. During these many years, he stewarded a great organization through an extended period of growth, while not losing focus on the founder's vision.

Over the many years that I have had the pleasure of working with Rusty on both the California Ski Industry Association and the National Ski Area Association boards, Rusty always brought a deep understanding of the issues facing our industry, along with a fundamental passion for our sport. I am told that Dave McCoy's relationship to Mammoth was best understood as a love affair, and I believe Rusty has honored that tradition of passion for the sport and sense of fun in his leadership style.

Rusty has also helped advance the interests of skiing in the U.S. by sharing his time and talents with local, state and national tourism interests and ski industry organizations. His involvement with the California Travel and Tourism Commission, Yosemite Conservancy and U.S. Ski and Snowboard Team Foundation, and many other organizations, has been key to building economic sustainability in our mountain communities, as well our industry.

It is a true pleasure to offer my highest recommendation that Rusty Gregory be recognized with this great honor.

Respectfully,

Timothy L. Silva
President/General Manager
Sun Valley Company



May 13, 2020
U.S. Ski & Snowboard Hall of Fame
P.O. Box 191
Ishpeming, MI 49849

Dear Selection Committee Members,

It is an honor to write this letter in support of Rusty Gregory's inclusion in the Ski and Snowboard Hall of Fame. I have known Rusty for many years, having been a ski racer at one time and also since becoming U.S. Ski & Snowboard CEO 6 years ago. Mammoth and Rusty are great partners of ours, and we have worked closely together because of that partnership. Rusty also serves as a Trustee of our Foundation, and we have spent considerable time together because of his added relationship to us in this role.

Rusty has been a passionate and natural leader of Mammoth Mountain. Now, at the helm of Alterra Mountain Company his passion and leadership skills really come through. Especially now in the face of the devastating effects of COVID-19 on his industry.

It is a true pleasure to offer my highest recommendation that Rusty Gregory be recognized with this great honor.

Respectfully,

A handwritten signature in black ink that reads "Tiger". The signature is written in a cursive, flowing style.

Tiger Shaw
President and CEO

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.