



U.S. SKI AND SNOWBOARD  
HALL OF FAME



## U.S. Ski and Snowboard Hall of Fame Announces the Incoming Class of 2020

### FOR IMMEDIATE RELEASE

SEPTEMBER 30, 2020, ISHPEMING, MI - A star-studded group of eight ski and snowboard athletes and sport builders were named for induction into the U.S. Ski and Snowboard Hall of Fame's Class of 2020 following the Hall's annual election. The announcement was made by the Hall of Fame in Ishpeming, MI, the birthplace of organized skiing in America. Plans for a formal induction ceremony are pending.

The eight inductees include the late Howard Peterson (Kamus, Ut.), leader and visionary at the U.S. Ski Team; Olympic downhill racer Holly Flanders (Park City, Ut.); ski area mastermind Brian Fairbank (Jamestown, Ny.); Two-time Olympic snowboard champion Seth Wescott (Sugarloaf, Me.); longtime International Ski Federation and U.S. Ski Team leader Hank Tauber (Park City, Ut.); FIS Cross Country World Cup winner Alison Owen (Wenatchee, Wa.); inventor of THE Ski, Bobby Burns (Ithol, Id.); and U.S. Ski Team Freestyle aerialist Kristean Porter (Sugarloaf, Me.).

The newly named members will be inducted alongside the previous Class of 2019 whose induction last March was cancelled. Details for future inductions are pending.

Future induction and Snowsport History Celebration sites include The Westin at Snowmass Village, Co., and The Sun Valley Inn at Sun Valley, Id. The National Induction was held in Salt Lake City, Ut. in 2019 and previously in Olympic Valley, Ca.

The annual induction honors not only athletes, but industry icons, innovators and inventors with lifelong national and international achievements in all facets of snowsports. The Hall manages an annually revolving nomination list of over 70 game-changing contenders vying for Hall of Fame status each year. Over 300 people vote in the election each year from all corners of the country and all genres of snow sport with representation from many industry boards and organizations, Hall alumni, regional media and other industry historians. A full list of affiliate organizations involved and full details on the entire process can be found at <https://skihall.com/current-election/>.

### HIGHLIGHTS

- The new inductees will bring the total to 441 National Hall of Fame Honored Members of which 125 on the honor roll are still living.
- The previously elected Class of 2019 will be inducted alongside the newly named class when live events are once again possible.
- The Hall of Fame's past March events were cancelled due to Covid-19.
- Future event details will be available at [www.skihall.com](http://www.skihall.com) when dates and locations are decided.

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- The past two classes will be honored together at a future event.

## HALL OF FAME CLASS OF 2020

**Burns, Bobbie** - Bobbie began designing and producing skis for K2 ski racers, eventually providing the skis Marilyn Cochran raced on in 1969 to become the first American to win a World Cup race. In 1974 Burns started his own company and began making The Ski, a ski designed specifically for his style of skiing. The Ski revolutionized free skiing for the masses in much like Bobbie himself, who revolutionized free skiing.

**Fairbank, Brian** - Widely recognized as a pioneer in green energy and sustainability, Brian was an early shepherd of renewable energy, installing a 1.5MW wind turbine at Jiminy Peak. His innovative thinking later sparked the addition of a 2.3MW solar facility, making Jiminy the first resort in America powered by 100% local renewable energy. In 2008 NSAA recognized the effort with the Golden Eagle Award.

**Flanders, Holly** - Holly Flanders was one of the most dominant U.S. downhill ski racers of her era. She was the first American to have a major impact on the World Cup downhill tour. In 1982, she was second in the women's World Cup downhill standings. This was the highest placement in downhill for any woman from the U.S. for over a decade. She created and managed the Holly Flanders Women's Ski Workshops from 1987-2016 at Park City, Wolf Mountain and Canyons ski areas in Utah.

**Owen, Alison** - Long before the heroics of Kikkan Randall and Jessie Diggins, cross country skier Alison Owen from Wenatchee, Wa. pioneered the way as a dominant athlete during the late 1970s – including becoming the first American (man or woman) to win a FIS Cross Country World Cup. Her December 1978 World Cup win at Telemark, Wi. put her on top of the international stage. She finished seventh in the FIS World Cup standings that year, a U.S. women's mark that stood for 33 years. A year later, she finished second at the prestigious Holmenkollen 10k in Oslo. The eight-time U.S. champion retired in 1981, moving into coaching in Sun Valley.

**Peterson, Howard** - Howard Peterson was one of the most impactful individuals in competitive snowsports. An influential leader with the U.S. Ski Association (USSA). And within the International Ski Federation, he played a pivotal role in evolving competitive skiing and snowboarding, and was the catalyst in the establishment of the legacy principle that led to Salt Lake City's selection as the 1998 and 2002 U.S. Olympic candidate.

**Porter, Kristean** – Sugarloaf skier Kristean Porter was the star of her era as a U.S. Freestyle Ski Team aerialist and combined skier in the mid-1990's as a world champion and a two-time overall World Cup titlist. She excelled in aerials and was among the best in ballet skiing and a top finisher in moguls. Porter made her World Cup debut in 1989 and took

just a month to score her first podium. A year later she picked up the first of four World Championship medals, taking bronze in aerials.

**Tauber, Hank** - Hank Tauber is an influential sport builder who had a dramatic impact as a U.S. Ski Team leader, global ski equipment business owner and serving over three decades with the International Ski Federation (FIS). Between 1967-79, he was a stabilizing force in an often-tumultuous era for the U.S. Ski Team. His athletes won an unprecedented eight Olympic and World Championship medals. As owner of Marker from 1981 to 1999, he elevated the company to become a global leader growing it from 1% to 50% market share, while raising annual revenue from \$15-million to \$150-million. He served as a FIS Vice President from 1988-2002 and continues as a leading influencer today.

**Wescott, Seth** - As an athlete and dynamic spokesperson for his sport, Maine's Seth Wescott brought broad recognition to his sport as a rare back-to-back Olympic snowboard champion. In his career he won four X Games medals including a gold, and four World Championship medals with one gold. But his claim to fame came when he won the debut of snowboard cross at the 2006 Olympics in Torino, then backed it up with a second gold in 2010 at Vancouver. Today he remains active in the sport as a co-owner of Winterstick, and also picked up wins in the fabled Mt. Baker banked slalom in 2019 and 2020.

#### QUOTES:

David Ingemie, Board Chairman, U.S. Ski and Snowboard Hall of Fame

This is another incredible class of well-deserving stars who have committed their lives and careers to the betterment of skiing and snowboarding in America! We are working hard to be prepared for another induction once live events are possible and safe again!

Seth Wescott, Hall of Fame Class of 2020

It's a huge honor for me to have my career recognized for its body of work and years of dedication. I was fortunate to find something that was an all-consuming passion as a young kid and have ridden it further than I ever could have imagined. I have been able to live the Dream.

Hank Tauber, Hall of Fame Class of 2020

It is a great honor to be included with the many individuals in the Hall of Fame who have built the sport we all love.

Brian Fairbank, Hall of Fame Class of 2020

I have been passionate about skiing since I was 6 years old, which lead me into my 55-year career. Throughout my years in skiing I have strived to positively impact our industry on many fronts. I cherish this honor of being elected into the Ski and Snow Board Hall of Fame.

Alison Owen, Hall of Fame Class of 2020

Being chosen for the Ski Hall of Fame this year is very special. It is the 50-year anniversary of US Nordic women entering international racing. I am grateful to have played a pioneering part in this journey that started with my participation in the 1970 World Championships in Vysoké Tatry, Czechoslovakia. I receive this award in honor of all the women who accepted the challenge to reach their goals culminating in the Gold Medal awarded to the US Women in the Team Sprint at the 2018 Pyeongchang Olympics in South Korea.

Holly Flanders, Hall of Fame Class of 2020

I am thrilled to be chosen for induction into the US Ski and Snowboard Hall of Fame and to take my place next to the many luminaries in the history of skiing and snowboarding. I have dedicated much of my life to the great sport of skiing both as an athlete and in the industry, and am very honored to be given this distinction.

Justin Koski, Executive Director, U.S. Ski and Snowboard Hall of Fame

"We are excited to announce the new class and continue planning and working towards future events when that is made possible again!"

#### **PAST INDUCTION SITES**

2019 – Salt Lake City, UT

2018 – Olympic Valley, CA

2017 – Stowe, VT

2016 – Aspen, CO

2015 – Steamboat Springs, CO

2014 – Park City, UT

#### **FOR MORE INFORMATION:**

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