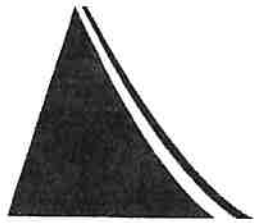


Received 5/16/19



NOMINATION FORM

For

HONORED MEMBERSHIP

In The

U.S. SKI & SNOWBOARD HALL OF FAME

Candidate's Name: Mike (Michael) Hattrup

Date & Place of Birth: 7 August 1962, Seattle, WA

Address of Candidate: [REDACTED]

Telephone Number: [REDACTED]

Email: [REDACTED]

Is the candidate still living? Yes

Nominator information:

Name: Tim Petrick

Address: [REDACTED]

Telephone Number: [REDACTED]

Email: [REDACTED]

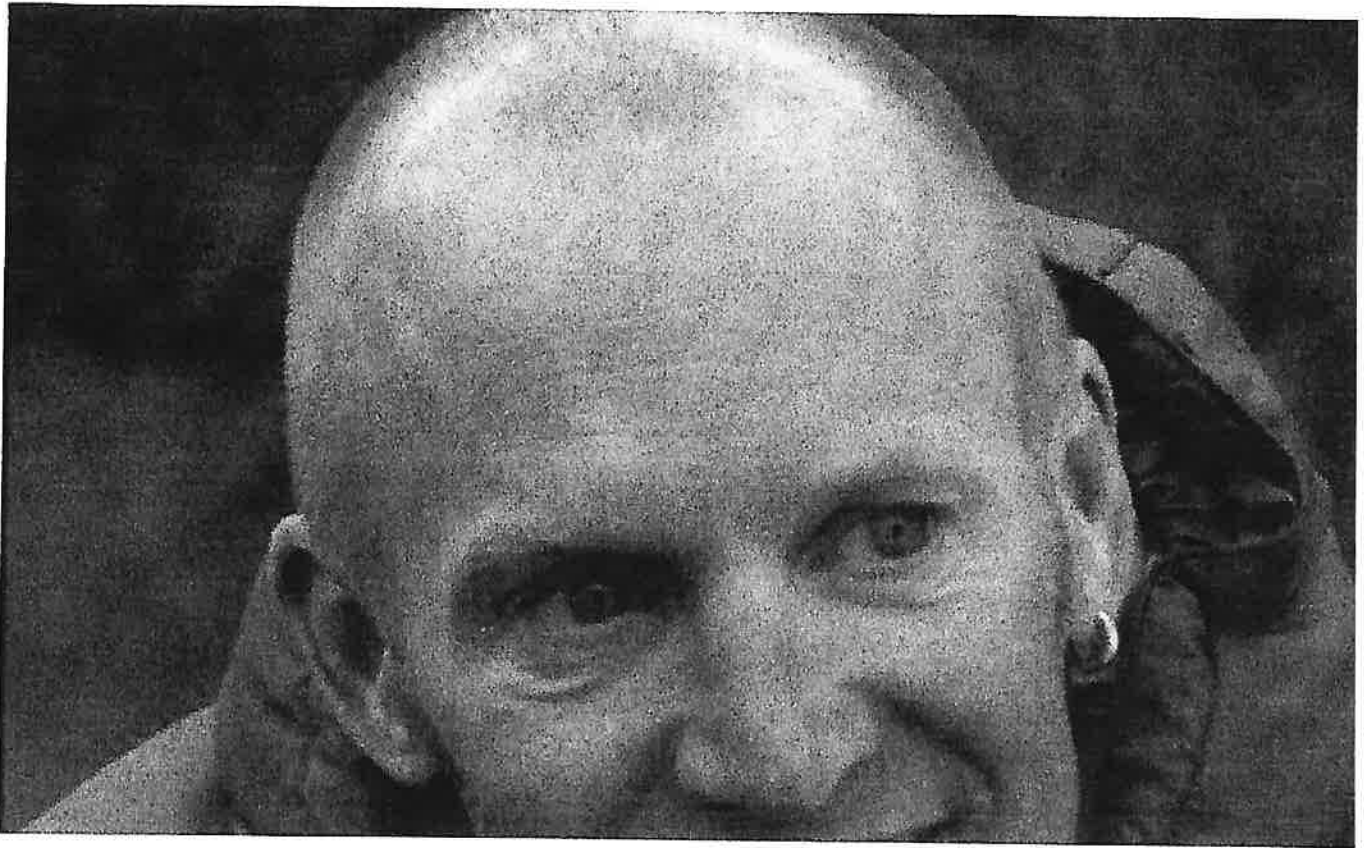
For what category are you nominating this candidate?

Athlete: **X**

Snowsports Builder: **X**

Heritage: _____

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



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

If Mike Hattrup had “only” skied in five Greg Stump Movies, most notably 1988’s ground breaking “Blizzard of Aahhh’s,” he would be worthy for election as an honored member of the U. S. Ski and Snowboard Hall of Fame. Stump’s seminal movie, which celebrated its 30th anniversary in fall 2018, featured U.S. Ski and Snowboard HOF members, Glen Plake and Scot Schmidt. It is only fitting that the “quiet Beatle,” Hattrup, should share this honor as a member of the threesome that helped introduce adventure skiing to the world. Combined with Mike’s appearances in three Warren Miller films, countless magazine articles, and numerous YouTube segments, Hattrup is nationally and internationally known for his athletic accomplishments in skiing.

Beyond Mike’s numerous skiing qualifications to join the U.S. Ski and Snowboard Hall of Fame, Hattrup has made significant and lasting contributions to the growth and recognition of American skiing. In 1996, Mike founded K2 Telemark, growing the category and maintaining 46% market share from 2001-2008. In 2009, Mike championed the K2 Backside collection, offering specially skis signed designed for off-piste skiing, as well as necessary equipment like probes, shovels, and climbing skins. Both initiatives helped bring attention to new categories of skiing, increasing awareness of the opportunities outside the ski area boundaries.

Mike Hattrup is an exceptional skier, an important product innovator and a man of the highest integrity. I urge you to consider his many contributions to the sport and to elect him as an honored member of the U.S. Ski and Snowboard Hall of Fame.

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

1985 - Skied in Greg Stump's "Time Waits for Snowman"

1986 - Skied in Greg Stump's "Maltese Flamingo"

1987 - Mogul Skier, U.S. Freestyle Ski Team

1988 - Bachelor of Arts, Marketing Communications, University of Washington

1988 - Skied in Greg Stump's "Blizzard of Aahhh's"

1989 - Skied in Greg Stump's "License to Thrill"

1988- 1989 - Product Manager, Skis & Poles. K2 Sports, Vashon Island, WA. Championed development and marketing of the industry's first extreme ski: K2 Extreme (the best-selling ski in K2 history, 25,000 pairs/year at peak)

1990 - Skied in Greg Stump's "Dr StrangeGlove"

1991- Skied in Warren Miller's "Born to Ski" (Verbier Segment)

1991-1993 - Field Product Development Manager. Kästle/Nordica Vail, CO. Hired to help transform Kästle's image. Featured in advertising, brochures, clinic videos.

1995-2008 - Design Board Member / Athlete, Marmot, Santa Rosa, CA. Provided design feedback for ski and mountaineering clothing. Featured athlete in advertising

1996-2008 - Brand Manager K2 Telemark/Randonnée. K2 Sports, Vashon Island, WA. Responsible for launching brand, creating and implementing marketing strategy, and leading product development. Brought K2 Telemark/Randonnée from inception to dominant #1 U.S. market share.

1998-Present - Ski Mountaineering Guide. Pro Guiding Service North Bend, WA. Guide ski mountaineering trips in North America and Europe

1998 - Named as one of the "50 Best Skiers in North America" by Powder Magazine

1999 - Received AMGA Ski Mountaineering Guide Certification

2003 - Skied in Warren Miller's "Journey," (Chamonix Segment)

2006 - Named one of the "48 Most Influential Skiers of Our Time" by Powder Magazine

2008 - Named to Backcountry Magazine's "Hall of Fame"

2009 - Skied with Glen Plake in Bill Kerig's film, "Edge of Never," guiding Kai Petersen

2009-2013 - Brand Consultant, Outdoor Research, Seattle, WA. Conceived new Sidecountry ski clothing line. Worked with designers to define cut, style and unique features.

2014 - Skied in Warren Miller's "No Turning Back," (Chamonix Segment)

2009-2015 - Brand Director, K2 BackSide, K2 Sports, Seattle, WA. Responsible for product development, brand management and marketing for all BackSide products: skis, extendable poles, climbing skins, shovels and probes.

2016-to-Present - U.S. Alpine Product Manager, Fischer Skis

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

Per Anthony DeRocco, CEO Mervin Manufacturing

What's unique about Mike is that he has worked for 20+ years on both sides. By both sides, I mean as a product developer and as an athlete. What he brings to the table is a way of articulating customer needs and how you communicate those needs into the marketplace.

Per John Cooley, former VP Marketing & Sales, Marmot Ltd

I have known Mike Hattrup since 1988 from his role in the Greg Stump's film "Blizzard of Aahhh's." I first employed Mike as a sponsored athlete, brand ambassador, and member of the Marmot Design Board in 1996. Mike represented Marmot at dealer on-snow ski events, staff training events, outdoor and ski industry trade shows, international sales meetings, and as an articulate member of the Marmot Design Board, a group of eight elite athletes that met twice a year in Jackson Wyoming to review and critique the performance aspects of outdoor clothing. During that time, Mike provided strong leadership in the development of off-piste, backcountry, "earn your turns" product positioning, messaging, and imaging for Marmot and the ski industry in the U.S., Asia, and western Europe. He was instrumental in providing the vision and authentic language for what was then a new snowsport activity in the U.S.

Per Greg Stump, CEO Greg Stump Productions

I first became aware of Mike through Bruce Benedict, who had shot stills of him at Steamboat (circa 1984.) Mike joined our film crew in 1984-85 for "Time Waits for Snowman." I was immediately glued to filming him. Strong, compact and great air -- that was Mike. He was one of the stars of "Maltese Flamingo" in 1985-86. Mike returned in 1987-88 for the filming of "Blizzard of Aahhh's" and the rest is history. He surely deserves to be in the U.S. Ski Hall of Fame.

Per Steve Casimiro, Publisher Adventure Journal

Mike Hattrup has always been the accessible ski hero, his technique strong, smooth and graceful, his demeanor one of everyman. While contemporaries like Plake and Schmidt came off like rock stars, Hattrup's accomplishments always seemed achievable if one worked hard—deceptive, though, as his talents carried him from film star to ski development to mountain guide. Not only has Mike been involved in some of the most important ski films and products of the last 30 years, his career has foreshadowed the wave of adventure skiing, as he shifted from competitive bumper to backcountry explorer.

Per Dan Nordstrom, CEO Emeritus, Outdoor Research

Mike Hattrup was one of my original ski heroes growing up in Seattle. Mike had a unique role in our sport as he evolved from moguls to extreme, then mountaineering and guiding, while doing product design including the best tele skis ever made. Few people have had such a broad impact as Mike.

Per Adam Howard, CEO Height of Land Publications

More important than Mike Hattrup's legacy at the cutting edge of extreme skiing in the 1980s is his influence on both Telemark, Alpine and backcountry equipment design since the 1990s. Add to this his love for guiding and what we have is perhaps the most noteworthy skier of the last four decades.

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

John Cooley, former VP Sales and Marketing Marmot Mountain Ltd.
303.814.8276

John@jcooleyinc.com

Steve Casimiro, former Editor Powder Magazine, Publisher/Founder, Adventure Journal
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steve@adventure-journal.com

Adam Howard, CEO Height of Land Publications, former Editor Backcountry Magazine
(802) 598-4200

howie@holpublications.com

Dan Nordstrom, CEO Emeritus, Outdoor Research
206-422-0369

dan@outdoorresearch.com

Anthony DeRocco, CEO Mervin Manufacturing

Anthony_DeRocco@mervinmfg.com

206-390-3244

Greg Stump, CEO Greg Stump Productions
307.413.6782

Baronvonstumpy@mac.com

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

Bruce Benedict still and video photography

Greg Stump video

Warren Miller video

Rod Walker still photography

In addition to other still and video photographers

 15 May 2019
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

