



Rec'd 04/30/19  
MAY 2019

**NOMINATION FORM**

For

**HONORED MEMBERSHIP**

In The

**U.S. SKI & SNOWBOARD HALL OF FAME**

Candidate's Name: BARBARA ALLEY SIMON  
Date & Place of Birth: BORN JUNE 15, 1936 in NEW JERSEY  
Address of Candidate: [REDACTED]  
Telephone Number: Cell: [REDACTED]  
Email: [REDACTED]  
Is the candidate still living? If not, provide date and place of death: YES

**Nominator information:**

Name: HARRY LEONARD → BERNIE WEICHSEL  
Address: [REDACTED]  
Telephone Number: [REDACTED]  
Email: SKIFAIR@AOL.COM

For what category are you nominating this candidate?

PRESIDENT BEWI PRODUCTIONS

Athlete: [REDACTED]

Snowsports Builder [REDACTED]

Heritage: ✓

www.bewisports.com

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

An 8 x 10 photograph of the candidate must be supplied: SENT TO HOF BY CANDIDATE

### Barbara Alley Simon's 50 years of achievements in the ski industry...

2018 marks the 50<sup>th</sup> anniversary of Barbara Alley meeting Jerry Simon and his hiring her for SKI SHOWS. Thus began her long and unique career in the world of skiing and ski fashion! Not to mention a wonderful life with Jerry!

Her HOF category would be **Snowsports Builder**. Why? Because her projects have reached far beyond the realm of dedicated skiers to multi-millions of potential skiers who saw her eleven years of television talk show appearances on both national programs (twice on THE TODAY SHOW and twice on THE MERV GRIFFIN SHOW) and on major market local shows (including Oprah in Baltimore four times). Each year included at least one national show. These daytime TV shows played to a mostly female audience who usually plan the family vacations and buy clothing. The fashion shows were choreographed using trained dancers as action models. They were highly entertaining as well as informative.

If there was a category for Historian, Barbara's permanent collection of ski fashions at the Alf Engen Museum in Park City would be qualification enough (see the current online issue of *Skiing History Magazine*.) That is Barbara Alley's legacy! The collection, starting from year 1968, is made possible from the decades of her SKI SHOWS fashion shows, *SKIING* and *SNOW COUNTRY* editorials and TELEVISION shows and promotions. Connie Nelson, director of the Alf Engen museum, believes it is the largest exhibit of its kind, which Barbara catalogued, accessorized, described and photographed. Clothing is displayed along with continuous VIDEOS from TV talk shows plus a fashion spread Barbara produced at Park City for then *Skiing Heritage Magazine*. Museum visitors love seeing the actual ski outfits as well as watching the videos of danced shows.

How did this TV tour happen? Jerry asked his film festival PR man what else he worked on. He replied that he did a lot of bookings on TV talk shows. Jerry asked, "What if Barbara took a troupe of choreographed dancers to do a live fashion show on TV?" The reply was that they would love it because they got mostly diet book authors! Thus in 1980, at age 44, Alley began self-producing and narrating her own television productions, and firmly believed that these live-action fashion shows PROMOTED THE SPORT OF SKIING AS WELL AS THE CLOTHING! And she did this for eleven years!

Also, in 1985, she started producing ski-action fashion VIDEOS to promote her TV appearances. The stations loved them, and she got to ski with the likes of Cindy Nelson and Doug Coombs, all dressed up!

These tours cannot be duplicated today given travel difficulties and luggage restrictions. Furthermore, the number of viable local TV talk shows has plummeted with the rise of syndication.

IS SKI FASHION IMPORTANT? Well, if stretch pants had not been so attractive (and sexy) we might all have been working in a different career!

Back to the beginning: Barbara is so glad Karl Plattner took her into his entourage of weekend ski instructors at Hunter Mountain (for six years) or she might never have met Jerry Simon (at the first Dual-Slalom Pro Race in 1968). She did more than teach snowplows. She was Karl's go-to gal for every ski promotion. Would you believe Barbara demonstrated a snowplow on a tiny ramp at Macy's in New York? And gave ski tips, filling in for Olympian Betsy Snite! (She has photos.)



## In chronological order, BARBARA ALLEY SIMON's 50+ years in the SKI INDUSTRY

2019 – Page 1 of 2

How did Barbara Alley Simon become the US Ski & Snowboard Hall of Fame's **first-ever WOMEN IN INDUSTRY** Award recipient?

It started in the 1960's when Barbara was a weekend ski instructor for Karl Plattner at Hunter Mountain. There, in 1968, Barbara met Jerry Simon who hired her to work at the Ski Shows that fall in a booth that showed large fashion slides. People don't stop and watch slides, so Jerry gave Barbara a mike. Thus, a fashion show and her career were born. For 20 years, between 1968 and 1992, Barbara sold, produced and narrated fashion shows for **Ski Shows!**

**1970** (December 25) – Jerry Simon and Barbara Alley married on Christmas Day on the peak of Jackson Hole Mountain Resort, the first couple to marry there. (This site was chosen because Barbara had worked in Jackson Hole after college and had climbed the Grand Teton.)

**1970 - 1972** – **SIA FASHION SHOWS**: Alley narrated her first multi-manufacturer fashion shows for the **SIA trade show**. Her **1972 show opened the first SIA show held in Las Vegas**.

**January 1973** – Emceed SIA's National Ski Week promotion outdoors on Avenue of the Americas in NYC.

**1973** – Barbara did a fashion show (with Kim Novak) on the nationally syndicated *Mike Douglas Show*.

**1974 - 1980** – After Barbara narrated (with Janet Leigh) the 1974 Lange Cup fashion show in Sun Valley, Harry Kaiser asked her to join *Skiing Magazine (and Skiing Trade News)* as Fashion Editor. She worked there from December 1974 to 1980. While working at both Ski Shows and *Skiing* she acquired the title "**First Lady of Ski Fashion.**" If anyone thinks fashion editorial is light work, there were two years in the '70s when Barbara's fashion pages comprised **25%** of the entire *Skiing Trade News* magazine!

**1980 through 1990** – "**What's New In Skiwear**" **TELEVISION TALK SHOW TOURS**. Barbara and her troupe performed in four cities (4 TV shows) during the week and at Bernie Weichsel's **Ski Shows** on weekends.

From 1985 through 1990, Barbara produced and skied in promo fashion action **VIDEOS** to be used in conjunction with her TV appearances. TV hosts were amazed that Barbara could actually ski. Ski resorts provided the cameraman and hot skiers, e.g. Cindy Nelson and Doug Coombs!

**1985 - 1987** – Always the go-to-gal for ski fashion, Barbara was asked at the SIA SHOWS to do the **Trendsetters** interviews and narrations in 1985. In 1986 and 1987 she did daily fashion segments on **Ski Show TV News**.

**1986 - 1988** – Fashion segments for **Hank Kashiwa's TV** programs: extra exposure for her TV clients.

**1988 - 1992** – John Fry and *Snow Country Magazine* hired Barbara Alley as Fashion Editor. They started the **Skiwear Design Awards** (Jerry's idea) after a couple of years. She was affiliated with *Snow Country* for about 5 years. (In 1990 Barbara had 4 major jobs at once: TV tour, Ski Shows, *Snow Country* and the big SIA fashion show.)

## Barbara Alley Simon – Page 2 (2019)

**1990, 1992-1995** – Spectacular multi-brand choreographed fashion shows (using Vegas dancers!) at the annual SIA trade show in Las Vegas. Barbara produced and narrated. These shows provided a great overview of fashion trends, really helpful for shop buyers.

**2010 - 2014** – Work for the museum collection – Viewed and edited nearly 200 videotapes, pored through photographs and old magazine pages, organized and accessorized ski outfits... created catalogues. Barbara also nominated Jerry Simon for the US Ski & Snowboard Hall of Fame.

**2014** – By the Skiing History/HOF week in Park City, Barbara had amassed about 50 ski outfits for the Alf Engen Ski Museum Collection. Barbara's Park City week started with a fashion shoot of vintage mens' ski outfits for *Skiing Heritage* Magazine. Next she presented **Jerry Awards** at the Film Festival. Then there were a couple of local TV fashion spots. On Friday there was the **BIG FASHION SHOW** on the Plaza, showcasing most of her museum collection. This Barbara narrated sans notes.

That Saturday night Barbara spoke for her late husband Jerry Simon, accepting his medal upon his induction into the U.S. SKI & SNOWBOARD HALL OF FAME.

**November 2014** – The official opening of the Barbara Alley Collection at the Alf Engen Museum. It has since grown to 70 whole and half ski outfits, all accessorized. Including extra accessories, a scarf collection, sunglasses, skis and poles, gloves, boots and more, the museum collection houses about 350 items total. (Two special jackets, accessorized, have been given to Ishpeming.)

**\*April 4, 2019** – Barbara Alley Simon opened the 2019 Park City Hall of Fame/Skiing History festivities with a vintage ski fashion show at the Alf Engen Ski Museum. The vintage clothing all came from the collection that Barbara had catalogued and donated to the museum. Connie Nelson, Director of the museum, had enthusiastically approved this event and happily modeled.

### BARBARA ALLEY SIMON AWARDS:

\* As the museum show ended, the models gathered around Barbara as she was presented the first-ever US Ski and Snowboard Hall of Fame "Women in Industry" Award.

**\*On June 15, 2019, the FAR WEST SKI ASSOCIATION will honor Barbara with its SNOWSPORTS BUILDER AWARD for lifetime achievement!**

Back in **1991**, Barbara Alley became the first woman to receive **Bernie Weichsel's "BEWI AWARD"** for *Outstanding Contributions to the Sport of Skiing*.

**2011** – Runner-up in the K2 Wet Tee Shirt contest at Sun Valley, Barbara was the Vintage Entry and her boobs are award-winners 😊

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Barbara can provide photographs and videos.

On April 4, 2019, Barbara Alley Simon became the *first-ever recipient* of the US Ski and Snowboard Hall of Fame "Women in Industry" Award. It was presented to her following her narration of a vintage fashion show featuring the skiwear collection that Barbara had donated to the Alf Engen Ski Museum in Park City, where it is on permanent display.

55 years ago Barbara was a weekend ski instructor for Karl Plattner at Hunter Mountain. There in 1968 she met husband-to-be Jerry Simon who, with Harry Leonard, produced Ski Shows. Thus began a long and unique career in the ski industry. She produced and narrated fashion shows at Ski Shows for 20 years. She became Fashion Editor of *Skiing Magazine* and *Skiing Trade News* and later *Snow Country Magazine*, producing and writing beautiful pages in national publications.

In 1980 Barbara began an 11-year stint of live appearances on TV talk shows with choreographed dancers. She appeared on *The Merv Griffin Show* twice and *The Today Show* twice. Furthermore, Barbara produced and narrated spectacular and educational fashion shows for SIA trade shows.

Nominator Harry Leonard wrote, "And finally, though her stage and theatrical skiwear creations are most noteworthy, there is the rarely mentioned 'Barbara Effect' on the internal workings of the Skiwear Industry. Her intimate contact with every manufacturer and designer has led observably to the expansion of brands and labels. This fact is historically measureable and can be surely credited to her years of work. This may be her ultimate contribution to the ski industry."





**2019 LIST OF ENDORSEMENT LETTERS FOR BARBARA ALLEY SIMON FOR HOF NOM**

**YOU HAVE THESE LETTERS EXCEPT FOR A 2019 REPLACEMENT DUE FROM CONNIE NELSON.**

**You do have Bernie Weichsel's letter (4<sup>th</sup> in line). It is at the bottom of an email page.**

**Barry Schwartz, President, Schwartz Public Relations Associates LLC**

[barry@schwartzpr.com](mailto:barry@schwartzpr.com)

**Connie Nelson, Executive Director, Alf Engen Ski Museum Foundation (new letter due)**

[cNelson@uolf.org](mailto:cNelson@uolf.org)

**Mark Thoreson, Director of Sales, Sun Valley**

[MThoreson@SunValley.com](mailto:MThoreson@SunValley.com)

**Bernie Weichsel, President, BEWI Productions (2014 letter)**

[BernieW@bewisports.com](mailto:BernieW@bewisports.com)

**Dave Ingemie (2014 letter), former President, Snowsports Industries America**

[dingemie@snowsports.org](mailto:dingemie@snowsports.org)

**Henry A. Kaiser, Emeritus Publisher, SKIING Magazine (2014 letter)**

[carolyncaptiva@aol.com](mailto:carolyncaptiva@aol.com)

4-26-2017

To the US Ski & Snowboard Hall of Fame,

As a lifelong skier, as well the PR person whose agency handled publicity for Jerry Simon's long-running International Ski Film and Video Festival (I hold the record for having seen more ski films over the Festival's decade-long span than anyone else in the industry), I'm keenly aware of the industry's history and tradition.

As such, I was disappointed to learn that, nowhere in the U. S. Ski and Snowboard Hall of Fame and Museum, is there any acknowledgement of the role of fashion in the ski world...and that omission should be corrected by recognizing a very special lady - Jerry's widow, Barbara Alley - as the driving force who put fashion skiwear on the map.

Indeed, Barbara has spent her entire life in the ski world, first as an instructor and subsequently as Fashion Editor of SKIING Magazine and SNOW COUNTRY Magazine. However, even more significantly, she was a true pioneer as producer and on-air personality responsible for creating a troupe of dancer/models presenting choreographed ski fashion shows on dozens of live TV programs in major markets everywhere for 11 years.

I'm well aware of that incredible, unprecedented run (with complexities akin to mounting a traveling Broadway show every week), because my PR agency booked her schedule that even included multiple appearances with Merv Griffin, the TODAY Show, and even with a young Oprah Winfrey hosting a local "Good Morning Baltimore" TV show.

Until that time, general audiences knew next to nothing about fashionable skiwear but, thanks to Barbara's entertaining format, they learned not only about style but also about the latest in technical products such as insulations that increased warmth. Indeed, the Today Show was especially interested in the use of Thinsulate insulation in general winter wear, showcasing that in a segment with Barbara's troupe.

In the course of that impressive span, Barbara acquired an impressive collection of high fashion skiwear over the years, most of which is now on permanent display at the Alf Engen Museum in Park City, Utah.

Most recently, she was honored to represent her late husband on his induction into the Ski Hall of Fame. Indeed, wouldn't it now be fitting for her to be so honored as well? Barbara and Jerry were married on the Jackson Hole mountaintop 47 years ago, so being together in Ishpeming would be another exciting - and well-deserved - commemoration.

Sincerely,

Barry M. Schwartz  
President  
Schwartz Public Relations Associates LLC  
30 Lincoln Plaza, Suite 19 M  
New York, NY 10023  
212-677-8700, ext. 118; 917-836-8142  
[barry@schwartzpr.com](mailto:barry@schwartzpr.com)  
[www.schwartzpr.com](http://www.schwartzpr.com)





**ALF ENGEN SKI MUSEUM FOUNDATION  
JOE QUINNEY WINTER SPORT CENTER**

April 22, 2014

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**Nominations Selection Committee  
U.S. National Hall of Fame**

Dear Selection Committee:

It is an honor for us representing the Alf Engen Ski Museum to endorse Barbara Alley Simon "First Lady of Ski Fashion" as a candidate for selection to the U.S. National Hall of Fame. Barbara has supported our museum by donating 54 vintage ski suits with matching accessories. She is currently helping us create a new exhibit for the entrance to our museum, "Ski Fashions through the Ages".

The collection of ski fashion, apparel, accessories, and equipment that Barbara Alley donated to the Alf Engen Ski Museum ranges from 1968 to 1998 and showcases the evolution of ski fashion and developments in ski apparel technology. It highlights major fashion trends of each era's prevailing style from the bell-bottoms of the 1970s, to the bright neons of the 1980s and highly technical designs of the 1990s.

Barbara Alley Simon has made and continues to make contributions to the rich history of snowsports by providing ski fashions through the ages. We would like to recommend Barbara Alley Simon to be considered for the U.S. National Hall of Fame.

Sincerely,

Connie Nelson  
Executive Director  
Alf Engen Ski Museum Foundation

I am proud to endorse Barbara Alley Simon as a new member of the 2019 ski hall of fame. My name is Mark Thoreson and I have been in the ski industry my entire life. I was sales and marketing manager for the Sun Valley ski area for over 20 years and was a ski school supervisor for 10 years on Baldy Mountain.

I got to know Barbara and Jerry (her husband) through 20 years of selling and promoting the sport of skiing and promoting the resort of Sun Valley, Idaho. Barbara's exuberance for the sport of skiing was infectious and it was evident in her work to showcase ski clothing designs. Many people around the US called her the first lady of skiing. Without question she was for sure the first lady of ski fashion. Barbara promoted the sport of skiing and ski fashion with unending compassion. I constantly saw her on ABC and NBC for 21 years supporting both the sport of skiing and ski fashion. There is no question in my mind, in that era she was our sports most visible female spokesperson. Perhaps one of her most beautiful achievements was the creation of the ski fashion museum exhibit in Park City, Utah. Her desire to continuously contribute to the ski industry has never faded, and the exhibit that she created in Park City are a true testimonial to her never ending support of skiing. She was a true pioneer in the fashion industry and her contributions changed the world of ski fashion forever.

As a final note, her love of skiing is supported by the fact that she and her husband Jerry got married on top of Jackson Hole, Wyoming in 1970 on Christmas day.

Without question, Barbara should be considered a candidate for the 2019 ski hall of fame.

From the office of Mark Thoreson

208-720-1922

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**Re: Barbara Alley Simon - The First lady of ski Fashion!**

From: AlleySimon &lt;AlleySimon@aol.com&gt;

To: skifair &lt;skifair@aol.com&gt;

Date: Mon, Apr 21, 2014 8:03 pm

Ski - Snowboard - Winter Wear clothing, no matter what one calls it - has played a bigger role in the growth of The Worlds Snow Sports Industry than most people are aware or give it credit for - and no one, absolutely no one, has done more to position the importance of Winter clothing to all snow sports aficionados than Barbara Alley Simon.

Ski clothing - the shorthand for all outdoor winter wear - has evolved over the years from mackinaw flannel shirts and gabardine pants to today's highly functional Gore-Tex sealed, down filled and polyester multi-layered garments. That evolution has mirrored the explosive growth in people getting outdoors in the winter time to take up skiing because the two phenomena are closely linked. Simply people feel better going out in the cold and snow cause they know the clothing available to them today can keep them drier and warmer than ever - which means more comfortable and safer (from freezing!)

And this message of function, safety and comfort has for over 40 years been delivered to skiers thru magazines, TV, live shows and in-person presentations by Barbara Alley Simon. Barbara presented her story under the pretense of a "Ski Fashion show" but what they really where were tutorials on how one could enjoy being out doors in the Winter Time that, in turn, did motivate thousands to go skiing, or snowboarding, or just play in the snow instead of hibernate all winter - and, ok, yes, look good while being outside; yup, no denying it there was also a generous does of "man., or women that clothing sure dose make you look good" (and to some sexy! - a key part we must acknowledge of the appeal of winter sports)

Barbara incorporated all these points in her numerous presentations and in so doing gave her audience the information they needed to go out and obtain the newest, most functional, comfortable - and great looking - outdoor winter wear clothing - and the Snow Sports world has only been the better for it and why Barbara Alley Simon more than deserves to be in The US Ski and Snowboard Hall of Fame - Bernie Weichsel

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From: David Ingemie &lt;dingemie@snowsports.org&gt;

To: skifair &lt;skifair@aol.com&gt;

Date: Wed, Apr 23, 2014 9:47 am

Harry sorry for taking so long. Trying to get ready for board meetings and the NSAA meeting in Savannah.

I hope this works for you. Let me know if you need anything else.

I support the nomination of Barbara Alley Simon to the US Ski and Snow Board Hall of Fame.

Barbara was one of the real pioneers in exposing ski fashion to the ski world and even more importantly to the fashion world.

Barbara had a unique ability to describe ski apparel in her articles and then she used her talents to develop fashion shows beyond the boring rigor of having someone just walk down a runway. She added flare, music, and choreography to make it very appealing. No one watching wanted the shows to end. Barbara was not just a producer of sorts she was an actual participant of our sport and her love of skiing was very clear in everything she did in her career to let other people enjoy what she enjoyed.

**David Ingemie**

President

SnowSports Industries America (SIA)

Washington, DC Metro-Area

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**Fwd: Nomination of Barbara Alley**

From: Kaiser &lt;carolyncaptiva@aol.com&gt;

To: skifair &lt;skifair@aol.com&gt;

Date: Thu, Apr 3, 2014 9:49 am

Begin forwarded message:

**From:** Kaiser <carolyncaptiva@aol.com>**Date:** April 3, 2014 10:03:24 AM EDT**To:** "skifair@aol.com" <skifair@aol.com>**Subject:** Nomination of Barbara Alley

I would like to lend my support to the nomination of Barbara Alley to the Ski Hall of Fame. Barbara and her late husband, Jerry Simon will always be remembered for their efforts to promote and grow the Ski Industry. In my 35 years in ski publishing! I remember her fashion shows and her collecting the clothing from the members of SIA to appear in her shows and in the pages of Skiing Magazine. She did a very professional job!

Henry. A. Kaiser

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Justin Koski &lt;koskijus@gmail.com&gt;

**Fwd: (no subject)**

1 message

skifair@aol.com &lt;skifair@aol.com&gt;

Tue, Apr 25, 2017 at 3:09 PM

To: justin@skihall.com

To Justin Koski, U.S. Ski & Snowboard Hall of Fame  
From Harry Leonard [skifair@aol.com](mailto:skifair@aol.com)

justin et al HOF  
here is the addendum i proposed and you so kindly agreed  
hope you can include it among Barbara's nomination papers  
Many thanks and always my best to everybody  
Harry Leonard HOF2011

To our U.S.Ski Hall electors, greetings  
With your kind permission we offer  
this brief but exciting addendum to our  
Barbara Alley Simon 2015 HOF nomination

From Harry Leonard, nominator  
April 20 2017

In 2018 Barbara will celebrate FIFTY YEARS of SNOWSPORTS BUILDING  
as the Leading Lady and voice of the world of SKI FASHION!

In 1968 while ski instructing for Karl Plattner's Hunter Mountain Ski School  
she met Jerry Simon and began her life with Ski Shows and ski magazines.

For fifty years almost solo she has produced and without any notes to read  
colorfully narrated upwards of TWO THOUSAND live SKIWEAR FASHION SHOWS.  
The latest and best in mens/womens/kids clothing and accessories; from coast  
to coast; in consumer shows and trade shows; on-stage, on film and especially  
on local and network TV...twice on NBC TODAY and twice on Merv Griffin; all  
set to music and often choreographed; viewed by indeterminable MILLIONS of  
all kinds and ages of people!

We requested this addendum to tell you, tho she is past eighty years young,  
she is STILL BUILDING SKI FASHION! Her own skiwear collection, from a dozen  
seasons of TV appearances, is a huge hit on permanent display at the Alf Engen  
Ski Museum in Park City. For a total treat click on [skiinghistory.org/news/barbara](http://skiinghistory.org/news/barbara).

Thanks for reading and hope our update helps earn her a deserved place among  
all those HOF worthies.





**Alf Engen Ski Museum**

**Alf Engen  
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