



Utah SKI ARCHIVES

Fall 2015

J. Willard Marriott Library-University of Utah

Editor: Mike Korologos

25th Annual Ski Affair to Honor Dick Bass, Ski Utah *Anniversary Gala at Grand America Hotel Looms Large on Excitement Meter*

As is appropriate for a 25-year anniversary observance, the highlights of the 2015 Ski Affair will be numerous – and each a good reason to expect a large enthusiastic crowd, including numerous honorees from the past.

The annual fund-raiser for the Ski Archives of the J. Willard Marriott Library at The University of Utah will be more grand than usual because it will be held at the posh Grand America Hotel in downtown Salt Lake City. Festivities will begin with a reception and silent auction at 6 p.m. and followed by dinner, the presentation of awards and the showing of ski film footage from the past. The archives house the largest cache of skiing/snow sports history in the country.

The highlights of the celebratory Ski Affair include:

- **Dick Bass**, mountaineer, co-founder of Snowbird Ski and Summer Resort, and first person to climb the highest point on each of the seven continents, who died earlier this year, will receive the library's S. J. (Joe) Quinney Award for his numerous contributions to ski and snowboarding in the region.
- **Ski Utah**, the industry's promotional entity, will receive the library's History-Maker Award for its 40 years of helping to build the state's ski and snowboard offerings into a billion dollar-plus enterprise.
- **The Sue Raemer Award**, which will be given to a member of the all-volunteer advisory board of the library's Ski Affair who exemplifies the volunteer spirit of the late co-founder of the Ski Archives.
- **Two Rossignol Ski Gear Packages/Two Park City Powder Cats Ski Packages** – valued at \$4,750 for each pair of two -- that will be given away to two lucky participants in the Ski Affair's Opportunity Drawing for the price of a \$20 ticket.
- **A 25-year Ski Affair Reunion** of previous recipients of any Ski Affair award – History-Maker, Quinney Award or Sue Raemer Award.

"What's more, several area ski resorts and a ski lodge will be observing special milestones this winter season. Those observations further heighten the excitement of the 25th annual Ski Affair as well as of the coming ski and ride season," enthuses Barbara Yamada, long-time chair of the event's advisory board. "This Ski Affair has all the trappings of being one of the all-time fun and memorable gatherings in its 25-year history. That's why we extend a special invitation to all past honorees and others who haven't been to a recent Ski Affair to join us Nov. 5." –Mike Korologos

**25th Anniversary Ski
Affair**
Thursday, Nov. 5th,
2015
6 p.m.
Grand America Hotel
555 S. Main St.
Salt Lake City, UT
\$75 per person
\$1,500 reserved table
for 10

Reservations must be made by Oct. 28.

Call Judy at 801-581-3421 or email: judy.jarrow@utah.edu.

Register online: <http://tinyurl.com/SkiAf2015>

The J. Willard Marriott Library's Quinney Award

The University of Utah J. Willard Marriott Library Ski Archives' S. Joseph Quinney Award is named in honor of the late Utah lawyer, businessman, state legislator, ski visionary, and founder of Alta Ski Area in 1938, who is referred to as "the father of Utah's ski industry." The library presents the award to an individual or organization that has exhibited the same public-spirited attributes and contributions to winter sports as its namesake.

2015 Quinney Awardee Dick Bass: A Passionate Dreamer



Dick Bass

An extroverted optimist and adventurous mountaineer, the late Dick Bass (1919-2015) was a transformative figure in Utah skiing.

When he and Ted Johnson established Snowbird Ski and Summer Resort in Little Cottonwood Canyon in 1971, they elevated Utah's winter sports offerings – and image – to the international level. For the first time, Utah had a destination resort whose mountain, ambience, and bounteous snow catered to an upscale marketplace – which responded with fervor.

The colorful, talkative Texas native saw Snowbird as a place to “increase human understanding through the enhancement of body, mind, and spirit,” he said when the ‘Bird took flight. He based the launching of the resort on his oft-spoken mantra: “If it's meant to be, it's up to me.”

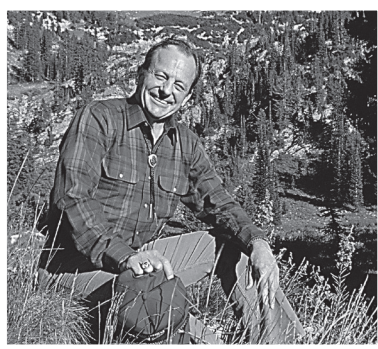
A visionary and energized entrepreneur, Dick also played a role in creating Vail and Beaver Creek ski areas in Colorado and had interests in Aspen and Alta Ski Area.

Bass was born in Tulsa, OK, on Dec. 21, 1929, was graduated from Yale University in 1950 and worked in his family's oil, gas and ranching enterprises before joining his brother, Harry, to launch Vail in the 1962.

A passionate dreamer, he was not one to shy away from a challenge, no matter how large. In 1985 he became the first person to reach the seven continental summits when he conquered Mount Everest. The following year he co-authored the book, “Seven Summits,” which told of his climbing adventures.



Dick Bass and Jake Garn



Dick Bass

His honors and awards are numerous and include the Lifetime Achievement Award in 2006 from the National Ski Areas Association and induction into the Intermountain Ski Hall of Fame in 2009.

In the spring of 2015, Bass sold his majority interest in Snowbird to Park City-based PowdrCorp.

Previous S. J. Quinney Award recipients are: Alf Engen, Joe Quinney, Nick Badami, Charles “Chick” Morton, Earl Miller, Wilby Durham, M. Earl Miller, Junior Bounous, Spencer F. Eccles, Stein Eriksen, Corey Engen, Zane Doyle, Suzy Rytting, Janet Quinney Lawson, Edgar Stern, Karen Korfanta , Russ Harmer, Jim Gaddis, John W. Gallivan, Ted Johnson and Bob Wheaton.

J. Willard Marriott Library History-Maker Award

The University of Utah J. Willard Marriott Library Ski Archives History-Maker Award is presented to individuals or organizations from the Intermountain Region in recognition of their extraordinary accomplishments in winter sports.

Ski Utah: 40 Years of Promoting Utah's 'Greatest Snow on Earth'

- In 1975 a day pass at Alta cost \$6.50; at Park City a day pass was \$9.
- In 1975 Utah ski resorts counted 1.6 million visitors through their gates.
And, in 1975 Utah was barely a dot on the nation's winter sports map...and hardly that on the nation's list of wintertime destinations.

But that was then. And this is now:

- A record 4.2 million skier visits in 2007-2008 winter season.
- A 2002 Olympic and Paralympic Winter Games that set the standard for staging winter sports' greatest spectacle and put Utah on the world's "must visit" list.
- A thriving winter sports industry that primes Utah's economic pumps to the tune of more than \$1.3 million annually.
- As for lift ticket prices...let's just say their costs have increased, too.

Ski Utah, "the little engine that could", hung its shingle in 1975 with an annual promotional budget of \$500,000. Today its budget is \$3 million and -- most important of all -- its brand is known throughout the world. What's more -- there are more winter recreation programs than ever before that involve Utahns.

All these worthy accomplishments are the result of a major cooperative effort that is at the core of Ski Utah -- its membership and strategic alliances with various tourism entities. Its membership is comprised of 14 Utah alpine ski areas and some 250 affiliated businesses ranging from sports bars to haut cuisine eateries and from luxurious lodging emporiums to quaint bed-and-breakfasts and from car rental companies to arts groups and sports shops.

This marketing juggernaut started rolling under the leadership of its first president, Raivo Puusemp, who was at the helm until 1983. He was succeeded by Danny Richardson (1983-1988), Bob Bailey (1988-1991), Randy Montgomery (1991-1993), Mark Menlove (1993-1998), Kip Pitou (1998-2005) and current president Nathan Rafferty, a one-time Ski Utah intern and publicity director, who took the reins in 2005.

Under the guidance of its vice president of marketing, Raelene Davis, who has been on the staff since 1985, Ski Utah uses numerous means to convey its compelling messages to those in distant lands:

- Videos and film
- Posters and mailing pieces
- Ski Utah Magazine
- SkiUtah.com, the Ski Utah app, Snow Report
- Paid advertising, special advertising inserts
- Familiarization tours for news media, bloggers, travel agents and tour operators
- Talks, social e vents, trade shows, cocktail parties, consumer shows, sales missions and marketing functions
- Co-op marketing partnerships with the Utah Office of Tourism and ski areas
- Various platforms of social media and web outlets

Continued on following page

Ski Utah Cont'

While promoting out-of-state tourism is Ski Utah's biggest thrust, its promotional programs also boost winter recreation on other levels, such as:

- Worked on trademarking of the phrase "The Greatest Snow on Earth"
- The ubiquitous "Ski Utah" automobile license plate introduced in 1985
- The Interconnect Adventure Tour that since 1984 showcases the close proximity to Utah resorts
- National Learn to Ski and Snowboard Month that provides more than 10,000 beginner lessons each year
- 4th, 5th, and 6th grade learn to ski and passport discount programs that attract several thousand students each year to Utah resorts
- Playing a critical role in Salt Lake City becoming host to the Olympics and Paralympic Winter Games of 2002
- The advancement of The ONE Wasatch concept-connected ski resorts
- The support of the Mountain Accord, a long-range recreation and environmental plan for the Central Wasatch Mountains.

Ski Utah roots can be traced to a cocktail gathering of three prominent Utahns in the early 1960s who were seeking a means of publicizing Utah's fledging ski industry on a grand scale but at little cost.

They went after their goal with great gusto: They decided to make a bid to host the Olympic Winter Games.

To go so boldly after their lofty, publicity-assuring goal, Gov. Calvin L. Rampton, Salt Lake Area Chamber of Commerce President Maxwell E. Rich, and Salt Lake Tribune publisher John W. Gallivan established an organization called the Utah Ski Association. The trio also bandied another name involved with that organizational meeting.

The freshly minted association was very short on budget and very long on grandiose ideas. But the "foursome" was not to be denied. Their new association received support early on from the Utah Travel Council while its membership grew and its governance took various forms.

Their foresight – a ploy to garner publicity for Utah's winter offerings – lived on and was proven brilliant when Salt Lake City hosted the Olympic and Paralympic Winter Games of 2002. Those games – and its thriving legacy programs – stand today as the standard for how to stage winter sports' greatest spectacle.

What's more, the favorable publicity continues to flow . . . as does the influx of wintertime visitors to Utah ski areas and their related enterprises.

All that – and more – is why Ski Utah is awarded the 2015 History-Maker Award by the J. Willard Marriott Library's Ski Archives.

– Mike Korologos

Ski Utah Logos through the Years



Intermountain Ski Hall of Fame Inducts Four

Induction ceremonies for the 2015 Intermountain Ski Hall of Fame, Sept. 24, at the Alf Engen Museum attracted a record 230 attendees. The Alf Engen Museum Foundation chose four members for this, its 14th class. A committee of ski/snowsport enthusiasts extensively knowledgeable about the history of winter sports in the region makes the annual selection.

The list of inductees into the Intermountain Ski Hall of Fame during a ceremony held Thursday evening at the Alf Engen Ski Museum at the included Melvin Dalebout (ski sport innovator), David Hanscom (inspirational), Karen Huntoon-Miller (competitor) and Meeche White (ski pioneer). The four new inductees brings the total number of recipients in the Will and Jean Pickett Intermountain Ski Hall of Fame to 66.



New Plaque Recognizes Contributions of Volunteers

Did you ever stop and think how important volunteers were – and are -- to skiing and snowboarding in the Intermountain Region?

Well, a small group of local ski aficionados did. What's more, they decided to shine some light on those volunteers who helped make skiing and snowboarding so popular today.

The result of their efforts: An attractive plaque that now hangs adjacent to the Intermountain Ski Hall of Fame plaques at the Alf Engen Ski Museum at Utah Olympic Park in Park City.

Atop the attractive plaque are the words "The Intermountain Ski Hall of Fame Recognizes Early Volunteer Competition Officials: 1940-1980." Under that heading are the names of 103 individuals (many couples) who supported and promoted amateur ski racing by serving as race organizers, race officials and race timers for at least three seasons between 1940 and 1980. They hailed from the region's winter recreation centers: Sun Valley, Jackson Hole, Pocatello, Magic Mountain, Ogden, Salt Lake City and Park City.

The committee spearheading this unique recognition effort was comprised primarily of members of the Intermountain Ski Hall of Fame selection committee – all one-time ski racers and/or coaches very knowledgeable about the contributions made by volunteers. The committee was chaired by John Durham and was comprised of Keith Lange, Jim Gaddis, Barbara Yamada, Suzy Harris Rytting, Clark Parkinson, Peggy Dean and Jim Sullivan.

Durham said there was no formal nomination process for the selection of persons to be listed. Their inclusion, instead, was based on the first-hand knowledge and experiences of selection committee members.

Ski Affair Opportunity Drawing—A Skier’s Dream Awaits Two Winners

2014 Winner: ‘Exceptional, Truly Amazing’

Who more appropriate – or perhaps more ironic -- than to have a person who had never owned a pair of skis before to win FOUR complete ski gear sets at one time plus four cat skiing excursions?

That’s what Natalie Pemberton did during last fall’s 2014 Ski Affair. She won four new pair of skis, four pair of boots, four pair of bindings and four sets of ski poles of her choice from Rossignol, a major Ski Affair sponsor.

And more –

She also won FOUR cat skiing seats from Park City Powder Cats, another Ski Affair donor. Total value: \$9,000.

All for a donation of \$20! She only purchased one ticket. Not a bad return on investment.

Pemberton received the “skier’s dream” prize by winning the Opportunity Drawing at the Ski Affair’s annual fund-raiser for the Ski Archives of the J. Willard Marriott Library at The University of Utah.

“The gear is exceptional. I had never owned a pair of skis previously,” Pemberton said. “I had the opportunity to learn (to ski) this year along with my 2- and 4-year old sons. It was a great family bonding experience.”

Pemberton added: “The cat skiing trip was the greatest day! The staff was so kind and skiing in fresh powder with breath-taking views was truly amazing.”

For a donation of \$20 to the Opportunity Drawing at the Nov. 5, 2015 Ski Affair at the Grand America Hotel, similar exclamations will likely come from TWO winners of Rossignol ski packages and TWO Park City Powder Cats cat ski trips.

Reason for the dual winners on tap this year is that the four donated Rossignol ski gear packages and four Park City Powder Cat trip packages have been made into two prizes – “to spread the fun and excitement,” say Ski Affair officials.



Natalie Pemberton



Park City Powder Cats & Heli Ski

Utah's largest Snowcat skiing company, featuring premiere backcountry skiing and riding. Enjoy the safety and comfort of our snowcats operating on over 40,000 acres at the Thousand Ranch in the Uinta Mountains.

The only thing you need to remember is to bring your new ski equipment, we will do the rest! Follow us through a plentitude of diverse mountain terrain that features huge open bowls and powder fields of all angles and aspects, as well as, arguably, the best aspen and fir tree skiing in North America.

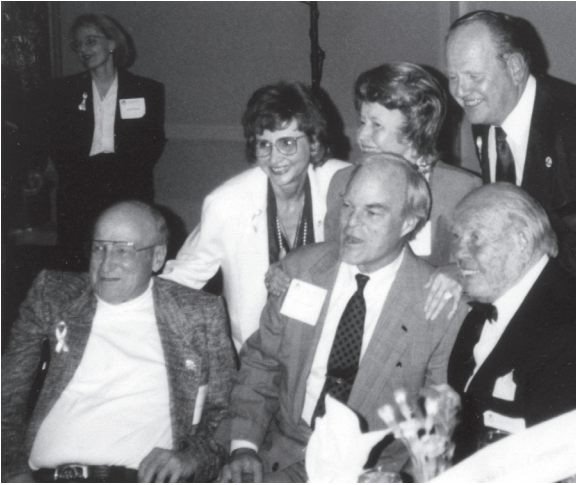
Book early to get the dates of your choice and all 4 seats together.



For over 100 years Rossignol has been the benchmark in winter sports, making skiing and riding easier, more inspiring, and more fun. From competitive athletes to cautious first-timers, Rossignol's athlete-driven, technical innovations in construction and design continue pushing the boundaries of what skiers and riders can achieve on snow. No matter where the snow takes you, whether you're resort-based or backcountry-bound, Rossignol delivers the groundbreaking performance, versatility, and ease-of-use to ensure yet Another Best Day. *Order your Rossignol equipment quickly to ensure product availability.*



Ski Affair Pictures – From the Ski Archives



Chic Morton, Spence Eccles, Alf Engen, Barbara, and Alan Engen



1996 Ski Affair



Raemer Award winner Ron Steele, with Barbara Yamada, John Raemer and Greg Thompson



University of Utah Ski Team, left-right, Ryan Wilson, Anna Kocken, Jaime Dupratt

In Memoriam
Friends of Ski Archives

Dick Bass (1930-2015)
Avis W. Badami (1925-2015)
Deedee Corradini (1944-2015)
Marsha Irwin (1943-2015)
Alfred E. Kessler (1912-2015)
Jan Leonard (1946 - 2015)
Dick Mitchell (1929-2015)
Tom Plofchan (1931- 2015)
Dean Roberts (1931-2015)

2015-2016 ***A Season of Milestones***

- Sun Valley -- 80 Years
-
- Brighton -- 80 Years
-
- Snowbasin -- 75 Years
-
- Alta Lodge -- 75 Years
-
- Jackson Hole Mountain Resort -- 50 Years
-
- Ski Utah -- 40 Years
-
- Utah Ski Archives -- 25 Years

***Thanks for the fun, the memories
and the history!***

Highlighted Collections

By Roy Webb, Multimedia Archivist

This has been another busy and productive year for the Utah Ski and Snowboard Archives; here are some highlights of recent acquisitions.

Snowbird Ski and Summer Resort continues to add slides, photos, and documents to their already-impressive archive. Recent additions showcase

summer events and concerts; photos of Utah ski icons Junior Bounous, Ted Johnson, and Dick Bass; a bicycle hill climb; October Fest, and much more.



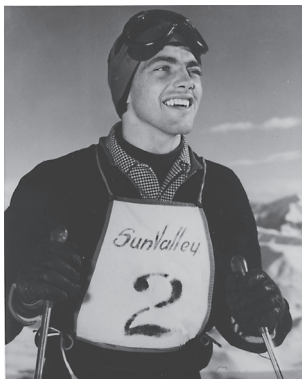
Flees Bill Collector in “Ski Crazy.” Includes an advertisement about the movie and article as well as photos of other skiers from the Intermountain Area.

Recent Intermountain Ski Hall of Fame inductee Karen Huntoon Miller donated photographs, magazines, brochures, ephemera, and news clippings related to skiing and her freestyle ski career.



Mel Fletcher’s ski career and more are documented in photos and documents, including Mel as a young boy with skis, portrait of Mel in Navy uniform, performing on ice skates, with his wife and ski-related images.

Ski equipment innovator Mel Dalebout’s contributions were documented with photographs of his career in skiing, football, Dalebout boots, and one of his wife, used for his induction into the 2015 Intermountain Ski Hall of Fame.



Scrapbooks and other items were donated that highlight the career of Darrell “Pinky” Robison, including a complete issue of *Ski Magazine*, 20th Anniversary issue, October 1955.

On the cover is a photo of Darrell Robison with the caption “Darrell Robison



Backcountry skiing and activism are highlighted in donations from Alexis Kelner, consisting of oversized photographs used in exhibit, “A Tribute to Utah’s Activists.”

Utah Ski Archives stalwart and founder Alan Engen added to his collection, with framed color photographs of Alan Engen skiing powder at Alta on December 14, 1994 and of the ski resort at night. The ski resort photo was given to Alan by everyone at the Alf Engen Ski School and on the back is a paper signed by each of those involved.



David Hanscom, retired Professor of Computer Science at the University of Utah, added photographs, stat sheets and news clippings related to his career in skiing from 1950-2008.



Neil Rossmiller contributed photographs taken during the 2014 Ski Affair



Mike Korologos and Greg Thompson



2014 Quinney Award Winner, Bob Wheaton, and award donor, David Quinney



Part of
The 400 plus
2014
Ski
Affair
Guests
enjoying the
evening



The J. Willard Marriott Library Heartily Thanks The Ski Affair Volunteers and Supporters

Volunteer Advisory Board

Barbara Yamada, Chair
Karen Korfanta, Vice Chair
John Raemer, Honorary Chair
Beverly Beasley, Auction Chair
Marsha Irwin, Logistics Chair
Mike Korologos, Newsletter Editor
Molly Laramie, History Chair
Dan Meldrum, Finance Chair
Ann Waters, Outreach Chair

Advisory Board Members

Shelly Andresen
Jim Berry
Joanne Burton
Norm Burton
Raelene Davis
Fred Duberow
Jaime Dupratt
John Durham
Ray Groth
Richard Hodges
Phil Jones
Lester Keller
Safia Keller
Stewart Marsh
Connie Marshall
Claudia Nakano
Tom Nielson
Clark Parkinson
Chris Raemer
Suzy Rytting
Josh Scheuerman
Ron Steele
Dan Steffen
Jim Sullivan
Gregory C. Thompson
Larry Warren
Chad Wassmer
Nona Weatherbee
Michael Whitnall
Tim Wolfgram

2014 Ski Affair Table Sponsors

Ames Construction	Alta/3 tables
Brighton Ski Resort	Descente
Chevron	Suitter Axland
Gaddis Investments	Riester
Skytrac	Rossignol
Nordic Valley	Ski Utah
US Ski and Snowboard Association	
Deer Valley Ski & Summer Resort/4 tables	
George S. & Dolores Doré Eccles Foundation	
J. Willard Marriott Library	
Park City Chamber of Commerce	
Park City Mountain Resort	
Park City Ski Team/Bob Marsh	
Ray, Quinney & Nebeker	
Snowbird Ski and Summer Resort	
Snowbasin: A Sun Valley Resort	
Solitude Ski Resort	
Strachan, Strachan & Simon	
The Canyons	

2014 Financial Supporters

Ames Construction
Ray Quinney & Nebeker
Janet Quinney Lawson Foundation
The Meldrum Foundation

Ski Archives Charter Members

Junior and Maxine Bounous
Cleone Eccles (1935-2013)
Spence Eccles
Alan K. Engen
Jim and Barbara Gaddis
Betty Lorenz
Lou Lorenz (1924-2003)
Marv Melville
Keith Lange
Alice Lange (1933-2012)
Jan Peterson
John Raemer
Sue Raemer (1947-1995)
Randy Montgomery (1948-1999)
Roger K. Hanson (1932-2003)
Robert Staab
Gregory C. Thompson
Robert and Nancy Young

Thanks to Our Generous 2014 Silent Auction Donors

Adolph's Restaurant
Adrift Adventures, Moab
Alpentec
Alta Lodge
Alta Ski Area
Barbara Yamada
Beat & Nancy Von Allmen
Becci Webb
Beverly & Robin Beasley
Brighton
Browning
Café Trio
Carol Lupus
Chris Raemer
Christy Sports, Snowbird
Cowbells.com
Dave Watson
Deer Valley Resort
Descente
Discrete
Fresco Italian Restaurant
Furfrenzy
Goldminer's Daughter Lodge
Grub Steak Restaurant, Park City
Hansen Co. Jewelry
J. Willard Marriott Library
Jean and John Raemer
John Durham
Judy Jarrow
Ken Barfield
Kiler Groves Wines
Knead-a-Massage
Little America Hotel
Luna Blanco Taqueria-Cottonwood

Marker Ltd.
Marsha Irwin
Nona Weatherbee
Norm and Joanne Burton
Park City Mountain Resort
Park City Performing Arts
Park City Wine Club
Pioneer Theatre Company
Porcupine Pub & Grille
Rimini Coffee
Rosalie Winard
Rossignol
Safia & Lester Keller
San Francisco Design
Senior Skiing
Ski Archives Advisory Board
Ski Utah
Skytrac
Snowbasin: A Sun Valley Resort
Snowbird Ski & Summer Resort
Soldier Hollow
Southwestern Expressions
Squatters Brewery
Stephanie Saint-Thomas
The Dodo Restaurant
The University of Utah
Tim Waters
UofU Athletic Department
US Ski Team
US Snowboarding Team
Utah Olympic Legacy Park
Utah Symphony/Utah Opera
Vivian Dorsett Interiors
Wasatch Brewery

**2015 Ski Affair
Thursday, Nov. 5th**

6 p.m.
Grand America Hotel
555 S. Main St.
Salt Lake City, UT

\$75 per person
\$1,500 reserved table for 10
Online reservations:
tinyurl.com/SkiAf2015
Or call: Judy at 801-581-3421
email: judy.jarrow@utah.edu

RESERVE BY: OCT. 28TH, 2015



Ski Archives
J. Willard Marriott Library
University of Utah
295 S. 1500 E.
Salt Lake City, UT 84112-0860

Non-Profit Org.
U.S. Postage
Paid
SLC, UT
Permit 1988



2015 SKI AFFAIR

NOVEMBER 5, 2015

GRAND AMERICA HOTEL

Greetings from the Chair

As the saying goes, "Time Flies When You're Having Fun." There's a lot of truth to that. Without the generous supporters, the resorts, and the hardworking Advisory Board, we wouldn't be celebrating 25 years of fun with the Ski Affair and the Ski Archives.

We sincerely appreciate the collections we have received over the years. We have been able to share these wonderful photos with the world through the lead up to the 2002 Olympic Winter Games, the Games, and all of the anniversaries that have followed.

Along with the Ski Affair's anniversary of 25 years and this year's History-Maker Ski Award for Ski Utah's 40 years, we also congratulate Jackson Hole – 50 years, the Alta Lodge – 75 years, Snowbasin – 75 years, Sun Valley 80 years, and Brighton's 80! Lots of history there.

In remembering when it all started as a small gathering, it's heartening to see now the Ski Affair has grown to where we have more than 400 of our closest friends kicking off another wonderful ski season. Through all these years we have developed close relationships with all the resorts and others associated with skiing in the region. Much of this success is due to our very active and enthusiastic Advisory Board, many of them representing their respective resorts and organizations.

Best wishes for a great ski season! Bring on the snow!!!



Barbara and Melia

–Barbara Yamada, Ski Affair Chair

PS: If you would like to receive the newsletter by e-mail: please contact Judy @judy.jarrow@utah.edu