

Bill Mackey Award

Nominator: Jane Wyckoff

Citation: I would like to submit World Ski Events and the “Salomon On Campus Learn-to-Ski Program” for the 1983 Bill Mackey Award. This unique On Campus Program, administered by World Ski Events, Chuck Morse-President, has brought skiing to thousands of high school students in Southern California. The program encompasses a large ski ramp, ski equipment, and professional ski instructors. The ramp is erected on the campus and students are taught the basics of skiing. The program is no cost to tax payers and offers all students an opportunity to learn to ski.

The program is sponsored by Salomon, North America, makers of the Salomon Ski Bindings and boots, by the Rossignol Skis and Sunland Skiers of Anaheim, California. The Ski School and its program is directed by Chuck Morse, President of World Ski Events.

The Ski Industries of America and the National Ski Areas Association have commended this program for its efforts in getting more young people interested in the fun of skiing. The ski rRamp, used on the school campuses, was the feature attraction at the west coast ski shows last fall, where over a thousand visitors were introduced to skiing and given a lesson on the ski ramp at no charge. The program also is working with the Ski Explorers in developing ski interests.

Each student is given a Skiers Handbook that includes a membership application in the USSA. It also includes information on safety, equipment and clothing. Ski Films and demonstrations are also offered the students. The Salomon, North America Company provides all the boots and ski bindings and the Rossignol Ski Company provided the skis as no charge to the students.

At the conclusion of the On Campus course, the students are taken on a ski trip to a local ski resort for a day of on-the-hill ski fun. Local ski shops provide rental equipment.