



**NOMINATION FORM**

For

**HONORED MEMBERSHIP**

In The

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

Candidate's Name: \_\_\_\_\_ William Jensen

Date & Place of Birth: \_\_ 10/22/52 Hawaii

Address of Candidate: \_\_ 1718 Buffehr Creek, Vail CO 81657

Telephone Number: \_\_\_\_\_ ~~604-512-9099~~ 970 343 2414

Email: \_bjensen@tellurideski resort.com

Is the candidate still living? If not, provide date and place of death: \_\_\_\_\_

**Nominator information:**

Name: \_Bernie Weichsel

Address: \_ 240 Bear Hill Road, Suite 201 Waltham, MA 02451

Telephone Number: \_\_ 781-890-3234

Email: \_Berniew@bewisports.com

For what category are you nominating this candidate?

Athlete: \_\_\_\_\_

Snowsports Builder: \_\_\_X\_

Heritage: \_\_\_\_\_

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

**An 8 x 10 photograph of the candidate must be supplied: \_\_ Yes \_\_**

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

Bill Jensen has been involved in the snowsports industry for over 35 years. Over the course of his 35 years he has a track record of successfully growing mountain resort operations throughout North America to benefit the customer, employee and shareholder. His career started in Mammoth Mountain, CA and took him to Sun Valley, ID, Sunday River, ME, Fibreboard Resort Group (Northstar-at-Tahoe, Sierra-at-Tahoe and Bear Mountain, CA), Breckenridge, CO Vail, CO, CEO at Intrawest and to his current position of CEO at Telluride Ski & Golf.

Over the course of his career that has included lift operations, sales director for Piston Bully to marketing director to general manager to chief operating officer to chief executive officer, Jensen has innovated customer service programs, employee relations programs and community relations programs. Under his guidance the resorts he has overseen have grown in success by reputation as well as financial success.

Bill is highly regarded by the industry for many things, but first and foremost is the development and mentoring of people. Many successful resort employees have grown through Bill's keen interest in sharing his knowledge and challenging you to the next level. He is also known for his contributions to the communities where he has lived and worked. His philosophy has always been the success of the resort is the success of the community and vice versa. Notable contributions have been support of the participation of ethnic minorities into the sport of skiing as well as countless charitable boards, both within and outside the industry.

Bill is the past chairman of the National Ski Areas Association, a past member of the California Ski Industry board, a past member of the Colorado Ski Areas Association.



## **Bio for William (Bill) A. Jensen**

Bill has enjoyed an accomplished and influential 43-year career in the ski industry. Between 1997 and 2012, Bill led the three most successful ski resorts in the North American ski industry. Additionally, between 2000 and 2012, two of those resorts were recognized by SKI Magazine as the #1 Ski Resort in North America a total of nine times.

### **Professional History:**

#### **Telluride Ski Resort 2015-current**

Partner and Chief Executive Officer of Telluride Ski and Golf. Widely acclaimed as one of the top five mountain resort experiences in North America, Telluride Ski and Golf is a privately held independently owned company with ski, golf, hospitality, and real estate assets.

#### **Intrawest 2008-2014**

Chief Executive Officer of Intrawest, North America's second largest ski and resort real estate Company with nine ski resort assets with over 6 million annual skier visits. Hosted the 2010 Winter Olympics at Whistler Blackcomb. Led successful IPO's of Whistler Blackcomb in 2012 and Intrawest in 2014.

#### **Vail Resorts 1997-2008**

Joined Vail Resorts as COO of Breckenridge Ski Resort. Grew skier visits 22% over 2 seasons. Promoted to COO of Vail Mountain. Increased skier visits 25% over five seasons. Promoted to President of Vail Resorts mountain division in 2006 with oversight responsibility for Vail, Beaver Creek, Breckenridge, Keystone and Heavenly Resorts as well as Vail Resorts retail division.

#### **Fibreboard Resort Group 1991-1997**

Joined as President and General Manager of Northstar at Tahoe. Increased skier visitation 120% in three years. Acquired Sierra at Tahoe and Bear Mountain, California resorts. Appointed President of the Resort Group. Oversaw Resort Group sale in December 1996 to Booth Creek Ski Holdings.

#### **Sunday River Ski Resort 1989-1991**

Vice President Marketing. Skier visitation increased 100% over three seasons.

#### **Pisten Bully Tracked Vehicles 1980-1989**

North American sales manager 1980 to 1986. Increased North American market share from 3% to 60%. Promoted to Vice President, Tracked Vehicles in 1986 with responsibility for the North American business.

#### **Ski Bluewood 1978-1980**

Operations Manager. Supervised construction and the inaugural season operations of a new two lift, eight trail, base lodge infrastructure ski area in Southeastern Washington.

Sun Valley Corporation 1977-1978  
Lift Operations Manager

Mammoth Mountain Ski Resort 1974-1977  
Lift operator, lift supervisor, assistant director lift operations.

**Awards:** Past Chairman National Ski Areas Association, Inducted Colorado Ski Hall of Fame 2008, Two-time recipient of Colorado Ski Country USA Chairman's Award, Ski Area Management Magazine Industry Leadership Award 2002.

**Community Service:** Director SOS (Snowboard Outreach Society) Board since 1999, Director Vail Veterans Program Board since 2004, Director Colorado Ski Museum Board since 2014. Chairman of the Colorado Tourism Office Board 2002-2004.

**Education:** Pepperdine University 1970-1973 Liberal Arts Major  
Stanford Business School Executive Program 1993

**Personal:** Bill and his wife Cheryl have homes in Telluride and Vail, Colorado.

NATIONAL  
SKI AREAS  
ASSOCIATION



April 24, 2017

To whom it may concern,

It is with great pleasure that I write this letter in support of William "Bill" Jensen's nomination to be elected the U.S. Ski and Snowboard Hall of Fame. Bill is one of those individuals who has contributed his life's work to the building the sport. He began his career at Mammoth Mountain, California in the early '70's, he then worked at Sun Valley as a mountain supervisor and from there to the G.M. at Ski Bluewood in Washington State. Bill made a significant career change when he became a senior sales executive for a major snow cat supplier, in this role Bill traveled the country developing relationships with many ski area operators. His talents in sales and marketing did not go unnoticed and he was lured back to the resort side of the business to take on the role of vice president of marketing at Sunday River, Maine. From there he moved to on to become president of Northstar, California and lead the company through a major expansion adding Sierra-at-Tahoe and Bear Mountain to the list of ski areas owned by Northstar's parent company Fiberboard. Bill's talents were recognized by senior management at Vail Resorts and in the mid 90's Bill moved to Colorado first to head up Breckinridge and then on to Vail where he ultimately served as president of the mountain division. Upon leaving Vail, Bill became CEO of Intrawest and currently is part owner and CEO of the Telluride Ski and Golf Resort. I can think of no one who has the breadth of experience and has played such an important role in key industry positions as Bill has. He stands alone in his role as a major contributor to the ski resort industry.

Bill's contributions to the industry go well beyond his role an industry executive, he has served on many boards and committees during his 45 plus years in the business. A few of Bill's notable contributions include being a board member of the California Ski Areas Association, a founding member of the Snowboard Outreach Society (SOS), the Vail Valley Foundation and a member of the board and chair of the National Ski Areas Association. He is a two-time recipient of the Colorado Ski Country Chairman's Award. Bill was inducted into the Colorado Ski Hall of Fame in 2008 recognizing his many contributions to Colorado skiing including hosting World Championships and many World Cup Races at Beaver Creek. Throughout his career Bill has been an active community leader.

Bill is one of those rare individuals who lets his accomplishments speak for themselves. He is thoughtful and when Bill speaks people pay attention, few have contributed more to skiing and snowboarding than Bill Jensen. Bill fully deserves to be included as a member of the U.S. Ski and Snowboard Hall of Fame. It is an honor for me to support Bill.

Yours Truly,

A handwritten signature in blue ink, appearing to read 'Michael Berry'.

Michael Berry

President



EXPERIENCE OF A LIFETIME®

May 4, 2017

Nomination Selection Committee  
US Ski and Snowboard Hall of Fame

Dear Nomination Selection Committee Members:

I am writing to endorse the nomination of Bill Jensen for consideration in the US Ski and Snowboard Hall of Fame. I worked with Bill while he was with Vail Resorts as COO of Breckenridge and Vail and then as president of the Mountain Division. We worked closely together when he was COO for Vail, and I was director and then VP of marketing and sales for Vail.

Bill is a remarkable leader who has contributed enormously to the ski/snowboard industry over the course of his career so far. Many will point to the different businesses and resorts that he has lead, the many relationships he has developed around the industry, and the resort infrastructure construction that he has overseen. Most importantly to me has been the mentorship that he has provided to myself and so many others, both consciously with his time and attention by challenging us and giving us direction on how to succeed in the business, and in ways he never knew by setting such an extraordinary example as a leader of people, a communicator and a professional.

Through all of his efforts over the course of his career, but most of all by mentoring and developing future leaders who will mentor and develop others, Bill Jensen has had a profound impact on the success of the US ski/snowboard industry, and is as deserving as anyone to be considered for inclusion in the Hall of Fame. Please consider inducting him in 2018.

Sincerely,



Chris Jarnot

*Vail Resorts*  
390 Interlocken Crescent  
Broomfield, CO 80021  
303-404-1800



1 May 2017

United States Ski & Snowboard Hall of Fame  
P.O. Box 191  
Ishpeming, MI 49849

Dear Members of the Selection Committee:

I am honored to submit this letter in support of the nomination of Bill Jensen to the U.S. Ski & Snowboard Hall of Fame. In my current role as President & CEO of Colorado Ski Country USA and in my prior role as Executive Vice President of Public Policy of Colorado Ski Country, I have known and worked with Bill for 20 years. His impact on the ski industry and the contributions he has made to the sport of skiing are national, significant and enduring. Other nominators and supporters have detailed Bill's leadership of ski resorts in California, at Breckenridge and Vail and at Vail Resorts, at Intrawest and at Telluride and I will not repeat his specific impacts at each resort. His long and varied leadership roles have, however, left one of his most significant and enduring legacies for the ski industry in the teams he has developed and influenced with his management approach.

Bill is one of the ski industry's most gifted and highly skilled talent managers. One of his hallmarks in all of his many ski resort tenures is his respect for and pride in the employee team. Bill has shaped the careers of thousands of men and women who work in the ski industry today and who will be its leaders long into the future. With his emphasis on empowering employees to provide the best guest experience and his leadership style that uses personal example to motivate everyone on his team to do just a bit more to improve the guest experience, Bill has developed legions of ski area employees who use and live that example in their daily work. Our industry is exponentially better for Bill's impact on the teams he has led at ski resorts. On a personal level, I hear Bill's voice in my head regularly, and I know that others who have worked with and for him continue to have the same experience.

Second, Bill's personal investment of time and energy at each resort company he has led, in a culture of safety consciousness established a new bar in skiing. While our industry places a high priority on safety, Bill established innovative programs to manage excessive speed and risk taking among guests and among employees. Constantly working to keep safety messaging and programming current and relevant, Bill's time on the hill always results in observations about where and how safety could be enhanced. He has a particular talent for framing specific needs for improvement in such a way that they seem obvious and he is able to rally employee and community support for such initiatives. Around the Colorado Ski Country USA Board of Trustees

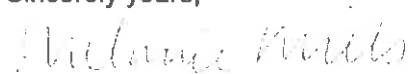


table, Bill had an extraordinary talent at describing the need to address the safety issues that went along with evolution in the sport in a compelling and actionable way.

Third, Bill's emphasis on putting the guest first and always striving to improve the guest experience never short-changed his attention to bringing along employees and the communities in which he worked in these endeavors. Bill's inclusive, respectful leadership style has really made him a Pied Piper of sorts in the ski communities in which he has led resorts. A keen observer and a good listener, Bill practices the art of the possible. He is always growing and evolving his perspective on ski industry, ski resort and community issues and has become, along the way, an influential thinker and a ski industry statesman.

I enthusiastically urge the selection committee to move forward the nomination of Bill Jensen to the voting panel for Hall of Fame induction.

Sincerely yours,

A handwritten signature in cursive script that reads "Melanie Mills".

Melanie Mills  
President & CEO  
Colorado Ski Country USA



May 10, 2017

U.S. Ski & Snowboard Hall of Fame  
P.O. Box 191  
Ishpeming, MI 49849

Dear Selection Committee Members,

It is an honor to write this letter in support of Bill Jensen's inclusion in the Ski and Snowboard Hall of Fame. I have known Bill since 1977, when we first worked together in mountain operations at Sun Valley. From the beginning, it was very apparent that Bill was an exceptional leader, with a warm, supportive demeanor.

While we only worked together for a year, I watched Bill develop across key marketing and sales positions in the ski resort business. He quickly became a thoughtful industry leader who was able to articulate major issues and offer wisdom and solutions. Later on in my career, I was lucky to have the opportunity to join Bill's senior management team at Northstar at Tahoe and work with him closely for many years. I quickly came to appreciate Bill's business acumen, and his singular skill for motivating people through vision, and investing in people's growth. He has been a mentor and coach to countless individuals in our industry, and I am honored to have been one of those.

Bill also has a well-earned reputation for marketing innovation. Among his many accomplishments was the creation of one of the first customer loyalty programs in the ski business. The program, Vertical Plus, was instituted at Northstar in 1992. It was wildly successful as it offered discounts and rewards based on a skier's actual vertical feet skied. Special electronic gates at each lift allowed skiers to track their vertical for each ride, and earn awards based on the number of feet. He was also largely responsible for one of the most effective skier safety programs in the industry, the "yellow jacket" program on Vail Mountain.

I don't believe anyone has had as much influence on as many major ski areas as Bill, from Sunday River, Breckenridge and Vail, to Whistler Blackcomb and Steamboat, to his present position at Telluride. More important than the number of resorts, has been his constant focus on people, through mentorship and professional growth of those around him. As a result, a whole generation of industry leaders has benefitted from Bill's insightful and supportive nature.

It is a true pleasure to offer my highest recommendation that Bill Jensen be recognized with this great honor.

Respectfully,

Timothy L. Silva  
Vice President/General Manager  
Sun Valley Company

# Julie Maurer

J. Maurer Marketing Consulting

May 17, 2017



To Whom It May Concern:

I am writing in support of the induction of Bill Jensen into the US SKI & SNOWBOARD Hall of Fame. My 32-year marketing career in the Ski and Snowboard Industry was launched and inspired by Bill Jensen. But in addition to me, Bill launched the careers and mentored several hundred successful ski industry managers.

Bill's career in the ski and snowboard industry started in lift operations at Mammoth Mountain, but took him to Sun Valley, Idaho; a stint with Piston Bully; Vice President of Marketing at Sun River Maine, VP and General Manager of Northstar-at-Tahoe; Breckenridge and Vail, Colorado, CEO of IntraWest and Telluride, Colorado. While Bill hired, coached, motivated and elevated many industry professionals along the way, he also generously shared and elevated the business acumen, strategic thinking and professionalism of several generations of ski industry management. Many of the Ski Area Management SAMY award winners started their careers under the tutelage and mentorship of Bill Jensen.

But not only is Bill Jensen an excellent resort operator, a great team builder but he also has immense passion for the sport. This passion has led him to be instrumental in developing or supporting many programs to grow the sport or provide access to the sport including state-of-the-art loyalty programs, innovative enter the sport programs and lesson programs for underprivileged school children.

He supported the industry with various board and volunteer positions including the California Ski Industry Association, Colorado Ski Country USA and the National Ski Areas Association, lending his expertise and unique way of creating opportunities from problems. He also contributed greatly in each of the ski area mountain communities in which the resorts he represented were located, involving himself in the communities and making them better places to live and work. This included many stints on chamber boards, visitor bureau boards and town councils. The philosophy of partnership between the resorts and the communities was evident and successful for both entities.

I hope you consider Bill Jensen for the distinction of a member of the US Ski and Snowboard Hall of Fame as he is certainly deserving of this award.

Sincerely,

  
Julie Maurer





Photo of the author and the author's father at the 2010 IEEE International Conference on Systems, Man, and Cybernetics (SMC).