



NOMINATION FORM
For
HONORED MEMBERSHIP

In The

U.S. SKI & SNOWBOARD HALL OF FAME

Candidate's Name: Tom Kelly

Date & Place of Birth: February 28, 1952

Address of Candidate: 1226 Whileaway Road, Park City, Utah 84098

Telephone Number: +1.435.602.9799

Email: Tom Kelly <tom.kelly@usskiandsnowboard.org>

Is the candidate still living? YES

Nominator information:

Name: Richard Wagner

Address: 2430 Greenbriar, Harbor Springs, Michigan, 49740

Telephone Number: 231 526 5220

Email: rbwagner@charter.net

For what category are you nominating this candidate? Snowsports Builder:

An 8 x 10 photograph of the candidate must be supplied:

State why the candidate merits election to the U.S. National Ski & Snowboard Hall of Fame

Tom Kelly spent over 40 years supporting, informing, managing, lecturing, and being an inspirational speaker. Tom's specialties are in public relations, media relations, photography, video production, strategies and communication planning. Tom richly deserves to be selected and elected to the U. S. Ski & Snowboard Hall of Fame.

Tom first discovered skiing in 1960 as a seven year old in Madison, Wisconsin. His mother put the 1960 Olympics from Squaw Valley on TV and Tom was hooked. A few years later, as an aspiring photographer in high school, Tom began photographing the U.S. Ski Jumping Team which trained in Madison.

During his college years at the University of Wisconsin, Tom worked for both student newspapers and was sports editor for the suburban Community Herald. He also worked as a staff photographer at each of the two Madison newspapers, winning awards at each publication.

In 1977 Mr. Kelly became Public Relations Director at Telemark Lodge Ski Area. Tom in 1980 founded the company "Worldwide Nordic USA" along with his best friend Peter Graves, taking cross country skiers to Worldloppet ski races around the world. In 1983 he pioneered a first-ever trip of U.S. skiers to the Murmansk Ski Marathon in the Soviet Union.

He left day-to-day work with Worldwide Nordic USA in 1986 to become Assistant National Nordic Director for USSA. In 1988 he became Public Relations Director and later Vice President, Communications for USSA. He served leadership roles with both the U.S. Olympic Committee (serving in nine Olympic Winter Games) and International Ski Federation, where he has headed the FIS PR and Mass Media Committee for the last decade. He left his role at U.S. Ski & Snowboard in 2018 as part of a long-planned transition to broaden his Olympic work under Tom Kelly Communications LLC and to expand his public speaking under the brand Behind the Gold.

Tom is a rare individual, able to succeed in all aspects of his career. A walking text book, a warehouse of knowledge, a skilled lecturer and inspirational speaker. He acquired incredible knowledge of ski history, the ski industry both alpine and Nordic.

He has been a student of the history of the sport serving on boards for the U.S. Ski & Snowboard Hall of Fame, Colorado Ski Museum and Alf Engen Ski Museum Foundation.

Tom Kelly's name and achievements are widely known throughout the skiing and ski racing community, not only in the U.S. but also internationally. Tom held many skills in leadership and management. His vast knowledge and talents will be greatly missed.

Tom lives with his wife Carole, has 4 children and 10 grandchildren.

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

1. **1960 – Discovers skiing as a seven year old watching 1960 Olympics on TV**
2. **1970-74 – During college, served as photographer for both Univ. of Wisconsin student newspapers as well as sports editor of Community Herald**
3. **1974, graduated from University of Wisconsin.**
4. **1974-77 – Served as award-winning news and sports photographer at both Madison newspapers**
5. **1977-1984, Public Relations Director at Telemark Lodge in Wisconsin. He focused on International events like: American Birkebeiner, World Cup C-C, and Lumberjack World Championships.**
6. **1980, Tom and best friend Peter Graves founded “Worldwide Nordic USA” an International adventure travel company focusing on cycling and cross-country marathons.**
7. **1983, for 28 years Tom was the founding director of “Chequamegon Fat Tire Festival.” One of America’s largest mountain bike races held in Cable, Wisconsin.**
8. **1986-88, Tom became Assistant Nordic Director with USSA working out of Colorado Springs, Colorado. He oversaw the national programs of cross-country, Nordic-combined and ski jumping.**
9. **1988, Mr. Kelly became Public Relations Director and later Vice President, Communications for USSA. There he worked with U.S. Ski Team, Snowboard Team, and Freestyle Team. He left that role in June 2018 to expand his work to a broader array of Olympic sports.**
10. **1990-present – Kelly served on the board of the U.S. Ski & Snowboard Hall of Fame where he was known for modernizing Hall selection criteria**
11. **2006, Tom became Chairman of the International Ski Federations Public Relations and Mass Media Committee.**
12. **2017, Tom Kelly became Chairman of the Alf Engen Museum. Located in Park City, Utah, it became the official museum of the 2002 Winter Olympic Games. This museum is ranked as one of the top worldwide.**
13. **2018, Tom founded “Tom Kelly Communications. Located in Park City, this is a public relations company with a focus on Olympic sport.**

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

At the helm of U.S. Ski & Snowboard's communications department for almost 30 years, Tom Kelly is a public relations impresario. He insured that the world knew about the likes of Mikaela Shiffrin and Kelly Clark before they won Olympic gold medals. He also enthusiastically promoted less heralded athletes, helping their stories reach the media as well.

After graduation, his career took him to Tony Wise's Telemark Lodge in Cable, Wisconsin, where Tom promoted such events as the American Birkebeiner and the first World Cup cross-country ski races held in the U.S. He also promoted Wise's World Loppet series and through his adventure travel company, Worldwide Nordic USA, helped cross-country skiers reach the out-of-the-way loppet locations.

Shortly after Kikkan Randall and Jessie Diggins won the U.S.A.'s first Olympic gold medal in cross-country skiing at the 2018 PyeongChang Olympic Winter Games, Tom Kelly was seen walking around the Main Press Center sporting a hot pink beard.

"Joining a punk band?" asked one journalist.

No. And he wasn't joining the circus either. Tom said he had lost a bet with Kikkan. If she or anyone on the team won an Olympic medal in PyeongChang, Tom would dye his gray beard pink — to match the pink highlights that Kikkan has sported since 2006 (when she tried to dye a bit of her blonde hair red to instill some U-S-A spirit while racing in Europe, but it turned out pink instead).

Tom's pink beard exemplified his role on the U.S. Ski Team. He wasn't just a bureaucrat doing his job. He was one of the team. He experienced their triumphs and heartaches as much as the athletes whom he represented and tirelessly promoted. They loved him for it, and so did the media, who always knew they were getting the real inside stories from Tom.

And he was willing to do anything to help American skiers and snowboarders triumph. Even if it meant embarrassing himself.

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

Tom Webb tom.webb@usskiandsnowboard.org

Tom Webb, Director of Marketing and Communications, U.S. Ski & Snowboard: "I have the daunting task of taking over from TK when he retires from U.S. Ski & Snowboard in June 2018. TK's are giant shoes to fill, but since I started working with him, back in October 2017, I have been fortunate enough to have had his guiding hand helping me with the transition process that will see me eventually take over from a true giant of world sport. I have seen first-hand how highly TK is regarded by every single person he works with, how deep his knowledge is of the sport he loves so much, and how diligently he tackles every single task, big or small. TK is a legend, it really is that simple."

Hope that helps, Tom

David Ingemie djngemie@gmail.com

> To measure what Tom Kelly did to promote the US Ski and Snowboard Team, the athletes and the sports of Alpine and Cross Country skiing and snowboarding is impossible as it is so far over any metric one would or could have set. To realize how much time and energy this individual put into his efforts is amazing. I am fortunate to be working with Tom for many years and continually impressed at his ability to remember the facts and relate history to the present. I will forever be in awe of his ability to not just transfer information either in writing or speeches, but to also infect his audience with his passion for snow sports. He is one in a million.

>

> Respectfully and with admiration,

> David Ingemie

Peter Graves peterg72@hotmail.com

I am proud to nominate my life-long friend Tom Kelly to an honored spot in the US Ski Hall of Fame. Tom Kelly has been the life blood of the US Ski and Snowboard Association for three decades and in that time has lovingly been the go to person for all matters of media and communication for the association and developed a much copied strategy of "Managing Victory" for the association.

An avid skier and tireless worker he has attended in his role many Olympic Games and World Championships, along with countless World Cups. Known for his dogged determination, talent and hardworking skills, his vision has helped shaped not only the stories of countless Olympic athletes, but helped the sport grow as well. He always cared more about substance than the show and he believed that the truth matters. He also helped lead as the Chairman of the US Ski Hall of Fame during difficult times and helped oversee a huge transformation in how they inducted athletes, coaches and ski sport builders and in helping the organization in balancing the books and giving it a stable platform to operate from. Truthfully, his legacy is huge.

Tom Kelly set standards that are nearly impossible to produce. Through his career, he set high standards, and in many ways he was "our voice" to skiing news. I am proud to nominate him and support his induction.

**Peter Graves
Olympic Announcer**

Thetford, VT Date: 23 April 2018

To: US Ski and Snowboard Hall of Fame

From: Joe Jay Jalbert

Re: Tom Kelly HOF nomination-class of 2018

Dear Sirs;

It is with great pleasure, and I consider it an honor to write this letter of endorsement for Tom Kelly, as a nominee for the 2018 HOF induction class.

As a great friend and business associate for over 30 years it is easy for me to say, 'Tom is without equivocation a deserving candidate well beyond the limits of any written or presumed criteria.

His dedication to ski sport in the broadest sense of the word, is unparalleled. He has not only served the US Ski Team as an energetic and relentless employee for many years, but his reach and impact on all of us or the organizations that Tom has touched along the way.....is amazing.

He embodies all that make people good, and shares his knowledge, vision, wisdom and support, with all of us – no strings attached.

I would be proud to welcome him to the 'hall', along with the many inductees who I know share my sentiment.

Welcome aboard.

Thoughtfully submitted,

Joe Jay Jalbert III, president/founder-JPI

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

Provided by candidate

Richard F. Wagner

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



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JOE QUINNEY WINTER SPORT CENTER

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May 30, 2018

Richard Wagner
U.S. Ski and Snowboard Hall of Fame and Museum
Via email: Dick Wagner (rbwagner@charter.net)

**RE: Letter of support for the nomination of Tom Kelly into
the U.S. Ski and Snowboard Hall of Fame**

I would like to recommend Tom Kelly for consideration into the U.S. Ski and Snowboard Hall of Fame. Tom Kelly has been a vital part of the Alf Engen Ski Museum since its opening in 2002. In November 2012 Tom Kelly was voted onto the Board of Trustees and September 2017, Tom became our Chairman. He will continue in that leadership role for a term of five years.

Tom Kelly is wintersports' most experienced marketing, public relations and history professional in the US and beyond. Our museum looks to Tom with any and all questions related to U.S. Ski and Snowboard team members. Tom was instrumental in establishing our Hometown Heroes Exhibit featuring local athletes returning from Olympic Winter Games.

Tom is a walking encyclopedia on any date, name and/or event related to snowsports, and his commitment and energy for supporting athletes and their sport is second to none. Tom's enthusiasm is welcomed as emcee for our annual Hall of Fame Induction Ceremony. Tom has been and continues to be a fabulous asset to our museum.

If you have questions or would like clarification please do not hesitate to contact me.

Best regards,

Connie Nelson
Executive Director
Alf Engen Ski Museum Foundation