



Rec'd 04/30/04

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: 5726 GOLDEN LEAF AVE. LAS VEGAS NV
Telephone Number: 702 286 2993
Email: ALLEY SIMON @ AOL.COM
Is the candidate still living? If not, provide date and place of death: YES

Nominator information:

Name: HARRY LEONARD
Address: 344 ROUTE 526, CREAM RIDGE NJ 08514
Telephone Number: 609 259 6426
Email: SKIFAIR@AOL.COM

For what category are you nominating this candidate?

Athlete: _____

Snowsports Builder:

Heritage: _____

(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 50th 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 **1968** Jerry Simon met Barbara Alley at Hunter Mountain where she was one of Karl Plattner's weekend ski instructors. He hired Barbara to work 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 and 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.

1970, 1971 and 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 in Las Vegas**.

January 1973 - **Emceed SIA's National Ski Week** promotion outdoors on Avenue of the Americas in New York City. **1973** - Barbara did a fashion show (with Kim Novak) on the (national) **MIKE DOUGLAS SHOW**.

1974 - After Barbara narrated (with Janet Leigh) a Lange Cup fashion show in Sun Valley, Harry Kaiser asked Jerry if she could join **Skiing Magazine (and Skiing Trade News)** as Fashion Editor. She was there from December **1974 to 1980**. While working for both Ski Shows and *Skiing* she acquired the title of **"First Lady of Ski Fashion."**

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.

1985 through 1990 - **Barbara produced and skied in promo fashion action videos** to be used in conjunction with her TV appearances. Ski resorts provided the cameraman and hot skiers.

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

1986-1987-1988 - Fashion segments for **Hank Kashiwa's TV shows**, 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 jobs at once: TV tour, Ski Shows, **Snow Country Magazine**, and the big SIA fashion show.)

1990-1992-1993-1994-1995 - **Spectacular multi-brand choreographed fashion shows** (using Vegas dancers!) at the annual **SIA trade show** in Las Vegas. Barbara produced and narrated. These shows were a great over-view 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... did Catalogs. Barbara also **nominated Jerry Simon** for the US Ski & Snowboard Hall of Fame.

2014 – By the Skiing History/HOF week in Park City Barbara Alley had amassed about 50 ski outfits for the Alf Engen Museum Collection. Barbara's week started with a fashion shoot of vintage mens' ski outfits for then *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 using most of her museum collection. This Barbara narrated sans notes.

And on 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, all told there are about 350 items in the museum. (Two special jackets, accessorized, have been given to Ishpeming.)

AWARDS: 1991 - Barbara Alley became the first woman to receive Bernie Weichsel's BEWI AWARD (1991) for Outstanding Contributions to the Sport of Skiing.

1975 - To this day she is called the "First Lady of Ski Fashion." This started in 1975 when she was both SKI SHOWS fashion show narrator and Fashion Editor of *SKIING MAGAZINE*.

2011 – Runner-up in the K2 Wet Tee Shirt contest at Sun Valley. Barbara was the Vintage Entry and thus has award-winning boobs 😊

Barbara has plenty of photographs and videos.

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
www.schwartzpr.com



Justin Koski <justin.koski@gmail.com>

Fwd: (no subject)

1 message

skifair@aol.com <skifair@aol.com>
To: justin@skihall.com

Tue, Apr 25, 2017 at 3:09 PM

To Justin Koski, U.S. Ski & Snowboard Hall of Fame
From Harry Leonard 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.

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

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

Nomination to Ski Hall of Fame for
Barbara Alley aka Mrs. Jerold S Simon

A woman for all seasons, most specially for winter, a one-of-a-kind, tireless perfectionist; a real pro, an actress, writer, editor, ski teacher, adventuress, Matterhorn climber, airplane pilot, crazy to ski, a great wife and companion, she is the real thing.

PLUS

She is the **ONLY PERSON**, man or woman, who can conceive, arrange, sell, write, direct, produce and narrate mega multi-media, multi-manufacturer, themed, choreographed

SKIWEAR FASHION SHOWS

in any medium or venue, on short notice, to audiences in the millions

and keep it going for **FIFTY YEARS**

It is near impossible to overstate the magnitude of Barbara Alley's efforts to promote the glamour, color, appeal, the **WEARABILITY** of the clothes people wear to ski. Even as this is written she is putting together a major "vintage skiwear" show for the 2014 Skiing History Week in Park City!

Wherefore, o ye judges, we respectfully submit this nomination and if elected know that her beautiful face will shine among the illustrious, mostly male, heroes on the walls in Ishpeming.

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

(eg: January 12, 1965: proposed the establishment of the Professional Ski Instructors Alliance)

barbara alley simon

- 1936 born June 15 new jersey, bred north carolina
- 1857 BS cum laude with honors, at UNC Greensboro
 - waited tables in jackson hole, climbed the grand teton
- 1958 studied at Parsons School of Design NYC
 - summer in europe, climbed the Matterhorn, began career NYC
- 1960's learned to ski at Snow Valley VT, joined Swiss Ski Club NYC
 - hired by K Plattner at Hunter Mt. as weekend instructor
 - became TV commercial actress, model
 - meanwhile made ten parachute jumps and soloed a Cessna
- 1964 starred on-camera for RCA COLOR TV at '64 NY Worlds Fair
- 1968 her BIG YEAR: met Jerry Simon at Hunter Mt.
 - modeled Stein's Ski Way at NYC ski industry Snow Show
 - produced the first of hundreds of consumer Ski Show fashion shows
- 1970 narrated the first of dozens of mega SIA fashion shows
 - Sun Valley Governors Conference ski fashion show+Nancy Reagan et al
 - Dec 25 married J Simon on top of Jackson Hole, P McCollister presiding
- 1971 at SIA Ambassador Hotel, did a fashion show on the big front lawn
- 1972 the first SIA show in Las Vegas opened with a Barbara fashion show
- 1973 her first big time TV on the Mike Douglas Show
- 1974 named Fashion Editor of Skiing Magazine by H Kaiser 1974 to 1980
 - at Sun Valley Lange Cup with Janet Leigh she coaxed skiwear execs to model their own clothes in the most amusing fashion show ever.....
 - and never missed a consumer Ski Show—4 shows a day all six cities!
- 1975 first on-location ski fashion shoot for Skiing Mag at Taos Ski Valley
- 1980 the Television Talk Show years: Merv Griffin, the Today Show, Oprah thru and Hank Kashiwa's reports. She was the ski fashion expert on-camera for SIA's "Trendsetters" video and for "Ski ShowTV News"
- 1990 for SIA...seventeen US cities of local ski TV....every Fall!
- 1988 hired as fashion editor of new Snow Country magazine '88 to '95
 - originated the annual National Skiwear Design Contest and awards
- 1991 honored as first woman to win the annual BEWI award at Boston Ski Show
- 1997 possibly the first ski fashion columnist on the internet at AMI News
- 2011 the 74 year old adventuress wins a wet tee shirt contest at Sun Valley
- 2012 her unique collection of couture ski fashions (from 1968 to 1998) and more than 100 pieces in all are donated to Alf Engen Ski Museum
- 2013 by pure coincidence she is the skiing cover girl on winter issue of Ski Meister magazine
- 2014 as this is written she is producing another "first"...a Vintage Skiwear Fashion Show at Skiing History Week in Park City April 4th, along with a vintage photo shoot for Skiing History Magazine

BARBARA ALLEY IS THE DURACELL SKI BUNNY!

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

Supporters of this nomination

Henry A. Kaiser
Emeritus Publisher, SKIING Magazine
carolyncaptiva@aol.com

Connie Nelson
Executive Director
Alf Engen Ski Museum Foundation
www.engenmuseum.org

Bernard E. Weichsel
Chairman Emeritus US Ski and Snowboard Hall of Fame
President, BEWI Productions, Inc., Boston MA
bernie@bewisports.com

David Ingemie
President, Snowsports Industries America
dingemie@snowsports.org


Billy Kidd*
Steamboat Springs CO
kiddranch@gmail.com

Hollis Brooks*
Ski Fashion Editorial Staff, SKIING Magazine
hollisbrooks@gmail.com

*will send testimonials direct to tom west
(balance are attached)

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

You'll find ample material from the candidate herself...
she's an outstanding archivist! Also from our friend
Bernie Weichsel who is a great collector too.


Signature of nominator
skifair@aol.com

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

Tom West

From: <AlleySimon@aol.com>
Date: Wednesday, April 15, 2015 4:04 AM
To: <twest@skihall.com>
Cc: <skifair@aol.com>
Subject: It was a most enjoyable week in Steamboat

Dear Tom,

You and all involved did it again. I can't tell you how very much I have enjoyed these past few HOF and History weeks!

By now you are probably in Costa Rico. When you get a chance I would like to know if there is anything I can write to embellish and enhance my HOF nomination, assuming I am still under consideration.

Harry Leonard's writing is delightful to read, but I am not sure it clarifies the expanse of my efforts to promote ski fashion and skiing. For one, no one has ever had a career like mine in ski fashion; and no one can ever replicate my career, in particular the touring TV fashion shows on mostly local TV talk shows. (There are few local TV shows anymore, plus traveling all that luggage daily on airplanes would be extremely difficult if not impossible now.)

In capsule, **I was the Go-To Girl for any and all ski fashion promotions. I did:**
 20 years of fashion shows at SKI SHOWS, both Harry's and Bernie's.
 I was Fashion Editor of both SKIING MAGAZINE AND SNOW COUNTRY MAGAZINE where I created and sold participation in and produced the Skiwear Design Awards (Jerry thought of them - I made them happen.)

From **1970 to 1995**, I was the only producer (& narrated) of multi-manufacturer FASHION SHOWS FOR SIA (not all those years - but I did the only ones). And during that span, in the 1980's I performed in fashion spots on "Ski Show TV News", airing during SIA.

Most unusual was my **11 (eleven) years** of "What's New In Skiwear" choreographed fashion shows **touring local TV talk shows** around the USA (plus a national show every year). I created, produced and narrated these fashion shows. (These TV shows reached millions of could-be skiers.)

And after these shows were over, when most people might sit back in a rocking chair, I spent a year and a half editing all those TV years of videos and compiling 65 shows for viewing.

And I organized 65 ski outfits, all accessorized (plus some vintage equipment) to be donated and displayed as the "**Barbara Alley Collection - 30 Years of Ski Fashion**" at the **Alf Engen Museum in Park City. I created a museum exhibit.**

And I put on a **big ski fashion show on the Plaza at Park City** during the 2014 ISHA/HOF week.

All of this love of and promotion of skiing covers the better part of fifty years (and **ski fashions do promote skiing!**).

Tom, thanks for your patience in reading this. And don't get sun-burned this week!

Again, thanks for a glorious week in Steamboat!

Barbara



ALF ENGEN SKI MUSEUM FOUNDATION
JOE QUINNEY WINTER SPORT CENTER

April 22, 2014

Nominations Selection Committee
U.S. National Hall of Fame

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Barbara Yamada
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Connie Nelson
Executive Director

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

David Davenport
Spencer P. Eccles
Alan K. Engen
James Gaddis
Donald Hague
Herbert C. Livsey
Barbara McConrill
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Alf Engen Ski Museum

Alf Engen Ski Museum

A history of skiing in the Intermountain West,
from alpine pioneers to modern extremists.



SKI UTAH



10 FLOOR
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