



**To preserve skiing history and increase
awareness of the sport's heritage.**

November, 2009

Greetings:

Lives are shaped by memories. Ours resonate with the days when the two of us competed against one another in the Olympics and in World Cup races. We've since remained good friends, and we're proud of our places in the sport's history. So you shouldn't be surprised that we are committed to helping the International Skiing History Association (ISHA) capture and communicate that history to a worldwide audience.

ISHA fulfills its mission by publishing *SKIING HERITAGE*, filled with lively, carefully researched stories and stunning images from skiing's past. *Confession*: We're hooked on reading the magazine!

That's not all. ISHA operates the world's largest website devoted exclusively to skiing history. Wherever we find ourselves, in the French Alps or in Colorado's champagne powder, www.skiinghistory.org is a click away. And, as of October 15, ISHA has put the entire archives of *SKIING HERITAGE* on Google Books, providing worldwide access to twenty years of great skiing history stories!

The Association also presents authors and filmmakers with its Annual Awards for outstanding books, videos and websites that honor the sport's rich heritage.

ISHA's programs are a valuable resource for educators, researchers, writers, students, and the general public seeking to learn about a vital historical landscape

Sorry to say, but **only half the cost of creating and managing this incomparable historical effort comes from ISHA membership fees. ISHA needs to raise the rest of the money from gifts. Our financial support - - - and yours - - - is key.** Without it,

(over)

ISHA can't continue its work of fostering a legacy for future generations who are embarked on their own lifelong relationship with the sport.

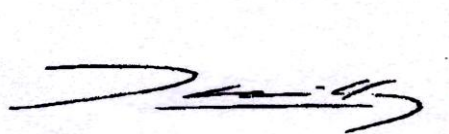
Like us, you have probably given money in the past to ISHA. Now is the time to repeat, even increase your gift. Or start your annual giving now. We're counting on you in 2009!

In case you are wondering, this letter is not merely one of those star athlete endorsements. Each of us personally contributes money to ISHA!

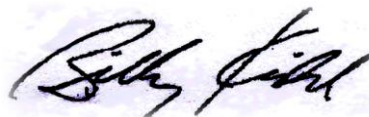
Use the attached form to send in your donation. If you can "give large," great. Whatever level you choose, your financial support is of critical importance to ISHA, and is very much appreciated. We look forward to recognizing your contribution in the March, 2010 issue of *SKIING HERITAGE*.

Have a great time skiing this winter! You are in our hearts.

All the best,



Jean Claude Killy



Billy Kidd



Aabb, Youth!



International Skiing History Association
4582 South Ulster Street Suite 1340
Denver, Colorado 80237
303-893-0903 www.skiinghistory.org

Skiing Heritage Week, Utah, March 22-27, 2010

Yes! I want to join Jean Claude Killy, Billy Kidd, and other ISHA members who support ISHA's mission to preserve skiing history and increase awareness of the sport's heritage!

ISHA Pinnacle Club	\$10,000 or more	\$ _____
Chairman's Circle	\$5,000 - \$9,999	\$ _____
Presidential Circle	\$2,000 - \$4,999	\$ _____
History Leader	\$1,000 - \$1,999	\$ _____
Gold Medalist	\$500 - \$999	\$ _____
Silver Medalist	\$100 - \$499	\$ _____
Bronze Medalist	up to \$100	\$ _____

Please enclose check or complete the credit card section below and return with this form to Jennifer Ament, ISHA/NSAA, 133 So. Van Gordon Street, Suite 300, Lakewood, Colorado 80228. To pay by phone, call Jennifer Ament at 303-987-1111.

Your Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Visa or Master Card #: _____ Expiration Date: _____

Name As It Appears on Card: _____

Signature: _____

ISHA offers *Major Donor* and *Planned Giving* opportunities. For details, get in touch with Dean Ericson, President, ISHA, 303-893-0903 or e-mail him at dericson@skiinghistory.org.

What's new at ISHA?

Jean Claude Killy and Billy Kidd support ISHA for the many reasons stated in their letter. As a donor to ISHA, we wanted you to be aware of four current, highly important initiatives that are made possible by your financial support.

Nineteen years of Skiing Heritage have been scanned and digitally archived. Every issue and every article from 1989 to the present can be searched and viewed on **Google Books**. If you have been curious about the contents of Skiing Heritage issues going back to 1989, if you have wanted to read an old article on a particular subject or historic figure, if you want to do a search on a particular subject, or if you simply want to be reminded of the historic cover art we have used, Google Books via a link from skiinghistory.org is the place to go!

Skiinghistory.org is being enhanced with a new home page look and organization. Visitors will have easier access, via search or a single click, to our vast collection of historical information, Newslines, corporate sponsor and museum/history partner information, upcoming ISHA and museum events, and information on ISHA programs. The enhanced web site will go live this quarter.

The ISHA 2009 ***Skiing History Pioneer Award*** has been announced. ISHA has selected the late Stu Campbell as the recipient of its 2009 Skiing History Pioneer Award. Stu ranks as one of America's most influential ski teachers. He was a profound thinker about technique and ski equipment testing, with a legion of friends, colleagues and admirers in the sport.

ISHA co-sponsored the ***2009 Ski History Congress*** which was held in conjunction with Skiing Heritage Week at Mammoth Resort this past April. More than seventy historians, researchers, and writers from the U.S., Canada, and eleven other countries presented papers on a wide variety of historical subjects. Esteemed historian, John Allen, has edited the papers and ISHA is in the process of having the ***2009 Ski History Congress Collected Papers*** printed. The papers will be available for purchase in November.

www.skiinghistory.org

[Skiing Heritage Week, Utah, March 22-27, 2010](#)