

Snowsports Builder Award

Doug Pfeiffer

Doug Pfeiffer has made such an indelible contribution to snowsports as an integrator and innovator over the past six decades and this citation will touch on these.

Early on, he wanted nothing more than to be a ski instructor and his teaching career dates back to 1946 in his native Canada. He emigrated in 1951 to Squaw Valley to instruct under Emile Allais and then he came to Southern California and Tommy Tyndall at Snow Summit in 1953. His relationship with Snow Summit extends to this day.

He also helped grow the skier base by teaching dry land classes on carpets in gymnasiums, on shaved ice, pine needles, and just grass in many parks of Southern California. "Over a period of several weeks we even taught almost 500 military personnel on the sand dunes at the Naval Ordnance Test Station at China Lake." That was when he and Tyndall were attempting to build a skier base for a resort they had hoped to develop near Onion Valley in the Inyo Basin just west of Independence, California.

On the basis of his experience in several instructors organizations over a decade, he integrated this experience into the concept of a national instruction organization. Pfeiffer served as an FWSIA examiner for many years and in 1961-62 as president of the Far West Ski Instructors Association. This affiliation led to co-founding with Bill Lash and five others the Professional Ski Instructors of America, an association now numbering over 26,000 ski teachers across the USA. Always an avid student of serious ski technique, yet he advocated that learning must be helped with a large helping of fun. He introduced many improvements and refinements to ski teaching methods and techniques. He cites as some of his contributions such actions and phrases as: hockey stop; edge control; control by pressure on front, middle, and/or tail of skis; anticipation, tip-thrust, differential edging, and a whole host of phrases related to freestyle skiing moves. PSIA now provides certification in snowboarding and adaptive skiing. Doug is certified to instruct snowboarding.

Doug has had several careers sequentially as well as concurrently. For over ten years from 1962 to the late 1970s, he published several ski-related magazines. Doug shifted course in 1963 to become National Editor of Skiing Magazine. In 1966, as editor in chief of it and several other related magazines, he led it and its several associated ski publications through a decade of innovative journalism, pioneering in graphic presentations of new developments in ski technique, in objective testing of each year's new skis and in the selection and encouragement of skilled ski journalists like John Jerome, John Henry Auran, and Al Greenberg. He and his staff were one of the main forces in raising ski journalism to a polished professional level in the 1960s and 1970s.

His reading of Dr. Fritz Reuel's ("royal") 1929 book "New Possibilities in Skiing" led him to experiment with trick skiing during the course of which he invented some of the basic ballet freestyle moves in use until quite recently. His basic competition format, with the exception of ballet skiing, has gone on to become a Winter Olympic gold medal sport. He and Tommy Corcoran basically invented freestyle skiing at Waterville Valley in 1971. He is considered the "Father of Freestyle Skiing."

In December of 1998, Skiing Magazine fittingly included him among the 25 most influential people in ski-

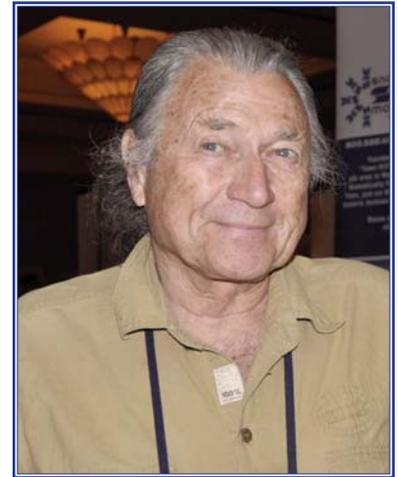


photo courtesy Catherine Ohl

More...

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ing during the last 50 years. Quite a tribute, to add to his inclusion as an Honored Member of the USA National Ski Hall of Fame, and his receiving of the North American Snowsport Journalist Association's Golden Quill Award. He has also been inducted into the Canadian Ski Hall of Fame as one of the sport's great innovators. In the fall of 1999, SKI Magazine included him among the 100 most influential skiers of the century.

Doug unfailingly exhibits an unfettered joy in the sport, a feeling he unsparingly communicates to all those skiing or snowboarding with him. He has never lost his love of teaching, urging others-- in print, film, or video-- to experiment with different kinds of skiing, showing the way, never hesitating to try anything that comes to mind, from the sublimely effective to the whimsically ridiculous. To Doug, it all represents skiing.

On the basis of integrating his many backgrounds in skiing, he founded the International Ski History Association in 1991.

We are honored to have Doug Pfeiffer with us tonight and we are pleased to offer him our Snowsports Builder Award for 2010.



photo courtesy Doug Pfeiffer



Doug Pfeiffer (left) interviewing Jean Claude Killy 1971



Doug Pfeiffer, Skiing Magazine Editor in Chief 1973



Doug Pfeiffer Skiing Magazine photo shoot model 1970