

# Far West Ski Association

presents the **Jimmie Heuga Award** to



## *Dave Ludwig – “Cancer Ski Out”*

In **Dave Ludwig**'s own words "The inception of what is now the American Cancer Society (ACS) Hope On The Slopes (HOTS) began as an idea while I was riding the chair one day at White Pass. In those days, White Pass had a RFID vertical tracking system that I enjoyed using. We could track our runs and vertical for the day and the year to date. My thought at the time was "how could we use this system as a fundraiser?"

Since this early concept phase, White Pass helped to develop and refine HOTS at White Pass and has been involved in the expansion of the event. In 2003 Dave held the first ACS "Vertical Challenge", as it was known then, and raised about \$35,000. A couple of hundred people showed up and they were excited to have the opportunity to combine their passion of support for such an important cause with their passion for our sport of skiing and boarding. Since that first event, HOTS has become a very fun and enjoyable, family and friend activity, with a competitive twist, that supports a very serious cause. White Pass helped to develop and refine HOTS during the early stages at White Pass.

Dave chaired the White Pass HOTS for six years. He spent time developing the concept, and worked to expand the event to new areas. Dave Born, a cancer survivor and skier at Greek Peak, NY happened to be surfing the internet and ran across HOTS. He contacted the ACS, who then forwarded his name and phone number to Dave Ludwig. The two Dave's talked for an hour and Dave Born was so excited he went up to Greek Peak the next week and convinced them to hold a HOTS event. HOTS in the East was created, followed by additional events at Bolton Valley and Jay Peak.

In the West, Dave Ludwig got permission to hold HOTS at Stevens Pass. The event was held on a Saturday only, and attended only by Dave's family and a handful of Stevens Pass skiers. They raised only about \$1,500 that day. With the help of Brian Ulman the event at Stevens Pass grew into an \$180,000 event over the next five years. Stevens Pass is now what they measure all other HOTS events against. Stevens Pass has done a fantastic job promoting the event and supporting the growth to new resorts. New areas in the west, Crystal Mountain and Mt. Hood Ski Bowl, are on the same growth track as Stevens Pass.

In 2011 Dave separated from ACS by creating a new 501(c)(3) charitable organization called HOTS, Ski & Ride for a Cure. This change has allowed Dave to expand the event to Eaglecrest Ski Area (AK), Breckenridge (CO), Brundage (ID), Wachusette (MA), and Greek Peak (NY). As HOTS, Ski & Ride for a Cure expands to new resorts nationwide, and taps into the potential of the ski and board industry, Dave knows that the event and the industry can make a significant contribution towards finding a cure for cancer and developing solutions for this dreadful disease. Since its inception in 2003 at White Pass, HOTS, Ski & Ride for a Cure has raised over \$4 million for the American Cancer Society.

To quote Dave: "I can't say enough about all of the people who have supported Hope On The Slopes with their time and money. Not one person I have known that is involved in Hope On The Slopes has participated for their own recognition and advancement. The cause is so important. My nomination for the FWSA Jimmie Heuga Award is a tremendous acknowledgment to all of those people with whom I have had the great opportunity to get to know and be associated with through Hope On The Slopes. I am truly honored to be considered for the FWSA Jimmie Heuga Award."

And Dave Ludwig is truly a deserving recipient of the Jimmie Heuga Award.

Respectfully nominated by *Steve Coxen & Randy Lew.*