

# Bill Mackey Nomination

## BOB SALERNO

Nominated by:  
**Sigrid Noack**  
**Steve Coxen**

Years of Service: 2009-2011.

**Bob Salerno** is a two-time world champion of freestyle skiing and the founder of Virtual Snow, Los Angeles. Bob developed the idea for the business from his freestyle training days in Utah. Before freestyle skiing was a recognized sport in the Olympics, Bob was already a legend in freestyle skiing. He was the Aerials World Champion in 1974, the World Champion of Hotdog (trick) Skiing as an individual in 1998 and Team Hotdog Skiing in 2000. Bob was also the World Champion of the Mogul Enduro (a 5-hour competition of nonstop moguls, aerials and slalom gates) in 1978 and 1979.

As the founder of Virtual Snow LA, Bob has been actively involved in promoting skiing and snowboarding for the past 20 years. Virtual Snow LA provides ski and snowboard instruction on state-of-the-art simulators in an indoor environment. Bob encourages the use of Virtual Snow lessons before ever getting on real snow. With this dry land experience, people will spend their first days on the real mountain never falling down! Imagine that!

Most ski club members have already had some on-snow experience, and they use Bob's equipment to move to the next level, maybe even the next higher racing class. It's also a great way to just get in shape for ski and race season after a lazy summer! Another good reason to use Virtual Snow lessons is while recuperating from injuries. Rebuilding muscles and confidence without crashing on the snow is definitely the way to go!

Bob has been intimately involved with the Los Angeles Council of Ski Clubs and many of the ski clubs in the LA and Orange County area. At club meetings he offers tips and advice on improving skiing & snowboarding. Bob Salerno is always ready to help the ski clubs to "learn before you go" onto the slopes. He donates time at our club meetings, showing us techniques that help us improve our skiing. He also gives ski club members discounts at his Virtual Snow business. Bob consistently donates Virtual Snow's services and lesson packages for club and council fundraisers. He was a speaker at the 2005 FWSA Convention panel sessions.

Bob has often been a vendor at Ski Dazzle. He brings his equipment so that people can experience downhill skiing right there at the Convention Center. After fun skiing or boarding experiences at Bob's Virtual Snow booth, people often come over to ski club booths to talk to members about ski club membership and ski trips. Virtual Snow also runs ski/snowboard camps for kids and organizes birthday parties.

Bob Salerno is truly a wonderful asset to the skiing community. He promotes the future of the ski industry. "Whether you've never been on skis or you're an expert, Bob Salerno makes it possible for you to love your skiing or boarding experience."



photo by Curtis Fong at Pioneer Freestyle Reunion