

Snowsport Builder Nomination

Harry Leonard & Jerry Simon

Nominated by:
Chuck Morse
John Watson

The team of **Harry Leonard** and **Jerry Simon** performed an invaluable service in the formation and growth of organized skiing – clubs and councils - in California. They were the architects of the ski shows across the nation for two decades. They reached out to clubs and councils to involve them and in the process offered exposure and income to them in the early years of their growth after the Squaw Valley Olympics.

They acted as an inseparable close-knit team, Harry doing the exposition work and Jerry doing promotion and developing the innovations that were featured in the ski shows.

Jerry's promotional work involved the suppliers and areas and became the template for travel connections that remains to this day. Ski shows would not exist today without their early work.

The annual ski show circuit consisted of five or six major cities around the USA. Two of those annual shows, from about 1963 to '83 were held in California, one in Los Angeles, one in San Francisco. Others were in Chicago, Detroit, Boston and New York City.

In addition to helping clubs and councils, the shows had a powerful influence, like Warren Miller and John Jay's movies, in giving skiers around the country a sense of community. They, the shows and the men, were a strong influence in bringing skiing to the people and people to skiing.

They sold skiing to the nation, at a time when television was rather ignoring our sport. Tens of thousands of baby boomers came to our sport by first attending a ski show put on by Harry and Jerry.

The Ski Shows were a combination of travel exposure by vendors, club and council recognition, the evolved ski swap and the involvement of grass roots skiers in them. The Ski Shows brought the skiing worlds together. The Ski Shows would not have happened without these inseparable partners.

