



COLORADO SKI & SNOWBOARD HALL OF FAME NOMINATION
DIANE BOYER
SPONSORED BY DAVID SCOTT
CATEGORY SPORT BUILDER
ACHIEVEMENTS 1978 – PRESENT



Diane Boyer

2015 Colorado Ski and Snowboard Hall of Fame

Nomination Package

February 13, 2015

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Diane Boyer Nomination Letter

To Nominating Committee and Hall of Fame Voters From David Scott:

I am pleased to nominate Diane Boyer for the Colorado Ski and Snowboard Hall of Fame. I have known her for more than 30 years. We first met through mutual friends and I was immediately impressed with her intelligence, sense of humor, style, athleticism and business acumen. At the time her father and mother were managing SKEA, the family's business. As a skier she understood what serious clients wanted in the way of function and fashion. She was and still is an innovator.

At the time she became President of SKEA in 1992 there were not a lot of women running companies in the winter sports industry. She immediately gained the respect of her peers and was elected to the board of SnowSports Industries of America (SIA) where she eventually became the first woman to become Chairperson. During her time as Chairperson she provided the impetus for moving the annual SIA Show from Las Vegas to Colorado, Ski Country USA. It is a move that has not only been good for SIA but also an economic boost to Denver and Colorado's ski resorts.

In addition to her leadership at SIA she has been an active member of the Colorado Ski and Snowboard Museum and Hall of Fame. When I was chairman of the Museum and Hall of Fame Board she was a valuable resource that provided great advice on a broad range of important issues. At no time have I ever felt that she was looking for personal recognition. She is engaged because of her love for the sport and Colorado.

Through the years she has supported lots of charities related to winter sports and those who have been a part of its history. During the early years of the Heuga Center, she always participated in their fund raising event.

The following is additional detail her contributions to the sport and the industry in Colorado, and beyond.

SKEA Leadership. SKEA was founded by the Boyer family in 1972. Diane has been President of SKEA since 1992 (as well as designer and owner) for more than 23 years. SKEA's unique and iconic international market niche is built around Diane's ski fashion and lifestyle philosophy. SKEA's beautifully crafted stylish performance wear product line is dedicated to style and a craving for luxury and high quality while maintaining the highest technical features and functions. SKEA's international collection seeks to capture a women's need to "project attitude, exude confidence, and feature a clean style." Designed by and for skiers, it is a "luxury brand that actually works." SKEA products are featured in more than 100 retail outlets around the world (including Canada, Australia, China, Ireland, and Switzerland). In Colorado, SKEA can be found at Gorsuch, St. Regis Sports (Aspen), The Spa One Steamboat Plaza, Double Diamond (Vail), Vail Sports, and Aspen Sports (Snowmass).

Snowsports Industries America Leadership. From her home base in Colorado, Diane's Colorado and national industry influence are borne of her tenure on the SnowSports Industries America board of directors (1998 – 2009). From 1998 to 2005, she served in third, second, and first vice chair positions.

In 2005, she was elected to a two year term as SIA chairperson becoming the first female in this position --- testimony to her leadership skills, commitment, and respect among her peers.

Leadership Role in SIA Trade Show Move From Las Vegas to Denver. From 2005 to 2009, as board member and chair of SIA, Diane's efforts to convince the SIA board of directors and Denver and Colorado constituencies to move the annual January trade show from Las Vegas to Denver were fundamentally important to the decision to make this significant SIA trade show move in 2009.

She worked tirelessly to convince all parties to make this move. After more than four years of effort, all parties finally agreed to move the trade show. The result is an eleven year agreement to hold this annual trade show at the Colorado Convention Center in Denver. Starting in 2010, more than 18,000 snowsports industry attendees have attended this event each January.

The Denver Convention and Visitor Bureau estimates a significant annual Colorado economic impact of \$30 million per year (\$330 million over the life of the agreement). Considering the snowsports industry-wide attendance at the trade show (all ski and snowboard equipment and apparel manufacturers, and the full range of retailers) and the substantial media coverage of the event, the SIA Show provides a major boost to the Colorado economy and to Colorado's preeminent winter sports tourism position.

Diane Boyer - - - An Inspiring and Accomplished Colorado Leader

Diane has achieved a Hall of Fame worthy record of business and industry accomplishments - - and impact on Colorado. She is an inspirational woman whose snowsports lifestyle is best described in her own words, "We need to feel good and look good while we ski and play in the mountains. If health and wellness are the new wealth, then we who enjoy skiing must be the wealthiest and luckiest people in the world." Diane's mountain lifestyle, and business/ industry leadership commitments are also embodied in the jewel of compassion mantra, "Om Mani Padme Hum" - - - generosity, ethics, patience, diligence, renunciation, and wisdom - - - which she adopted during a base camp Everest trip in 2010. Diane wants all women to enjoy our Colorado mountains through skiing. She is passionate about teaching women to ski and to feel good about themselves while they learn about our Colorado mountains. Boyer's personal mantra is "Follow your passion to your dreams" She has certainly followed her passion to her dream of promoting skiing and Colorado to a worldwide audience, and to achieving great business and industry success. She is a true "woman of the Colorado mountains" and a worthy Colorado Ski and Snowboard Hall of Fame inspiration inductee.

Please join me and David Ingemie, Otto Tschudi, Rob Perlman, David Gorsuch, Bill Jensen, and Dean Ericson with a vote for Diane's Hall of Fame candidacy.

Sincerely,



David Scott
Colorado Ski and Snowboard Hall of Fame (2009))
Past Chairman, Colorado Ski and Snowboard Museum and Hall of Fame.

Diane Boyer Biography

Diane was born in 1956 in Houston, Texas. She discovered her passion for skiing early - - - she was skiing with her parents at Bromley, Vermont at the age of four. Then they moved over to Stratton, Vermont where she was a founding member of the Stratton Mountain Freestyle Team. Diane graduated from Dartmouth College in 1978. While at Dartmouth, she competed in varsity field hockey and lacrosse and competed on the pro mogul tour during the winter.

Diane moved to Vail in 1977 and never looked back. She and her family still live in the mountains where SKEA is headquartered. Her eldest daughter, Jocelyn, was born in 1991 and attends DU Daniels School of Business. Her youngest daughter, Katharine, was born in 1994 and is a member of the US Ski Team, specializing in Speed. Both girls were raised in Vail with the mountains as their playground. Diane is a passionate Colorado skier and outdoor enthusiast, actively promoting skiing for women and families through her company SKEA Ltd., and her involvement in the SIA.

SKEA leadership (1992-present) - SKEA was founded by the Boyer family in 1972. Diane has been President of SKEA since 1992 (as well as designer and owner) - - - more than 23 years.

SIA Leadership (1998-2009) - From her home base in Colorado, Diane's Colorado and national industry influence are borne of her tenure on the SnowSports Industries America board of directors (1998 – 2009), including serving as the first female chair of SIA from 2005- 2007.

SIA Trade Show Move to Denver (2005-2009) - From 2005 to 2009, as board member and chair of SIA, Diane's efforts to convince the SIA board of directors and Denver and Colorado constituencies to move the annual January trade show from Las Vegas to Denver were fundamentally important to the decision to make this significant SIA trade show move in 2009.

Colorado Ski and Snowboard Museum Board Membership (2006-present) - Finally, Diane has served on the Colorado Ski and Snowboard Museum Board of Directors (and Executive Committee) from 2006 to the present.



SNOWSPORTS INDUSTRIES AMERICA

Partner. Resource. Advocate.

SnowSports Industries America
8577-B Greensboro Drive
McLean, VA USA 22102-3529
Washington, DC Metro-Area

(t) 703.596.9020

(f) 703.821.8276

(e) SIAmail@snowsports.org

Dear Nominating Committee

As President of SnowSports Industries America, I have known Diane for more than 35 years. I am delighted to join with co-signers to this letter to support her nomination to the **Colorado Ski and Snowboard Hall of Fame**, for three reasons.

First are her service to SIA and her election to the position of SIA Board Chairperson in 2005, the first female to serve in this position. This was a major achievement in an industry whose executive ranks are predominantly male. That her peers elected her was acknowledgement of her leadership qualities, understanding of the industry and her commitment to "giving back to the industry."

Second is her very substantial role in gaining SIA Board of Directors approval to move our annual trade snow from Las Vegas to Denver. She provided consistent, constructive, and proactive leadership in support of the move. She worked closely and tirelessly with Denver Convention and Visitor Bureau executives, with SIA executives, and with SIA Board members to achieve this result following four years of intense deliberations. The SIA move to Denver recognizes Colorado's position as the leading U.S. snow sports state and has had a significant positive financial impact on Denver and Colorado. The move has also been a great success for SIA, as well!

Third is her commitment to and never ending enthusiastic promotion of Colorado, Colorado snow sports, and Colorado mountain lifestyle. She is a woman who epitomizes the essence of what makes the Colorado mountains such a special place to live, run a business, ski, recreate, and grow up.

I hope you will join us in recognizing Diane as a **Colorado Ski and Snowboard Hall of Fame Member**.

Sincerely and respectfully,

David Ingemie
President, SnowSports Industries America

Richard W. Scharf
President and CEO
Colorado Convention and
Visitor's Bureau

Rob Periman
Steamboat Ski & Resort Corp.
Sr. Vice President, Sales
and Marketing
Former President and Chair
Colorado Ski Country

Otto Tschudi
Managing Dir, Int'l Sales,
Stifel Nicolaus
Colorado Ski and Snowboard
Hall of Fame (2009)
University of Denver, Board
Of Trustees

GOR SUCH

VAIL • BEAVER CREEK • KEYSTONE • ASPEN



February 10, 2015

Dear Ski and Snowboard Hall of Fame Voters:

Diane Boyer's SKEA line of woman's clothing has been featured in our Gorsuch retail stores for many years. I know Diane well and I highly respect her approach to fashion design and manufacturing. As David Scott's nominating letter states, she delivers to discriminating consumer's high fashion, function, and value.

I am happy to support her nomination as an inspirational leader.

As President of SKEA for 23 years, Diane's leadership has established this Company as a leader in women's ski fashion. SKEA products and their influence on ski fashion trends are without parallel.

Her leadership and active role in industry matters, notably her work with Snowsports Industries America as board member and chairperson, have been very impactful.

She has been an active board and executive committee member of the Colorado Ski and Snowboard Museum, again contributing her time and expertise to help this organization and its preeminent snowsports museum.

Sincerely,

David Gorsuch

Bill Jensen
Colorado Ski and
Snowboard
Hall of Fame (2008)

Dean Ericson
CSSM Board
Member

Tom McGann
President, Spyder

263 E. Gore Creek Drive • Vail, Colorado 81657 • (970) 476-2294 • Fax (970) 476-4323

Diane Boyer Ski and Snowboard Hall of Fame - Summary Statement

President of SKEA (since 1992) a Colorado company which has had a substantial impact on the women's high fashion skiing apparel industry over 35 years.

A SnowSports Industries America board member (1998 – 2009) and SIA's first female board chairperson (2005-2007).

An SIA leader who played *a pivotal role in moving the SIA industry trade show to Denver (2009).*

A Colorado Ski and Snowboard Museum board member (2006 – present).

A passionate Colorado mountain resident who has carved out a corporate niche and taken on snowsports industry leadership roles which have enhanced Colorado's position as ground zero of North American skiing!

Nominee Photo

