



COLORADO SKI & SNOWBOARD HALL OF FAME NOMINATION  
CHRIS DIAMOND  
SPONSORED BY ROB PERLMAN  
CATEGORY SPORT BUILDER  
ACHIEVEMENTS 1999 – 2015





February 14, 2017

Susie Tjossem  
Colorado Ski & Snowboard Hall of Fame  
231 S. Frontage Road East  
Vail, CO 81657

Dear Susie,

Please accept this letter of nomination for Chris Diamond in the Sport Builder category for the Colorado Ski & Snowboard Hall of Fame, class of 2017. Chris Diamond is a legend in the Colorado ski industry for his work forging partnerships, bringing groups and individuals together for a common goal- to grow the sport and the outdoor/winter industry. The Colorado ski industry has faced significant changes during his tenure, and he has gracefully evolved the perception of what is normal and how business should be conducted. Chris' leadership and calm approach charted a strategic path forward and ensured Colorado remains the leading ski state in the world.

Chris began his ski industry career in 1972 at Killington, Vermont where he served as the assistant to the president. He rose through the ranks and moved to Steamboat to lead the resort as President and Chief Operating Officer in 1999. Since his first day on the job at Ski Town U.S.A.®, Chris has led the resort through hurdles and successes, parlaying one of the strongest brands in the destination industry into a new generation of year round resorts. Chris retired in 2015 after decades of helping promote the industry including serving as past chairman of the National Ski Areas Association as well as Colorado Ski Country USA for six years.

Locally Chris was an integral community member of Steamboat serving on the Board of Trustees of the Yampa Valley Community Foundation, The Urban Renewal Authority Advisory Committee, Yampa Valley Airport Advisory Commission and as past board of director of the Steamboat Springs Chamber Resort Association.

Under Chris' leadership Steamboat Ski & Resort Corporation transformed from a locals paradise to a world-class destination resort. He lead the resort, and the entire community into an era of unmatched service excellence with both the guests and staff, earning some of the highest Net Promoter Scores in the industry and helping implement the program to businesses throughout Steamboat Springs, Colorado.

During his nearly two decades at Steamboat Chris oversaw numerous major improvements including:

- Expansion of Pioneer Ridge & Pony Express
- Opening of Steamboat Grand Resort Hotel
- Burgess Creek Chairlift Installation
- Christie Peak Express Installation
- Headwall Re-Grade
- Significant Snowmaking & Grooming Improvements – Low Energy, High Efficiency Focus
- Comprehensive On-Mountain Signage Project for safety
- Meadows Parking Lot Expansion
- Steamboat Ski & Sport Downtown Opening
- Pine Beetle Mitigation – almost decade long battle
- Steamboat Bike Park Development
- Four Points Chairlift Installation
- Haymaker Patio Grill Management
- Steamboat Ski & Sport Sheraton Major Renovation
- Four Points Lodge Opening
- Night Skiing & Riding
- 2014 Golden Eagle Award for Environmental Excellence
- Net Promoter Score: One of Highest in Industry & Key Differentiator for Community

Chris was recognized by the National Ski Areas Association for his accomplishments when he was awarded the Lifetime Achievement Award in 2013. It is among numerous accolades bestowed on the leader who guided the Steamboat Ski & Resort Corporation to donate more than \$1 million annually to support Arts & Culture, Education, Environment, Health and Human Services and Recreation in Steamboat, supporting organizations that span the spectrum from local youth mentoring to the United Way to the Steamboat Springs Winter Sports Club.

For his dedication to the industry and the community and for his dedicated passion to promoting skiing and snowboarding not just in Steamboat but throughout Colorado, Chris Diamond is a deserving inductee as a Sport Builder into the Colorado Ski & Snowboard Hall of Fame.

Sincerely,



Rob Perlman  
President & COO

## **Chris Diamond Biography**

Chris began his ski industry career in 1972 at Killington, Vermont where he served as the assistant to the president. He utilized this time to soak in knowledge, gather perspective and learn about leadership. By 1977 he was appointed general manager of Mount Snow Ski Resort. IN 1994 he returned to Killington as vice president of business development and was appointed vice president of Vermont operations for parent company S-K-I Ltd in 1995, while also serving as president of both Killington and Mount Snow resorts. Shortly after S-K-I Ltd was acquired by American Skiing Company (ASC), Diamond moved to Steamboat to lead the resort as President and COO. Since his first day in 1999, Chris has led the resort through hurdles and successes, parlaying one of the strongest brands in the destination industry into a new generation of year round resorts. Chris retired in 2015 after decades of support for the industry and the local Steamboat community.

### **Industry:**

- Past chairman of Colorado Ski Country USA
- Past chairman National Ski Areas Association,
- May 2013 presented with NSAA's Lifetime Achievement Award, the industry's highest accolade for his contributions to the ski and snowboard industry.

### **Community:**

- Urban Renewal Authority Advisory Committee, Board Member - played an instrumental role in establishing an urban renewal authority at the base of the ski area. The authority funded many improvements at the base area and required close partnerships with property owners and the city of Steamboat Springs.
- Yampa Valley Community Foundation, Board Member
  - Ski Corp Funds established
- Yampa Valley Airport Advisory Commission, Board Member
  - Major multi-million improvement facility project
- Steamboat Springs Chamber Resort Association, Board Member
- Yes 2 Air Initiative
- Ski Corp Community Contribution Program Donates more than \$1 million annually during his leadership

Ms. Susie Tjossem  
Colorado Ski and Snowboard Hall of Fame  
231 S. Frontage Road East  
Vail, Co. 81657

Dear Susie,

Please accept this letter as a second for the nomination of Chris Diamond in the Sport Builder category for the Colorado Ski and Snowboard Hall of Fame Class of 2017. I have know Chris for more than thirty years after he began his career under the tutelage of Press Smith, founder and CEO of Killington Ski area and later, as President of Mount Snow. Through these early experiences, Chris was able to hone his skills as a savvy ski industry business and marketing leader, prior to his coming to Colorado in 1999.

When Chris arrived in Steamboat, he quickly assessed the extraordinary potential of the resort and he and his team were able transform a Colorado favorite into a major national and international destination resort with a distinctive brand and a growing, dedicated base of destination skiers. Through his tireless work as a board member and visionary with many local organizations including the Urban Renewal Authority Advisory Commission, Yampa Valley Airport Authority, Yampa Valley Community Foundation and Steamboat Springs Chamber of Commerce, he was able to convince the leaders in the Steamboat community to join him in embracing and supporting this transformation with its success now being measured by growing visitor days, summer and winter, and outstanding net promotor scores.

The Colorado ski industry underwent significant disruption and consolidation during Chris' twenty year tenure at Steamboat. Among the changes was the sale of Steamboat to Intrawest in late 2006. Through the transition, Chris continued the focus of the organization and the community on serving its guest such that they gained a reputation for industry leading service excellence. Chris also help to set an industry standard for community support by having Steamboat set the example by donating \$1 million annually to support education, arts and culture, social services and the Steamboat Winter Sports Club.

Chris served a critical role nationally, as board member and chair of the National Ski Areas Association and statewide, as board member and three time chair of Colorado Ski Country USA (CSC). His chairmanship of CSC was characterized by his calm, thoughtful leadership during a period of major change and disruption. He continually sought out strategic partnerships and novel solutions that would drive the success of the Colorado ski industry for the benefit of all the Colorado resorts.

In 2013, Chris was recognized by the NSAA with their Lifetime Achievement Award. Chris should be recognized by Colorado for his exceptional industry and Steamboat leadership which has benefited all of Colorado.

Andy Daly, Managing Partner  
Powderhorn Ski Company LLC

February 18, 2017

Colorado Ski & Snowboard Hall of Fame

221 S. Frontage Road

Vail, Colorado 81657

Nominating Committee;

This letter is a seconding nomination for Chris Diamond for consideration in the Sport Builder category of the Colorado Ski & Snowboard Hall of Fame.

Chris's leadership at Steamboat for over 16 years not only shaped Steamboat into one of Colorado's most significant ski destinations, Chris's leadership within the Colorado ski industry exemplifies his dedication to the industry through his promotion of the sport and Colorado skiing. Colorado skiing and Steamboat both enjoyed new levels of success because of Chris Diamond's leadership.

Chris is a deserving inductee of the Colorado Ski & Snowboard Hall of Fame.

Thank you for your consideration.

Best regards,

Bill Jensen

Colorado Ski & Snowboard Hall of Fame 2008

**Chris Diamond  
Summary**

For his dedication to the industry and the community (both in Vermont and Colorado), his steadfast support to promote skiing and snowboarding, and his passion for the sport, Chris Diamond is a deserving inductee of the Colorado Ski & Snowboard Hall of Fame.