

JAMES NIEHUES THE MAN BEHIND YOUR TRAIL MAP

Niehues to be Inducted into U.S. Ski and Snowboard Hall of Fame as He Maps out a Coffee Table Book

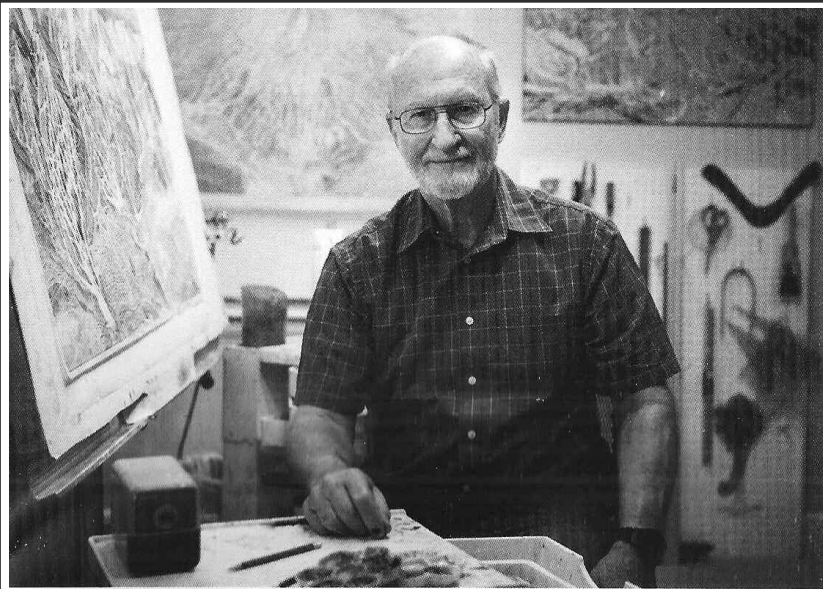
Compiled by Todd Bennett in posts on jamesniehues.com -- Whether you have skied one area or have traveled the world, it is very likely that you have used a James Niehues map. Of the regularly ranked top 50 resorts in North America, Niehues has created maps for 45 of them. His tools are a camera, a notepad, a pencil and a paintbrush. Every painstaking detail - peaks, cliffs, trees and shadows - is painted by hand.

Jim has been painting aerial views of ski resorts to be converted to trail maps since 1986. The first ski map was produced in 1988, and since then he has created over 350 different views for resorts, tourist bureaus, golf communities and outdoor sports related entities. His clients span the globe from the U.S. to Canada, China, Australia, Chile, Japan, Korea, Scotland, New Zealand and Serbia. Each view is hand painted by brush and airbrush using opaque watercolor to capture the detail and variations of nature's beauty. In many instances, distortions, he admits, are necessary to bring everything into a single view. The trick is to do this without the viewer realizing that anything has been altered from the actual perspective.

Niehues was born on a farm in Loma, Colo., and never aspired for recognition, but he did dream of becoming an artist. Over a more than 30-year career, he has hand-painted trail maps for iconic resorts around the globe, spending countless hours painstakingly adjusting perspectives and details to craft both useful guides as well as works of art.

Niehues, the artist behind the ski resort trail maps, is among eight snow sport industry legends to be inducted into the U.S. Ski and Snowboard Hall of Fame. The official induction ceremony will take place in March in Sun Valley, Idaho.

This prestigious honor highlighting Niehues' lifetime



James Niehues (pronounced KNEE-hues) - if you are a skier or snowboarder chances are you know his work. He has created maps for 45 of the 50 commonly voted top ski areas and just about every other ski resort.

Photo courtesy Open Road Ski Company

achievements and global impact upon the ski and snowboard industry comes on the heels of the launch of the new coffee table book, which details his hand-painted trail map art and one-of-a-kind career. The book represents the culmination of his lifelong work and passion for the mountains, a stunning compilation of more than 200 individual resort trail maps. With

eight geographically themed chapters, this hardcover coffee table book is the first and definitive collection of the art created by Niehues during his 30-year career.

His beautiful book, "The Man Behind the Maps: Legendary Ski Artist James Niehues" is a project that was born out of Niehues' desire to chronicle his life's work. The book includes background on trail map making, Niehues' career and incredible impact on the industry, as well as nearly 200 ski resorts. Its full color, timeless design provides an art book that will look great in your home or your favorite ski cabin.

"I'm truly honored and humbled that the U.S. Ski and Snowboard Hall of Fame recognizes my passion for what I do and appreciate the fact that my work is so unique," Niehues said. "I had no idea that I could make that much of an impression on an entire industry. This whole thing, the nomination and the recent book, it's just hard to put my gratitude into words."

The U.S. Ski and Snowboard Hall of Fame was created to honor and celebrate the athletes, pioneers and visionaries who have significantly enriched the global sports of skiing and snowboarding, and to showcase their stories and historic memorabilia in a national museum located at the birthplace of organized skiing in America, Ishpeming, Michigan. Joining the ranks of Billy Kidd, Warren Miller, the Mahre Brothers, Bode Miller and Shane McConkey, Niehues will be inducted this March alongside other luminaries in the sports of skiing and snowboarding including Kit DesLauriers, the first person to ski all seven summits, and legendary ski filmmaker Greg Stump.

For more info about Niehues, or to order his book, please log on to <https://jamesniehues.com>

THE PRO SKI TOUR HAS RETURNED and WILL HOLD WORLD CHAMPIONSHIPS in MARCH

DENVER, CO - Taos Ski Valley will host the World Pro Ski Tour World Championships April 10-12, 2020. The World Championships is a stand-alone event in the World Pro Ski Tour, which travels around the United States from December through April. This prestigious, nationally televised event draws the top professional ski racers and spectators from around the world to the famed slopes of Taos. The Taos World Championships purse of more than \$100,000 will be at stake, allowing athletes to compete for the largest professional dual-racing purse in the world.

The World Pro Ski Tour is the country's foremost dual-format pro racing tour in which professional skiers race side-by-side in a single-elimination bracket. Professional skiers, Olympians from around the world as well as NCAA All-Americans began the 2019-20 Tour in Colorado in December. Through a series of races, skiers rack up points and the chance to compete at Taos in the World Pro Ski Tour World Championships.

"Taos Ski Valley is thrilled to welcome the world's best skiers to the mountain this spring," said David Norden, CEO of Taos Ski

Valley. "We've always had the terrain to host a major event like this, and now through years of careful investment we have the infrastructure, lodging, and facilities to roll out the red carpet to this world-famous group of Olympic medalists and professionals. This event will be spectacular for the participants and spectators, and also for the Taos community, which will have an opportunity to highlight its culture, spirit and hospitality to the world."

"We're taking important steps forward in developing a robust outdoor recreation economy and boosting New Mexico's tourism industry," Governor Michelle Lujan Grisham said. "Taos Ski Valley is demonstrating how businesses can serve local communities. I am so proud of this selection and eager to watch Taos Ski Valley represent our great state on a national stage."

To accommodate the event, Taos will extend the ski season until April 12, 2020. Season pass holders can continue to ski the mountain through April 12. The event is open to the public and spectators are encouraged to attend to watch the athletes compete.

"We are excited to hold the first World Pro

Ski Tour World Championships since the 1990s at Taos Ski Valley, which is one of the premier ski areas on the planet," said Jon Franklin, CEO of the World Pro Ski Tour. "Spectators and viewers at home can look forward to seeing two-time Olympic Gold Medalist Ted Ligety, other Olympians and World Champion medalists at this event."

As a part of the resurgence and revitalization that the World Pro Ski Tour has undergone in 2019, a World Championships event was put back on the schedule. Historic rivalries have played out at the historic Pro Tour World Championships, including the battle between Triple-Olympic gold medalist Jean-Claude Killy and U.S. Ski Team rebel Spider Sabich. The Tour and World Championships will be featured on national television, including prime time on CBS Sports Network as well as on OutsideTV, and live streamed on FloSports.

About Taos Ski Valley

Nestled among the pristine peaks of northern New Mexico, Taos Ski Valley is undergoing a \$300 million renaissance, making it one of North America's premier vacation and adventure destinations. With over 300 inches

of average annual snowfall, 300 days of sunshine and more than 1,200 skiable acres, Taos Ski Valley is the industry's only B Corp Certified ski resort, which means it operates with the highest standards of environmental sustainability, and social and economic justice. An independently owned and operated resort, Taos maintains an authentic charm while delivering a world-class experience both on-mountain and off for skiers and riders of all abilities. Taos Ski Valley is proud to participate in the Mountain Collective and Ikon Pass. To learn more about Taos Ski Valley and its B Corp commitment, please visit www.skitaos.com

About the World Pro Ski Tour

The World Pro Ski Tour is a nationwide tour of events where professional skiers race side-by-side in a single elimination format. Prize money, an overall World Pro Tour title as well as a World Championships special event attract Olympians and professional skiers from around the world. On-site spectators and TV viewers can watch all stops on the Tour in an exciting and easy to understand format.

For more info, schedules and athletes, please visit <https://worldproskitour.com>

BRECKENRIDGE IS PERSONAL with SKI VILLAGE RESORTS

By Jennifer Luberto

BRECKENRIDGE, CO — On Nov. 26, 2018, I packed my truck and drove half way across the country from New Jersey to a little mountain town in Colorado known as Breckenridge. How did a Jersey girl end up in this skier's paradise of a town? Well, here it goes.

About 10 years ago, my older brother relocated to Breck on a whim. He heard great things and decided what the heck, packed his belongings and found his happy place here in Breckenridge. Not too long after, my younger brother did just the same. Since their moving out here, I would make annual trips to be with them and fell more and more in love with this mountain town.

After several slight conversations with my brothers, they convinced me to make the move to Breckenridge. It was a very easy twist of the arm. I was fortunate enough to have made relationships with the locals and lined up an interview with Ski Village Resorts. After a few weeks of back and forth interviews, I landed a position with the company! This was bittersweet victory for me as I had to leave my family in New Jersey, but we

all knew Breckenridge had an adventurous life to offer that would never be matched back East. Several weeks later, I loaded whatever could fit in my Jeep and made the trek.

Fast forward to today, each morning on my ride to work I am in awe by where I live with the alpenglow draping the mountains and the quaint cheerful town. It is often difficult to work in such a beautiful, wonder of a place, but I am fortunate enough to work for a company that has roots in the community. I have met so many wonderful people since being with Ski Village Resorts that I otherwise would not have. There are the old time ski instructors that have stories that you just won't believe, the entrepreneurs who are creating new opportunities for the locals and constantly adding to the Breckenridge experience and, of course, the guests visiting from all over the world.

In the winter, I work during the resort's operating hours but I found a way of snowboarding on the days I work by skinning uphill. I split my snowboard in two, hike up the mountain and get in a run. This will be the most rewarding run you will ever take! I also use the split board to voyage to different huts in the area that I otherwise would not be able to access. The views are amazing, and the experience of "camping" out in a snow-cov-

ered cabin nestled on a mountaintop is one that should not be missed.

If you have never been to Breck, imagine this, "Whoville." For those not familiar, it is a fictional, fantastical town from Dr. Seuss' How the Grinch Stole Christmas. In the winter, the snow covered streets and brilliantly lit storefronts are like being in a snow globe. There are no words or pictures that could possibly capture how magical it feels to be in Downtown Breckenridge on a snowy winter night.

The long of the short is that I moved to Breckenridge a little more than a year ago, and this surreal town had such an impact on me that I purchased a place of my own. This was a bold move that I will never regret.

Meet Jennifer working at her desk in the office of Ski Village Resorts at 109 N. Main St in Breckenridge.

Please view, read and share this page online: www.skiernews.com/Spring2020-News.pdf

Visit: www.skivillageresorts.com or please call Jennifer and the staff at Ski Village Resorts to book your next vacation at 1-888-972-8200.

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