

Press Release

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End of an Era: Fredericks leaving Rossignol

by JoAnn Hanowski

Team Rossignol Director Jim Fredericks recently announced that he is leaving Rossignol Ski Company effective 1 June 2006. Fredericks has worked for Rossignol Ski Company out of Williston, VT for the past 20 years. In his tenure, he supported over 50 US or Canadian Olympic athletes as well as several hundred junior and collegiate champions. It was the impending Company move to Park City, Utah this summer that forced Fredericks to decide between his job and his life in Vermont. The born and bred Green Mountain Boy opted for the life style that he embraces in his native Vermont over the move to Utah and a switch in Company ownership. Quiksilver purchased Rossignol last summer.

It was a bitter-sweet decision for Fredericks. The major goal of Team Rossignol is to provide post-collegiate ski racers an opportunity to achieve a higher level of competitiveness in cross-country skiing by providing travel and training costs. In his role as director of Nordic sports marketing and promotions, he was able to raise money to support these athletes and to help them achieve their goals.



Jon Engen, a three- time Olympian and long-standing member of Team Rossignol summed up Frederick's tenure with the Team. "Jim took Rossignol Ski Company's racing support to a different level, and in many ways defined the standard to aim for within commercially sponsored ski teams in North America and beyond. Team Rossignol, under Jim's leadership, became an athletic

organization as much as a Company PR machine. The Team served as a sponsorship mechanism for top level athletes as much as an incubator for talent that otherwise may not have become more than local aspiring skiers. The Team has fostered a number of Olympians and International Competitors and Champions across the fabric of North American Nordic skiing, and the group is comprised of an incredible network of people within our sport and industry. We will miss Jim, but are also confident that he will continue to express his passion for skiing and racing with the rest of us in years to come."

For many athletes Fredericks gave them a chance and encouragement to achieve their competitive goals in the sport. Brooke Hovey described her experience with Fredericks; "Without Jim's support, direction and encouragement I would never been a cross country ski racer. I joined team Rossignol with very little skiing technique and racing experience, only the fitness and motivation to race fast. Jim was a supportive

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and highly entertaining team director during my years on the marathon and supertour circuit. He always made sure we felt like a family and took our job as racers seriously. He will be missed immensely!"

Owen Hanley had a similar experience as a sponsored athlete; "Jim has been a staple in the ski world for a long time. His approach to sponsorship, has given many skiers, both past and present, Olympic and non, the opportunity to ski past college. So many of the great skiers around the country started out on Rossignol and while not all of them have remained with Jim and the company, they all owe him a lot for making their beginnings possible."



For many athletes, Team Rossignol is more than a competitive sports team; it is a family of skiers that is inclusive of age and ability. Many Team members share the sentiment of Will Hovey, "Team Rossignol is a team of great skiers, but more importantly great people. It has been a huge pleasure to be a part of and to be around this team. The quality of the people Jim has attracted to the team is a far greater

tribute to him than the number of podiums Rossignol amassed on his watch".

The longest standing member of Team Rossignol, Muffy Ritz shared most of her racing career with Fredericks; "Jim has been a constant in my life. In a way, I feel we grew up together- like brother and sister. I started with Rossignol in 1980 and am the longest standing member of the team- 26 years. Jim has always pushed me throughout my ski racing career. He makes comments in very subtle ways- but they go deep and make you want to ski hard so you don't disappoint him. He does set the bar high. It's a good thing!"

Trina Hosmer, a recent 4 time gold world master winner had this to say about Fredericks; "I have known Jim since his director days at Craftsbury (late 1970's). I am so appreciative of the support he has given to me as an old time skier. At times one questions why they are still competing 30-40 years later. So having people like Jim in the industry that are so positive about your endeavors is one of the reasons. But more important, I want to thank Jim for the numerous young struggling skiers he has helped. It is well known that there is not a lot of support for up and coming skiers in this country. Jim (Rossi) has been one of the shining lights".

Team member Christie Aschwanden shared this; "I joined this sport relatively late in life, and Jim gave me an opportunity to learn from the best. He understands the importance of mentoring, and he always made an effort to ensure that Team Rossignol was packed with strong role models. Just as important, he made everyone feel included and welcome, regardless of results or ability. Some people care only about results, but Jim understands that what matters at the end of the day is passion for skiing and for life. He is passionate about both"

Deb Nordyke and Curt Schreiner, also long-time members of Team Rossignol shared their thoughts: "Jim has been Rossignol for many racers over the last 20 years. His dedication and caring for athletes has been second to none, and we will all truly miss his smiling face at the helm of the Rossignol Racing Team."

We wish Jim good luck in his new life venture and will forever remember: "who has more fun than people?!"