

**”Shelly” Leonard Selected for  
Far West Ski Association’s 2013 Snowsports Builder Award**



Shelly Leonard, Coach, UNR late 1950s

**Arthur Chelton “Shelley” Leonard (1923-2011)** participated in every major ski activity in the Reno-Tahoe area for over 50 years. “Shelly” made an indelible imprint on the development of ski racing, coaching and ski instruction during skiing’s growth years from the Olympics through the 1980s. There may be no trail marker, but those tracks in the snow are “Shelly” Leonard’s.

He was both a ski and football athlete at Reno High School, Class of 1941. In World War II, he volunteered for the U. S. Army, was ordered in 1943 to Camp Hale Colorado to train with the 10<sup>th</sup> Mountain Division, designated as a ski instructor and given Corporal’s stripes. He graduated from the University of Nevada in 1951 where he was a member of the ski team, followed by eight years as the UNR Ski Coach. He was honored as Ski Coach of the Year and led Nevada to two top five finishes in the NCAA Ski Championships. In 1992 Chelton was inducted into the University of Nevada Athletic Hall of Fame for Skiing and Coach of the Ski Team.

In 1958, Chelton was a Technical Director the 1960 **Winter Olympics in Squaw Valley** and was appointed Advisor to Governor Grant Sawyer Winter Olympics matters. In 1960 he was appointed Executive Director of the **National Ski Association of America** (now the United States Ski and Snowboard Association) and continued working with the **U.S. Olympic Committee**. Chelton returned to Reno in 1962 for two more years as Nevada's **Ski Coach**. In 1964, he accepted the position as Convention Director for John Ascuaga's Nugget until his recall to active duty military in 1967. He retired from the **Army** as a Colonel. His last full time role was Director of the Luggi Foegger Ski School at Diamond Peak, Incline Village, NV from 1975-1990. The off seasons found him selling real estate around Incline Village and Carson City. He continued a number of volunteer activities in skiing, high school football and Scouts for the next 20 years.

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