

Safety Award

KAT SEVERIN

Rusty Bindings Ski Club
Bay Area Snow Sport Council



Dr. Katherine Severin, optometrist, designed the winning safety project. Her "NO UV" PowerPoint Presentation focused on educating skiers and snowboarders about the damage UV light can cause to the eye, and steps to take to prevent such damage. Kat set the presentation to music and posted the video to YouTube.

She enlisted the help of a fellow racer who is a graphic artist to finalize her "NO UV" logo, which was imprinted on business cards and used on YouTube. At this link: www.youtube.com/watch?v=OXNXqIH_5dc.

Kat distributed the business cards to ski club members, ski area personnel (ski school instructors, lift operators), skiers, and at league races, especially to those not wearing goggles or sunglasses.

Kat created a "No UV" banner, shown below, for her education table. She painted a Styrofoam head with UV activated paint for the eyes and was able to determine if current goggles or sunglasses provided sufficient protection. Glasses were mounted on the head and the head's eyes glowed in the dark if dangerous UV light transmitted through the lenses.

She was a guest lecturer at the Bay Area Council meeting and her local Rusty Bindings Club's "Racy Affair" awards ceremony following Mammoth races.

Her video link was distributed to all 200+ club members by email blast, and to FWSA board members for distribution to their clubs.

The link has been posted on the National Ski Council Federation and National Ski Areas Association websites. Kat intends to continue to educate the public about the importance of UV protection.

There was a record breaking five entries this year for the Safety award. FWSA and our new sponsors, Telluride Ski Resort and Mountain House are please to present the 2015 Safety Person of the Year Award to Kat Severin.