

Jimmie Heuga Nomination

FRED NOBLE

Nominated by:
Steve Coxen
Mary Olhausen

Fred Noble was a teenager in the 1950s in Portland, Oregon when he became hooked on skiing on the slopes of Mt. Hood. This was long before high speed lifts and quad chairs. He spent a few years in the army after high school. When he returned home he resumed his passion for skiing. Within a few years, he was launching off cliffs. Fred came to prominence as an elite-level backcountry skier as a subject in the popular Warren Miller extreme skiing movies in the 1980s. Fred was the movie's MC in the '70's and '80's. Known as a sort of Pied Piper of the ski slopes, Fred Noble has been sharing his love for adventure for more than 40 years.

He also became a noted maverick in the sport of windsurfing, where his daring antics were matched by his passion for helping the sport grow to acceptance. He is a founding member of the Columbia Gorge Windsurfing Association, and was instrumental in establishing several windsurfing-friendly state parks on the Oregon side of the Columbia River Gorge.

Fred's sense of adventure led him to discover helicopter skiing in the remote mountains of British Columbia, where he led groups on heli-skiing and heli-hiking vacations as a sales agent for Canadian Mountain Holidays. Fred donated several trips through CMH to raise money for the Far West Athletic Scholarships and he attended FWSA Conventions with a booth in the Silent Auction.

In late 2010, Fred was diagnosed with ALS, and has since applied his passion for volunteerism to the fight against the fatal disease. Fred has been the Honorary Chairman of the Ski to Defeat ALS event in Oregon since its inception in 2012. The event has raised over \$300,000 in just two years. The 2013 event drew 350 participants and Fred's team alone raised nearly \$75,000. Fred skied in his "bucket" at the event with his many friends surrounding him.

To quote Fred, "Life for me has been one big adventure. Now I find myself bedridden or in a wheelchair. In reality, ALS is pretty grim, but I don't want people to feel sadness or pity for me. Most people diagnosed usually feel depression, denial, anger and then acceptance. I skipped the first three and went right to acceptance. I've done everything in this life I wanted to do. I just want to help the ALS association make a pile of money before I go." He turned 76 on April 16th. For Fred, each day is a gift.

He continues to live by one of his favorite mottos: "Make the world a better place for others, and you make the world a better place for yourself."

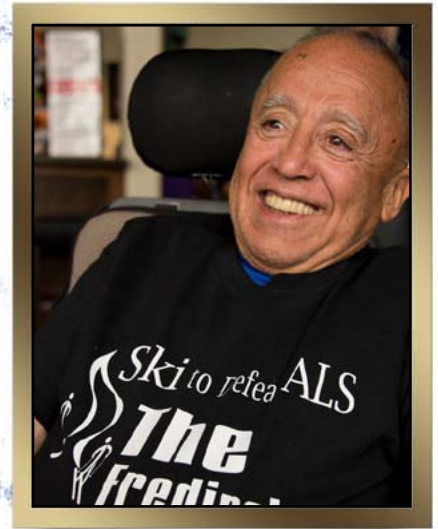


Photo courtesy Steve Coxen.