



Lisa Ballard, formerly Lisa Densmore, has been involved in the sport of skiing for most of her life as a competitor, coach, official, ski and ski boot designer, marketing consultant, event producer and journalist. She began ski racing at age 6 and spent her early years in the junior race program at Whiteface Mountain near Lake Placid, New York. In high school, while attending Stratton Mountain School in Vermont, she trained and competed throughout North America and Europe, and then spent four years as a member of Dartmouth College's NCAA Division 1 ski team (1980 to 1983). After college, she raced on the Women's Pro Ski Racing Tour for six years (1985 to 1990), achieving a ranking of 10th in the world.

Since retiring from the pro tour, Lisa has become one of the most decorated alpine masters racers in the world. She has garnered 12 FIS Masters Criterium (world championship) golds and more "globes" on the FIS Masters Cup than any American, including four overall Super G titles (2017, 2020, 2023, 2024), one GS title (2022) and two age group titles (2020, 2022). She finished the 2023 season, her best to date, ranked number 1 in Super G, 2nd overall in GS and in her age group, and 5th in slalom. In addition, she has earned over 100 national masters titles since 1991 across all ski racing disciplines. US Ski and Snowboard has presented her with the prestigious Al Sise Award, as Masters Skier-of-the-Year, six times. She currently serves on US Ski and Snowboard's national masters working group and as team captain at various FIS Masters Cup events. She has also served on the Alpine Competition Committee (ACC) for US Ski and Snowboard's Northern Division and on the Board of New England Masters Skiing.

As a ski coach, Lisa is certified by both PSIA and US Ski and Snowboard. During the 1990s, she was the instruction editor for Snow Country Magazine and the director of the Snow Country Ski Schools in conjunction with the PSIA Demo Team. At the same time, she founded a national ski instructional program for women that raised money for breast cancer research and patient support. That program morphed into the "YOUR TURN" women's ski clinics, which Lisa hosts each winter at ski areas around the USA. She also coaches racers of all ages at Red Lodge Mountain in Montana, at masters camps that she organizes in the Rockies, northeastern USA and South America, and as a guest coach for other programs and camps as time permits. She has served as a Trustee of Stratton Mountain School; on the nominating committee for the U.S. Ski and Snowboard Hall of Fame; and on the boards of the New England Ski Museum and the International Ski History Association.

In addition to her successes on the slopes, Lisa has spent much her adult life bringing skiing to others through her writing, photography and television work. A three-time Emmy-winning TV host and producer with 5 additional Emmy nominations, she has covering skiing for many networks, including CBS, NBC, ESPN, VERSUS, The Travel Channel, A&E, Turner Sports, Outside TV and The Weather Channel. In 2014, she received an Ullr Award from the International Ski History Association and an Emmy nomination and as the producer and co-writer of the film, *Passion for Snow*, a documentary covering 100 years of skiing history.

Lisa has also received numerous awards from journalism organizations including the North American Snowsports Journalists Association (NASJA), the Outdoor Writers Association of America (OWAA), and the Society of American Travel Writers (SATW). In 2024, OWAA awarded Lisa its prestigious Joan Wulff Enduring Excellence Award (lifetime achievement award). Her by-line has appeared in many ski-related publications including *SKI*, *SkiRacing.com*, *NSAA Journal*, *32 Degrees*, *Backcountry Skier...* and hundreds of other magazine and websites.

To learn more about Lisa and her ski-related programs/camps, go to www.LisaBallardOutdoors.com.