

## **George Alan Brooks**

Born: August 31, 1949, Taos, New Mexico

High School: Taos High School (NM) 1967

College: University of New Mexico (UNM) Bachelor's Degree in Political Science, History & Psychology 1971

Master's degree in Physical Education 1980

### **High School**

- 1962 – 1966 Taos Ski Valley Junior Race Program
- 1966 – 1967 Two-time member of state of New Mexico Junior Team

### **College**

- UNM had a Ski Club only.
- 1969 – 1971 Four-time CIAL All-Conference Alpine skier
- 1967 – 1971 Top Level "A" Racer in Rocky Mountain Division
- 1970 Member, All Star Conference Team to North American Alpine Championships

### **Pro – Competitive Skiing**

- 1975 4th Place, Southwest Pro Ski Association
- 1976 Member, Southwest Pro Ski Association

### **Professional:**

George's enthusiasm for skiing dated back to the early days of Taos Ski Valley, where he raced on a Taos team coached by legendary coach, Mickey Blake. In 1970, George approached UNM about making skiing an intercollegiate sport. As a result, he became the university's head coach at the age of 20. He would coach be the coach of the next 37 years. He would win the only men's NCAA Division One championship ever in New Mexico. He is a Level II since 1980 and Level IV since 1995 Ski coach by the Ski Coaches Association and United States Olympic Committee. He is a Ski Race Official with a Technical Delegate Level III, Referees Level IV, and Course Setter Level IV. He is also a Race Administrator Level IV by the United States Ski and Snow Board Association. Since the '1960's, he has promoted skiing in the New Mexico Community.

- 1967 – 1971 Founder and Organizer of the UNM Ski Team
- 1968 – 1972 Public Information/Visitor Information Attendant Officer, U.S. Department of Agriculture Forest Service ... summer job.
- 1971 – 2006 University of New Mexico Ski Team Head Men's and Women's Coach
  - 2004 NCAA Ski Team Championship
  - Eight Alpine team championships, five Nordic team championships
  - 1992 and 2005 NCAA Team Runner-up
  - 1984, 1993, 1994, and 2006 3rd Place finish at the NCAA Championships
  - NCAA 23 Total top ten finishes

- 125 All American Athletes
- Over 100 Academic All-Americans
- 17-straight years Brooks' Lobos had the highest-grade point average amongst all UNM teams
- 1974 – 1975 Fire Control/Forest Fire Fighter, U.S. Department of Agriculture Forest Service ... summer job.
- 1975 – 1990 Associate in Physical Education Director of Winter Sports at UNM
- 1975 – 1976 Member of the Regional Rules Committee for Association for Intercollegiate Athletics for Women (AIAW)
- 1976 – 1979 Forest Service Youth Conservation Corporation Director and Administrator, U.S. Department of Agriculture ... summer job
- 1976 – 1978 Chairperson for the AIAW Regional Sports Committee
- 1977 – 1980 Member of the National AIAW Ski Committee
- 1978 – 1980 Member of the DAWGS Ski Rules Committee
- 1978 Meet Director for the AIAW National Championships
- 1978 – 1981 President of the Rocky Mountain Intercollegiate Ski Association
- 1980 – 1982 Chairman of the National DAWGS Ski Rules Committee
- 1982 – 2010 Owner and manager of a Supercuts, a national haircutting franchise in Santa Fe, New Mexico
- 1982-1987 Co-owner, manager and committee member of Brosahd of Milwaukee, Inc., Albuquerque, NM. This corporation owns and operates eight Supercut shops in Milwaukee, Wisconsin. The businesses grossed 1.5 million dollars annually with 100 employees.
- 1987, 1991, 1993, 1995, and 1997 – Head coach for the United States Ski Team at the World University Games
- 1988 – 1997 Co- Chairman of the United States Ski Association Collegiate Ski Committee
- 1988 – 1997 Delegate for the United States Federation of International Skiing (FIS) to the FIS Congress
- 1996 – 2001 Member of the NCAA Men's and Women's Skiing Committee
- 1998 – 2001 Chairperson of the NCAA Men's and Women's Skiing Committee
- 2006 to Present – Executive Director of Ski New Mexico in Albuquerque, New Mexico. Ski New Mexico is an organization to help promote skiing in New Mexico.
- 2014 to Present – Tourism Commissioner for the State of New Mexico
- Publications:
  - Conditioning and Training, U.S. Women's Coaching Magazine
  - Academics and Skiing, U.S. Women's Coaching Magazine
  - Loco Ball, Brooks-Weber, Publication in progress with Lobo-Ball, Inc.
  - Ski Chapter, UNM Basic Instructor Manual, Hunter Publishing
  - Articles for U.S. Ski Coaches Journal Eligibility and Recruiting of Female Athletes
- Research, Special Study or Writings:
  - Conducting physiological research in athletics
  - Conducting psychological research in athletics

- Conducting research design on ski boots with the Engineering Department
- Assisting Dr. Hemming Atterbom with altitude training for skiers
- Conducting preliminary studies on practice and bio muscular feedback

## Honors

- 1985 Supercuts Franchise of the Year (500 shops nationwide)
- 1992 Rocky Mountain Intercollegiate Ski Association (RMISA) Coach of the Year
- 1992 Inducted into the Ski New Mexico Hall of Fame
- 2004 RMISA Coach of the Year
- 2004 NCAA National Skiing Coach of the Year
- 2008 Recipient of UNM Board of Regents Meritorious Service Award
- 2013 Inducted into the Tourism Hall of Fame
- 2013 Inducted into the UNM's Alumni Letterman's Hall of Fame

## Community Involvement

- 1970 to Present Guest Lecture for Community Service Organizations. Topics: Athletic or Physical Conditioning
- 1970 – 1995 Alpine skiing, ski repair, maintenance, physical fitness/ski fitness classes
- 1971 to Present – Ski area sponsorship for team (complimentary lift passes at all New Mexico ski areas)
- 1972 – 1976 Coordinator of the UNM Intramural Ski Program,
- 1972 – 1980 – UNM Winter Carnival. He was the founder of this fundraising event.
- 1973 – 1979 Faculty Advisor of the UNM Ski Club
- 1973 to Present Ski Company sponsorship for teams (Skis, boots, poles and binders)
- 1974 – 1976 President of the Central Intercollegiate Alpine League
- 1975 – 1978 Member of the Board of Directors of the Southwest Pro Ski Association
- 1976 – 1980 Board of Councilors, BSI Trustee/American Bank of Commerce
- 1977 -1978 Coach, Albuquerque Youth Soccer Organization
- 1977 – 1981- UNM Ski Foundation. He is the founder of this foundation.
- 1981 – 2006 Member of the Board of Directors of the Rocky Mountain Intercollegiate Ski Association
- 1986 – 1987 – Founder of the Coke/Western Airlines Ski Corporate Cup
- 1987 to Present – Started the UNM Corporate Ski Cup as a fund raiser for the UNM Ski Team.
- 1990 to Present Lobo Silver Pass Program. He was the founder of the program.
- 1992 – 1999 Youth Soccer Referee (FIFA)
- 2011 – 2013 President of UNM Alumni Letterman's Association

## **Family**

- Debbie Ann Dixon Brooks, wife ... got married on July 26, 1975
- Three children; Andrew (1978), Casey (1982), and Cristi (1984).
- One grandson; Asher
- Three brothers; John, Larry and Randy.