

## *New Mexico Ski Hall of Fame*

2011



# Chris Stagg



Chris Stagg was born in Syracuse, New York, but grew up in Albany, where he graduated high school. Chris picked UNM to attend because it was near skiing and offered the promise of great adventure. While attending UNM, Chris worked at Olympic Sports, Albuquerque's premier ski shop and taught skiing for Tom Long at Sandia Peak on the weekends. During this time, he met many of New Mexico's dedicated skiers and made many long-time friends.

After receiving a BA from UNM with a major in Architecture, Chris moved to Taos to "teach skiing for a year". He has been employed by Taos Ski Valley for the last 38 years and has been very active with the Professional Ski Instructors of America. Chris has held several positions at TSV and is now a VP for Taos Ski Valley, Inc. and has recently taken the job of Snow Sports School Manager.

Chris started in the ski marketing business by attending ski shows with Taos' founder Ernie Blake in 1974 and Ski NM founder Buzz Bainbridge. Over the years, he has travelled all over the US and a dozen foreign countries promoting Taos and skiing and was also responsible for developing the Advertising and Collateral Materials for the resort.

In 1996 the community of TSV incorporated as a municipality and Chris was elected Mayor and served 2 terms. Later he served 2 years as Municipal Judge and is currently a member of the Village Council.

Chris has been active in many statewide organizations including The Tourism Association of NM, The Association of Commerce and Industry, where he served as Chairman, Ski New Mexico, where he was President for 3 separate terms, The New Mexico Chapter of the Nature Conservancy, and the New Mexico Municipal League.

Chris has been a member of the New Mexico State Tourism Commission since 1993 and served as its Chairman until 2007. He served on the commission for 5 gubernatorial terms under 4 different Governors.

Chris has been married to his wife Wendy for 35 years and they have two children, their daughter, Erin, who is a graduate of Wellesley College and their son, Keith, who is a graduate of Whitman College and Yale.

Chris' interests include flying, kayaking, golfing, sailing, windsurfing, backpacking, hiking, biking, swimming, travel and, of course, skiing.