

## Squaw founder Cushing dies

SQUAW VALLEY, Calif. - Ski pioneer and sportsman, Alexander C. Cushing, who brought the 1960 Winter Olympics to Squaw Valley, died from pneumonia on Aug. 19 at his summer home in Newport Rhode Island. He was 92.

Cushing, the founder of Squaw Valley, was known as an innovator in the development of the ski industry in America.

He was born November 28, 1913 in New York City to Howard Gardiner and Ethel Cochrane Cushing of Boston.

He attended Groton School,

Harvard University, 1936 and Harvard Law School, 1939.

He practiced law for the New York firm of Davis, Polk and Wardwell and also for the U.S. Dept. of Justice, where he argued a case before the Supreme Court.

The day after Pearl Harbor he enlisted in the U.S. Navy and was a member of the first officer training class at Quonset.

He served in South America and the Pacific for five years retiring as a Lieutenant Commander.

After the war he rejoined Davis, Polk, and Wardwell, but became restless. It was on a ski trip to the West with his friend Alexander McFadden when he

first set eyes on Squaw Valley, CA. This transforming experience led him to found the Squaw Valley Ski Corporation.

At that time, there was no road, no bridge, and no houses. His father and sister were artists. Choosing the mountains as his canvas, he claimed Squaw Valley was his work of art.

Cushing opened the ski area in 1949 with a double chairlift, a rope tow and a fifty room lodge. Today, Squaw Valley is among the world's best known ski resorts.

As Squaw Valley's chairman, Cushing's spirit was tested more than once.

The resort's chairlift, Squaw One, was destroyed by

avalanche each year for its first three years. The fourth year of operations there was a devastating flood, and during the fifth year, the lodge burned down. For many, these setbacks would have signaled the time to sell out; instead, he surprised millions by securing Squaw Valley as the site for the 1960 VIII Olympic Winter Games, beating out internationally regarded resorts such as Innsbruck, Austria, St. Moritz, Switzerland and Garmisch-Partenkirchen, Germany.

Cushing's campaign succeeded through the power of an idea-conjuring the Olympic ideals of simplicity with a focus on athleticism and

diversity. His bid, written in French, English, and Spanish, declared that "the Olympics belonged to the world. Not just one continent."

In February of 1960, over 800 athletes and 30 national teams competed in the VIII Olympic Winter Games at Squaw Valley. The first televised Olympics, the 1960 games brought international publicity to the Lake Tahoe region and sparked interest in winter sports and California skiing.

Cushing is survived by his wife Nancy, his three daughters, Justine Cushing, Lily Kunczynski, and Alexandra Howard, his six grandchildren, and three great grandchildren.



**Voted "Best Pizza" Editor's Choice Sacramento Magazine August 2006**

*Hard day on the slopes? Let Ciro's Pizza Cafe do the cooking!*

**Dine In • Take Out • Delivery**

Pizza • Salads • Sandwiches • Appetizers • Calzoni

<b>Citrus Heights/Roseville</b> 7521 Old Auburn Road Citrus Heights (916) 726-5757	<b>Folsom/EI Dorado Hills</b> 241 Blue Ravine Road Folsom (916) 983-5757
---	---

[www.cirospizza.com](http://www.cirospizza.com)



**SPRUCE grove Cabins & Suites**

**OFF SEASON DISCOUNTS**

October 1<sup>st</sup> through Mid-December\*  
Mid-March through May 31<sup>st</sup>\*

**40% OFF Monday through Thursday\***  
DURING OFF SEASON  
\*No Discounts on Holidays

Call 1.800.777.0914  
Join Our Email Newsletter Club at [www.sprucegrovetahoe.com](http://www.sprucegrovetahoe.com)

**DOG FRIENDLY**  
Fenced In Private Property

**Sacramento** 

# Ski & Snowboard Show™

## NOV 4 & 5, 2006

### CAL EXPO CENTER



- **Steals & Deals!**  
\$1,000,000 Of Ski & Snowboard Equipment & Clothing On Sale Up to 70% OFF!
- **Resorts, Retailers & Travel Deals!** Get The Latest Info!
- **Family Entertainment!**  
Free Climbing Wall!  
Free Ski Lessons!  
And Much Much More!

**FREE**  
**\$66 LIFT TICKET\***  
Northstar-at-Tahoe or  
Sierra-at-Tahoe With Paid  
Adult Admission










\* With each full price adult admission • Limit one per person • Up to \$66 value • Some Restrictions Apply – visit website for complete details • Not valid in conjunction with other offers • No cash value • © 2006 – The Sacramento Ski & Snowboard Expo™

2 Days Only! [www.SACsnow.com](http://www.SACsnow.com)