

Ronda Thomas Farrell

Ronda Thomas Farrell is nominated for inclusion in the American Ski Jumping Hall of Fame for her contributions to the effort to create a women's ski jumping world championship and inclusion in the Olympic Winter Games.

In spring of 2006 Ronda became involved with the WSJUSA organization and she accompanied Deedee Corradini, Peter Jerome and Vic Method to the FIS Council meetings in Vilamoura. Ronda had spent time in advance of the meetings working on strategy and approaches for the lobbying effort that was to take place with the FIS.

During the FIS meetings, there was great concern among the Liberec 2009 organizers and they were not receptive to adding a further event to the program. In several meetings Ronda used her background and expertise in sports marketing to show the organizers how valuable this event would be from their broadcast revenues and overall worldwide interest in the media in covering the first women's world championship. Gaining the support of the Liberec organizers after they had set the program for the world championships was key. Their objection and lack of support was a major obstacle. This along with other efforts by Ronda and the other WSJUSA board members were key in obtaining the 114-1 vote of approval of the 2009 Worlds and 2010 Olympic recognition.

At her direction, her firm The Exordium Group and her husband Lewis Farrell created the WSJUSA website which was critical to allowing the press to access information during and following the Torino 2006 Games when the story and effort started to gain momentum. It cannot be stated enough how critical and important this donation of time and skill was to the effort.

Following Villamoura, Ronda further supported the effort to get into the Olympics, attending the IOC meetings in Dubai when crucial decisions were being made about 2010 or delay to 2014 Olympic inclusion. She continued to support fund raising efforts and provide expertise and strategy in the sponsor relationships with VISA and structure of VISA support in post Vilamoura contract.

The impactful petition, which was the size of a phone book that Deedee Corradini touted at the Vancouver press rallies in 2008 was the work of Ronda. She continued to be a voice of reason on the WSJUSA board and she continued to bring creative sponsor opportunities up to her departure from the organization in 2013.

The WSJUSA story has many people who were behind the scenes donating time, talent and resources and has not been told. It is time to recognize a key contributor, Ronda Thomas Farrell with the honor and recognition of inclusion in the American Ski Jumping Hall of Fame