



KEN ANDERSON

Born and raised in Norway, MI, ten miles from the then biggest jump in the USA, Pine Mt. As a youngster, he attended his first tournament about 1950. He began jumping for fun during his school years, developing a love for the sport. He was away from it for a few years while teaching downhill skiing, but got re-connected when his son Kris was a junior jumper in the late 1980s.

As a communications professional in the 1990s, he desired to make ski jumping more visible and understandable to more people in the USA, where the sport struggled to survive. He happened into web design and found a way to make ski jumping more visible.

He believes that building public awareness is needed to attract more athletes, families, fans, media, and sponsors, and that these are all necessary to re-develop the sport in our country.

His website, SkiJumpingUSA.com, went online in 2001, and it rapidly became the most-visited English-language ski jumping site on the web. As of fall 2011, it has served 1.25 million visitors, an average of 350 per day, with each visit averaging just under seven minutes.

He has developed, and continues to maintain, several other sites for ski clubs and organizations related to ski jumping, including AmericanSkiJumping.com, the website for ASJ and the Hall of Fame.