

INTERNATIONAL WHITEWATER HALL OF FAME
Nomination Form

OFFICE USE
Date Received:

Deadline: Friday (Midnight Eastern Standard Time) March 30, 2007

I. NOMINEE*:

Name: RISA SHIMODA
Street Address: 601 Hudson Ave. #102
City: Takoma Park State: MD
Country: USA Zip Code: 20912
Telephone: 301-585-4677 E-mail: _____

II. NOMINATING ORGANIZATION:

Name: ROB LESSER
Street Address: 1812 N. 21st ST
City: BOISE State: ID
Country: USA Zip Code: 83702
Phone: 208-343-2167 E-mail: RobLesserID@cs.com

* For team nominees, an additional sheet may be added with the names and addresses for of all team members.

III. PREPARED BY: Name (Print): Rob Lesser Date: 3/28/07

IV. CATEGORY:

- PIONEER Sport: _____ Active From: _____ To: _____ Living: Yes No
- EXPLORER Sport: _____ Active From: _____ To: _____ Living: Yes No
- CHAMPION Sport: _____ Active From: _____ To: _____ Living: Yes No
- ADVOCATE Sport: whitewater kayaking Active From: late 70's To: present Living: Yes No

Individuals or teams may be nominated in any one of the four categories. See Nomination and Election Procedures (Rev. 01.18.07) for a complete description of the process and criteria.

PIONEER

A nominee who is or was the first, or among the first, to contribute significantly to development, understanding, and promotion of whitewater sport.

EXPLORER

A nominee who is or was engaged in extensive whitewater exploration. The nominee may be an adventurer, scientist, or expedition leader who exemplified superior feats in previously unchallenged whitewater.

CHAMPION

A nominee who is or was an athlete, coach, or team engaged in any competitive whitewater discipline for at least five (5) years. The nominee has a distinguished record of achievement at the highest levels of competition.

ADVOCATE

A nominee who is or was engaged in contributions to the advancement of whitewater sport for at least twenty (20) years with a record of serving the whitewater community with distinction. Contributions may include grassroots activism, environmental stewardship, ensuring river access, innovations in manufacturing, or course design and development.

Note: All nominees may be 1) living or deceased, and 2) an individual or a team.

Nominee: RISA SHIMODA

Insert text here. Risa first made a name for herself as a hold-nothing-back eastern squirter and creeker who developed a taste for big western hydraulics along the way. She distinguished herself in many paddling competitions through the 80's, 90's and into the new millennium. She represented the US in 4 World Freestyle Championships (1993-2001). But it has been through volunteerism and her professional training in marketing that she's made her greatest contributions to whitewater kayaking. At various times in the last 25 years she has been Board Member, President, and finally Executive Director of American Whitewater (the AWA to the older crowd). Many important river access and conservation issues were successfully advocated during her tenure. Most importantly she kept the organization alive during trying times of declining funding in the early 2000's. She was Marketing Director for Perception in the 90's and fully supported river conservation through the company at every opportunity. Presently she works with the McLaughlin-Rincon Group in the design and marketing of whitewater parks. Her list of board affiliations in the outdoor recreation and conservation field is impressive (see below). Bottom line, she's been a key contributor to the growth and evolution of whitewater sport in America for over 25 years.

VI. ACCOMPLISHMENTS: Please list accomplishments pertinent to the nominee's category. Examples: competitions, first descents, expeditions. Coaches and organizers/leaders: years involved, notable events in which he/she was involved, notable associates (e.g. athletes he/she coached) along with relevant information regarding awards received, team placement, etc.

Year	Event	Location	Placement/Award

Additional information here:

Nominee: RISA SHIMODA

VII. CONTRIBUTIONS: Please list any contributions pertinent to the nominee's category.
 Examples: contributory causes, designs and inventions, skills/technique contributions, and industry participation/ leadership.

Year	Nature of Contribution	Role

Additional information here.

VIII. WHITEWATER ORGANIZATION MEMBERSHIP:

Year	Organization	Role/Position

Additional information here.

Nominee: RISA SHIMODA

IX. ARTICLES/BOOKS WRITTEN:

Year	Title	Published? (Y/N)

Additional information here.

X. HONORS/AWARDS RECEIVED:

Year	Honor/Award	Granting Organization

Additional information here.

Nominee: RISA SHIMODA

XI. FURTHER SUPPORTING EVIDENCE: Please use this space to provide any further information on the above, evidence of integrity, sportsmanship, and character and all additional information to support consideration of the Nominee. **Attachments may also be included with this document.**

Shimoda's leadership in the outdoor recreation community includes her work on the following boards of directors and steering committees:

- Adventure Sports Center, Inc.
- American Whitewater (President)
- American Lung Association (Charlotte)
- International Whitewater Hall of Fame (Board of Governors)
- Nantahala Outdoor Center
- National River Cleanup Week
- National Review Group (corporations and non-governmental agencies on hydropower relicensing reform)
- North American Paddle Sports Association (President)
- Outdoor Industry Conservation Alliance
- Trade Association of Paddlesports

check her
website
bio



2007 Nominee Biography

Candidate: Risa Shimoda

Category: Advocate
Niche: Industry Professional, Volunteer,
Conservationist, Competitive
Kayaker
Years Active: 1978-present
Home Base: Takoma Park, MD USA

Advocate Accomplishments:

- Executive Director American Whitewater (1988-1990 and 2001-2004)
- Founder of National Organization of Whitewater Rodeos (1989)
- Re-established the Ocoee Rodeo - 1987
- Annual Whitewater Symposium – Member, founding advisory committee, speaker (2003-06)
- Team River Runner – Volunteer outreach advisor liaison for government officials, outdoor industry and
- First Descents - 2005 Paddle-a-thon Co-Chair for Washington, DC
- Past or present board member or steering committee member for Adventure Sports Center International, American Whitewater, International Whitewater Hall of Fame, Conservation Alliance, Nantahala Outdoor Center, National River Cleanup Week, National Review Group (corporations and non-governmental agencies on hydropower relicensing reform), North American Paddle Sports Association, Outdoor Alliance, Trade Association of Paddlesports, Kayak and Canoe Club of New York, Atlanta Whitewater Club, and Piedmont Paddlers.

Other Accomplishments:

- Slalom K1, C1 and C2 Mixed competitor, 1983-1986
- Member, US National Freestyle Kayak Team at World Freestyle Kayak Championships 1993, 1997, 1999, 2003, 2005, 2007.

Risa has been a key contributor to the growth and evolution of whitewater in the U.S. for more than 25 years. She first made a name for herself as a hold-nothing-back eastern squirt boater and creeker who developed a taste for big water. She distinguished herself in many paddling competitions through the 1980's, '90s and through to the present. Risa represented the U.S. in six World Freestyle Championships (1993 to 2007). However, it has been through her volunteerism and her professional training in marketing that she has made her greatest contributions to whitewater. Throughout the last 25 years, she has been a board member, president, and Executive Director of American Whitewater. Many important river access and conservation issues were successfully advocated during her tenure. She created glue for a renegade AW board when it was on the brink of extinction in the early 90's and revived a

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grassroots connection with members to stem a serious membership decline during some very financially trying times of tight funding. Risa was also the Marketing Director for Perception and Watermark Paddlesports in the '90s and fully supported river conservation through the company at every opportunity. Risa presently owns her own company providing consulting services for the outdoor industry including environmental advocacy and municipalities with river access and is promotes and development of whitewater courses and parks as a means to in her words "recast whitewater as a word that is once again perceived to be *challenging and adventuresome* versus *irresponsible and scary*, so that parents will with enthusiasm let their kids discover and learn the exhilaration and responsibility that accompanies the love of the sport." Her list of board affiliations in the outdoor recreation and conservation field is unsurpassed by few in the sport.

suetaft

From: Risa Shimoda [risa@theshimodagroup.com]
Sent: Tuesday, May 22, 2007 1:47 AM
To: Sue
Subject: Bio Additions if There's Time

Hi Sue,

If by chance there's time to add two activities (one professional, one volunteer), I'd love to include in my bio chairng/leading the following:

Whitewater Courses and Parks conferences
Potomac Festival

Those are current and big in my life...I'd forgotten them.

Thanks a ton.

I'm headed to ASCI in an hour and will be back later today. If you're able tomorrow, would like to chat to report in on the board meeting....

Check the ASCI home page to see this geezer surfing Feature A!

Risa

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5/26/2007