

## *New Mexico Ski Hall of Fame*

2012



# Wally Dobbs



Walter “Wally” Dobbs grew up in Mesquite, Texas and was first introduced to skiing in 1968. He and a friend visited Red River shortly before he reported for duty in the U. S. Army. His first run took him 3 hours and many tumbles but kept his spirit up through two tours in Vietnam.

After leaving the Army, Wally returned to Texas, where he ran a large printing company in Dallas. He was still thinking about skiing and would periodically travel to Colorado and New Mexico. He decided to move to Red River in 1985 and took up skiing seriously while working as a bartender at Texas Reds and the Alpine Hotel. Within a few years he was a ski instructor and later established Red River Adventure Tours to promote tourism of fly fishing, rafting, horseback riding and Jeep tours. He was recruited by Red River owner Drew Judycki to help promote the the centennial celebration of the Ski Area and then asked to stay on as the area’s marketing director.

For 17 years, Wally promoted Red River along with other NM ski areas during the off season throughout the central United States. He drove his red 1951 Willys Jeep with a ski bolted to the front bumper and NM ski area posters on the side. He passed out

brochures, coupons and talked about New Mexico’s ski slopes to anyone who would listen.

By 2000 he became the director of the Red River Ski School and visited over 700 ski, sports and travel groups during the summer.

He slowed a little in 2009 with a bone marrow transplant and chemotherapy, but was back on the slopes the following winter.

Wally has inspired countless skiers with his personal interaction and enthusiasm. He has been a passionate and prolific ambassador for alpine skiing in New Mexico. His personal style is contagious and he can be seen crisscrossing the slopes of Red River any day during ski season.

Wally was inducted into the New Mexico Ski Hall of Fame in 2012 and is also in the New Mexico Tourism Hall of Fame. Wally passed away in 2015.

