

Dale Swanson

Affiliated Discipline:	Cross Country
Date of Birth:	January 21, 1946
Hometown:	Canmore, Alberta
Active Career Period:	1986 - 2020
Induction Category:	Builder

Dale Swanson is a resident of Canmore, Alberta. In 1991, with partner John Gallagher, he founded Trail Sports, a specialized cross-country ski shop located at the Canmore Nordic Centre Provincial Park. He served 5 years as President of Foothills Nordic Ski Club based in Calgary, is a lifetime member, and was instrumental in bringing World Cup Nordic events back to Canada.

In September 2003, Swanson co-founded the Alberta World Cup Society, a non-profit organization with the objective of hosting World Cup Cross Country events. The first of these major events was the Centennial World Cup held in December 2005. Swanson was co-chair of the organizing committee. Soon after, he was instrumental in creating the Alberta World Cup Academy, one of Nordiq Canada's premiere training centres. The Academy enables selected athletes to train at the highest level while simultaneously pursuing a University education. Swanson served 12 years as Chair of the Alberta World Cup Academy and Vice-President of the Society.

Swanson's vision and drive led him to work with the Alberta Government to invest \$25 million in upgrading the 1988 Olympic facilities in Canmore. He also played a crucial role in convincing the International Ski Federation (FIS) to bring the 2005 World Cup back to Canmore after a 10-year hiatus. The success of these Alberta World Cups has led FIS to express their commitment to running more World Cups in Canada. They are now on par with renowned classic races in Europe.

Swanson has spent more than 35 years serving in various volunteer roles within the cross country community. In recognition for his years of leadership, the Dale Swanson Distinguished Athlete Award was created in his honour, a \$2 500 bursary awarded annually to two Academy athletes. Swanson's contribution to cross-country skiing has been immeasurable including the signature World Cup Stetson.