It's not often that a person can transfer the love of a sport into a life-long career, but that's exactly what Seth McCadam (Class of 1992) has been able to do, converting a passion for skiing and racing to positive mentoring as a coach.

For his outstanding high school career that included an individual California state skiing championship and his successful coaching career, McCadam will be inducted into the PHS Athletic Hall of Fame on April 27 in a ceremony in the school's iconic Earl Crabbe Gym.

McCadam was a key member of he 1992 Placer High ski team that captured the state championship when he finished first in the Slalom, winning by four seconds and second in the Giant Slalom. After the season, he competed in the Western Regional U.S. Ski Association Junior Olympics.

Following graduation from Placer, McCadam attended Sierra College and UNR, coaching at the Auburn Ski Club while at Sierra and coaching for Sugar Bowl Academy while in Reno.

Skiing and racing seemed to be a natural for him ever since his grandfather, Bob Riley, put him on skis at an early age. As a youngster he skied for the Auburn Ski Club and competed at Boreal, Sugar Bowl, Mammoth and other mountains.

At one point McCadam decided to take a break from skiing to concentrate on baseball. But he credits to his Placer High School coaches Rad cCord and Toby Covich for influencing him and sharing their passion for skiing.

"They believed in me and inspired me to excel," he said.

Other inspirations were Auburn Ski Club Director Bill Clark, and McCadam's Sierra College coach, Ryan Rodarte. Auburn Ski Club, especially, was a huge influence. "There were a lot of good skiers at Placer," McCadam recalled. "We trained together, competed against each other, pushed each other, and became good friends."

Following his time at UNR, McCadam coached for eight years at Jackson Hole, first serving. as an age-level coach, and as Alpine Program Director in his final year there.

His next stint was as U.S. Women's Ski Team coach for from 2005-2014. The first year he coached the Europa Cup team in Europe, then served as assistant coach, and during the last five years served as head coach for the Women's Development team. While there, he worked with skiers Lila Lapanja and Paula Moltzan as they bridged the gap to World Cup competition.

In 2007 and 2009 he was on the U.S. World championship coaching staff before being promoted as a member of the 2010 Vancouver Olympics team coaching staff.

Known throughout the sport for his knowledge and science-based coaching methodologies, McCadam was hired as Technical Director for the Sugar Bowl Academy Alpine Ski team in 2014. He proudly indicated that he became the third generation to work at Sugar Bowl. His grandfather Bob Riley was comptroller there in the 1970s and his mom, Krisanne, worked there during that time as well.

Since 2016 he has served as the Program Director of Skiing at Mt. Hood Academy, a non-profit organization, founded in 1983.

During his career, he was named Intermountain Coach of the Year for 2002-03 at Jackson Hole, Outstanding Alpine Coach in 2018, and Northwest Cup team overall winner for the Mt. Hood Race Team & Academy 2018.

He also had the privilege of helping to coach Olympians Julie Mancuso and Lindsay Vonn.

“My coaching philosophy evolved over the years,” he said. “At the club level, it’s all about mentoring, helping the athletes with life skills, teaching them resiliency, sportsmanship, and respect, helping them build character.”

Coaching at the higher and Olympic levels is different. “It’s all about performance, providing support for the athletes, supporting them in pursuing their dreams.”

McCadam brings a scientific teaching methodology in his pursuit of coaching, including sports psychology and peaking strategies.

“I took my passion in skiing and racing and what I couldn’t accomplish myself to coaching. My goal is to become a master coach. That’s what drives me.”.

He is proud of being part of a handful of World Cup victories, World Championships, and the Olympics. As a coach he gets a sense of joy in seeing his athletes reach their goals. “Seeing kids you coach evolve into great people is rewarding because the sport is so challenging with so many variables.There is joy in seeing them become entrepreneurs, get married, have children.

McCadam and his wife Karen live in Hood River Oregon, where she owns a cross fit gym and competes nationally in age-division competitions.

The Athletic Hall of Fame ceremony will be held in the Earl Crabbe Gym on April 27. A reception will begin at 6 pm followed by the induction ceremony at 7 pm.

Tickets for the reception cost $25 until April 15, and $35 after, and are available online at placerathletichalloffame.org.

The 7 pm ceremony is free of charge to the public.