

## Karen Schneider

### Bill Mackey Award 2004

Citation: The Mackey Award is given to an industry person who has made a decisive contribution to FWSA and to the skiing public. We take great pleasure in nominating Karen (Kler) Schneider for the prestigious Award, recognizing her unfaltering support of the Far West Ski Association and the skiing public.



Karen has provided truly outstanding service to the Association. She assumed a senior role in resort Marketing in 2000 and immediately became a strong supporter and vocal advocate for the FWSA Western Ski Heritage Award, sponsored by Steamboat Ski & Resort. It was under her stewardship that Steamboat agreed to extend the award sponsorship to a three-year commitment and enlarge the award package. She has personally taken care of the most recent award recipients during their visits.

Karen has also been a strong supporter of the FWSA Councils and has been instrumental in supporting a number of Council trips to Steamboat. She also demonstrated her support for the growth of Councils by hosting the 2003 National Ski Council Federation Meeting in Steamboat in August of last year. Her comprehensive planning and attention to detail made the meeting highly productive and enhanced the ability of the seven participating FWSA Councils in achieving many of their goals in providing service to their respective clubs and membership. Her graciousness is unparalleled.

Her outstanding professional skills and ability to communicate effectively the benefits of her resort has portrayed Steamboat in the most favorable public light. Trumpeting the vast improvements achieved by Steamboat Resort, she has kept the skiing public well informed. Her encompassing knowledge of industry trends and extension of that knowledge to her customers will make for a better educated and more capable winter sports enthusiast.

Her enthusiasm is non-stop and her personal involvement displays sincerity in service that is truly laudable. She has provided invaluable support in assuring the continuation of the long term and excellent relationship enjoyed by the Association, its Councils and Steamboat Resort.