

Kris McKinnon

Bill Mackey Award 2006

Citation: Kris is currently the Director of Sales in the Aspen Ski Corporation Marketing Department. Beginning at the level of ski instructor, Kris joined the Aspen Ski Corporation staff over 20 years ago. She served as a Ski Instructor and eventually worked her way up the leadership ladder until she now heads the Marketing Department.



A continual supporter of the Far West Ski Association, under Kris' marketing leadership Aspen has participated in the Silent Auction since 1987. Aspen is one of only 6 companies that have participated in the event for every one of the past 18 years, largely due to Kris' influence. In rough terms that would equate to over \$18,000 in donations to our main fund raising efforts.

Our Aspen Ski Week in 2004 was one of the most successful in FWSA history. We took 750 skiers to Aspen and Kris was instrumental in every aspect of the week's success. Kris has ensured the resort remains most generous in its long-term support of the FWSA Safety Person of the Year Program.

This 7-year old program rewards the FWSA Safety Person of the Year with a one-week fully paid trip to Aspen for two people. It recognizes the importance of safety on the mountain and has inspired many within our organization to become vocal advocates of what we all treasure – safety for ourselves and each other. What's more, it represents the first programmatic resort sponsorship of its kind and has resulted in approximately \$14,000 in trips provided to worthy FWSA Awardees.

It has become a standard for industry's support of programmatic efforts of recreational ski groups. Although not the original decision maker Kris has enthusiastically embraced this concept of partnering with FWSA in support of mutual goals and has become a great supporter and steward of its future. It set the stage for FWSA to pursue industry support for its Western Ski Heritage Program (now 5 years old) and its more recent and successful developments in scholarship support and multi-year sponsorships.

In 2005, at what is probably the seminal event in our recent history, the celebration of our 75th year of existence, Kris McKinnon was the decision maker in providing the largest sponsorship contribution.

Kris truly enjoys getting out among skiers and talking personally about Aspen. At our events you won't find her standing behind a table, but she will be out in the aisles, with her friendly smile and handshake, to provide information first hand to our members about the resort and corporation she loves. Kris has also been generous in giving her time to share her knowledge about skiing.

We have a tremendous amount of admiration and respect for Kris McKinnon. Like Bill Mackey, her love of the mountains and support of skiing is an inspiration to us all.