

# Bill Mackey Nomination

*Cyd Heatherly*

Nominated by:  
**Mike Sanford**  
**Steve Coxen**

Years of Service: 2006-2008.

**Cyd Heatherly** is currently the Manager, Special Events & Group Sales at Snow Basin. She has been in the ski industry for over 7 years.

In 2000 Cyd moved to Snowbasin where she started as Ski School Administration Manager, then in 2003 Cyd became full time as Human Resources Specialist. In 2004, Cyd embarked on a career in Special Events and Group Sales for Snowbasin Resort, where she serves today.

She has become deeply involved in the organized recreational side of the ski industry through her efforts with all the major council and clubs in the U.S. and most importantly, FWSA.

Snowbasin began participation in the FWSA Silent Auction 1995 but as a vigorous supporter of the Association Cyd has expanded that support to include multi-year contracts to sponsor the annual convention golf tournament. Cyd was especially helpful in the transition of the tournament to a memorial event honoring the memory of Michael German, Vice President for Council Services. Under Cyd's marketing leadership Snowbasin has also been very active in recruiting Far West Councils and clubs to the post Olympic, eye opening makeover of the beautiful Snowbasin ski slopes and amenities.

She has also ensured the resort she has represented remained among the most generous in support of the FWSA Programs. She is a strong and vocal supporter of the Association and has enthusiastically embraced the concept of partnering with FWSA in support of mutual goals and has become a great supporter of its future. She truly enjoys getting out among skiers and talking personally about skiing and its benefits. At our events you won't find her standing behind a table, but out in the aisles, with her friendly smile and handshake. Cyd has also been generous in giving her time to share her knowledge about skiing.

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

