

## Steve Coxen

### Hans Georg Award 2004

Years of service 1986-2004

Citation: We Take great pleasure in nominating Steve Coxen for the Hans Georg Award. Steve has been a long time member of the Berfreunde Ski Club and has remained active in Club activities long after serving on its Board and as President. He served as the Chairman of the Portland Ski Council, now the Northwest Ski Club Council. Steve has been instrumental in assimilating the NWSCC into the mainstream of the Far West Ski Association and making them in integral part of the Associations act ivies. Steve served as the FWSA Host Convention Chairman and as Convention Coordinator in past years. He is currently serving as FWSA Past President and 2004 Convention Committee Chairman.



Steve's successes propelled him to the Presidency of FWSA from 2000 through 2003. His accomplishments include:

- Creation of a Charities and Our Communities Committee, which has brought greater awareness of the involvement of our clubs and members in charitable activities in our communities
- Endorsement of NSAA Sustainable Slopes Initiative and more active involvement in ski area development
- Development of closer ties with Far West Racing Association
- Complete redesign of our FWSA website
- Improvement of the Club and Council awards program and the addition of an awards category for website design
- Introduction of membership cards and the creation of a member benefits program
- Leadership by individual Trustees in ongoing programs that have a long-term impact on the success of our organization- Bylaws Committee, the FWSA Awards Program and our database
- Successful back-to-back record setting FWSA Conventions in Reno, Portland and San Diego (Palm Springs)

Steve has been a long time contributor on all levels of organized skiing. In 2002, as President, he moved the Board forward in identifying and clarifying organizational goals and objectives in a very productive brainstorming session. In mid-year he assumed personal control over a struggling effort at reforming the Association web page and was successful in creating a much more aesthetic, effective and user- friendly page. Steve, with his business and financial background, also worked on developing a broader income base with sponsorship and development initiatives.

Steve has also been aggressive in helping to formulate closer bonds with industry partners such as PNSAA, NSAA and the National Forest Service. His vision of a more influential Association better positioned to provide maximum service to its members was met largely through his superb leadership.

In addition, Steve was instrumental in establishing the Northwest Snowsports Advocates in 2003 and an associated web page (<http://www.nwskiers.org/nwsa/index.htm>) The by-line of the page is "You can do something which is vital to the future of the ski industry and your favorite ski areas- MAKE YOUR VOICE HEARD! " The Page has been praised by all in the industry aware of it and was featured in the Snow Industry Newsletter and the National Ski Club Newsletter.

Through this activity Steve has extended the influence of the FWSA far beyond the borders of our membership and has great influence in recreational skiing developments in the Pacific Northwest as well as all the geographic areas serviced by FWSA. His efforts are also widely recognized by our industry partners as some of the most substantial in our recent past.

Steve has previously won the prestigious J. Stanley Mullin Award as the FWSA Man of the Year and the Jordan-Reily Award for contributions in the area of Public Affairs.