

Mark Udall

Jordan-Reily Award 2005

Citation: We take great pleasure in nominating Mark Udall for the Jordan-Reily Award, recognizing his superior achievement in assisting the FWSA Public Affairs programs.

In 2003 U.S. Representative Mark Udall teamed up with his East Coast counterpart, Representative John Sweeney of New York, to form the Congressional Ski and Snowboard Caucus to defend the interests of the nation's ski and snowboard resorts. From their posts in Washington D.C. they offer the ski industry a unique national exposure.

Mark Udall, Eagle County Colorado's Congressman, has been joined by industry leaders, executives and members of the U.S. Ski Team in the formation of the Caucus. The bipartisan coalition's aim is to "promote the health and physical benefits" of winter sports and ensure the financial health of the country's ski resorts. Other problems the politicians said the caucus would deal with are: land management, transportation, wildlife, education and housing in ski resort communities. They have already participated in the launch of the NSAA sponsored program "Winter Feels Good", a program aimed at getting young people to experience the excitement and healthy affects of winter sports.

Since 1997, FWSA has worked to increase the breadth and influence of its Public Affairs program. It has sought greater access to critical information on important development issues and worked to establish balanced and informed positions with regard to those issues as they may affect the organized recreational skier. This Caucus perfectly compliments FWSA's goals and has taken on the FWSA suggested task of battling the airline industry's inconsistent application of baggage policies. Two issues accepted as targets for review are: 1) counting the boot bag and ski bag as one, and 2) how to count a helmet as equipment. They have agreed to accept our suggestion that a consistent baggage policy with specifications written by the Caucus can serve as a guide for all the airlines and can simply be inserted in the airline baggage policies nearly verbatim. FWSA has volunteered to help in that effort.

Congressman Udall has personally involved himself in the efforts to help our recreational skier community express itself and communicate its needs to an unprecedented level on the national political stage.

Congressman Udall has expressed his strong support of the FWSA Public Affairs program. He has facilitated the elevation of the voice of the organized recreational skier throughout the ski industry and has offered his assistance to help FWSA and its member clubs in the development of recreational skiing in the western U.S.

Mike Sanford, FWSA President

Michael German, FWSA VP of Council Services