

## Scott Kaden

### Jordan-Reily Award 2006

Citation: Scott Kaden serves as President of Pacific Northwest Ski Areas Association. PNSAA was founded in 1957 by 7 ski areas. Today, it has grown to become a non-profit trade association of 30 ski areas in Oregon, Washington, Idaho, Montana and Alaska who collectively serve over 4 million skiers annually. More information regarding PNSAA can be found at [www.pnsaa.org](http://www.pnsaa.org). Scott coordinates PNSAA programs at regional, state and local levels to



- (1) increase demand for the sport of skiing,
- (2) promote skier safety awareness at all levels,
- (3) provide information for responsible care and utilization of environmental resources, and
- (4) improve ski areas operating performance.

A major responsibility for Scott is to build relationships and develop cooperation among other ski related associations and organizations. To that end Scott represents the interests of all PNSAA members in governmental, legislative and regulatory matters. He works closely with the US Forest Service, Region 6; National Ski Areas Association; elected representatives at the local, state and federal levels; state tourism offices; the EPA; and industry organizations including SIA, USSA, NSP, NASJA, PSIA-NW, and INSA.

Over the past two years, Scott has spent countless hours assisting Northwest ski areas prepare master plans for a variety of improvements to their areas. He works closely with the ski area's staff to help facilitate the development plans through the expensive and tedious approval process with the US Forest Service and other governmental agencies. He has appeared as a spokesman at regional governmental summits including the recent meetings to discuss the Senate proposal to expand Mt. Hood wilderness protection and the long-term future for recreational activities on the Mt. Hood.

Scott is the key contact person to provide updates to Northwest Council's Northwest Snowsports Advocates, an advocacy group for responsible ski area development that keeps all skiers informed of Northwest ski area development plans. Scott provides regular updates regarding the status of the ski area proposals at the US Forest Service levels. He keeps skiers informed on when and where to send letters of support for development plans. The results of his efforts through Northwest Snowsports Advocates can be seen at [www.nwskiers.org](http://www.nwskiers.org).

Scott has been instrumental in building a strong relationship between the Northwest ski areas and the skiing public by providing ways for skiers to express their opinions about the future of skiing in the their areas.

Nominators: Steve Coxen & Mike Sanford