

Tommi Tyndall Nomination

Aspen Skiing Company

Nominated by:
Mike Sanford
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The Tommi Tyndall Award is presented to an industry member that has made a distinguished contribution to skiing and/or the Far West Ski Association in the past year or in a prior year. We are pleased to nominate the **Aspen Skiing Company** (ASC) for this award, in recognition of its outstanding support of the skiing public, the local community and the Far West Ski Association.

Aspen Skiing Company is a premier year-round family resort with stunning landscape, cultural heritage, and Victorian atmosphere. Its thriving community attracts both national and international visitors to some of the finest skiing in the world, with many renowned resorts a short drive or bus ride away. Local ski areas include Ajax Mountain, Aspen Highlands, Buttermilk and Snowmass.

ASC has been a devoted supporter of the Far West Ski Association, having donated ski vacation packages to the annual Convention Silent Auction for 19 years. It has also provided support to our local councils and ski clubs fund raising events. It also hosted a FWSA BOD meeting in 1999.

Under the dynamic and enthusiastic leadership of Kris McKinnon and Mary Manning, ASC hosted over 700 delighted FWSA Skiers for the 2004 FWSA Ski Week. FWSA skiers were welcomed with "open arms" and events such as the welcome reception and concluding banquet were adorned with signage and historical pictures celebrating not only ASC but FWSA and its seminal 75th Anniversary. The organization of the event was outstanding and the generosity of ASC was apparent all around us.

What's more, Aspen has assumed a role of major sponsorship supporter for FWSA. Its long-term (9 years) and precedent setting support of our Safety Person of the Year Program has resulted in an estimated \$18,000 in donations to the award winners. Generous convention sponsorships of thousands of dollars, the long term support of the Silent Auction and leadership in partnering with recreational ski groups is unmatched. It set the stage for FWSA to pursue industry support for its Western Ski Heritage Program (now 6 years old), the sponsorship for the Councils Man and Woman of the Year Program and our more recent and successful developments in scholarship support and multi-year convention sponsorships.

ASC's record on environmental work is unparalleled in the ski industry. They have been honored for years by National Ski Areas Association (NSAA) for their impeccable record on environmentally sound development and the effectiveness of their overall program, receiving the Top Eco-friendly Resort Award from Plenty Magazine in 2004. They currently have on staff the internationally recognized Global Warming Specialist and Lecturer Auden Schindler. They have also received NSAA awards for Best Overall Customer Service, Best Overall Marketing Campaign and the Colorado Ethics in Business Award.

ASC has an outstanding record in service to their community in supporting competitive development, community services, local charitable organizations and responsible community development.

For its outstanding and long term support of the skiing public, the local community and the Far West Ski Association, the Aspen Skiing Company is certainly deserving of recognition as a recipient of the Tommi Tyndall Award.



photo courtesy Aspen Skiing Company