



## Far West Ski Association

presents the **Bill Berry Award, Hard News** to

# *Linda McGavin – Editor “Northwest Snowsports Guide”*

**Linda McGavin** has been Northwest Snowsports Council Director of Communications for many years. She is the founder and creator of the council’s annual publication, Northwest Skiers’ Directory.

Under the supervision of Linda as editor, the first Directory was published in 1984-1985. It is now in its 32nd season. Last season the name of the Directory was changed to Northwest Snowsports Guide, to embrace the more and multiple types of snowsports.

The Guide began as a resource for ski clubs, ski areas, and ski schools, for our club members, as well as the general skiing public. Early guides were printed in black and white with listings of clubs and ski areas and schools.

As editor, Linda has brought the publication into the modern world as a robust guide. It is filled with interesting storytelling on many aspects of skiing and boarding. The Guide often features one or more articles by Linda.

In the early nineties, the format changed from just listings of clubs, ski areas and schools and historical information about NWSCC, to adding several human interest articles. Linda wrote a feature article, “Heli-Skiing: The Ultimate Ski Trip.” A week in the Bugaboos with your ski club will do the trick—she really wanted to share that type of exhilarating skiing experience with everyone.

Over the past 20 years Linda has written feature articles each year. Topics included NWSCC programs such as NW Snowsports Advocates, NW Ski Challenge, Champions of the NW, scholarships, safety, weather, equipment, skiing green, charity organizations and events, summer skiing on Mt. Hood, racing, the Olympics, and FWSA programs and conventions. The annual Ski Club Calendar of trips and events remains a popular article today.

The Guide is distributed to thousands, via council events, club meetings, council meetings, and two consumer ski shows, as well as using a professional media distributor for Oregon and Washington.

Linda manages the production of the Guide—from start to finish, writing articles herself, collaborating with other writers, managing layout with our graphic artist, and managing cost-effective printing and distribution of the Guide.

She is the consummate promoter of our sport and the benefits of club membership. This enthusiasm abounds with every Guide she produces!

Respectfully nominated by *Mary Olhausen*.