

Bill Mackey Award

Nominee: Brad Wilson, Vice President & Director of Sales, Brian Head Resort, Utah

Nominator: Norman Cullen, President & J. Stanley Mullin Award Recipient

Co-Nominator: Jane Wyckoff, Past President, Hans Georg & Elizabeth "Schatzi" Wood Awards Recipient

Citation:

1977-86: Brad was a part time professional ski patrolman and senior national ski patrolman at Sierra Summit Ski Resort at Lakeshore, CA.

1979-86: Brad owned and operated a specialty ski shop in Fresno, CA and gave annual talks to Fresno ski clubs on skis, bindings, boots and tune-ups, as well as, providing discounts to ski club members at his shop.

1986-88: Brad was the National Sales Manager for Heavenly Valley Ski Resort in Lake Tahoe, CA. He started attending the FWSA Annual Conventions and meet with other FWSA members.

1988-93: Brad was Director of Sales, then Director of Marketing for Bear Mountain Ski Resort, Big Bear Lake, CA. He started working with the San Diego and Orange Councils organizing League Racing and Learn-to-Ski buses (from San Diego). Brad, working with KelLe Malkewitz of the CHSS, was involved in securing sponsorships for the first annual Ski-A-Thon benefitting the California Handicapped Ski School (CHSS). Brad was also instrumental in having Bear Mountain donate 50 lift tickets each year to the ski club who donated the most dollars for the event, as well as, providing lift passes for the School's volunteers.

Throughout Brad's tenure with Bear Mountain, he was always available for presentations to ski clubs and other events. Whenever there was a problem or a need for a donation for a ski club or FWSA event, Brad was always there. By working with the clubs, councils and the skiing public Brad exemplifies the Bill Mackey Award for outstanding service to the skiing public.

In 1993, Brad became Vice President of Brian Head Ski Resort, Brian Head, Utah where he continues to serve the skiing public and anxiously awaits your visit to some of the best skiing in Utah.