

**Far West Ski Association
Bill Mackey Award**

Jim Loyd

We respectfully nominate **Jim Loyd** for the Far West Ski Association's **Bill Mackey Award**. Jim currently is Director of Sales & Marketing at Big White Ski Resort in British Columbia, Canada.

Jim started working for Big White 27 years ago as a ski instructor and was soon promoted to Director of Ski School. After about 10 years, he changed gears and became Director of Skiing and was in charge of everything to do with skiing, from the ski school to guest services. In 1996, he became Big White's Director of Sales and Marketing.

Jim attended his first FWSA Convention in 1997 in Portland, OR. At first he was just trying to figure out who we were but soon realized that Big White would be a perfect place for our groups. He probably made the biggest impression on FWSA when he got the four ski areas of BC Country (Big White included) to donate the canvas goodie bags for the delegates at the 1999 FWSA Convention in Los Angeles. The bags were a big hit and many people are still using them today.

For the past seven years, Jim has been hard at work enticing FWSA ski clubs to bring their group to his fabulous resort. The first FWSA group to ski Big White was the Santa Barbara Ski Club in 1998. In succeeding years, he has brought in clubs from Orange, San Diego, Los Angeles and Arizona Councils. He recently did a special presentation of Big White & Silver Star at a Northwest Council meeting.

This year Jim wooed Los Angeles Council to Big White. With 250 strong skiers and snowboarders, LAC was both the first council and largest group to arrive in Big White. We appreciated the extra lengths Jim went through to personally ensure that everything ran smoothly. The snow was fantastic, the skiing was endless, the tubing party was a blast, the staff at Big White was the friendliest and most helpful, the "Cruise the Blues" was a challenge, the racing was run efficiently, the banquet as excellent and the band "Girls Night Out" kept us all dancing until early morning.

Jim's biggest challenge was our luggage (we Americans just travel with way too much baggage). He worked closely with both Alaska Airlines and Air Canada to make sure that everyone got their luggage as soon as possible. In an unprecedented move, Jim arranged to have our skis and boots trucked into and out of Big White. With the exception of one person, all luggage was delivered by 7AM the morning after arrival – plenty of time to get in a full day of skiing on fresh snow. And, as for that one person who didn't get his luggage until the afternoon, Jim literally gave him the clothes off his back and made arrangements for him to get the best equipment to ski with.

Jim loves to ski, loves his mountain and obviously loves sharing the secret of his mountain with all of us. It is his love of skiing the mountains and his dedication to providing skiers the best experience possible, that we proudly nominate **Jim Loyd** for the Far West Ski Association's **Bill Mackey Award**.

