

**Far West Ski Association
Service Award Nomination**

Nominee Name: Mr. Jerry Simon, 3524 Freedom Ave, Las Vegas, NV 89121

Award for Nomination: Bill Mackey Award

For almost three decades, Jerry Simon has been a true friend and supporter of the FWSA. Dating back to 1963 when Jerry first met Harry Leonard in New York and created the marketing/sales arm of the INTERNATIONAL SKI AND WINTER SPORTS SHOW, Jerry has been an international leader in skisport. EXPOWINTER and the LOS ANGELES AND SAN FRANCISCO SKI SHOWS came to the west coast and have become a part of our lives each fall. In the early years (1968-72) the LA Ski Show and the San Francisco Ski Shows were the mainstay for developing funds for the then Southern and Northern Councils (now the LA and Bay Area Councils) through Jerry and Harry's show ticket rebate and contributions to the local ski patrols. Jerry was the first to offer free booth space to the ski clubs for membership promotion. He gave freely of his time to the clubs and councils in LAC and the BAC and was the first to help establish the "Ski Swaps" in conjunction with the Ski Shows.

Out of the Ski Shows came the International Ski Film Festival. Though this program, Jerry gave the ski clubs an opportunity to view some of the greatest ski films ever made; again at no charge to the clubs. In the early 80's, Leonard retired and Simon continued with the International Ski Film Festivals, and also created "Ski Mechanics", a national program for ski shop retailers for training ski mechanics proper techniques for binding installation, ski tuning and ski boot fitting. This program is now one of the most respected and highly attended national seminars in the country.

About this time Jerry's national travel program SKIGROUP really took off. Starting with eight shows and thirty exhibitors, and traveling from the east coast to Chicago, Jerry expanded his SKIGROUP west and is now coast to coast with 31 cities and over 260 exhibitors, involving 24 ski councils and over a thousand ski clubs in America.

Today Jerry Simon's SKIGROUP has the greatest following of travel agents, ski club/council travel chairpersons than any similar program in skisport. Jerry always makes sure that local ski clubs/councils are invited to SKIGROUP and coordinates his visits with the FWSA Annual Convention and its Travel Symposiums.

It is with the greatest admiration and respect that the co-nominators shown below, place the name JERRY SIMON for your selection as the FWSA's recipient of the 1991 BILL MACKEY AWARD for distinguished accomplishment and long-term contribution to skiing and the skiing public.

Co-Nominators: Chuck Morse (Hans Georg Award, J. Stanley Mullin Award and Bill Mackey Award); Jane Wyckoff Clark (Hans Georg Award, Elizabeth "Schatzi" Wood Award; John Watson (Hans Georg Award, J. Stanley Mullin Award); Alan Christian (Hans Georg Award, J Stanley Mullin Award); Frankie Hansen (Hans Georg Award, Elizabeth "Schatzi" Wood Award); and Martha Perez (Hans George Award).