



Far West Ski Association

presents the **Bill Mackey Award** to

Katie Balkwill – Sales & Marketing Big White Ski Resort

Katie Balkwill is a highly innovative and motivated sales and marketing manager at one of our favorite resorts, Big White Ski Resort in BC Canada. Officially she is the Regional Sales Manager but she gets to fly all over the world promoting Big White skiing.

Her passion is building a strong brand through strategic planning and market research. She encompasses the skill set and has proven the ability to develop and manage efficient strategic marketing plans and cultivate business relationships built on respect, loyalty and trust.

Her dynamic, disciplined leadership style and easy-going sense of humor have been a defining management strategy that instills pride and inspires a team to achieve excellence.

Katie goes above and beyond when dealing with Big White clients. Her enthusiasm and humor are infectious. She is hands on and always finds a way to make the customer (us skiers) happy and wanting to come back.

When you sign up your group with Katie, she helps set up the trip so everyone's expectations are met. While she can't do anything about the weather, she makes sure your stay at Big White is all that it can be.

Katie has recently been reappointed a Director for Tourism Kelowna which represents a broad spectrum of Kelowna's tourism industry. Katie volunteers her time and contributes extensive knowledge and experience to ensure that the organization is accountable and performance-driven.

In our minds, Katie is an outstanding employee and one we would want on our team. She is more than deserving of the Bill Mackey award.

Respectfully nominated by *Gene Fulkerson & Catherine Ohl*.