



Far West Ski Association

presents the **Jordan-Reily Award** to

Jo Simpson

Jo Simpson is the current Public Affairs Chair for the National Ski Council Federation, a position she has held for several years. In that position she monitors news items, ski industry trends, and legislative action affecting the ski industry nationally. She provides this information in a monthly newsletter "NSCF Newsbeat" that is distributed to 30 ski councils throughout the United States. This relevant information is distributed in the FWSA News Flash to ski club officers and members and some of it is published in ski club newsletters where more ski club members are kept informed.

Jo is the current VP of Council Services for FWSA, a position she has held since 2013. She is the current President of Sierra League and Council, a position she has held since 2008. She represents Sierra Council's 12 clubs and race teams on the FWSA Board of Directors.

Jo brings plenty of experience to her roles based on a 30-year Federal career in various public affairs and communications positions in four agencies, the last of which was Bureau of Land Management Reno.

Jo is a very passionate skier and ski racer who brings her enthusiasm, leadership skills, and vast ski industry knowledge to every position she volunteers for. She is very deserving of this award which recognizes a one or two year activity and achievement in the Associations Public Affairs programs—area development, skier safety, liability protections, governmental affairs, taxation and transportation.

Respectfully nominated by *Steve Coxen & Randy Lew.*