

Bill Mackey Nomination

ANN COOK

Nominated by:
Debbi Kor
Mary Olhausen

Ann Cook, Director of Group Services for Mt. Bachelor, is our nominee for the 2015 Bill Mackey Award. Originally from Salt Lake City, Ann studied at Oregon State University, and was hired by Mt. Bachelor as a ski instructor in 2002. In 2011, Ann transferred her love of the mountain to her new group sales position, applied her strong interpersonal skills to the task and began attracting new ski groups immediately. She embarked on a sales mission to increase awareness with the ski clubs and councils in the Northeast U.S. region. Her efforts were overwhelmingly successful and the flow of business from this area continues to grow significantly each year, bringing club visits up from just five to seven clubs, annually three years ago, to it's now 20-30 annual visits. In 2013, with the retirement of former "Group Sales Guy", Bob Bourquard, Ann handily stepped into the position as Mt. Bachelor's Group Services Director.



Photo courtesy Far West Ski Association.

Mt. Bachelor throws out the virtual red carpet for all visiting ski clubs, whether that be a local club, or one who has traveled across the United States, as the Blue Ridge Ski Council did in late January, 2015. Ann planned a Super Bowl Party for this Washington D.C. group, with large screens throughout the Riverhouse Convention Center. On another evening, they had "A Night at the Museum" dinner and wine tasting at the High Desert Museum, and ended their week with a Farewell dinner which included Hula Dancers and Hawaiian Fire Dancers. Bill Schrodell, President of BRSC said "this program was phenomenal and the best experience I have ever had at one of our Western Carnival Trips. Ann Cook worked tirelessly to organize and promote this trip and she has been the best sales representative I have worked with over my years in the ski industry". The Chicago Metro Council visited Mt. Bachelor in early February, 2015, bringing 10 of their clubs with them.

No matter the size of the club, Ann warmly welcomes them to Central Oregon to play in her backyard. She wants every guest to experience the uniqueness that only Central Oregon can provide. The mountain puts out a personalized welcome sign at the base lodge, so everyone knows your club is on the mountain. Through Ann's coordination, the local Bend businesses provide discounts on rental equipment and special deals at select restaurants and stores. Groups are also offered discounts at Mt. Bachelor, renting their Demo skis for half the normal rate, sometimes allowing up to 3 demo changes per day to keep up with the changing ski conditions.

Ann has been a delight to work with for the past several FWSA conventions. Her unique ideas, and her wonderful enthusiasm have made for many memorable moments at the pool parties, sponsored by Mt. Bachelor since 2009. Who can forget the crazy sun glasses in Los Angeles, the Mechanical Bull Riding in Ogden, the air guitars in Palm Springs and so many other fun things?

In the process of spreading the Mt. Bachelor story so effectively nationwide, Ann has become a consummate ski business manager, a friend to clubs and councils, and a highly respected member of the group sales community. Bob Bourquard, Ann's former boss says "I have never met anyone who works this market with her passion, dedication and integrity. Who works so diligently just to add that extra bit of perfection to the effort. Who wins over clients in a heartbeat. And who truly enjoys her customers as much as they do her. She truly lives up to the nickname she was given, Amazing Ann!"

For the past six years, Mt. Bachelor has co-sponsored the Multi Media Presentations on Saturday, introducing our Keynote Speaker, following lunch at the annual convention. With Ann's tireless work on behalf of clubs and councils and support of Far West Ski Association, she embodies the spirit of the Bill Mackey Award and is highly deserving of the 2015 Bill Mackey Award.