

Bill Mackey Nomination

JASON FORREST

Nominated by:

Randy Lew

Debbi Kor



Photo courtesy Far West Ski Association.

We are honored to nominate **Jason Forrest**, from Whitefish Mountain Resort, for the Bill Mackey Award, in recognition of his outstanding support of the skiing public and Far West Ski Association.

Big Mountain Resort, renamed Whitefish Mountain Resort in 2007, is the name of the resort that encompasses the ski area and summer activities and services. The name was chosen to associate with the town and community of Whitefish, Montana. For years, prior to the name change, many skiers referred to the destination as Whitefish. The slogan, "Ski the Fish" has been around since the 1990's. One of the largest ski resorts in the west, Whitefish encompasses 3,000 acres, with 102 marked runs. The longest run, being 3.3 miles long is "Hellfire", and if you've ever skied it, you know why it is so named!

When Jason Forrest and his wife visited Whitefish on their honeymoon in 2005, they instantly fell in love with the mountain town. They were enamored with its laid-back attitude and the abundance of outdoor activities that the northern Montana resort town offered. They enjoyed it so much, they never wanted to leave, and now call Whitefish their home.

Jason works in the resort's sales and marketing office and spends his time exploring the vast terrain that Whitefish offers. He's still as fired up about the small mountain town as he was when he first arrived. He says "I work on the mountain full-time in the sales and marketing office, so I can go out and get first chair on most days. But even on my super busy days-days when I don't get out 'till 2:30 or 3:00, I know I can go find untracked lines. It's the perfect blend of big mountain terrain with tons of acreage and that small mountain feel".

Jason is a very strong supporter and promoter of the Junior Racing Program. That is clearly evidenced by the enthusiasm that we see in him on the podium at our annual convention each year, getting folks involved in a raucous live auction for ski packages to Whitefish that benefit our Athletic Scholarship Program. Whitefish Mountain Resort has been a long-time supporter, and is one of the two original sponsors of the Athletic Scholarship that began in 2005. In both 2012 and 2013, Jason generously doubled the Whitefish Mountain Resort Athletic Scholarship sponsorship to \$2,000 and \$2,850 respectively.

The 2015 Far West Mini Ski Week will be in Whitefish, with lodging at Grouse Mountain Lodge. You can be sure that Jason and the Whitefish Mountain Resort staff will have all kinds of "Hellroaring" surprises in store for us. The 2014 FWSA Convention will mark Whitefish's 25th year of participation in our Silent Auction.

Because of Jason's tireless work on behalf of our clubs and councils, and his outstanding support of the snow sport public and Far West Ski Association, he embodies the spirit of the Bill Mackey Award. Jason is highly deserving of recognition as the 2014 Bill Mackey Award recipient.