

## Mark Thoreson

### Bill Mackey Award 2005

Citation: The Bill Mackey Award is presented to a ski industry or ski area employee for outstanding service to the skiing public. A man who truly exemplifies the spirit of this award is Mark Thoreson, of Sun Valley Resort.

Mark is currently the Winter Sales Manager in the Sun Valley Resort Marketing Department. Leaving the rigidity of the corporate world behind, Mark joined the Sun Valley Resort staff 25 years ago. He served as a Ski Instructor and then Supervisor of the Ski School's Baldy Kids and Teenagers before joining the Marketing Department.



A continual supporter of the Far West Ski Association under Mark's marketing leadership, Sun Valley has participated in the Silent Auction since the inception of the program in 1986. Sun Valley is one of only 6 companies that have participated in the event for every one of the past 20 years. Mark truly enjoys getting out among skiers and talking personally about Sun Valley. At our events you won't find him standing behind a table, but he will be out in the aisles, with his friendly smile and handshake, to provide information first hand to our members about the mountain he loves.

The Far West Ski Association's Sun Valley Ski Week in 2001 would have been very difficult, due to unforeseen circumstances a few months before the event. But, Mark stepped in and worked above and beyond to ensure that our Ski Week was a success. The Ski Week staff is truly appreciative of all his tireless efforts. The resort has also been generous in its donations of trips to ski club and council fund raising programs over the years. Mark has also been generous in giving his time to share his knowledge about skiing. He has been a guest speaker and conducted seminars on a variety of topics for many ski organizations, including the Mike Pierson Travel shows.

In 1995 Mark went into the hospital for a routine knee operation, and contracted a severe staff infection. As a result, he lost his natural sense of balance. The man who used to spend his summers in Maui windsurfing and backcountry running, now walked with a cane and swayed from side to side. He was unable to ski. But, being physically challenged didn't slow Mark down one bit. He remained ever-enthusiastic and supportive of skiing, and still continued to do the marketing activities he had always done. Mark became involved with the handicapped ski program at Sun Valley. He is very generous in his donation of volunteer time in program support, and active in their fund raising endeavors. He was featured in an article last year regarding the handicapped ski program in the Sun Valley Guide. And, Mark is not only skiing again, but also raced in the Sun Valley Pro Am – on outriggers.

We have a tremendous amount of admiration and respect for Mark Thoreson. Like Bill Mackey, his love of the mountains and support of skiing is an inspiration to us all.