

Bill Mackey Nomination

Patrick Rothe

Nominated by:
Mike Sanford
Jane Wyckoff

Patrick Rothe is currently the Sales Manager at Ski.Com. Patrick has been in the ski industry for over 20 years. Raised both in the United States and France, he spent most of his life in the corporate world. Over the years, he remained a member of a large ski club and took advantage of their many trip offerings both to Western and European resorts. Skiing has always been his passion, so he finally pursued a career in the ski industry, accepting a position with Durango Mountain Resorts' Sale and Marketing Department in the 80's.

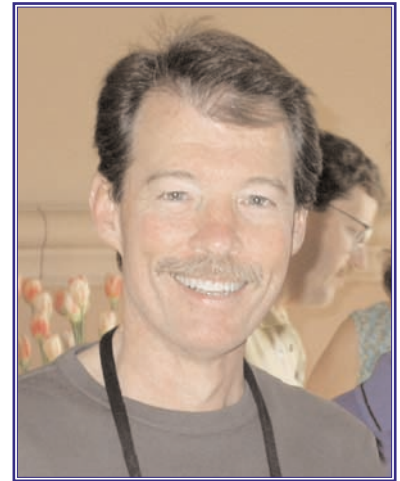


photo courtesy Catherine Ohl

Patrick's professional ski industry focus has always been on ski club business throughout the US. In 2002, Patrick moved to Telluride to head up their group department. In 2005, Patrick joined Ski.com as a Sale Manager specializing in major council and club trips through out North America and Europe. He is deeply involved in the leisure ski industry through his efforts with all the major council and clubs in the U.S. He attends council meetings throughout the US each spring.

A continual supporter of the Far West Ski Association, under Patrick's marketing leadership Purgatory/Telluride has participated in the Silent Auction since 1988. Telluride is one of only 6 companies that have participated in the event for every one of the past 18 years, largely due to Patrick's influence. He also ensured the resorts he has represented remained among the most generous in the long-term support of the FWSA Silent Auction Program. In rough terms that would equate to over \$18,000 in donations to our main fundraising efforts. He is currently working with the FWRA for their final race series at Mt Bachelor. He is a strong and vocal supporter of the Far West Ski Association and has also provided referrals to other resorts, recommending their participation as well.

Our Telluride Ski Week in 2005 was hugely successful and the first to Telluride in FWSA history. We took nearly 500 skiers and Patrick was instrumental in every aspect of the week's success, despite having changed jobs during the year leading up to the event. Though Patrick had moved from Telluride Ski Corporation to Ski.Com during the lead up year to the Ski Week, he committed to ensuring all the commitments made under his Telluride tenure were successfully fulfilled.

Patrick has enthusiastically embraced the concept of partnering with FWSA in support of mutual goals and has become a great supporter and steward of its future. In 2005, at what is probably the seminal event in our recent history, the celebration of our 75th year of existence, Patrick Rothe was the decision maker in providing the largest sponsorship contribution.

Patrick truly enjoys getting out among skiers and talking personally about skiing and its benefits. At our events you won't find him standing behind a table, but out in the aisles, with his friendly smile and handshake. Patrick has also been generous in giving his time to share his knowledge about skiing.

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