

# Jordan-Reily Nomination

*Geraldine Link*

Nominated by:  
**Mike Sanford**  
**Steve Coxen**

**Geraldine Link** serves as Director of Public Policy for the National Ski Areas Association. The National Ski Areas Association is the trade association for ski area owners and operators. It represents 326 alpine resorts that account for more than 90 percent of the skier/snowboarder visits nationwide. Additionally, it has 400 supplier members who provide equipment, goods and services to the mountain resort industry.

NSAA analyzes and distributes ski industry statistics; produces annual trade shows; produces a bimonthly industry publication and is active in state and federal government affairs. It also provides educational programs and employee training materials on issues including OSHA, ADA and NEPA regulations and compliance; environmental laws and regulations; state regulatory requirements; aerial tramway safety; and resort operations and guest service. More information regarding NSAA can be found at [www.nsaa.org](http://www.nsaa.org).

A major responsibility for Geraldine is to monitor and communicate congressional action related to the ski industry and to administer NSAA's public policy forum. To that end Geraldine represents the interests of all NSAA members in governmental, legislative and regulatory matters, including FWSA and its member councils. She works closely with the US Forest Service, elected representatives at the local, state and federal levels, state tourism offices, the EPA, and industry organizations including SIA, USSA, NSP, NASJA and INSA. She publishes the bi-monthly Capital Watch, a recap of congressional activity involving the industry. She also provides services related to Legislative Action and Alert Center, safety, HIPAA, Model State Statutes, OSHA, Climate Change Lobbying, wetlands protection, anti spam legislation, tips on writing a member of congress and other useful links for the U.S. House of Representatives, United States Senate, Council on Environmental Quality (CEQ) and Consumer Product Safety Commission.

Over the past year, Geraldine has spent countless hours compiling and authoring a proposed Presidential Proclamation. That proposal is for a proclamation which reads

"On behalf of the ski industry and snowsports enthusiasts across the country, we are writing to respectfully request a Presidential Proclamation declaring January 6-12 'National Ski & Snowboard Week'. A proclamation of this nature would help shine a national spotlight on the health and fitness benefits of skiing and snowboarding, sports that are enjoyed by millions of Americans each year".

It is hoped this proclamation will motivate people to exercise in winter, reinforce the President's Healthier US Initiative, showcase recreation opportunities on public lands and resonate with a broad, National audience. All of these intents are completely supported by FWSA and its respective councils. We await action on that proposal.



photo courtesy Mike Sanford