



Marlys Knutson (Left), Ross Antworth (Right)

2017 Iron Dog Brigade Distinguished Service Award Presented to Retired Polaris External Relations Manager Marlys Knutson, and Ross Antworth from Gondola Point, New Brunswick

WINNIPEG, MANITOBA (June 10, 2017) The first recipient of this years' George Eisenhuth Distinguished Service Award is a lady near and dear to many snowmobilers. Marlys Knutson retired from 33 years at Polaris Industries during which time she wore many hats including Marketing Communications, Government Relations and Corporate Communications. Marlys is recognized as a legendary figure in the communications/public relations field of snowmobiling.

Marlys has always been the go to person when there is a snowmobile question. If she didn't know the answer to the question, she knew where to get the answer or who to send you to satisfy your query. She has attended every ISC since 1984 and, along with Joann Smith, has been the "Lead Dog" in the Thirsty Dog group since 1986.

At the industry level, she was the organizer for the annual Snow Shoot. At the grassroots level, she is recognized as someone anyone could talk to from the local level, in many cases up, to the international level. Her common-sense approach to any issue helped smooth things over and helped

everyone move forward. Marlys worked closely with the International Snowmobile Manufacturers Association since its formation in 1995.

When Marlys started with Polaris in 1983 she did not know how to ride a snowmobile and certainly knew nothing about mountain riding. Because of her renowned resolve and determination, she learned to ride and to this day can ride with anyone. Marlys was a key player in the Breaking Trail 2000 ride when Edgar Hetteen and David Johnson, along with key Polaris executives, crossed Alaska following the route Edgar had taken in 1960 to prove the capabilities of snowmobiles.

Marlys was a key player in Polaris' Believe It! campaign in the 1990's. She organized so many dealer meetings I doubt even she can tell how many there were. She was instrumental in spearheading the Polaris Grant in Aid program to provide direct aid to snowmobile clubs.

Marlys is considered a friend and supporter to our state snowmobile associations as well as any other group involved in organized snowmobiling. Marlys was at the first Women on Snow ride in Eagle River, WI and for many years brought a large group of ladies from Polaris to the Women on Snow held in Grand Rapids, MN. She also helped organize the WOW (Way Out Women) ride which raised money for breast cancer by riding across Canada and the United States promoting women riding snowmobiles.

In 1994 Marlys was named SnoWest's Person of the Year. This was a change for SnoWest because they had never before or since named a woman to this honor. Prior to this, it had been "SnoWest's Man of the Year". In 1996 Marlys was inducted into the Iron Dog Brigade recognizing her years of service and dedication to snowmobiling. Her skill with handling government and media led to her being inducted into the Polaris Hall of Fame in 2009 while still an active employee which was rare but her skill and experience led to this exception.

Marlys is a common sense, get it done, hard working person who has helped the sport of snowmobiling at all levels. The mere mention of her name in snowmobile circles brings respect and recognition. She is Polaris. She is the epitome of a snowmobile leader. She is someone the snowmobile industry can be proud of no matter the brand. Polaris was lucky to have her working for them and the snowmobile community is lucky Polaris hired her.

The second George Eisenhuth Distinguished Service Award winner is well known to the snowmobile community across the spectrum. He has been involved in snowmobiling since 1972 starting with his local club and currently serving on the Board of Directors for his province. The Iron Dog Brigade is pleased to honor Ross Antworth from Gondola Point, New Brunswick

He has been instrumental in having snowmobiling recognized in his Province as the only winter tourism impacting their economy to the tune of \$32.7 million dollars.

Ross currently serves on the Provincial Trails Use Policy Committee and the Trail Management Trust Funds Advisory Board. In the past, he has been on the Task Force on Snowmobile Safety, the Task Force on ATV Safety and on the National Resources Provincial Advisory Committee. He also served on the first Snow Trek in 1995, represented the voluntary sector on the Insurance Bureau of Canada's Task Force on Insurance Availability and affordability as well as the Community Non-Profit Insurance Committee.

He is serving as an Associate Director of the New Brunswick Trails Council, Inc. representing snowmobiling to the Active Living trail shareholders and represents his Province on the Board of CCSO where he represents Atlantic Canada on the National Safety Committee.

Ross has served as the Chair of the International Association of Snowmobile Administrators for 4 terms and currently serves as the Canadian representative of the IASA Trail Committee, chairs the IASA Awards Committee and the IASA Nominations Committee. He was awarded the IASA Award of Professional Excellence for Administrators in 2008.

He received the Minister's Annual Award for Tourism Excellence in 2009 from the Tourism Industry Association of New Brunswick. He also received the Queen Elizabeth II Diamond Jubilee Medal from the Federal Minister for Employment and Social Development.

Ross was inducted into the Iron Dog Brigade in 2013. He has been General Manager for the New Brunswick Federation of Snowmobile Clubs for 19 years during which time he has witnessed major legislative changes, growth of winter tourism as well as mandatory personal liability insurance, mandatory trail permits, dedicated trail enforcement, liability indemnification in the form of today's Rider Responsibility.

Ross continues to be a passionate snowmobiler covering more than 8000 km (4971 miles) each season all the while he pursues his other passions of travelling, hockey (Boston Bruins), "Spydering", regularly visiting Maine, Quebec and PEI. Ross is married to Clare and has one daughter, Jillia.

###

About the Iron Dog Brigade

The Iron Dog Brigade is dedicated to the Fun of Snowmobiling and was founded in 1976. Current membership is 116.
www.irondogbrigade.com