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NEWS RELEASE

Canada West Ski Areas Association announces CWSAA 2015 Award Recipients

Kelowna, BC – David Lynn (*President & CEO, CWSAA*) is pleased to announce the recipients of the 2015 Jim Marshall and Lars Fossberg Awards.

- ❖ **Tom Prentice** (*Partner, Multi-Line Claims Services*), is the recipient of the 2015 Jim Marshall Award. Tom is the 36th annual recipient of this award, which was presented by Doug Forseth (*VP, Planning, Government Relations & Special Projects, Whistler Blackcomb*).
- ❖ **Mike Manara** (*Snow School Director, Mount Washington Alpine Resort*), is the recipient of the 2015 Lars Fossberg Award. Mr. Manara is the 12th annual recipient of this award, which was presented by Hildur Sinclair (*President, Troll Resort*).

These awards were presented on April 28, 2015 at the CWSAA 2015 Spring Conference, which took place April 26-29, 2015 at the Whistler Conference Centre in Whistler, BC. This conference was attended by over 400 individuals from the Western Canadian ski industry.

Quotes:

David Lynn (*President & CEO, CWSAA*):

- *‘CWSAA would like to congratulate Tom and Mike on being the recipients of these prestigious awards. They join a list of highly respected leaders from the Western Canadian ski industry that have been recognized by the association since 1980.’*

Steve Paccagnan (*Board Chair, CWSAA; President & CEO, Panorama Mountain Resort*):

- *‘On behalf of the CWSAA Board of Directors, I would like to congratulate Tom and Mike, and also thank them for their outstanding contributions to the Western Canadian ski industry’.*

About Tom Prentice

Tom studied for three years at the University of British Columbia before transferring to Alberta where he completed a Business Communication Diploma. Tom subsequently achieved his AIC designation and continues to study through continuing courses with the Insurance Institute of Canada and the Continuing Legal Education Society of British Columbia.

Tom Prentice became an Independent Adjuster and Investigator in 1982 doing a wide variety of claims handling and investigations including motor vehicle accidents, heavy equipment losses, fire losses, and break and enter/theft claims.

Tom spent six years working with Elander and Elander Adjusters in Burnaby doing property claims, liability investigations, and was the Control Adjuster for insurers of dentists and dental specialists in British Columbia.

In 1988 Tom moved to Multi-Line Claims Services, where he is currently a partner. Tom's areas of adjusting and investigations include motor vehicle accidents for ICBC, and working directly for Defense Counsel on motor vehicle and other liability matters. Since 1988 Tom has been a Control Adjuster for Canada West Ski Areas for Western BC, Northern BC, and the Prairie Provinces. Tom is also the Adjuster for a number of outdoor recreational companies including heli-skiing, snowmobile adventure companies, outback adventure companies, and alpine guides. Tom regularly travels and works in the Squamish-Whistler-Pemberton corridor.

Tom is active in outdoor recreational activities including skiing, competitive water skiing, climbing, roller blading, and weight training. These activities not only are done for personal enjoyment, but to allow Tom to keep up with the very active members of the outdoor recreational industry that he deals with on a daily basis.

About Mike Manara

After graduating from Bishops University with a double major in business and economics, Mike worked as the assistant head coach at Jay Peak in Vermont. He subsequently moved to Jasper, Alberta where he worked as Director of Skier Services at Marmot Basin. At Mount Washington, with over 250 staff under him, his responsibilities have grown to include the adult and child snow and board school, the rental shop and the day care.

Mike is a founder of The United Riders of Cumberland (UROC), a registered Non Profit Society that promotes and supports the local Mountain Bike Community in the Comox Valley. Through trail advocacy, volunteerism, promotion of the sport and fundraising, the UROC are able to encourage participation for all, as well as maintain and build the local trail infrastructure.

Mike worked with the North Vancouver Island Chapter of the MS Society to create a fundraiser for the MS Society of Canada at Mount Washington, after his longtime friend was diagnosed with MS. Mike worked very closely with the MS Society and together they came up with the structure for the event. He then took the idea forward and the mountain resort wholeheartedly supported the fundraiser and provided annual financial, staff and on-site support for the event. Mount Washington Alpine Resort recently hosted the 9th annual MS event.

In 2013 Mike was selected as one of the 'Top 40 under 40' for his community and professional work in the Comox Valley.

Mike is married to Mariah and has a beautiful daughter, Delilah, who at three years old is already ripping up the mountain with Mike.

About the Jim Marshall Award

This is a presentation of a personal gift by Rab and Olive Marshall from a trust in memory of Jim Marshall, who did not live long enough to give back to recreational skiing the joy he experienced in the sport. The recipient of the Award is chosen annually by the CWSAA Board of Directors. The recipient is recognized for his skills and dedication to his chosen profession, and for having made a meaningful contribution to the sport of recreational skiing.

About the Lars Fossberg Award

Following his passing in 2001, the Lars Fossberg Award was created by Lars' family in remembrance of a remarkable man and to acknowledge and encourage the younger up and coming people in our industry who exhibit the attributes and passion that was Lars. The idea for this award originated with Lars' grandchildren. This award is presented annually to the manager or supervisor who shows a high degree of initiative and creativity together with the ability to improvise when dealing with the unexpected.

About CWSAA

The Canada West Ski Areas Association (CWSAA) is a not-for-profit trade association that represents the Ski Areas of Western Canada. Its primary areas of focus are government relations, media relations, marketing, safety & risk management and industry conferences.

CWSAA currently has 300 Members, including 138 Ski Areas and 162 Suppliers to the Ski Industry. CWSAA Members in Western Canada generate in excess of 9 million skier visits and \$800 million in revenues annually. They also employ 19,000 people and provide an economic cornerstone for the winter tourism industry.

Additional information on CWSAA is available on the CWSAA web-site (www.cwsaa.org).

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