

NATIONAL
SKI AREAS
ASSOCIATION



For Immediate Release

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NSAA Honors Bob Roberts with Lifetime Achievement Award

LAKEWOOD, Colo., May 4, 2015—The National Ski Areas Association (NSAA) has presented the 2015 Lifetime Achievement Award to Bob Roberts, longtime president and CEO of the California Ski Industry Association (CSIA). Roberts received the honor at a special awards presentation today at NSAA's National Convention and Tradeshow, which is being held this week in San Francisco, Calif.

As head of CSIA for an astounding 40 years, Roberts knows a thing or two about leadership, perseverance, and collaboration. One would expect no less of the person at the helm of a state association representing more than 30 ski resorts—in a region that has faced more than its share of Mother Nature's whims. Roberts, who is stepping down from his position at CSIA in June, is widely recognized as one of the most effective leaders in the mountain resort industry.

It's no surprise that Roberts has developed a friendship with virtually all the iconic leaders of the California resort industry over the past four decades. Often quoted as saying, "it's always been about the relationships," his legacy in the industry reflects his dedication to the many people he has worked with—and the people who work for them.

Roberts' commitment to others and his sense of altruism go back many years. After obtaining a bachelor's degree in political science from Stanford University in 1960 and a master's degree in international business from Columbia in 1962, Roberts joined the Peace Corps and was among the first volunteers the organization sent to Peru. Subsequently he served as Peace Corps regional director in Bolivia, and then as director for the Latin American training center in Escondido, California. From his years with the Peace Corps he not only became fluent in Spanish but also developed an aptitude for building coalitions—a talent that served him well at CSIA.

After leaving the Peace Corps in 1969 he settled his family at Mount Shasta in Northern California, where he owned a restaurant and operated the Mt. Shasta Ski Area for six years. During this time he became active in legislative affairs of the industry, leading to his eventual role as head of California's growing resort organization, based in San Francisco. It was a part-time role in the early years, but when the issues and regulations became increasingly complex and burdensome to resort owners, Roberts was compelled to give CSIA his full attention.

"The key to Bob's tremendous value to CSIA was how he could work so effectively in so many arenas, from insurance to labor unions, marketing, and environmental policy," said Michael Berry, NSAA president for the past 23 years and former president of Kirkwood Mountain Resort, a founding CSIA member. "It has been his ability to work comfortably with the U.S. Forest Service, a string of California's governors and legislators, statewide tourism industry leaders, and of course the diversity of dozens of unique resort operators that has been the true mark of his excellence for so long."

Roberts helped create the California Travel and Tourism Commission, now Visit California, which oversees the state's annual \$100 million marketing program. He served as vice chair and was head of its marketing committee for six years. During his tenure the commission produced and released globally the IMAX film *Adventures in Wild California*. He also helped engineer programs to attract foreign skiers to California, including the CSIA and Virgin Atlantic Airways marketing program, which received the 1997 TIA Odyssey Award as best travel marketing program in the U.S. He has received numerous industry awards, and is a frequent writer and speaker on industry issues. He has been engaged as a resort development consultant in Alaska, Central America, Argentina, and Kyrgyzstan. Through all of his endeavors, Roberts' collaborative approach and diplomacy have helped him reach his goals in representing California resorts.

"The industry would not be where it is today in terms of status among the state's political leadership had it not been for Bob's ability to navigate the halls of Sacramento like few have done," said Dick Kun, who recently ended a 50-year career as chairman and CEO of Snow Summit Ski Corporation.

"I have a lifetime of memories of time spent with fascinating colleagues and loyal friends: Dave McCoy, Luggi Foegger, Nick Fiore, Jay Price, Vern Sprock, Alex Cushing, Dick Kun, Bill Killebrew, Michael Berry, and many more," Roberts said. "These individuals have been the pillars of our industry for over 70 years. I'm honored to have had the opportunity to share their company."

Roberts and his wife, Betty, will continue to live in Mill Valley. They have two grown children, Kirsten and Christopher. From the helm of the California ski industry over the years, Roberts has navigated droughts, the economy, celebrity deaths, and other issues to grow the state into the second largest ski destination in the country (after Colorado). For all of the many positive and ground-breaking initiatives that have transpired under his leadership with the California Ski Industry Association for more than four decades, NSAA is proud to present Bob Roberts with the 2015 Lifetime Achievement Award.

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THE NATIONAL SKI AREAS ASSOCIATION, LOCATED IN LAKEWOOD, COLO., IS A TRADE ASSOCIATION FORMED IN 1962 FOR SKI AREA OWNERS AND OPERATORS NATIONWIDE