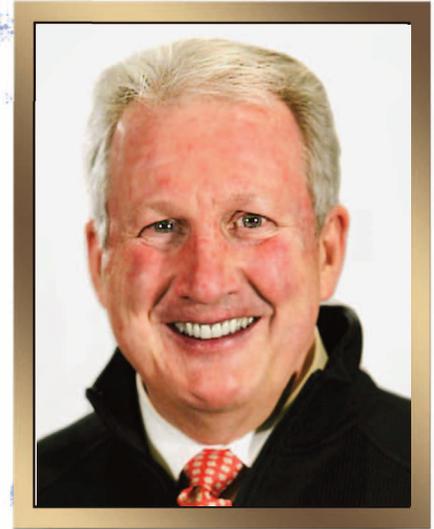


# Bill Mackey Nomination

Nominated by:  
**Randy Lew**  
**Debbi Kor**

## *Michael J. Ballingall*



*Michael J. Ballingall*, is a great supporter of Far West Ski Association and organized skiing. He first started working seasonally for Big White in 1984, then left from 1990 to 1995 going to work for AusSterio Radio Network in Australia. Five years later, Michael, Diana and their two sons decided to return to the mountains and Big White for two years. They obviously liked it since that was almost 27 years ago!

Michael J. Ballingall is the Senior Vice President of Big White Ski Resort, Ltd., British Columbia's 2nd most popular winter resort and summer bike destination. His dynamic leadership, broad industry knowledge, and marketing and sales skills, infectious enthusiasm, and humor serve him well in leading his team.

Michael J. has mentored an amazing sales and operations team over the years including Jim Loyd, Katie Balkwill, Robb Creighton, and Norm Kreutz. Two of which are previous recipients of the FWSA Bill Mackey Award.

His vision of increasing the recognition and name branding of the resort resulted in the long-term Big White sponsorship of the *FWSA Councils Man & Woman of the Year Program*, where the movers and shakers at the Council level were recognized and presented a trip to Big White. This has been extremely effective in building brand recognition and many club and council trips to Big White.

Michael J. is a well-known figure in the Okanagan Valley through his involvement as Chair of the *Thompson Okanagan Tourism Association*, *Chair of the TELUS Interior and Northern BC Community Service Board*, President of the *Tourism Big White Society*, *Director of the Canadian Ski Council*, *Director of Tourism Kelowna*, *Director of the Tourism Industry Association of BC*, member of the *YLW Air Service Action Committee*, and founding member of the *Okanagan Bucket List dot com*. He strongly believes that moving people around the province in both summer and winter is the fastest way to recover from this pandemic and grow our tourism numbers. Reliable roads and affordable air are more important than ever at this time.

His passion, experience, and dedication is aimed at creating the ultimate winter ski vacation and outstanding customer service. Because of his strong support of organized skiing, the snow sport public, and Far West Ski Association, we truly believe this recognition is long overdue. He truly embodies the spirit of the *Bill Mackey Award*.