

Far West Ski Association

presents the **Jordan-Reily Award** to



Amy Berry – Tahoe Fund

We would like to nominate **Amy Berry** for the Jordan-Reily Award for all that she has accomplished for the Lake Tahoe area as CEO of Tahoe Fund.

Tahoe Fund was formed in 2010 because public agencies were tapped out on monies and needed the private sector to help preserve the Lake Tahoe region. They raised more than \$500,000 within its first year from private funds.

In 2012, Amy was appointed to the new position of CEO of the Tahoe Fund. Previously she was director of marketing for Windspire Energy and led environmental non-profit groups. Amy helped Tahoe Fund exceed its \$1 million fundraising goal for environmental improvement projects in her first year.

The mission of Tahoe Fund is to restore and enhance the extraordinary natural environment of the Lake Tahoe Basin by building broad support for projects and programs that increase the enjoyment of the region for current and future generations.

Tahoe Fund's largest project to date is the Incline to Sand Harbor Bike Path. Through the support of private donors, Tahoe Fund raised more than \$1 million to secure a \$12.5 million federal grant. The project is now under construction, with an expected completion date of 2018. The spectacular 3-mile paved path will greatly improve the safety of the highway corridor and create a new recreational amenity.

The Tahoe Fund has helped fund the completion of priority watershed restoration projects, removal of aquatic invasive species, improvements to state parks in the Basin, additional sections of the Lake Tahoe Bikeway and other projects.

As Tahoe Fund CEO, Amy continues to lead efforts to secure private funding and support from individuals, foundations and corporations for environmental improvement projects that will restore and enhance Lake Tahoe.

Amy has raised more than \$6,000,000 from private donors. In addition to helping ensure completion of more than 25 projects, she worked with more than 50 partners to create the region's first collaborative stewardship messaging campaign, "Take Care," to change the culture of caretaking in the Tahoe Region.

The Tahoe Fund, a bi-state environmental nonprofit, is working hard to capture some of this passion from the private community to ensure more environmental improvement projects are completed around the lake.

For her work in the Tahoe region, Amy is worthy of receiving the Jordan-Reily award.

The Jordan-Reily Award recognizes a one or two year activity and achievement in the Association's Public Affairs programs— area development, skier safety, liability protections, governmental affairs, taxation, and transportation. This award may also be given to an individual in government or the ski industry.

Respectfully nominated by *Catherine Ohl and Gene Fulkerson.*