

Steve Coxen & Far West Ski Association present the **2017 President's Award** to



Todd Hood

I am pleased to give the President's Award to a relative newcomer to FWSA, Todd Hood.

Todd is currently serving his third term as Vice President of membership for the Los Angeles Council of Ski Clubs. In this position he has strengthened communication with the Los Angeles Council club leaders. He is a strong proponent of the value of the Far West Ski Association. Todd always includes information about FWSA programs in his VP of Membership reports to the council reps, strongly encourages participation in the annual FWSA Convention, and posts FWSA information on the LAC Facebook page.

Todd was recruited to be the Master of Ceremonies at the 84th Annual FWSA Convention Awards Banquet in Arizona last year. He did a wonderful job presenting the FWSA awards and kept the program moving on schedule. He was so good we invited him to be the MC at the Awards Banquet again this year.

Todd is skillful in motivational speaking. Last year Todd gave a presentation at the session of the Snowsports Leadership Academy entitled "Who Are You, and Who Cares: Building and Supporting Your Brand". His workshop identified a club's stakeholders and how to take control of your brand and utilize it to your best advantage.

He is back again this year by popular demand with a new presentation entitled "Making Love to Your Members – Building and Bridging Relationships for the Long Term." This workshop contains insightful information and analysis for all club officers and volunteers.

Todd is also Treasurer of the Western Region of the National Brotherhood of Skiers, and as the Operations Improvement Chair, has been responsible for creating and moderating many innovative seminars. He is also a member of other national organizations, such as the Alpha Phi Alpha Fraternity, Inc., the National Black MBA Association and the National Sales Network. A community supporter, he serves on the Board of Directors of Soundwaters Conservancy, to protect Long Island Sound through education.

We appreciate Todd's recent involvement with FWSA and hope sometime soon he will find a role on the FWSA board that he can get excited about and run with.