

Mark L. Menlove



PROFESSIONAL EMPLOYMENT

Winter Wildlands Alliance, Boise, Idaho, 2004-present

Executive Director

Direct all aspects of a national nonprofit organization working to promote and preserve winter wildlands and a quality human-powered snowsports experience on public lands. Supervise a staff of five and coordinate the efforts of 37 grassroots activist groups in 12 states and a national SnowSchool program operating at 42 sites in 13 states.

Ski Utah Interconnect Adventure Tour, Salt Lake City, Utah, 2001-2004

Back Country Ski Guide

Guided groups of skiers through backcountry routes between six Utah ski resorts. Directed and implemented marketing and publicity efforts for the tour.

Premier Resorts International, Park City, Utah, 1998-1999

Marketing and Sales Director

Directed marketing, sales, promotional, and publications efforts for mountain, beach and golf resort management company with properties throughout the Western U.S. and Hawaii.

Utah Ski Association/Ski Utah, Salt Lake City, Utah, 1994-1998

President

Directed all aspects of \$3 million trade association and marketing company responsible for promoting Utah as a winter sports destination. Supervised 9 full-time and 8 seasonal employees.

Park City Mountain Resort, Park City, Utah, 1987-1994

Communications Director

Handled all media relations and publications. Produced company marketing and collateral materials. Served as spokesperson for company.

U.S. Ski Team, Park City, Utah, 1986-1987

Information Manager/Communications Director

Responsible for developing and overseeing all publications, media information and public relations programs.

PROFESSIONAL EMPLOYMENT continued

Park City Chamber of Commerce/Convention & Visitors Bureau, Park City, Utah, 1985-1986

Director of Communications

Implemented a comprehensive consumer- and member-related communications program including writing, editing and production of all marketing and media relations collateral materials.

Zabriskie & Associates Public Relations, Salt Lake City, Utah, 1983-1984

Account Executive

Produced events, brochures, newsletters and media relations programs for a broad-based client list.

EDUCATION

M.F.A., Nonfiction Writing, University of Arizona, 2001

Thesis: *Scrub Oak Aspirations*, an essay collection examining connection to family, place, and culture.

B.A., Journalism Mass Communications, University of Utah, 1983

Graduated Cum Laude

HONORS AND ACTIVITIES

Co-founder and Steering Committee member of the Outdoor Alliance, a coalition of national human-powered recreation organizations.

Board member, Bogus Basin Ski Education Foundation.

Founder, Idaho Outdoor Business Council

2002 Olympic Winter Games Media Center Supervisor, Park City Mountain Resort. As SLOC paid staff member, supervised 30 volunteers.

Certified Outdoor Emergency Care Technician.

Level I Avalanche Training and Rescue, American Avalanche Institute.

Freelance Writer and Editor, articles have appeared in numerous publications including *High Country News*, *Mountain Sports + Living*, Fodor's Travel Guides, *Cross Country Skier Magazine*, *Park City Magazine* and *Boulevard*. Essays have appeared in several national anthologies.

John Weston Prize for Nonfiction, University of Arizona, 1999.

Creative Writing Teacher, University of Arizona and University of Utah.

Managing Editor, *Walking Rain Review*.

Editor at Large, *Views on Earth*.

Endangered falcon re-introduction work for The Peregrine Fund.

Former Boards of Directors: Utah Tourism Industries Coalition, Park City Chamber/Bureau, Salt Lake Convention & Visitors Bureau, University of Utah Marriott Library Ski Archives, Park City Literary Festival.