

May 25, 2017

### **Nick Misco Award Announcement**

Nick Misco was a leader in the broadcast and media industry who actively donated his time, skills, and energy to several non-profits across BC including NABS. With a career spanning several decades in the broadcast industry, Nick greatly impacted the marketing, advertising and broadcast community.

The Nick Misco Award is awarded annually at the NABS West Golf Tournament. It is presented to anyone who, like Nick, has embodied the NABS cause and has gone above and beyond in their support of NABS and in-turn the industry as a whole. **Without supporters like Nick Misco, the services and support that NABS offers would not be possible.**

The recipient of this year's NICK award is Alvin Chow, VP National Advertising Sales, Western Canada Glacier Media. Alvin is a respected Industry professional & leader who exemplifies the true spirit and meaning of NABS in all that he does.

Alvin has worked tirelessly for years, donating substantial time and resources to NABS behind the scenes to contribute to improving the lives of others in our Industry.

His support of the Media Sale, the NABS golf tournament and many other annual NABS events is second to none.

Alvin is the first to put up his hand if something is needed, no matter what the job is. He is unselfish in his contributions, deferring from himself to focus exclusively on the NABS cause.

Congratulations and thank you to our 2017 Nick Misco Award winner, Alvin Chow for all that he has done and continues to do for NABS and our industry.

### **NATIONAL ADVERTISING BENEVOLENT SOCIETY**

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