

Advocate of the Year, presented by Anna Atchison

It was my true honor to nominate someone who I consider a friend and colleague, who tirelessly advocates for our industry, each and every day, in a unique, skilled and perhaps underappreciated way.

As has usually been the case, as this room is filled with people who aren't doing this for awards, who tend to shy away from the attention, and would never search it out – miners just want to be able to get up tomorrow and go to work again – it is truly a gift to be able to present this award to night. And, it will be impossible to string this person along with a group guessing game – he is too unique in his advocacy, so I am just going for it!



For over 20 years, Shane Lasley has been Editor and Publisher of North of 60 Mining News, and Metal Tech News. Shane, Rebecca, and their very small team provide timely updates on events and developments significant to the mining sector, including mineral exploration properties, mine development projects, and operating mines across Alaska and Canada's North. In this time, they have archived over 7,500 articles covering mining in Alaska and the North!

Weekly, the North of 60 Mining News provides an email update to subscribers, which features product from what must be hours and hours of effort scouring company press releases, agency reports, and more, to succinctly and informatively summarize the latest mining activity in Alaska and Canada. A monthly print edition goes into in-depth analyses of issues, projects, companies, and individuals crucial to the mining sector.

Annually, the Mining Explorers Magazine features over 50 mineral exploration companies dedicated to unlocking the extensive mineral wealth of Alaska and Canada's North, and it is always ready for the Alaska Miners Association Annual Convention.

There is no doubt, that many of us learn what we need to know by reading Shane's articles. In fact, if we are in a bind and have a time-sensitive media or other inquiry, we can rely on Shane's accurate, reliable, timely, fact-based reporting to get the answers needed quickly. Shane is like another vital member of the team, his work is there when you need it, and I bet he doesn't even know it!

I also know that companies reference Shane's reporting to help them understand a jurisdiction better and make decisions. I myself have shared articles many times over the years, to bring focus to continued and further investing in Alaska.

Shane was born in Fairbanks, and grew up in Central, Alaska and saw firsthand the opportunities and impacts that mining can bring—from a community, historical, and socio-economic perspective.

Several years ago, the miners were invited for the first time to participate in the Alaska Forum on the Environment and as panel moderator on the subject of social performance and stakeholder engagement, I asked Shane to join the panel. To be frank, we were all a bit nervous knowing we were *invited* guests but not necessarily knowing yet if we were *welcome* guests. Shane took the opportunity during the panel to speak of some of the social responsibilities we have as miners when we enter or leave jurisdiction and how that leans into the practice of sustainability.

In October 2021, Data Mine North, a subsidiary of North of 60 Mining News, produced an Alaska Native Claims special issue that saw widespread distribution across Alaska and the nation and served to educate lawmakers and the public about important policy and partnerships with Alaska Native Corporations and shareholders.

In addition, Shane's advocacy efforts also include:

Shane and his wife Rebecca invented, brainstormed, implemented, and now manage the vendor Scavenger Hunt at the AMA Annual Convention

Mining Day at the Alaska State Fair – Shane and his family have volunteered at every one

Engaging with Alaska Placer Mining Resource Network to write their best practices manuals

Has launched "Critical Conversations" for his publication, which are incredible and have put a human face behind many mining operations, projects, and issues.

No doubt, the list goes on.

We all have some sense of the reality of his business these days – one doesn't do it for sponsorship

or advertising dollars, which are essential to keep the lights on. We can be 100% certain that Shane does what he does for the love of the industry, Alaska, and all miners.

So I'll end by reading something Curt Freeman shared with me:

*I unreservedly support the nomination of Shane Lasley for Advocate of the year! As you are well aware, it is nearly impossible to find a journalist that is supportive of the industry but maintains enough objectivity to talk about its warts as well. Shane fits that bill in a way few others in my experience have. In addition, Shane is capable of separating fact from hype and when required, can keep information and sources confidential. And perhaps equally important, Shane has a good technical and financial grasp of the mining industry, allowing him to write at a professional level far above most of his peers. **Shane, from all of us, THANK YOU for being our tireless advocate!***