

Far West NewsFlash

June 2022

Far West Ski Association

U.S. SKIER VISITS UP THIS YEAR: U.S. ski areas saw a 3.5% increase in skier visits during the 2021-2022 ski season. Part of this stems from the fact that the number of operating ski areas grew from 462 to 473 last season to this season. NSAA attributes that growth to strong season-pass sales and a continued desire for outdoor recreation. Over the past three seasons, the average ski area has invested \$16 per skier visit back into its operation. Not surprising, also, for the third season in a row, season passes surpassed day tickets in share of skier visits.

“SKI” REDUCED TO ONE ISSUE PER YEAR: Outside Inc., owner of several active outdoor media brands and related publications, including SKI magazine, will reduce print production by 80 percent across the company, according to internal communications from company. This includes reducing SKI to one print issue a year, plus the annual “Winter Gear Guide.” With a renewed focus on our digital content, we are still actively assigning and publishing work for the web,” says SKI editor in chief Sierra Shafer. “In fact, digital assignments will now receive more of our resources going forward”.

UNIQUE AND FULFILLING CAREER PATHS: Looking for a new career? Something fun and unique? For those who want to take their love of the sport into their everyday career — rather than visiting the slopes during the season — here are some options to take advantage of. *Become an instructor.* For those who find teaching to be a rewarding experience and who have extensive knowledge of skiing, becoming a ski instructor is a great career path worth considering. *Consider going “Pro”.* Becoming a professional skier can be a dream come true for many, though it’s important to take into account that reaching such a goal isn’t without a fair share of hard work, natural talent, ambition, and determination. While there aren’t any academic requirements needed to become a professional skier, many who are pros in the field often make their money via endorsements/ sponsorships, and prize money from competing. *Become a mountain photographer.* For those who love skiing, but who don’t want to pursue a professional career in skiing, capturing the sport in action can be equally fulfilling — especially for those who have a background or interest in cinematography or photography. Becoming a sports camera operator would give you, primarily, control of cameras and related film equipment, such as drones, at sporting events for TV networks and sports teams.

FAR WEST CONVENTION

FAR WEST 89TH ANNUAL CONVENTION: It’s over and done. What an awesome time we all had!

FOR IMMEDIATE RELEASE – June 14, 2022



**FAR WEST SKI ASSOCIATION SUPPORTS SNOWSPORTS INDUSTRIES
AMERICA (SIA) CLIMATE UNITED INITIATIVE**

PORTLAND, OREGON: The Far West Ski Association conducted its 89th Annual Convention and Meeting June 9-12, 2022 at the Holiday Inn Portland - Columbia Riverfront in Portland, Oregon, hosted by the Northwest Ski Club Council. The Far West Ski Association, founded in 1930, is a volunteer, non-profit organization representing 150 affiliated ski clubs located throughout ten regional councils in the states of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Nevada, Oregon, South Dakota, Utah, Washington, and Wyoming. The Association conducts active programs in public affairs, skier safety, ski heritage, athletics, racing, communications, travel, council development, ski industry and community outreach.

The 36th Annual Trade Show and Silent Auction on Friday evening raised over \$22,000 to support FWSA programs. The highest bidders purchased ski trips, golf and adventure trips, and sports and recreational equipment. Saturday afternoon was dedicated to a presentation by Phil and Steve Mahre, 1984 Olympic Gold and Silver Medalists. The key presenters in the Public Affairs panel were: Trux Dole, President of the 10th Mountain Division Foundation; Phil & Steve Mahre; Matt Zaffino, KGW-TX Chief Meteorologist; Dave Tragethon, Vice President Marketing and Sales for Mt Hood Meadows; and Jordan Elliott, President of Pacific Northwest Ski Areas Association. The Snowsports Leadership Academy (SLA) presenters included: Paige Baugher and Steve Rollins from Portland Mountain Rescue; Sandy Gaudette from SkiGroup.net; Maxine Jensen from Alpine Adventures, Sean McErlean from Holidaze Ski Tours, and Gloria Saiya-Woods from Ski.Com. Three different SLA sessions provided education to ski club officers and members. Bids were presented to the FWSA Travel Committee for selection of the 2024 FWSA Ski Week with the result to be announced later in the summer. The 2023 FWSA Ski Week will be held in Jackson Hole, Wyoming, January 21-28.

The delegates passed a resolution that “enthusiastically supports the Snowsports Industries America (SIA) Climate United initiative for their membership of manufacturers and retailers to work with their supply chain partners to reduce emissions from product manufacturing and transportation”.

Annual recognition awards were presented to members of the ski industry, media, volunteers, racing leagues, councils, and ski clubs. Industry Awards presented were the FWSA Tommi Tyndall Award for Outstanding Ski Industry Contribution, to Aspen/Snowmass; the FWSA Bill Mackey Award for Outstanding Ski Industry Employee, to Michael J. Ballingall of Big White; and the FWSA Jimmie Heuga Award for Outstanding Humanitarian, to Dr. John Gray. The FWSA Bill Berry Award for Hard News was presented to *The Tahoe Weekly*, the FWSA Bill Berry Featured Article Award to Lindsey Vonn for her great book “*Rise: My Story*”, and the FWSA Warren Miller Modern Media Award was presented to Coolfire Productions and SNOW Sports Museum for their documentary “*Magic in the Mountains*”. The FWSA Snowsports Builder Award was presented to the founders/operators of the Mt Hood ski areas: The Drake Family founders and operators of Mt Hood Meadows, The Kohnstamm Family operators of Timberline, and Kirk Hanna operator of Mt Hood Skibowl.

Sheri Parshall of Skiyente Ski Club, received the FWSA Hans Georg Award for long-term service to organized skiing. Other volunteers receiving recognition awards included: the FWSA Elizabeth “Schatzi” Wood Award for a decisive contribution to skiing to Sandy Blackwell (Star, ID); the FWSA J. Stanley Mullin Award for a decisive contribution to skiing to John Reinhardt (Portland, OR); the FWSA Jordan-Reily Award for Outstanding Contribution to Public Affairs, to Heidi Logosz, Sustainability Manager for Mt Hood Meadows; and the Terry Smith Award for greatly contributing to the advancement of intramural skiing to Peter Dodd of Pacrat Race League (Portland, OR). The FWSA Volunteer of the Year

program, sponsored by Big White, recognized Fran Long of Central Council of Skiers. The FWSA Presidents Award was given to Joe Harvis (Mine Hill, NJ).

The Wentworth Award for the Outstanding Publication was presented to Mt High Snowsports Club (Masters Class) and Castro Valley Ski Club (Advanced Class). The Outstanding Website Award was presented to Mt High Snowsport Club (Masters Class), Torrey Pines Ski Club (Advanced Class) and Don Diego Ski Club (Novice Class). The Outstanding Council Publication Award was given to Los Angeles Council and Northwest Ski Club Council received the Outstanding Council Website Award. The FWSA Charity & Community Service Recognition was presented to Bogus Basin Ski Club (Boise, ID), Four Seasons West Ski & Snowboard Club (Los Angeles, CA), Get Off Your Rockers Ski Club (San Diego, CA), Grindelwald Ski Club (Los Angeles, CA), Monterey Ski & Social Club (Monterey, CA), Mountain High Snowsport Club (Portland, OR), Reno Ski & Recreation Club (Reno, NV), SLO Skiers (San Luis Obispo, CA), Skiyente Ski Club (Portland, OR), Pacrat Racing (Portland, OR, and Arizona Ski Council.

The FWSA Western Ski Heritage Award, sponsored by Steamboat Ski & Resort Corporation, was presented to Lowell Skoog (Seattle, WA) for his book "*Written in the Snow*".

Elections were held at Sunday's General Session. FWSA Officers for 2022 – 2023 are: President, Linda Westlund (Scottsdale, AZ); Past President Gloria Raminha (Bakersfield, CA); Secretary, Tina Lyons (Portland, OR); Treasurer, Randy Lew (Battle Ground, WA); Chairperson Board of Trustees, Jo Simpson (Reno, NV); VP Communications, Joe Harvis (Mine Hill, NJ); VP Council Services, Chris Gill (San Diego, CA); VP Marketing, Debbi Kor (Vancouver, WA); VP Membership, Jean McCasey (San Diego, CA); VP Public Affairs, Lina Arnold (San Diego, CA); VP North American Travel, Nancy Ellis (Truckee, CA); VP International Travel, Debbie Stewart (Visalia, CA); VP Racing, Bob Ellis (Truckee CA); Trustees, Sheri Parshall (Fairview, OR), Fran Long (Paso Robles, CA), and Tom Bundgard (San Diego, CA).

The Far West Ski Association is appreciative of the many sponsors who are a big part of the success of the FWSA Annual Convention. Sponsors included: Alpine Adventures, Aspen / Snowmass, Big White Ski Resort (BC, Canada), Binary Brewing, Brian Head Resort, Club Med, Grouse Mountain Lodge (Whitefish, MT), Jackson Hole Mountain Resort, Kandahar Lodge (Whitefish, MT), Mammoth Mountain Resort, Next Adventure (Portland, OR), Schure Sports USA (Ontario, Canada), Ski Group.Net, Snowmass Tourism, Sports America Tours, Steamboat Ski & Resort Corporation, Whitefish Mountain Resort, and Northwest Ski Club Council.

The 90th Annual Far West Ski Association Convention is scheduled for June 15-18, 2023 at The Grove Hotel and Boise Centre in Boise, Idaho, hosted by the Intermountain Ski Council and Bogus Basin Ski Club. For additional information regarding the Far West Ski Association, please visit www.fwsa.org.

Pictures available upon request.

FAR WEST TRAVEL

FWSA INTERNATIONAL "ADVENTURE TRIP": **ROOMS STILL AVAILABLE.** The Far West Trip to *Croatia* is currently planned for **September 2 to September 11, 2022**. Departure date from the U.S. will be September 1st. Right now, we suggest people get onto the **waiting list**. For further information, contact Debbie Stewart, VP of International Travel: fwsaintltravel@prodigy.net.

FWSA 2022 DIVE TRIP: *Limited availability* on the FWSA 2022 dive trip to *Cozumel*. We will be staying at Iberostar Cozumel Resort in their standard bungalow style rooms from *October 8 – 15, 2022*. All meals, alcoholic & non-alcoholic beverages, 5 days of 2 tank dives including 2 Cenote dives, and a night dive. Iberostar Cozumel is located on the Southwest side of the island and is close to the best dive sites. Dressel Divers, a PADI 5-Star Instructor Development Center dive operation is located on the property. The information is now available on the FWSA website at [Dive 2022 Cozumel - Far West Ski Association \(fwsa.org\)](https://www.fwsa.org/Dive-2022-Cozumel-Far-West-Ski-Association)

FWSA NORTH AMERICAN SKI WEEK: *Jackson Hole Mountain Resort* will be the destination for the 2023 Ski Week. Dates are: *January 21 – 28, 2023*. Stay tuned for further information, or contact Nancy Ellis, VP of North American Travel: fwsatravelnancy@sbcglobal.net.

FWSA MINI SKI WEEK: *Taos, New Mexico* will be the destination for the 2023 Mini Ski Week. Dates are yet to be determined. Taos offers: Slope-side lodging, complimentary ground shuttle to Taos Valley, plus complimentary ski & board rentals for Round Trip flights. Non-stop air service is available between Taos, NM and Austin and Dallas TX; also non-stop from Carlsbad-San Diego and Hawthorne-Los Angeles to Taos Ski Valley.

FWSA 2023 INTERNATIONAL TRIP: The Far West 2023 International Ski Week will be to *Zermatt, Switzerland*, with an extension to *Costa del Sol, Southern Spain and Mallorca*. For further information, contact Debbie Stewart, VP of International Travel: fwsaintltravel@prodigy.net

FAR WEST COUNCILS

SIERRA LEAGUE AND COUNCIL: The Las Vegas Ski Club is supporting the *Huntman's Senior World Games*, October 3-15, 2022, in St. George, Utah. For those of us who want to remain in shape for the snow skiing season, we recommend attending these Games. Pat Smith, new member of LVSC, has attended as a volunteer, spectator, and as a registrant for mountain bicycling in 2021. Since the Games have over 34 sports, you may identify as a potential athlete and list yourself under "Partner Finds." Check it out. The experiences of "Active Aging" and "Living Your Best Life" are certainly celebrated! Members interested in learning more can sign into: www.seniorgames.net. You can also contact Pat directly at: psmith7959@icloud.com.

Stay Safe! Stay Healthy!