

Far West NewsFlash

April 2023

ALTERRA TO INVEST NEARLY \$500 Million THIS YEAR: *Alterra Mountain Company* plans a nearly \$500 million capital investment program across its many destinations over the next year. That includes almost \$400 million in lifts, snowmaking, summer adventures, additional guest amenities, and resort infrastructure; \$50 million dedicated to employee housing; and \$40 million for technology upgrades. *Crystal Mountain, WA*, will have a new 25,000 sq. ft. skier services facility. Alterra will invest in eight new or replacement lifts at *Steamboat, Mammoth Mountain, CA., Winter Park Resort, CO., Solitude Mountain Resort, UT, and Snowshoe*. They added six lifts prior to the 2022-23 season, with additional six-packs boosting capacity at *Winter Park Resort, Mammoth Mountain, and Solitude Mountain Resort*. In an effort to introduce more guests to snow sports, the company's investments will include *Steamboat's Greenhorn Ranch*, a dedicated beginner's area. Alterra will also be investing in multi-year snowmaking enhancement programs, adding free racing courses to each of its mountain destinations, in partnership with World Cup champion Mikaela Shiffrin, U.S. Ski and Snowboard, and Outside Interactive, Inc., owner of **NASTAR**. They have several summer projects, such as the one at Mammoth Mountain, where their revamped *Woolly's Adventure Summit*, will add one of the longest mountain coasters in North America. Additional summer developments include a new alpine slide at *Winter Park* and an aerial adventure course at *Crystal Mountain*.

INDY PASS PARTNERS RETURNING FOR THE 2023-24 SEASON: The *Indy Pass* released an updated list of ski resorts that are confirmed partners for the 2023-2024 season. So far, 102 of the 105 partners have confirmed that they will be returning. The Pass is expected to bring on at least a dozen more partners for next season. With the addition of a physical pass and the elimination of service fees, this is the time to buy an *Indy Pass*. Check your local resources to get yours.

ARAPAHOE BASIN AMBUSHES SKIERS IN PARKING LOT: *Arapahoe Basin* came up with a unique way to show skiers and snowboarders their amazing ski hill! To familiarize the ski area to people who haven't been, or typically ride somewhere else, A-basin set up an ambush at a carpooling parking lot in Denver. They intercepted folks as they booted up in the Dino Lots on a random Saturday morning in March. With the help of Gus Kenworthy, they approached skiers and riders with two options – they could continue on with their plans to ski wherever it is they were going to, or, if they were up for an adventure, they could jump on a tricked-out A-Basin bus and have a once-in-a-lifetime catered ski experience. While on the bus, the participants were given themed merchandise and GoPros. They played ski trivia and the winners got choice seats at the most unique A-Basin dining spots *Il Refugio* and *Steilhang*. Once at A-Basin, the participants were treated to a legendary experience, including: A guided tour, lunch at the base of the East Wall, and an Apres Party at “*The Beach*”. As the day wrapped up and they headed back to the Front Range, they received additional A-Basin lift tickets to make sure they had a chance to return before the season ends, and one lucky winner went home with a new pair of skis and another with a 23-24 season pass!

FAR WEST TRAVEL

FWSA 2023 DIVE TRIP: The FWSA 2023 dive trip will be at the *Little Cayman Beach Resort* on *Little Cayman*, a beautiful and tranquil island in the *Cayman Islands*, **October 7 – 14, 2023**. **Spots are available NOW for 1 single male, and 1 single female.** Little Cayman had been named a top dive site in the Caribbean for its iconic Bloody Bay Wall, year-round perfect diving conditions, pristine coral reefs, and spectacular marine life. Little Cayman Beach Resort brings this magnificent experience beneath the sea directly onto the sand. Bloody Bay Wall is the main attraction, but there are other sites that are equally as exciting with numerous tunnel systems and crevices, both on the shallow reefs and out over the wall. Offering some of the most beautiful reef structures to be seen in the underwater world, this is where divers in-the-know

go. Many dive operations claim the late Philippe Cousteau declared Bloody Bay Wall to be one of the three best dives in the world. The information is now available on the FWSA website at www.fwsa.org.

FWSA 2024 SKI WEEK: *Steamboat* will be the site of next year's North American Ski Week. The dates will be **January 27 to February 3, 2024**. A Flyer is posted on the Far West website with all the particulars. Sign-ups will begin in March. Contact Nancy Ellis for any other information: fwsatravelnancy@sbcglobal.net.

FAR WEST CONVENTION

The 90th Annual Far West Ski Association Convention is just around the corner. TWO (2) months away!!! **June 15-18, 2023** are the dates of this fun and exciting event to be held in Boise, Idaho. Lodging will be at *The Grove Hotel*, and all Convention meetings, the Silent Auction & Trade Show and Awards Banquet will be held at the beautiful *Boise Centre*.

The *Intermountain Ski Council*, and *Bogus Basin Ski Club* will be hosting this event, along with a little help from *Arizona Ski Council*. **REGISTRATION** materials have all been sent out, but if you have not received one from YOUR club, you can go onto www.fwsa.org/convention_2023 to download the forms, or register online through *Far West Connect*. Commemorative long-sleeved t-shirts (light grey or light blue) are available until **May 16**. These can be found on the registration form, and seen on the Far West website.

We have many Optional Activities planned for the 4-day weekend, including a dinner on **Wednesday** evening, at a wonderful Basque restaurant...*Ansots*...in beautiful downtown Boise. On **Thursday**, there will be a *bike ride* along the Greenbelt, with a stop for lunch, or you can do a *half-day raft trip* down the Payette River, followed by a BBQ at the finish. Once you've returned to the hotel, it will be time to "fluff and buff" for the evening's *26th Annual Pub Crawl*. We will be visiting *Boise Brewing*, *Mother Earth Brew Company*, and finish up at the *Basque Center* for a wonderful dinner. On **Friday**...you can sign up for *Top Golf*, or a *Day on the Mountain at Bogus Basin*. **Friday night** kicks off the 37th Annual Silent Auction and Trade Show at the Boise Centre. Come meet our many Ski Resort Partners and Tour Operators who will be anxiously waiting to show you all that's new at their resort, and help you plan your next ski or snowsport, or even summertime adventure. Bid on one of the many exciting trips that will be up for Auction, and stick around for the drawing of two Travel Gift Certificates provided by our North American Travel Program and International Program. **Saturday** is filled with educational sessions and Public Affairs Panels. Our Keynote Speaker will be *Genia Fuller-Crews*, a legend of freestyle skiing and member of the board of directors of the US Ski and Snowboard Hall of Fame. **NEW THIS YEAR**...a planned group activity will be happening *post-convention*. It is an adventure/fishing trip, planned for Monday June 19th. There is still room for three more guests, with the cost of \$600.00. It includes 2-nights lodging in McCall, ID. For further information, contact Michael Bouton: at 208-703-0444, or email him mbouton0559@msn.com.

FAR WEST ELECTIONS

A highly successful organization since 1930, Far West Ski Association's footprint has continually grown and evolved. Of course, our members enjoy getting together on and off the slopes. In addition to the fun on and off the slopes, we get things done. We are often requested to provide input and insight on industry topics, so our impact has expanded from regional to national through our membership with the National Ski Council Federation and other industry organizations.

Anyone having an interest in serving as an Officer or Trustee of our organization, please contact Gloria Raminha, Nomination Committee Chair by email at pastpresident@fwsa.org or phone (661) 800-8229.

Elections for officers will occur at the Far West Ski Association Annual Meeting & Convention June 15-18, 2023, to be held at The Grove Hotel and Boise Centre in Boise, Idaho. Voting will be held on Sunday, June 18. There are no By-Laws amendments currently proposed. Delegates attending the convention will elect people to the following positions:

Officers (1-year term)

- President Linda Westlund – Incumbent
- Treasurer Randy Lew - Incumbent
- Secretary*

Trustees – 2 positions (2-year term)

- Trustee (1)
- Trustee (2) Sheri Parshall – Incumbent

VP Positions (2-year term)

- VP Council Services Chris Gill – Incumbent
- VP North American Travel Nancy Ellis – Incumbent
- VP Public Affairs Steve Coxen – Declared

Qualified nominees for any of the open positions will be accepted up to the date and time of elections. All candidates must be members in good standing of FWSA.

FWSA Qualifications for Positions as approved by the Board of Directors are:

President:

1. Held a voting position on the FWSA Board for a minimum of four (4) years.
2. Attended at least three (3) FWSA conventions within the five (5) years prior to the current convention.
3. Attended at least one (1) North American Ski Week within the five (5) years prior to the current convention.

Treasurer:

1. Understanding of cost center accounting and GAAP (Generally Accepted Accounting Principles).
2. Working knowledge of MS Excel and QuickBooks or the current FWSA accounting software.
3. Held the Treasurer position in a FWSA ski club or council or has demonstrated equivalent job experience as an accountant who has done financial preparation and analysis.

Trustee:

1. Held a voting position on the FWSA Board a minimum of three (3) years.
2. Strong business, financial, and leadership skills.
3. Attended at least three (3) FWSA Conventions within the five (5) years prior to the current convention.

VP of North America Travel:

1. Must meet either a or b below:
 - a. Held the position of club or council "Trip Leader" and led a minimum of 2 trips of 25 or more people.
 - b. Served as an FWSA Trip Leader, assistant Trip Leader, or FWSA Ski Week staff member for a minimum of two (2) trips.
2. Assisted as a volunteer on at least one trip related to this position.

Desirable experience with the following:

 - Standard accounting procedures
 - California Seller of Travel Program
 - Travel Budgeting generating an organizational profit
 - Writing Requests for Proposals (RFP's), conducting a bid process, and writing and negotiating trip contracts.
 - May substitute other similar experience for any of the above

If elected to either VP of Travel position, the VP:

- May not receive personal financial or other benefits as a result of being a club, council, or FWSA Trip Leader for an FWSA sponsored trip. For example— a trip leader who works as a tour operator or for a travel agency may not receive compensation or other benefit for their business or company. They may not use FWSA participant contact information as a source for their personal or business marketing.

- Will oversee all FWSA trips assigned to their Travel position and attend those trips unless an FWSA Trip Leader has been assigned to coordinate/run that trip.

FWSA By-Laws, job descriptions and the Operations Manual are available on the FWSA website at www.fwsa.org. To find the link, click on the "About" tab, then click on the "Governance" tab.

All candidates will have access to space for flyers and election materials at the registration area and on the tables on Sunday. In addition, each will have the opportunity to speak to delegates (see the Convention Schedule of Events for time and location). The elections will be held during the general assembly on Sunday.

The Nominating Committee Chairman will oversee elections. Members for an elections committee will be solicited at the Convention. All elections will be by secret ballot. Vote totals are confidential to the elections committee and records will be destroyed after verification by the committee and certified by a Trustee exercising oversight.

***Succession Planning:** Looking to make it easier, effective, and efficient to make a difference in snowsports? Experts in the role of Secretary will share tools, techniques, tips and tricks they use.

The Far West Ski Association's Succession Planning Committee invites you, your club leaders and prospective leaders, especially those in a Secretary role, to attend our brand new FWSA Sip and Snacks session. Use the link below to register for the session. Click on "Register Now" on the right side of the page.

Check this out - https://www.fwsa.org/content.aspx?page_id=4002&club_id=623165&item_id=1964538

Please spread the word about this fun and informative opportunity!

Future online sessions will focus on other roles to help new officers be successful and to prepare prospective leaders for future roles.

Stay Safe! Stay Healthy!