



2011

Delegate Book

Electronic Edition



Far West Ski Association

79th Annual Convention

26th Annual Silent Auction & Travel Expo

Pacific Palms Hotel & Conference Center, Industry Hills, CA

June 9 – 12, 2011

Printing services provided by
Wyle





79th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION

Pacific Palms Hotel & Conference Center • Industry Hills, California • June 9-12, 2011

"MAKING HISTORY" – SCHEDULE OF EVENTS



Thursday, June 9, 2011

3:00 pm - 6:00 pm	Delegate Registration - Delegate Bags <i>Sponsored by Jackson Hole Mountain Resort, Jackson Hole Resort Lodging & Snow King Resort</i> , Delegate Neck Wallets <i>Sponsored by Nancy Greene's Cahilly Lodge</i>	Majestic Ballroom Foyer
3:00 pm - 6:00 pm	Industry Exhibitor Registration	Majestic Ballroom Foyer
5:00 pm - 11:00 pm	Claremont Village Pub Crawl - <i>Sponsored by Ski Reno Tahoe</i>	Meet in Lobby

Friday, June 10, 2011

6:15 am - 3:00 pm	5th Annual Michael German Memorial Golf Tournament at Pacific Palms Resort "Babe" Course (Optional Event - Shotgun Start at 7:30 am) - <i>Sponsored by Snowbasin, a Sun Valley Resort</i>	Meet on Patio Outside
8:30 am - 2:30 pm	The Spa at Pacific Palms Day (Optional Event) - <i>Sponsored by Snowmass Tourism</i>	Golf Pro Shop
8:45 am - 3:00 pm	Temecula Wine Tour (Optional Event) - <i>Sponsored by Aspen/Snowmass</i>	Meet in The Spa
10:45 am - 4:00 pm	The Huntington Library, Art Collections, Botanical Gardens Tour (Optional Event)	Meet in Lobby
1:00 pm - 4:00 pm	Far West Ski Foundation (FWSF) Trustees Meeting (Invitation Only)	Meet in Lobby
2:30 pm - 6:00 pm	Industry Exhibitor Registration & Set Up	Hazelton
3:00 pm - 4:00 pm	Pool Party - <i>Sponsored by Mt. Bachelor and Hosted by Orange Council</i>	Majestic Ballroom
3:00 pm - 9:30 pm	Delegate Registration	Meet at the Pool
4:30 pm - 4:45 pm	Industry Exhibitor Meeting	Majestic Ballroom Foyer
5:00 pm - 6:00 pm	FWSA History Committee Meeting	Majestic Ballroom
5:00 pm - 6:30 pm	Councils' Man & Woman of the Year Meeting (Invitation Only)	Hazelton
5:30 pm - 6:30 pm	Ski Club Happy Hour (No Host)	FWSA Suite – 11th Floor
6:30 pm - 8:00 pm	Silent Auction Happy Hour - <i>Sponsored by Ski Dazzle</i>	Majestic Ballroom Foyer
6:30 pm - 10:30 pm	Silent Auction and Dance – Musical Entertainment by "Can-Do Productions" - <i>Sponsored by Telluride Ski & Golf</i>	Majestic Ballroom
10:30 pm - 11:30 pm	Exhibitor Booth Breakdown	Majestic Ballroom

Saturday, June 11, 2011

7:00 am - 12:00 pm	Delegate Registration	Majestic Ballroom Foyer
7:00 am - 8:00 am	Continental Breakfast – <i>Sponsored by Mammoth Mountain</i>	Majestic Ballroom A, B, I
8:00 am - 8:30 am	FWSA General Meeting - Opening Session	Majestic Ballroom A, B, I
8:45 am - 10:40 am	Travel Expo – <i>Grand Prize - Far West Ski Week Sponsored by FWSA</i>	Colonial Terrace
9:00 am - 12:15 pm	Councils' Man & Woman of the Year Judging (Invitation Only) - Awards <i>Sponsored by Big White Ski Resort & Silver Star Mountain Resort</i>	Medinah
10:00 am - 12:15 pm	Far West Racing Association Meeting (Invitation Only)	Hazelton
10:00 am - 12:15 pm	Bid Presentations – FWSA Ski Week (Invitation Only)	Pebble Beach A, B
10:45 am - 12:15 pm	FWSA Snowsports Leadership Academy - "Ski Equipment Design: Getting the Right Fit" and "Building Membership through Racing"	Cherry Hill
10:45 am - 12:15 pm	Public Affairs Panel & Guest Speakers	Pine Valley
10:45 am - 12:15 pm	Outstanding Club / Council Recognition Programs	Torrey Pines
12:30 pm - 1:30 pm	Luncheon & Awards Presentation - Luncheon <i>Sponsored by Vail Resorts</i> , Beer <i>Sponsored by Sports America & Hosted by Ski Banff Lake Louise Sunshine</i> , FWSA Western Ski Heritage Award <i>Sponsored by Steamboat Ski & Resort Corporation</i> , FWSA Safety Person of the Year Award <i>Sponsored by Aspen/Snowmass & The Crestwood</i>	Majestic Ballroom A, B, I
1:30 pm - 2:30 pm	FWSA Snowsports Multi-Media Presentation - <i>Sponsored by Sun River Resort & Mt. Bachelor</i>	Majestic Ballroom A, B, I
2:40 pm - 4:00 pm	FWSA Snowsports Leadership Academy - "Taking Office: Now What?"	Cherry Hill
2:40 pm - 4:00 pm	2012 FWSA Ski Week Staff Meeting (Invitation Only)	Pebble Beach A, B
2:40 pm - 4:00 pm	Public Affairs Panel & Guest Speakers	Pine Valley
4:15 pm - 5:30 pm	Council Caucuses	Cherry Hill, Pine Valley, Pebble Beach A, B
6:30 pm - 7:00 pm	Reception (No Host)	Majestic Ballroom A, B, I
7:00 pm - 12:00 am	Awards Banquet & Dance "Making History" – Wine <i>Sponsored by Ogden/Weber Convention & Visitors Bureau and Partners and Hosted by Country Inns & Suites, Utah</i> , Musical Entertainment by "Can-Do Productions" - <i>Sponsored by Steamboat Ski & Resort Corporation</i>	Majestic Ballroom A, B, I

Sunday, June 12, 2011

7:00 am - 8:15 am	Eye Opener Party – <i>Sponsored by FWSA & Los Angeles Council of Ski Clubs</i>	FWSA Suite – 11th Floor
8:30 am - 10:30 am	FWSA General Meeting – Elections, Club and Council Outstanding Awards, Communication Awards, Club and Council History Awards	Majestic Ballroom A, B, I
10:30 am - 11:30 am	Delegate Brunch – <i>Sponsored by Taos Ski Valley Resort</i> , Door Prize Giveaway	Majestic Ballroom A, B, I
11:30 am - 2:00 pm	FWSA General Meeting Continued	Majestic Ballroom A, B, I
2:00 pm - 4:00 pm	FWSA Board of Directors and Board of Trustees Meetings	Cherry Hill

Delegates are welcome to attend all events unless otherwise indicated. Participation in Travel Expo is especially encouraged and the Grand Prize will be awarded only among those who participate. Delegates with mandatory assignments to other meetings during Travel Expo will receive instructions from their Meeting Chairman.

Panels / Snowsports Celebrities Multi-Media / Caucuses

Schedule Saturday, June 11, 2011

Room	Cherry Hill	Pine Valley	See Session for Room Details
SATURDAY			
Leadership Info Panel Sessions* 10:45 AM-12:15 PM	Snowsports Leadership Academy – “Skiing Equipment Design: Getting the Right Fit; Building Membership Through Racing” – Mark MacKay & Dick Shawkey	Public Affairs- “Snowsports Trends” - moderator Scott Bowker (see guest list below)	Outstanding Club / Council Recognition Programs – Lennia Machen – Torrey Pines
1:30-2:30 PM			Snowsports Multi-Media Presentation – Steve Bellamy – Majestic Ballroom A, B, I
Leadership Info Panel Sessions* 2:40 – 4:00 PM	Snowsports Leadership Academy – “Taking Office: Now What?” – Eileen Sanford & Sheri Parshall	Public Affairs- “Snowsports History; Ski Area & Forest Service Trends” - moderator Scott Bowker (see guest list below)	
Council Caucuses 4:15 – 5:30 PM	Northwest/ LA/ Sierra/ Inland/ Direct Members	BAC / Central / Intermountain	San Diego/ Orange/ Arizona/ New Mexico – Pebble Beach A, B

* Please note that this is a preliminary list of invited guests, presenters/speakers, topics & rooms which is subject to change.

10:45 AM-12:15 PM Leadership Info Panel Sessions* – Cherry Hill, Torrey Pines, & Pine Valley

Snowsports Leadership Academy “Skiing Equipment Design: Getting the Right Fit; Building Membership Through Racing” (Cherry Hill) – Presenters: Mark Mackay (Atomic Ski & Snowboard) and Dick Shawkey (Past BAC Open League Race Chair, FWSA Athletic Scholarship Program Chair). Topics may include impact of recent design changes in skis/snowboards/boots - rocker, reverse camber; attracting new members and engaging current members with a fun and effective racing program, developing future club leaders.

Public Affairs “Snowsports Trends” (Pine Valley) – Moderator: Scott Bowker (FWSA VP Public Affairs). The guest speakers may include Steve Bellamy (founder of The Ski Channel and The Tennis Channel tv networks), Troy Hawks (National Ski Areas Association Journal Editor), Ron Ketter (US Forest Service Pacific Southwest Region Deputy Regional Forester), Dave Ludwig (founder of American Cancer Society Hope On the Slopes program), Tom Stienstra (San Francisco Chronicle outdoors columnist, "Great Outdoors with Tom Stienstra" tv host). Topics may include future of skiing, impact of snowboarding, effect of demographics, impact of downturns, role of FWSA, snowsports media – getting its attention and communicating your message effectively, adaptive snowsports, environmental impact of resort development, Arizona Snowbowl snowmaking Supreme Court case.

Outstanding Club/Council Recognition Programs (Torrey Pines) – Lennia Machen (FWSA Communication Awards Chair).

1:30-2:30 PM Snowsports Celebrities Multimedia Presentation* – Majestic Ballroom A, B, I

Meet your favorite snowsports celebrities. Multimedia Presentation by Steve Bellamy. Steve is the founder of The Ski Channel and The Tennis Channel tv networks. He has produced, directed, written and hosted numerous television shows and films. The film he recently wrote, produced and directed entitled “The Story” about a diverse group of people who have devoted their lives to the mountains, is garnering critical awards and is being pushed through the Academy Award nomination process.

2:40-4:00 PM Leadership Info Panel Sessions* – Cherry Hill, Pine Valley

Snowsports Leadership Academy “Taking Office: Now What?” (Cherry Hill) – Presenter: Eileen Sanford (San Diego Council of Ski Clubs President), Sheri Parshall (Northwest Ski Club Council President). Topics may include officer responsibilities, types of clubs, leadership, mission statement, club programs, meetings, financial management, record keeping, resources and other best practices.

Public Affairs “Snowsports History; Ski Area and Forest Service Trends” (Pine Valley) – Moderator: Scott Bowker (FWSA VP Public Affairs). Speakers may include Bruce Campbell (10th Mountain Division, 86-I, M veteran & Southern California Chapter President of 10th Mountain Division Association Inc.), Bill Clark (Western Ski Sports Museum Executive Director), Troy Hawks (National Ski Areas Association Journal Editor), Ron Ketter (US Forest Service Pacific Southwest Region Deputy Regional Forester), Howard Koch (10th Mountain Division, 86-C veteran, National Historian & former Southern California Chapter President of 10th Mountain Division Association Inc.), Chuck Morse (former Executive Director Far West Division USSA, former VP Director Marketing Snowbird, former Western States Managing Director Sales & Marketing Vail/Beaver Creek). Topics may include 10th Mountain Division, Western Ski Sports Museum plans, US Ski & Snowboard Hall of Fame – selection process/future direction, role of FWSA, ski area trends, forest service trends, new planning rule, impact snow sports enthusiasts have on issues with regards to area development.

4:00-5:30 PM Council Caucuses – Cherry Hill; Pebble Beach A, B; & Pine Valley – Upper Level

Northwest/Los Angeles/Sierra/Inland/Direct Members (Cherry Hill); BAC/Central/Intermountain (Pine Valley); San Diego/Orange/Arizona/New Mexico (Pebble Beach A, B)

FWSA SNOWSPORTS LEADERSHIP ACADEMY

by David Krupp, Chair

The **Snowsports Leadership Academy** is a FWSA education program designed to provide FWSA members training and tools to enhance and expand ski clubs and be recognized industry wide as having a measure of standards and consistency.

The first Snowsports Leadership Academy sessions presented at the FWSA 2008 Convention in Seattle, Washington were "I'm Elected, Now What" and "Now You Have Them, How Do You Keep Them". The second two sessions at the FWSA 2009 Convention in Reno, Nevada were "Travel Wise – Smart Tips for Trips" and "Risky Business – A Slippery Slope". The third set of sessions at the FWSA 2010 Convention in Indian Wells, California were "Ethics - Doing the Right Thing" and "Tech Works – Building Your Club Using the Social Media".

This FWSA 2011 Convention in Industry Hills, California features "Skiing Equipment Design: Getting the Right Fit; Building Membership Through Racing" (Cherry Hill) – Presenters: Mark Mackay (Atomic Ski & Snowboard), Dick Shawkey (Past BAC Open League Race Chair, FWSA Athletic Scholarship Program Chair) and "Taking Office: Now What?" (Cherry Hill) – Presenters: Eileen Sanford (San Diego Council of Ski Clubs President) and Sheri Parshall (Northwest Ski Club Council President).

All attendees of these Snowsports Leadership Academy sessions receive a certificate of attendance at the Sunday morning general session.

You do not want to miss these well presented, informative and timely sessions.

Table of Contents

Schedule of Events.....	1
Detailed Schedule: Leadership Info Panel Sessions, Snowsports Celebrities Multimedia Presentation, Caucuses....	2
Table of Contents.....	4
Order of Business.....	5
Travel Expo Instructions.....	6
President's Welcome.....	7
Mayor's Welcome.....	8
Event Sponsors.....	9
Silent Auction/Travel Expo Participants.....	10
Convention Volunteer VIPs.....	11
Special Guest Bios.....	12
Award Citations – Snowsports Builder Award.....	22
FWSA Board of Directors/Council Presidents.....	28
Election Page.....	20
Director / Committee Reports / Other	
Treasurer by Cindy Krupp.....	30
Board of Trustees by Linda Westlund.....	34
Bylaws Committee by John Watson.....	36
80th Annual Convention by Jane Wyckoff / Don Anderson.....	37
Athletic Scholarship Committee, Athletic Scholarship – 2010 Winners Bios by Dick Shawkey.....	38
Far West Ski Foundation by John Watson.....	42
Charities & Our Community by Sigrid Noack.....	45
Recipient Donation Summary by Sigrid Noack.....	47
Appendix A Minutes of 2010 Annual Meeting by Debbie Stewart.....	49
Resolutions & Notes.....	59
PLEASE GO TO FWSA CD TO VIEW THESE REMAINING SECTIONS	
Communications by Linda Scott.....	61
Council Services by Don Anderson.....	62
Information Services by Nancy Ellis.....	63
Industry Marketing by Debbi Kor & Mary Olhausen.....	64
International Travel by Norm Azevedo.....	66
Marketing & Sponsorship by Debbi Kor.....	68
Membership by David Krupp.....	69
North American Travel by Gloria Raminha.....	70
Public Affairs by Scott.....	72
Bowker.....	
Racing by Bob Ellis.....	82
Awards Program Committee by Catherine Ohl & Lennia Machen.....	83
Charities & Our Community (continued) by Sigrid Noack.....	89
Family Youth Involvement Committee by Fran Long.....	90
History Committee by John Watson.....	91
Safety Committee by Richard Lubin.....	93
Far West Skier's Guide by Leigh Gieringer.....	95
Council Reports	
Arizona Ski Council by Mike Rogers.....	96
Bay Area Snow Sports Council by Dennis Heffley.....	97
Central Council by Fran Long.....	99
Intermountain Council by Don Anderson.....	101
Los Angeles Council of Ski Clubs by Norbert Knapp.....	102
New Mexico Council of Ski Clubs by Diane Stearley.....	103
Northwest Ski Club Council by Sheri Parshall.....	104
Orange Council of Ski Clubs by Judy Thurman.....	106
San Diego Ski Club Council by Eileen Sanford.....	107
Sierra Council by Jo Simpson.....	108
Bylaws Handout - FWSA Bylaws by John Watson.....	

Order of Business

Saturday, June 11, 2011

GENERAL SESSION

- 8:00 AM Call to Order (Randy Lew)
Introduction of Officers, Trustees, Committee Chairpersons, Council Presidents, FWSA Appointed Representatives, League Chairpersons and Special Guests.
- Credentials Committee Report (David Krupp)
- Nominations Committee Report (Mike Sanford)
- Councils' Man & Woman of the Year Report (Donn Bryant)
- Communication and Club Awards Report (Lennia Machen)
- Bylaws Committee Report (John Watson)
- Industry Marketing & Sponsorships (Debbi Kor)
- Silent Auction Coordinator (Mary Olhausen)
- Travel Expo Report (Sigrid Noack)

RECESS FOR TRAVEL EXPO

- 8:45 am – 10:40 am Travel Expo (Sigrid Noack)

Sunday, June 12, 2011

GENERAL SESSION RECONVENED

- 8:30 am Call to Order (Randy Lew)
- 8:30 am – 2:00 pm FWSA General Meeting and Election of Officers
- 10:30 am RECESS FOR BRUNCH
Club & Council Communication Awards
Charities Award & Club History Award
- 11:30 am GENERAL SESSION RECONVENED

Order and timeframe of Sunday session to be determined by the FWSA President

ORDER OF BUSINESS FOR GENERAL SESSION (Continued)

- Secretary's Report (Debbie Stewart)
Acceptance of Minutes from 2010 Annual Meeting
- Credentials Committee Report (David Krupp)
- Parliamentarian's Report (John Watson)
- Bylaws Report (John Watson)
- Nominations of Candidates for Officers & Trustees (Mike Sanford)
Speeches by Candidates (3 minutes time limit each)
Election and voting for new President, Trustees, and Officers
Substantive Resolutions
- Treasurer's Report (Cindy Krupp)
- Board of Trustees Report (Linda Westlund)
- Industry Sponsorship/Silent Auction (Debbi Kor & Mary Olhausen)
- FWSA Officers' Reports (FWSA VPs)
- FWRA President Report (Bob Ellis)
- FWSA Committee Reports (Committee Chairs)
- FWSA 2012 Convention Report (Jane Wyckoff / Don Anderson)
- Old Business (Randy Lew)
- New Business (Randy Lew)
- Introduction of Newly Elected Officers and Trustees (Randy Lew)
- Adjournment (FWSA President)



79th Annual FAR WEST SKI ASSOCIATION CONVENTION
June 10 – 12, 2011 – Industry Hills, California



DELEGATE TRAVEL EXPO INSTRUCTIONS

Saturday Morning, June 11th

GREETINGS DELEGATES!!

Welcome to the 9th Annual Far West Travel Expo. Whether you've participated in past Travel Expos or are new this year, here are some tips to help you get the most out of participating in Travel Expo.

WHAT IS TRAVEL EXPO?

Travel Expo takes place on Saturday morning of Convention. It is a forum where delegates [voting and non-voting] can meet with the ski industry [resorts, operators, and suppliers], in a pre-scheduled 10-minute appointment format. The Travel Expo is the Ski Industry's time for focused 1-on-1 time with our delegation and membership leaders. Our relationships with our Industry Partners and their participation in our Convention are invaluable. Their future participation and support is influenced by return value. In addition, the Travel Expo serves as a venue that attracts new vendors who will be willing to support our Conventions and FWSA Programs in the future. It is our goal to insure that our time with them is a positive and worthwhile experience.

SIGNING UP FOR APPOINTMENTS

These appointments are held every 10 minutes from 8:45am to 10:40am, giving you eight opportunities to meet with ski industry. We are asking that delegates take advantage of all eight opportunities. You will have opportunity to sign up for appointments on Friday night at Silent Auction as well as on Saturday morning—just before Expo starts. Each delegate will have a PASSPORT, with appointment times that match industry Sign-Up Sheets.

There will be a maximum of 4 people per appointment. In some cases, the Industry may choose to meet with fewer than 4 people. Please respect their wishes. We are asking that no one club take all four spots for any one meeting unless the Industry requests it.

Two opportunities to sign up for Travel Expo Appointments:

- During Silent Auction on Friday from 6:30pm – 10:30pm
- On Saturday morning from 8:30am – 8:45am prior to the start of Travel Expo.

We strongly recommend that you schedule a few resorts, at least one tour operator, and a supplier that you have not visited or used before.

Expo time should not be used for finalizing a trip already in the works. Use the time Friday night for this purpose, or schedule time with Industry later during the weekend.

Bring club BUSINESS CARDS with you to pass out to the Industry. To facilitate the meeting process, **bring a ONE-PAGE CLUB PROFILE** to leave with Industry. Copies should be made for each delegate to give out at every appointment. The profile should include:

Club Name, Address, Internet Address, Email, Phone
President & Travel VP Contact Information
of Trips Taken Each Year
Average # of Participants Per Trip
Where Your Club Traveled In 2010-2011
What Trips Your Club Is Planning For 2011-2012

Remember, even if you are not your club's travel person, you are representing your club and will be bringing information and recommendations back to your board.

There will be separate instructions for those involved in the Far West Ski Bidding, the Man and Woman of the Year judging, and the FWRA meeting. These meetings are by invitation only.

For those of you who meet with **ALL EIGHT** appointments, and get all the Industry signatures on your Passport, you will be entered into a drawing for many prizes, including the **Grand Prize**: A ground package for one person (not to exceed \$900) on the 2012 annual Ski Week trip to **Jackson Hole, Wyoming** with the Far West Ski Association, January 28 – February 4, 2012.

QUESTIONS

For questions about Travel Expo, please contact:
Sigrid Noack: 310.823.1373 skisig@earthlink.net

Mary Olhausen: 503.880.7383
omary52@comcast.net

Welcome

From Randy Lew, President of Far West Ski Association

From the beautiful Pacific Palms Hotel & Conference Center in Industry Hills, California welcome to all club delegates, invited guests and industry partners attending the 79th Annual Meeting and Convention of Far West Ski Association.

This weekend is a showcase for Far West, a celebration of our history and accomplishments, an opportunity to renew friendships, a period of time we set aside to do the Association's business and our most important chance to build on our relationships with our snowsports industry partners.

My thanks and appreciation goes out to both the FWSA Convention Committee and all the Los Angeles Council of Ski Club volunteers who put in many hours of work to make this Convention a success. I would especially like to thank the LAC committee who worked many hours on the Convention over the last twelve months: Committee Chair David Krupp, Norbert Knapp, Judith Miller, Karen James, Sandy Blackwell, Kay Collins, Rick Malin, Dave Felker, Linda Holcombe, and all the other great volunteers. Also in line for a pat on the back are the FWSA Standing Convention Committee Jane Wyckoff, Mike Sanford, Steve Coxen, Cindy Krupp, and Scott Bowker and their Committee of volunteers has done a great job in performing all the groundwork to keep the local effort enthusiastic and productive. And of course, we all owe a debt of gratitude to our Silent Auction Coordinator Mary Olhausen and VP of Marketing Debbi Kor who do a great job of coordinating the auction and keeping our sponsors happy. Lastly, I would like to thank Catherine Ohl for continuing to update our Convention Awards Book and Chairing our FWSA Awards Committee. Please take time to read the list of Convention Committee Volunteers in this book and thank them personally for their hard work.

The annual Silent Auction on Friday night and our Travel Expo on Saturday is an excellent opportunity for all attendees to meet with representatives of the ski resorts. Mary, Jane and Sigrid Noack have done a terrific job coordinating these events for us all. Please visit with as many representatives as you can and thank them for their support of FWSA. You'll find a wealth of information to take back to your clubs for planning your travel activities. Remember our relationship with the ski industry is key to the success of FWSA, its clubs and councils.

This year we are presenting the 7th module of our Snowsports Leadership Academy, "Ski Equipment Design – Getting the Right Fit and Building Membership Through Racing" and repeating our 1st module "Taking Office – Now What?". We are also planning a multi-media presentation with Steve Bellamy who founded The Ski Channel and The Tennis Channel. Other special guests this year include: Billy Kidd (Olympian); Bruce Campbell (10th Mountain Division, 86-I, M veteran & Southern California Chapter President of 10th Mountain Division Association Inc.), Bill Clark (Western Ski Sports Museum Executive Director), Troy Hawks (National Ski Areas Association Journal Editor), Ron Ketter (US Forest Service Pacific Southwest Region Deputy Regional Forester), Howard Koch (10th Mountain Division, 86-C veteran, National Historian & former Southern California Chapter President of 10th Mountain Division Association Inc.), Dave Ludwig (founder of American Cancer Society Hope On the Slopes program), Chuck Morse (former Executive Director Far West Division USSA, former VP Director Marketing Snowbird, former Western States Managing Director Sales & Marketing Vail/Beaver Creek), Tom Peirce (Executive Director of the United States Adaptive Recreation Center), Brianna Piper (FWSA Athletic Scholarship Recipient from Big Bear HS & Snow Summit Race Team), Tom Stienstra (San Francisco Chronicle outdoors columnist, "Great Outdoors with Tom Stienstra" tv host). In addition, we hope that Dave and Roma McCoy will be joining us. Some of our guests will be invited to speak on topics of interest in the Public Affairs panel sessions. This is a great opportunity to mingle with the folks who got us here plus the FWSA volunteers and show our appreciation for the work they have done.

The Awards Banquet "Making History" on Saturday night will be the high point of the weekend. There we recognize the people who have made significant contributions during the year to Far West Ski Association, their clubs and councils. Their efforts coupled with our strong volunteer corps keep FWSA the strong organization it has become today, a nationally recognized organization and "The Voice of the Western Skier."



CITY OF INDUSTRY

P.O. Box 3366, City of Industry, California 91744-0366 • (626) 333-2211

OFFICE OF THE MAYOR

June 9, 2011

Dear Far West Ski Association Convention Attendees:

As Mayor of City of Industry, and on behalf of the entire City Council, it is my pleasure to take this opportunity and welcome the Far West Ski Association's 79th Annual Convention to the Pacific Palms Hotel and Conference Center in the City of Industry.

We are most pleased and honored that your organization has chosen to hold this event in our city and hope you will enjoy all the amenities City of Industry has to offer.

We know your convention will be successful and we extend to each of you our very best wishes for a most memorable visit in the City of Industry.

Sincerely,

David Perez
Mayor
City of Industry



Event Sponsors

79th Annual FWSA Convention by Debbi Kor, VP of Marketing & Sponsorship

We extend our appreciation to the following sponsors of Far West Ski Association's 79th Annual Convention. Their generous support was a significant contribution to the financial success of this year's Convention. By offsetting Convention costs through the sponsorship program, we are able offer a more affordable delegate registration fee. Please include these industry partners in your travel plans for 2011-12.

Event	Sponsor	Website
Golf Tournament	 Snowbasin - a Sun Valley Resort	www.snowbasin.com
Pub Crawl	 Ski Reno Tahoe	www.visitrenotahoe.com
Spa Day	 Snowmass Tourism	www.snowmass tourism.com
Pool Party	 Mt. Bachelor, Orange Council of Ski Clubs	www.mtbachelor.com www.orange council.org
Temecula Wine Tour / FWSA Safety Person of Year	 Aspen/Snowmass	www.aspensnowmass.com
Silent Auction DJ	 Telluride Ski Resort	www.tellurideski resort.com
Silent Auction Happy Hour	 Ski Dazzle	www.skidazzle.com
Delegate Bags	 Jackson Hole Mountain Resort, Jackson Hole Resort Lodging and Snow King Resort	www.jacksonhole.com www.jhresortlodging.com www.snowking.com
Delegate Neck Wallets	 Nancy Greene's Cahilty Lodge	www.cahiltylodge.com
Saturday Continental Breakfast	 Mammoth Mountain	www.mammoth.com
Saturday Beer Sponsor	 Ski Banff, Lake Louise, Sunshine Sports America	www.skibig3.com www.sportsamerica.com
Saturday Luncheon	 Vail Resorts (Vail, Beaver Creek, Breckenridge, Keystone, Heavenly, Northstar at Tahoe)	www.vailresorts.com
Multimedia Presentation	 Mt Bachelor, Sunriver Resort	www.mtbachelor.com www.sunriver-resort.com
Awards Banquet Band / FWSA Western Ski Heritage Prize	 Steamboat Ski & Resort Corporation	www.steamboat.com
Awards Banquet Wine Corkage	 Ogden/Weber CVB & Partners	www.visitogden.com
Awards Banquet Wine	 Country Inns & Suites	www.countryinns.com
Sunday Morning Brunch	 Taos Ski Valley	www.taos.org
Councils' Men & Women of the Year	 Big White Ski Resort, Silver Star Mountain Resort	www.bigwhite.com www.skisilverstar.com
FWSA Athletic Scholarship Program	 Schure Sports USA, Whitefish Mountain Resort, Grouse Mountain Lodge	www.karbon.net www.skiwhitefish.com www.grousemountainlodge.com
Grand Prize Travel Expo	 Far West Ski Association Travel Program	www.fwsa.org
Eye Opener	 Los Angeles Council of Ski Clubs	www.lacouncil.org

Silent Auction & Travel Expo - 2011

Participants

by Mary Olhausen & Debbi Kor

The Far West Ski Association and Los Angeles Council of Ski Clubs extend their appreciation and sincere gratitude to the 26th Annual Silent Auction and Travel Expo participants. The success of this event is made possible by the continued support from our industry partners to the efforts of our Association. Please include these industry partners in your travel plans for 2011-2012.

The support from our Industry Partners continues to grow. In 2011 we look forward to the 26th Annual Silent Auction and Travel Expo at the 79th Annual FWSA Convention in Industry Hills, CA.

Alaska/Horizon Airlines	Hampton Inn & Suites, UT	Silverado Lodge, UT
Alpine Meadows Ski Area, CA	Heavenly Mountain Ski Resort, CA	Ski Banff-Lake Louise-Sunshine, AB, Canada
Alta Ski Resort, UT	Holiday Inn, UT	SKI.COM, CO
Aspen/Snowmass, CO	Holidaze Ski Tours, NJ	Ski Dazzle, CA
Aspen Highlands, CO	Homewood Mountain Resort, CA	Ski Group.Net, CA
Aston Lakeland Village Resort, NV	Jackson Hole Mountain Resort, WY	Ski Reno Tahoe, CA/NV
Atlantis Casino & Spa, NV	Jackson Hole Resort Lodging, WY	SkiSync
Banff Lodging Company, AB, Canada	Kandahar Lodge at Whitefish, MT	Snakedance Condominiums, NM
Beaver Creek Resort, CO	Keystone Resort, CO	Snow King Resort, WY
Betty Donellan, CA	Lakeside Resort Properties, UT	Snow Tours, NJ
Ben Lomond Suites, UT	Legacy Resorts, UT	Snowbasin Ski Resort, UT
Big Bear Mountain Cabins, CA	Love Ridge Resort Lodges, WY	Snowbird Ski & Summer Resort, UT
Big Sky Resort, MT	Madrona Manor, CA	Snowmass Ski Resort, CO
Big White Ski Resort, BC, Canada	Mammoth Mountain Ski Area, CA	Snowmass Tourism, CO
Black Tie Ski Rentals, CO	Miracle Springs Resort, CA	Solitude Ski Resort, UT
Brighton Ski Resort, UT	Mountain Resorts, CO	South Lake Tahoe Lodging, CA
Brian Head Ski Resort, UT	Mt. Bachelor Ski Resort, OR	Sports America Tours, CA
Brundage Mountain Resort, ID	Nancy Green's Cahilty Lodge, BC, Canada	Steamboat Ski & Resort Corp., CO
Buttermilk Ski Resort, CO	Northstar at Tahoe Resort, CA	Stonebridge Inn, CO
Canyon Transportation, UT	Ogden Comfort Suites, UT	Sundance Film Festival Screening, UT
Canyons Resort, UT	Ogden Convention Visitors Bureau, UT	Sunriver Resort, OR
Coast Blackcomb Suites, Canada	Ogden Hampton Inn & Suites, UT	Sun Peaks, BC, Canada
Comfort Suites, UT	Ogden Marriott, UT	Sun Valley Resort, ID
Copper Mountain Resort, CO	Pacific Coach Lines, BC, Canada	Tantalus Hotel, BC, Canada
Country Inn & Suites, UT	Pacific Palms Hotel, CA	Taos Ski Valley, NM
Crested Butte Mountain Resort, CO	Park City Mountain Resort, UT	Telluride Ski Resort, CO
Davis Area CVB, UT	Park City Peaks Hotel, UT	The Grand Lodge at Brian Head, UT
Deer Valley Resort, UT	Peaks Resort & Spa	The Huntley Lodge, MT
Delta Whistler, BC, Canada	Peppermill Resort/Casino, NV	The Lodge at Big Mountain, MT
Destination Hotels & Resorts, CO	Powder Mountain Ski Resort, UT	The Lodge at Whitefish Lake, MT
Eagle Point Ski Resort, UT	Prestige Lakeside Condos, Canada	The Peaks Resort & Spa, CO
Eldorado Resort, Mexico	Resorts of the Canadian Rockies, BC, Canada	Trickle Creek Lodge, Canada
Elevation Hotel & Spa, CO	Rocky Mountain Tours, CO	Vail Resorts, CO
El Monte Sagrado Resort & Spa, NM	Schweitzer Mountain Resort, ID	Val D'Isere Condos, CA
Executive Suites, UT	Segro Lilly Spa, UT	Whistler/Blackcomb, BC, Canada
Fairmont Banff Springs Hotel, AB, Canada	Selkirk Lodge, ID	Whitefish Mountain Resort, MT
Fernie/Kimberley Resorts, BC, Canada	Shore Lodge, ID	Whitewater Ski Resort, Canada
Grand Sierra Resort & Casino, NV	Silver Legacy Casino, NV	Winter Park Ski Resort, CO
Fraser Crossing/Founders Pointe, CO	Silver Star Resort, BC, Canada	Wolf Den Lodge, Canada

Convention Volunteer VIPs

FWSA President	Randy Lew
FWSA Convention Committee Chairperson	Jane Wyckoff
Los Angeles Council of Ski Clubs President	Norbert Knapp
Los Angeles Council of Ski Clubs Host Convention Chairperson	David Krupp
Convention Sponsorship Chairperson	Debbi Kor
Silent Auction / Travel Expo	
Silent Auction and Travel Expo Chairperson	Mary Olhausen
Silent Auction Coordinator	Linda McGavin
Silent Auction Accounting	Cindy Krupp
Travel Expo Coordinator	Sigrid Noack
Travel Expo Prize Donations	Debbi Kor
Silent Auction Bid Runners Coordinators	Fran Long, Tom Peirce
FWSA Awards Chairperson	Catherine Ohl
Councils' Man & Woman of the Year Chairperson	Donn Bryant
Council Volunteer Coordinator	Norbert Knapp
Multi-Media Presentation Coordinator	Mike Sanford
Convention Theme and "Making History" DVD Producer	John Watson
"Making History" DVD Assistant	Claudia Watson
Graphics and Design	Catherine Ohl
Convention Pins	Flora Taub
Registration	
Convention Delegate Registrar	Nancy Ellis
Delegate Registration Coordinator	Karen James
Delegate Gift Bags Coordinator	Paula Hazzard
Celebrity Guests and VIP Hostess	Barbara Lee Blase
Council Operations Coordinator	Judith Miller
FWSA Convention Accountant	Randy Lew
Council Convention Accountant	Ray Craig
Entertainment and Photography	Jerry McGhee
Optional Events	
Claremont Village Pub Crawl Coordinator	Sandy Blackwell
Golf Tournament Coordinator	Rick Malin
The Spa at Pacific Palms Day Coordinator	Kay Collins
Temecula Wine Tour Coordinator	Linda Holcombe
The Huntington Library, Art Collections, Botanical Gardens Tour Coordinator	Dave Felker
Social Events	
Awards Banquet Decorations Coordinator	Candy McKnight
Pool Party Coordinators	Maxine Hanlon, Judy Thurman
Industry Sponsor Reception Coordinator	Lillie Farkas
Eye Opener Party Coordinators	Suzanne Toyryla, Judith Miller
FWSA Pre-Convention Board Meeting Dinner Hostess	Bonnie West
FWSA Event Signage Coordinator	Mary Olhausen
FWSA Webpage	George Stewart
Delegate and Leadership Books Editor	Scott Bowker
Parliamentarian	Steve Coxen
Convention Photographer - <i>Bad Boy'z Photography</i>	David Cooper
DJ - <i>Can-Do Productions</i>	Victor Cannon
Videographer - <i>Rainbow Photography and Video</i>	Jon Sekiguchi

Our thanks and appreciation to all the volunteers from Los Angeles Council of Ski Clubs, Orange Council of Ski Clubs, and Far West Ski Association for their assistance in making the 2011 FWSA Convention a success.

Special Guest Bios

* Preliminary list of special guests subject to change.

Billy Kidd

1964 Olympic Slalom Silver Medalist



When you think of legends in American skiing the name **Billy Kidd** is at the top of the list. He became America's hero back in the 1964 Olympics when he and teammate Jimmie Heuga became the first American men to win Olympic medals in alpine skiing — a silver for Kidd and a bronze for Heuga in the slalom at Innsbruck, Austria.

Although his racing is confined mainly to the “Legends Races” now, he continues his involvement in the sport as Director of Skiing at Steamboat; TV commentator at the Olympics; Head Skiing Coach for Special Olympics as well as equipment design, books, videos and movies.

Kidd grew up in Stowe, Vermont and raced internationally for nine years on the U.S. Ski Team. While racing, he studied at the University of Colorado and graduated in 1969 with a degree in economics. After establishing his prominence in the ski world in the 1964 Olympics, Billy marked yet another “first” for American men by becoming the first person to win both Amateur and Pro World Championships in a single year-

1970. Kidd went on to win the Amateur World Championship in Val Gardena, Italy. Then Billy turned pro and two weeks later won the World Pro Championships.



Billy has made his home Steamboat Springs, Colorado since 1970 and spends much of the winter as Director of Skiing at the Steamboat Ski Area and running his Billy Kidd Performance Center. The Center features a personal “hands-on” approach, using on-slope video analysis and a Personal Skiing Profile. Billy and his coaches guarantee they'll make you a better skier.

Billy also leads Steamboat's Ute Future Olympian program, which brings Native American youngsters from Utah reservations to Steamboat, where they build self-confidence by learning to ski and snowboard. His efforts with Native American youth recently earned him the Texaco Star Regional Award.

Because his Olympic teammate and long-time friend Jimmie Heuga had MS, Kidd is also involved in fundraising for Multiple Sclerosis and is on the board of directors of the Jimmie Heuga Center for the Reanimation of the Physically Challenged.

After a lifetime of skiing Kidd still enjoys helping people ski better. Along with coaching at his camps, he hosts a free daily clinic at 1:00 on the slopes at Steamboat.

This all adds up to a total commitment to the sport of skiing. Kidd skis for enjoyment and excitement--two things that are as much a part of skiing as the name **Billy Kidd**.

BILLY KIDD ACCOMPLISHMENTS:

- Olympic Silver Medalist, Slalom, 1964.
- World Champion, Amateur and Professional, 1970.
- Far West Ski Association Hans Georg Award, 1970.
- National Ski Hall of Fame Inductee, 1976.
- Colorado Sports Hall of Fame Inductee, 1995.
- Texaco Star Award Regional Finalist, 2000.
- The Bertolucci/Newsweek Magazine - Spirit of Skiing Award, 2001.
- The Jimmie Heuga Center Can-Do Award, 2003.
- Far West Ski Association President's Award, 2004.

- CBS-TV Commentator.
- Contributing Editor, *Skiing Magazine*.
- Director of Skiing, Steamboat Ski & Resort Corporation.
- Advisor, President's Council on Physical Fitness & Sports.
- Head Ski Coach, Special Olympics International.
- National spokesman, Donate-A-Ski/Donate-A-Board

- Author of three books, including: Billy Kidd's Ski Racing Book, plus Billy Kidd's Ski Racing Video.
- Rolex Junior Skiing Ambassador
- Sports Illustrated Cover Image: Dec. 2003, Feb. 1968, March 1965



Steve Bellamy

Founder, The Ski Channel



Steve Bellamy is a creative sports and media entrepreneur known for founding The Tennis Channel and The Ski Channel television networks. He has been involved in the production of 1000's of hours of television and film, and has produced, directed, written and hosted numerous television shows and films. The film he recently wrote, produced and directed entitled "The Story" about a diverse group of people who have devoted their lives to the mountains, is garnering critical awards and is being pushed through the Academy Award nomination process.

As an avid evangelist of lifetime sports, promoting skiing and tennis has been his life's work. In the tennis world, Bellamy was one of the top 10 most influential people in the sport by Sports Business Journal. And the Tennis News Person of the Year Award, which is given to the influential person in the sport every year, is called the "Bellamy Award" in his honor. He won the award in 2005. For years

he sat on every major board and could be seen regularly on ESPN and other news outlets prognosticating on tennis.

He has been given a plethora of awards including a proclamation from the Mayor of Los Angeles, the key to the City of Las Vegas and the Distinguished Entrepreneur Award from the Kelly School of Business at Indiana University where he was also the commencement speaker.

Steve has four boys and is married to former professional tennis star Beth Herr. Those children are all tennis players and between them have won numerous National Titles.

Bruce Campbell

10th Mountain Division, 86-I, M veteran

Southern California Chapter President of 10th Mountain Division Association Inc.

Bill Clark

Executive Director, Western SkiSport Museum



Executive Director of the historic Auburn Ski Club, Inc. Directs the Auburn Ski Club Training Center and Western SkiSport Museum on Donner Summit. The ASC Training Center is home to Alpine, Nordic and Snowboard programs and annually hosts competitions in all disciplines including the 2004 NCAA XC National Championships and the 2005 and 2009 USSA XC Junior Olympics.

Bill began skiing as a Jr. Far West racer with Auburn Ski Club and was a four-way competitor at Sierra College. Program director/head coach of the ASC Alpine program 1979-1990. Former member of the US Ski Hall of Fame selection committee, Far West Skiing Alpine and Far West Nordic board of directors. Currently a board member on the new Squaw Valley Olympic Museum Foundation working to establish a new Museum by 2012 and committee member of the 1960 50th anniversary Olympic Heritage Celebration January 8-17, 2010.

The Western SkiSport Museum (www.auburnskiclub.org) was founded in 1969 by the Auburn Ski Club. Its mission is to collect, preserve and exhibit the history of winter ski sports in the western United States. Featured exhibits include: Auburn Ski Club, Snowshoe Thompson; California Gold Camps and the Longboard skiers; 10th Mountain Division "Ski Troops of World War II"; Yosemite Winter Club, Sun Valley and Alta Ski Areas; U.S. Ski Team and Olympic history; Sugar Bowl, Ski Jumpers of the 1930 and 40's; Dodie Post — Olympic skier from Reno, NV; Dick "Maddog" Buek— Legendary skier from Donner Summit; Western Ski Hall of Fame; Jeff Hamilton — Auburn Ski Club skier, 150 MPH world record speed skier, 1992 Olympic Bronze medalist; U. S. Forest Service; Roy Mikkelsen — Auburn Ski Club jumper and Olympic ski jumper in 1936; Archives and library by appointment; Ski Movies dating from 1919; Publications: "The Lost Sierra — Gold, Ghosts and Skis".

Troy Hawks

Editor, NSAA Journal



The National Ski Area Association (NSAA www.nsaa.org) is located in Lakewood, CO and represents 326 alpine resorts that account for more than 90% of the skier/snowboarder visits nationwide. Additionally, it has 400 supplier members who provide equipment, goods and services to the mountain resort industry. The association's primary objective is to meet the needs of ski area owners and operators nationwide and to foster, stimulate and promote growth in the industry.

NSAA analyzes and distributes ski industry statistics; produces annual conferences and trade shows; produces a bimonthly industry publication and is active in state and federal government affairs. The association also provides educational programs and employee training materials on industry issues including OSHA, ADA and NEPA regulations and compliance; environmental laws and regulations; state regulatory requirements; aerial tramway safety; and resort operations and guest service.

The NSAA Model for Growth addresses the 85% drop out rate of all people who try snow sports but don't continue (or 15% beginner conversion rate). The goal of the Model for Growth is to increase the number of beginners entering the sport by 6% per year combined with increasing the number of beginners converted into core skiers by 1% per year from 15% to 25%. This beginner conversion rate has been relatively flat increasing only from 15% to 16.7% over a 10 year period (1998-2008). The retention rate for core skiers/riders has declined significantly from 80% to 72%.

Troy has been the editor of the NSAA Journal since 2004. In this capacity he directs all aspects of publication including developing editorial content, writing, assigning and editing stories, photography, and management of magazine production including art, design, print and distribution. He also manages NSAA public relations and association communications. A 1992 graduate of the University of Wisconsin-Eau Claire School of Journalism, his writing career spans 14 years as a staff writer, editor, photographer and freelance writer for several mountain newspapers and national trade and consumer magazines. He moved to Colorado in 1992 and worked 12 seasons as a children's ski instructor for Keystone Resort and also works as a fly fishing guide for Summit Guides, also in Keystone, for six years.

Ron Ketter

**Deputy Regional Forester,
US Forest Service Pacific Southwest Region**



Ron Ketter joined the agency in 1999 as a program analyst in the Washington office. He worked for the Program and Budget Analysis staff on all aspects of budgeting, including budget formulation and presentations, congressional relations dealing with budget and appropriations issues, and integrating budget with strategic planning and performance accountability. He served as Assistant Director of Budget, Director of Strategic Planning and Performance Accountability, and Acting Budget Director.

Prior to joining the Forest Service, Dr. Ketter held a variety of positions in the federal

government as well as academia. He worked in the General Accounting Office from 1983 to 1986, the Office of Management and Budget from 1986 to 1990, and the Office of National Drug Control Policy from 1990 to 1991. He was a doctoral fellow at Binghamton University from 1992 to 1995 and an Assistant Professor at the University of Texas at El Paso from 1995 to 1997, where he taught environmental policy, public budgeting, American government, and research methods. From 1998 to 1999, he was hired by the City of Arlington, Texas, under a U.S. Department of Justice grant, to help them implement a community policing program.

Dr. Ketter is originally from Topeka, Kansas. He attended Emporia State University, where he participated as a collegiate debater and earned a Bachelor's degree in Public Affairs. He has a Master's degree from the University of Texas, LBJ School of Public Affairs, and a Ph.D. in Political Science from Binghamton University. Dr. Ketter lives in Benicia, California with his wife, Janet Mackey, and their two cats. In his spare time, he enjoys bird watching and nature photography.

Howard Koch

10th Mountain Division, 86-C veteran

National Historian & former Southern California Chapter President of 10th Mountain Division Association Inc.

Dave Ludwig

**Founder, American Cancer Society
– Hope On the Slopes program**



Dave Ludwig, founder of *Hope On The Slopes*, in his own words “The inception of what is now the American Cancer Society (ACS) *Hope On The Slopes* began as an idea or thought while riding the chair one day at White Pass. In those days, White Pass had a RFID vertical tracking system that I enjoyed using. We could track our runs and vertical for the day and the year to date. My thought at the time was ‘how could this be used as a fundraiser?’”

Since this early concept phase, Dave worked with White Pass to develop and refine *Hope On The Slopes* and generated interest in the Yakima, Tri-Cities, Tacoma, and Olympia areas. The first ACS “Vertical Challenge” as it was known then raised about \$35,000.

Since that first event, Dave chaired the White Pass *Hope On The Slopes* for six years, spent time developing the concept, and worked to expand the event to new areas. Other volunteers have contacted the ACS, who then forwarded their names and contact info to Dave. The events at the Eastern resorts of Greek Peak, Bolton Valley, and Jay Peak were started by Dave and these volunteers.

In the West, two years after the White Pass event was started, Stevens Pass gave their approval 45 days before the event would be held. Dave mobilized a small team and ran an event that was attended by his family and a handful of Stevens Pass skiers that raised about \$1,500. Another volunteer stepped up that day and has helped grow Stevens Pass into an \$180,000 event. Stevens Pass is now the benchmark event and they have done a fantastic job

promoting the event and supporting the growth to new resorts. Now, Crystal Mountain, Ski Bowl, and Breckenridge, CO are all on the same growth track as Stevens.

This year, approximately 2,000 participants and volunteers at eleven resorts raised about \$500,000 in donations, not counting corporation sponsorships. Since inception in 2004, *Hope on the Slopes* has raised over \$2 million for the American Cancer Society due primarily to Dave and all the amazing efforts of volunteers.

Mark Mackay

Atomic Ski & Snowboard

Mark Mackay, founder of M2 Sales, started his ski business career at Any Mountain in the tech city of Cupertino, CA as a high school student. After supervising the hardgoods department at various locations, he moved to Truckee to be closer to snow. There he was a manager, bootfitter, and buyer at Northstar at Tahoe.

Following those years of retail experience, Mark hit the road as a sales associate for Atomic and hasn't stopped trekking since.

"I always tell people... between the 5,000 minutes a month I talk on my phone, the 50,000 miles a year I drive in my truck, and the other days I'm either selling, skiing or surfing, call me and we'll catch up!"

Dave McCoy

Founder, Mammoth Mountain (see Other FWSA Awards section for bio)

Chuck Morse

Former Executive Director, Far West Division, USSA



1970 photo

Chuck Morse has over 40 years experience in ski area development and management, marketing and promotion, association management and direction and civic action, principally in Orange County, CA.

Chuck has served the Association as a professional staff member and volunteer and achieved many "firsts" in these capacities. He has served as FWSA Executive Director

and as its first (and first in the USSA) Recreation Services Director. His service earned him the FWSA Hans Georg award in 1979, FWSA J. Stanley Mullin award in 1989, and three times the FWSA Bill Mackey award (1977, 1978, and 1983). Chuck was also LA Ski Council's Outstanding Skier of the Year (1970).

Highlights of his skiing related experience:

- Survived two avalanches and certified avalanche instructors, NSPS
- Skied White Wing in attempt to show feasibility to connect June and Mammoth
- Probably only skier to have skied the western side of the Moses-Maggie Range in the Sierra east of Porterville
- Led the Trans-Sierra mail carry (with special postage stamp) with 100 XC skiers from Placerville CA to Genoa NV in 1976 as Bicentennial event
- Developed Historical Donner Ski Tours for XC for the California History Society
- Co-founder of the Mineral King Ski Club; led ski tour into Mineral King
- One of first skiers on Sherwin Ridge for ski reconnaissance
- Member of the Association's Public Lands Advisory Board
- General Manager of Tahoe Donner Ski Resort
- Chief of Race for North American Junior Alpine Championships in 1971 at Mammoth Mountain
- US Ski Coaches Association, certified alpine ski racing coach, class 2
- Chairman FIS (Federation International du Ski) Congress, San Francisco, CA 1981
- NSPS for 16 years, NSP #2825, voted outstanding ski patrolman, Far West Division NSPS 1969
- Directed early development of Mountain High Ski Resort
- VP Director of Marketing Director for Snowbird
- Western States Managing Director Sales/Marketing for Vail/Beaver Creek
- PSIA member and certified blind skiers guide instructor
- Owner/President, World Event Coordinators Inc. and Global Sports Marketing

Norbert Olberz

**Founder, Sports Chalet
Cofounder, Sport Tours
(see Other FWSA Awards section for bio)**

Martha Perez

**Cofounder, Sport Tours
(see Other FWSA Awards section for bio)**

Tom Peirce

Executive Director, US Adaptive Recreation Center 2008 FWSA Jimmie Heuga Award Winner



The USARC offers unique and life-changing outdoor therapeutic recreation programs to children and adults with physical or cognitive disabilities. USARC provides teaching and equipment for skiing, snowboarding and snowshoeing. USARC volunteers will serve as Bid Runners at the FWSA's Silent Auction on Friday evening of the Convention.

The United States Adaptive Recreation Center (USARC) was founded in 1983 (as California Handicapped Skiers) to ensure access to skiing is available to people with all types of disabilities. USARC believes people are empowered when they undertake and succeed at challenging outdoor recreation. Creating awareness throughout the community, USARC earned a national and international reputation as a model program in adaptive outdoor recreation.

Tom Peirce has been affiliated with USARC since the winter of 1988-1989, during which he served as one of numerous volunteers with the then-pilot program of the California Handicapped Skiers. He joined the program as a part-time instructor doing what most ski industry people do: doing something he loved. Over the next several winters Tom's perspective on what was important in life changed and he chose to pursue a course of study that had so intimately affected him. His Bachelor's degree in Therapeutic Recreation Administration was then followed by his relocation to Big Bear Lake.

During Tom's 20-year plus tenure with the USARC, he has seen the expansion of a fledgling test program serving approximately 25 students during eight winter days to a year-round program providing over 2,500 adaptive recreation lessons annually to 1,000 people with disabilities, be they cognitive or physical, including a new sector of participants, the "Wounded Warriors" from the Iraq and Afghanistan conflicts. His roles evolved from volunteer to seasonal staff instructor, then to a year-round program director and ultimately, the role of Executive Director. His belief that people are a company's best asset is manifest in his pride in the relationships with volunteers he has cultivated over the years.

Numerous program "graduates" have gone on to train with or join the U.S. Disabled Ski Team and/or become volunteers in the program. In collaboration with several colleagues Tom co-authored the first comprehensive instruction manual that became the standard for all adaptive ski programs. He added a downhill off-road wheelchair program, and he continues to ponder the possibility of adaptive windsurfing instruction. Tom has traveled locally, nationally and internationally to promote adaptive teaching and the significance of therapeutic recreation, as well as the USARC fundraising events like the Peak to Peak Pedal (Big Bear Lake to Mammoth) and ARCFest (for teams of skiers.)

Tom insists that he simply has a unique job and his accomplishments should be regarded as the result of a collaboration between countless people and entities. Much like the skipper of an America's Cup boat who simply steers the wheel, he recognizes the indispensability of his navigators, tacticians, grinders, trimmers and countless sponsors back on shore, all critical to victory.

Brianna Piper

FWSA Athletic Scholarship Recipient



Brianna Piper, age 16, the daughter of Steve Piper, attends Big Bear High School and trains with the Snow Summit Race Team. Brianna has demonstrated great potential for attaining her goal of reaching elite status as a ski racer. She qualified for the Junior Olympics during the 2008-2009 season, and her 2009-2010 performance put her just out of the top ten in eight of her races. Her coach, Ben Reeder, compliments her for her work habits, commitment and determination, and notes that Brianna was forced to rebound from an injury during the last season. She has the ability to focus on feedback that indicates promise for unlimited potential. Brianna is sponsored by the Los Angeles Council of Ski Clubs (www.lacouncil.org) a FWASA Athletic Scholarship partner.

Tom Stienstra

San Francisco Chronicle Outdoors Columnist, "Great Outdoors with Tom Stienstra" TV Host



Professional Career

Tom Stienstra has made it his life's work to explore across California, the Pacific Northwest and beyond, always out hiking, biking, fishing, boating — and camping just about everywhere — always searching for the best of the outdoors and writing about it. He was the fourth living member inducted into the California Outdoors Hall of Fame.

Tom Stienstra is the outdoors columnist for the San Francisco Chronicle, where his column appears on Thursdays and Sundays, on the internet at SFGate.com/outdoors.

Tom Stienstra has been twice named National Outdoor Writer of the Year, "President's Award, Best of the Best," newspaper division, by the Outdoors Writers Association of America. He is the only outdoors writer in America to win first place in OWAA's

Excellence in Craft competition for 10 straight years, and to win first place awards for newspaper, television, radio and photography in the same year. His national awards include from Associated Press, United Press International and Associated Press Sports Editors. In 2009, he won first place for best outdoors column in America.

His column, "Coping with death of a loved one," was chosen as one of the 20 best stories about dogs in the 20th century and reprinted in the book, "Old Dogs Remembered." Other stories selected for the book include features by James Thurber, T.S. Eliot, John Updike, William Wadsworth and others. A series about fishing for great white sharks was selected as one of the best features in the 20th century about San Francisco, and selected for reprint in the book, "Travelers' Tales of San Francisco."

Books

Tom is the nation's top-selling author of outdoor guidebooks. His books are available at a discount from this website.

His books include two No. 1 bestsellers: California Camping was awarded No. 1 Bestseller in the world, Category Parks & Campgrounds, by Amazon.Com, and No. 2 Bestseller in America, all outdoors books, Outdoor Retailer Magazine; The book Pacific Northwest Camping was named No. 1 Bestseller, Portland Oregonian, and No. 1 Bestseller, Pacific Pipeline. In the near future, Tom is planning to release a series of books and special collections on Kindle and other e-books.

Radio

Tom writes, records and produces the radio feature, "Great Outdoors," which appears on KCBS-740 AM, 106.9 FM/San Francisco, Northern California's No. 1-rated radio station. In 2005, he won first place in the nation for best outdoor recreation radio show. The show is featured at 7:35 a.m., 9:35 a.m. and 12:35 p.m. on Saturdays.

Television

Tom hosted the "Great Outdoors with Tom Stienstra," which aired on CBS/CW in San Francisco-San Jose and Sacramento. The show "Land of Smoke" won first place for best outdoor recreation show in America. Several networks have contacted Tom about a new show that would feature a bigger scope with a wider reach and driven by adventure, pending sponsorships. For information on sponsorship, send Tom an e-mail.

Travels

Tom has explored all of California and most of Washington and Oregon from the Cascades on west. As a pilot and airplane owner, he can cover anywhere in a radius from Vancouver, Canada, to Jackson Hole, Wyoming, to Van Nuys, California in four hours. In the process, he sees the landscape from a unique perspective, which inspires future trips on the ground to seek out little-known spots. This is how he first saw the Kern Canyon, Independence Lake, headwaters of the Owhyee near the Jarbridge Mountains in Nevada, and thousands of other spots.

His travels include hiking 25,000 miles, visiting hundreds of lakes, boating much of the California Coast, and hiking out most of the major rivers, streams and many of their tributaries and waterfalls. His scope of adventure spans from the Costa Rican jungle to the Arctic Circle in the Northwest Territories.

His contracted expeditions include:

- * Sierra Crossing: Trekking from the desert in the Great Basin, over the Sierra Crest at Mount Whitney, down into the Cradle of the Sierra in the Kern Canyon, then up and over the Great Western Divide to the western Sierra Nevada foothills.

- * The Search for Bigfoot: Tracking the Myth in Northern California and Oregon.

- * On the John Muir Trail: Hiking in the Footsteps of Legends.

- * Of Big Fish and Grizzlies: Travels in the Alaskan Wildlands.

- * Around the Bay in Seven Days: A 126-Mile Hike from the Urban Jungle to the Coastal Headlands.

- * The Klamath Challenge: Shooting 200 Miles and 1,000 Rapids at Flood Stage.

- * Pacific Shark Hunt: Face to face with a White Shark.

- * Climbing Mount Shasta: California's Ultimate Peak Experience and other climbs.

- * Miles From Nowhere: Excursion into California's most remote areas.

- * We Voyageurs: Canoeing 400 miles on the Sacramento River from Redding to San Francisco.

- * Hooking a 42-pounder, trout that is: And other Canadian Fishing Tales.

- * Pacific Crest Trail, from Yosemite to Tahoe.

- * The Owyhee River, America's most remote canyon, by canoe from Nevada to Idaho to Oregon.

- * Bay Area treks, Skyline to Sea, East Bay National Skyline Trail, 70 miles in Henry Coe State Park.

- * Mountain Summits, climbing Mount Shasta, Mount Whitney, Mount St. Helens, Half Dome and others.

Personal life

After first meeting in 1974 on the staff of the San Jose State Spartan Daily, Tom Stienstra and Stephani Cruickshank re-met through an outdoors story, and were married at Lake Tahoe in December of 1998.

Other FWSA Awards

FWSA SNOWSPORTS BUILDER AWARD 2011

The Association's Snowsports Builder Award is made to a person or persons who have made an indelible positive impact on snowsports. The builder honored may be for achievements in athletics, the press, publishers, historians, industry, humanitarian work, area development, technology; in short, for any indelible contribution to snowsports.

Dave McCoy, Founder, Mammoth Mountain

A Man and His Mountain

Mammoth Mountain's founder, leader and inspiration



Dave McCoy was born in Los Angeles on August 24, 1915 to William Thomas McCoy and Edna Rachel Metcalf. Until the age of six, Dave lived a quiet life in El Segundo, California where his father worked in an oil refinery. His next nine years were spent traveling throughout California with his parents, living in various towns, mostly in tent camps, relocating several times a year while his father helped build the early California highways.

In 1928, when Dave was twelve years old, his mother took him to Independence, California, a small town south of Bishop, for a visit. He instantly fell in love with the area and decided this was the place he wanted to settle.

After graduating as valedictorian of his class in the eighth grade, Dave was sent to the state of Washington to live with his grandparents where his grandfather was supervisor of the Wilkeson coal mine. During his high school years, Dave hitchhiked between California and Washington doing odd jobs to support himself while attending school in both locations. He worked on pig farms, grocery stores, grape vineyards and a variety of other places.

It was during his time in Washington that Dave was introduced to skiing by a group of Norwegian ski jumpers. Their motto was, "Just point 'em down the hill and ride!" Dave took every opportunity to hike up White Pass Mountain and ski straight down as fast as possible. His love affair with skiing had begun.



Dave graduated from Buckley High School in 1935 and instead of taking a job in the apple orchards of Washington he set out to pursue his dreams. He spent the summer hitchhiking south to Independence, working odd jobs (picking cherries, gold mining in Sierra City and tying flies for fishing) to pay his way. He finally arrived late in the afternoon on Labor Day in 1935 and began working that night as a dishwasher and waiter. The owner of the restaurant let him live in the garage, where he stayed for two years. Dave believes that "Some power, some force kept holding me near Mammoth."

While working in Independence, he caught his first glimpse of the woman he would eventually marry. "I was working as a soda jerk when the Bishop Cheerleaders stopped in on their way to Lone Pine to a game. I took one look at this girl and knew she was something special.

I didn't even get to ask her name." Roma recalls telling her sister, "One day I'm going to get a date with that guy." It wasn't until two years later when Dave was living in Bishop that he was introduced to Roma. In those days, Dave and a friend would tie their skis to the back of a motorcycle and take off for the mountains. As fate would have it,

Dave's friend had a sister, and when he finally introduced Dave to her, she happened to be the Bishop cheerleader he had seen two years earlier. At the time, Roma was living with her grandmother and was working to help support her. Dave and Roma dated for four years before they were married. The couple has since raised six children.

In March of 1937, Dave was asked to go to work for the Department of Water and Power (DWP) as a laborer but was given the responsibilities of a hydrographer, which required collecting and interpreting data from snow surveys to predict future water supplies for Los Angeles. Dave's extensive ski experience coupled with a strong work ethic allowed him to excel in his position at the DWP where he remained for 18 years, eventually becoming a certified hydrographer.



Dave's passion for the sport led him to skiing pioneers Tex Cushion and Corty Hill at McGee Mountain. As a member of the Eastern Sierra Ski Club, Dave helped keep Corty Hill's cable-sling lift maintained and running. During Dave's first Eastern Sierra winter of 1935-36, he and two friends from the DWP, Sam Griggs and Ben Boyd, had built the first portable rope tow in the Eastern Sierra. They took a Model "A" Ford truck, pulled the drive wheel off, locked the brake, jacked up the rear end and ran a rope up the mountain to a pulley. This "portable" rope tow allowed the club to ski anywhere in the valley from Independence to Bridgeport searching for hidden stashes of powder.

In 1941, Dave obtained a roving permit for his own portable rope tow. The Eastern Sierra Ski Club began losing interest in running their own lifts and agreed to sell their portable rope tow to Dave for \$85. To raise funds for the equipment, he tried to borrow the money against his Harley-Davidson motorcycle but the bank refused his loan. Upon leaving the bank, the secretary was able to convince them that Dave was a good risk. Little did the bank know that the kind-hearted secretary was also Dave's soon to be wife, Roma Carriere.

Extensive knowledge of snow pack and snowmelt gleaned from his hydrography job enabled Dave to set up his lift where the snow was the best. When the weather would allow it and the roads were clear, he took his portable rope tow to Mammoth Mountain. Dave and his friends were skiing at Mammoth on December 7, 1941 when news of the bombing on Pearl Harbor reached Mammoth. The skiers packed up the rope tow and loaded it into the truck. Skiing essentially came to a halt in the Eastern Sierra and Dave considered joining the Navy with his friends even though his hydrographer position exempted him from service. Ultimately, a ski injury would take the decision out of his hands.

Dave's love of skiing led to an interest in competitive ski racing. During the late 30's he emerged as a top competitor and was something of a local racing hero. In April of 1942, Dave made a spur of the moment decision to drive to Sugar Bowl, California to compete in the state championships. During the race he took a nasty fall, shattering the bones in his left leg. The doctors counted over 38 fractures and wanted to amputate, but Dave would not allow it. It took almost four years for Dave to rehabilitate his leg. Although he still walks with a slight limp, he continues to lead a very active lifestyle.

Eventually Dave returned to his hydrographer job and resumed operation of his roving rope tow. The majority of the time the rope tow was stationed at Mammoth Mountain. The Main Lodge's predecessor known as "the Snake Pit," a 12' x 24' building with a dirt floor and outside toilet, served as combination first aid station and snack bar. The Forest Service decided to put the permanent permit to operate at Mammoth Mountain up for bid but no one bid on it, including Dave, because he didn't have the money. In 1953, the Forest Service awarded Dave the permit free of charge on the condition he begin developing the mountain. He already had a thriving rope tow business and soon Mammoth was entertaining more skiers than any other California operation, including those with chairlifts.

Dave went to the bank and asked for \$135,000 to build a chairlift, add on to the existing hut and pay salaries for a year. This time the bank thought it was too much of a risk and turned him down. Walter Martinoni, who built chairs for Donner Summit and Snow Summit, had built a chair for a client who decided he didn't want it. The two agreed that if Walter gave Dave the chair on a handshake of credit, Dave would install it himself and pay Walter after the winter. Dave and a group of hard-core skiers built their own crane, dug the tower holes by hand, mixed the cement and installed the motor, brakes, clutches and drive system. Mammoth Mountain's first chairlift opened on Thanksgiving Day, 1955, just in time to meet his permit requirements. Since 1955, Dave and his crew have installed an average of one lift annually.

Not only did Dave love to ski and race, but he also loved developing the ski area and coaching young racers. He coached 19 of his team members to the United States Olympic Ski Team, including two of his own children. Dave has been one of the most successful racing coaches in ski history. Dave's coaching success helped put Mammoth on the map as a great ski area. Parents began sending their children from all over the country to ski at Mammoth under Dave's tutelage. During the 1960s, approximately 80% of the US Women's National team trained at Mammoth.

After building his first chairlift in 1955, Dave went on to build one of the largest ski resorts in the country. In 1986, Dave bought nearby June Mountain, ensuring the future of great skiing in the Eastern Sierra. Today Mammoth Mountain has 27 lifts, four day-lodges, four hotel properties, four restaurants, a large maintenance facility and much more. Now a four-season destination resort, Mammoth Mountain is busy during the summer months as a world-class Mountain Bike Park and Adventure Center and operates a golf course and fly fishing guide service. Dave McCoy has been called one of the last great entrepreneurs in the skiing business.

Dave's commitment to the Mammoth Lakes community never waned. Besides continuously helping individuals in need, he was intricately involved and largely responsible for establishing the water district, hospital and high school. When he was asked to help establish a college in the Eastern Sierra, he joined with other town leaders to introduce the nonprofit Mammoth Lakes Foundation to pursue this goal. The Eastern Sierra College Center (ESCC) opened in 1996 with seed money from the McCoy family. ESCC, a branch of Cerro Coso Community College, fulfilled the Foundation's mission to develop higher education and cultural enrichment in the area. Associate degree programs, professional and technical training as well as special interest programs are now available in the Dave and Roma McCoy Learning Center, as well as student housing. Long-term goals include bringing upper division courses to the school as a 4-year university and construction of a performing arts center. Dave's tireless support contributes greatly to the success of the Foundation.

In the 1930s, Dave McCoy and his friends envisioned a bright and promising future for Mammoth. Dave took that vision and built upon it, making Mammoth an integral part of California's burgeoning tourist economy. The legendary founder of Mammoth Mountain saw Mammoth as one of North America's best-loved ski destinations, but also as an extraordinary four-season resort playground. Awards received by Dave include:

2011 FWSA Snowsports Builder Award

2007 Warren Miller Freedom Foundation Lifetime Achievement Award

2001 College Founder Award

2000 Texaco Star Award

1999 National Ski Areas Association Lifetime Achievement Award

1999 Ernst & Young LLP Master Entrepreneur of the Year Finalist

1999 Commendation from Senator Tim Leslie for "Exemplary Records of Community Service"

1996 Inducted into California Tourism Hall of Fame

1994 US Ski Association John Clair Award for Outstanding Support of the US Ski Team

1993 Southern California Edison Environmental Excellence Award

1993 National Society of Fundraising Executives Outstanding Philanthropist Award

1992 AT&T Skiing Award

1990 Ski Business Hall of Fame Award

1989 California Travel Industries Association Entrepreneur of the Year

1989 Jimmie Heuga Center Recognition Award for Outstanding Contribution in Re-animating the Physically Challenged

1988 Charley Proctor Award for Continued Improvement in Skiing Experience and Commitment to young skiers

1988 Ski Writers Association of Southern California Newsmaker Award for Dedication to the Spirit and Sport of Skiing

1986 City of Los Angeles Commendation for High Caliber of Recreational Activity Offered to the Citizens of Los Angeles

1986 Far West Ski Association Tommi Tyndall Award for Outstanding Ski Area

1986 Bishop City Council Outstanding Community Service

1985 US Department of Agriculture Certificate of Appreciation

1981 Rotary Club of America

1978 US Ski Writers Association Golden Quill Award

1974 FWSA Hans Georg Award for distinguished accomplishments and long term contribution to skiing

1968 National Alliance of Businesses for Public/Private Partnership

Boy Scouts of America in Appreciation of Untiring Work

Served on the President's Coalition for the Great Outdoors

Norbert Olberz, Multi-Sports Regional Retailer and Travel Services

In 1959, a 30-something German immigrant named Norbert Olberz heard about a little ski shop for sale, located in a town called La Cañada, just north of Los Angeles, California. Norbert and his new wife, Irene, plunked down all of their savings and set up shop. During the first year, Norbert and Irene slept in the back of the ski shop, taking showers at night with a garden hose through a screen door. Its name: Sport Chalet.



From the beginning, Norbert was a pioneer. Norbert knew that customers had a lot of questions they needed answered. He knew that customers wanted top quality equipment to enhance their sport. He knew that they required a friendly place to bring their equipment to be sized and repaired, and that they wanted experts to help them.

One day, a customer ventured into his store and told him of the opportunities in SCUBA. Sport Chalet became one of the first sporting goods stores to sell SCUBA equipment. This was a big leap of faith, given that his store was at the bottom of the mountains and two hours from the Pacific Ocean. He then made the decision to be one of the first sporting goods retailers to offer a wide array of equipment for the then-obscure sports of rock climbing and backpacking - at the time only available in catalogues.

In 1974, Norbert opened a 30,000 square foot store across the street from the original location, where he built a mountain inside that included a ski ramp so skiers could hone their skills.

In 1981 Norbert doubled the size of Sport Chalet by opening a store in Huntington Beach, California, and began to build a loyal following of beach customers. In 1992, Sport Chalet went public, trading on Nasdaq under the symbol "SPCH." Before it became popular, Norbert used the promise "I guarantee it" in Sport Chalet ads and on TV referring to our legendary service and selection. In 2001, Sport Chalet expanded beyond California for the first time, entering Nevada. In November 2005, Sport Chalet expanded into Arizona by opening 3 stores on one day. In 2007, Sport Chalet expanded once more by opening our first store in Utah. Today we have over 50 stores in four states and are still growing!

Now, a typical Sport Chalet boasts 45,000 square feet of premium sporting goods equipment, apparel, and footwear. Each of the over 55 stores features a collection of specialty shops offering brand name apparel and equipment for beginners to experts. These shops include traditional sporting goods like golf, tennis, biking, fitness, in-line skates, baseball, and athletic footwear along with specialty sporting goods merchandise such as mountaineering, SCUBA, skiing, snowboarding, wakeboarding, and ocean kayaking.

Remaining true to Norbert's original vision, Sport Chalet is staffed with well-trained, knowledgeable sales associates with extensive experience, eager to share their knowledge and experience with customers. Sport Chalet has a top team of people, real experts in their fields, who are dedicated to doing whatever it takes to enhance our customers' shopping experience.

Norbert started many businesses over the years, including:

- Opening a hotel at Mammoth Mountain named Sport Chalet
- Starting a travel agency – Sport Tours, with Martha Perez as a principal employee
- Starting a manufacturing company making outdoor gear - Camp 7
- Opening a wholesale import boot company - Lowa
- Creating a mountaineering and sport fashion mail order catalogue

- Product design and inventor, giving his advice freely to manufacturers to improve their products



Norbert's core values enhance the customer's shopping experience.

"In any case, please the customer. Never send anyone away mad or with the feeling of being turned down. The whole idea is to be as knowledgeable as possible. Not just to sell products, but provide our customers with what they really need. Over the years, Sport Chalet's growth and expansion has centered on one key element: If you provide people with superior service and products, they'll come back! Employees are the real reason or "secret" to the success of Sport Chalet. We cannot improve our company by patting ourselves on the back. Let's not brag about what we do well. We constantly look around and ask ourselves, 'How can we make it better?'"

"To see things through the eyes of the customer."

"To create ease of shopping."

"To do a thousand things a little bit better."

"To not be the biggest, but the best."

"To be the image of a sportsman."

- Norbert Olberz

Founder, Sport Chalet

Martha Perez, Travel Services Professional



LIFE MEMBER—Martha Perez, the Far West Ski Association's travel program administrator, proudly displays the trophy and life membership presented to her during the association's 41st annual convention in Long Beach, May 11-13. Miss Perez has been an employee of the association for the past five years, longer than any other member of the professional staff.

Photo by Ed Rice, Los Angeles

Martha Perez has served the travel interests of skiers for more than 40 years, a career that started as a volunteer with aircraft charters using prop and Boeing 707 planes for European skiing in the 1950s. Martha has a track record of tireless service to the many programs of the FWSA and especially to traveling members, many of which are her commercial customers to this day. As a member of the Far World Ski Club in the 1950-60s, she dispatched as many as 8 charters per year from 1955 onward. Her work ethic was recognized early on by Dick Goetzman and Carl Grover and she was hired in 1968 to manage the FWSA Flight Program, a responsibility she carried out for the next 10 years. This included finances and liaison with the airlines and other vendors. Charters, however, ended in 1974 with the upgrade of the airline fleets. FWSA developed its own in-house travel agency in 1978. During this decade, she managed the Los Angeles office of the Association as well and was invaluable in support of the Southern Council and the recurring functions of the entire Association. Her efforts were recognized with the Hans Georg Award in 1990.

Martha continued her travel services in the industry in a joint venture with Norbert Olberz, in Sport Tours, a subsidiary of Sport Chalet, commencing in 1980. This arrangement continued for the next 16 years. Mr. Olberz is a parallel 2011 honoree as Snowsports Builder. Martha has stayed in the travel industry to this day under several companies as they gained new owners. For the last 10 years with

ski.com, she has served many customers who have stayed with her for decades.

Martha is the finest example of long term support to skiing, both as a professional in the industry and as a multi-talented, dedicated volunteer.

Board of Directors

2010-2011 FWSA Directors and Council Presidents

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FWSA Elections

Elections to be held Sunday, June 12, 2011

President

Secretary

Treasurer

Trustee (1)

Trustee (2)

VP Council Services

**VP North American
Travel**

VP Public Affairs

President, Secretary, and Treasurer are elected for one year terms. Trustees and Vice Presidents are elected for two year terms. In 2012, the two year term elective positions will be VP Communications, VP International Travel, VP Marketing, VP Membership and two Trustee positions.

Director Report

Treasurer's Report by Cindy Krupp, Treasurer

Far West Ski Association

Treasurer's report

May 2010 through April 2011

Versus

May 2009 through April 2010

Attached are the Comparative Balance Sheet and Income Statements. Please note the figures for 2010/2011 are preliminary and not final.

The final accounting for the Far West trips has not been completed. The additional income/expenses will be reflected in the final year-end reports.

Accumulated depreciation for 2010/2011 will be updated and appropriately reflected in the final year-end reports.

Director Report

Comparative Balance Sheet by Cindy Krupp, Treasurer

	<u>April 30, 2011</u>	<u>April 30, 2010</u>
ASSETS		
Checking/Savings		
General Account (B of A)	4,150	2,305
General Acct CD (B of A)	118,941	118,491
Convention Acct (B of A)	20,169	19,644
North American Travel Acct. (B of A)	63,225	67,593
International Travel Acct (B of A)	25,375	35,524
Wells Fargo Account	100	100
Total Checking/Saving	231,960	243,657
Accounts Receivable	-	2,290
Prepaid Expenses		
Convention	12,860	17,381
Prepaid Travel Program Expenses		
Canada/New England Cruise 2010		1,500
Cozumel Dive Trip 2010		1,300
Sun Valley 2011		15,000
Switzerland 2011		1,000
New Zealand 2011	15,500	
Roatan 2011	2,000	
Jackson Hole 2012	3,000	
Total Prepaid Expenses	33,360	36,181
Total Current Assets	265,320	282,128
Fixed Assets		
Office Equipment	5,472	5,472
Less Accumulated Depreciation	(2,625)	(2,625)
Total Fixed Assets	2,847	2,847
TOTAL ASSETS	<u>268,167</u>	<u>284,975</u>
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable	-	1,350
Other Current Liabilities		
Convention	15,917	15,575
Athletic Scholarship	5,765	7,115
	21,682	22,690
Prepaid Trips		
Cozumel Dive Trip 2010		2,200
Sun Valley 2011		15,000
New Zealand 2011	2,900	
Jackson Hole 2012	3,575	
	6,475	17,200
Total Current Liabilities	28,157	41,240
Long Term Liabilities		
Public Lands Research Fund	1,120	1,120
Total Liabilities	29,277	42,360
Equity		
Retained Earnings	242,615	253,536
Net Income	(3,725)	(10,921)
Total Equity	238,890	242,615
TOTAL LIABILITIES & EQUITY	<u>268,167</u>	<u>284,975</u>

Director Report

Preliminary Comparative Income/Expense Statement by Cindy Krupp, Treasurer

	<u>April 30 2011</u>	<u>April 30 2010</u>
REVENUE		
Membership Dues	1,320	1,050
Travel		
Sun Valley 2011	632,470	
Switzerland 2011	217,336	
Antarctica 2010	1,850	
Cozumel 2010	12,638	
Keystone 2010		414,052
Cortina, Italy 2010		179,058
Prior Year Trips		200
Total Travel	<u>864,294</u>	<u>593,310</u>
Convention	109,596	111,843
Councils Man/Woman of Year	455	525
FWSA Shirts	402	
Athletic Scholarship Program	12,050	10,000
Karbon Clothing Program	809	1,502
Public Affairs	100	315
Skin Cancer Prevention Program	4,000	
Interest	467	1,392
Total Revenue	<u>993,493</u>	<u>719,937</u>
DIRECT PROGRAM EXPENSES		
Travel Services		
Sun Valley 2011	615,168	
Switzerland 2011	211,547	
Antarctica 2010	811	
Cozumel 2010	12,102	
Keystone 2010		415,886
Cortina, Italy 2010		173,059
Prior Year Trips		107
Site Inspections - Keystone 2010		777
Site Inspections - Sun Valley 2011		2,526
Site Inspections - Switzerland 2011	2,092	
Site Inspections - Jackson Hole 2012	3,216	
Total Travel Expenses	<u>844,936</u>	<u>592,355</u>
Convention	78,605	73,253
Councils Man/Woman of Year	561	235
FWSA Shirts	687	
Athletic Scholarship Program	12,777	10,252
Karbon Clothing Program	809	1,502
Skin Cancer Prevention Program	3,659	
Total Cost of Revenue	<u>942,034</u>	<u>677,597</u>
Net Revenue	<u>51,459</u>	<u>42,340</u>
EXPENSES		
President	1,692	2,091
Board of Directors Meetings	25,985	24,813
Secretary	549	550
Treasurer	2,807	4,557
Trustees	6,718	3,805
Communications	4,620	4,664
Council Services	2,111	3,228
Marketing	1,478	997
Membership	19	167
Public Affairs	2,098	924
North American Travel	1,370	2,245
International Travel	947	495
FVWRA Racing	3,900	3,836
Unclassified-Insurance	890	890
Total Expenses	<u>55,184</u>	<u>53,262</u>
NET INCOME (LOSS)	<u>(3,725)</u>	<u>(10,922)</u>

Director Report

Preliminary Detailed Expenditures by Cindy Krupp, Treasurer

Cost Center	Awards	Copies BusCard Printing Badges	Licenses Taxes & Insurance	Phone	Postage Shipping	Promotion Donations	Supplies	Travel	Other	Total
President	101				27	20	314	696	534	1,692
Board of Director Meetings								25,985		25,985
Secretary		436			5		23		85	549
Treasurer		8	2,410		33		256		100	2,807
Past President										-
Communications										-
Councilman		593			428					1,021
Skiers Guide					3,500					3,500
Web Site							99			99
Council Services										-
Charity Program	100									100
Communication Awards	938									938
Membership Cards		971								971
Outreach Program						102				102
FWRA Racing	400		2,500			1,000				3,900
Marketing					150	600	12	716		1,478
Membership							18			18
Database Services					1					1
Public Affairs										-
History Program	202								1,750	1,952
Safety Program	101						45			146
North American Travel			25	715				630		1,370
International Travel			25		39		203	680		947
Trustee						5,000				5,000
Awards Program	1,718									1,718
Miscellaneous-Insurance			890							890
Miscellaneous-Other										-
TOTAL	3,560	2,008	5,850	715	4,183	6,722	970	28,707	2,469	55,184

Director Report

Board of Trustees by Linda Westlund, Chairman

The FWSA Board of Trustees oversees the financial health of the organization and has responsibility for long-range planning to support the goals of the Association. Trustees provide the experience and leadership to plan and implement new programs, guidance for operation of functional programs, and direct oversight of the Far West Ski Association's Annual Convention, the Athletic Scholarship Program, and the Awards Program. The Trustees also recommend changes to the organizational structure and By-Laws of the Association when appropriate.

Far West Ski Association's Annual Convention is a flagship program that provides the forum for our membership and industry partners to gather together for planning, learning and celebration of all things related to snow sports. Thank you to **David Krupp**, 2011 Host Council Convention Chair, and his committee of dedicated Los Angeles Council of Ski Club volunteers who have worked diligently to make the 79th annual Convention at the beautiful Pacific Palms Resort in Industry Hills, California a success. *We are Making History!*

FWSA Convention Chairman, **Jane Wyckoff**, with support from FWSA President **Randy Lew**, has secured a convention venue for 2012, a host council and location for 2013 & 2014, and started preliminary planning for conventions 2015 & 2016. The Annual Convention is a critical part of the FWSA revenue stream to fund our programs, and long-range planning and financial control in this area is so important to our success. Thank you to VP Marketing & Sponsorship **Debbi Kor**, Silent Auction Coordinator **Mary Olhausen**, and **Sigrid Noack**, facilitator of the Travel Expo, for their industry relations activities. The FWSA Board of Directors and Committee Chairs all play a role in fulfilling sponsorship commitments via the programs that they run, as do members who participate in convention activities.

Don Anderson will lead Intermountain Ski Council as they host their first Convention in Ogden, Utah in 2012. **Dennis Heffley** and the Bay Area Snow Sports Council are stepping forward to host Convention 2013 in Reno, Nevada. **Sheri Parshall** and the NSWCC will be our hosts again in 2014.

The **FWSA Athletic Scholarship Program** awards scholarships to assist athletes who are committed to pursuing a competitive Alpine racing program. In 2010 – 2011, under the leadership of Chairman **Dick Shawkey**, fifteen athletes from Washington, Oregon, Nevada and California received scholarships valued from \$500 to \$1000 for a total of \$12,050. Applicants for the scholarships, which include USSA affiliated athletes competing in the FWSA geographic region in the J1, J2, and J3 age groups, were evaluated on financial need, academics, competitive achievements, community activities, and goals. Funding sources include sponsorships, proceeds from raffles, and tax deductible contributions. We appreciate the generous support of our industry sponsors: Whitefish Mountain Resort, Grouse Mountain Lodge, Schure Sports Inc., the makers of Karbon brand ski clothing. Far West Racing Association, Skiyente Ski Club (NWSCC), Mountain High Snowsports Club (NWSCC), Los Angeles Council of Ski Clubs, and the San Diego Council of Ski Clubs have also provided generous scholarship assistance.

Thanks to **John Watson**, the **Far West Ski Foundation**, a 501(c)(3) Charitable Organization is in place to manage receipt and disbursement of funds for this program and other worthy charitable causes of specific interest to snowskiers. Far West Ski Foundation raised funds and provided a strong voice in support of raising Women's Ski Jumping to the Olympic event level. With the help of our support, we will see these talented athletes compete at the **Sochi 2014 Winter Olympic Games!**

The **FWSA Service Awards Program** recognizes outstanding service and industry support. **Catherine Ohl** runs the program, and provides design and hosting services of A Cat Meowz Graphic Designz. FWSA Awards citations and history are available via website and electronic and US mail voting methods are supported. In addition to the exceptional web presence, Catherine edits and produces the FWSA Awards book distributed to attendees of the Annual Convention. Trustee oversight for the Service Awards Program is provided by **Linda Westlund**. Thanks also goes to **Lennia Machen**, our new volunteer Chairperson of FWSA Club and Council Competitions.

Cindy Krupp, FWSA Treasurer, has done an excellent job of providing the Association with detailed, timely, and accurate financial reporting and budget control. **Randy Lew** and **John Reinhardt**, our Tax Advisor, have prepared and filed our corporate tax returns.

John Watson, Chairman of the **Bylaws Committee**, provides organizational leadership and recommendations and guidance relating to Bylaws and Operating Procedures.

Nancy Ellis has the responsibility for the FWSA database and has made substantial improvements to make sure the data is accurate and protected. It is controlled and made available in a timely manner to all functional programs authorized to receive this information.

Trustee **Fran Long** chairs The **Family & Youth Involvement Committee**. The committee has been responsible for short and long-range planning for family and youth involvement, with the objective of developing programs and services to welcome families and youth into our ski organizations. Children are welcome to attend FWSA trips and events with their parents or guardians.

This year FWSA introduced **Savvy Snake** and a Skin Cancer Prevention Program for snow sports enthusiasts that is directed at educating kids and their parents. Trustee **Fran Long** secured a grant from the State of California to help fund this public service program, and took on responsibilities of primary champion for design and execution.

Trustee **Steve Coxen** has led FWSA into the age of Social Networking. Check out FWSA and many of our member councils and clubs on **Facebook**. We have established a presence and are working on improving the content and frequency of postings, to better reach our diverse audience with an expanded communication program. 2010 also marked the introduction of the first **Digital Edition of the FWSA Skiers' Guide**.

What's next? Your Board of Directors' is developing plans and programs designed to revitalize our membership and more effectively attract Gen X, Gen Y, and family participation to FWSA, our clubs, and the sport we love. Stay tuned, and be ready to offer your ideas and support.

The 2010 – 2011 Board of Trustees has been a highly effective team. The team includes **Steve Coxen, Fran Long, Jane Wyckoff, Linda Westlund, Mike Sanford, Cindy Krupp and Randy Lew**, supported by FWSA Secretary **Debbie Stewart**. Thank you to this team, and the Board of Directors, FWSA committees, council and club volunteers for their continued outstanding efforts in making the Far West Ski Association "THE VOICE OF THE WESTERN SKIER".

Director Report

Bylaws Committee by John Watson, Chairman

There are no updates to the bylaws this year.



FAR WEST SKI ASSOCIATION'S
80th Annual Convention
& Snowsports Leadership Academy
Hosted by Intermountain Ski Council
How the West is ONE!



June 7-10, 2012

Ogden Eccles Conference Center
Ogden, Utah



Marriott Ogden



Hampton Inn & Suites Ogden



Convention Highlights:

Silent Auction, Travel Expo, Celebrity Speakers
 Saturday Awards Luncheon
 Celebrity Multi-Media Presentation
 Saturday Awards Banquet & Dance
 Public Affairs Panel, Snowsports Leadership Academy
 FWSA General Meeting and Elections

Fun Optional Activities:

Historic 25th Street Pub Crawl
 Mountain Hiking, Powzilla 4-Wheel Adventure
 Local Museum & Historic Tour
 Annual Michael German Memorial Golf Tournament

Information

Jane Wyckoff, FWSA Convention Chairperson
j anewyckoff1@cox.net Phone: 949-933-9607
 Mary Olhausen, Silent Auction/Travel Expo Chairperson
omary52@comcast.net Phone: 503-880-7383
 Don Anderson, ISC Host Convention Chairperson
andersonbloom@yahoo.com Phone: 941-375-8724

Transportation:

Salt Lake City International Airport
 Ground Transportation by Shuttle or Taxi

Complete 2012 Convention information will be available
 on the FWSA website: www.fwsa.org

Choice of the Marriott Ogden
or Hampton Inn & Suites Ogden

Hotels Feature: Restaurants & Lounges, Pool,
 Fitness Center, Wireless Internet
 No Resort Fees, Complimentary Parking
 Close Proximity to Historic 25th Street

Marriott Ogden:

247 24th Street, Ogden, UT 84401
www.marriott.com/slcog
 Reservations: Call 801-627-1190 or 1-800-627-7468
 Group Name: Far West Ski Association
 Rates per night plus tax:

Single/Double Occupancy \$130
 Junior Suite \$150, Hospitality Suite \$230
 Rates available 3 days pre and post Convention

Hampton Inn & Suites Ogden:

2401 Washington Blvd., Ogden, UT 84401
www.hamptoninnogden.com
 Reservations: Call 1-801-394-9400
 Group Name: Far West Ski Association
 Rates per night plus tax:

Single/Double Occupancy \$106
 Junior Suite \$149, Executive Suite \$169
 Includes Complimentary Breakfast
 Rates available 3 days pre and post Convention

Director Report

Athletic Scholarship Committee by Dick Shawkey, Athletic Scholarship Chair

The Far West Ski Association's Athletic Scholarship Program is into its seventh year. The program was established in 2004 as a means of giving back to our sport by making a positive contribution to junior racing. United States Ski Association licensed junior racers in the J-1, J-2, and J-3 classes in states represented by FWSA affiliated councils are eligible for a scholarship. This year, junior racers in California, Nevada, Arizona, Oregon, Washington, New Mexico, Idaho, Utah and Wyoming will be eligible. Scholarships are awarded on the basis of financial need, competitive accomplishments, academics, and citizenship.

National ranking in competitive skiing can cost well in excess of \$10,000 per season; a financial challenge for even upper middle class families. In 2010, there were 32 valid applications. The program had sufficient funds to provide scholarships of \$500 to \$1000 to 15 junior racers, 10 women and 5 men, from California, Nevada, Oregon and Washington. Approximately 1183 racers (686 boys and 497 girls) are eligible. The need is great and we anticipate that the number of applications will increase. It is our hope that the scholarship program will continue to grow. January's FWSA ski week raffle in Sun Valley, ID, raised \$3550. Hopefully, with the ski week raffle, convention raffles and auctions, and the continued support from the Far West Racing Association we can match the \$12,500 in scholarships awarded in 2010.

The scholarship program is strengthened by contributions of our partners. In 2010, the number of partners grew to four with the addition of Mountain High Snowsports Club, Los Angeles Council of Ski Clubs and the San Diego Council of Ski Clubs. These councils/club together with our first partner, Skiyente Ski Club, contributed \$2500 (20% of the total) to assisting athletes from their regions. We look forward to welcoming the Castro Valley Ski Club as our fifth partner.

It is gratifying to note the successes of several of our 2010 scholarship recipients. Jordan Schweitzer and Lila Lapanja took silver medals in Super G and Slalom, respectively, and Morganne Murphy took second place overall at the J-2 National Championships in Sugar Loaf, ME. Lila Lapanja, Haley Hanseler, and Morganne Murphy competed in the U.S. National Championships in Winter Park, CO, where all three finished in the top 50%; a significant accomplishment considering the competition included most of the US Ski Team. Lila Lapanja was awarded the bronze medal for the Junior Overall Combined at the US Nationals. Finally, Jordan Schweitzer was the Super G, Giant Slalom, and Overall Champion at the Northwest Division championships. We are pleased to report that Lila Lapanja was invited to the US Ski Development Try-Out Camp at Mammoth Mountain during the first week in May. Hopefully, we'll have exciting news for the convention.

Convention attendees have the opportunity to support the Athletic Scholarship Program by participating in the auction of the five day ski and stay package donated by Whitefish Mountain Resort; the silent auction of three nights lodging, including breakfast, at the beautiful Grouse Mountain Lodge in Whitefish; and finally our raffle featuring an assortment of prizes including wine, dinner, rounds of golf and software. Stop by the scholarship display and check out the program.

The Far West Ski Foundation, an IRS 501(c)3 charitable foundation, has been incorporated as a partner of the FWSA to provide a means of soliciting contributions. The foundation qualifies contributions to the scholarship program as income tax charitable deductions.

FWSA Athletic Scholarship - 2010 Winners

In 2010, fifteen athletes from Washington, Oregon, Nevada and California received scholarships from \$500 to \$1000 for a total of \$12,050.



Linnea Baysinger (\$500), age 15, the daughter of Hartley and Susan Baysinger, attends Mount Si High School in North Bend, WA, and trains with the Team Alpental Snoqualmie Ski Team. Linnea earning finished the 2009-2010 season nationally ranked as 1st in Super G and 4th in Giant Slalom. In addition, she achieved a top 25 ranking in Slalom. Last season, she reached the podium , including five 1st place finishes, at 10 events.



Tenaya Driller (\$500), age 16, the daughter of Ron and Deedee Driller of Tahoe City, CA, is in her junior year at Forest Charter School. Mike Prado, Tenaya's Squaw Valley Ski Team coach, commended her for her dedication and hard work. Her 100% effort in training has yielded impressive results in competition: top 20 national ranking in all four disciplines and a 12th place in this year's J-2 National Championships in Sugarloaf, Maine.



Forrest Ferguson (\$500), age 16, the son of Mark and Janette Ferguson, attends Castro Valley High School and trains with the Squaw Valley Ski Team. During the 2009-2010 season, Forrest distinguish himself by earning national ranking as 2nd in Downhill and 5th in Super G . In addition, he placed 9th in the men's J-2 National Championships at Sugarloaf, Maine and was named to the Men's J-2 National Team. Despite a busy competition and training schedule during the winter months, Forrest has maintained a 4.0 GPA; a testament to his strong work ethic.

Johanna Gur (\$750), age 14, the daughter of Zeev and Joani Gur, resides in Olympic Valley, CA, and attends Forest Charter School in Truckee, CA, where she is an honors student. A member of the Squaw Valley Ski Team, Johanna credits her work ethic, focus and commitment for her successes in both skiing and academics. Despite a serious injury in December 2009, she rebounded to qualify for the J-3 Junior Olympics where she scored a respectable fifteenth place in Super G. She finished the 2009-2010 season nationally ranked 6th in Downhill, 8th in Super G, and 20th in Slalom.



Haley Hanseler (\$750), age 16, the daughter of Jamie and Linda Hanseler, is a junior at Mark Morris High School in Longview, WA., and a member of the Mt. Hood Ski Team. Haley's hard work and dedication paid solid dividends during the 2009-2010 season with her achieving national ranking in the top 25 for four alpine disciplines: 3rd in Downhill, 2nd in Super G, 17th in Giant Slalom, and 22nd in Slalom. Her season culminated with a trip to the J-2 Nationals in Sugarloaf, Maine, and a top ten finish a Super G at the Western Regionals at Mission Ridge, WA. In 2010, Heley finished eight out of ten Super G races in the top ten. She is currently training to compete in the NORAMS at Lake Louise, Alberta (6-10 December). Haley is sponsored by the Mountain High Snowsports Club of Portland, OR, (www.mthigh.org) a FWSA Athletic Scholarship partner.

Lila Lapanja (\$1000), age 16, the daughter of Vojko and Margie Lapanja of Incline Village, NV, is a junior at Incline High School. Lila is a member of the Diamond Peak Ski Team. Her coach Josee Lacasse notes that "her devotion to skiing, racing and excellence is a testament to the very ideals of an elite level athlete." Lila had ten top ten finishes including six on the podium during the 2009-2010 season. She finished the year nationally ranked 6th in Downhill, 9th in Giant Slalom and 4th in Slalom.



Nahanni Lukes (\$500), age 14, the daughter of Jo Jenner, is a freshman at Ashland High School and a member of the Mt. Ashland Ski Team. During the 2009-2010 season, Nahanni distinguished herself by finishing first in her year group in Slalom for the Pacific Northwest Division and eleventh nationally. In addition, she had two strong finishes in Super G at the Mt. Hood J-3 Qualifiers in February 2010.

FWSA Athletic Scholarship - 2010 Winners (continued)

Keith Moffat, age 19, a Berkely High School graduate, currently attends Dartmouth College in Hanover, NH. Greg Jones, his Squaw Valley Ski Team coach, stated that Keith has the potential to be one of the best in U.S. alpine ski racing. During the 2009-2010 season, he was nationally ranked first in downhill, super G and giant slalom. In recognition of this outstanding performance, Keith was named to the U.S. Ski Team's C Team.



Nicolo Monforte (\$500), age 15, the son of Sal and Johanna Monforte of Olympic Valley, CA, is in his sophomore year at North Tahoe High School in Tahoe City, CA. Nicolo is a member of the Squaw Valley Ski Team. During the 2009-2010 race season, Nicolo locked in his leading position as one of the country's top J-3 racers. He finished the season nationally ranked 3rd in Downhill, 4th in Super G, 16th in Giant Slalom and 10th in Slalom. He finished 5th and 6th in Super G and Slalom, respectively, at the J-3 Junior Olympics, and he was awarded the overall 2nd place at the spring Wild West Series. Dr. Eddie Mozen, chairman of the Far West Masters Scholarship Program and a family friend, noted that Nicolo has learned to "focus his goals, develop initiative, and multitask" so that he can succeed despite the challenging demands from competition, training, and academics.

Morganne Murphy (\$1000), age 16, the daughter of Belinda Denmark of Truckee, CA, is a junior at Forest Charter School and a member of the Squaw Valley Ski Team. Competing as a first-year J-2 last season, Morganne achieved top four and five national ranking in Downhill and Super G, respectively, and top 19th in Giant Slalom. During the 2009-2010 season she won three gold medals in alpine events (one Super G and two Giant Slalom) and a gold medal in Ski Cross at the USASA National Championships at Copper Mountain, CO. In mid April she finished 9th overall, but 1st among J-2 women, at the Elite FIS Speed Spring Series at Mt. Bachelor, OR. Based on her outstanding performance in alpine racing together with her gold medal run at the USASA National Championships, Morganne was the only American girl chosen to compete in ski cross at the inaugural FIS Snowboard and Freestyle Skiing Junior World Championships. There she joined over 300 of the world's elite junior snow sports from more than 30 nations in Wanaka, New Zealand.



Dylan Murtha (\$1000), age 16, the son of Greg and Laura Murtha of Truckee, CA, is a junior at the Sugar Bowl Academy. Over the last five years, Dylan has been a top competitor in the United States Ski and Snowboard Association (USSA) sanctioned alpine ski competition. His coach, Aaron Atkins, attributes his success to his being an incredible competitor with the work ethic necessary to achieve all his goals. Dylan competed in 39 races during the 2009-2010 season, and he achieved a top ten finish in at least one race in Super G, Giant Slalom and Slalom. He ended the season nationally ranked 11th in Slalom and 15th in Super G.

Brianna Piper, age 16, the daughter of Steve Piper, attends Big Bear High School and trains with the Snow Summit Race Team. Brianna has demonstrated great potential for attaining her goal of reaching elite status as a ski racer. She qualified for the Junior Olympics during the 2008-2009 season, and her 2009-2010 performance put her just out of the top ten in eight of her races. Her coach, Ben Reeder, complements her for her work habits, commitment and determination, and notes that Brianna was forced to rebound from an injury during the last season. She has the ability to focus on feedback that indicates promise for unlimited potential. Brianna is sponsored by the Los Angeles Council of Ski Clubs (www.lacouncil.org) a FWSA Athletic Scholarship partner.



Jordan Schweitzer (\$1000), age 16, the daughter of Todd Schweitzer of Sandy, OR, attended Bend High School, but is currently enrolled at the Oregon Connections Academy, an online school. She is a member of the Mt. Bachelor Ski Team. She finished the 2009-2010 season nationally ranked as 1st in Downhill, 9th in Super G, and 16th in Giant Slalom. Winning the J-2 women's Downhill championship at Sugar loaf, ME, last March capped a very successful ski season. She is currently training to compete in the NORAMs at Lake Louise, Alberta, (6-10 December). Jordan is also the 2010 recipient of the Skiyente Ski Club's Erin Nicole Award (\$1050) for outstanding athletic achievement. The Skiyente Ski Club (www.skiyente.com) is a FWSA Athletic Scholarship partner.

FWSA Athletic Scholarship - 2010 Winners (continued)

Alexa Wehsener (\$500), age 15, the daughter of Walt and Lora Wehsener, is a sophomore at iHigh Virtual Academy where she maintains a 4.0 GPA. The challenges of race training at Mammoth Mountain necessitates her completing her education at an on-line school. Alexa's coach, Kerry Brownlie, praises her for her outstanding work ethic, perseverance and dedication. It was her focus on skiing skills that yielded her best ever results during the last ski season. At the end of the 2009-2010 season, she was nationally ranked 11th in Downhill and the top thirty for Giant Slalom and Slalom. Two top ten finishes at the Junior Olympics qualifiers in January, 2010, guaranteed her the chance to compete in the Western Regional Junior Olympics at Mt. Bachelor, OR, where she achieved a respectable 15th place in Giant Slalom. In recognition of her successes on race courses and her hard work and dedication, Alexa was awarded the Mammoth Mountain Ski Teams women's J-3 skier of the year. Alexa is sponsored by the San Diego Council of Ski Clubs (www.skisandiego.org) a FWSA Athletic Scholarship partner.



Cai Yamamoto (\$1000), age 16, the son of Calvin and Claudia Yamamoto, attends Quincy High School. Quincy, WA, and trains with the Mission Ridge Ski Team. During the 2009-2010 season, Cai distinguish himself by earning national ranking as 2nd in Super G and top 25 in all four alpine disciplines . The Mission Ridge J-4 Sportsmanship Award is named for Cai in recognition of his outstanding sportsmanship when he voluntarily relinquished a spot at the PACNW J-4/5 Championships so that a teammate could fulfill his dreams.

Far West Ski Foundation Report

Far West Ski Foundation by John Watson, President

Building for the Future on a Proud Heritage

FWSF was fully functional through the 2010-11 season, although our fund raising capability was not as robust as we would have liked it to be.

The Foundation granted \$7500 to the Athletic Scholarship program (addressing 15 athletes) and \$600 to Women's Ski Jumping USA in this cycle. The Foundation did its small part toward making WSJ an Olympic sport. The FWRA was the principal donor to the Foundation for the Scholarship Program. The Trustees did execute an Appeal Letter in December 2010 but results were not what we had hoped. We expect to improve upon our fund raising techniques in the coming 2011-12 cycle. FWRA has already put \$1200 into the funds for Scholarships.

The highlight for the Foundation was the creation and deployment onto the Internet of the Foundation's first-ever website. Claudia Watson did the design (still a work in progress) and got it on the net. The most time-consuming portion of the effort was the successful arrangement for donors to use PayPal from the site. Check it out at (www.farwestskifoundation.org).

The Foundation in 2011 will name a number of special committeepersons who are enthusiastic about raising funds, not only for athletic scholarships and international competition, but also for the rehab and renewal and historic preservation objectives of the Foundation. We welcome volunteers who want to conduct their own events for the Foundation.

Remember to make your tax deductible investment in the future of snowsports and the recognition of its proud legacy. Use the website or send your check made out to FWSF to FWSF, Box 861, Fallbrook, CA 92088.

FWSF conducted a 2010 summer appeal to former contributors and direct members and the year end appeal went out in early December. These appeals were based on 800 emails from FWSA News, another 750 email addresses provided by FWSA and a postal letter with about 300 addresses. The email services object to these big numbers and want us to use groups. This is not very effective because the group members don't even know we're addressing them (since they didn't volunteer to be emailed). Most of these emails go into spam filters. The postal addresses have about 10% bounces, which is actually indicative of a pretty clean list.

FWSF is different from FWSA in that FWSF is a tax exempt public benefit corporation, contributions to which are tax deductible and its activities are governed by a set of IRS and state ground rules different from FWSA. FWSA is a 501c7 social and recreational organization while FWSF is a 501c3 organization whose purposes fill within

these purposes: *Religious, Educational, Charitable, Scientific, and Literary, Testing for Public Safety, to Foster National or International Amateur Sports Competition, or Prevention of Cruelty to Children or Animals Organizations.*

FWSF purposes are educational (scholarships), charitable (rehab and renewal), literary (historic preservation), safety, national or international sports competition, and some other general objectives associated with the sustainability of snowsports.

It should be noted that many of the legacy purposes and programs of the FWSA are amenable to support from FWSF. The FWSA has the organization to conduct these programs and the FWSF does not intend to create from itself the capability to conduct extensive programs. But there could be a further set of programs compatible with FWSF support if FWSA can expand them, especially safety, recognition of community service and publications.

Trustees of the Foundation are:

John Watson, President (fwsfpresident@gmail.com)

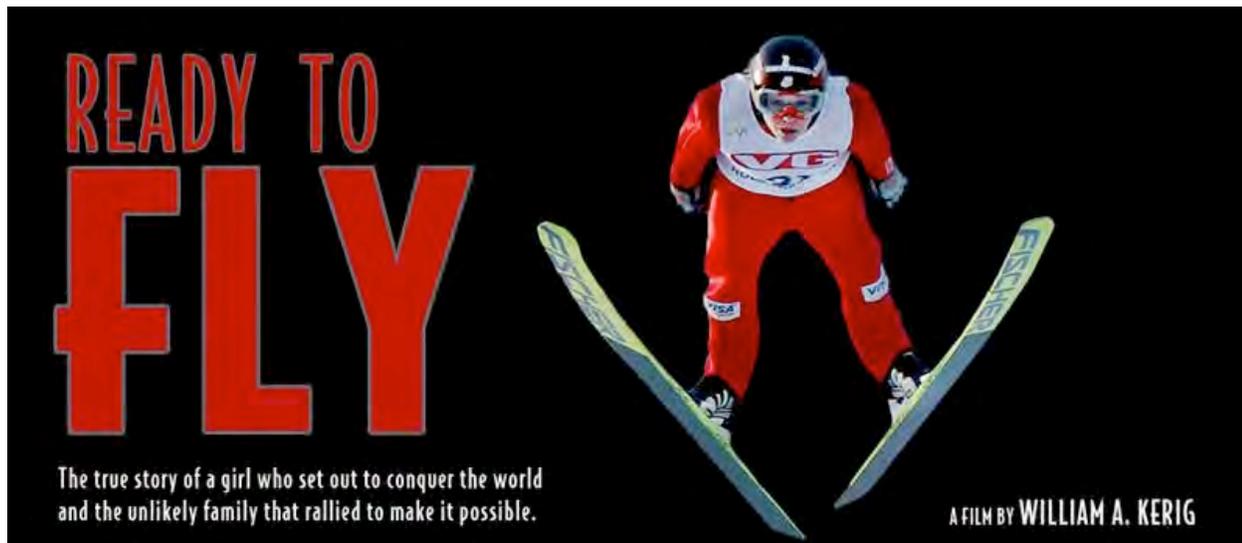
Robb Margrave, Secretary

John Reinhardt, Treasurer

Richard Shawkey

Alan Christian

On the web at: www.farwestskifoundation.org



Far West jumper Jessica Jerome, Park City. Jessica was recently inducted into the American Ski Jumping Hall of Fame.



Morganne Murphy, Truckee, Far West Athletic Scholar, leads the USA in Women's Jr. Skier Cross and placed fifth at Junior Worlds in August, 2010. That's Morganne, center.



Jordan Schweitzer, Bend, OR, Far West Athletic Scholar, keeping a tight line through the gates.

Director Report

Charities & Our Community Committee by Sigrid Noack, Chair

"The Far West Ski Association and its eleven participating Ski Councils are committed to supporting charitable giving and volunteerism. Through donations and volunteer services of our individual members in clubs and councils, we hope to enhance the quality of life within our communities."

FWSA Charity & Community Service Recognition

The FWSA is again officially recognizing clubs and councils, who so enthusiastically support their favorite charities. The fifth annual "FWSA Charity & Community Service Recognition" award will be presented on Sunday to the FWSA Club or Council, which during the past year has shown an outstanding effort in donating time and/or financial support to one or more charitable organizations. We have so many clubs and councils, that very actively support such a huge variety of charities, that we want to be certain to recognize their wonderful efforts. By bringing these selfless activities out into the open, recognizing them annually at our convention, we also hope to encourage others to become more involved with charity work.

It is very exciting that so many FWSA clubs and councils have shown an interest in this official FWSA recognition by filling out an application and agreeing to share their photos and charity activity descriptions at convention. We will again have photos displayed on several picture boards this weekend to show how our FWSA clubs and councils have chosen to be involved with charities and community work.

Thank you and congratulations to the following groups, who made the effort and took the time to apply for this 2011 FWSA Recognition: **Castro Valley Ski Club, and Monterey Ski & Social Club (both of Bay Area Ski & Snowboard Council), Action Ski & Snowboard Club, Get Off Your Rockers, and Torrey Pines Ski Club (all three of San Diego Ski Council), and Bay Area Ski & Snowboard Council.** These wonderfully caring clubs & council have been doing outstanding work with their community organizations. The top three, selected by a panel of judges, will display their charity activities on picture boards this weekend. Please take a look at their displays and give them the recognition they all deserve. On Sunday the top charity supporting group will receive special recognition with a \$100 check from FWSA to support their favorite charity. These groups are all winners!

This "FWSA Charity & Community Service Recognition" is an annual award for clubs and councils' charity and community support efforts. Please check www.fwsa.wbees.com/page/page/686807.htm, the FWSA Charity & Community Service site, to see updates on how to get involved with this special recognition next year. And please keep up the phenomenally wonderful charity work.

Community Service Awareness Program 2010-2011

This year we started a new FWSA program. One year ago I presented a challenge to the eleven council presidents, who represent all the ski clubs within our FWSA family: To have every one of the clubs in their council be involved with at least ONE charitable activity by the FWSA convention in June 2011. I am hoping for 100% charity participation! On Sunday, June 12th (this weekend), I will announce which councils have reached the 100% mark. That would mean that every one of their clubs was involved with at least one charity this past year. Congratulations to all our councils and clubs for putting forth this great effort in supporting their community organizations.

Community Involvement Updates

Although our clubs and councils are involved with a huge number of different Charity organization, some of FWSA's favorite charity groups are athletic groups for the mentally and physically challenged. Three of the most popular charities for our eleven FWSA councils and approximately 180 snow sports clubs are **Disabled Sports USA, Special Olympics, and Can Do Multiple Sclerosis**, formally known as **the Jimmie Heuga Center for MS**. You can go to the Community Service page at the FWSA website for more information on how to become involved with these charities.

Special Olympics relies on dedicated volunteers to provide year-round sports training and athletic competition in a variety of Olympic-type sports for people with mental retardation. The Special Olympics global community includes athletes, volunteers, coaches, family members and sponsors/supporters. For more information to get involved, check out <http://www.specialolympics.org>. Research shows that there is an overwhelming consensus among Special Olympics athletes, coaches and family members that there is significant improvement in athletes' sense of self, social skills, and social interactions due to their participation in Special Olympics. Parents see health benefits that are critical, given the unmet health needs of people with intellectual disabilities.

Disabled Sports USA (DSUSA), with the motto "If I Can Do This, I Can Do Anything", was founded in 1967 by disabled Vietnam veterans to provide opportunities for individuals with disabilities to gain self-confidence, greater independence, dignity, and mobility through sports, recreation and educational programs. The organization is the nation's largest multi-sport, multi-disability organization serving more than 60,000 people nationwide. The **Wounded Warrior Disabled Sports Project** is in a partnership with Disabled Sports USA and its chapters, providing year round sports programs for severely wounded service members from the Iraq and Afghanistan conflict and the Global War on Terrorism. Programs take place at sites throughout the US, offering Wounded Warriors the opportunity to integrate as participants and mentors in their home communities.

Huge numbers of **Wounded Warriors** have been returning home to our FWSA communities. Some of our councils and clubs are already involved, in one way or another, helping our disabled vets, who lost so much in Iraq or Afghanistan.

FWSA councils have a long term relationship with several California Chapters of Disabled Sports USA: The Tahoe Adaptive Ski School (TASS) at Alpine Meadows, the US Adaptive Recreation Center at Big Bear (USARC), The Unrecables Ski Club in Los Angeles, and Disabled Sports Eastern Sierra at Mammoth Lakes. For more information to get involved, check out <http://www.dsusa.org>, and www.woundedwarriorproject.org.

Can Do Multiple Sclerosis helps people with multiple sclerosis gain health and hope. One in 750 people has multiple sclerosis, a devastating, neurological disease in which a person's immune system attacks the brain and spinal cord. There is no known cause or cure for MS. The Can Do Multiple Sclerosis Center is dedicated to improving the lives of people and families living with MS through its interactive, educational programs unique to any in the world. All of the Center's programs are based on the philosophy that you can have a chronic condition AND have your health. By drawing on a wide range of medical professionals and focusing on all aspects of health - exercise, nutrition, social support and disease management - The Center helps people with MS learn how to live healthier, happier, more active lives. The Center's motto is "Be More Than Your MS". A wonderful way to help raise funds for the Can Do Multiple Sclerosis Center is participation with the **Vertical Express**. To honor their founder's *can do* spirit and legacy, Can Do MS has declared Jimmie Heuga's birthday, September 22nd, as CAN DO DAY. Check out Jimmie Heuga videos on youtube.com. For more information to get involved, check out <http://mscando.org>.

“FWSA Family Supports these Charities” by Sigrid Noack

Organizations to which volunteer time and/or money has been donated by FWSA councils, clubs and their members.

24 hour Relay for Cancer Research
2009 World Games - Idaho
Adopt-a-Classroom Program at Long Beach Aquarium
Adopt-a-Family Program
Adopt-a-Highway Program
Adopt-an-Olympian
AIDS Bike Ride
Alliance on Aging
ALS Walk
Alzheimers Association's Memory Walk
American Cancer Society's Relay for Life
American Cancer Society's Hope On The Slopes
American Stroke Association
Aquarium of the Pacific Classroom
AT&T Pebble Beach Pro-Am Golf Tournament
Autism Walk
Beach Clean-Up
Bear Valley Ski Patrol for Oxygen Unit
Becky's House, a Battered Women's Shelter
Big Brothers/Big Sisters - Bowl-a-Thon
Big Sur Marathon Foot Race
Blood Drive
Book Drive
“Bookman” for Senior Centers
Breast Cancer Walk
Brighten a Life, a Home Start Agency
Cabrillo Festival
California Foundation for Children for Underprivileged
and At-Risk
California International Air Show, Monterey County
Cedar House for Abused Mothers & Children
Chamber of Commerce
Chris Klug Foundation for Organ Donations
Christmas in April for the Needy
Christmas in the Adobes
Christmas Toy Drive for Women/Children Shelters
Clothing to the Homeless
Clothing & Equipment for Skiers with Disabilities
COME A House – Homeless Shelter
Compton Homeless Education Project
Concourse d'Elegance - Antique Car Show at Pebble
Beach
Disabled Sports USA, Far West
Disabled Sports, USA, Mother Lode Chapter
Disadvantaged Youth Mentoring
Disadvantaged Youth Recreational Skiing & Boarding
Program
Downtown Association Youth Services Summer Day
Camp
Eastern Sierra Disabled Sports, USA
Eastside K-9 – Mammoth Avalanche Dog Program
Empty Bowls – Food for the Hungry
Eppie's Great Race for Disabled Sports
Feed the Homeless program
Female Racer Scholarship Fund
Food Drives
Food Finders
Free Wheelchair Mission
Habitat for Humanity
High School Ceramics Program
Highway Clean-up
Home for the Holidays with the Marines
Idaho Falls Ski Training Facility
Idaho Falls School District 91 Ski Scholarship Program
Idaho State Univ. C.W. Hogg, Ski Swap for
Handicapped Sports Program
Jimmie Heuga Center for Multiple Sclerosis
John Tracy Clinic for Deaf Children
Junior Ski Racer Scholarship Fund
Kathy Avery Fund
Kelly Canyon Nordic Trail Systems
Kidney Donation
Kids' Ski Program
Long Beach Rescue Mission
Long Beach Women's Shelter
Long Beach Veterans Hospital
Los Angeles November Flood Catastrophe
Leukemia Association
Lymphoma Association
Make-a-Wish Foundation
Mammoth Lakes Foundation for Cerro Coso College
Mammoth Ski Patrol Memorial Fund
Marine Expeditionary Unit
MCAS Miramar Food Locker
Miti Mite Junior Ski Racers on Mt.Hood
Monterey County Film Commission
Monterey Food Bank
Monterey Sea Otter Classic
Montrose Search & Rescue
MotoGT Super Bike - motorcycle races
Mt. Bachelor Sports Education Foundation
Mt. Hood Cultural Center & Museum
Mt. Hood Ski Education Foundation
Mt. Hood Ski Patrol
Multiple Sclerosis Society Walks & Bike Rides
NCAA Ski/Race Program
Northwest Harvest, Hunger Relief Agency
Northwest Snow Sports Foundation, Scholarships for
Junior Racers
Operation Christmas Cheer – Monterey Herald
Oregon Cancer Ski Out
Outdoors For All Foundation
Pacific Burn Institute, Code 3 Races
Paso Robles Earthquake Relief Fund
Peace House
Pebble Creek Race Team
Pierce College Disabled Ski Program
Polinsky Children's Center
Portland Area High School League
Rachel's House- for Homeless Women
Red Cross Blood Drive
San Diego “Cedar” Fire Victims
Sarajevo Olympic Site, Reforestation
Scholar Dollar Program - for Kids to Ski

Scholarship Fund for Female Racers
Scoutreach – Cascade Pacific Council
Sea Otter Bike Classic
Search & Rescue of Montrose
Shelter for Abused Women
Shelter Outreach Plus
Shoebox Ministries for the Homeless
Ski for All for Tahoe Adaptive Ski School
Ski Patrol, Sponsor a Rescue Sled
Ski Swap for NCAA Ski/Race Program at U. of Nevada
Society for the Prevention of Cruelty to Animals
Soles4Souls – Shoes for the Needy
Special Olympics, Arizona Ski Patrol
Special Olympics, Arizona Winter & Summer Games
Special Olympics, Celebrity Winterfest at Heavenly
Special Olympics Fund
Special Olympics, Oregon
Special Olympics, Northern California
Stop-Gap for Schools, Hospitals, Cancer Patients &
Abused Women
Stroke Walk
Sudden Infant Death Syndrome
Sun Peak's Health Association
Sunshine Kids with Cancer Program

Support our Troops with Phone Cards
Swim With Mike at USC
Tahoe Adaptive Ski School
Telluride Adaptive Sports Program (TASP)
The Bookman- Books for Needy Children & Adults
The United Way
The Unrecables Ski Club, Disabled Sports, USA
The Salvation Army – A Family Christmas
Thomas J. Pappas School for Homeless Children
Thousand Oaks Women's Shelter for Battered Women
& Their Children
Toys for Tots
Treats for Troops
Tree People Organization
Two Classrooms in a Box
UNICEF Tsunami Relief Fund
University of Nevada at Reno Ski Swap
US Adaptive Recreation Center
US Ski Team
Valley View Vaulters for Disabled Children
Welches Lion's Club
Women's Shelters
Youth Sports Mentoring Program
Youth Wintersports Alliance

FWSA Minutes

Annual Meeting, June 12-13, 2010, Indian Wells, CA by Debbie Stewart, Secretary

SATURDAY, JUNE 12, 2010

The 78th Annual Meeting and Convention of the Far West Ski Association was held at the Renaissance Esmeralda Resort and Spa in Indian Wells, CA.

GENERAL SESSION

President Randy Lew called the meeting to order on Saturday, June 12, 2010 at 8:03 a.m. and welcomed everyone to The 78th Annual Convention. Welcome to Indian Wells! He acknowledged Chuck Morse, former Executive Director of the Far West Division, USSA and stated that we have many notables joining us this convention. He then introduced Laura Kennedy from Mammoth Mountain who sponsored today's breakfast.

CREDENTIALS COMMITTEE REPORT

Barbara Bryant stated that her preliminary report has 172 voting delegates.

NOMINATING COMMITTEE

Past President, Mike Sanford stated we will be conducting elections tomorrow. Caucus meetings will be this afternoon to meet the candidates.

Mike then announced the candidates running for office and asked if there are any other candidates.

President	Randall K. Lew (incumbent)
Secretary	Debbie Stewart (incumbent)
Treasurer	Cindy Krupp (incumbent)
VP Marketing	Debbi Kor (incumbent)
VP Int'l Travel	Norm Azevedo (incumbent)
VP Membership	David Krupp
VP Communications	Betty Donnellan
Trustee #1	Linda Westlund (incumbent)
Trustee #2	Fran Long (incumbent)

Mike asked if there are any other candidates for the open offices and asked for them to see him after the meeting.

Randy stated that John Watson, By-Laws Chairman, was not present and introduced Steve Coxen who will take his place. Steve said at this point there are no changes to the by-laws which are under review.

Randy introduced Fred Liebel and presented him with a \$500.00 to the USARC, an adaptive snow sports organization. Fred stated "this money goes to the support the sport you all love".

Randy then introduced Doug Pfeiffer, former Skiing Magazine Editor in Chief and co-founder of PSIA.

COUNCILS' MAN & WOMAN OF THE YEAR AWARD REPORT

Donn Bryant said the judges for MWOY need to report at 8:45 and interviews will start at 9:00. We have 13 honorees this year. He congratulated and thanked all the honorees. He thanked Big White and Silverstar Resort for their continued support of this program.

COMMUNICATIONS AND CLUB AWARDS REPORT

The communications and club awards will be given out during brunch on Sunday.

INDUSTRY MARKETING REPORT

Debbi Kor thanked all the sponsors for last night's silent auction and the donors for the door prizes. Without the industry partners we wouldn't be nearly the same!

SILENT AUCTION COORDINATOR REPORT

Mary Olhausen stated that we received over \$94,491 in retail value for the packages donated for the Friday night silent auction. She thanked the councils, clubs and all the volunteers for having a very successful event last night. Be sure to let those resorts know that you're from FWSA when you visit those areas.

TRAVEL EXPO

Sigrid Noack reminded everyone that they need to have their passport for the Travel Expo and make sure to talk to the industry people, make new business contacts and renew old business relationships. Many of our industry partners will be represented and there will be 1 person selected to win a free lodging and amenities package for FWSA Ski Week 2011 in Sun Valley, ID.

President Randy Lew declared the meeting recessed at 8:27 a.m. until tomorrow.

SUNDAY, JUNE 13, 2010

GENERAL SESSION RECONVENED

The 78th Annual Meeting and Convention of the Far West Ski Association reconvened and was called to order by President, Randy Lew, at 8:58 a.m.

SECRETARY'S REPORT

Debbie Stewart announced that last year's minutes could be found on pages 48-56 in the Delegate Handbook.

MSC

Moved Delegate #83, Norbert Knapp that the minutes be approved.

Seconded by Delegate #174, Rick Malin

Motion carried.

Secretary's

Report

CREDENTIALS COMMITTEE REPORT

Barbara Bryant, VP Membership announced there are 175 voting delegates. A quorum of voting delegates was met.

PARLIAMENTARIAN REPORT

Randy stated that Steve Coxen will be our Parliamentarian in place of John Watson and we will be following Roberts Rule of Order.

BYLAWS REPORT

Randy stated that there are no bylaws changes this year.

ELECTION OF OFFICERS

Mike Sanford, Nominating Committee Chairman, outlined the ballot procedure. There will be nominations from the floor, with seconds not required. Speeches will be 3 minutes in length. Ballots were distributed to the delegates.

Mike thanked Barbara Bryant and her crew for handling the elections. Trustee, Steve Coxen will be overseeing the election voting process.

Mike stated that any resolutions should be given to Chairperson of Trustees, Linda Westlund.

PRESIDENT - The Nominating Committee entered the name of Randy Lew and asked for nominations from the floor.

Delegate #120, Mike Rogers moved the nominations be closed.

Delegate #53, Jim Korn seconded the motion.

The election being uncontested, Mike Sanford announced a ballot of acclamation for Randy Lew.

SECRETARY - The Nominating Committee entered the name of Debbie Stewart and asked for nominations from the floor.

Delegate #116, Susie Vetter moved the nominations be closed.

Delegate #108, Nick Cowell seconded the motion.

The election being uncontested, Mike Sanford announced a ballot of acclamation for Debbie Stewart.

TREASURER - The Nominating Committee entered the name of Cindy Krupp and asked for nominations from the floor.

Delegate #129, Dennis Heffley moved the nominations be closed.

Delegate #127, Ken Simpson seconded the motion.

The election being uncontested, Mike Sanford announced a ballot of acclamation for Cindy Krupp.

VP MARKETING – The nominating committee entered the name of Debbi Kor and asked for any nominations from the floor.

Delegate #169, Sigrid Noack, moved the nominations be closed.

Delegate # 66, Kathleen Craig seconded the motion.

The election being uncontested, Mike Sanford announced a ballot of acclamation for Debbi Kor.

VP INTERNATIONAL TRAVEL - The nominating committee entered the name Norm Azevedo and asked for nominations from the floor.

Delegate #123, Don Anderson moved the nominations be closed.

Delegate # 64, Ryan Lindsey seconded the motion.

The election being uncontested, Mike Sanford announced a ballot of acclamation for Norm Azevedo

VP MEMBERSHIP - The Nominating Committee entered the name of David Krupp and asked for nominations from the floor.

Delegate #83, Norbert Knapp moved the nominations be closed.

Delegate #4, Jane Wyckoff seconded the motion.

The election being uncontested, Mike Sanford announced a ballot of acclamation for David Krupp.

VP COMMUNICATIONS – We have 2 candidates for this position. Mike asked if there are any other candidates for the office of VP Communications.

Delegate #6, Mary Olhausen asked what the job responsibilities and description is for this office. Mike read that information to the group

The two candidates are: Betty Donnellan and Linda Scott. Each candidate had 3 minutes to talk to the group.

Delegate #1, Randy Lew to moved the nominations be closed

Delegate #76, Connie Smith seconded the motion.

Motion carried to close nominations.

Delegate #20, Betty Donnellan gave a brief history of her club, council and FWSA involvements. She also shared her community, business and professional involvements. She stated why she wanted to join the FWSA board. She told everyone she would like to make a difference and how she would accomplish this. She thanked everyone for their support.

Delegate #65, Linda Scott asked everyone to take a look at her flyer on the tables. She shared her involvement with her ski club and councils including the Florida Ski Council. She is now retired and stated that she has time to get involved with the FWSA. She has spent a lot of time doing communications with her previous positions and involvements, and asked for your vote.

After ballots were tabulated, Mike announced Linda Scott as the new VP Communications.

Mike stated that we have 2 positions open for Trustee and 2 candidates. They are Linda Westlund and Fran Long.

Delegate #94, Nancy Kelly moved the nominations be closed.

Delegate #123, Don Anderson seconded the motion.

Linda Westlund declined Trustee #1 position and asked to run for Trustee #2.

TRUSTEE #1 –The nominating committee entered the name of Fran Long and asked for any other nominations for Trustee #1.

Delegate # 67, Ray Craig moved the nominations be closed
Delegate #41, Joe Harvis seconded the motion.

The election being uncontested, Mike Sanford announced a ballot of acclamation for Fran Long.

TRUSTEE #2 – The nominating committee entered the name of Linda Westlund and asked for any other nominations for Trustee #2.

Delegate #41, Joe Harvis moved the nominations be closed.
Delegate # 174, Rick Malin seconded the motion.

The election being uncontested, Mike Sanford announced a ballot of acclamation for Linda Westlund.

The elections were concluded.

TREASURER'S REPORT

Cindy Krupp announced that a detailed Treasurer's Report is on pages 28-31 of the Delegate Handbook and referred to the draft of the financials. She highlighted some details. Total assets as of April 30, 2010 are \$ 286,320 vs. \$306,291 the previous year. She pointed out the current balances in our CD's vs. the prior year. She pointed out our bottom line net loss of \$8,308 vs. a net income of \$11,108 the prior fiscal year.

Delegate #53, Jim Korn asked questions regarding the Skier's Guide printing costs. Randy explained the fact that we actually contract out the Skier's Guide, we don't incur the printing costs and it proves to be beneficial to FWSA to do so.

MSC

**Treasurer's
Report**

Moved by Delegate # 60, Cindy Krupp to accept the Treasurer's report
Seconded by Delegate #76, Connie Smith
Motion carried.

CHARITIES AND OUR COMMUNITY

Charities and Our Community chairperson, Sigrid Noack, pointed out the displays and asked people to look at them. She congratulated all the clubs for doing the charities work that they do and stated that we are involved with over 150 charities.

Charities & Community Recognition:

Fire & Ice Ski Club
Altair Ski Club
Bend Ski Club
Skiyente Ski Club

The recipient of the \$100.00 recognition went to Skiyente Ski Club.

Ski Club History Recognition –

Scott Bowker announced that the Fresno Ski Council is the recipient of the \$100.00 to be dedicated towards the charity of their choice.

Ski Club History recognized clubs are:

Cheyenne Ski Club – 1959
Fresno Ski club - 1934
Grindelwald Ski Club - 1949
Sequoia Ski Club - 1935
Single Ski Club of Los Angeles – 1960

Skiyente – 1955

Role of Remembrance:

JIMMIE HEUGA, Olympian and Humanitarian
GEORGENE BIHLMAN, Educator
STAN WALTON, Past President FWSA
TOM BROWN, Torrey Pines SC
HELGA KESSOCK, TPSC
C R JOHNSON, Squaw Valley Xtreme skier
IAN BROWN, Seattle Ski Shows
NIC FIORE, Badger Pass
NIKOLAI ANIKIN, Nordic skier
BERNICE COHEN, Phoenix Ski Club
TOM VAN BOGART, Après Ski Club
JANE ELIASON, Altair Ski Club
AL WILLIAMS, Altair Ski Club
MARGIE LITTLE, Designer, (Rusty Bindings and Snowchasers)
ARNE BECKSTROM, Free skiing Champion
KEN GLADNEY, Balboa Ski Club
DAVID RICHMAN, Balboa Ski Club
MIKE KNIERIMAN, Balboa Ski Club
PEGGY JEAN, KNIGHT, Orange Council Treasurer
CLAUDE MARTIN
BURT GRIFFIN, Auslich Ski Club
HARRY EASTMAN, San Diego Council

PRESIDENT'S REPORT

Randy stated that our Athletic Scholarship Program contributed \$10,000 to 13 junior racers. He highlighted the achievements by Jordan Schweitzer, who is one of our scholarship recipients.

We completed our survey this year which provides a wealth of information which will help us build a new sponsorship package, and marketing brochure. The travel information will be very helpful. We learned that 22% of our members are also scuba divers. Randy thanked everyone for completing the survey. Susan Shaffer won the \$500.

The FWSF [Far West Ski Foundation] got off the ground this year and they now have 4 Trustees. They are looking for someone to add to their board with professional fundraising experience.

Randy thanked Catherine Ohl for her hard work the Communication Awards program. We now are automated.

The Snowsports Leadership Academy headed by Diane Stearley and Barbara Bryant, completed modules 5 & 6. This is the first time we held a Friday afternoon session which included a Program Overview session and Travel seminar. "Tech Works – Using Social Media to Build Your Club" and "Ethics – Doing the Right Thing" are the additional seminars offered during this convention.

Randy stated that the economy has affected our financial position this year, yet we are over \$18,000 in cash sponsorships, and he thanked Debbi Kor for her hard work. Randy stated that we really look at our industry partnerships and the fulfillment side as well as their financial contributions. The industry personnel have stated that they are very appreciative of our relationships.

On a go forward basis, we are experiencing a slight drop off in our travel programs which makes us focus more towards value driven options. Realizing group travel no longer the least expensive, we intend to market the benefits of hassle free travel, great camaraderie and so on.

Our convention planning is now working 4 years in advance. By doing so, we are able to better negotiate contracts earlier. Jane Wyckoff announced our 2012 convention will be hosted by The Intermountain Ski Council and Jane stated the 2012 convention will be in Ogden, Utah. She introduced Elaine Cobos from The Ogden CVB and Jeannie Young from The Ogden Hampton Inn who spoke to the group. The conference will be held at the Ogden Eccles

Conference Center. Don Anderson, Intermountain Ski Council President stated they will be having a Western Theme and read aloud "Out where the West begins".

Jane has produced a Host Council Convention timeline which proved to be very helpful. The RFP [request for proposal] for the 2013 Convention has been updated.

Jane stated it was a pleasure to work with the San Diego Council, especially Eileen Sanford and her entire committee. The group gave them a standing ovation.

Randy introduced and thanked Travis Weber from Taos Ski Valley who hosted our brunch.

The meeting recessed for brunch at 10:32 am. The meeting reconvened at 11:35am

The President's report continued. Randy stated that we will continue building relationships with our industry partners. Some of the challenges for the future include securing future convention locations with affordable rates, building our funding resources and developing a broader effective press release program. Randy welcomed Linda Scott to board of directors as our new VP Communications.

CLUB & COUNCIL AWARDS REPORT

Communications Award Results

Tollakson Outstanding Club Award Winners:

Class AA

1st North Island Snowdrifters

Class AAA

1st Mountain High Snowsport
2nd Reno Ski & Recreation Club

Wentworth Outstanding Newsletter Award Winners:

Class A

1st The Unrecables
2nd Don Diego Ski Club
3rd Oakland Ski Club

Class AA

1st North Island Snowdrifters
2nd Cheyenne Ski Club
3rd Fresno Ski Club

Class AAA

1st Mountain High Snowsports
2nd Après Ski Club
3rd Reno Ski & Recreation Club

Council

1st Northwest Council of Ski Clubs

Outstanding Website Award:

Class A

1st Single Ski Club of Los Angeles
2nd Unrecables
3rd Capital Ski and Sports Club

Class AA

1st North Island Snowdrifters

- 2nd Santa Barbara Ski & Sports Club
- 3rd tie Cheyenne Ski Club
- 3rd tie Fresno Ski Club

Class AAA

- 1st Après Ski Club
- 2nd Up the Creek
- 3rd Mountain High Snowsports

Council

- 1st Northwest Council of Ski Clubs
- 2nd Intermountain Ski Council

TRUSTEE'S REPORT

Linda Westlund stated the Board of Trustee's Report is in the delegate book on pages 32-33. She commented on the responsibilities of the Board of Trustees and stated that she is looking forward to working with the same team next year.

MEMBERSHIP REPORT

Barbara Bryant stated she is the outgoing VP of Membership and has transferred all her electronic files to newly elected David Krupp. She stated that the direct membership is down, but hoping the membership is growing at the club level. The newsgroup has over 700 members and she will continue doing that for the next year.

Randy thanked Barbara for all her work and stated that David has big shoes to follow.

RESOLUTIONS

Resolution #1 – Laudatory Resolution

Maker of Resolution - Delegate #4, Jane Wyckoff

Seconded by - Delegate #61, David Krupp

WHEREAS, San Diego Council excels in not only skiing, but earned a gold medal in party hosting with sumptuous food and drink.

WHEREAS, San Diego Council produced a variety of celebrity impersonators, including Elvis who was in the building to give Thanks to the Memories.

THEREFORE, BE IT RESOLVED THAT, all delegates stand and give a rousing ovation for a job well done to Eileen Sanford, SDCSC President and Host Council Chairman, and her entire committee of many hens and one rooster.

Resolution #2 – Laudatory Resolution –

Maker of Resolution - Delegate #138, Dale Parshall

Seconded by – Delegate #159, Sheri Parshall

WHEREAS, hell didn't freeze over although there were record low temperatures, and whereas the earthquake didn't send us to hell, and whereas the NWSCC had a hell of a good time, and whereas the convention didn't go to hell in a hand basket, and whereas the shit speech was funny as hell, and whereas hells bells, even Helen won as Woman of the Year!

THEREFORE, BE IT RESOLVED THAT, NWSCC promises to sure as hell have a great time in Los Angeles next year!

Resolution #3 – Laudatory Resolution –

Maker of Resolution - Delegate # 23, Maxine Hanlon

Seconded by - Delegate #33, Judy Thurman

WHEREAS, Balboa Ski Club began its journey into skiing in 1955 and in 2010 celebrates its 55 years of great friends and great skiing.

THEREFORE, BE IT RESOLVED THAT, Balboa Ski and Sports Club wished to thank San Diego Council and Far West Ski Association for giving Balboa such a wonderful birthday party.

Resolution #4 – Laudatory Resolution –
Maker of Resolution - Delegate #137, Steve Coxen
Seconded by - Delegate #98, Linda Coxen

WHEREAS, this resolution is on behalf of John Watson and other mature members of our association.

WHEREAS, many of us prefer to eat and go to bed earlier, we propose that future silent auctions start in the afternoon so it can end in time for us to go to bed by 9:00.

WHEREAS, many of us love to dance and the silent auction competes with the DJ.

THEREFORE, BE IT RESOLVED THAT, we propose that the dance floor be set up in the corner of the ballroom complete with a pole in the center.

AWARDS PROGRAM

The Snowsports Builder	-	Doug Pfeiffer
Hans Georg	-	Sigrid Noack
J. Stanley Mullin	-	Dick Shawkey
Elizabeth "Schatzi" Wood	-	Gloria Raminha
Jordan-Reily	-	John Wentworth
Jimmie Heuga	-	Linda Whittle
Bob Mackey	-	Brian Flickinger
Tommi Tyndall	-	Mammoth Mountain
Bill Berry, Hard News	-	Sylas Wright
Bill Berry, Feature Article	-	Mckay Jenkins
Warren Miller Modern Media	-	Darin Talbot & Robert Frohlich
Presidents Awards:	-	Jane Wyckoff and Lindsey Vonn

COMMUNICATIONS REPORT

Mary Azevedo stated that she enjoyed being the VP Communications for that last 2 years. She said she enjoyed working with George Stewart who has done a great job on the website and Leigh Gieringer, editor of the Far West Skier's Guide, who is looking to do it digitally. She congratulated Linda Scott for being elected as the new VP Communications and stated she will still be the editor of The Councilman.

COUNCIL SERVICES REPORT

Don Anderson reported that his full report is on the convention CD and stated that they are working with the council presidents to reach all members at the club level.

NORTH AMERICAN TRAVEL REPORT

Gloria Raminha stated what her responsibilities are and listed some of the future trips. She said we had around 360 participants at Ski Week 2010 in Keystone and thanked all the trip leaders and volunteers for all their hard work making it so successful and fun. Families are encouraged to attend all FWSA trips and activities.

She announced that we now have a travel committee and travel pricing sub-committee.

She also stated that we had 12 bids submitted for FWSA Ski Week 2012 and worked with the travel committee to make a short list. The 6 bid presentations were from the following:

- Aspen/Snowmass, CO
- Banff/Lake Louise, Canada
- Copper Mountain, CO

- Jackson Hole, WY
- Park City, UT
- Vail, CO

Future trips:

- "Hot Fun Under the Utah Sun: – 2010 Summer Trip in Wolf Creek, UT
- New England/Canadian Cruise. The dates are September 25 – October 2, 2010.
- The FWSA Ski Week 2011 will be in Sun Valley, Idaho and is looking forward to seeing you all there!

INTERNATIONAL TRAVEL REPORT

Norm Azevedo thanked everyone for re-electing him for the next 2 years. He stated his full report is in the convention material.

Future trips include:

- 1st Annual Cozumel Dive trip to Cozumel, Mexico – Sept. 5-12, 2010.
- Antarctica trip – Dec. 2010.
- 2011 Int'l Ski Week Engleberg & Interlaaken, Switzerland with extension trips to Bulgaria and Romania.
- Summer 2011 Adventure trip to New Zealand
- FWSA Int'l Ski Week 2012 – possibly Chamonix, France

MARKETING REPORT

Debbi Kor thanked all the wonderful sponsors. Our sponsorships totaled over \$18,350.

She is putting together a new marketing/sponsorship brochure. She urged everyone to keep checking the website for the latest industry information and membership benefits.

SILENT AUCTION REPORT

Mary Olhausen thanked all those involved for their efforts in making the silent auction very successful. Mary said we had over \$94,000 in retail value donated for the silent auction packages which brought in over \$40,000. She stressed to everyone to be sure to tell the industry people that we really appreciate them for all that they do. Mary asked how many people used the club profile last night and stated the industry really appreciated.

She stated the biggest challenges are to increase convention attendance and the participation at the silent auction. She asked everyone to work towards that goal. She reminded everyone to keep telling the industry when you visit their resorts that you are a member of FWSA.

PUBLIC AFFAIRS

Scott Bowker stated his report is on the CD. Feel free to take any information off the CD and use it freely. He stated highlights from the CD and he encouraged everyone to look at the delegate book and the DVD to read the various bios including Jimmie Huega and Georgine Bihlmann.

Randy thanked Scott for the development of the DVD, George Stewart for the DVD production and Wyle Co. for the delegate book printing.

ATHLETIC SCHOLARSHIP REPORT

The complete Athletic Scholarship report is in the delegate book. We did award \$10,000 in scholarships to junior racers this last year.

FAR WEST RACING REPORT

Bob Ellis reported that we had 180 racers at the FWRA Championships at Mammoth Lakes and did make a profit this year by taking some cost cutting steps. He acknowledged Barbara Bryant and stated she did a fantastic job on the silent auction at the FWRA Championships. The registration form had a line item included in which participants donated \$300 to the Athletic Scholarship Program.

During the summer meeting, they will discuss how much money will be donated to The Athletic Scholarship Fund among various racing subjects.

He reported that we will have racing during FWSA Ski Week 2011 in Sun Valley, ID.

The next FWRA Championships will be April 1-3, 2011 at Alpine Meadows, CA.

Aspen/Snowmass National Races will be held January 3-5, 2011. Discounted lodging and will be available and details will be to come.

Bob thanked everyone for their continued support!

FWSA COMMITTEE REPORTS

Councils Man & Woman of the Year Program

Donn Bryant congratulated Jim Sommer and Helen Harris as the MWOY winners this year.

2011 Convention Committee

Jane Wyckoff invited everyone to attend the FWSA 2011 Convention

- The 2011 convention will be held at the Pacific Palms Resort, in Industry Hills.
- The dates will be June 8-12, 2011.
- The theme is "Making History".

Randy asked San Diego Council to stand and be recognized and especially acknowledged Eileen Sanford and her "E" team who spent countless hours to make this convention outstanding.

Old Business - none

New Business –

Randy asked for the outgoing 2009-2010 Board of Directors to come to the front and thanked them. He then asked for the 2010-2011 Board of Directors to come forward and introduced them.

ADJOURNMENT

MSC

Moved by Delegate # 66, Kathleen Craig to adjourn the meeting.

Seconded by Delegate # 40, Donn Bryant

Motion carried.

Meeting

Adjournment

The Meeting adjourned at 12:15 pm.

Respectfully submitted,

Debbie Stewart, Secretary
FWSA

Resolution

Far West Ski Association Resolution Submission Form

Maker of resolution – Name _____ Delegate No. _____

Seconded by – Name _____ Delegate No. _____

Type of resolution Laudatory Substantive*

***If this is a Substantive Resolution complete the following:**

1. Committee(s) to be referred to (if any), if this is a substantive resolution, and action(s) required:

2. Would there be a financial impact to FWSA if this resolution is passed? If yes, explain. _____

Provide date resolution is to take effect: _____

Resolution

WHEREAS, _____

THEREFORE, BE IT RESOLVED THAT, _____

Do Not Write Below This Line

Resolution # _____
Committee

Passed Defeated Tabled Referred to

Director Report

Communications by Linda Scott, VP

New and exciting things are happening at FWSA! Just look at our communications committee to see vibrant new upgrades and changes that help readers learn about FWSA and all our activities.

Let me introduce you to our communications team:

Leigh Gieringer is the editor of our fabulous Far West Skier Guide. Hopefully you have taken a look at not only the magazine, but the digital version too. You can find it on our webpage at www.fwsa.org or our Facebook page. Many councils have also added it to their webpage, and if your council hasn't done so, ask them to add it to the home page. It has just amazing interactive graphics, and is a must to read. Congratulations to Leigh on this major upgrade.

Mary Azevedo is the editor of the Councilman magazine. Have you looked at the latest edition? If not, you should definitely put it on your "to do" list. It has a new glossy cover, a new format, and is not only pleasant to look at, but informative too!

George Stewart is working hard on our website, and everything you need to know at FWSA activities can be found there. It's a big job to keep the website updated with the latest trips and news throughout FWSA, and George is "the man" when it comes to doing a great job with the website.

Steve Coxen manages and updates our Facebook page. If you haven't taken a look lately, make sure you visit and see all the fun comments about what is going on in FWSA. Steve does a great job keeping the page fresh and current.

Barbara Bryant did a great job with the FWSA Hot Sheet. She compiled and disseminated all the latest ski news in email format and made it easy and enjoyable to read. Recently she has decided to move on to other endeavors, and we wish her well. She will be missed, but will still be at the convention, so make sure you thank Barbara for her hard work when you see her. If you are interested in stepping in and taking over this important responsibility, which has now been moved to the communications program, please let someone on our communications team know of your interest.

This has been such a fabulous and exciting year for everyone on our communications committee, so next time you see any of our team members, let them know how much you appreciate their hard work. They are all dedicated to FWSA and are great folks to work with. I thank them every time I see them because I couldn't ask for a better team to work with. Let them know you appreciate them too with a big "thank you!"

Looking forward, we are working on more new ideas that will be unveiled later this year, so stay tuned!

Director Report

Council Services by Don Anderson, VP

We continue to work at improving communications between this board, the councils and then to their individual clubs. Updating some competition application forms have taken place and some procedures and timetables reviewed to expedite the processing. We strive to make it easier for clubs and council to enter the various convention competition categories to maximize their participation. As these groups see what other clubs are doing, they learn to become better themselves.

Now we are beginning to focus on identifying, recruiting, and developing future leaders. Both clubs and councils have difficulty replacing officers, and after several years, some individuals experience burn-out. At the present time with bad economic conditions, most clubs are experiencing declined membership numbers. This also means fewer people to take the leadership positions. As council presidents, we should be looking to the future and establish programs and practices to replenish the leadership talent pool. It all starts with getting new people to the annual convention. Much can be learned as we should be focused on educational programs to train and develop these present or future club board members. This year at Pacific Palms, the Sports Leadership Academy is offer the "Taking Office" course to assist those becoming club officers for the first time.

The next step is to identify those with talent and encourage them move "up the ladder" within their club and then on to the council level. While each council is unique from the others, some have established procedures for this leadership development that can be shared to benefit others. What has been successful in one council may provide to be effective in others too. We have also been trying to keep up with Internet networking sites and applications as a source of new club members and possible future leaders.

Director Report

By Nancy Ellis, Information Services Director

FWSA maintains a database with information about clubs and councils such as officers and their addresses, meeting dates and locations, and membership information. Additionally, individual members who are interested in receiving FWSA publications and ski industry information may wish to have their mailing/contact information in the database.

Most clubs and councils have just completed their election of officers for the coming year. It is important that a *Club Officer Update* form be completed and sent to me soon after the changes have been made so that the new officers receive FWSA communications in a timely manner. The update form can be found on the Far West Ski Association web page at www.fwsa.org. Locate the link *Membership* and then *Club Officer Update*. Clubs are to send the completed form to their Council Presidents. Councils may then send the form to me via email, fax, or U.S. mail using one of the addresses below. Individuals are requested to send their changes directly to me in any format that is convenient for them. It is important that information be clearly printed or typed so that the correct information is entered into the database.

Individuals please send to:

Nancy Ellis
P.O. Box 9681
Truckee, CA 96162

Fax (530) 582-0566

Email: Nancyellis2@sbcglobal.net

Clubs—Send updates to your Council Presidents

FWSA is protective of member information in the database. Requests for a member listing must have prior approval of the FWSA President. Typically, membership information is given to Convention Sponsors and Partners, and to FWSA staff for distribution of their information. Be sure to let me know if you do not wish to receive FWSA information so that your name and information will not be distributed.

Director Report

Industry Marketing by Debbi Kor, VP Marketing & Mary Olhausen, Silent Auction / Travel Expo Chairman

Responsibilities for the Industry Marketing Program include: producing the Silent Auction and Travel Expo, sponsorship development, serving on the Convention Committee, and promoting advertising sales for the *Far West Skier's Guide*. Debbi Kor, FWSA Vice President of Marketing, is responsible for the membership benefits program and product sponsorship development. Mary Olhausen is Chairman of the annual Silent Auction and Travel Expo. Leigh Gieringer is Editor of the *Far West Skier's Guide*. The ski industry invested over **\$186,000** this year in Association industry programs.

Silent Auction

In 2011, we not only celebrated the 81st Anniversary of the Founding of the Far West Ski Association, but also the 26th Anniversary of the FWSA Silent Auction. FWSA truly values the working relationship our Association has developed with the ski and sports industries. Countless hours have been spent by dedicated ski club, council and FWSA volunteers, who assist with conducting a successful Silent Auction every year.

The Silent Auction began back in 1986 at the Irvine Hilton and Towers, when the Balboa Ski Club of Orange Council of Ski Clubs, host for the 54th Annual Convention, organized the event as a fundraiser to be held in conjunction with the Convention. In 1990 the *Travel Carousel* was added to the industry Convention programs at the 58th Annual Convention, hosted by the Orange Council of Ski Clubs, when the Association returned to the Irvine Hilton. The format remained the same until the 2003 Convention held at the Rancho Las Palmas Marriott in Rancho Mirage, California, hosted by the San Diego Ski Club Council. The Travel Carousel became the *Travel Expo*, and *Passports* replaced the Lift Tickets. Convention delegates now schedule appointments with industry representatives, and travel from table to table in a timed sequence. Each year we look forward to seeing our industry friends at our Annual Convention, some of whom have attended for many years, and others who are new to our program.

The Silent Auction is the Association's major fund raising effort and not only provides financial support for our programs, but also subsidizes delegate fees to the Convention. The Silent Auction and Travel Expo would not be possible without the assistance of many special people – many thanks goes to this year's Host Council Chairperson, David Krupp, from Los Angeles Council of Ski Clubs, and all the many volunteers who do all the behind the scenes work and setup. The "A+-Team" as we fondly call ourselves, includes Linda McGavin, Sigrid Noack, Jane Wyckoff, Debbi Kor and Mary Olhausen – they put in countless hours to bring you a not-to-be-missed event for both club members and the industry. Our gratitude is extended to all the workers from Los Angeles Council of Ski Clubs and the FWSA Board Members and friends from other councils that assist with last minute preparations prior to the Silent Auction and Travel Expo.

Convention Sponsorships

The Convention sponsorship program reduces the amount of money needed to be taken from Silent Auction proceeds to offset Convention costs. Sponsorships are extremely important to the financial success of our event. We currently have a multi-year sponsorship with **Snowbasin** for the annual Michael German Golf Tournament. **Big White/Silver Star** are sponsors of the Councils' Man and Woman of the Year Program; **Grouse Mountain Lodge, Whitefish Mountain Resort**, and **Karbon** are sponsors of the FWSA Athletic Scholarship Program; **Steamboat Ski and Resort Corporation** sponsors the Western Ski Heritage Award; **Aspen/Snowmass** sponsors the Safety Person of The Year Award. We are pleased to know that our sponsorship benefits program

is highly regarded in the industry, and has been emulated by other groups in other parts of the country. One of the primary benefits for the sponsors is the link from our fwsa.org site to their own website.

Far West Skier's Guide

As the Silent Auction/Travel Expo and sponsorship program has expanded, so too, has the *Far West Skier's Guide*. Extensive industry special sections and editorial coverage makes the publication ever popular in industry marketing efforts. Potential sponsors find promotion in the Skier's Guide especially attractive. Leigh Gieringer is to be commended for her outstanding efforts in professional journalism and her dedication to the production of this publication. The first Digital Edition of the *Far West Skier's Guide* not only expands the readership within the far west region, but makes it available to snow sport enthusiasts throughout the country and internationally. The link can be found at: www.fwsa.org and www.farwestskiersguide.com.

80th Annual Convention - 2012

We are looking forward to another terrific convention hosted by the Intermountain Ski Council. We will be at the Ogden Eccles Conference Center, Marriott Ogden, and Hampton Inn & Suites – all in Ogden, Utah, June 7-10, 2012. Please plan to join us for *How The West is One!*

A Final Reminder

A final reminder - our ski industry programs will continue to grow as long as the ski clubs and councils support them. Please show your support for the companies that participate in the Convention, provide sponsorships and member benefits, and advertise in the *Far West Skier's Guide* by including them in your travel and ski/sports equipment purchase plans.

Director Report

International Travel by Norman Azevedo, VP

FWSA STARTED THIS YEAR CELEBRATING NEW YEARS EVE IN BUENOS AIRES BEFORE IMBARKING ON A TEN DAY ANTARCTICA ADVENTURE CRUISE.....

FWSA 38 travelers spent 10 days on an Antarctica cruise and three nights in Buenos Aires including New Year's Eve. We boarded the Norwegian ship MS Fram at Ushuaia, Argentina at the very bottom of South America for what turned out to be a penguin, whale, seal, bird, and iceberg adventure. The weather was unusually warm allowing us to make a couple of landings each day trekking through penguin rookeries and visiting Antarctic research stations. Demand for doing this trip again has led us to consider doing it in 2012/13.

ENGELBERG/INTERLAKEN, SWITZERLAND 2011 INTERNATIONAL SKI WEEK

We have just returned from taking 73 skiers on a super ski week to Engelberg and Interlaken. We were blessed with a foot of new snow as we arrived, so skiing was very good. The food at the historic Engelberg Terrace hotel was outstanding. Some toured Lucerne, 45 minutes away, and many went back for the Lucerne pre-lent carnival. The locals were in costume and the libations liberally flowed. After Engelberg, Interlaken felt subdued, but the skiing was still good.

After Switzerland, we flew to Bulgaria for a couple of days skiing at Bansko. Skiing was good but really cold. It warmed up nicely as we left for Sofia. Sofia shopping for leather jackets became an obsession and we took home a lot of them. Thirteen of our group sadly went home after Sofia, but the rest went onward to Count Dracula's country with outstanding local guides.

We were treated to an education of pre- and post-communism in both Bulgaria and Romania with ethnic food and wine. Our first stop was the former capital of Bulgaria, Veliko Tarnovo. The next day we picked up our Romanian guide "Vlad." He was a young progressive and a contrast to our Bulgarian guide, who was older with many fond memories of the communist era. Catch me sometime and I'll share many of the stories we heard.

In Bucharest we toured the "Peoples Palace" (current Parliament building) built by communist leader Nicolae Ceausescu's as a lasting loathed legacy to communism. It's second in size only to our Washington Pentagon. Its construction helped break the economy and lead to Ceausescu's downfall and execution. The following couple of days were spent touring Sibiu, Sighisoara and Brasov visiting palaces, monasteries and of course food grazing and wine'ing our way through Romania. We checked out Vlad the Impaler (Dracula) birthplace with torture chamber and weapons room. Vlad's history took us to the imposing Dracula's Bran Castle, built to control and collect tariffs at the trading cross-roads. After tracing "Dracula's Path" through Transylvania, we traveled back to Bucharest for one last night of shopping and packing for our return to Zurich before catching our flight home. This was a trip to remember.

ROATAN, HONDURAS 2011 DIVE TRIP

Roatan, Honduras dive trip led by Randy Lew is scheduled for October 22 – 29, 2011. Check the FWSA website for details.

NEW ZEALAND / AUSTRALIA TOUR – Oct. 25 to Nov. 9, 2011.....

This trip will be led by Mary Azevedo, assisted by Gloria Raminha. It will cover Auckland, Rotorua, Wellington, Queenstown and Sydney. We are planning for 30 to 40 participants. We also have a post trip extension from Nov. 9 to 12th to the Cairns Great Barrier Reef.

CHAMONIX-MONT-BLANC, FRANCE 2012 ANNUAL INTERNATIONAL SKI WEEK

We are skiing Chamonix-Mont-Blanc, France starting on March 9, 2012. Chamonix, 1924 Winter Olympic Games site, is a popular tourist destination that links Italy via the Mont-Blanc tunnel. Our optional one or two week Morocco trips can be taken back to back with the ski week.

MOROCCO 2012 ADVENTURE FOLLOWING CHAMONIX.....

Explore Morocco for one or two weeks, starting March 17th in Casablanca then traveling through the country and ending in Marrakech. A highlight on the two week trip will be setting off into the desert on camels to the middle of nowhere in high dunes to see an incredible sunset, spend the night in Berber tents with tagine dinner around a romantic campfire in a small desert oasis. We offer a one week Morocco trip for those who can't take two weeks away from the job or home. Both the one and two week Morocco trips are followed by an overnight stay in Paris.

All trips are announced and advertised on the Far West website: www.fwsa.org.

Director Report

Marketing and Sponsorship, by Debbi Kor, VP

The SIA show was held in Denver January 27-30th. This was the second year of being in Denver, and the city of Denver is loving it! What a perfect venue for this incredible show of shows! The Denver Convention Center was nicely laid out, allowing us easy navigation throughout the center. Mary Olhausen, Leigh Gieringer and I did a team effort again this year, calling on numerous partners, and prospective partners. As in past years, since I've been attending, we met some new vendors, some of whom expressed interest in attending the Convention in Industry Hills. They promised to provide product for our Travel Expo door prize drawing if unable to attend themselves.

Because of the dates of the SIA show this year, it conflicted for me with that of Ski Week, so I was unable to attend the FWSA Ski Week in Sun Valley. I was able to make connections with many of the businesses in Sun Valley and in town to gather up some very nice door prizes for the Welcome Party, however. Many of them extended a continuing discount on goods throughout the week to our many Ski Week attendees. Bert Witsil, Sales Executive of Sun Valley, and his crew did an outstanding job as well in assisting with some of the give-aways.

SPONSORSHIP

Karbon, Whitefish Mountain Resort and Grouse Mountain Lodge will be returning as Athletic Scholarship sponsors again this year. Dick Shawkey did a terrific job selling raffle tickets for the Karbon ski outfit at Ski Week, netting a record high dollar amount this year. Our Scholarship program continues to grow thanks to Dick and all of his hard work. We plan to have our traditional raffle at Convention with a few items such as gift baskets from individual Councils, weekend get-aways, a case of wine, and other items donated by the Industry. Dick has been working on obtaining these items, and I'm sure we can count on another resounding, successful fund raiser for the Scholarship Program. Our members certainly look forward to purchasing their tickets for those exciting gifts and being able to drop their tickets into the boxes for their choice items.

I am thrilled to report that thanks to our ever-so-generous Industry Partners, I successfully filled ALL of our areas of sponsorship for convention prior to our April Board of Directors meeting. Our total sponsorship dollars continue to grow, which is a good sign that the economy is beginning to turn. So, thank you to all who offered to sponsor our events and activities for 2011. We also have our returning Program sponsors: Big White/Silver Star for the Council's Man and Woman of the Year, Aspen/Snowmass for the Safety Person of the Year, and Steamboat for the winner of our Western Ski Heritage Award.

I am also very excited to report that along with celebrating Far West's 81st year, this year, we have 2 Industry Partners who will be celebrating their 25th Anniversary as participants of the Silent Auction. It will be my honor to present Silver Certificates to: Crested Butte Mountain Resort and Mammoth Mountain at our Awards Banquet.

Have a good meeting, everyone.

Director Report

Membership by David Krupp, VP

FWSA DIRECT MEMBERSHIP

FWSA provides membership opportunities for skiers who do not have access to a local club. By joining FWSA as a Direct Member, one is allowed all of the member privileges including participation in trips, member discounts, publications and instructional materials. Go to www.fwsa.org, click on membership, then on direct membership form.

SNOWSPORTS LEADERSHIP ACADEMY

The convention has many items on the agenda, and one of the more popular of them in recent years is the Snowsports Leadership Academy. Instituted at the convention 3 years ago in Bellevue, Washington, the academy is a forum designed to provide attendees with information on a wide array of topics that we encounter as ski club members. So far, the program has six components:

- Taking Office
- Membership and Communications
- Risk Management
- Travel Programs Management
- Technology Resources
- Ethical Responsibilities

This convention at Pacific Palms in Industry Hills will have the 4th installment of the academy. Two sessions will be offered on Saturday of the convention weekend. The newest addition will be on cutting edge ski equipment design and how to further involvement in your club by having an effective ski racing program. Many of the topics covered so far pertain to club operations. With this segment we get to the real good stuff—the *sport*. Although, back by popular demand, our other segment will be a return to one of the most important aspects of running a club: *Taking Office*. What is involved when you take a position on the board of your club? What are some effective ways of conducting the duties of a particular office? These are some of the questions the academy looks to shed some light on.

RESOURCE CD

In addition, convention attendees receive the Snowsports Leadership CD which has a myriad of information resources that accompany the program modules. Included are ideas for a New Member Welcome Packet, Treasurer Guidelines, Trip Leader Guidelines, Leadership and Membership Ideas, information on FWSA and the National Ski Council Federation, Letter Templates, Safety, and Club/Council Constitutions and Bylaws Templates.

For additional information contact David Krupp at membership@fwsa.org.

Director Report

North American Travel by Gloria Raminha, VP

Sun Valley Ski Week
January 22th to 29th, 2011

What an outstanding ski week we had in Sun Valley this last January. Thanks to Bert Witsil and the entire Sun Valley Staff for setting the bar high in customer service. Not only was the customer service excellent, with blue skies, great snow and moderate temperatures, most participants skied every day. Other ski week activities included; racing, ice skating, dessert social, welcome party, pub crawl, mountain picnic, banquet & dance and an après race awards party. Our ski week DJ provided such great music, that the dance floor was full until the end of our parties. Many of our participants dressed up in their "fifties" attire. The camaraderie and great times had by everyone will leave lasting memories of this ski week for many years.

Our tour operators, Stephen Hall and Sandy Gaudette with Skigroup.net along with Bert Witsil, Maritza Cornejo, Felicity Turner and all the Sun Valley Staff did an exceptional job at organizing this fantastic ski week for Far West Ski Association. All deserve a big THANK YOU from FWSA's Travel Staff, Council Trip Leaders and all the FWSA members who attended the ski week.

It takes many dedicated members and ski week participants, all volunteers, who spend countless hours and months to organize one of our ski weeks. All of this dedication to FWSA is what it takes to make our ski weeks the continued success it has been over the years. These volunteers I call my "Travel Team" are the Council Trip Leaders and Travel Staff. Additionally, I would also like to thank all other volunteers that helped out throughout the ski week. They are another group of people that just show up and offer their time wherever needed.

Summer Fun In Mammoth
Summer 2011

Fran Long and I planning a weekend at Mammoth Mountain full of activities for members and their families. Be sure to visit the FWSA Travel Booth Friday evening during the convention for more details.

Jackson Hole Ski Week
January 28th to February 4th, 2012

Jackson Hole, Wyoming is the location of our 2012 ski week. The ski week will be held January 28th to February 4th. The Trip Leaders and Travel Staff have started preparing for another great ski week. Trip Leaders and Travel Staff participated in a site inspection in February at Jackson Hole. Spencer Long from Jackson Hole, Mike Hibbard and Sara Clemons from Sports America provided a fantastic site inspection with tours of the lodging facilities, party locations, and the mountain which will help with the planning of our 2012 ski week. We also took a tour on the Elk Reserve which is something I would recommend all ski week participants take the time to do during the ski week. Although many people believe the mountain at Jackson Hole is primarily for the expert/advanced skiers. We have news for you; there is plenty of skiing for all levels of skiers.

The area around Jackson Hole provides other activities that both skiers and non-skiers will enjoy. A list of these activities will be provided to the Trip Leaders this fall. The information to be provided will allow the participants to make their own arrangements for Yellowstone tours, Elk Refuge tours, Dog Sledding, Snow Shoeing, etc. We will have an optional ski day at Grand Targhee. And, of course being in Jackson Hole, we are planning a "Country Hoedown" for our banquet.

The FWSA Jackson Hole flier is on the FWSA.org website. If you are interested in participating in the 2012 ski week in Jackson Hole, you can sign up with one of the Council Trip Leaders listed on the flier.

We are planning on a week of fun FWSA events during the Sun Valley Ski Week. Check with a Council Trip Leader for a list on tours at Yellowstone, the Elk Reserve, dog sledding, etc., that both skiers and non-skiers can arrange on their own or through a Council. (The list will be available this fall 2011)

For more information contact a Council Trip Coordinator

Arizona Council	Scott Peterson	Scott.Peterson@fnf.com	480-214-4596
Bay Area Council	Paula Kinahon	pkinahon@gmail.com	510-357-6127
Central Council	Mary Alexander	maryalexander0535@sbcglobal.net	661-587-3671
Inland Council	Wayne Stolfus	spiderRx@aol.com	909-799-3118
Los Angeles Council	Judith Miller	jamski5@att.net	818-841-4192
Northwest Council	Barbara Bousum	BBousum@gmail.com	503-224-3584
Orange Council	Sheila Van Guilder	svanguil@yahoo.com	714-656-6032
San Diego Council	Susan Shaffer	susansnowdrifter@yahoo.com	858-481-5043
Sierra Council	Debbie Stewart	gwstewart@prodigy.net	559-734-9294

*Travel Staff: Marilyn Sigler, Nancy Ellis, Bob Ellis, Lynnell Calkins, Ken Calkins,
Transportation Assistant: Susan Shaffer*

Gloria Raminha, FWSA –VP North American Travel, 12707 Windy Ridge Dr, Bakersfield, CA 93312
661-829-5996 phone/fax 713-818-0471 cell fwsa.natravel@sbcglobal.net

**Must be a Member of Far West Ski Association affiliated ski club or a FWSA Direct Member
CST #2036983-40**

FWSA 2013 Ski Week Presentations

We had several bid proposals from Ski Resorts and Tour Operators for our 2013 Ski Week. I would like to thank all the resorts and Tour Operators for their time and effort at putting their proposals together. Participants who attend the bid presentations may only attend by invitation from the VP of North American Travel.

**2011 Convention
FWSA Travel Booth**

Be sure to visit the FWSA Travel Booth Friday evening at this year's convention at the Pacific Palms Resort and complete a travel survey. Once your survey is completed, you will be entered into a drawing for \$500 off either the 2012 Jackson Hole or Chamonix Ski Weeks.

Director Report

Public Affairs by Scott Bowker, VP

The Far West Ski Association Public Affairs Program has been very active for the year 2010/2011. As you may know, the Public Affairs portfolio of programs is designed to present to the outside world the interests, activities and positions of the Association. As the “voice of the Western skier” we have been involved in a whole host of activities in all areas of interest.

FWSA 2010 Convention Snowsports Celebrities, Multimedia Show & FWSA Leadership Info Panel Sessions Delight & Inform Attendees

FWSA 2010 Convention Special Guests included Steve Reneker (climber/mountaineer who carried FWSA flags to the top of Mt. Everest in 1995), Billy Kidd (1964 Olympic Slalom Silver Medalist); Peter King (General Counsel, Los Angeles City Attorney’s Office), Austin McInerney (senior facilitator/mediator, natural resource/land-use planner, public outreach specialist), Chuck Morse (former Executive Director Far West Division USSA, former VP Marketing Snowbird, former Western States Managing Director Sales & Marketing Vail/Beaver Creek), Doug Pfeiffer (former Skiing magazine Editor In Chief, co-founder PSIA), Steve Reneker (climber/mountaineer & CIO City of Riverside), Walt Roessing (ski & travel journalist formerly of San Francisco examiner & San Jose Mercury News), and Linda Whittle (Can Do Multiple Sclerosis Center volunteer, former coach US National Adaptive Ski Team).

The multimedia show was a moving presentation by Steve Reneker about his climbing/mountaineering experiences. Steve is an avid climber/mountaineer who has climbed Mt Everest, Mt Elbrus Russia, Mt Kilimanjaro Tanzania Africa, and many others, a member National Ski Patrol for over 30 years currently with Snow Summit, and chief information officer for City of Riverside & Executive Director for SmartRiverside nonprofit. As Steve said in his 1995-1996 Far West Skier’s Guide “The Seventh Summit: The 1995 American Mt Everest Expedition Becomes a Tribute to a Fallen Friend” “After high winds for nearly two months, a window of opportunity opened. On May 16, 1995, the Summit of Mt Everest was reached. I carried two extra items with me on this adventure: the ashes of my best friend, Dave Tollakson, which will rest forever on his Seventh Summit and Far West Ski Association banners, one of which flew in the wind for the thirty minutes we were there. FWSA has reached new heights. Dreams do come true. They’re not always easy to achieve, there can be major set backs to overcome and you definitely have to work hard for them to become reality, but in the end, it’s worth it. “

The Leadership Info Panel Sessions included Public Affairs, Outstanding Club/Council Recognition Programs plus two new Snowsports Leadership Academy sessions “Ethics – Doing the Right Thing” and “Tech Works – Building Your Club Using Social Media” along with the Friday afternoon session Snowsports Leadership Academy “Overview & Travel Wise – Smart Tips for Trips”.

Scott Bowker (FWSA VP Public Affairs) led the Public Affairs sessions with guest speakers Austin McInerney (senior facilitator/mediator, natural resource/land-use planner, public outreach specialist), Chuck Morse (former Executive Director Far West Division USSA, former VP Marketing Snowbird, former Western States Managing Director Sales & Marketing Vail/Beaver Creek), Doug Pfeiffer (former Skiing magazine Editor In Chief, co-founder PSIA), Steve Reneker (climber/mountaineer & CIO City of Riverside), Walt Roessing (ski & travel journalist formerly of San Francisco examiner & San Jose Mercury News). The wide ranging discussions covered future of skiing, impact of snowboarding, effect of demographics, impact of downturns, role of FWSA, US Ski & Snowboard Hall of Fame – selection process/future direction, snowsports media – getting its attention and communicating your message effectively, effective public advocacy and area development, environmental impact of resort development, Arizona Snowbowl snowmaking case (US Forest Service approval of the use of reclaimed wastewater by Arizona Snowbowl to make artificial snow and subsequent challenge by the Navajo Nation which was the first major legal challenge to the 1993 Religious Freedom Restoration Act) and climbing/mountaineering.

Steve Coxen (former FWSA President), Sigrid Noack (FWSA Charities & Our Community Chair), Catherine Ohl

(FWSA Awards Committee Chair) led the Outstanding Club/Council Recognition Programs session about how to get the most out of these programs and take your club to the next level.

Peter King (General Counsel, Los Angeles City Attorney's Office) and Linda Coxen (CPA & former NWSCC Treasurer) led the Snowsports Leadership Academy "Ethics – Doing the Right Thing" session. Topics included codes of conduct, personal conduct, conflict of interest issues, embezzlement issues, articles of incorporation/bylaws/standing rules, FAM trips, sponsorships, and contributions. Sheri Parshall (NWSCC President) and Becki Robinson (Altair Ski Club Communications) led Snowsports Leadership Academy "Tech Works – Using Social Media to Build Your Club" session. Topics included effective use of social media tools such as Facebook, LinkedIn, YouTube, photo sharing, blogs, websites, etc. to build your club. Norm Azevedo (FWSA VP International Travel), Barb Bryant (FWSA VP Membership), David Krupp (former LA Council President) led Snowsports Leadership Academy "Overview & Travel Wise – Smart Tips for Trips" session. Topics included Snowsports Leadership Academy overview as well as understanding the travel process – potential participants, trip selection, RFPs, contracts, vendor selection, liabilities, trip insurance, seller of travel/certification, accounting/pricing, communication to participants, airline ticketing, baggage policies, waivers, code of conduct, other trip leader guidelines, useful documents.

FWSA History Committee Meeting

The FWSA History Committee met on Friday at the convention. The committee's focus is to ensure the rich history of the development of snowsports in the western U.S. and the contributions to it by the FWSA are recognized and preserved. Discussions included a review of the FWSA Club & Council History recognition program, FWSA Historic Ski Club program effective history interview questions and resources for digitizing historical video footage. If you are interested in joining the committee and/or writing history articles, please contact John Watson at geospace123@yahoo.com as membership is open to anyone.

Area Development

Area development covers ski area expansion and enhancement, proposed new areas, and the preservation of potential areas for future snowsports. It also includes the increasingly contentious debates between the developers, the ski areas and the environmentalists.

- Arizona Snowbowl. Save the Peaks Coalition filed an injunction in January 2011 and the opening brief in April 2011 in the 9th Circuit U.S. Court of Appeals to appeal the December 2010 ruling by U.S. District Judge Mary Murguia in Phoenix that Save the Peaks Coalition which opposes snowmaking waited too long to file their new lawsuit (Save the Peaks Coalition v. U.S. Forest Service filed September 2009) and that the U.S. Forest Service adequately considered the risks of using reclaimed water to make snow. A separate March 2011 emergency injunction to stop tree cutting and construction in furtherance of snowmaking pending the outcome of the appeal was denied in April 2011 by the U.S. 9th Circuit Court. In May 2011 after review of construction plans and site designs Coconino National Forest Supervisor M. Earl Stewart authorized the implementation of the Arizona Snowbowl water pipeline construction project for snowmaking and the building of new ski runs. Construction began in May 2011 on an initial \$1.3 million underground segment of the 12-inch-diameter 6.5 mile pipeline from Highway 180 along the Snowbowl Road corridor to the Snowbowl of the total 14 mile long pipeline project from Flagstaff which in phase 1 is expected to provide snowmaking for 134 acres of the approved 205 acres starting in the 2012-2013 season. Arizona Snowbowl had won approval of its snowmaking plan when in June 2009 the U.S. Supreme Court declined to hear the previous case Navajo Nation et al v. U.S. Forest Service (originally filed June 2005) that had been decided in Arizona Snowbowl's favor at the U.S. 9th Circuit Court level.
- Land Management Planning Rule. Provides overall framework of assess, revise/amend & monitor for forest plan developments, revisions and amendments which includes recreation and multiple use among the priorities. National roundtables April, May, July 2010 & science forum March 2010. DEIS NOA in Federal Register February 2011, FEIS NOA expected November 2011, with decision & implementation expected December 2011. Larry Hayden lhayden@fs.fed.us 202-205-1559 www.fs.usda.gov/planningrule
- American Dream Meadowlands (formerly Meadowlands Xanadu) \$2.7 billion megamall project in East Rutherford, NJ including 700 foot indoor ski slope approved in May 2011 for \$200 million in state tax breaks for new developer (Triple Five of Canada who owns 4.2 million square foot Mall of America in MN)

and 5.3 million square foot West Edmonton Mall in Alberta, Canada). This 3 million square foot development which is expected to open phase 1 in fall 2013 and phase 2 in spring 2014 and serve 55 million visitors annually includes shops, restaurants, nightclubs, a 26-screen movie theater, a 3,000-seat performing arts theater, indoor glass-domed amusement and water parks, and a skating rink in addition to the indoor ski slope.

- Battle Mountain, CO. Planned ski area near Minturn, CO with 4-5 fixed lifts, plus 3-4 snowcats to take skiers to the top of lifts, about 170,000 square feet of commercial space (coffee shop, ski shop, chili shacks). In April 2011 the Colorado Supreme Court had agreed to hear a case, Town of Minturn v. Sensible Housing, Inc., Case No. 10SC670, involving an annexation dispute between the Town of Minturn and a company claiming an ownership interest in the parcels to be annexed. Minturn has an agreement with Crave Real Estate to annex 4,300 acres into the town for the project. In December 2010 the developer Crave Real Estate won key water rights for its proposed 1, 210 acre-foot reservoir at Bolts Lake, south of Minturn which would provide water for up to 1,700 housing units. In 2009 Crave Real Estate (part of Lubert-Adler investment company of Philadelphia, PA) took over the project from Florida developer Bobby Ginn which started this project in 2005.
- Beaver Creek, CO. Women's Downhill EIS (Environmental Impact Statement). New race course & snowmaking. NOI (Notice of Intent) December 2010, estimated draft EIS NOA (Notice of Availability) August 2011, with decision/implementation expected January 2012/ April 2012. Don Dressler drdressler@fs.fed.us 970-827-5715 www.fs.fed.us/nepa/project_content.php?project=33695
- Breckenridge, CO. Ski Resort Peak 6 Development Project EIS. New terrain & chairlift. Estimated draft EIS NOA May 2011, decision/implementation expected January/March 2012. Roger Poirier rpoirier@fs.fed.us 970-945-3212
- Coconino National Forest, AZ. Forest plan revision (recreation use included in revision topics) EIS. Notice of Adjustment May 2010. Phase 1 public input & feedback July/August 2010. Draft EIS expected November 2011 with decision & implementation expected September & October 2012. Coconino National Forest Planner Yewah Lau ylau@fs.fed.us 928-527-3411 www.fs.fed.us/r3/coconino/plan-revision.shtml
- Cooper Spur, OR. Cooper Spur-Government Camp Land Exchange EIS. Forest Service would convey 120 acres of property at Government Camp and acquire 770 acres of private land at Cooper Spur. Notice of Intent published in Federal Register October 2010, scope comments due 11/29/10, with decision & implementation expected June & July 2012. Kristy Boscheinen, Forest Planner kboscheinen@fs.fed.us 503-668-1645 www.fs.fed.us/nepa/project_content.php?project=33072
- Crystal Mountain, WA. Crystal Mountain, WA. Crystal Mountain Master development plan Amendment #1 EA – replace High Campbell Basin Chairlift. Environmental assessment released September 2010, decision 1/5/11, implementation June 2011. Mt. Baker-Snoqualmie National Forest Team Leader Sean Wetterberg swetterberg@fs.fed.us 425-783-6022 www.fs.fed.us/nepa/project_content.php?project=29956
- Eldora Mountain, CO. U.S. Forest Service approved Eldora Mountain master plan in March 2011 which includes 2 new high speed 6 pack chairlifts near the existing Indian Peaks and Corona lifts and 2 new high speed quad chairlifts; addition of 88 acres to existing 188 acres of lift serviced trails; plus an expanded and upgraded Eldora base lodge among the improvements to existing trails, buildings and lifts. www.eldora.com/uploads/pdf/Eldora%20Mountain%20Resort%202011%20Master%20Plan.pdf
- Homewood Mountain, CA. Homewood's major expansion plans to become an upscale boutique resort continued with a draft environmental impact report (EIR) filed January 2011 with Tahoe Regional Planning Agency. Public comment period ended April 21, 2011 (email comments to Homewooddeiscomments@trpa.org, Jeff Cowen, TRPA Community Liaison jcowen@trpa.org 775-589-5278) and final action is possibly expected by the end of 2011. Some highlights from the EIR (preferred alternative 1) include 8 passenger high speed gondola, high speed quad & new beginner mid mountain ski lift; resort lodge/5 star boutique style hotel with 75 rooms & 70 condo units at North Base area; mid mountain day lodge & outdoor swimming pool; village center/ice skating rink at North Base area; total of 17 new buildings at North and South Base areas (155 tourist accommodation units, 181 residential units and 13 workforce/employee housing units) to be built on 23 acre development using LEED gold standard. Homewood needs to increase nonholiday midweek skier visits/day from 300 (past historical average) to 700 to generate sustainable revenues. www.trpa.org/default.aspx?tabindex=2&tabid=338
- Lake Tahoe Basin Management Unit, CA. Forest plan revision (recreation use included in revision topics) EIS. Notice of Intent March 2010. Draft EIS NOA expected October 2010 with public comment on Draft EIS October-December 2010. Decision/implementation expected July/October 2011. Bob King bking@fs.fed.us 530-543-2619 http://fs.usda.gov/ltbmu
- Manitoba Mountain, AK. Sustainable ski area redevelopment project planned by Mountain Rider's Alliance for Manitoba Mountain near Cooper Landing in Kenai Mountains of Chugach National Forest

which last operated from 1941-1960. 3 surface lifts to provide access to 1,000 acres of inbounds terrain and 10,000 acres of backcountry (descents up to 4,400 feet) and hike to terrain with estimated annual snowfall of 300-550 inches. Lift served vertical drop 2,596 feet with base elevation of 1,106 feet and top of highest surface lift at 3,702 feet. Formal application expected to be filed in October 2011 by Mountain Rider's Alliance project manager Dave Scanlan who also conducted 7 community outreach presentations. www.SkiManitobaMountain.com

- Mt. Ashland Ski Area Expansion Supplement EIS, OR. 2 new chairlifts, 2 surface lifts, 71 acres new terrain. DEIS NOA March 2010, FEIS NOA expected June 2011, implementation August 2011. Steven Johnson srjohnson@fs.fed.us 541-552-2908 www.fs.fed.us/nepa/project_content.php?project=33403
- Mt Hood Meadows, OR. Ski Area Enhancements EA CE. Replace & upgrade Stadium chair lift. Scoping start October 2010, decision 3/2/11 & implementation expected May 2011. Jennie O'Connor Card jennieoconnorcard@fs.fed.us 541-352-1255
- Mt Spokane, WA. Ski area expansion onto mountain's northwest face with new chairlift and 7 new ski runs on 279 acres was approved by Washington State Parks and Recreation Commission in May 2011. This decision on the expansion proposal MS2000 (launched in 2003) yielded a blended land classification for the 850 acre section known as Potential Alpine Ski Area Expansion (PASEA) with 80 acres classified as Recreation for formal ski trails, 199 acres classified as Resource Recreation for backcountry skiing, and 571 acres classified as Natural Forest Area for wildlife habitat and forest protection. The ski resort only occupies about 10 percent of Mount Spokane's 14,000 acres. Permits and additional environmental reviews are not expected to be completed until at least the summer of 2012. www.mtspokane.com/107/backside-expansion/
- Northstar at Tahoe, CA. Vail Resorts purchased Northstar from Booth Creek for \$63 million in October 2010. The Northstar management and operating contract was purchased since CNL Lifestyle Properties owns the land and all improvements such as buildings, ski lifts and snowmaking infrastructure. Northstar had over 700,000 skier/snowboarder visits for the 2009-2010 season. Sierra at Tahoe was not part of the acquisition.
- Okanogon-Wenatchee & Colville National Forests, WA. Forest plan revision (recreation use included in revision topics) EIS. Currently developing proposal. Estimated Notice of Adjustment (NOA) expected March 2011. Decision /implementation expected June/July 2013. Plan Revision Public Information Specialist Deborah Kelly dlkelly@fs.fed.us 509-826-3396 www.fs.fed.us/r6/wenatchee/forest-plan
- Roundhill Ski Area, New Zealand. World's longest and steepest rope tow Heritage Express Rope Tow opened in July 2010 at 4,833 feet long with a 2,056 vertical rise and a top elevation of 6,998 feet. This new nutcracker rope tow gives access to Roundhill's Richmond Ridge in the Two Thumb Range. www.roundhill.co.nz
- Snowbasin, UT filed a Master Plan in June 2010 with Weber County's Ogden Valley Destination and Recreation Resort Zone to build a major resort village called Earl's Village near the existing base lodge with hotels, condominiums and townhouses, a retail and restaurant core, ice skating, spas and an amphitheater. The plan calls for up to 2,400 residential units. Also, a significant terrain expansion near the current Strawberry Gondola is requested, with a second entrance to the ski area to be constructed along Trapper's Loop Road in Morgan County south of the intersection with Snowbasin Road. This new entrance would cut about 10 minutes off the drive to the resort from the Salt Lake City metro area.
- Snowbird, UT. Snowbird's updated Master Development Plan proposal accepted by Forest Service (Uinta-Wasatch-Cache National Forest) in April 2011 for further study. Snowbird had filed an amendment to its master plan in May 2010 for expansion into the 780 acre, above treeline Mary Ellen Gulch (west of Mineral Basin) along with a 2nd tram from Hidden Peak to West Twin Peak (11,489 foot) of American Fork Twin Peaks, a lengthening of Mineral Basin Express by 50%, and a 3rd lift from the bottom of Mary Ellen Gulch to Sinners Pass ridge for descent back into Mineral Basin. Some of the other improvements in this proposal include adding beginner skiing terrain adjacent to the Baby Thunder area, providing night skiing from the Gadzoom chairlift and an expansion of the Adaptive Sports facilities. This is the first step in the environmental analysis process. Expansion maps at www.utahoutside.com/2011/04/national-forest-service-accepts-snowbird-expansion-proposal/
- Solitude Mountain Resort, UT. Solitude's Silver Fork expansion plan was rejected in June 2010 by U.S. Forest Service Uinta-Wasatch-Cache National Forest Supervisor Brian Ferebee because it didn't meet several of the pre-NEPA screening criteria. Solitude had reduced its expansion request from 695 acres (all of Silver Fork basin) to 182 acres (only east side of the Silver Fork creek removing Meadow Chutes and upper west bowl) in April 2010 which would add to the current 1,418 acres. Benefits included easy access to a glacial bowl at 9,500 feet.
- Squaw Valley, CA. KSL Partners purchased Squaw Valley ski operation, base village and real estate in November 2010 for an undisclosed sum. KSL Partners is a Colorado equity fund Led by former Vail

Associates executives Mike Shannon and Eric Resnick. KSL plans to invest \$50 million in improvements over the next 3-5 years. From 1985 to 1992, Shannon was President of Vail Associates, a predecessor company to Vail Resorts. Resnick held a variety of positions at Vail, including Vice President of Strategic Planning and Treasurer from 1996 through 2000. Both Shannon and Resnick also serve as board members for the United States Ski & Snowboard Team Foundation and the Vail Valley Foundation, and Resnick is on the Organizing Committee of the 2015 World Alpine Ski Championships.

- Summit at Snoqualmie, WA. Snoqualmie Pass Master Development Plan Amendment #1 CE - replace existing Silver Fir Output with new lodge. Developing proposal, estimated scoping start December 2010, decision expected April 2011, implementation June 2011. Cecilia Reed ccreed@fs.fed.us 425-888-8769
- Vail, CO. West Lionshead Chairlift Realignment EA. Realign and extend previously approved West Lionshead Chairlift to replace the Pride Express (Chair 26). Estimated scoping start January 2011 with decision/implementation expected April 2011/June 2011. Don Dressler drdressler@fs.fed.us 970-827-5715
- Wasatch Canyons, UT. Update of 1989 Salt Lake County Wasatch Canyons Master Plan which covers Little Cottonwood (Alta, Snowbird), Big Cottonwood (Brighton, Solitude), City Creek, Emigration, Red Butte, Parley's & Millcreek Canyons, The master plan governs recreation, land use & development, transportation, watershed protection & water quality, natural resource management & public safety. Wasatch Canyons Tomorrow final report with input from nearly 16,000 people was issued September 2010 available at www.envisionutah.org/eu_projects_regionalvisioning.html

FWSA also endorses the NSAA "Environmental Charter" and the "Sustainable Slopes" initiative.

- Keep Winter Cool www.keepwintercool.org, a joint effort of NRDC (Natural Resources Defence Council) and NSAA (National Ski Areas Association) launched in 2003 continued its 9th season as part of NSAA Sustainable Slopes initiative. Examples of this initiative are that 88% have some sort of conservation initiative in place, 38% purchase green power for their operations, 33% are using some sort of renewable energy on-site, and 12% offer guests renewable energy offsets. www.nsaa.org/nsaa/environment/sustainable_slopes/ssar-10.pdf
- NSAA Environmental Charter is currently endorsed by more than 190 U.S. resorts representing over 75% of skier visits plus partnering organizations and participating organizations. 2011 marks the 11th anniversary of the Sustainable Slopes initiative launched in 2001. www.nsaa.org/nsaa/environment/sustainable_slopes/

We have aggressively strengthened our relationship with U.S. Forest Service. Utilizing our contacts in the U.S. Forest Service we stay abreast of a number of issues. We will continue to work to provide forums in which FWSA is able to educate U.S. Forest Service winter sports program administrators and NSAA on the operations of the FWSA Public Affairs Program and the concerns of our organized recreational snowsports participants and racers. We routinely address our issues to both U.S. Forest Service and NSAA in order to better educate them on FWSA's PA program and to further cement our place as a partner on important issues we all face. You can help increase our influence with U.S. Forest Service by calling or stopping in at the local U.S. Forest Service office when you visit ski areas and let them know you are there. You are the VOICE!

Consumer Advocacy/Trends

- Snowsports market sales for August to March versus year ago were up 12% in dollars to \$3.3 billion and +8% in units. Alpine skis (flat skis sold without bindings) in the 80mm-110mm waist width category are up 74% in dollars on more than 74,000 units vs. 47,000 units for the same period last year. Reverse/Mixed camber ski sales are up 134% in units and +129% in dollars to 54,000 units. Reverse camber snowboard sales are up 42% in units (accounting for 45% of all snowboards sold) and +46% in dollars. AT/Randonee equipment sales increased 90% in dollars sold and +87% in units sold. www.snowsports.org/SuppliersServiceProviders/Resources/PressReleases/SIAPressReleases/PressReleaseDetail/contentid/1548/
- Skier visits increase +0.6% (Northeast +4.0%, Rocky Mountain +1.7%, Midwest +1.0%, Pacific Northwest +0.3%, Southeast -3.6%, Pacific Southwest -5.0%) from 59.8 million to 60.1 million visits (2nd best season ever only just below record of 60.5 million visits in 2007/08) for the 2010-11 season based on preliminary estimates from the National Ski Areas Association released May 2011. This still represents a +4.1% increase over the 10 year season average annual skier visits (Pacific Northwest +7.0%, Northeast +5.3%, Southeast +4.8%, Rocky Mountain +4.0%, Midwest +2.2%, Pacific Southwest +2.0%). Overall snowfall was up 27% and was the highest recorded in 20 years of Kottke research (Pacific Southwest +43%,

Northeast +37%, Rocky Mountain +31%, Midwest +26%, Pacific Northwest +9%, Southeast -42%).

www.nsa.org/nsaa/press/1011/kottke-2011-prelim.asp

- Women's ski jumping was finally approved by International Olympic Committee (IOC) Executive Board in April 2011 for the 2014 Olympic Winter Games in Sochi which will be the first gender-equal Winter Games in Olympic history after a 7 year battle. IOC Sports Director Christophe Dubi said the increase in quality and depth in women's ski jumping from the 2009 World Championships to the 2011 Worlds was the main reason for approval a women's event now. 43 athletes from 15 nations competed in Oslo in February at the 2011 World Championships in front of nearly 10,000 spectators compared to 36 athletes from 13 nations in Liberec, Czech Republic in 2009. Participation in women's ski jumping on the FIS Continental Cup increased to 182 women from 18 nations in 2010 from 83 women from 14 nations in 2006. IOC also approved 5 other new events for Sochi 2014: freestyle ski halfpipe (men and ladies), biathlon mixed relay, figure skating team event, and luge team relay. Dubi said consideration of Olympic events inclusion "is driven by remaining appealing and remaining relevant to what people do every weekend, especially the youth." www.wsjusa.com
- U.S. Olympic Committee assumed governance and management of high performance and development services for paralympic alpine and cross country skiing in December 2010 while USSA continues to provide membership services to athletes. This new hybrid paralympic management model is already being used for paralympic track and field, swimming and cycling.
- Terrorists blew up a ski lift in February 2011 at Baskan ski resort near Mt Elbrus in the Caucasus region of Russia (Sochi the home of the 2014 Olympic Winter Games is in the same region) a few hours after ambushing a van near Zayukovo, Russia carrying tourists from the airport to the resort and killing 3 Russian skiers and wounding 3 others.
- Lindsey Vonn named U.S. Olympic Committee's SportsWoman of the Year for 2010 - the second consecutive year Vonn has earned this honor in January 2011. In 2010 Lindsey became the first American woman to win an Olympic gold medal in downhill. She also won an Olympic bronze medal in Super G. Vonn set an American record with 11 wins on the FIS World Cup in 2010 which led to a 3rd overall title, 3rd downhill title, 2nd super G title, and a super combined title. The last female alpine skier to achieve this USOC SportsWoman of the Year honor was Vonn's childhood hero Picabo Street in 1998. Vonn is the first woman since track and field legend Jackie Joyner Kersee (1986-87) to win the award back-to-back. For the season ending in 2011, Lindsey captured the following FIS World Cup season long titles: 4th downhill title, 3rd Super G title, 2nd super combined title, and was only 3 points (1725) from winning the overall title from Maria Riesch of Germany (1728). She added 8 FIS World Cup wins this season to reach a career total of 41 which ranks 5th all time among women and 1st all time for the U.S. list ahead of Bode Miller (32) and Phil Mahre (27). www.fis-ski.com/uk/604/613.html?type=biog&competitorid=30368§or=AL
- Lindsey Vonn was named in April 2011 by International Olympic Committee as the first ever Winter Youth Olympic Games Ambassador for the 2012 Winter Youth Olympic Games in Innsbruck Austria to be held January 13-22, 2012. Vonn said "I know the importance of strong role models. When I first met my hero, Picabo Street, it was a huge thrill and an unforgettable moment for me. She inspired me to become what I am today. If I can have even half that effect on some of the young athletes I come into contact with, it will be worth it. I'm really looking forward to it." Innsbruck 2012 is expected to attract over 1,000 top athletes aged 15-18 from about 70 countries competing in alpine (slalom and GS), cross country, freeskiing (skicross and halfpipe) nordic combined, ski jumping and snowboarding (halfpipe and slopestyle). Athletes will also participate in a Culture and Education Programme (CEP) with activities providing guidance on topics such as Olympic values, the benefits of leading a healthy lifestyle, and the prevention of sports injuries. www.innsbruck2012.com.
- Ted Ligety USA won gold medal in giant slalom at World Championships at Garmisch-Partenkirchen, Germany in February 2011. This is 4th World Championship GS gold medal ever for the U.S. and 2nd career World Championship medal for Ted Ligety (bronze medal in GS at Val d'Isere, France in 2009). He becomes the 6th American to win both Olympic and Worlds gold, joining Barbara-Ann Cochran, Phil Mahre, Picabo Street, Bode Miller and Lindsey Vonn. Ted also won his 3rd FIS World Cup giant slalom season long title in 4 years becoming the first American to win 3 World Cup GS titles and beating Phil Mahre's record (1983 & 1982 GS titles). www.fis-ski.com/uk/604/613.html?type=biog&competitorid=35276§or=AL
- 21 year old Nolan Kasper USA earned a slalom podium in a tie for 2nd place at Kranjska Gora, Slovenia in March 2011 and his first podium ever in 5 completed FIS World Cup races. Bode Miller in 2008 was the last U.S. male slalom podium and aside from Bode Miller and Ted Ligety, the last U.S. male to win a slalom podium was Felix McGrath in 1988. Nolan joins other American male slalom podium winners including Tyler Palmer, Bob Cochran, Rick Chaffee, Bill Kidd, Spider Sabich and Jimmy Huega (1967-

1972) plus Phil Mahre and Steve Mahre (late '70's and early 80's). www.fis-ski.com/uk/604/613.html?type=biog&competitorid=105945§or=AL

- Learn to Ski and Snowboard Month in January 2011 had extreme skier and snow sports ambassador Glen Plake (3 time World Hot Dog Ski Champion, Down Home Tour ambassador) plus Bode Miller (5 Olympic medals, 2 overall World Cup titles, 4 discipline titles) as the national ambassadors who communicated the excitement and lifestyle benefits of snow sports participation and why it helps to take lesson from a pro when starting out or trying to improve. Over 60,000 lessons were provided to adults and children as part of this initiative which also generated over \$4 million in general media coverage for snow sports. The theme was "Humans were never meant to hibernate" with the message "Bring a friend". www.SkiAndSnowboardMonth.org
- Winter sports athletes won 5 of the 35 ESPN ESPY awards in July 2010 including two for Lindsey Vonn (Best Female Athlete, Best Female U.S. Olympian), two for Shaun White (Best Male Action Sport Athlete, Best Male U.S. Olympian), and one for Torah Bright (Best Female Action Sport Athlete).
- Volcom (snowboard, surf and skate apparel brands) of Costa Mesa, CA was purchased by PPR SA (French parent of Gucci and Puma brands) for \$607.5 million in May 2011 to be integrated into its Sport & Lifestyle Group. This price is a 7.5x multiple of Volcom's EBITDA (earnings before interest, depreciation and amortization).

Safety

- Helmet use increased to 60% of all skiers and riders (up 4 points from 56% in prior season) according to National Ski Areas Association National Demographic Study 2010/11 preliminary results released May 2011. In comparison in the 2002/03 season only 25% of all skiers and riders wore helmets and only 18% of young adults 18-24 wore helmets. Helmet usage by age group with point change vs. year ago: 91% (+5 points) of children under 10, 77% (+2 points) children 10-14, 74% (+3 points) adults +65, 48% (+5 points) young adults 18-24. www.nsaa.org/nsaa/press/1011/helmet-usage.pdf
- New Jersey became the first state in April 2011 to require helmets for children at ski resorts starting with 2011-2012 season. Parents or supervising adults can be fined \$25 for the first offense and up to \$100 for subsequent offenses if the child under the age of 18 is not wearing a securely fitted protective helmet. The police are responsible for enforcement not ski resort operators who are also protected from liability in connection with this new law. Geraldine Link (Director of Public Policy for National Ski Areas Association) said "It is the individual's responsibility to improve core safety. Go ahead and wear a helmet, but don't ski and ride differently. Act as if you're not wearing a helmet."
- CA Senate Bill 880 which requires helmets for children under 18, resorts to post informational signage, and fines up to \$25 on parents was approved by CA Senate in June 2010 and moved to CA State Assembly. CA Assembly Bill 1652 which requires helmets for children under 18, enforcement of the law by ski resorts, filing of annual safety plans and monthly reports about injuries and deaths was approved by CA State Assembly in June 2010 and moved to CA Senate. California governor Arnold Schwarzenegger vetoed CA Assembly Bill 1652 and signed CA Senate Bill 880 in September 2010 which effectively killed the helmet initiative.
- 2 Canadian snowboarders (25 year old Kyle William Veith of Banff, Alberta and Colin Mathew Mansell of London, Ontario) were fined C\$297 each by the RCMP for crossing a closure rope into Sunshine Village's Wild West area where they triggered an avalanche in February 2011.
- FIS signed a memorandum of understanding in January 2011 with body protection manufacturer Dianese to investigate the potential of air bag technology for skiing.
- FIS safety research project managed by University of Salzburg in Austria focuses on 3 of 5 main injury risk factors for alpine ski racing - snow conditions, course setting/speed, and equipment (combination of ski, binding, plate and boot) as part of FIS Injury Surveillance System (launched in 2006). Forerunners at 10 world cup events as of February 2011 were equipped with GPS devices and sensors to evaluate impact of course setting and snow conditions. Also a FIS equipment safety project is developing special ski prototypes with testing underway of downhill and giant slalom skis.

Transportation

You would be well advised to click on the relevant baggage rules link for the airline that you will be traveling on and print out the actual policy to take with you on your trip since the airline baggage rules vary on what snowsports equipment (skis, poles, boots, bindings, snowboard, snowboard boots, helmet, ski bag, ski boot bag) counts as one item and/or is allowed. Snowboard boots are not specifically addressed by most baggage rules.

Be aware that you may be charged for an extra bag if you decide to risk packing other items in your boot or ski bag since airline baggage rules do not specifically address in most cases the allowability of anything else beyond skis, boots or poles. You will be totally dependent upon the goodwill of the person checking you in.

Most of the airlines (American, Continental, Delta, Northwest, United and US Airways) have lowered weight limitations to 50 pounds, down from 70 for checked baggage on domestic flights.

Airlines initiated 2nd checked bag fees of \$25 in May 2008 with American initiating 1st checked bag fee of \$15 in June 2008 but there may be exceptions for certain frequent flyer levels, international flights, etc. Consult the Checked Baggage policy sections of the airline websites for further details

American	www.aa.com/aa/i18nForward.do?p=/travelInformation/baggage/baggageAllowance.jsp
Continental	www.continental.com/web/en-US/content/travel/baggage/check.aspx
Delta	www.delta.com/traveling_checkin/baggage/baggage_allowance/index.jsp
Northwest	www.nwa.com/travel/luggage/checked.html
Southwest	www.southwest.com/travel_center/baggage.html
United	www.united.com/page/article/0,6722,52481,00.html
US Airways	www.usairways.com/awa/content/traveltools/baggage/baggagepolicies.aspx

Public Affairs has created an Airline Baggage Rules Summary at www.fwsa.org/hidden/1102029.htm and links to airline baggage policies plus formed a FWSA Airline Committee. We are also working the Congressional Ski & Snowboard Caucus to bring attention to these airline baggage issues.

Snowsports Baggage Problems: If you have had any snowsports baggage problems, please advise us via email with a description of the problem, date, airline, flight number and if possible, copies/summaries of any correspondence/phone calls with the airline and the airline's response. Please email Diane Stearley (FWSA Airline Committee Chair) and copy Scott Bowker (FWSA VP Public Affairs) at your convenience (see fwsa.org for email addresses).

Ski History

Far West Ski Association is supporting the campaign by Phil Bartholomew, the son of Orland Bartholomew, to name Mount Bartholomew – an unnamed 11,099-foot mountain near North Fork, CA in the Minarets, a section of soaring spires in the Ansel Adams Wilderness of the Sierra National Forest. Mount Bartholomew should be named to honor Orland “Bart” Bartholomew, a Sierra High Adventurer, who made an incredible three month, 300 mile solo mid winter trek skiing the Sierra crest from south of Mt. Whitney to Yosemite National Park - just for the challenge and the photographs. Orland made the first winter ascent of Mt. Whitney, the highest peak in the lower 48 states at 14,495' and the first winter ascents of Mt. Langley and Mt. Tyndall, both over 14,000' during this three month journey from Christmas Day 1928 to April 3, 1929.

A number of further details make this an amazing feat for a true mountain man. Orland skied on custom made 6' long wooden skis without metal edges with only a crude wax system for climbing and used ski poles made from hickory garden rake handles. He didn't have a sleeping bag or much of a tent. Bartholomew cut tree boughs and used them as a base to pitch a small shelter on the snow. He built fires for cooking. Orland wrapped himself in a down robe to sleep. He carried a 70 lb pack, a folding bellows camera and a double bit ax. Orland wrote extensive journal entries and shot 320 photos. The trek is the equivalent of traveling from Pasadena to Salinas at an elevation of 9,000 feet through fierce blizzards and avalanche-prone canyons. Gene Rose, author of “High Odyssey”, wrote that Bartholomew's three-month trek "stands as the ski exploration of the first half-century, unmatched as a feat of winter survival until very recently when solo ski expeditions reached both Arctic and Antarctic poles." Orland worked for Southern California Edison as a hydrographer who measured the snowpack and stream levels to gauge how much hydroelectric power SCE could wring from the Sierra in the early 1920s. Orland later worked as a ranger (fire guard in those days) in the Ansel Adams Wilderness of the Sierra National Forest for 20 years from the early 1930s to the early 1950s. This campaign is also supported by Congressman George Radanovich of California's 19th Congressional District who has already written a letter of support which has been entered into the Congressional Record. Look for more information on the Mount Bartholomew page <http://www.fwsa.org/hidden/1180431.htm> in the Public Affairs section of the FWSA website for details on how to send your letter of support for Mount Bartholomew to the U.S. Board on Geographic Names of the U.S. Geological Survey.

- U.S. Ski & Snowboard Hall of Fame Class of 2010 inductees named in November 2010 with induction ceremony to be held in April 2011 at Sun Valley, ID. Daron Rahlves (world champion ski racer with 9 downhill victories, the most decorated U.S. downhiller), Glen Plake (skiing legend with 3 World Hot Dog Ski Championships), Shane McConkey (big mountain freeskiier, inventor of Spatula and Pontoon skis), Muffy Davis (paralympic medalist and world champion), Bobby Cochran (Olympian from Vermont, 1st male U.S. skier to win a World Cup GS), Earl Holding (resort builder – Sun Valley, ID & Snowbasin, UT).
- Ski mountaineers Kip Garre age 38 and Allison Kreutzen age 41 died in an avalanche on Split Mountain in Eastern Sierra range near Bishop, CA in April 2011. Kip (Coyler Whitson Garre III) and his girlfriend Allison were climbing the 2,000 foot Split Couloir (first skied by Glen Plake and Terry Johnson in 1990) and were found with their crampons on in a six foot pile of avalanche debris about 2/3 of the way up the couloir of the 14,058-foot Split Mountain. Kip's ski descents included mountains in Alaska, the Alps, Antarctica, China, Kashmir, Pakistan, Sierra Mountains and the Tetons. Garre appeared in Warren Miller's ski films Dynasty (2009), Wintervention (2010), and the 2011 film. He was a guide at Points North Heli-Adventures in Cordova, Alaska and a sponsored athlete for K2, Oakley, Mountain Hardwear and Squaw Valley USA. Garre was based in Squaw Valley but grew up in Hancock, NH near Crotched Mountain, attended high school at Holderness School, did one year at Western State, CO then finished with an English Literature degree at Plymouth State, NH. Kreutzen was an emergency room nurse at Tahoe Forest Hospital. ESPN Freeskiing named Garre "the Most Interesting Man in the World" in 2009. Kip enjoyed skiing "Lines that are totally contrived, really fun stuff like, 'Oh, if you hop around those rocks and maybe rap off that tree, that'll go...' That's the kind of stuff that's really intriguing to me." Garre also BASE jumped with Shane McConkey. In lieu of flowers, the family requested donations be made to one of Kip and Allison's favorite causes: Eastern Sierra Land Trust, eslt.org; Biking for a Better World, bikingforabetterworld.org; or Girls on the Run, girlsontherun.org. Kip is survived by his father, Colyer "Chip" Garre II of Nashua, his mother, Tammy Garre of Hancock, and his sister, Cortney Gonzaga of Florence, Oregon. http://espn.go.com/action/freeskiing/blog/_/post/4122114
www.youtube.com/watch?v=PoPuT9_JUil www.skinet.com/warrenmiller/articles/remembering-kip-garre
- 25 year old professional freeskiier Ryan Hawks "Flyin' Ryan" died from injuries after initially landing on his feet and then crumpling upon impact during a backflip off a 40 foot cliff in The Cirque terrain at Kirkwood Resort, CA at the Subaru Freeskiing World Tour North American Championships in March 2011. Ryan originally from Burlington, VT was living in Vail, CO and had just earned a degree in mechanical engineering from University of Vermont in December. Ryan was cofounder of Green Mountain Freeride <http://greenmountainfreeride.com> "designed to unite and inspire this skiing community". This was third fatal accident in big-mountain freeskiing competitions in the last four years (18 year old Neal Valiton of Switzerland at International Free-skiers Association competition in Tignes, France in 2007; 27 year old John Nicoletta of Aspen, CO at Freeskiing World Championships at Alyeska Re-sort in Girdwood, AK in 2008) MRG Hawks & friends video www.youtube.com/watch?v=5q0rMjaG_Uk
- Kirkwood Mountain Resort founder Bud Klein died from cancer in May 2011 in Stockton, CA at age 83. Klein was a number one draft pick for Red Sox after graduating from Stanford in 1950 but instead went into the family agriculture business of farms and wineries (Klein Brothers Ltd, Klein Family Farms, Klein Family Vineyards which purchased Rodney Strong Vineyards in 1989). With a group of investors from Stockton Klein founded Kirkwood which opened for operations in 1972. Klein's story was chronicled in the book Mountain Dreamers: Visionaries of Sierra Nevada Skiing by Robert Frohlich. Bud was a major initial investor in the California Cooler a blended beverage of wine and fruit juice that became popular in the 1980s. Two college baseball fields were named in his honor - Klein Field at Sunken Diamond at Stanford University in 2008 and Klein Family Field at the University of Pacific in 2007. He is survived by his wife Jane Klein, daughter Kathy Jackson, and sons Tom Klein, Steve Klein and the late Dick Klein, nine grandchildren, and four great grandchildren.
- The 150th anniversary of the first organized ski races and ski club in America (Plumas Ski Club) was celebrated in March 2011 with the Historic Longboard Revival Series races held at Eureka Bowl at Plumas Eureka State Park in Johnsville, CA. Video at www.youtube.com/watch?v=TlxCtv7igz4. Photos at www.plumasskiclub.org
- 8th Annual Vermont Antique Ski Race benefit at Suicide Six Resort in Woodstock, VT on 2/13/11 for Vermont Ski Museum where past celebrities have included over 35 Olympians & U.S. Ski Team members competing with the general public in Strictly Vintage, Woodies, and Metal/Fiberglass divisions with all skis from 1975 or before. Photos <http://rutlandherald.mycapture.com/mycapture/folder.asp?event=1173022&CategoryID=45374> and <http://retro-skiing.com/2011/02/8th-annual-antique-ski-race/>

Director Report

Racing by Bob Ellis, VP

This year may turn out to be a record breaking year for snow, but it was extremely close to the most snow in decades. This did cause some problems for some of the leagues in putting on their races, as too much snow can be problematic for racing.

The races at Sun Valley at Far West Ski Week were fun and exciting for all involved. The Sun Valley Race crew did a great job all week in setting our courses. The weather and snow conditions were perfect for racing; however, some people preferred softer snow conditions.

Both Norcals and Socals races were cancelled due to too much snow, however, we were able to put on a fun Far West Championship Race, dinner and silent auction at Alpine Meadows. Over 160 racers from Open, Sierra, Singles, Pacrat, ULLR, Rokka, San Diego, and Schuski Leagues all participated in Slalom and Giant Slalom. The Alpine Race Department did a great job all weekend. The slalom races were challenging due to warm conditions preceding the slalom. The GS races on Sunday went excellent and most people had a great time to end the race season. Open League won the overall points trophies for both adults and juniors, and Sierra League won the Roma McCoy Trophy for most points per racer.

The Silent Auction, direct donations from racers and the raffle produced at least \$1,183 for the FWSA Athletic Scholarship program.

The Far West Championships will be held at Mammoth Mountain in April in 2012.

Director Report

Awards Program by Catherine Ohl, Awards Chair & Lennia Machen, Club & Council Communications Awards Chair

The modern day Awards Program was initiated in 1966 and has witnessed a series of expansions and changes over the years. For 2007, optional electronic submissions and voting has been added to the Far West Service awards. The Charity and Community Service Recognition Award for Clubs and Councils was added in 2007. Historical recognition for clubs and councils was added in 2008. In 2008, under the direction of John Watson, the Snowsports Builder Award was initiated.

In a volunteer organization such as Far West Ski Association nothing happens without individuals contributing their time and talent to produce programs. These dedicated people could never be compensated for the contribution they make to the association. For volunteer organizations, recognition is the most valuable thank-you that can be offered. In many ways the maturity and stature of an organization can be measured by the value that individuals place on the recognition program. Far West has one of the broadest programs of any regional ski association in the country and there are many opportunities for aspiring individuals, clubs and councils to gain recognition.

The Far West Awards Program is divided into the following distinct areas. Award details, photos and past winners can be found at www.fwsa.org or www.pacificrimalliance.org/history.html.

1. **Far West Service Awards** for association volunteers and/or ski industry and their employees
 - **Hans Georg** for Individual Long-Term Contribution
 - **Elizabeth 'Schatzi' Wood** for Individual Two-year Contribution
 - **J. Stanley Mullin** for Individual Two-year Contribution
 - **Jordan-Reily** for Individual Public Affairs Contribution
 - **Jimmie Heuga** for Individual Humanitarian Contribution
 - **Bill Mackey** for Individual Ski Industry Employee Contribution
 - **Tommi Tyndall** for Ski Resort Contribution
 - **Terry Smith** for Individual Racer Contribution
2. **Snowsports Builder Award** under the direction of John Watson
3. **Industry Media Awards** under the direction of Mike Sanford
 - **Bill Berry Award for Hard News**
 - **Bill Berry Award for Featured News**
 - **Warren Miller Multi Media Award**
4. **Club and Council Achievement Recognition Awards**
 - **Councils' Man & Woman of the Year**
 - **Tollakson Award** for Outstanding Club
 - **Wentworth Award** for Outstanding Club and Council Publications
 - Award for **Outstanding Club and Council Web Sites**
5. **Special Awards** for Individuals, Clubs, Councils, and Ski Industry
 - **Safety Person of the Year Award**
 - **Western Ski Heritage Award**

- **Club and Council Legacy Recognition Program** (new in 2008)
 - **Charity / Community Service Recognition Awards** for Clubs and Councils (new in 2007)
 - **Ski Industry Recognition Certificates**
 - **President's Awards** for Individual Contributions
6. **Sports Awards** for Individuals, Clubs, Councils, Leagues
- **Joe Ross Memorial Trophy** for Club
 - **Ski Week Trophies** for Winning Club, Council, Male and Female Racers
 - **Far West Championships Trophy**
 - **Roma McCoy Trophy**

1. Far West Service Awards

The Far West Service awards, sometimes referred to as “The Great Eight” were administered by Catherine Ohl, Awards Chair, with a committee consisting of Linda Westlund, Mike Sanford, John Watson, and Norm Cullen. Use of the internet continues to be the popular and a most efficient mean of submitting nominations and voting. Voting was permitted using the internet, email or by the traditional snail mail. This and past year’s nominee citations can be viewed at <http://acatmeowz.com/farwest/index.htm>.

These awards are given to individuals or a team within the Far West Ski Association or Ski Industry. All accepted citations are archived at the Western SkiSport Museum in Boreal, California as a living history of volunteerism in the Far West Region. In addition to commemorative plaques and medallions, a permanent display of past recipients is showcased at the Museum. The Museum is administered by the Auburn Ski Club (<http://www.auburnskiclub.org/>), one of the founding ski clubs of the Far West Ski Association.

Hans Georg Award (1966 - present)

The Hans George Award is given for distinguished accomplishment and long-term contribution to skiing. This award is given to an individual or individuals who have contributed significant achievements to skiing, not necessarily organized skiing. It reflects a long term contribution and is the highest award of the Far West Ski Association. This award may only be received once and is based on a ten-year minimum service in the Far West region.

Previous awardees include *Georgene Bihlman, Sigrid Noack, Donn Bryant, Mike Sanford, Ken Calkins, Nancy Kelly, Steve Coxen, Tucker Hoffmann, Gene Fulkerson, Harry Davis, George Eachus, Randy Lew, Norm Cullen, Fay Mumbauer, Woody Hogan, Dennis Agee, Pat Nangle, Martha Perez, Janie Hansen, Alan Christian, John James.*

Elizabeth 'Schatzi' Wood Award (1966 - present)

The Elizabeth Schatzi Wood Award is given to the woman, in the Far West region, who has, through efforts in ski club, council, region, national or international activities, made a decisive contribution to skiing during either the past year or in a prior year. This award may only be received once and is based on one or two year achievement (not long-term service) in the Far West region. The two years of service can be for prior years, not just the past two years.

Previous awardees include *Barbara Bryant, Gloria Raminha, Mary Olhansen, Fran Long, Debbi Kor, Helen Harris, Marilyn Sigler, Linda Westlund, Nancy Kelly, Nancy Sanford, Lynnell Calkins, Bonnie West, Karen Davis, Connie Smith, Maxine Hanlon, Kathy Hoffmann Susie Vetter, Karen Kimball, Pat Nangle, Fay Mumbauer, Karyn Tablada, Janie Hansen, Jessica Freeman, Gloria Slate, Jane Wyckoff, Judy Fjeld, Teddy West.*

J. Stanley Mullin Award (1966 - present)

The J. Stanley Mullin Award is given to the man, in the Far West region, who has, through efforts in ski club, council, region, national or international activities, made a decisive contribution to skiing during either the past year or in a prior year. This award may only be received once and is based on one or two year achievement (not long-term service) in the Far West region. The two years of service can be for prior years, not just the past two years.

Previous awardees include *Dick Shawkey, Richard Lubin, Arleigh Meiners, Ray Craig, Robb Margrave, Donn Bryant, Michael German, Joe Loader, Steve Coxen, Ken Calkins, Jim Ortiz, Tucker Hoffmann, Mike Sanford,*

Ron Anderson, Gene Fulkerson, Randy Lew, Norm Cullen, Louis Buhler, Woody Hogan, Paul Arrigo, Chuck Morse, John James, Howard Wickersham, Bruce Bell, John Watson.

Jordan-Reily Award (1991 - present)

The Jordan-Reily Award recognizes a one or two year activity and achievement in the Associations Public Affairs programs—area development, skier safety, liability protections, governmental affairs, taxation and transportation. This award may only be received once and is based on one or two year achievement (not long-term service). This award may also be given to an individual in government or the ski industry.

Previous awardees include *John Wentworth, Auden Schendler, Rich Marriott, Geraldine Link, Scott Kaden, Mark Udall, Ehan Chickering Steve Coxen, Denny Bschor, Steve Reneker, Mike Sanford, Linda McGavin, Wayne Poulsen, Karen Kimball, John Watson.*

Jimmie Heuga Award (1987 - present)

The Jimmie Heuga Award is given to the individual who, like Jimmie, has made a significant contribution to disabled skiing and/or has overcome a physical disability and has been an inspiration to others. This award may only be received once.

Previous awardees include *Linda Whittle, Will Niccolis, Ed Bronsdon, Tom Peirce, Larry "Chad" Chadwick, Sigrid Noack, Muffy Davis, Ben Velasquez, Chris Klug, Gordon Cardona, Billy Kidd, Mike Wellman, Norm Cox, Candace Cable, Rick Van Aken, Jim Ortiz, Sara Tully, KeLe Malkewitz, Hal O'Leary, Linda Fryback, Sallie Pritchard, Doug Pringle, Lynne Haile, Steve Kanaly.*

Tommi Tyndall Award (1966 - present)

The Tommi Tyndall Award is given to the ski area, ski area operator; tourism bureau, or the ski area association who has made a distinguished contribution to skiing and/or the Far West Ski Association in the past year or in prior years. This award may be received more than once but not in consecutive years. This award is based on one or two year contribution. The two years of service can be for prior years, not just the past two years.

Previous awardees include *Mammoth Mountain, Big Sky, Vail Resorts, Aspen, Big White, Breckenridge, Ogden! Weber CVB, Big Mountain, Salt Lake CVB, Silver Star, Park City, Ski New Mexico, Lake Louise, Boreal, Park City, Northstar, Mammoth Race Department, Bear Mountain, Mt. Bachelor, Steamboat, Crested Butte, Mt. Reba / Bear Valley, Snow Forest, Mountain High, Mt. Rose, Alpine Meadows, Boreal Ridge, Snow Summit, Heavenly Valley, Kirkwood, Yosemite.*

Bill Mackey Award (1972 - present)

The Bill Mackey Award is given for outstanding service to the skiing public by a ski industry or ski area employee. This award may be received more than once but not in consecutive years. Recipients must be full-time employee in the ski industry or related industry and can not be a FWSA board member; trustee or appointed chairperson.

Previous awardees include *Brian Flickinger (Vail), Marry Manning (Aspen), Cyd Heatherly (Snowbasin), Patrick Rothe (ski.com), Kris McKinnon (Aspen), Mark Thoreson (Sun Valley), Karen Schneider (Steamboat), Tammie Anstedt (Vail), Jim Loyd (Big White), John Frasca (Central Holidays), Don Beaulieu (Sunshine), Jean Louis Villot (Mammoth) Sandy Best (Lake Louise), Mary Evans (Aspen), Joe Pettit (Northstar), Steve Orchin (CP Hotels).*

Terry Smith Award (1976 - present)

Awarded to outstanding an individual who has greatly contributed to the advancement of recreational ski racing. This award may only be received once. Only elected officers of Far West Racing Association, including race league chairpersons and past Terry Smith Award recipients, are allowed to nominate and vote.

Previous awardees include *Scott Peer, Craig Faitel, Beat Hupfer, Jim Sommer, Barbara Bryant, Dan Jeffrey, Dick Shawkey, Joe Loader, Dotti Gallagher, Robb Margrave, Mark Hanlon, Marty Purmort, Lynnell Calkins, Bob Bernard, Ken Calkins, Bob & Debi Warzynski, Herb Schraibman, Bob Ellis, Carol Weaver, Ralph Lehotsky, John Ulrich, John Armstrong, George Eachus, John Catozzi, Alan Christian, Ellen Loe, Jessica Freeman, Dennis Agee, Karyn Tablada, Ueli Lufhi, John James, Bruce Bell.*

2. Snowsports Builder

John Watson, History Chair, along with the Far West Board of Trustees, administers the Snowsports Builder award. In 2008 Far West added this award to expand its suite of awards. The award recognizes an individual, teams or an organization that has made a contribution to benefit the sport, a contribution that has made an indelible impact on the sport and that may not have been fully recognized.

Such contributions may not be limited to any particular sector of industry, society, or the sport. Their background could include manufacturing, athletics, travel, journalism, electronic or print media, government, academia, teaching and safety. The Builders Award is intended to be to those outside Far West's traditional service awards and may be made annually by the Trustees.

3. Industry Media Awards

The Industry Media awards were administered by Mike Sanford, FWSA Past President, and Steve Coxen, FWSA Trustee Chair.

Billy Berry Award for Hard News (1966 - present)

Awarded for outstanding service to skiing by writers for the printed media in a hard article. This award allows for self-nomination and may be received more than once but not in consecutive years.

Previous awardees for Hard News include *Bob Wilbanks, April Darrow, Walter Roessing Brian Clark, Katherine Cole, Bob Cox, Rodney Angove, Sam Bauman, Al Auger, Diane Slezak Scholfield, Garry Niver, Susan Vreeland, Luanne Pfeifer, Bob Lochner, Burt Sims.*

Billy Berry Award for Feature Article (1991 - present)

Awarded for outstanding service to skiing by writers for the printed media in a featured article. This award allows for self-nomination and may be received more than once but not in consecutive years.

Previous awardees for Feature Article include *Makay Jenkins, Jennifer Woodlief, Chris Davenport, Charles J. Sanders, Jimmy Petterson, Richard Kun, Leigh Gieringer, Christopher Solomon, Chaco Mohler, Leigh Gieringer, Gregory Dennis, Ken Castle, Luanne Pfeifer, Diane Slezak Sacholfield, Glen Putman, Robert Frohlich.*

Warren Miller Modern Media Award (was the Bill Berry Modern Media Award from 1982 to 2004)

Awarded for outstanding service to skiing by the film, television, radio, and electronic media. This award allows for self-nomination and may be received more than once but not in consecutive years.

Previous awardees include *Daron Talbot, Robert Frohlich, Jimmy Peterson, Ari Heinila, Abbie Kealy, Steve Porino, Joe Jay Jalbert, Tammie Thompson, Josh Murphy, AJ Kitt, Al Noraker, Russ Cameron, Jerry Hoffmann, Don Fontana, John Jay, Chaco Mohler, Kurt Miller, Peter Speck, Warren Miller, Bob Beattie, Suzy Chaffee, Cecil Charles, John Hamilton Ken Nelson.*

4. Club & Council Achievement Recognition Awards

Councils' Man & Woman of the Year

The Council's Man and Woman of the Year Competition was administered once again by Donn Bryant. Each council is requested to submit a man and/or woman candidate who best represents their council. In addition, each council was asked to submit one judge to help with the judging.

This award is presented to both an outstanding man and woman at the grassroots level. Selection criteria is based on each individual's involvement in skiing; club, council, regional and national activities; and knowledge and enthusiasm for the sport of skiing. Candidates should have awareness of Far West programs and, in particular, its public affairs involvement. Award covers the previous two years.

Tollakson Award for Outstanding Club

The Tollakson Award was administered by Lennia Machen under Don Anderson, FWSA VP Councils. Each club was asked to submit up to a 10-page bio detailing their contributions to the sport of skiing/boarding. Results from their Newsletter and Web site scores are included in this competition. In addition, each club was asked to submit a judge to help with the judging.

Wentworth Award for Outstanding Club and Council Publications

The Wentworth Award was administered by Lennia Machen under Don Anderson, FWSA VP Councils. Each club and council was asked to submit two newsletters for judging. In addition, each club was required to submit a judge to help with the judging.

Award for Outstanding Club and Council Web Sites

The Award for Outstanding Web Site was administered by Lennia Machen under Don Anderson, FWSA VP Councils. Each club and council was asked to submit their web site for judging. In addition, each club was required to submit a judge to help with the judging.

Club awards for the Tollakson, Wentworth and Outstanding Web Site are presented to clubs based on their membership levels which can vary slightly from year to year.

Class A:	Membership 10 to 160
Class AA:	Membership of 161 to 300
Class AAA:	Membership of 300 or more

5. Special Awards

Safety Person of the Year Award

This award is administered by Richard Lubin, Safety Chair, under the leadership of Scott Bowker, VP Public Affairs. This award honors the person within FWSA who does the most to promote safe skiing and safety programs at the club and/or council level. Individuals are judged through the utilization of organized events, educational forums, print and electronic media, on mountain activities and partnering with other, safety focused community and industry organizations.

This award has been sponsored by Aspen Skiing Company since its inception in 1998.

Western Ski Heritage Award

This award is administered by John Watson, History Chair, under the leadership of Scott Bowker, VP Public Affairs, and recognizes an outstanding effort in the area of ski history by historians in the identification of resource material, preparation of historical publications and/or recording or documenting of significant historical events. This award also recognizes interest in Far West's history through collection, preservation and protection of appropriate articles and material. This award acknowledges the utilization of all types of media and is not limited to FWSA members.

This award has been sponsored by Steamboat Ski & Resort Corp. since its inception in 2000.

Club and Council History Recognition Program

FWSA has inaugurated a program to collect club, league and council histories. These will go to make up an historic collection available to researchers—and who knows? - maybe a book of histories from the standpoint of organized skiing. Your submission must be on CD/DVD with 5 copies and one hard copy. Notify John Watson, FWSA Historian at geospace@pacbell.net.

Charity and Community Service Recognition Award

The charity award was new in 2007 and is administered by Sigrid Noack, Charity and Community Chair. The winner club receives a \$100 donation to the charity of choice.

Ski Industry Recognition Certificates

Long-term ski industry supporters of Far West and the FWSA annual convention are recognized with certificates of appreciation. This award is administered by Debbi Kor, VP Marketing and Convention Sponsorship Coordinator.

President's Award

The President of FWSA selects the recipient. This award recognizes one or more individuals who have made a significant contribution during the year to the goals of the Far West Ski Association or to the skiing experience of the "Western Skier".

6. Sports Awards

Joe Ross Memorial Trophy

This award is administered by the Far West Ski Association Ski Week Staff. Metals are given to the ski racers at FWSA ski week who earn the highest point totals for the entire week in their age bracket both male and female. The Joe Ross Memorial Trophy is given to the club with the highest number of points. The trophy, donated by the Canadian Tourism Office in 1997, is on permanent display at the American SkiSport Museum (<http://www.auburnskiclub.org> click on "Ski Museum") in Boreal, California.

The age brackets for point awards are:

21 to 30
31 to 40
41 to 50
51 to 60
61 to 70
71 and above

Club of the Week

Awarded to the Far West club who earns the most points racing at the annual Far West ski week. This award is administered by the Far West Ski Association Ski Week Staff.

Council of the Week

Awarded to the Far West council that earns the most points racing at FWSA ski week. This award is administered by the Far West Ski Association Ski Week Staff.

Club of the Week

Awarded to the ski club who earns the most points racing at the annual Far West ski week. This award is administered by the Far West Ski Association Ski Week Staff.

Racer of the Week

Awarded to the female and male racer who earn the most points racing at Far West ski week. This award is administered by the Far West Ski Association Ski Week Staff.

Far West Championships

Awarded to the Far West Race League that earns the most points overall at the Far West Championships. This award is administered by the Far West Race Association.

Roma McCoy Trophy

Awarded to the Far West Race League that earns the most points per racer start at the Far West Championships. This award is administered by the Far West Race Association.

Director Report

Charities & Our Community Committee (continued) by Sigrid Noack, Chair

Mt Kilimanjaro Climb

“We're taking extra legs, just in case”

Disabled Sports, USA Executive Director Kirk Bauer's words last summer, as the climb began! Three American veterans from three different wars and two different generations had only one good leg among them. But that didn't stop them from summiting Africa's highest peak, Mt. Kilimanjaro.

Kirk Bauer didn't need two legs to climb, Dan Nevins and Neil Duncan didn't even need one. Appropriately called 'Team Missing Parts in Action', the three men, veterans of Afghanistan, Iraq and Vietnam had only one good leg and more than 19,000 feet to climb. They scrambled, clawed, plodded, skidded and fell. They removed their legs to adjust their shoes. And after six days of climbing they stood at 19,340 feet, at the top of the highest mountain in Africa. Totally amazing!

Kirk Bauer, who lost his leg in Vietnam in 1969 put it this way: "The message we're trying to send back to the USA is, no matter what disability you have, you can be active. If three amputees with literally one good leg can climb Kilimanjaro, our other disabled friends can get out and go hiking or go biking or swim a mile ... they can get out and lead a healthy life."

Is it any surprise that the DS/USA motto is: “If I can do this, I can do anything.”



Director Report

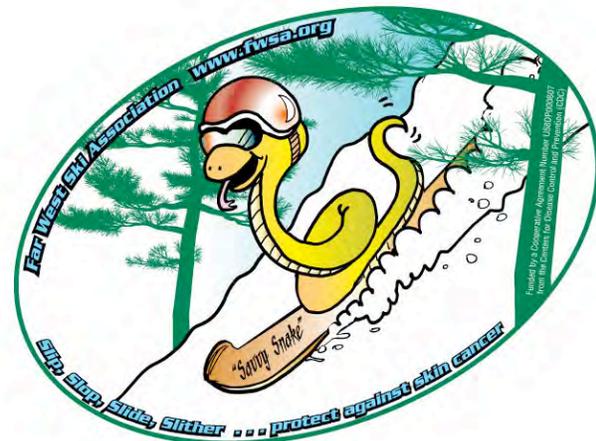
Family/Youth Involvement by Fran Long, Trustee

FWSA continues to promote and support youth and family involvement in snow sports as well as other activities sponsored by the organization. Children and grandchildren, accompanied by a responsible parent or guardian, are welcome on all FWSA trips unless stated as an adult only trip on the printed promotional material. We continue to have a few young people on our North American ski week as well as on our international ski and adventure trips. Our young participants and their parents/guardians have proven to be just as responsible and enjoyable as our adult participants. A BIG thank you must go to our FWSA travel committee for setting up the clear and positive guidelines that have made youth and family involvement a success.

FWSA is sponsoring a summer adventure weekend at Mammoth Lakes this summer. The trip will be Thursday, July 21st through Sunday, July 24th. Of course, youth and families are welcome and encouraged to join the fun. Condo lodging, as well as camping options is available. Available activities include a fishing derby, kayaking, sightseeing, hiking, bike riding, a BBQ picnic, and a campfire. Mark your calendars and visit the FWSA website, www.fwsa.org, for details about this trip, or email Fran at fancat2007@sbcglobal.net.

Slip, Slop, Slide, Slither with Savvy Snake is one of FWSA's newest programs. With grant funding through the California Skin Cancer Prevention Program, we were able develop brochures and decals warning of the dangers of over exposure to the sun's rays, and promoting sun safety on the slopes. While the program was designed to focus on sun safety for children, the materials were also designed to build awareness in adults, as it is only through influential adults that children build healthy living habits.

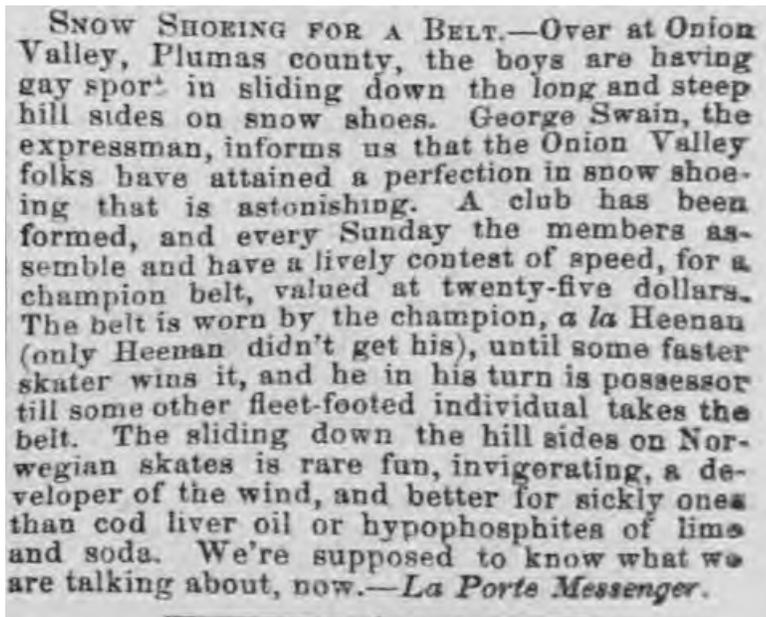
Over 2,000 brochures and decals were distributed through various ski shows and ski area junior race programs. Thank you to Bay Area Council, Central Council, Los Angeles Council, San Diego Council, and Sierra Council for helping with the distribution of materials through your ski show booths and/or your efforts to get the materials in the hands of our ski area junior racers. We are very proud of this program and the potential healthy impact it may have on snow sports enthusiasts.



Director Report

History Committee by John Watson, Chair

This is the 150th anniversary of ski clubs and ski racing in North America! Far West skiers have made history and are still making history. The documented evidence for this anniversary was found in a gold camp era newspaper dated 1861, reporting that the Onion Valley Snowshoe Club conducted a race. A race every Sunday for a belt valued at \$25 dollars – these were gold miners. We are indebted to the Plumas ski Club and the Plumas County Museum for their continuing historical research and discoveries.



SNOW SHOING FOR A BELT.—Over at Onion Valley, Plumas county, the boys are having gay sport in sliding down the long and steep hill sides on snow shoes. George Swain, the expressman, informs us that the Onion Valley folks have attained a perfection in snow shoeing that is astonishing. A club has been formed, and every Sunday the members assemble and have a lively contest of speed, for a champion belt, valued at twenty-five dollars. The belt is worn by the champion, *a la* Heenan (only Heenan didn't get his), until some faster skater wins it, and he in his turn is possessor till some other fleet-footed individual takes the belt. The sliding down the hill sides on Norwegian skates is rare fun, invigorating, a developer of the wind, and better for sickly ones than cod liver oil or hypophosphites of lime and soda. We're supposed to know what we are talking about, now.—*La Porte Messenger*.

The History Programs of the Association are making history as well. The new product for this year is a “making history” DVD, in keeping with the convention theme, that recounts some of the achievements of Far West skiers and the Association. The research for this DVD has uncovered some amazing feats, unusual facts and the interconnectedness of skiing and snowsports. The intent of the DVD is to provide a record of value lasting beyond the convention that will address several topics in a series of chapters:

Introduction and credits; some form could be repeated before each segment

Clubs and the birth of organized skiing – 150 years ago!

150 years of racing in Far West – and the USA

Ski councils – purposes and origins; first modern council was in Seattle 1933

Travel services to members – from charters in 1955 to today

Public affairs and area development

The amazing ski history of California's Lost Sierra – Plumas Ski Club

Some amazing achievements by Far West Skiers

The Southern California Ski History Timeline.

The recurring history programs have benefited from an unprecedented set of applications for recognition, designation as historic clubs and competition for the Western Ski Heritage prize. The San Diego Ski Club has been authorized designation as a FWSA Historic Ski Club, having been formed in 1935, only 5 years after the formation of the California Ski Association, now the FWSA. That club is competing in the other two categories as well. Single Ski Club is competing in two categories, having already been authorized designation as historic. Our ever-imaginative videographers, photographers and story tellers Emilio Trampuz of Mountain High, Jane Jackson of Arizona Snowbowl and John James are competing as well in one or more categories. We know that there is much greater potential in the 13 states of the FWSA for further recognition of the amazing history of skiing – and we haven't even started on the history of snowboarding.

The history programs have benefited from the cooperation and generous sharing of information, imagery and documents from club and council organizations within FWSA, the FWRA, and collectors and pack rats such as John James, Jane Wyckoff, John James, Catherine Ohl, Reg Evans, Randy Lew, Ingrid Wicken and the California Ski Library, and others untapped at this writing.

We have made history and we're still making history! Let's make some more history!

Director Report

Safety Committee by Richard Lubin, Chair “The Snowboarding Chiropractor”

Safety

Having fun without injury is what safety is all about. It is also about anticipating potential problems. The ski industry has taken great measures to insure an excellent and safe experience at the ski resorts. Of course there All snow sports participants can appreciate how critically important safety is to all of us.

Many are aware of deaths occurring at ski areas each year. Deaths are often the result of skiers/riders going too fast and striking an object. There is little doubt that in each person has to set their own standards of what they consider to be conscientious and prudent behaviors. It requires a constant attention to the hazards and potential hazards around us.

Our sports take place in ski areas which do a great job at controlling many things which could cause us harm. Excessive speed, inattentiveness, and failure to look around are some of the main causes for injuries. Issues of safety are both relevant to the ski industry and very important to the Association.

The position of Safety Chair was created in the fall of 2002, with two time Safety Person of the Year winner ('01&'02). **Richard Lubin, D.C.** Mike Sanford and Dr. Lubin drafted a new Committee Charter, Mission Statement and Objectives.

The Association promotes safety by a number of methods.

- A) There is a special section of the webpage (**FWSA.org**) with articles on safety.
- B) In our annual **FWSA SKIERS GUIDE**, publication, the widely distributed magazine.
- C) The associations' quarterly newsletter, **The Councilman**, has featured articles on safety by Dr. Lubin and others.
- D) Our Safety Chair has continued to interact with a number of Risk managers and Ski Patrollers at the Ski Resorts to discuss issues of Safety.
- E) The Safety chair has regularly e-mailed original articles to many websites and newsletters.
- F) Our slogans– “**Ski With Pride, Let It Ride, Watch All Sides**” and **First With Safety Awareness** appear in many places letting all know that safety is an important issue with the association.
- G) Our **Safety Person of the Year** Contest brings greater exposure to our concerns and dedication to safety in snow sports.
- H) **The FWSA Thermometer program.** The Safety chair has delivered several of these to Tahoe resorts. Other board members have taken these to various other resorts.

Safety Person of the Year (SPOY)

Starting in 1999 the FWSA has been awarding a Safety Person of the Year to the individual within the association that has done the most to promote safety through a number of criteria. This contest has been sponsored by **ASPEN SKIING COMPANY**. They have announced that they will continue sponsorship. While every ski resort promotes safety, Aspen has proven their dedication to making safety an important issue by rewarding these individuals with a fabulous ski vacation. This includes a 7 day package for 2 including airfare, 6 nights lodging, 6 days of lift tickets, rental equipment, lessons, a mountain tour with an employee, and an appearance on the local TV show.

The winners have been 1999 Catherine Ohl (Century City and Pacific Rim Alliance Ski Clubs, LA/SD Councils), 2000 Denise Vance (North Island Snowdrifters, SD Council), 2001 & 2002 Richard Lubin, D.C. (Bota Baggers Ski Club, BAC), 2003 Elaine Cobos (AZ Council), 2004 Bob Ellis (BotaBaggers BAC), 2005 Teresa TJ Barnes (North Island Snowdrifters, SD Council), 2006 Catherine Ohl (Century City and Pacific Rim Alliance Ski Clubs, LA/SD Councils), 2007 Emilio Trampuz (Mountain High Snowsports Club, Northwest Ski Club Council), 2008 Randy

Salzman (Apres Ski Club, BAC), 2009 Sandy Beecher (Castro Valley Ski Club, BAC), 2010 **Richard Rizik**, (Cascade Ski Club NW Council)

SAFETY THERMOMETERS

Recent years have seen the introduction of our FWSA Safety Thermometers. These 11 inch dial thermometers have the Far West Ski Association logo, Website, and the slogan "Be Safe. Watch All Sides". The Safety chair ensured that these were placed at Heavenly, Squaw, Northstar, Sugar Bowl and Sierra at Tahoe. Some of the other board members placed these in other resorts like Aspen and Telluride. Next year we hope to include more resorts. This is a great way to increase exposure of our organization.

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RESORTS

The ski resorts take great measures to ensure that skiing and snowboarding can be a safe sport. Every aspect of a ski resort is predicated on safety. If there is any question about these issues, they will close a lift or an area. Long before a ski area is open, the patrollers check the slopes. Issues like avalanche danger, lifts, marking obstacles, padding lift towers, marking out of bounds, grooming are among the many safety concerns. Most resorts have a Risk Manager to address some of these concerns. Each ski area has its own unique set of concerns. "The Skiers Responsibility Code", which outlines safe practices, is displayed prominently at nearly every US resort on posters, on napkins and in restrooms. Ski patrollers issue warnings and sometimes pull the passes of those who demonstrate unsafe practices. We ultimately recognize that the issue of safety is most dependent on each individual's own cognizance.

We applaud the efforts of some of the national programs like **Burton's Smart Style, the National Ski Area Association's (NSAA) Heads Up Safety Program, Lids on Kids, and Safety Awareness Week.**

Equipment manufacturers have contributed to increased safety in skiing. Material science and improved design have helped to bolster the numbers of safe snow sport participants. Certainly the advances in fabric technology have made snowsports more safe and warm.

TERRAIN PARKS

There has been a large industry push to provide parks and terrain feature. Since a disproportionate number of injuries take place in these regions it has been a great safety concern.

Some of the discussions have focused on making these parks safer. One of the strategies is to have multiple areas for skiers/riders of different ability levels. Burton Progression Parks, developed by Burton and Snow Park Technologies bring small features to an area and have increasingly bigger terrain features. This way skiers/riders can start small and work their way up. Four or more separate park areas may be provided at the larger resorts giving the public a great choice in diversity and intensity. A beginner snowboarder is less likely to get hurt if they have a choice for a smaller, less dangerous park. The larger, more extreme features attract those of a higher skill level.

There is little doubt that the trend for freestyle has attracted many to skiing and boarding and this trend will likely continue. We at FWSA believe it is a good and safe practice to use wrist supports and helmets. Other safety gear, like padded shorts, or shoulder pads may also help decrease injury. Rely on your skills, let the features clear before going, and use a spotter if possible.

Education and safety in these park areas will decrease the risks, however we expect people to continue to injure themselves. Burton's Smart Style is a sensible approach. Respect the other people, look before you leap, and easy style it. It promotes rational incremental increases in ability.

CONCLUSION

Skiing and snowboarding present the most risks ultimately to the individual user. Like driving, one has to use common sense and ski or ride defensively, watching and anticipating all possible dangers.

At all FWSA conventions, safety has remained a major issue. FWSA has continued to focus its efforts on promoting safe snow sport practices. The Far West Ski Association takes an active role in promoting safety. We have teamed with Aspen/Snowmass in giving a fantastic award for many years. Through our other methods we are leaders and proponents of safe snow sports.

The Safety Chair has developed a new hip phrase: C H A R G E F I E R C E BUT DO IT SAFE!

Director Report

Far West Skier's Guide by Leigh Gieringer, Editor

The Far West Skier's Guide - an Official Publication of the Far West Ski Association - is an important communication tool to reach FWSA members and to attract potential new members to affiliated ski clubs. To date, twenty-three annual issues have been produced. The magazines are currently distributed in the geographic area between Anchorage Alaska, and Honolulu, Hawaii; east to Albuquerque, New Mexico to Cheyenne, Wyoming. Plus, there are a few clubs from other parts of the country who have joined Far West Councils. It is a major undertaking and one of the FWSA most visible programs. Although I have the prime role in producing this publication, there are others that need to be acknowledged, because without their assistance, this publication would not exist in its present form.

First mention would have to be the ski industry which has supported the *Far West Skier's Guide* throughout the years. We have a synergistic relationship. Our membership is able to be informed about different resorts. *The Guide* provides the resort community with a platform to get their messages to our members, as well as other snowsport enthusiasts - allowing them to make informed travel decisions. On behalf of the *Far West Skier's Guide* and the Far West Ski Association, I wish to take this opportunity to thank the ski industry for their continued support of and participation in our publication. I look forward to including you in future issues.

Additionally, officers of FWSA/FWRA and member councils have played important roles. Although the names change, office holders' contributions and perspectives are essential to producing an informative and multi-faceted publication. Each council has the opportunity to outline their major activities and club information. Council presidents disseminate *The Guide* to their member clubs, as well. Additional copies of *The Guide* are distributed at ski shows and ski shops in each council area which helps attract new members to the clubs. The 2010-2011 Far West Skier's Guide was the premier issue of and is also available in a Digital Edition. Please access it through the www.fwsa.org or www.nxtbook.com/nxtbooks/farwestskiersguide/2010-11/.

Each issue updates the various FWSA and council programs, including travel, racing, Annual FWSA Convention, current winners of special Far West awards and much more. It also features news from resorts and other pertinent information which affects the ski industry.

The *Far West Skier's Guide* is about to enter its twenty-fourth year. I wish to thank everyone who will be associated with this publication for their efforts in making this the best regional ski publication in the country. My goal is to continue to create an informative publication for our readers to enjoy. Look for our next issue in October, 2011.

Council Report

Arizona Ski Council by Mike Rogers, President



Arizona has seen the major changes due to the economy. The size of the Arizona clubs has been reducing. The number of trips and people going on trips has reduced. Yet the Zonies still have the appetite for skiing. Telluride, Jackson Hole, Vail/Beaver Creek, Winter Park, Copper Mountain and Mammoth mountain trips were filled using reciprocity between the clubs.

The Arizona clubs continues their support of Toys for Tots, Food Bank, and Shoebox Ministry charities throughout the year. The clubs get free publicity along stretches for the roads in AZ by adopting a highway. The state pays for the sign. Other charities the clubs support include We Can Do and the Special Olympics.

Warren Miller hits Phoenix for 3 showings in December. At two of those showings council representatives were present to pass out the FWSA Skiers Guide. This is done in conjunction with the table that Snowbowl sets up.

The council is working on getting the clubs to coordinate activities and be the host to other clubs. This has shown value. There are 3-4 evenings of happy hours a week hosted by different clubs, 2-3 times a month a club is hosts a dinner. The council is planning trips throughout the summer where club members can just show up and attend. These events are set-up so members can be more spontaneous in their planning of things to do, just like the younger generation does. The council is looking to capitalize on attracting the young people to join the clubs in this effort.

Arizona Outdoor Travel Club, (AOTC) continues to produce an active schedule for hikes and activities the club does at this time of year are geared for the early risers, the cool part of the day

The Boeing Employee Adventure Club, an employee and family club, continue an active program hiking, as well as pool parties and family events around town.

East Valley Ski Club, (EVSC) continues in town family activities include happy hours and of course, taking in some baseball games at the indoor, Air Conditioned Chase field.

Partytime Sports, (PTS) will again spend a summer on the lakes. Many boating trips are planned monthly as well as playing in Laughlin, Lake Powell and Mead and Las Vegas, Nevada.

Phoenix Ski Club (PSC): Each board member hosts a dinner of the month at various restaurants in the greater Phoenix area. Additional activities include happy hours hosted by a number of different members.

Sailing Adventures – The newest club in the council has experience the reciprocity benefits immediately. The prior year they cancelled a couple of their trips. This year there are wait lists as the ski clubs members have been signing up, filling the trips. The featured trip for 2011 is a Newport-Nantucket 5 day bareboat sailing adventure.

Scottsdale Sea & Ski Club, (SSSC) Going Topless is the common for the summer (Motorcycles, convertible cars, and Hot Rods). Other activities include happy hours, dinners and trips to the local lakes.

Reciprocity is the key word in the Council this coming year. All the clubs are working together to make for better quantity and quality events that all members of the AZ Council can enjoy. If you are in town please look us up and join the fun!!! www.arizonaskicouncil.org

Council Report

Bay Area Snow Sports Council by Dennis Heffley, President



Welcome to the 2011 Far West Ski Association (FWSA) Convention at the spectacular Pacific Palms Resort in Industry City, CA! The delegates from the Bay Area Snow Sports Council are very excited to share the energy, excitement and fun that the Los Angeles Council has planned for all of our pleasures!

The BAC wants to congratulate our candidates for FWSA Man/Woman of the Year ~ Mr. Paul Vlasveld of the Apres Ski Club & Ms. Wanda Ross of the SnowDrifters Ski Club. The competition this year was amazing. I want to say Congratulations to all of our fine candidates and to their clubs for being so well represented this year!

The BAC had a busy year with ski club membership drives, our corporate discount lift ticket program, traveling, racing and just skiing/boarding. Highlights from this last year have to be the FWSA Ski Week at Sun Valley, Idaho, FWSA International Trip to Engelberg Switzerland and other European Locations, Antarctica (yes Antarctica!), and our BAC trip to Park City, Utah. We had a number of our individual clubs who ventured to Colorado, Idaho, Montana and Utah to take advantage of the great hospitality and skiing conditions. BAC is looking forward to the 2012 travel season! There are the FWSA trips to Jackson Hole, Wyoming, European trip to Chamonix-Mont-Blanc, France, Roatan Dive Trip and New Zealand that many of our members will be part of. Our BAC Council trips are still being looked at and plans are being made! Possible locations are Utah and Montana!

Racing makes up a big part of the BAC. Open League and Singles League Race teams went to a number of local resorts in the Lake Tahoe area to race. Through the efforts of the various resorts in the greater Lake Tahoe Region we had another great Race Season! The Norcal Championships were cancelled this year due to too much snow! Through the amazing efforts of **Bob Ellis** and his Far West Racing Officers, the Far West Race Championships were held at Alpine Meadows Ski Resort where the BAC Open League took First Place followed by the BAC Singles League who came in Second Place! It was another CHAMPIONSHIP season for all of our racers! **Congratulations to all BAC Racers!**

BAC supports and donates money to Disabled Sports USA (DSUSA), which has their Adaptive Ski School at Alpine Meadows. For the fourth year in a row the BAC was scheduled again to participate in an amazing event, "The Wounded Warriors/Phil Bock Ability Challenge Race". This is an annual event held at Alpine Meadows where teams of four (4) able-bodied racers are paired up with a racer from the DSUSA program. Everyone does two (2) runs down the race course, goes skiing on various runs during the "Aloha Poker Run" and then comes back to a wonderful festive party! Unfortunately, this event was also cancelled due to blizzard conditions. Despite the cancellation of the event the BAC, San Francisco Ski Club, Inskiers & Rusty Bindings still made a contribution of \$1,000.00 each to The Wounded Warriors Program.

The Wounded Warriors who have come home injured from Iraq and Afghanistan are brought to North Lake Tahoe. For four days they are given instructions on how to ski, snowboard and other winter activities. The motto of Disabled Sports USA was well represented that day . . . "If I Can Do This ~ I Can Do Anything!"

The BAC has as another special annual event ~ **The BAC/DSUSA Ski for All** hosted this year at Sugar Bowl Ski Resort during the Norcal Championship Races. **This year, due to blizzard conditions a "Plan B" & "Plan C" had to be implanted. Despite the challenges that Mother Nature gave to our members, we increased the**

number of the BAC clubs and BAC individuals who donated this year to the BAC/DSUSA Ski For All by 20% and \$11,670.00 was raised for DSUSA during The BAC/DSUSA Ski For All!

The BAC will have our **5th Annual BAC/DSUSA Benefit Baseball Game with the Oakland Athletics**. We plan on having 100 members from the various clubs from the BAC in attendance. Tailgate Party, Major League Baseball Game between the Oakland Athletics and the Detroit Tigers. Then to complete the evening . . . a spectacular Fire Works Display set to incredible music!

I am proud (***I never tire of this term to share my emotions for the efforts of the members of our clubs and council***) in asking you take a look at the accomplishments of the community outreach programs of the BAC and it's clubs. ***At this year's FWSA Convention, our Fire and Ice Ski Club, Monterey Ski Club and the BAC are entered for the FWSA Community Outreach Recognition Award!***

It is a humbling experience to be going into my eighth term as the President of the Bay Area Snow Sports Council. It is wonderful to have the support of such a great list of Past Presidents ~ ***Ms. Karen Davis*** and ***Mr. Harry Davis who is also a Past President of the Far West Ski Association!***

Being given the opportunity to continue on with the ***Mountain Travel Symposium, National Ski Council Federation*** and the ***Far West Ski Association*** are true experiences that I look forward to attending and sharing the information from with the Bay Area Snow Sports Council.

For further information about the exciting year that we are planning for the BAC please go to www.skibac.org for updates.

In April elections were held for new board of directors. The BAC Officers for 2011 – 2012 are as follows.

Past President ~ **Karen Davis**
Community Services Chair – **Harry Davis**
Treasurer – **Paul Vlasveld**
V.P. Travel – **Paula Kinahon**
V.P. Membership - **Michelle Nightengale**
BAC Webmaster – **Lee Holzschuh**
Open League President – open
Singles League Race Chair – **Mitch McPeek**
Historian – **Mary Azevedo**

Secretary – **Catherine Wilson**
Industry Liaison – **David Cunningham**
V.P. Communication – **Dennie Warren**
V.P. Public Affairs – **Linda Indreboe**
Benefits Director – **Sandy Kiyomura**
Singles League President – **Wanda Ross**
Open League Race Chairperson – **David Cunningham**
Marketing Director – **Scott Bowker**
BAC Directory Editor ~ **Dennie Warren**

The Elected Bay Area Snow Sports Council Board of Directors remains the same as last year!

This reflects the fact that we enjoy what we do, we are accomplishing our tasks and we continuously plan for the future of The Bay Area Snow Sports Council.

I always end my monthly BAC article by writing "Thank you for being the one who makes the difference". EVERYONE that I've listed above ~ along with all of our volunteer members ~ are the ones who make the difference ~ Thank You!

Dennis Heffley
President ~ Bay Area Snow Sports Council
www.skibac.org
Vice President ~ National Ski Council Federation
www.skifederation.org
BOD ~ Far West Ski Association
www.fwsa.org

Council Report

Central Council of California, Inc. by Fran Long, President



Central Council of California represents snow sports clubs throughout the central California area. Membership in Central Council is free for all clubs located within the geographical area. Central Council promotes skiing/riding and friendship among all its member clubs, safety on the slopes, and opportunities for enjoying the camaraderie of fellow skiers/riders. Our clubs serve adult skiers, snowboarders, and members interested in a variety of non-snow sports and activities.

In addition, Central Council invites youth and families to join all our sponsored trips and activities.

Member clubs include:

Avalanche Ski and Sports Club of Bakersfield
Camber Ski Club of Salinas
Fresno Ski Club
Santa Barbara Ski and Sports Club
SLO Skiers, Inc. of San Luis Obispo
Snow Trackers Ski Club of Exeter

Central Council supports ski trips to Mammoth Mountain each year. Members look forward to renewing friendships, skiing together, a great Saturday night party, and, of course a hot tub party!

Many of our club members enjoy the FWSA week-long North American ski trip each year as well as the international ski and adventure trips. Our members always look forward to seeing long-time friends and the opportunity to make new friends on these trips. Central Council continues to be represented in ski-week racing by our not-so-serious racers. This year we were able to field a council challenge team of eight poodle skirted, ponytailed “back to the 50’s” racers. We didn’t win the council challenge, but we had fun and six of our team members earned Nastar medals!

A big thank you to **Mary Alexander, Central Council Trip Director**, for all her work in getting us organized for FWSA ski week.

In addition to our council trips, each of our member clubs has an active ski calendar that extends into activities throughout the year. Volleyball, bike riding, lake campouts, water skiing, hiking, etc. can be found on many calendars once ski season comes to an end. Rather than plan our own summer camp trip, Central Council is supporting the FWSA summer adventure trip to Mammoth Lakes in July.

Central Council has only one method of raising operating funds, working at the Salinas Air Show. It continues to be a great event with 12-15 members working hard, but also having a wonderful time enjoying the air show and each other’s company. We plan to continue with this tradition as long as the air show will have us. Thank you, **Jayne Camic, Director of Non-Ski Activities**, for organizing us for this event.

Like all councils and clubs, Central Council is run by volunteers, and we all know any organization is only as good as the volunteers agreeing to run it. I would like to thank all our wonderful volunteers for helping keep Central Council moving forward.

President	Fran Long, SLO Skiers
Vice President of Finance and Treasury	Robin Weckerley, SLO Skiers
Vice President of Clubs	Gloria Raminha, Avalanche
Director of Ski Trips	Mary Alexander, Avalanche
Director of Non-Ski Activities	Jayne Camic, Camber
Director of Alpine Racing	Open
Director of Nordic Skiing	Lauren Nagle, SLO Skiers
Secretary	Donna Barnes, Avalanche

Check out our website: www.centralcouncilskiclubs.org for more information about our council sponsored events and activities.

Council Report

Intermountain Ski Council by Don Anderson, President



The ISC is made up of ski and sports clubs in Idaho, Utah, Wyoming, Colorado and South Dakota.

The founding clubs were (from Idaho) Idaho Falls Ski Club and Pocatello Ski Association, and (from Utah) Hill (AFB) Ski Club, Weber State Ski Club and Park City Mountain Sports Club. Since the formation of ISC, Cheyenne Ski Club (Wyoming) and Denver's Up the Creek Ski Club (Colorado) and Bogus Basin Ski Club in Boise, and Black Hills Ski Club from Rapid City, SD.

Mother Nature came through for us this season with early snow in November, so many people were able to celebrate Thanksgiving at early open resorts like Grand Targhee, Jackson Hole and Snowbasin. Smaller areas, normally lucky to open in time for Christmas, were able to offer well covered runs in early December. Many ski shops recorded "Best ever" sales in December, with equipment being on most skiers' wish list. Resorts had to scramble to have all services ready for the eager crowds. We are happy to see the industry do so well financially with this sluggish economy and some previously lean seasons of past.

Our annual council trip was to Telluride, CO January 14-17, which was planned the same time as the Arizona Ski Council staying at the Bear Creek Lodge in the Upper Village. We had 42 attendees, with most from the Cheyenne Ski Club which chartered a bus for the trip. Our Tour Operator, Stephen Hall with SkiGroups, did a great job helping us organize many events on and off the hill. It is always fun to have Patrick Rothe around and he helped with the racing and mountain tours. Oh yeah, we did something for the first time. We raced against the Arizona Council, who beat us with more racers, but our Daniel Baxter, from the Cheyenne club, was the fastest racer on the hill. Afterwards we had a barbeque so people could socialize. A pub crawl and dinner in town were great fun and some even went to the Oxygen Bar for a hit or two to clear their heads.

Our big social event was again the Silent Auction Party, with a Crazy Sunglasses theme this year. SkiGroups and Bear Creek Lodge hosted beer, wine and light snacks in front of the fireplace in the lobby. A dozen resorts donated lodging and/or lift ticket packages, which we auctioned off to the highest bidders. EpicQuest of Sun Valley donated a heliski day valued at \$990, which made the winning bidder at \$200 very happy. This is our primary fundraiser for the council. Thanks to all our favorite resorts for helping support us so generously! We now have our own Shot Ski for "attitude improvement" on this annual event.

Our clubs have been enjoying weekend trips to Big Sky, Sun Valley, Jackson Hole, Park City, Lake Tahoe and Summit County among others. We are having council trips to the Canyons and Snowmass as the location for our annual council trip next season.

Most of clubs continue their strong support of community activities. Many clubs sponsor junior race programs and Ski Patrols at their local areas with several also doing maintenance work on trails and huts. Special events also rank high with club volunteers who donate their time to raise money or awareness, or just support groups like Special or Junior Olympics events.

At this year's convention in Pacific Palms, Michael Bouton will represent us as Intermountain Council's Man of the Year.

Council Report

Los Angeles Council of Ski Clubs by Norbert Knapp, President



First, as host Council for this year's FWSA Convention, we extend a warm welcome to wonderful Southern California, where history is made every day!

The Los Angeles Council of Ski Clubs has a grand tradition within Far West Ski Association. Los Angeles Council is comprised of 29 ski and sports clubs with approximately 5,000 members located from Long Beach to the south, Pasadena to the east, and Santa Barbara to the north. This is a very diverse group that reflects the varied mix of people and culture we have in our region. Along with that comes a wide range of activities no matter what time of year. Many of our larger clubs have several trips to Mammoth Mountain, as well as trips scheduled out of state or internationally.

Last season, LA Council combined their annual trip with FWSA's annual trip to Sun Valley, adding about 160 participants.

The 2011-12 snow season starts with our annual "Snow Gala", this year with a twist – we'll have a daytime champagne brunch at The Castaways in Burbank. Although a bit less glamorous than last year's Queen Mary dinner-dance, this will be less costly and more accessible. It will, of course, include the popular silent auction to benefit adaptive skiers of Southern California.

LA Council follows that with our "Learn to Ski, Race, and Board Week" in December at Mammoth Mountain in conjunction with the instructors at Mammoth in these disciplines.

LA Council has two race leagues, ULLR and Rokka. Each has four races at Mammoth plus the SoCal Championships.

This year's LA Council ski week will make a first-time visit to Idaho's Schweitzer Mountain. And as always, we will make our annual contribution to the FWSA ski week scheduled for Jackson Hole, Wyoming.

In addition to our snow sports agenda, the council and clubs also participate in many summer activities including the LAC annual Volleyball Tournament, houseboat trips, water skiing, wakeboarding, kayaking, river rafting, mountain biking, rock climbing, cycling and a full social calendar.'

Between work, family and sports, our members also give back to their communities in many ways. As non-profit organizations, we feel a sense of pride in lending our talents to various philanthropic activities.

Information on all our events is available on our website www.lacouncil.org along with links to all of our clubs.

Council Report

New Mexico Ski Club Council by Diane Stearley, President



Welcome and thank you for coming to the Far West Ski Association's Annual Convention here in Industry Hills. For those of you who have attended a FWSA Convention in the past you know what a fun experience it is to be with our amigos. For those who are attending for the first time you are in for a real treat.

The New Mexico Ski Club Council had another successful and fun-filled year. We had lots of great ski trips ranging from single days in Santa Fe to great European trips. Of course, in between we had the usual yearly standards; Taos, Durango Mountain/Purgatory, Wolf Creek, Breckenridge, Winter Park,

Aspen, Summit County, and Telluride.

The Sitzmarkers Ski and Social Club is a fun year round club offering their members outdoor social and recreational activities. They are having their summer meetings in an outside mountain park venue starting this month. And, their soft ball teams are forming. Sitzmarkers are enjoying their new social media tools in getting out the word about meeting and events.

The Albuquerque Ski Club is a "virtual club", meaning they have no meetings or summer functions...they just have fun skiing. . They have NO meeting...just go on trips.

The New Mexico Cross-Country Ski Club is a year-round club encouraging outdoor activities and social gatherings. They take several trips a year from one day to several overnight hut trips.

If you are looking for the camaraderie of fellow snow sports enthusiasts and want to have a great time, then join one of the New Mexico ski clubs. We have something for almost everyone.

The New Mexico Ski Club Council looks forward to another year of participation with the Far West Ski Association and all the great benefits it provides.

Be sure to visit us on our web site and check out these clubs at...www.skinewmexico.org

Have a fun filled summer and we'll see you when the snow flies.

Council Report

Northwest Council by Sheri Parshall, President



It's spring in the Northwest, but it's still snowing. Really! But all this snow means that the summer skiing is going to be great in the Cascades, so don't hang up those skis, yet!

We've added three new clubs to NWSCC this past year, and welcome B Mary's Crew (Portland), the Exotic Sun and Snowsports Club (Washington), and the MAC Club (Portland). We look forward to sharing some fun times with our new friends!

October and November were busy months for NWSCC: we participated not only in the Seattle and Portland snowsports expos, but also our very own Ski Fair. Debbi Kor and Mary Olhausen, along with a super committee of hardworking NWSCC board members, hosted a super ski season kick-off event. Open to the public, the Ski Fair enabled club members to purchase resort passes, and participate in our annual silent auction. Schneeracers Terry and Tom and door prize give-away.

Our PACRAT race league just completed one of their most successful seasons. Nearly 250 racers took part in racing on Mt. Hood this season. Thanks to the purchase of new wireless timing equipment, and the purchase of a NASTAR franchise, so much fun was had that clubs are promising even more racers next year!



NWSCC would like to congratulate Schneeracers Terry and Tom, this year's PACRAT champion.

This was also a year for travel. Seventeen council clubs travelled to over 50 destination resorts this past season. Over 40 NWSCC clubbers attended the annual FWSA Ski Week in Sun Valley, and many are already looking forward to next year's trip to Sun Valley. At the same time, NWSCC is exploring running "mini-trips" of 3-5 days next season. Stay tuned for more info on those!



And speaking of fun trips, nearly 70 NWSCC clubbers made the trip to Bend for our annual Bachelor Blast! We stayed in some really cool houses with a great deal provided by Discover Sunriver, got terrific deals on lift tickets from Mt. Bachelor, and enjoyed some rare (this season!!) sunny skies in Central Oregon. Linda McGavin and her crew hosted a fabulous apres ski party on Saturday night-thank goodness she had a huge house!

We welcomed our friends from Mountain High, Schneeracers, Skiyente, Skibacs, and Altair to our yearly soiree. And we look forward to working with our friends in Bend and Mt. Bachelor to grow the event even bigger. Come join us!

We do like to have fun here in the Northwest. If you come visit Mt. Hood, we'll even throw you a party!

We hosted the King of Prussia Ski Club from the Eastern Pennsylvania Ski Club Council in March. They are the first ski club group from outside the Northwest to visit Government Camp and we had a great time with an "upper elevation celebration" of spring snow.

NWSCC Snowriders are already looking forward to next season. We complete our year with our annual "Appreciation Night" and "Clubs-4-Play" golf tournament, both in July.

Our clubs will be spending the summer sailing, golfing, cycling, and water-skiing, not to mention hitting the race camps on Mt. Hood.

We'll be ready for fun next year!



PACRAT Racers Erin and Katie celebrating the last race of the year



NWSCC Girls at FWSA Ski Week

Council Report

The Orange Council by Judy Thurman, President



ORANGE COUNCIL OF SKI CLUBS

Since May 5, 1971, Orange Council of Ski Clubs has been addressing the issues of skiers in and around Orange County "The OC" and Southern California. Originating from the Southern Council to better serve the high concentration of skiers and snowboarders in this area, this motto was established – "Toward Better Skiing." We are and always have been an active member of the Far West Ski Association, and we are also a member of the National Ski Council Federation.

Orange Council has 11 Ski and Snowboard clubs located all within the Orange County Area. They all provide ski trips to Mammoth Mountain, as well as National and International Trips. We are so lucky in Orange County to have beautiful weather and beaches that we also offer non-snow sport activities. This includes bicycling, kayaking, beach parties, camping, golf, tennis, Oktoberfest and other activities. You can find information on all our ski clubs within the Orange Council Clubs at [www.Orange Council of Ski Clubs.com](http://www.OrangeCouncilofSkiClubs.com).

Orange Council has a very strong race program. This year at Mammoth Mountain, Schusski Race League fielded a very successful team, supported by Orange Council's VP of Racing Maxine Hanlon. With the help from Maxine Hanlon we are looking forward to a more successful race year. If you are interested in racing Orange Council is the team to join.

Sheila Van Guilder, Orange Council trip leader took 64 people to the 2011 FWSA Ski Week held in Sun Valley, Idaho. Everyone had a great time and this year Balboa Ski and Sports Club brought home the overall club racing award "The Joe Ross Award" with 350 points. This is the first time that a Southern California club has won since 1995. So Way TO GO Balboa!! The Council is looking forward to sending approximately 70 people to the FWSA Ski Week in Jackson Hole, January 2012.

Orange Council and Ski Clubs not only have fun on the ski slopes but they also support various charities, the Susan B Komen Race for the Cure, Toys for Tots, Package of Gratitude, Wounded Warriors Program.

Orange Council will be hosting the pool party at the FWSA 79th Annual Convention to be held in Los Angeles at the Pacific Palms Hotel and Conference center June 9-12 2011. We would like to congratulate Orange Council nominee Sheila Van Guilder for the Woman of the Year Award.

The Orange Council and Ski Clubs look forward to another very successful and safe 2011-2012 year.

Council Report

San Diego Council of Ski Clubs by Eileen Sanford, President



The mission of San Diego Council of Ski Clubs is to support and promote the sport of recreational skiing and snowboarding in the southern California area.

At the present time we have ten very active clubs. Hundreds of members belong to one or more of these clubs. They enjoy skiing and snowboarding nationally and internationally each year.

The ski season starts with sign-ups in October, racing in December and ski trips from Dec. through April. The novelty of enjoying warm beautiful beaches all year long and being able to jump on a bus or plane and enjoy the winter sport of skiing or snowboarding is a drawing card for our strong support from club members.

The 2010-11 seasons opened with December trips to Aspen and Mammoth. The Mammoth trip hosted our first Alpine League race of the season. The Aspen trip was the 14th annual trip for the SDCSC. Mike Sanford led 48 San Diegans and Steve Coxen brought 18 Oregonians to join us in Aspen. This was our third joint San Diego and Northwest council trip to Aspen. Alpine league races continued throughout the season with SDCSC winning the SOCA Championships in Mammoth. We are proud of our strong participation and many individual winners. Special thanks go to Eileen Weiner our Alpine League Race Director and Roy Ackeridge our Alpine League President.

During the winter season twenty-one SDCSC members had a great time at the FWSA North America trip to Sun Valley. Our members came back with a smile on their faces due to the efforts of Susan Shaffer our travel director. Deposits are already coming in for the FWSA trip to Jackson Hole 2012. The SDCSC will have our first European bike trip this year. Eileen Sanford and Hobe Schroder will lead 55 adventuresome bikers to Germany, Austria and Prague for fourteen days of superb biking down the Danube. The individual clubs this year went to: Banff, Vail, Aspen, Mammoth, Big Bear, Park City, Big White, Vail and Sun Valley.

Our official start of the ski season begins with our formal Winter Snowball Gala organized by Barbara Blasé German. The clubs select an outstanding man and a woman as a way of honoring their most valuable and active members. This year our award winners were Joe Goldhammer and Laura Meldrum of Torrey Pines Ski Club. They will be competing at the FWSA level at the convention for Council Man/Woman of the year.

SDCSC supports various charities, such as the Jimmy Heuga Center for MS, American Cancer Society, American Heart Association, Special Olympics, United States Adaptive Recreation Center (USARC), Habitat for Humanity, San Diego Community Youth Sports Mentoring, Toys for Tots, Becky's House. One of our clubs maintains an active account at the San Diego Blood Bank in case a member needs blood.

The officers for the 2010-11 year will be: Eileen Sanford, President, Bill Altonen, Vice-president, Debbie Schroeder, Secretary, Stew Smith, Treasurer. We have been very busy this year preparing to support the 79th FWSA Convention in Pacific Palms. We hope you enjoy it!

Council Report

Sierra Council by Jo Simpson, President



Sierra Council skiers have enjoyed a fantastic ski season. The Tahoe resorts opened before Thanksgiving and some stayed open well into May. We kicked off the season with a great holiday party at Tahoe Donner organized by our VP Travel, Debbie Stewart. Our season ended with excellent weather for the annual picnic at Alpine Meadows, which was open for skiing.

We were able to hold seven of our eight scheduled league races, with only the Super G cancelled for too much snow. After a successful trial of four races last season, we partnered with the Bay Area Council's Singles League to share the race hill for all of our races this season. Sharing the courses provides a cost savings for both leagues, and enjoyable competition within the handicap classes. The Sierra League is proud to have won the Roma McCoy trophy at the Far West Finals for the most points per racer.

Sierra had 23 new racers participate this season. At least 10 raced more than once and several raced every race. Eighty racers registered and raced during the season. Contrary to other leagues, we increased the number of racers this season.

Sierra members enjoyed the FWSA Ski Week at Sun Valley, and had 70 members on the trip. Sierra won second place in total council points for the week and our Reno Ski and Recreation Club placed third in the club competition. The Reno Ski and Recreation Club took 60 members to Snowmass in February. Las Vegas Ski and Sports Club had trips to Salt Lake, Ogden, Snowmass and Brian Head. Both clubs had Mammoth trips.

Many of our clubs have a full schedule of activities through the summer and fall. Members will enjoy picnic meetings, hiking, golf, tennis, biking and other outdoor activities.

Sierra chose and our Woman of the Year in December and honored her at our holiday dinner. We were excited to have Jim Somer, our Man of the Year nominee for 2010, selected for the FWSA award last year. We are pleased to have Debbie Stewart representing us in this year's FWSA competition. Debbie has served as FWSA secretary for the past five years and has earned kudos from travelers and FWSA as VP Travel for Sierra Council for several years.

Sierra Council is represented on the FWSA board by Debbie Stewart who serves as secretary and by Donn Bryant, Man and Woman of the Year Committee Chair.

Sierra Council Officers 2010-11

President: Jo Simpson

Vice President: Andrea Woelfle

Vice President Travel: Debbie Stewart

Secretary: Beth Perryman

Treasurer: Elaine Hilliker

Head Gatekeeper: Lauri

Thompson

Newsletter Editor: Steve Hilliker

Web Master: Pavel Bosin

Sierra Council Member Clubs

Cabernet Ski Club

Capital Ski & Sport Club

Code 3

Las Vegas Ski Club

Reno Ski & Recreation Club

RU Ski Club

Tahoe Donner Senior Alpine Ski Club

Top Gun Ski Club

Sacramento Fagowees

Sequoia Ski Club

Sugar Bowl Ski Club

Tahoe Rat Pak



The racing Fry family: Father Jon, Joe, Jesse, Mom Julie and future racer Justin. The Fry family began racing with Sierra this past season.

Pacific Palms Hotel & Conference Center

One Industry Hills Parkway, Industry Hills, CA

