

Nomination of Catherine Ohl for 2007 Western Ski Heritage Award

Catherine Ohl is an avid collector of ski history. In the past, she has collected and compiled history on Far West, Southern Council (now LA Council), San Diego Council and Southern California. She is adding to it constantly.

Catherine is being nominated for the leadership role she assumed for the 2005 Far West 75th Anniversary Celebration and for producing the the Far West Convention Awards booklet which she has designed, re-designed, and updated since 2002.

2005 Far West 75th Anniversary Celebration—

There was not one person who was responsible for the success of the Far West 75th Anniversary Celebration. But without Catherine's planning, resources, talent, dedication, and hard work, this event wouldn't have been what it was.

Because of her interest and knowledge of organized ski history, Catherine stepped forward to spearhead Far West's most successful 75th Anniversary Celebration held at the 2005 Convention. Not only did she serve as convention chair, but she was the driving force behind the history celebration and had a hand in inviting guests, setting the format, and overseeing the whole process. She personally constructed more than half the Far West, Council and Club history displays, arranged the ski history seminars, helped arrange for the history luminaries, and put together much of the media for the afternoon presentation. In reviewing the event, it's amazing what one person accomplished.

- Designed 75th commemorative souvenir pins, banner, advertising, sponsorship package, and all related collateral material for both the convention and history celebration.
- Worked the three-day ski show in San Diego and the 4-day show in Los Angeles to promote the history celebration.
- Created, designed and kept up to date the Convention History Celebration web site [fwsa2005celebration.org].
- Created a data base of more than 500 former Far West, Southern, San Diego, and other industry personnel and personally sent invitations to them all. She worked with Laura Preiss in this collection.
- Designed specifications for the history displays, got it approved by Far West, and disseminated it.
- Recruited, clubs, councils, museums, industry, and others to research their history and share a display of it with the convention participants. Worked with museums (Mammoth, Western Skisport), California Ski Library, US Ski Hall of Fame, International Ski Heritage, 10th Mountain Division, and others to insure that their displays were prominent and secured. She turned the managing of the displays over to John James.
- Personally created 29 history display boards (more than half the Far West, Council & Club displays) of the illustrious history of Far West, the southern Councils, and some early key clubs including Yosemite Winter Club, Southern Skis, Big Pines, Eastern Sierra, and Auburn ski clubs. She also put together the US Hall of Fame boards.
- Tracked down Bob Settineri, one of the original creators of Far West's "Mogul Mike" Safety Campaign of the 80s and convinced Bob to donate enough Mogul Mike Ski Trivia Games Cards for all convention attendees.
- Worked with Mike Sanford on the invitee list to make sure we had the right mix of history celebrities, guests, and presenters. Was instrumental in getting Glen Plake, Bob Salerno, Doug Pfeiffer, Dick Kun, and Chuck Morse to attend and participate in the history presentations.

- Once we had the guest list somewhat solidified, came up with a program to include guests and celebrities in the afternoon media program and the follow-up break out gatherings.
- Worked with Mike Sanford on the selection and collection of the media used for the afternoon presentation and incorporated material from the history guests. Personally tracked down copies of Walt Disney's 1941 "The Art of Skiing" featuring Goofy, Rick Moulton's 1982 "Legends of American Skiing", and the 10th Mountain Division Story "Fire on the Mountain." She had "Legends" and Goofy playing in the display area throughout the week. Turned the afternoon presentation over to Steve Coxen to execute.
- Determined the afternoon breakout gatherings using the guests on the schedule. Assigned moderators and turned it over to Scott Bowker to execute. All gatherings highlighted a unique aspect of our ski history and it was a shame that everyone couldn't attend each one. The most successful was the collection of the three free spirits— Glen Plake, Chris Davenport and Bob Salerno. We lived the history and development of the "free stylers" through their very different experiences. This one went way beyond the allotted hour and only broke since everyone had to get ready for dinner.
- Made sure group photos were taken of each of the past Far West Service Awardees.

Far West Convention Awards Booklet—

In her research, Catherine uncovered some Far West history "new" to the current Far West Board. She did extensive research at the Western SkiSport Museum and California Ski Library. At the request of Far West, wrote a new, extensive history of Far West. This was first published in the 2004 "Skier's Guide." The history was refined and expanded and incorporated in the 2005 Far West Awards Booklet which she redesigned for the 75th Anniversary Celebration. She continues to update and incorporate changes to the annual Far West Awards Booklet and has done so since 2002.

Catherine has been, and continues to be, a driving force in collecting and sharing the history of organized skiing throughout the Far West region. And the convention was a testament to what she has achieved.

- Attached is a small sample of what Catherine did for the 2005 Far West 75th Anniversary celebration and photos from the event.

Please Note: The panels that say by C. Ohl were researched, designed, written, printed, and assembled by me. I think I photographed almost all photos included in the nomination and not just the boards I put together.

- Sent separately is a pdf copy of the 2007 Far West Awards Book (7.6 MB).

Banner designed and used to promote History Celebration.



Worked the three-day Snow Jam Show in San Diego and the four-day Ski Dazzle Show in Los Angeles to promote the Far West History Event.



Logos designed for Ski Week and Convention Pins.



Convention Highlights

- Special 75th Anniversary Celebrations
- Ski History Exhibits
- Ski History Reunion & Reception
- Celebrity Guest Speakers
- Saturday Awards Luncheon
- Saturday Awards Dinner & Dance
- Silent Auction
- Travel Expo
- FWSA Business Meeting

Reservations at the Westin

- \$129 before May 15, 2005
- Call 800-228-3000, say you're with Far West
- Visit www.fwsa2005celebration.org
- Room rate available 3 days before/after event

Hotel Amenities

- A Starwood Hotel
- Turbo Net High Speed Internet Access
- Mini Bar, Coffee, Hair Dryers, Robes
- Fitness Facility, Outdoor Heated Pool
- Lounge, Restaurants, 24-hour room service
- Great Location and rooms with ocean view



Reservations at the Westin

Attractions for the Whole Family

Aquarium of the Pacific, The Queen Mary, Pine Av., The Pike at Rainbow Harbor, Shoreline Village, Catalina Island, Disneyland & California Adventure, Knott's Berry Farm, Universal Studios

Information

- Catherine Ohl, Convention Chair
- ohl@acatmcowz.com or 858-467-9469
- John James, History Exhibits
- jsjxski@sbcglobal.net or 818-249-5982
- Barbara Razo, Silent Auction Donations
- idrivecode3@yahoo.com or 714-401-7341

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Far West Ski Association 75th Anniversary Celebration & Annual Convention

ski•ing (skē'ing), n: is the recreational activity of gliding over snow at exhilarating speeds on planks [these can be one or two sticks] attached to the feet...

June 9-12, 2005
The Westin Long Beach
333 East Ocean Blvd., Long Beach
562.436.3000



www.fwsa2005celebration.org



The 75th Celebration—

The Los Angeles Council of Ski Clubs is already hard at work planning the *2005 FWSA Convention and 75th Anniversary Celebration* to be held at the Westin Long Beach on June 9-12, 2005.

This convention will be a bit different in that it will feature a significant ski historical event that runs concurrently with the normal convention business. Changes to the convention include:

- Addition of a Ski History Exhibit that would be on display in the main ball room & foyer from Friday night through Saturday evening.
- Saturday afternoon will be dedicated to ski history with multi-media presentations, discussion groups, and a reunion reception.
- All normal FWSA business activities will be finished by Saturday lunch.

We will have the usual Thursday night Pub Crawl, Friday Golf & other activities, Friday Silent Auction and Saturday Travel Expo.

This convention will draw not only the usual Far West club members but also a young, athletic and affluent population from the newly renovated downtown Long Beach area.

The Beginning—

The organization of skisport in California was to a large extent the result of an effort to attract the 1932 Winter Olympics. In spite of losing the Olympic bid in Yosemite, the National Ski Association (NSA) gave the sanction to the California State Chamber of Commerce to organize the California Ski Association (CSA).

October 7, 1930, "Hall of Famer" **Wendell Robie** of the Auburn Ski Club organized strong club support to form the California Ski Association. At the NSA convention in Chicago, December 14, 1930, CSA was accepted as an affiliated division, and California was awarded the 1932 National Ski tournament. The first sanctioned divisional meet was held by CSA in 1931.

January 18, 1931, CSA orchestrated a "traffic jam" demonstration that resulted in the authorization by the State of California for snow removal equipment on the roads that accessed California's emerging ski resorts. Skiing was a new sport and thousands traveled to the snow in the winter. The ski industry began to develop from small club-operated hills to larger ski areas.

At the Convention in 1948, CSA changed its name to the Far West Ski Association (FWSA) to have a name more representative of the geographical area it encompassed — California, Nevada and Hawaii.

The Exhibits—

The scope of the ski history presentations and exhibits will depend largely on the participation of our clubs, councils, resorts, museums, and guest speakers. We already have a number of soft commitments from National Ski Museums, Ski Resorts, and clubs wishing to display their history of skiing.

History exhibition space will be free and available on a first-come first-served basis. We urge you to sign up for your booth space as soon as possible.

Note: There will be a charge for electricity if required. For the industry, the history booths are in addition to the Friday night Silent Auction booth which serves a different purpose.

Booth size will be limited to 10' x 10' for industry and 8' x 10' for clubs, council and FWSA. We feel that the best way to display history at this event will be through the use of photos. We suggest using 8" x 10" photos mounted on a board with a few words of description in large print. We recommend that you display copies of all original photos.

Photo albums, scrapbooks and trophies will not be allowed. Multi-media displays are welcome. Feel free to wear vintage ski outfits. **Sign up for your history booth today!** Contact **John James** at jsjxski@sbglobal.net or 818-249-5982.



Postcards sent 6 mounts out.



Celebrate 75 years of Snowsport History

Far West Ski Association Convention

Long Beach Westin

June 9-12, 2005

Photo courtesy Big White Ski Resort

"The Voice of the Western Skier"
F W S A
FAR WEST SKI ASSOCIATION
FOUNDED 1930

www.fwsa2005celebration.org

Please Join Far West—

You are invited to join Far West Ski Association at the **2005 FWSA Convention and 75th Anniversary Celebration** as a guest or delegate [voting or non-voting] to be held at the Westin in Long Beach on June 9-12, 2005.

Convention Highlights

- Special 75th Anniversary Celebrations
- Two-day ski history exhibits and presentations by leading ski museums, resorts, clubs & Far West
- Friday night Silent Auction
- Saturday Awards Luncheon with a presentation of Ansel Adams' photos by his son, **Michael Adams**
- Saturday History Reunion and Reception
- Saturday Dinner Dance with Celebrity Guests including **Dave & Roma McCoy, Jimmie Heuga, Billy Kidd, Nancy Greene, Glen Plake, Deb Armstrong**

Information Reservations RSVP

- Visit **www.fwsa2005celebration.org**
- **Please RSVP** to Catherine Ohl at 858-467-9469 or ohl@acatmeowz.com



Far West 2005 Convention
10818 Viacha Dr.
San Diego, CA 92124

Congratulations Far West on your 75th Anniversary
www.OnDemandPrintingCenter.com



Join the **75 Year** Celebration
of Contributions in the Far West to
Snowsport Development

FWSA 73rd Convention
& **75th Anniversary**
June 9-12, 2005
Westin Long Beach



Far West Ski Association Celebrates 75 Years of Snowsport

The Far West Ski Association (FWSA) is a 501(c)(7) non-profit organization (Tax ID. 95-3968802). FWSA is a volunteer based, consumer-oriented corporation dedicated to developing programs to serve its member clubs and to enhance and protect snowsports.

FWSA represents ten regional councils with 150 ski clubs located throughout the states of Arizona, California, Nevada, New Mexico, Oregon, and Washington.

The Association conducts active programs in on-snow safety, ski history, public lands development, industry marketing, recreational racing, travel, communications, education, community support and awards.

The Association will celebrate its 75th Anniversary at its Annual Convention at the Westin in Long Beach, CA, June 9-12, 2005. This gala event will be hosted by the Los Angeles Council of Ski Clubs.



FWSA Convention Historical Events

Historical Exhibits

Past FWSA Awardee Reunion Reception

History Discussion Groups

Snowsport Celebrity Speakers

Program Highlights

Silent Auction

Travel Expo

Luncheon

Dinner Banquet

Ski/Board Demonstrations

Golf Tournament

Dancing

Awards Presentations

Business Affairs

Racer Meetings

FWSA Business Meeting

Travel Bid Meeting

Educational Seminars

Historical Exhibits Proposed *(a short list)*

History of California Ski Association

History of Far West and USSA

History of Far West Councils

History of Far West Ski Clubs

Ski Jumping in the Early Days

Dry Land Skiing

US Citizen Race Program

Far West Competitive Race Program

Far West Climbs Mt. Everest

Far West Flight Program

Ski Proficiency Tests

National Ski Patrol

Snowshoe Thompson & the US Mail

Squaw Valley Olympics

Tribute to Pioneer Ski Filmmakers

Western American Skisport Museum

Mammoth Museum

Mineral King Proposed Ski Area

Peppermint Mountain Campaign

Lost Ski Areas of the Far West

Dave McCoy and his Mountain

Tommi Tyndall Pioneering of Snow Making

Hjalmar Hvam Ski Binding Innovation

Professional Ski Instructors Association

Partnership Opportunities for 2005 Convention

Partnership opportunities are available for the 2005 Convention celebrating the 75 year history of the development of snowsport in the Far West Ski Association include the following—

Guest Speakers

- Key Note Speaker (to be announced)
- Guest Snowsport Celebrities (to be announced)
- Guest Snowsport Legends (to be announced)

Historical Collateral Material

- DVD, CD, hard copies, multi-media presentation

History Reception & Reunion

- Cocktails
- Hors d'oeuvres
- Music

Awards Banquet Dinner & Dance

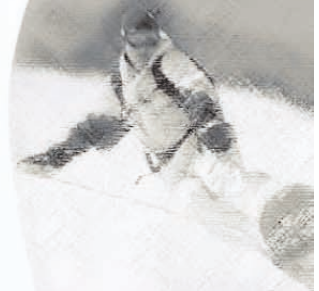
- Cocktails
- Band

Silent Auction (Open to public)

- Fabulous Travel Packages for Auction
- Cocktails
- Hors d'oeuvres
- DJ

Awards Luncheon

- Cocktails
- Guest Speaker
- Raffle



What a Partner Can Expect

- Multi media exposure before, during, and after the event, locally & regionally.
- Partner Supplied Banner prominently displayed at the Convention.
- Partner Logo displayed on Event Promotions (*radio, banners, bill boards, etc.*).
- Acknowledgement of Partner on FWSA web site, www.fwsa.org.
- Color Ad in *Far West Skier's Guide* (*size based on donation*).
- Acknowledgement of Partner in annual *Far West Skier's Guide*.
- Acknowledgement of Partner in *Far West Councilman* Newsletter.
- Registration for two representatives to attend FWSA Convention, based on sponsorship level.
- Exhibit Space at the Convention, based on sponsorship level.
- Special marketing promotions at the Convention, based on event sponsored.

How the Community Benefits

- Provide an opportunity to meet with the Legends of Snowsport in the Far West Region.
- Provide an opportunity to meet with Snowsport Resort Reps throughout the world.
- Preserve our history of Snowsport.
- Expose a whole new generation to the history of Snowsport.

Historical Highlights



Champions at a Far West jumping meet in the 1930s—Hjalmar Hvam, Roff Wigaard, Roy Mikkelsen, Johnny Elvrum, Jim, and Norge.



2004 Convention in Reno, NV — Special Guests Dave & Roma McCoy



Jean-Claude Killy, Jimmie Heuga & Billy Kidd — Challenged FWSA clubs in 1989 to a North versus South competition in the Jimmie Heuga Snow Express at Mammoth Mountain.



The Far West banner taken to the top of Mt. Everest in 1995— Steve Reneker climbed in memory of fellow Patroller, David Tollakson.

The organization of skisport in California was the result of an effort to win the 1932 Winter Olympics for Yosemite. In spite of losing the bid, the National Ski Association (NSA) gave the sanction to the California State Chamber of Commerce to organize the California Ski Association (CSA).

October 7, 1930, "Hall of Famer" Wendell Robie of the Auburn Ski Club, organized strong club support to form the California Ski Association. At the NSA convention in Chicago, December 14, 1930, CSA was accepted as an affiliated division, and California was awarded the 1932 National Ski Tournament.

In 1946, the Area Development Committee was formed to concentrate on getting two ski areas approved — San Geronio and Mineral King. FWSA fought a valiant fight for the next 18 years but it wasn't until the 1964 Wilderness Act was passed, that the push to develop San Geronio and Mineral King was over.

At their Convention in 1948, CSA changed its name to the Far West Ski Association (FWSA) to have a name more representative of the geographical area it encompassed.

Recreational skiing spiraled upward following the 1960 Olympic Games at Squaw Valley. In 1962, the National Ski Association emerged as the United States Ski Association (USSA) and FWSA became its Far West Division.

By the mid 70s, FWSA expanded to the point where recreational skiers outnumbered the competitive skier. FWSA was divided into two operating divisions, one concentrating on the recreational and political aspects of skiing and the other directing the operation of sanctioned race programs that developed the youth of America for the US Ski Teams. Far West Skiing became the official sanctioning body for junior racers.

At the 1985 Convention, FWSA severed its ties to USSA and FWSA was activated as the all volunteer organization that it is today.



Far West 1998 Convention at Humpreys in San Diego, CA — Olympic Medalist, Nikki Stone, MM & Film Maker, John Jay.



Far West sent 7 junior racers to Europe on a charter flight in 1962— Henry Hamilton, Roger Tanisoff, Spider Sabich, Sutter Kunkel, Jim Morning, (front row) George Batchelder, Coach Dave McCoy, (second row) Kathy & Wendy Allen (top row).



Far West 2002 Convention in Portland, OR — Olympic Medalists A.J. Kitt, Billy Kidd and Bill Johnson.



Far West 2003 Convention in Rancho Mirage— Olympic Medalists Chris Klug, Nancy Greene, Jimmie Heuga, Debbie Armstrong, Billy Kidd.

Special Guests & Olympians.



Presenter Dr. Michael Adams, Ansel Adams' son.



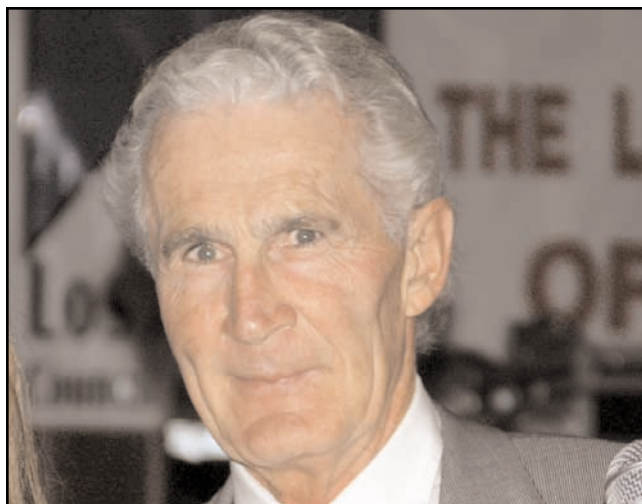
Olympians Billy Kidd '64, Debbie Armstrong '84.



10th Mountain Division Alumni.



Dick Kun, stepson of Tommi Tyndall.



Free Spirits—
Chris Davenport, Glen Plake, Bob Salerno.



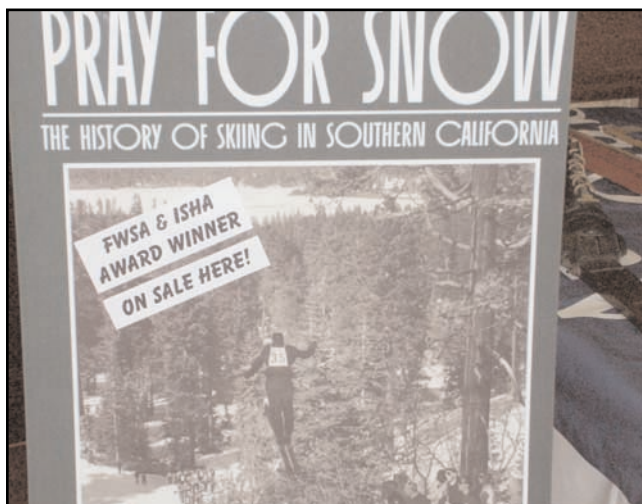
Ski Trivia Game Cards included in Delegate's Bag.



Mountain Chalet collection of history.



California Ski Library.



Western SkiSport Museum, Boreal, CA.



US Ski Hall of Fame by C. Ohl.



Western SkiSport Museum, Boreal, CA.



Mammoth Museum.



Mammoth Museum's Birthday card for Dave McCoy.



Yodelers from Buckhorn Ski Club.



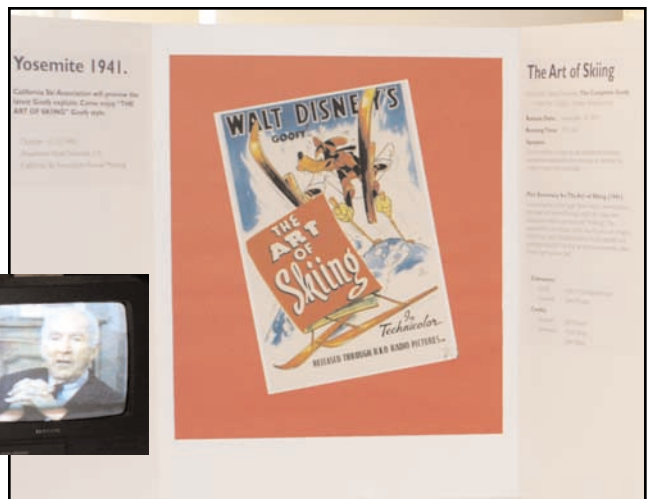
Vintage Snow Shoes Raffled off.



Far West's Mike Mogul Campaign by C. Ohl.



Walt Disney's "The Art of Skiing" by C. Ohl.



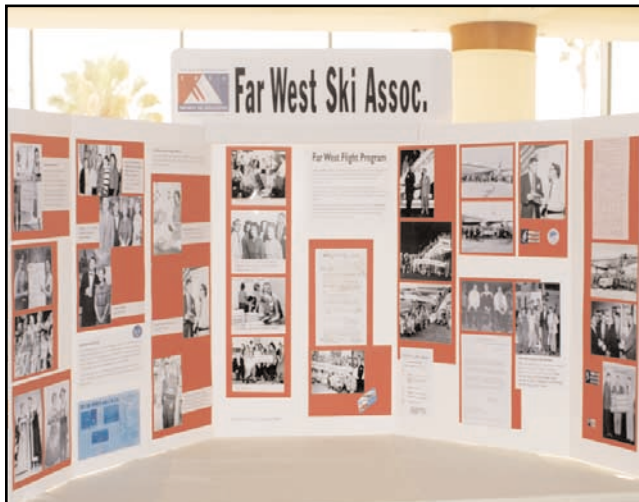
Four of the FWSA history boards by C. Ohl.



Two of the FWSA history boards by C. Ohl.



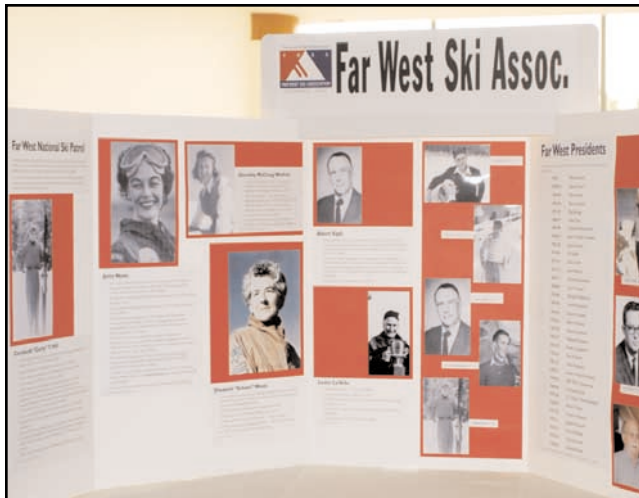
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FWSA history boards by L. Gieringer & C. Ohl.



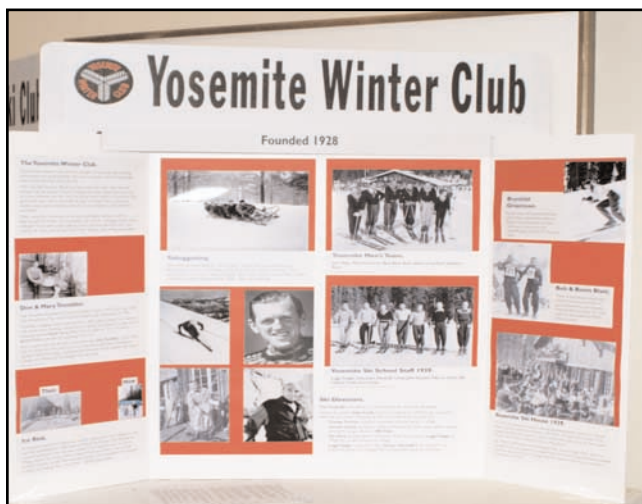
Two of the LA Council history by C. Ohl.



San Diego Council history by H. Harris & C. Ohl.



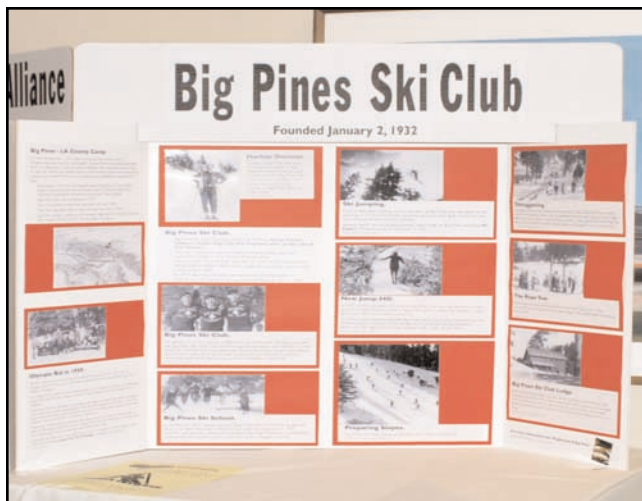
Yosemite Winter Club history by C. Ohl.



Eastern Sierra Ski Club history by C. Ohl.



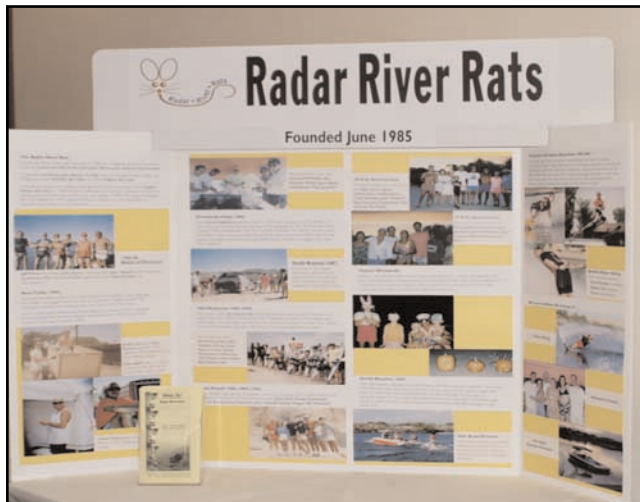
Big Pines Ski Club history by C. Ohl.



Pacific Rim Alliance history by C. Ohl.



Radar River Rats history by C. Ohl.



Edelweiss Ski Club History by John James.



Snowshoe Thompson Mail Route Reenactment by C. Ohl.



Hans Georg Awardees.



Terry Smith Awardees.



Record number of past awardees present for photos

Elizabeth 'Schatzi' Wood Awardees.



Jimmie Heuga & Awardees.



J. Stanley Mullin Awardees.

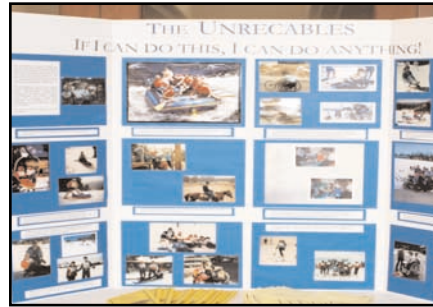


There were many amazing displays of history by the Far West Ski Clubs and Councils.

Long Beach, Los Angeles.



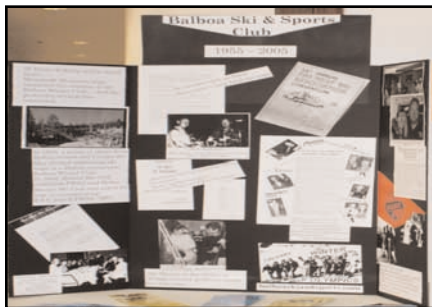
Unrecables, Los Angeles.



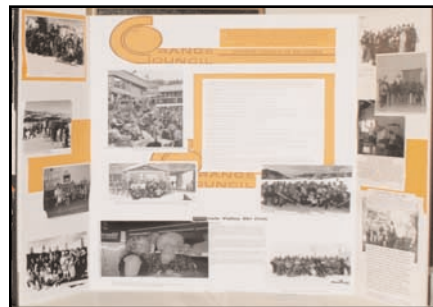
Mountain High, Northwest.



Balboa, Orange.



Orange Council.



Bergfreunde, Northwest.



Skiyente, Northwest.



Sequoia, Central.



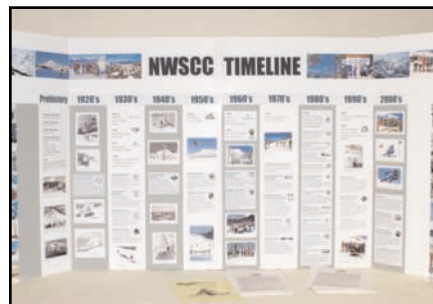
Auslich, Los Angeles.



Buckhorn, Los Angeles.



Northwest Council.



Singles, Los Angeles.



Many of these boards were donated to the California Ski Library.

Phoenix, Arizona.



Modesto, Bay Area.



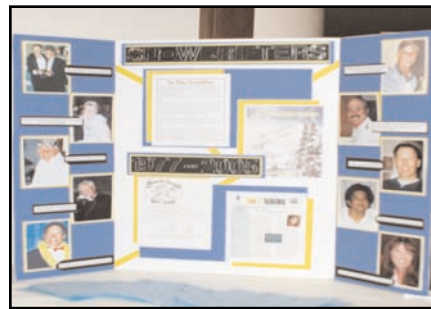
Tri Valley, Los Angeles.



Convair / Don Diego, San Diego.



North Island, San Diego.



Torrey Pines, San Diego.



Grindelwald, Los Angeles.



Aerospace, Los Angeles.



Displays in foyer.



Bota Baggers, Bay Area.



Conejo, Los Angeles.



More displays in the foyer.



Ski Industry also got into the spirit and presented their ski history as well.

Big White Ski Resort, BC.



Alta / Snowbird, Utah.



Snow Summit, California.



Jimmie Heuga Center for MS.



Telluride, CO.



Red Mountain, BC.



Steamboat, CO.



Steamboat, CO.



20th Mountain Division.



International Skiing History Association.



California Handicapped Skiers.



Western Lost Ski Ares Project.

