

# Far West News *Flash*

MAY 2021

## Far West Ski Association

**FAR WEST CONVENTION – DATES ARE NOW OCTOBER 7-10, 2021:** The San Diego Council of Ski Clubs is busy, busy with plans for the *88<sup>th</sup> Annual Far West Convention*. Please put these dates on your calendars **NOW!** We want to see you all in San Diego October 7-10, 2021 for some outstanding Snowsports Leadership sessions on Travel and Diversity & Inclusion; informative Public Affairs Sessions on Climate Change; as well as a great Silent Auction and Trade Show, and many fun Optional Activities including: biking on Coronado, Sailing in San Diego Harbor, golfing, a Trolley ride in Oldtown San Diego, kayaking and paddle boarding and an Oktoberfest-themed Pub Crawl. Room reservations **ARE AVAILABLE NOW** at: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1616103971646&key=GRP&app=resvlinko>

**NEWS ON “REAL” ID:** The Department of Homeland Security has postponed the Real ID deadline from October 1, 2021 to May 3, 2023. You now have an additional 18 months to apply for and receive your Real ID, which will be necessary for all future travel. I have mine. How about you?

**CDC HAS NEW DATA ON MASKS VS. NO MASKS:** As of May 6<sup>th</sup>, the CDC is now saying that with current data, showing the 95% efficiency of the Covid vaccination, **IF you have received at least ONE Covid vaccine**, it is okay to NOT wear masks whether you are outdoors or indoors. Of course, this has caused much confusion and controversy. Many states have lifted their mask requirements, as have many businesses. The BEST thing to do, is have one on hand, in case the business you are stepping into still requires them. Otherwise, you are free to run about without one. The choice is yours. Whatever your decision, stay safe!

**ISHA SEEKING EXECUTIVE DIRECTOR:** The International Skiing History Association ([skiinghistory.org](http://skiinghistory.org)) has asked that we help get the word out about their need for a new Executive Director. They are the nonprofit publisher of *Skiing History* magazine, seeking an executive director to supervise marketing, fundraising, event production and customer service operations. This person will manage a small staff of independent contractors, and report to the ISHA president as representative of the Board. Experience in nonprofit and ski-related organizations desired. Skills: Organizational development and budgeting, writing, e-commerce and database operations. Essential: Collegial temperament. You will work with donors, sponsors, Board members, subscribers and the public. Reply with resume to [seth@skiinghistory.org](mailto:seth@skiinghistory.org).

**ALTERRA PLANS MILLIONS OF CAPITAL IMPROVEMENTS:** The Alterra Mountain Company plans to invest \$207 million in capital improvements, including \$111 million in resort projects at Steamboat, Deer Valley, Squaw Valley Alpine Meadows, and Mammoth Mountain; \$31 million in enterprise technology systems; and \$65 million in resort maintenance and planning. Pending local government review and approval, *Deer Valley* plans include: Snow Park Lodge and base area to undergo a complete revision, providing additional accommodations and skier services, new contemporary food and beverage and après options, and an additional ski beach. *Squaw Valley Alpine:* The highly anticipated Base-to-Base Gondola (B2B) will begin construction this summer. It will provide a connection between the Squaw Valley and Alpine Meadows bases—currently a seven-mile drive. *Mammoth Mountain:* The multi-year Main Lodge redevelopment will create the “Base Camp to the Eastern Sierra,” with a new ski beach, state-of-the-art services, Adventure Concierge Center, an array of boutique dining and retail experiences, luxury lodging and a variety of residential ownership options, complete with club amenities and programming. This plan is in the permitting phase and scheduled to begin construction in spring 2023. *Steamboat* will begin a three-year, \$135 million base area redevelopment and on-mountain terrain expansion. Steamboat’s Gondola Square will be transformed into a multi-use plaza

with additional dining and après, retail, entertainment, and year-round gathering places. A reimagined guest arrival experience will eliminate cumbersome stairs and provide easy access to the mountain. On-mountain improvements slated for the 2021-22 season—pending additional approvals—include an additional 650 acres of advanced/expert skiable terrain in Pioneer Ridge. Guest enhancement amenities are expected to be completed by the start of the 2022-23 winter season.

**ALTERRA FORMS COMMUNITY FOUNDATION:** Alterra Mountain Company has established a new public charity, the *Alterra Mountain Company Community Foundation*. The Community Foundation will provide financial support to members of the North American communities in which Alterra operates. The foundation will focus initially on granting emergency relief and hardship assistance to those in need due of unforeseen circumstances, such as the Covid-19 pandemic, natural disasters, crime, illness or death, and other emergency hardships. Individuals and companies in the U.S. and Canada are eligible to apply.

**SKI INDUSTRY GOT YOUNGER, MORE DIVERSE DURING COVID-19:** According to a study released by the *Outdoor Industries Association* on March 31, new participants in outdoor sports in 2020 averaged 45 years of age, compared to 54 in 2019. They also were more racially diverse, with 34% being nonwhite compared to 29% a year earlier. The study did not differentiate between downhill skiing and snowboarding, but rather included skiing of all types, as well as snowshoeing.

**SNOWBASIN AND SALOMON PARTNER ON “LEARN-TO PROGRAM:** Snowbasin Resort and Salomon are partnering in a program in which Salomon will provide Snowbasin with equipment for rentals and lessons. The partnership between the two northern Utah-based companies will add a community access point for Snowbasin guests and boost offerings of Snowbasin's “Learn & Earn” program, providing a more accessible and affordable learning experience for first-time skiers and snowboarders. Through the partnership, Snowbasin will offer an entirely new demo fleet of Salomon skis and snowboards for rentals and lessons. Salomon will also provide an assortment of discounts to Learn & Earn participants on apparel and gear including: 20% one-time discount on any in-stock Salomon products at the Amer Sports Factory Outlet store when picking up or fitting gear; 10% discount on any in-stock Salomon products at the AMER Sports Factory Outlet store; and 30% one-time use discount code for Learn & Earn program graduates on [Salomon.com](https://www.salomon.com).

## FAR WEST CONVENTION

**FAR WEST RECOGNITION AWARDS FOR 2021:** The deadline for submissions for Recognition Awards is **July 18, 2021**. Names and email addresses are provided to send your nominee and info, as well as a description of each award below:

- Council's Man & Woman of the Year ([Sheri Parshall, cougskier@aol.com](mailto:Sheri.Parshall.cougskier@aol.com))
  - Sponsored by Big White Ski Resort, Canada
- Western Ski Heritage Prize ([Fran Long, fancat87@gmail.com](mailto:Fran.Long.fancat87@gmail.com))
  - Sponsored by Steamboat Ski Resort, Colorado
- Richard Lubin Safety Person of the Year ([Fran Long](mailto:Fran.Long)) & ([Kat Severin](mailto:Kat.Severin)): [safety@fwsa.org](mailto:safety@fwsa.org)
  - Sponsored by Mammoth Mountain Ski Area, California
- Environment ([Fran Long, vppublicaffairs@fwsa.org](mailto:Fran.Long.vppublicaffairs@fwsa.org))
  - Sponsored by Aspen/Snowmass, The Gant, Crestwood Condominiums
- Charity & Community Service ([Sigrid Noack, charities@fwsa.org](mailto:Sigrid.Noack.charities@fwsa.org))
- Club/Council History Recognition ([John Watson, history@fwsa.org](mailto:John.Watson.history@fwsa.org))
- Historic Ski Club ([John Watson, history@fwsa.org](mailto:John.Watson.history@fwsa.org))

**FAR WEST RICHARD LUBIN SAFETY PERSON OF THE YEAR AWARD:** Sponsored by Mammoth Mountain, this annual award honors the person who has done the most to promote safety consciousness within the association. This can be done in a variety of ways including safety articles, on mountain activities, presentations, public speaking, working ski patrol, creating posters or banners, and many other activities. The

winner receives a 5-day ski/board package to Mammoth Mountain for two that includes: 5 nights lodging, 4-day lift ticket, and 4 days of rentals.

**FAR WEST WESTERN SKI HERITAGE AWARD:** Sponsored by Steamboat Ski & Resort Corp., the aim of this award is to raise the awareness of the contributions made by individuals or groups to all aspects of snowsports – competitive as well as recreational. It is also to convey the positive role snowsports has had in its contributions to the communities in the West. It recognizes outstanding effort in the area of snowsports history to find, preserve, document and share the history of snowsports in the West. The winner receives a 5-day ski/board package to Steamboat for two: 5 nights lodging, 5 days skiing, 5 day rentals, a lesson, a tour, and lunch.

**FAR WEST ENVIRONMENT AWARD:** Sponsored by Aspen Snowmass, this award is designed to encourage good stewardship of our environment, to inspire and reward creative efforts to conserve and protect our environment. This award should recognize actions that made a difference. For example: Volunteering at the community level, particularly in some leadership role; Organizing environmentally oriented events for the club or council; Writing a series of columns regarding environmental conservation, education or protection in your club newsletter. The winner receives a 5-day ski/board package to Aspen/Snowmass for two: 5 nights lodging split between Aspen & Snowmass, 5 day lift ticket, and 5 days of rentals, a day group lesson.

**FAR WEST CHARITIES PROGRAM:** The 2021 Charity Recognition Program is off and running! Hopefully our FWSA councils and clubs have been able to organize some charitable activities during the very challenging year of Covid 19. Thank you for your efforts, and we hope that you will participate in this year's Charity Recognition Program, so that we can include your club or council in showcasing all the FWSA Charity activities. At Convention this October in San Diego, we are combining the 2020 & 2021 years of charitable work into a video presentation.

\*\*\*\*WHAT TO DO TO PARTICIPATE: Please send 1-2 pages of basic club info, some high quality/original photos, including your logo and maybe logos of your charitable organizations. Please contact Sigrid with any questions and send your charity information on or hopefully before July 18<sup>th</sup> to Sigrid at [charities@fwsa.org](mailto:charities@fwsa.org).

## **FAR WEST ELECTIONS**

**FAR WEST OFFICER ELECTIONS 2021:** The Far West Ski Association Annual Meeting & Convention will be held October 7-10, 2021, in San Diego, CA. Voting for FWSA Officer and Trustees will occur on Sunday, October 10. ALL Board positions are up for election. Listed below are names of those who have committed to run at this time. We will continue to add names as they come in.

### **Officers – 1-year terms:**

- President - Gloria Raminha (incumbent)
- Secretary
- Treasurer – Randy Lew (incumbent)

### **Carryovers from 2020 –**

#### **1-year term remaining:**

- Trustee (2 positions) - Linda Westlund (incumbent), Tucker Hoffman
- VP Communications - Joe Harvis (incumbent)
- VP International Travel – Debbie Stewart (incumbent)
- VP Marketing - Debbi Kor (incumbent)
- VP Membership

#### **Positions open for 2-year terms:**

- Trustee (2 positions) - Tom Bundgard (incumbent), Sheri Parshall
- VP Council Services - Chris Gill (incumbent)
- VP North American Travel – Nancy Ellis (incumbent)

- VP Public Affairs

If you have an interest in serving as an Officer or Trustee, please contact Steve Coxen at [pastpresident@fwsa.org](mailto:pastpresident@fwsa.org) or phone (503) 679-9022. For a copy of FWSA Qualifications for the positions of President, Treasurer, Trustee, VP of International Travel, and VP of North American Travel, please contact Steve Coxen. All candidates must be members in good standing of clubs affiliated with FWSA or a direct member of FWSA. Qualified nominees for any of the open positions will be accepted up to the date and time of the elections.

FWSA By-Laws, Job Descriptions and the Operations Manual are available on the FWSA website at [www.fwsa.org](http://www.fwsa.org). Click on the "About" tab, then click on the "Governance" tab. For information or advice on running for any FWSA office contact a member of the FWSA Nominating Committee:

- Steve Coxen, Nominations Committee Chair, [pastpresident@fwsa.org](mailto:pastpresident@fwsa.org)
- Todd Hood, Succession Planning Committee Chair, [successionplanning@fwsa.org](mailto:successionplanning@fwsa.org)

## FAR WEST TRAVEL

**FAR WEST 2021 DIVE TRIP:** *Limited Number of spots still available!* The 2021 Dive Trip will be October 9-16, 2021 to the wonderful *Anthony's Key Resort* in *Roatan, Honduras*. We have great pricing for their top-of-the-line Key Deluxe lodging, meals, and 6 days of 3 tank boat dives. *We currently have both a single man and a single woman looking for roommates.* Only a few rooms left!! The registration forms and additional information are available on the website or contacting Randy Lew at [divetrips@fwsa.org](mailto:divetrips@fwsa.org)

**FWSA SKI WEEK 2022:** *Aspen/Snowmass Resort* will be the destination, **January 29 – February 5, 2022** for the annual Far West Ski Week. We will be staying in Snowmass Resort and participants have a choice of ski in/ski out lodging or units a short walk to the ski hill. The Snowmass base area has many new restaurants, lodging, and activities such as a climbing wall and ice rink. The *Alpine "Breath-taker" Mountain Coaster* now traverses the mountain slopes. Put the dates of this trip on your calendar and watch for sign up information to be available in the near future.

**FWSA INTERNATIONAL SKI WEEK:** *Solden, Austria* will be the setting for the 2022 International Ski Week. Dates are set, leaving the US on February 25<sup>th</sup>, with Ski Week dates: **February 26 - March 5<sup>th</sup>**. There is an extension to the *Black Forest*, **March 5-11, 2022**. For more information, contact Debbie Stewart, VP of International Travel: [fwsaintltravel@prodigy.net](mailto:fwsaintltravel@prodigy.net).

**FWSA MINI SKI WEEK:** The *Zermatt Utah Resort* Mini Trip has now been set for **March 20 - 25, 2022**. Participants will have the option to ski/ride *Deer Valley, Park City, and Sundance Resorts*. Contact Gloria Raminha, Trip Leader: [garski2011@gmail.com](mailto:garski2011@gmail.com); 661-800-8229. Stay tuned for further Information.

**FWSA INSIDE PASSAGE CRUISE 2022:** There's still plenty of time to sign up for the *Denali Tour and Alaska Cruise*. Participants can sign up for the *Denali Tour*, **June 21 - 25** or *Alaska Inside Passage Cruise*, **June 25 - July 2, 2022**, or for the combined two trips. The Denali Trip starts with two days in Fairbanks, AK, followed by two days in Denali, and ends in Anchorage for those doing this portion only. The Inside passage Alaska Cruise starts in Whittier and travels southward with stops in Skagway, Juneau, and Ketchikan before docking in Vancouver, BC. Trip information and registration available on the FWSA.org website or contact Nancy Ellis, VP North American Travel, [fwsatravelnancy@sbcglobal.net](mailto:fwsatravelnancy@sbcglobal.net); (530) 414-8261.

**FWSA INTERNATIONAL "ADVENTURE TRIP":** The Trip to Croatia has now been set for **September 2 – September 11, 2022**. Departure date from the U.S. will be September 1<sup>st</sup>. For further information, contact Debbie Stewart, VP of International Travel: [fwsaintltravel@prodigy.net](mailto:fwsaintltravel@prodigy.net).

## FAR WEST COUNCILS

**INTERMOUNTAIN SKI COUNCIL:** The *Blackhills Ski Club* of South Dakota had an enjoyable ski season. We had a ski season wishing for snow but the après after a day of snow playing was well worth the time. The club board of directors have been meeting monthly for a few months now. We tentatively are planning club hiking/biking and canoe/kayaking during the spring, summer and fall months. We don't have any activities on specific dates right now, but the wheels are turning, and we all are looking forward to having club meetings and activities. We are putting together a club meeting for mid-May. Our meetings and activities will be more of a social gathering for us to reconnect. The get-together at *Lava Hot Springs* this summer, our vote is for August 6-8. Reason being is that's during the Sturgis Motorcycle Rally and some of us like to escape the rally crowd, which pretty much takes over the entire black hills area. Let me know what ISC board decides, and I'll put it out there for our members to make their reservations.

## FAR WEST FOUNDATION

**FAR WEST FOUNDATION SEEKS DONATIONS:** The overarching objective of the Far West Ski Foundation (FWSF) is to sustain snowsport to ensure that the inspirational experiences of snowsport will remain for future generations. The snowsport umbrella includes training and competition in alpine disciplines, cross country skiing, jumping, and snowboarding. Snowsport also includes enabling the disabled as well as research and educational programs.

The Foundation makes long term investments to meet its objective and mission areas by raising funds from individuals and organizations. It then grants funds to those recipient organizations that conduct programs in the Foundation's several mission areas. This is where we need YOUR help to continue our mission of giving to these worthwhile causes. We sustain snowsports, including support to the training of athletes in national and international competitions, and may include support to safety programs, and support to under-recognized snowsports. This may include recognition programs for services that support the snowsport community.

Please consider supporting our efforts by donating whatever you can. We appreciate the support received from our many friends throughout the Far West Ski Association, it's member councils, clubs and yes, its individual members like you. Donations can be made via check or credit card using PayPal directly through our website, [www.farwestskifoundation.org](http://www.farwestskifoundation.org). Contact John Reinhardt, [treasurer@farwestskifoundation.org](mailto:treasurer@farwestskifoundation.org) to donate or for more information.

**In addition to that:** The Far West Ski Foundation needs an experienced grant writer to volunteer to help the foundation search out and apply for any and all grants available to aid our efforts to continue to our support snowsport mission. If you are someone with this background or know of someone who is, please contact FWSF president, John Watson, [president@farwestskifoundation.org](mailto:president@farwestskifoundation.org) soonest.

*stay safe! stay healthy!*