



# 88<sup>th</sup> Annual FWSA Convention 2021

Oct. 7-10, 2021, San Diego Marriott Mission Valley, CA



## SILENT AUCTION & TRAVEL EXPO INVITATION

Dear Owner / Marketing Director,

On behalf of the **Far West Ski Association**, we would like to invite your company to participate in our 88th Annual FWSA Convention, October 7 - 10, 2021, in San Diego, CA.

Convention activities include our 35th Annual Silent Auction & Snowsports Trade Show, our 18th Annual Travel Expo, optional events, awards banquet, and sponsorship opportunities. The Silent Auction is open to the public.

### **Silent Auction & Trade Show** Friday evening, October 8, 6:30 – 10:00 pm

To reserve booth space for the Silent Auction and participation in the Travel Expo, your company will donate a package(s) to be auctioned off at our Silent Auction. Packages may be a single donation, or up to three (3) individual packages, totaling \$1,400 in value. A portion of the proceeds from Silent Auction will benefit the United States Adaptive Recreation Center, Big Bear.

As a participant in the Silent Auction & Travel Expo, your company will receive two (2) complimentary registration packets, which includes the Saturday continental breakfast, luncheon, and social events.

Industry participants receive publicity through the FWSA website and publications, council and ski club newsletters. You can register, pay online, and upload all forms and certificates beginning June 20th. You'll receive an email with the link and instructions 3-5 days before then. To participate in this year's programs, please complete the enclosed Donation Form and return with your donation certificates by August 15, 2021. An early response will result in more extensive publicity through our publications, promotions and direct contact with all our clubs and councils.

**Deadline to reserve booth space is August 15, 2021.** Donation Forms received after this date will be accepted on a space available basis.

### **Travel Expo** Saturday morning, October 9, 8:30 – 10:25 am

The 18th Annual Travel Expo provides an opportunity for industry to meet Convention delegates in person, in a pre-scheduled format. Appointments will be scheduled on Friday night during the Silent Auction and early Saturday morning before the Travel Expo. Convention delegates are the leaders and decision-makers of their ski clubs who gather information to plan their future ski trips and adventure travel. WE ARE PLEASED TO ANNOUNCE THE TRAVEL EXPO WILL BE CONDUCTED THIS YEAR WITH NO OPPOSING EVENTS!!!

### **Sponsorship Opportunities**

Sponsorship Opportunities are available for Convention activities and events. Please see the attached Sponsorship Opportunities flyer.

We look forward to your participation in our Convention programs. Additional information about FWSA can be found at [www.fwsa.org](http://www.fwsa.org). As a nonprofit organization FWSA appreciates your support in our efforts to provide valuable programs for our membership and the snowsports industry through our various endeavors.

### **Lodging**

## **San Diego Marriott Mission Valley**

8757 Rio San Diego Dr,  
San Diego, CA 92108

**Reservations:** [Click here](#)

or copy and paste this text:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1616103971646&key=GRP>

or

call **800-228-9290**,  
Group Name: **Far West Ski Association.**

**Room Rates per night plus tax**  
single or double occupancy —  
**\$159 per night**

### **Lodging Registration Deadline**

September 10, 2021.

### **Transportation**

- Fly into San Diego International Airport (SAN).
- 8 miles to Hotel by taxi, bus, or Express Shuttle Service.
- The hotel doesn't provide a shuttle service.

### **Information**

For more information, contact:

Teri Allard  
Silent Auction Coordinator  
909-234-2267

[silentauction@fwsa.org](mailto:silentauction@fwsa.org)

M.J. Lau  
Travel Expo Manager  
619-840-3364  
[mjking@san.rr.com](mailto:mjking@san.rr.com)



# 88<sup>th</sup> Annual FWSA Convention 2021

October 7 - 10, 2021, San Diego Marriott Mission Valley

8757 Rio San Diego Dr, San Diego, CA

## SILENT AUCTION & TRAVEL EXPO DONATIONS FORM

**Due Before August 15, 2021**



I would like to participate in the 2021 FWSA Silent Auction & Travel Expo.

- **Silent Auction:** Friday, October 8, 6:30pm -- 10:00pm
- **Travel Expo:** Saturday, October 9, 8:30am – 10:25am

I require Wi-Fi on  Friday  Saturday

### Donations

Be sure to list company names(s) to be credited with each donation.

(1) **Donation Package** \_\_\_\_\_

\_\_\_\_\_

(2) **Donation Package** \_\_\_\_\_

\_\_\_\_\_

(3) **Donation Package** \_\_\_\_\_

\_\_\_\_\_

(Optional) **Travel Expo Door Prize Donation** \_\_\_\_\_

\_\_\_\_\_

### Company Information

(1) **Company** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_ Phone \_\_\_\_\_

Signature \_\_\_\_\_ Print Name \_\_\_\_\_

(2) **Company** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

### Certificates

- Certificates are enclosed.
- Certificates will be sent before August 15, 2021.

### Exhibit Space

Exhibit space, 8'x10' with one table and two chairs, is reserved by donating \$1,400 in value of ski/travel /hardgood package(s).

### Donation Values

(1) **Donation Value**     \$ \_\_\_\_\_

(2) **Donation Value**     \$ \_\_\_\_\_

(3) **Donation Value**     \$ \_\_\_\_\_

**Total Value**             \$ \_\_\_\_\_

**The total value of the combined donations must be a minimum of \$1,400.**

**Please return this Completed Form to the Far West Ski Association before August 15, 2021 at:**

Far West Ski Association  
3021 NE 72<sup>nd</sup> Dr., Suite #9, Box #207  
Vancouver, WA 98661

### Information

- **Teri Allard**  
Silent Auction Coordinator  
909-234-2267  
[silentauction@fwsa.org](mailto:silentauction@fwsa.org)
- **Debbi Kor**  
FWSA Convention Chairperson  
503-314-7078  
[fwsadebbi@comcast.net](mailto:fwsadebbi@comcast.net)

"The Voice of the Western Skier"



# 88<sup>th</sup> Annual Far West Ski Association Convention

October 7 - 10, 2021

at the  
San Diego Marriott Mission Valley

Hosted by the *San Diego Council of Ski Clubs*



## San Diego Marriott Mission Valley

8757 Rio San Diego Dr, San Diego, CA 92108

[Book your group rate for Far West Ski Association](#) or call **800-228-9290**, Group Name: **Far West Ski Association**.  
**Room Rates per night plus tax** single or double occupancy — **\$159** per night. **Room Rates apply October 2 - 14, 2021**.  
**Room Registration Deadline** September 10, 2021.

## Hotel Features

- Located a block from the San Diego River, near I-8 and I-805
- Stunning views and private balconies
- Heated outdoor Pool and whirlpool spa
- Private pool cabanas, a full bar and restaurant
- Restaurant & Lounge • Extensive concierge services
- Full-service business center, and notary public
- Fitness Center and jogging trail

## Transportation

- Fly into San Diego International Airport (SAN)
- 8 miles to Hotel by taxi, bus, or Express Shuttle Service
- The hotel doesn't provide a shuttle service.

## Convention Highlights

- Silent Auction & Trade Show
- Travel Expo
- Snowsports Leadership Academy
- Public Affairs Panels
- Celebrity Speakers
- Saturday Awards Banquet
- FWSA General Meeting & Elections

## Optional Activities

- **Wednesday**
  - An Evening on Coronado Island
- **Thursday**
  - Sail around the San Diego Harbor
  - Bike Ride by the Beach
  - Taste of San Diego Pub Crawl
- **Friday**
  - 14th Annual Michael German Memorial Golf Tournament at Riverwalk Golf Course
  - Trolley tour La Jolla /Mt. Soledad Memorial
  - Aqua Adventures

[www.fwsa.org](http://www.fwsa.org)

Debbi Kor  
FWSA Convention Chairperson  
[fwsadebbi@comcast.net](mailto:fwsadebbi@comcast.net)  
503-314-7078

Teri Allard  
Silent Auction Coordinator  
[silentauction@fwsa.org](mailto:silentauction@fwsa.org)  
909-234-2267

Chris Gill & Barbara Blasé  
Host Council Coordinators  
[hostconventionchair@fwsa.org](mailto:hostconventionchair@fwsa.org)  
858-382-1457

A portion of the Silent Auction proceeds will benefit the US Adaptive Recreation Center Big Bear Co.



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## INDUSTRY REGISTRATION FORM

Due before September 10, 2021

We would like to participate in the 2021 FWSA Silent Auction & Travel Expo. Exhibit space, 8'x10' with one table and two chairs, is reserved by donating \$1,400 in value of ski/travel/hard goods package(s). **Donation Form is due no later than August 15, 2021.**

(2) Two complimentary registration packets are provided for each booth. Registration packets contain coupons for Convention activities, Saturday continental breakfast and luncheon. Should you wish to attend the Saturday Evening Awards Banquet, there is a charge of \$50 per person.

IF MORE THAN 2 representatives are attending the Convention, their charge is \$37 per person for lunch and \$65 for the awards banquet.

**Make check payable to Far West Ski Association and send to:**

Far West Ski Association  
3021 NE 72nd Dr., Suite 9, Box #207  
Vancouver, WA 98661

**Information**

- **Debbi Kor** VP Marketing/  
Sponsorship and Convention Chair  
503-314-7078  
[fwsadebbi@comcast.net](mailto:fwsadebbi@comcast.net)
- [www.fwsa.org](http://www.fwsa.org)

Registration Form & Payment is due before **September 10, 2021.**

*Banquet includes Reception, Dinner, Ski Celebrities, Far West Service Awards, Industry Awards & Recognition, some Club & Council Awards and Dancing.*

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_ Phone \_\_\_\_\_

**Exhibit Booth Wi-Fi Required**  Friday  Saturday

**Electricity** (\$45) \$45 \_\_\_\_\_

**Banner to be Hung** (\$45) No cost to sponsor \$45 \_\_\_\_\_

**(1) Name** \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Mobile Phone \_\_\_\_\_

**MEALS** - Attending  Sat. Lunch (incl.)  Sat. Banquet (\$50) \_\_\_\_\_

Dietary requirements  Vegan  Vegetarian  Gluten free

**ACTIVITIES**

**Thurs:**  Harbor Cruise (\$63)  Bike ride(\$37)  Pub Crawl (\$69) \_\_\_\_\_

**Friday:**  Golf (\$112)  Club rental (\$45)  Left  Right handed \_\_\_\_\_

Handicap \_\_\_ or  Novice or Last 3 scores \_\_, \_\_, \_\_,  Need transport.

Old Town Trolley Tour (\$38) \_\_\_\_\_

Aqua Adventure - Paddle boarding, kayaking, hydro-biking (\$45) \_\_\_\_\_

**(2) Name** \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Mobile Phone \_\_\_\_\_

**MEALS** - Attending  Sat. Lunch (incl.)  Sat. Banquet (\$50) \_\_\_\_\_

Dietary requirements  Vegan  Vegetarian  Gluten free

**ACTIVITIES**

**Thurs:**  Harbor Cruise (\$63)  Bike ride(\$37)  Pub Crawl (\$69) \_\_\_\_\_

**Friday:**  Golf (\$112)  Club rental (\$45)  Left  Right handed \_\_\_\_\_

Handicap \_\_\_ or  Novice or Last 3 scores \_\_, \_\_, \_\_,  Need transport.

Old Town Trolley Tour (\$38) \_\_\_\_\_

Aqua Adventure - Paddle boarding, kayaking, hydro-biking (\$45) \_\_\_\_\_

**(3) Name** \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Mobile Phone \_\_\_\_\_

**MEALS** - Attending  Sat. Lunch (\$37)  Sat. Banquet (\$65) \_\_\_\_\_

Dietary requirements  Vegan  Vegetarian  Gluten free

**ACTIVITIES**

**Thurs:**  Harbor Cruise (\$63)  Bike ride(\$37)  Pub Crawl (\$69) \_\_\_\_\_

**Friday:**  Golf (\$112)  Club rental (\$45)  Left  Right handed \_\_\_\_\_

Handicap \_\_\_ or  Novice or Last 3 scores \_\_, \_\_, \_\_,  Need transport.

Old Town Trolley Tour (\$38) \_\_\_\_\_

Aqua Adventure - Paddle boarding, kayaking, hydro-biking (\$45) \_\_\_\_\_

**GRAND TOTAL** \$ \_\_\_\_\_

# 2021 San Diego FWSA Convention



*Sail into San Diego*



**Join us for an evening of fun, food and friends!**

Thursday, October 7<sup>th</sup> 2021  
from 6 - 10pm

West Lawn at the  
Mission Valley Marriott

*Traditional Bavarian fare will be offered, along with vegetarian options, and ice cream from Scoops La Jolla*

Check out our vegan options!



Prizes will be awarded!  
Most Authentic Oktoberfest Costume  
Best German hat  
Most Creative Oktoberfest Costume



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## OPTIONAL ACTIVITIES



**\$15**

### An Evening on Coronado Island

**Wednesday, October 6, 2021, 5:30 pm – 10:00 pm**

Includes: Trolley ride, Ferry to historic island, shop, dine, relax on beach  
 Leader: Chris Gill: [cmg@san.rr.com](mailto:cmg@san.rr.com); 858-382-1427  
 Note: Shopping and dining is on your own.



**\$63**

### Hornblower Harbor Cruise

**Thursday, October 7, 2021, 9:30 am – 2:30 pm**

Includes: Transportation and lunch  
 Leader: Gunter Schrecker: [gunter@schrecker.com](mailto:gunter@schrecker.com); 760-613-2012  
 Sponsor: TBA



**\$37**

### Island Bike Ride

**Thursday, October 7, 2021, 9:00 am – 2:30 pm**

Includes: Transportation and bottled water; lunch on your own  
 Leader: Debbie & Hobie Schroeder: [debbieschr@aol.com](mailto:debbieschr@aol.com); 858-336-0887  
 Sponsor: TBA



**\$69**

### Pub Crawl

**Thursday, October 7, 2021, 6:00 pm – 10:00 pm**

Includes: 2 entrees + dessert; 3 drinks (coupon book to be provided)  
 Leader: Leah Clark: [leah.clark@ieee.org](mailto:leah.clark@ieee.org); 858-245-5583  
 Sponsor: Steamboat Ski & Resort Corporation



**\$112**

### 14th Annual Michael German Golf Tournament

**Friday, October 8, 2021, 6:00 am – 2:30 pm** at Riverwalk Golf Course

Includes: Transportation, breakfast, lunch and prizes  
 Leader: Barbara Blase: [bblase@cornerstonecommunities.com](mailto:bblase@cornerstonecommunities.com); 858-869-7091  
 Sponsor: Aspen Snowmass & Snowmass Tourism



**\$38**

### Old Town Trolley Tour

**Friday, October 8, 2021, 9:00 am – 12:00 pm**

Includes: Bottled water provided; lunch on your own  
 Leader: Debbie Schroeder: [debbieschr@aol.com](mailto:debbieschr@aol.com); 858-336-0887  
 Sponsor: TBA



**\$45**

### Aqua Adventure - Paddle boarding, kayaking, hydro-biking

**Friday, October 8, 2021, 9:00 am – 3:00 pm**

Includes: Transportation by van; lunch on your own  
 Leader: John Walsh: [johnwalsh37@sbcglobal.net](mailto:johnwalsh37@sbcglobal.net); 415-596-7234  
 Sponsor: Brian Head Resort



Sign up for these Optional Activities by **September 10, 2021** using the **Registration Form** or online at **fwsa.org**.

## VIP GUESTS



**Jon Reveal** is the GM and Director of Skiing at Tamarack Resort, in Idaho. Jon trained in Chamonix, and taught skiing at Courchevel. He is a Mt. Everest Climber (1983), and has appeared in 15 Warren Miller films. Jon, and the new owners, have a lot of plans to make Tamarack a top year-round ski resort again.



**Jesse Park** is the Fire Battalion Chief for Cal Fire. Assigned to Riverside County Fire Department, Jesse spends a lot of his time speaking at various schools about fire safety.

## SPONSORS

**Ski Dazzle.com**  
Ski + Snowboard + Community

**Steamboat**



GROUPSE MOUNTAIN LODGE



ASPEN SNOWMASS



KARBON

THE FIREBRAND HOTEL



## SILENT AUCTION & TRADE SHOW

**FREE and Open to the Public**

- Bid on more than \$85,000 in Snow & Adventure Trips.
- Meet with representatives from the snowsports industry from around the world, locally, regionally.
- FREE Hosted Featured Drink 6:30 PM - 8:00 PM.
- A portion of the Auction Proceeds to benefit the United States Adaptive Recreation Center, Big Bear.

## SCHEDULE HIGHLIGHTS

### Wednesday, October 6, 2021

An Evening on Coronado Island 5:30 pm - 10:00 pm

### Thursday, October 7, 2021

Island bike ride 9:00 am - 2:30 pm  
Harbor Cruise 9:30 am - 2:30 pm  
Pub Crawl 6:00 pm - 10:00 pm

### Friday, October 8, 2021

Michael German Golf Tournament 6:00 am - 2:30 pm  
Old Town Trolley Tour 9:00 am - 12:00 pm  
Aqua Adventure 9:00 am - 3:00 pm  
Pool Party 3:00 pm - 4:00 pm  
Club Happy Hour 5:30 PM - 6:30 PM  
**Silent Auction & Trade Show** 6:30 PM - 10:30 PM

### Saturday, October 9, 2021

Continental Breakfast Buffet 7:00 AM - 8:00 AM  
Far West Opening Meeting 8:00 AM - 8:30 AM  
**Travel Expo** 8:45 AM - 10:25 AM  
**Snowsports Leadership Academy** 10:45 AM - 12:15 PM  
- "Strategic Travel Planning"  
Far West Racing Seminar 10:45 AM - 12:15 PM  
Public Affairs Panel 10:45 AM - 12:15 PM  
Awards Luncheon 12:30 PM - 1:30 PM  
Keynote Speaker Presentation 1:30 PM - 2:30 PM  
**Snowsports Leadership Academy** 2:40 PM - 4:00 PM  
- "Race to the Finish: JEDI on and off the Slopes"  
Public Affairs Panel 2:40 PM - 4:00 PM  
Council Caucus 4:15 PM - 5:30 PM  
Reception (No Host) 6:30 PM - 7:00 PM  
Awards Banquet & Dance 7:00 PM - 11:00 PM

### Sunday, October 10, 2021

Far West Meeting & Elections 8:30 AM - 10:30 PM  
Delegate Brunch 10:30 AM - 11:30 AM  
Far West Meeting Continued 11:30 AM - 1:00 PM  
Far West Board of Directors Mtg. 1:15 PM - 2:15 PM

## Far West Ski Association 88<sup>th</sup> Annual Convention

San Diego Marriott Mission Valley, CA

October 7 - 10, 2021



*Hosted by the San Diego Council of Ski Clubs  
Located in warm and sunny Southern California,  
just minutes from the San Diego International  
Airport, and near all of San Diego's attractions.*

## REGISTRATION PACKAGE

### Important Deadline Information

- Before September 10, Registration Fee is \$175 with Special Hotel Pricing guaranteed
- September 10<sup>th</sup> - 20<sup>th</sup> Registration Fee is \$185
- September 20<sup>th</sup> Room Block will be released—the group rate will no longer be available
- After September 20<sup>th</sup> Registration Fee is \$195

## CONTACT

- **Jean McCassey** Convention Registrar  
[Jlmccassey@yahoo.com](mailto:Jlmccassey@yahoo.com)  
or 858-560-8722
- **Debbi Kor** FWSA Convention Chair  
[fwsadebbi@comcast.net](mailto:fwsadebbi@comcast.net)  
or 503-314-7078
- **Teri Allard**, Silent Auction Chair  
[silentauction@fwsa.org](mailto:silentauction@fwsa.org)  
or 909-234-2267



- Visit [fwsa.org](http://fwsa.org)



## CONVENTION LODGING

### San Diego Marriott Mission Valley

8757 Rio San Diego Dr, San Diego, CA 92108.

#### **Book your group rate for Far West Ski Association**

or call 800-228-9290,

Group Name: Far West Ski Association

Room Rates per night plus tax single or double occupancy — \$159

Room Registration Deadline September 10, 2021.

### Hotel Features

- Located a block from the San Diego River, near I-8 and I-805
- Stunning views and private balconies
- Heated outdoor Pool and whirlpool spa
- Private pool cabanas, a full bar and restaurant
- Restaurant & Lounge
- Extensive concierge services
- Full-service business center, and notary public
- Fitness Center and jogging trail

### Transportation

- Fly into San Diego International Airport (SAN)
- 8 miles to Hotel by taxi, bus, or Express Shuttle Service
- The hotel doesn't provide a shuttle service.

## CONVENTION PACKAGE

Registration Fee is \$175 before September 10, \$185 until Sept. 20; \$195 thereafter.

- **Friday** Pool Party, Silent Auction & Trade Show
- **Saturday** Continental Breakfast, General Meeting, Travel Expo, Awards Luncheon, Keynote Speaker Presentation, Snowsports Leadership Academy, Public Affairs Panel, Cocktail Reception, Awards Banquet and Dance
- **Sunday** Eye Opener, Buffet Brunch, Far West General Meeting and Elections

## ECONOMIC INCENTIVE

Clubs that have six Full Package delegates (voting or non voting) paid by the Sept. 10, 2021 Registration deadline will receive a rebate for one registration after the Convention. All six delegates must attend the convention. One rebate per club.

## OPTIONAL ACTIVITIES

### Evening on Coronado Island \$15

Wed., Oct. 6, 2021, 5:30 PM–10:00 PM

Includes: Trolley ride, Ferry to historic island, shop, dine,  
Leader: Chris Gill: [cmg@san.rr.com](mailto:cmg@san.rr.com); 858-382-1427

### Hornblower Harbor Cruise \$63

Thur., Oct. 7, 2021, 9:30 AM–2:30 PM

Includes: Transportation and lunch  
Leader: Gunter Schrecker: [gunter@schrecker.com](mailto:gunter@schrecker.com);  
760-613-2012

### Island Bike Ride \$37

Thur., Oct. 7, 2021, 9:00 AM–2:30 PM

Includes: Transportation and bottled water  
Leader: Debbie & Hobie Schroeder:  
[debbieschr@aol.com](mailto:debbieschr@aol.com); 858-336-0887

### Pub Crawl \$69

Thur., Oct. 7, 2021, 6:00 PM–10:00 PM

Includes: 2 entrees + dessert; 3 drinks  
Leader: Leah Clark: [leah.clark@ieee.org](mailto:leah.clark@ieee.org); 858-245-5583  
Sponsor: **Steamboat Ski & Resort Corp.**

### 14th Michael German Golf Tournament \$112

Fri., Oct. 8, 2021, 6:00 AM–2:30 PM

Includes: Transportation, breakfast, lunch & prizes  
Leader: Barbara Blasé: 858-869-7091;  
[bblase@cornerstonecommunities.com](mailto:bblase@cornerstonecommunities.com);  
Sponsor: **Aspen Snowmass & Snowmass Tourism**

### Old Town Trolley Tour \$38

Fri., Oct. 8, 2021, 9:00 AM–12:00 PM

Includes: Bottled water provided; lunch on your own  
Leader: Debbie Schroeder: [debbieschr@aol.com](mailto:debbieschr@aol.com);  
858-336-0887  
Sponsor: **TBA**

### Aqua Adventure - paddleboard, kayak, hydrobike \$45

Fri., Oct. 8, 2021, 9:00 AM–3:00 PM

Includes: Transportation by van; lunch on your own  
Leader: John Walsh: [johnwalsh37@sbcglobal.net](mailto:johnwalsh37@sbcglobal.net);  
415-596-7234  
Sponsor: **Brian Head Resort**



San Diego Marriott  
Mission Valley