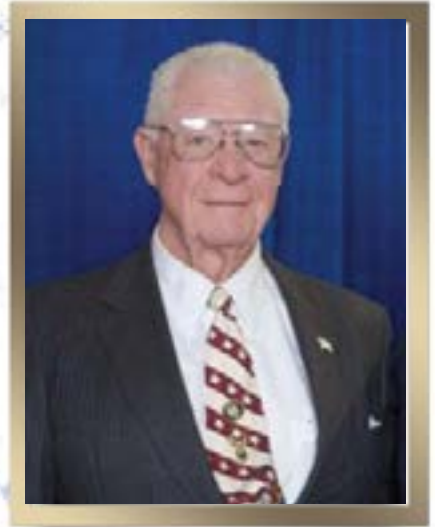


# Snowsports Builder Award

## CHARLES A. MORSE

Former FWSA Executive Director



Submitted by Jane Wyckoff, Trustee

Chuck Morse has made an “indelible impact” on snowsports, with more than 40 years’ experience in ski area development and management, marketing and promotion, association management, and civic action. Chuck’s many and notable contributions in local, regional, national and international snowsports endeavors are truly impressive.

Chuck was the first full time Recreational Services Director hired by a division of the United States Ski Association (USSA). This was a recognition of the portfolio of recreational programs conducted by FWSA, the national leader in such programs. These programs began to get full time attention and were further expanded by Chuck. He was the last volunteer to move up into the Executive Director’s job in FWSA.

Some notable accomplishments were: created the first FWSA Learn to Ski and Race Week, now known as Far West Ski Week; developed the first “Skiers-Consumers Affairs Program” in the west; developed the “Ski the Sierras” and “Ski America First” marketing pro-gram for the Ski Industry of California; co-created the “Mogul Mike Ski Sense and Safety” program for the National Ski Areas Association; and directed the USSA-FIS Congress in San Francisco hosting 47 Alpine Skiing countries.

He co-authored the National Rules for USSA and Professional Freestyle Skiing in America; established the first United States Ski Coaches Association Certification Program in Squaw Valley, developed the U.S. Ski Explorer Winter Olympics in Squaw Valley, created the Los Angeles Supporting Committee for the United States Ski Team, and was Chairman of Ski Events for the Newport USST Fund Raising Committee.

His contributions to public affairs pro-grams in the Far West are wide ranging, historic and of lasting significance to the development and expansion of ski re-sorts in the west. Some of the high-lights include: directed the Mammoth Mountain Ski Study Group for the development of Mammoth Mountain; co-ordinated the Area Development Project for Mineral King, Sherwin Bowl, June Mountain, and Peppermint Mountain; directed the Ski Site Survey Teams into the High Sierra via helicopters into the western side of the Sierra range; appeared before the U.S. Congress Committee on Land Development in the West; and wrote environmental case studies for the U.S. Forest Service for Development of Recreational Lands.

A member of the National Ski Patrol System (NSPS), Chuck served as Ski Patrol Leader at Snow Valley, California and Regional Director, Far West Ski Patrol. He created the National Merit Patrols, the Angel Patrol Classification for women, the 1st National First Aid Testing System and co-authored By-Laws for the Far West Professional Ski Patrol.

For his outstanding contributions to the NSPS he was named an Outstanding Ski Patrolman in the Far West Division. Certifications include: Avalanche Instructor in Alta, Utah; Blind Skier’s Guide Instructor; USSCA,

Class II; Professional Ski Instructors of America; FWSA/USSA Technical Delegate, Chief of Course and Race Jury; and Course Setter. His organizational memberships include: Sierra Ski Areas Association, National Ski Areas Association, Ski Writers of Southern California, and he was Vice-President of the Ski Area Operators of Southern California.

A leader in recreational racing, he developed the "Everything You Ever Wanted to Know About Ski Racing" on-hill training program for ski racing in the Far West, directed the Alpine events at USSA Ski Weeks, and developed the First Senior Olympics of Skiing in California. In sanctioned racing, Chuck directed the North America Alpine Championships in Mammoth Mt, the Ski Racing Competition for USSA/FWSA, and Tahoe Pro/Am Ski Race Series.

Branching out into other disciplines, he developed the Historical Donner Trail Tours for Cross Country Ski Touring in the Truckee/Tahoe area for the California Historical Society, was chairman of the first International Free-style Skiers Association, and established the BSA Biathlon Competition for Junior Olympics.

Chuck's long tenure in snowsports included careers as: Consulting Manager, Western Region, Sales/Marketing for Vail Associates, Inc.; General Manager of Tahoe Donner Ski Resort; Co-Owner and developer of Mountain High Ski Area; Vice President and Director of Marketing, Snowbird Ski Resort; Owner of "Slalom on Campus Learn to Ski Pro-gram" (teaching over 20,000 high school students to ski); President/Owner of World Event Coordinators, Inc. and Global Sports Marketing.

Chuck's ethic is SERVICE BEFORE SELF. He always viewed his role as a contributor rather than a director when assisting volunteers. He never forgot, and doesn't forget to this day, the over-arching objectives of the Association – service to the public, and service to snowsports.

He is a community activist, playing a significant role in transporting the disabled and infirm and in the recognition of service by veterans. Last year Chuck was named Veteran of the Year by the California Legislature's 60th District for his outstanding volunteer work in honoring America's veterans.

Chuck, we are proud and honored to recognize you for the profound impact you had on snowsports development with the Snowsports Builder Award.