

Far West News *Flash*

JULY 2020

SPECIAL EDITION

Far West Ski Association

FAR WEST'S 90TH ANNIVERSARY CELEBRATION: I have been announcing, in the past few News Flash editions, that Far West Ski Association will be celebrating the founding of our organization on October 7th, 2020. To commemorate this auspicious occasion, we are publishing a 90th Anniversary Commemorative Booklet in which you, your club and/or ski council can be a part of.

Attached you will find a *Rate Card* with an Insertion Order Form, and a Sample Advertisement Layout for a club or organization's advertisement. The rate for a 1/6th of a page is only \$90.00!

The editor and publisher of this booklet is Leigh Gieringer, of the *Far West Skier's Guide*. The Commemorative Booklet will be in both printed format and included in the 33rd Edition of the *Far West Skier's Guide* as part of the 11th Interactive Digital Version this fall.

The attached order form, payment, and high-quality Print Optimized PDF Electronic File (300 dpi) needs to be submitted to Leigh, **no later than August 15, 2020**. Leigh can also provide services to create an advertisement to the requester's specifications for a nominal additional fee.

The publication is a look back and perspective on the activities of FWSA in the dynamic tableau of snowsports in California, and the Far West from the birth of skiing as a sport in the United States. The Far West Ski Association history will include the development of ski councils and clubs across 12 western states.

We would appreciate your participation and support of our Anniversary Celebration through our Commemorative Booklet. For additional questions, please contact Jane Wyckoff at 949.933.9607, jnewyckoff1@cox.net, or Leigh Gieringer at 480.600.6099, fwsq2@cox.net.