

Far West NewsFlash

November 2022

Far West Ski Association

U.S. SKI & SNOWBOARD HALL OF FAME- WOMEN IN SNOWSPORTS INDUSTRY AWARD: The U.S. National Ski & Snowboard Hall of Fame and Museum, Inc. has announced their Annual Women in Snowsports Industry Award recipients: Maria Bogner (2022 award), Diane Boyer (2021 award), and Cheryl Jensen (2020 award). All three recipients of the award will be honored at Big Sky, Montana during the 2023 Industry Celebration prior to the Gorsuch Preview Fashion Show on Friday, March 24th, 2023 at 3pm.

Maria Bogner, the 2022 recipient, was chosen for her contributions to the Snowsports Industry with the advent of fashionable and functional stretch ski wear. In the early 70's, Bogner outfitted a large number of skiers who were the pioneers of freestyle. Dubbed the 'Coco Chanel of sportswear' by Der Spiegel, she elevated sportswear to sports fashion. *Diane Boyer*, the 2021 Women in Snowsports Industry Award recipient, has been a consistent leader in a male-dominated industry. The founding member of the Stratton Mountain Freestyle Team in 1971, she began working for her family-owned company, SKEA, in 1976, and in 1992, became President. She then became a member of SnowSports Industries America (SIA) board and worked her way from the third vice chair up to the first female Chairman of the SIA board. She has also been elected to the Colorado Snowsports Hall of Fame in the category of sport builder. We will also be celebrating *Cheryl Jensen*, the 2020 Women in Snowsports Industry Award honoree. In 2003, after a meeting at the Pentagon, Cheryl discovered that there was an opportunity to use the healing powers of the mountains to assist severely injured combat Veterans. She went to work, and soon, the *Vail Veterans Program* would begin flying Veterans from Walter Reed Army Medical Center in Washington D.C. to Vail, Colorado. From there, the program taught Veterans to ski and snowboard through the adaptive ski school so that they could enjoy the healing powers of the Rocky Mountains

MAMMOTH MOUNTAIN WINTER KICK-OFF PARTY: *Mammoth Mountain* was the first mountain to open this year, opening on Saturday, November 5th. The first ride up included the Banner Breakthrough, with Woolly, followed later in the morning with a Snow Dance-Off on the Tusks Deck. Prizes were given away to many who joined in.

U.S. SKI & SNOWBOARD AND OUTSIDE REACH AN AGREEMENT: In a move that links America's snowsports governing body and the country's largest creator of outdoor recreation media and services, U.S. Ski & Snowboard and Outside Interactive, Inc., today announced a long-term strategic partnership to create and broadcast snowsports content. For the first time, FIS World Cup alpine, cross country, freestyle, snowboard, and free-ski events held in the United States will be available to stream on all Outside platforms, including [OutsideOnline.com](https://www.outsideonline.com), [SkiMag.com](https://www.ski-mag.com), the Outside App, and Outside Watch. As part of the partnership, Outside becomes the streaming broadcaster of domestic U.S. World Cups, with more than 90 hours of competition in the 2022-23 season. The coverage will also feature never-before-televised snowboard and free-ski qualifiers at the Toyota U.S. Grand Prix and Visa Big Air. In addition to these events, Outside will air new and archival non-event programming.

NO-FRILLS RESORTS RISE TO THE TOP: After a couple rough seasons at the mega resorts, a new "SKI" survey shows that the overall trend is skiers and boarders seeking out the non-corporate ski areas. There is a new appreciation for smaller, no-frills ski areas. Survey responses indicate the trend toward a back-to-our-roots mentality, especially with core skiers who prioritize skiing and care less about nightlife or amenities.

Snowsport enthusiasts did not mince words about huge crowds and perceived "value," specifically regarding certain well-known large-scale resorts. "Value" is the top factor—pro and con—in the East and West. At both **Grand Targhee** and **Powder Mountain**, "value" was a core strength among readers, with Powder's "old school vibes" as well as great snow and varied terrain while being "light on skier amenities." **Schweitzer** was highlighted for lack of crowds and appeared to suffer little from the limited après and nightlife in its small village. The resort is "good for the ski, eat, sleep, repeat" crowd, according to one survey taker. A press release from Canada's **Banff Sunshine** touted its #4 ranking—ahead of #5 **Whistler Blackcomb**—thanks to "zero lift lines" and "communal and intimate vibe." Other areas are likely to follow suit.

FAR WEST TRAVEL

NORTH AMERICAN SKI WEEK: *Jackson Hole Mountain Resort* is **FILLING SPOTS!** There is a wait-list to fill any cancellations that may come up. Dates for this trip are: **January 21 – 28, 2023**. Check with your Council Trip Leader or Nancy Ellis, VP of North American Travel for further info: fwsatravelnancy@sbcglobal.net.

FWSA MINI SKI WEEK: **TWO SPOTS LEFT!** *Taos, New Mexico* will be the destination for the 2023 Mini Ski Week. Dates for this trip are **February 25 - March 2, 2023**. Go to <http://fwsamini.sat.tours> to preview and sign up for the trip or contact Nancy Ellis @ fwsatravelnancy@sbcglobal.net. ASAP!

FWSA 2023 INTERNATIONAL TRIP: **THIS TRIP IS ALMOST SOLD OUT!** The Far West 2023 International Ski Week, will be to *Zermatt, Switzerland* from **February 25 – March 12, 2023**. **A waiting list is in place for the extension** to *Costa del Sol, Southern Spain and Mallorca*. For further information, contact Debbie Stewart, VP of International Travel: fwsaintltravel@prodigy.net

FWSA 12TH ANNUAL DIVE TRIP: The 2023 Far West Dive Trip will be to the *Turks & Caicos Islands*. Dates for this trip will be **September 16 – 23, 2023**. The trip includes 7-nights lodging at the East Bay Resort in South Caicos, with meals. Also included is 6 days of two tank boat dives. Pricing is set for both divers and non-divers. Contact Randy Lew for further information: fwsa13randy@telis.net.

FAR WEST SKI COUNCILS

INTERMOUNTAIN SKI COUNCIL: The Northern Wasatch Ski & Social Club in Utah held their first annual Pickleball and Cornhole Tournament on Oct 9th at the city park in Mountain Green. Although a bit windy, it was a beautiful Fall day...one of the last on the warm-ish side before the recent cold fronts and early snow hit northern Utah. The club also had their annual meeting on Nov 12th which included dinner, door prizes and a welcoming of new members. They are looking forward to an active ski (and social!) season.

During the weekend of Nov 5/6, the Bogus Basin Ski Club in Idaho had a table at the Bogus Basin Ski Education Foundation's ski swap where they sold raffle tickets and gave out information about their club and trips/events. A portion of the ticket proceeds go to fund the Bob Greenwood Athletic Scholarship. On Nov 17, 18 & 19 they are once again hosting the annual Warren Miller film at the Boise Egyptian Theater where 10% of the proceeds from the movie go to the Bogus Basin ski patrol, Boise Adaptive Sports Education (BASE) and the Greenwood scholarship.

NORTHWEST SKI CLUB COUNCIL: The first in-person NWSCC meeting in 2 years, will be held December 14, at The Mountain Shop, in Portland. The Mountain Shop has been a long-time supporter of Northwest Ski Club Council. This will be a combined: *PACRAT* bib pick-up for racing, and a fund-raiser for the *Oregon Adaptive Sports*, with a Pie Auction and other goodies for sale. Welcome **Mt. Bachelor**... NWSCC's newest Gold Member! Our member clubs have run trips to Mt. Bachelor for years, and this year is no exception, with several club trips in the works, and an All-Club Bachelor Blast in April!

NATIONAL BROTHERHOOD OF SKIERS – WESTERN REGION: Members and leaders of the metro Los Angeles clubs of the NBS Western Region will be attending and exhibiting at this year's Ski Dazzle <http://skidazzle.com> at the Los Angeles Convention Center on December 9, 10 & 11, 2022 in the South Hall – Kentia.

Members of the NBS Western Region will convene in Breckenridge, CO as a prelude to the NBS50 event from December 7-11, 2022 for The Homecoming Experience https://nbs.org/content.aspx?page_id=22&club_id=681344&module_id=534227 hosted by the NBS Midwest, East, and Rocky Mountain Regions.

The NBS Western Region will join thousands of attendees from approximately 50 NBS member clubs representing the African diaspora from around the globe for the National Brotherhood of Skiers 50th Anniversary Black Summit <http://www.nbs.org> in Vail, CO from February 4th through 11th, 2023.

LOS ANGELES COUNCIL OF SKI CLUBS: The annual Snow Gala has been cancelled due to lack of space to hold the event. However....SKIING IS BACK! So, get your gear ready and let's go skiing. Century City, Wailers and Conejo Ski Clubs are planning some exciting trips for 2022-2023: Mammoth Trips in December and January; Century City's annual trip to Banff & Lake Louise in January; Conejo's trip to Thailand and Aspen/Snowmass, and Long Beach's trip to Steamboat the end of January and first of February. And, don't forget about the Unrecables, who will be doing their holiday shopping at Ralph's to take advantage of their community program, as well as Amazon, for the Amazon Smile dollars. LAC has it going on!

FAR WEST SKI FOUNDATION

“YUM’ FUNDRAISER FOR FAR WEST FOUNDATION: Chocolate for a good cause, what could be sweeter? Buy delicious See's Candies to show your support for **Far West Ski Foundation**. The deadline to make a purchase is: **December 2, 2022!** Visit our shop to pick and choose your favorites and buy and ship your candy online. It's that easy! Ship to your family and friends for the upcoming holidays! Our storefront is located at the following link:

https://www.yumraising.com/secure/farwsf_far_west_ski_foundation51/candy?h=JanWy c9529&c=em7680

The over-arching objective of the **Far West Ski Foundation** is to sustain snowsport to ensure that the inspirational experiences of snowsport will remain for future generations. FWSF missions are: ***Building for the Future*** - with its Athletic Scholarship Program for junior racers; ***Rehabilitation and Renewal*** - with its support of adaptive snowsports programs; ***Sustaining Snowsports*** - with support of special snowsports activities; ***Preserving the Legacy*** - with research, preservation, education and publication of snowsports history.

FWSF is an autonomous public benefit corporation, in compliance with law and regulations under Section 501c3 of the IRS Code. For additional information please contact: Jane Wyckoff, FWSF Vice President, 949.933.9607, janewyckoff99@gmail.com.

stay safe! stay Healthy!