

Inside This Issue:

VP Communications	12
VP International Travel	7
VP Marketing	3
VP Membership	4,25,26
VP American Travel	5
Board of Directors	29-31
Nominations	9
Safety Chair	16
Scholarship Chair	15
History Award	2,17
2010 Convention	10-14
Council Highlights	
Arizona	18
Bay Area	19
Intermountain	20
Los Angeles	21
Northwest	22
Orange	23
San Diego	24

Congratulations to the US Ski & Snowboard Teams - 21 Medals

By Randy Lew

Hello, another ski season is now wrapping up with Mother Nature having blessed California with lots of snow. Other parts of the U.S. and Canada were rather spotty at times this winter. This included the Olympic events at Whistler and Grouse Mountain.

Did you see the Vancouver 2010 Olympics? Congratulations to the US Ski & Snowboard teams for their amazing performances. Among the medalists were Lindsey Vonn, Julia Mancuso, Bode Miller, Shawn White, Shannon Bahrke, Hannah Kearney, Bryon Wilson, and Johnny Spillane. This team won a record 21 medals including six gold!

I want to thank Gloria Raminha and her travel staff for the outstanding ski week at Keystone, Colorado. They had approximately 360 participants. We all enjoyed good snow conditions at this large resort. We had the opportunity to ski

Vail, Breckenridge, Beaver Creek, and Arapahoe Basin. The snowmaking and fresh snow made for great skiing; the resorts' hospitality and food service were first rate.

Approximately 80 participants attended our international ski trip to Cortina, Italy. It included an exciting pre-trip extension to the beautiful city of Venice and a post-trip extension to Vienna and Budapest. Norm and Mary Azevedo worked diligently to provide a very exciting trip.

The first FWSA summer family trip is planned for July 21-25 at Wolf Creek Resort near Ogden, Utah. It includes a variety of activities. I am leading a scuba dive trip to Cozumel, Mexico on September 4-11, 2010 at the Wyndham Cozumel Resort & Spa. This resort offers plenty of activities and amenities for the non-diver, also. A Canada/New England cruise has been planned for late September leaving from



Randy Lew, FWSA President

New York City with ports of call in Boston, Saint Johns, and Halifax.

The last trip planned for 2010 is a 14 day Antarctica adventure cruise with New Year's in Buenos Aires. This will truly be a memorable experience for those hearty, adventurous participants.

The benefits of participating in a FWSA trip includes: traveling with a group of skiers and snowboarders, skiing with friends you already know, and the opportunity to make new ski friends. These trips provide value by utilizing volume pricing for air, lodging, ski lift tickets, organized activities, and tours. A trip leader adds value by helping you with agenda questions and the unforeseen issues that might arise.

Continued on Page 2

I am very proud that our Athletic Scholarship Program under the leadership of Dick Shawkey has continued to grow. With the generosity of our industry partners Big Mountain Resort, Grouse Mountain Lodge, and Karbon Skiwear, we were able to award \$10,000 in scholarships to 14 deserving junior racers.

The success of FWSA is due to a significant number of volunteers who have contributed a tremendous amount of time and expertise. We need you!! For those reading this article, if you want to get more involved, this is your opportunity. The more volunteers, the easier the work load. If you want more information on volunteering either call me at (503-682-1563), email me at fwsa13randy@telis.org or call one of the Functional VP's. All of our Functional VP's require a working committee to be truly successful.

Our 78th Convention, *Thanks for the Memories* will be hosted by the San Diego Council of Ski Clubs. It is being held at the Renaissance Esmeralda Resort & Spa in Indian Wells, California; June 10 – 13, 2010. Eileen Sanford, SDCSC President and Jane Wyckoff, FWSA Convention Coordinator; have some very exciting activities planned for us. Their plans include a pool party, shopping, pub crawl celebrity poker, and the Fourth Annual Michael German Memorial Golf Tournament.

The committee is meeting regularly to plan all this fun. Mike Sanford, past president, is diligently working on lining up an all-star cast of celebri-

ties, and Debbi Kor is working on sponsorship for this great event. Friday will include some optional activities and our industry show and Silent Auction. On Saturday, we will have our Travel Industry Expo, some professional panel sessions, and a session with some very special guest speakers. We will also roll out the fifth and sixth modules of our very popular *Snowsports Leadership Academy*.

If you need further convention info, please check our website at www.fwsa.org. Everything has been posted there, including the event flyers and registration forms. Put the dates June 10th to 13th on your calendar now and plan on attending the 80th Anniversary and 78th FWSA Convention.

FWSA has now expanded its Communications Program by establishing a Facebook account. Thanks to the efforts of Steve Coxen, past president, you can become a fan of FWSA by going to Facebook and searching on Far West Ski Association, then clicking on *Become a Fan*.

The FWSA web site <http://www.fwsa.org> has been updated and improved due entirely to the efforts of George Stewart, FWSA webmaster. This site includes information on our travel program, member's benefits, convention, awards, Athletic Scholarship program, and a link that you can use to subscribe to the *Hot Sheet*.

Our 2011 Convention will be hosted by the Los Angeles Council of Ski Clubs at the Pacific Palms Resort in Industry Hills, California; June 9 – 12, 2011. David Krupp, LAC President is already planning a great event for us.

Thank you for your continued support.

***NEW*! HISTORIC SKI CLUB DESIGNATION**

Historic Ski Club FWSA designation is available to clubs and councils who have operated since 1960, the date of the Squaw Valley Olympics. In order to obtain this designation, your organization needs to submit a request to the History Committee not later than **April 19**.

The request must include an executive summary of the club's history, roughly following the criteria of the Club and Council Recognition Award (page 17), not to exceed 2 pages. This "branding" may be used on your letterhead, banners, newsletters, posters, flyers, etc.

The brand could include *ski and snowboard*, founding year, and other mutually acceptable variants. All submissions of ski histories by organizations meeting the 50-year requirement are automatically eligible for the historic designation. Questions?

Contact John Watson at geospace@pacbell.net.



Pictured are some of the participants who won one of the 20 Cat skiing Adventure Tours donated by Vail Resorts. They traveled above the tree line at 12,000 feet through untracked terrain and enjoyed a lunch at the warming hut catered by the five-star Alpenglow Stube.

VP of Marketing

That's a Wrap for 2009 Ski Season

Where has the winter gone? As we look back at where we've been over the past 4 months, we remember the fun that we've had in Aspen, Sun Valley, Brundage, Mammoth, Mt. Bachelor, Whitefish, Kimberly, and Fernie to name a few places. We've skied, boarded, snow-shoed, and enjoyed all kinds of winter activities, including the fantastic Winter Olympics in Whistler.

Thank you to all of our industry partners who provided us warm lodging, good food, great snow, and fast chairlifts to get us to the top of the mountain so we could come down even more quickly.

Ski Week 2010, which took place in Keystone, Colorado was a big success! Brian Flickinger and the crew at Keystone are to be commended for taking such good care of all their Far West guests. In addition, our FWSA travel staff made sure that everyone stayed busy.

Thank you to those local businesses in Keystone who provided door prizes for the Welcome Party, including: Vail Resorts, Amazonia's Clothing Store, Christy's Sports, Rockin R Ranch Trading Post, Shirtz, Cures & Curiosities, Keystone Jewelers, Keystone Resort Wear, Gorsuch Limited Clothing, Dos Locos Restaurant & Cantina, Cala Inn, New Moon Café, and Wolf Rock Steakhouse. Our own Leigh Gieringer donated several items as well.



*Debbi Kor
VP of Marketing*

Dick Shawkey did a great job selling raffle tickets for the Karbon ski outfit. He also got a head start on the CMH Heli Hike tickets and the Keystone Snow Cat Adventure. for Convention. A total of \$3100 was raised for the Far West Athletic Scholarship Fund throughout the week. The winner of the Karbon outer wear this year was Paula Kinnahon from Bay Area Council. Congratulations, Paula!

With ski season 2010 coming to a close, thoughts are turning towards warmer temperatures, nice weather, outdoor activities, and the annual Far West Convention.

We'll be looking forward to a fun-filled Thursday night Pub Crawl, and an awesome golf tournament on Friday with all of our industry partners, as well as many other fun activities throughout the weekend. Our industry partners are coming forward to sponsor our major events, and ensuring that our major fund raiser of the Convention, our Silent Auction, is the huge success that it typically is. We'll see you there!

How Active are you??

Just over 104 million Americans are frequently involved in a high or medium-calorie burning activity. That's a plus. On the other hand, far too many Americans are not as active as they could and should be.

Right now, more than 92 million Americans are infrequent participants in some form of fitness, sports, or recreation. And, nearly 65 million Americans are not taking part in any form of exercise or activity at all. That's a negative.

The decision to participate in many activities is largely motivated by consumers who want more *value* from the time they spend working out, playing sports, and engaging in recreational experiences.

As a result, participation gains were steady for activities that are relatively affordable and can be enjoyed by groups such as fishing, skiing, camping, hiking, bicycling, and running.

Also, group exercise classes – such as high-impact aerobics, low-impact aerobics, and step aerobics -- had solid participation gains in 2009.

Copies of the Sports, Fitness, and Recreation Participation Overview (2010 edition) can be downloaded from www.PhysicalActivityCouncil.com.

*As reported by SIA
on March 18, 2010*

VP of Membership **Election of Officers**

With the 2010 Convention *Thanks for the Memories* approaching, it's time to discuss the Election of Officers for Far West Ski Association.

Clubs

- Assign a Delegate Chairperson and Convention Delegates. Complete the Individual Pre-Registration Form – One For Each Attendee. In order to be a Voting Delegate for your club, you must complete the convention registration form and pay your fees. It is very important that the registration type (i.e., Delegate, Alternate Delegate, Non-Voting Delegates (*guests*), FWSA Direct Member, or Other) be marked for each individual.
- Include your registration and activity fees with a check made payable to FWSA
- Complete the Credentials Form
- Include your current Club Roster with names only
- Ask your president for the forms or go to www.fwsa.org, click on convention, and go to Delegate Information



Barbara Bryant
VP of Membership

Direct Membership

- FWSA has 42 Direct Members which includes six life members
- Each Direct Member is sent a packet of information which includes a welcome letter, membership card, brochures for FWSA and the National Ski Club Federation, the Skier's Guide, a Councilman and a convention booklet.
- All Direct Members enjoy the same benefits as club members do.
- If you live in an area that is not close to a FWSA ski club, you can join FWSA as a Direct Member. For an application, go to fwsa.org, then click on Membership. Scroll to the bottom of the page and enter Direct Member in the Search box. Print out your application and send a check for \$30 to the address on the bottom of the page.

Newsgroup

- Keep in the know by joining the FWSA News, published monthly. You'll receive timely announcements of travel, benefits, consumer advocacy, and much more. It's easy to join: e-mail VP of Membership Barbara Bryant at membership@fwsa.org with your request to join.
- FWSA News has 658 members
- FWSA News has sent out 44 messages

Increasing your Club's Membership *Through Traditional and New Channels*

By Jim Korn, Bay Area Council
Directory Editor

If you have been keeping up with the trends, it's obvious that participation in organized activities -- particularly those which take some effort or dollars -- has been in decline for some time. The most recent economic crisis has sharpened this decline and prompted serious worry with the ski industry and in the clubs and councils of the skisport organization world. Central to this serious concern is the decline in the individual memberships and the difficulty of recruiting fresh members to replace the ever-aging member population. There are no easy cures to resolve the crisis. However, with some fresh ideas and some serious dedication, your club or council can take some steps to combat your membership depletion.

Further in this article are some resources which can be put to use to help your organiza-

Continued on page 25

Membership Ideas *Ski club problem, declining membership*

By Bob Rosensteel, www.snowtour.com

The problem of declining membership in ski clubs is a multi-faceted problem. This is primarily due, in this writer's opinion, to a club's lack of visibility in the community. Also, impacting a ski club's ability to attract new members are the many other community based organizations and clubs who provide alternative organization. These organizations become our competition.

First of all, what is a ski club? It is a group of people joining an organization that focuses on a common purpose and is in effect a social organization. Whether you realize it or not, these other community based organizations are in direct competition for members. While you might not see the direct correlation between

Continued on page 26

VP of North American Travel

The Success of Ski Week's Volunteers Make It happen

FWSA KEYSTONE SKI WEEK 2010

The 2010 North American Ski Week was held at Keystone, Colorado January 30 to February 6. Along with some fantastic skiing, the ski weeks activities included; racing, ice skating, dessert social welcome party, pub crawl, mountain lunch buffet, après party, "roaring twenties" banquet and dance. Our tour operator Lori Adis, along with the Vail Staff Brian Flickenger, Angel Sheehan and Heather Ulrich did an exceptional job at organizing another one of FWSA's great ski weeks. Also, a big thank you to Vail Resorts for their donation of 20 Snow Cat trips which benefitted our scholarship fund. They all deserve a big THANK YOU from FWSA's Travel Staff, Council Trip Leaders and all the FWSA members that attended the ski week.

I would also like to thank all of my *Travel Team*, the Council Trip Leaders and Travel Staff for all their hours of hard work to make our ski week a success. All the Council Trip Leaders and Travel Staff volunteer their time, which includes countless hours and months to organize one of our ski weeks. All of this dedication to FWSA is what it takes to make our ski week the continued success it has been over the years.

I would not be able to do my job without all of these volunteers; (Trip Leaders) Lee Lambie, Paula Kinahon, Mary Alexander, Wayne Stolfus, Judith Miller, Barbara Bousum, Judy Chapel, Susan Shaffer, Debbie Stewart and (Travel Staff) Marilyn Sigler, Lynnell Calkins, Ken Calkins, Nancy Ellis and Bob Ellis.

Additionally, I would like to thank all the volunteers that helped out throughout the ski week with racing, photos, buses, etc. This is another group of people that just show up and offer their time wherever needed. I'm not going to list their names because there are so many that it would be impossible for me to list everyone.

SUN VALLEY 2011 - FWSA SKI WEEK

Be sure to mark your calendars for the 2011 Far West Ski Week in Sun Valley, Idaho. The ski week will be held from January 22 to 29. Trip Leaders and Travel Staff participated in a site inspection this past January at Sun Valley. We toured the lodging facilities and party locations that we will be using for the ski week. Sun

Valley guides provided mountain tours so we could test out the ski runs (which were great). I would like to thank Steven Hall and Bert Witsil for hosting the site inspection.

The Trip Leaders and Travel Staff have already started preparing for another great ski week. We even have the banquet theme *Fifties Party* for the ski week. Get yourselves ready, we may be holding a hoola-hoop and limbo contest and even give *Best 50's costumes* Awards. Additional contest details will be provided to the Council Trip Leaders later.

The FWSA Sun Valley flyer is on the *FWSA.org* website. If you are interested in participating in the 2011 ski week in Sun Valley, you can sign up with one of the council trip leaders listed on the flyer.



*Gloria Raminha,
VP of N American Travel*

HOT FUN UNDER THE UTAH SUN 2010 SUMMER TRIP

This summer, FWSA is holding a summer trip to Ogden/Wolf Creek, Utah. This trip is from July 21 to 25. Several summer activities are being offered along with a Welcome Party and Concert & Barbeque. Hotel, condo or camping reservation information is listed on the flyer which you can find on the *FWSA.org* website.

NEW ENGLAND/CANADIAN CRUISE SEPTEMBER 2010

FWSA members will be cruising the New England and Canadian Coast September 25 to October 2. The cruise is scheduled during the fall foliage season, when the colors of the areas will be spectacular. The ship, *Carnival Glory* will depart from New York City, so if you have never been to this area, it would be a great time to take some extra days to tour the city. The Cruise Company, our booking agent, will be glad to assist you with reservations. You can find the flyer with detailed information on the *FWSA.org* website.

Along with the trips listed in this article, Far West Ski Association provides other international and adventure trips. If you are interested in traveling with the Far West Ski Association, you can find details for these North American trips along with other FWSA trips on the *FWSA.org* website.

FWSA Spring Ski Week at Keystone, Colorado



Enjoyed a great luncheon together



How about that background for the skiers



There's always one in the crowd



Marilyn Seigler congratulating a Ski Winner



Mary Alexander shows us her stuff



Sometimes skiing is magical



Vail Resorts donation of 20 Snow Cat Skiing spots was enjoyed by all



VP of International Travel

Destination Switzerland

CORTINA, ITALY FWSA 2010 INTERNATIONAL SKI WEEK.....

We just returned from a week of outstanding skiing at Cortina D'Ampezzo, Italy. Cortina, the site of the 1956 Winter Olympics, is in the Dolomite Alps. About 70% of our group arrived early for three nights at Hotel Bonvecchiato, Venice; located off the famous St. Marks Square. We had a little rain, but also lots of sun. We experienced the flooding of St. Marks square and walking through it on raised wood walkways. It was still as beautiful as ever. One of our members nearly slid into the canal by stepping on some green goo on some steps. I won't tell you that our room stunk of Venice Canal.



*Norm, Mary, and
Italian ski guide Gabrielle*

After Venice, we met the remainder of the group and headed off to Cortina. We had great snow throughout the Dolomites and a group party almost every night. Many went skiing beyond Cortina, some skied the infamous Sella Ronda from Arabba which included Val Gardina.

Many of the participants went to Bolzano to see the Archaeological Museum with its exhibit, *Otzi* the 5300 year old ICEMAN found on the Similaun Glacier. Others spent

the day touring the medieval town of Vipiteno, where emperors and kings were lodged. Even a Tyrolean ompah band was playing on the street.

After Cortina, many joined us on an extension week to Klagenfurt, Vienna and Budapest. We toured each city and spend one night in Klagenfurt, three nights in Vienna and four nights in Budapest. We had so much to see and experience that we could have spent double the time in each city. We had the missed flight luggage as usual, but all the bags caught up with us. Otherwise, the trip was trouble free and everyone had a great time and are looking forward to next year's trip. I want to thank Maartin Vandermeer for sharing his photos of Cortina with all of us.

ANTARCTICA ADVENTURE CELEBRATE NEW YEAR'S EVE IN BUENOS AIRES

We are leaving on December 29, 2010 for 15 days with three nights in Buenos Aires for New Years Eve. After Buenos Aires, we fly to Ushuaia and board the MS Fram for a 10 day Antarctica adventure. The cruise includes meals, lectures, guided tours and boat landings. Expect to see whales, seals, penguins, icebergs, snowy peaks, ice cliffs and much more. This trip is full, however, if you want to get on the waiting list, you must visit our website www.fwsa.org to get details. We will be joining other Ski Councils across the United States for this trip. If interested contact Holiday Ski Tours (1-732-280-1120) now. Only a few limited cabins are still available.



*Norm Azevedo
VP of International Travel*

ENGELBERG/INTERLAKEN, SWITZERLAND 2011 INTER- NATIONAL SKI WEEK

The 2011 International ski trip will include both Engelberg and Interlaken, Switzerland; starting February 25, 2011. We will spend five nights in Engelberg, which is nestled beneath the 11,624 foot Titlis Mountain. The Titlis Mountain offers 6,000 feet of snow-covered glacier and forested runs with spectacular views. It's Switzerland's largest ski resort, close to Zurich and Lucerne; and one of the oldest mountain villages in the country. After five nights in Engelberg, we motor on to Interlaken for three nights. Interlaken lies between two lakes with castles, shops, great restaurants and world class chocolate shops. The Jungfrau winter sports region provides over 125 miles of runs within easy reach of Interlaken. A free ski bus is available.

Post Switzerland, we are going to Bansko Ski Area, Bulgaria. We will stay in Bansko for three nights for a couple of days skiing. Then, on to Sofia for two nights, where we will tour and stay at the 5 star Hotel Anel. For those who can spend more time, we are offering a post, post extension to Romania. Check the trip flier and the FWSA website www.fwsa.org for all travel announcements and details.

International Ski Week at Cortina, Italy



Hotel Bonveccchiati had a great location



Only rained the first day



The restaurant location is where?



Water taxi to the airport. It was great!!



Goodbye Venice, off to Cortina



More skis???



The mountains and slopes were awesome



Whatever you do, don't let go of the rope!



We dined in style, loved the desserts

More Cortina.....



Feels like the top of the world



Up to the slopes via gondola



So many trails, so little time



The Cortina Village was charming

FAR WEST SKI ASSOCIATION 2010 NOMINATIONS COMMITTEE REPORT

Mike Sanford, Past President

Elections for officers will occur at the Far West Ski Association Annual Meeting & Convention June 12-13, 2010, to be held at the Renaissance Esmeralda Resort & Spa; Indian Wells; CA. Delegates will elect the one year positions for President, Secretary, Treasurer, and two (2) year positions of two Trustees. In addition, functional Vice Presidents will be elected for the positions of Communications, Membership, Marketing and International Travel. There are no current By-Laws amendments endorsed by the Board of Trustees and the Board of Directors currently proposed.

Declared candidates at this time are:

President: Randy Lew (incumbent)
Treasurer: Cindy Krupp (incumbent)
Secretary: Debbie Stewart (incumbent)
Trustee 1: Linda Westlund (incumbent)
Trustee 2: Fran Long (incumbent)
VP Membership: David Krupp
VP Marketing: Debbi Kor (incumbent)
VP Int'l Travel: Norm Azevedo (incumbent)
VP Communications: No Candidate

The positions of VP Communications currently has no declared candidates.

If you are interested in running for any of the above positions, please contact the Nominating Committee Chairman Mike Sanford at bubasanfrd@aol.com.

All candidates will have access to space for flyers and election materials at the registration area and on the tables on Sunday. In addition, each will have the opportunity to speak to delegates (see your weekend schedule for details). The elections will be held during the general assembly on Sunday. The Immediate Past President will oversee elections. Members, for an election committee, will be solicited at the Convention. All elections will be by secret ballot. Vote totals are confidential and records will be destroyed after verification by the committee and certified by a Trustee exercising oversight. The job descriptions are on pages 27-29.

FWSA 78th Annual Convention and 80th Anniversary

Thanks for the Memories

Eileen Sanford, SDCSC President

The 78th Annual Far West Ski Association Convention, from June 10-13, to be held at the fabulous Renaissance Esmeralda Resort and Spa, will be truly a one-of-a-kind event.

Members of the San Diego Ski Club Council have been busy working with FWSA representatives to make this the best and, of course, most fun convention ever! We have lots of surprises planned for you, wonderful treats in the goodie bags, special guests, exciting optional events and educational sessions of the Snowsports Leadership Academy and Travel Expo.

The Renaissance Esmeralda, with its views framed by tropical gardens, alluring mountains and lush fairways, is an exceptional four star resort in Indian Wells. It is rated as one of the top ten resorts in California. The Renaissance Esmeralda Resort and Spa is truly a dream come true, with 560 completely renovated, oversized guestrooms with balconies and 22 deluxe suites. It also includes five unique restaurants and lounges, a luxurious spa, 2 signature-designed championship golf courses on premises, the famous Indian Wells Clubhouse, and Callaway Golf Performance Center. Also at the hotel are three sparkling pools, even a sandy beach, fitness center, daily fitness classes, hiking, bike rental, and jogging paths that beckon attendees to indulge and enjoy the area for the weekend. Their website is located at www.renaissanceesmeralda.com.

To make reservations, log into the specially designed FWSA Convention on-line hotel reservation site at <https://resweb.passkey.com/go/fwsa2010>.

The room rate is \$139 per night (double occupancy). For a full listing of discounted room rates, go to the FWSA website under Convention, at www.fwsa.org. You can also call for a reservation at 1.800.446.9875 and use

group code **FWSA**. Please note if you call you will receive an automatically generated Room Reservation E-mail with the resort fee included. Ignore the resort fee! The resort fee has been waived for our group, except for the Wireless Internet (optional). Arrive early and stay after the Convention to enjoy all the entertainment that the Esmeralda has to offer (our room rate is extended for three days after the Convention).

All major airlines service the Palm Springs International Airport. The resort is a short trip from the airport. Alaska Airlines has provided a 10% discount to FWSA members traveling to Palm Springs or Ontario Airports. Use Group Code **ECC-MB1203** when making Alaska Airlines reservations. For ground transportation, contact Airport Taxi Company at 760-862-9000. The price is per taxi (not per person), so travel with your friends and share the ride. For those driving, there is an abundance of parking surrounding the resort, also complimentary.

The SDCSC is planning to feature a **Pub Crawl / Celebrity Poker Run** on Thursday evening with various stations at the hotel. We will go to the Indian Wells Golf Course Clubhouse and finish at the Stir's cool lounge bar with dancing and live music entertainment. Prizes will be awarded to winners of the Celebrity Poker Run. Friday, June 11, will be loaded with activities for Convention attendees.

The 4th Annual Michael German Memorial Golf Tournament is scheduled for Friday, and will be conducted at the Celebrity Golf Course. Breakfast and lunch will be served in the beautiful 53,000 square foot modern desert theme clubhouse. There will be a *Celebrity Home Tour and Shopping Trip* with a no host lunch. The famous *Palm Springs Ariel Tram Ride*, hike and lunch will be of interest to those

who have not seen the area and want to kick back and have a relaxing day sightseeing and dining with friends. A special discount will be offered to those who want to relax and enjoy the many treatments at the Esmeralda Spa. A light lunch with champagne will be served for those participating. The Pool Party on Friday afternoon, hosted by Northwest Ski Club Council, will culminate a great day in the sun with music, games and refreshments.

The Annual Silent Auction and Dance will take place on Friday night starting at 6:30 pm. Admission is free and we encourage walk-ins from Los Angeles and San Diego. Each person will receive a free drink coupon. San Diego is working on getting a bus to Indian Wells that night. Participants will pay \$40 for the bus ride over and back, drinks on the bus and a boxed dinner on the way over will be provided. Exhibitors from most of the major mountain area have donated trips to be sold that night at bargain prices. Over \$100,000 in trips and items will be up for bid.

At Saturday's Travel Expo, attendees will have the opportunity to meet one-on-one with over 100 industry representatives attending the Convention. Snowsports celebrities will be featured at the afternoon reception. The *FWSA Snowsports Leadership Academy* will offer the following modules this year: "Ethics – Doing the Right Thing" (morning) and "Tech Works – Building your Club Using the Social Media" (afternoon). Volunteer and Industry recognition awards will be presented at Saturday evening's Awards Banquet and Dance. The dance will feature *Dancing with the Stars* with attendees dressing up as their favorite Rat Pack Era Hollywood movie stars, and you will glide to the tunes in the desert moonlight.

Continued on page 16



FAR WEST SKI ASSOCIATION'S 78th Annual Convention 80th Anniversary

Hosted by San Diego Council



Thanks For The Memories



***Renaissance Esmeralda Resort and Spa -Indian Wells, California
June 10-13, 2010***



Convention Highlights:

Silent Auction, Travel Expo, Celebrity Speakers
Saturday Awards Luncheon
Celebrity Multi-Media Presentation
Saturday Awards Banquet & Dance
FWSA General Meeting and Elections
Snowsports Leadership Academy

Fun Optional Activities:

Pub Crawl, Esmeralda Spa Day
Tour of Celebrity Homes & Lunch
Tram Ride & Hike, Pool Party
Annual Michael German Memorial Golf Tournament

Information

Jane Wyckoff, FWSA Convention Chairman
janewyckoff1@cox.net Phone: 949-933-9607
Mary Olhausen, Silent Auction Chairman
Omary52@comcast.net Phone: 503-880-7383
Eileen Sanford, SDCSC President
Esanford1@san.rr.com Phone: 858-695-1442

Transportation:

Alaska Airlines - Group Code: ECCMB1203 (10%
Discount) - to Palm Springs or Ontario
Airport Taxi Company - Call 760-862-9000

Hotel Amenities:

560 renovated oversized guestrooms
3 Heated Pools, Fitness Center
Luxurious Spa Esmeralda
Live Entertainment, 5 Restaurants
Wireless Internet Service

Hotel Reservations:

Renaissance Esmeralda Resort and Spa
44-400 Indian Wells Lane
Indian Wells, California 92210
www.renaissanceesmeralda.com

Rates per night plus tax:

Single/Double Occupancy \$139,
Pool View \$169, Spa Suite \$214

Rates available 3 days pre and post convention
Resort Fees Waived, Complimentary Parking

Call 1-877-804-4070 or 1-800-446-9875

Group Code: FWSA

Make On-Line Reservations at:

<https://resweb.passkey.com/go/fwsa2010>

Complete 2010 Convention information is available
on the FWSA website: www.fwsa.org



78th ANNUAL FAR WEST SKI ASSOCIATION
CONVENTION
80th ANNIVERSARY
Renaissance Esmeralda Resort & Spa
Indian Wells, California • June 10 – 13, 2010



WELCOME LETTER

February 2010

Dear FWSA Club Presidents and Convention Delegates:

Enclosed you will find the pre-registration materials for the **Far West Ski Association's 78th Annual Convention** which will be held Thursday through Sunday, **June 10 – June 13, 2010**, at the fabulous Renaissance Esmeralda Resort & Spa, located in Indian Wells, California. Please read all the materials enclosed in this pre-registration packet carefully. The pre-registration forms are also available in .PDF format on the Convention website at www.fwsa.org.

Deadlines:

- ☐ **May 7, 2010 is the deadline** for the early registration savings of \$30. The price goes up to \$175 on May 8th.
- ☐ **May 7, 2010 is the deadline** for submission of ALL event fees. These include the Thursday evening Pub Crawl Celebrity Poker, Friday Michael German Memorial Golf Tournament, Palm Springs Aerial Tramway, Drive-By Celebrity Home Tour and Spa Day.
- ☐ **May 28, 2010 is the deadline for fees at \$175.** Fees go up to \$190 beginning May 29th.
- ☐ Please submit all forms and payments to:

FWSA Registrar, c/o Nancy Ellis, PO Box 9681, Truckee, CA 96162

The sooner you get your money in the better your chance of not being left out.

Make Your Hotel Reservations NOW!

The Renaissance Esmeralda Resort & Spa is located at 44-400 Indian Wells Lane, Indian Wells, California 92210. FWSA has special group rates for rooms (double occupancy). Refer to the enclosed flyer for the FWSA contracted room rates for our group. Make your reservation directly with the Renaissance Esmeralda by calling 1-877-804-4070 or 1-800-446-9875. Tell them you are with the FWSA Convention and mention group code FWSA. Per our contract, we have **NO RESORT FEES** and **PARKING IS COMPLIMENTARY**. You will need to pay for Wireless Internet. **If you call for a reservation, your E-Mail Reservation Confirmation will show a Resort Fee (ignore it!).** You can also make an on-line reservation at: <https://resweb.passkey.com/go/fwsa2010>. The E-mail Reservation Confirmation will not show a Resort Fee. Our room block will be released on **May 21st**, so don't miss out on our special group room rates. Make your room reservations before **May 21st**.

Transportation Information:

Flights should be booked in and out of Palm Springs International Airport, California. Alaska Airlines is giving FWSA a 10% Discount into Palm Springs or Ontario. The Group Code is ECCMB1203. For ground transportation from the Palm Springs Airport, contact Airport Taxi Company at 760-862-9000. The Renaissance Esmeralda is located 15 miles from Palm Springs International Airport and the charge is \$45 per cab (not per person).

Theme – “Thanks for the Memories”:

This year's Convention theme is *Thanks for the Memories*. Hosting San Diego Council of Ski Clubs Celebrity Impersonators of big screen names from the Rat Pack Era will be in attendance. Everyone is invited to participate by wearing costumes (costumes optional) for the Saturday evening Awards Banquet, and prizes will be awarded for best costumes.

Contact Information:

Jane Wyckoff	FWSA Convention Chairperson	janeywyckoff1@cox.net	949-933-9607
Eileen Sanford	SDCSC Host Council President	esanford1@san.rr.com	858-695-1442
Nancy Ellis	Convention Registrar	nancyellis2@sbcglobal.net	530-582-0566

If you have any questions, please contact the appropriate person above.

Sincerely,
Jane Wyckoff, Eileen Sanford, Nancy Ellis



78th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION 80th ANNIVERSARY

Renaissance Esmeralda Resort & Spa • Indian Wells, California • June 10 – 13, 2010

THANKS FOR THE MEMORIES – (DRAFT) SCHEDULE OF EVENTS



Thursday, June 10, 2010

3:00 pm - 6:00 pm	Delegate Registration - <i>Delegate Bags Sponsored by Ski Oregon</i> and <i>Neck Wallets Sponsored by Sun Valley</i>	Emerald Ballroom Foyer
3:00 pm - 6:00 pm	Industry Exhibitor Registration	Emerald Ballroom Foyer
5:45 pm - 9:00 pm	Pub Crawl Celebrity Poker - <i>Sponsored by Reno Sparks Convention & Visitors Authority</i>	Meet in Lobby Court

Friday, June 11, 2010

6:20 am - 3:00 pm	4th Annual Michael German Memorial Golf Tournament at Indian Wells Golf Resort "Celebrity" (Optional Event - Shotgun Start at 7:30 am) - <i>Sponsored by Snowbasin, a Sun Valley Resort</i>	Meet in Lobby Court
8:30 am - 3:00 pm	Tram Ride and Hike (Optional Event)	Meet in Lobby Court
9:00 am - 1:45 pm	Celebrity Homes and Shopping Tour (Optional Event)	Meet in Lobby Court
10:00 am - 2:00 pm	Spa Esmeralda Day (Optional Event)	Meet in Spa Esmeralda
2:00 pm - 4:00 pm	Snowsports Leadership Academy - Module TBD	Gibraltar
2:30 pm - 6:00 pm	Industry Exhibitor Registration & Set Up	Emerald Ballroom
3:00 pm - 4:00 pm	Pool Party (end of pool in front of the Rose Lawn) - <i>Sponsored by Mt. Bachelor and Hosted by Northwest Ski Club Council</i>	Meet at the Pool
3:00 pm - 9:30 pm	Delegate Registration	Emerald Ballroom Foyer
4:30 pm - 4:45 pm	Industry Exhibitor Meeting	Emerald Ballroom
5:00 pm - 6:00 pm	FWSA History Committee Meeting	Emerald Boardroom
5:30 pm - 7:00 pm	Councils' Man & Woman of the Year Reception (Invitation Only)	FWSA Suite #7057
5:30 pm - 6:30 pm	Ski Club Happy Hour (No Host) - on the Santa Rosa Patio	Emerald Ballroom
6:30 pm - 8:30 pm	Silent Auction Happy Hour - <i>Sponsored by Ski Dazzle</i>	Emerald Ballroom
6:30 pm - 10:30 pm	Silent Auction and Dance – Musical Entertainment by "Can-Do Productions" - <i>Sponsored by Aspen/Snowmass</i>	Emerald Ballroom
10:30 pm - 11:30 pm	Exhibitor Booth Breakdown	Emerald Ballroom

Saturday, June 12, 2010

7:00 am - 12:00 pm	Delegate Registration	Emerald Ballroom Foyer
7:00 am - 8:00 am	Continental Breakfast – <i>Sponsored by Mammoth Mountain</i>	Emerald Ballroom 5-8
8:00 am - 8:30 am	FWSA General Meeting - Opening Session	Emerald Ballroom 5-8
8:45 am - 10:40 am	Travel Expo – <i>Grand Prize - Far West Ski Week Sponsored by FWSA</i>	Emerald Ballroom 1-4
9:00 am - 12:15 pm	Councils' Man & Woman of the Year Judging (Invitation Only) - <i>Awards Sponsored by Big White Ski Resort & Silver Star Mountain Resort</i>	Corfu
10:00 am - 12:15 pm	Far West Racing Association Meeting (Invitation Only)	Cannes
10:00 am - 12:15 pm	Bid Presentations – FWSA Ski Week (Invitation Only)	Gibraltar
10:50 am - 12:15 pm	FWSA Snowsports Leadership Academy - "Ethics - Doing the Right Thing"	Valencia I & II
10:45 am - 12:15 pm	Public Affairs Panel & Guest Speakers	Valencia V
10:45 am - 5:00 pm	Outstanding Club Judging (Invitation Only)	Capri
12:30 pm - 1:30 pm	Luncheon & Awards Presentation - <i>Luncheon Sponsored by Vail Resorts, FWSA Western Ski Heritage Award Sponsored by Steamboat Ski & Resort Corporation, FWSA Safety Person of the Year Award Sponsored by Aspen/Snowmass</i>	Emerald Ballroom 5-8
1:30 pm - 2:30 pm	FWSA Snowsports Multi-Media Presentation – <i>Sponsored by Sunriver Resort & Mt. Bachelor</i>	Emerald Ballroom 5-8
2:40 pm - 4:00 pm	FWSA Snowsports Leadership Academy - "Tech Works - Building your Club Using the Social Media"	Valencia I & II
2:40 pm - 4:00 pm	Public Affairs Panel & Guest Speakers	Valencia V
4:15 pm - 5:30 pm	Council Caucuses	Valencia I & II, V, VI
6:30 pm - 7:00 pm	Reception (No Host)	Emerald Ballroom 5-8
7:00 pm - 12:00 am	Awards Banquet & Dance "Thanks for the Memories" - Wine <i>Sponsored by Ogden Convention Visitors Bureau and Partners</i> and Musical Entertainment by "Can-Do Productions" <i>Sponsored by Steamboat Ski & Resort Corporation</i>	Emerald Ballroom 5-8

Sunday, June 13, 2010

7:00 am - 8:15 am	Eye Opener Party at FWSA Presidential Suite - <i>Hosted by San Diego Council of Ski Clubs</i>	FWSA Suite #7057
8:30 am - 10:30 am	FWSA General Meeting/Elections - <i>Coffee Service Sponsored by Telluride Golf & Ski Resort</i>	Emerald Ballroom 5-8
10:30 am - 11:30 am	Delegate Brunch - <i>Sponsored by Taos Ski Valley</i> , Door Prize Giveaway	Emerald Ballroom 5-8
11:30 am - 2:00 pm	FWSA General Meeting/Elections Continued	Emerald Ballroom 5-8
2:00 pm - 4:00 pm	FWSA Board of Directors and Board of Trustees Meetings	Malta A & B

Delegates are welcome to attend all events unless otherwise indicated. Participation in Travel Expo is especially encouraged and the Grand Prize will be awarded only among those who participate. Delegates with mandatory assignments to other meetings during Travel Expo will receive instructions from their Meeting Chairman.



78th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION
June 10th – June 13th, 2010, Indian Wells, CA

INDIVIDUAL PRE-REGISTRATION FORM Due to FWSA by May 7, 2010 (This Form Must Be Completed for Each Attendee)



VERY IMPORTANT – Registration Type

- ☐ Voting Delegate (Record Name on Credentials Form) ☐ Non-Voting Delegate/Guest/Other
☐ Alternate Delegate ☐ FWSA Direct Member

Please Print Clearly

Affiliated Ski Club	SKI CLUB NAME	COUNCIL NAME
Member's Name	First Name	Last Name
Member's Address	Phone # () _____ Street Apt # _____ City _____ State _____ Zip _____	
Email Address		
Option to Exclude Information	Except for your email address, which is not divulged, the information submitted above will be provided to industry sponsors and donors to the Silent Auction. You may exclude your information from this list by initialing here _____.	

FWSA Convention Pre-Registration Package Selection: Please Read Instructions

Selection	Description	Price	Amount Enclosed
Friday Saturday Sunday June 11--13	<input type="checkbox"/> Full Package – All FWSA business meetings, election & panel sessions, convention pin & books and all other hosted parties & activities. <ul style="list-style-type: none"> Friday Silent Auction & Dance, Beverage Saturday Continental Breakfast, Travel Expo, Luncheon, Cocktail Party, Awards Dinner & Dance (<i>Thanks for the Memories</i>) Sunday Eye Opener and Buffet Brunch <input type="checkbox"/> Delegate Book – The Delegate Book will be included on a CD in your packet. Indicate here if you would like to purchase a printed copy for \$10.	\$145 by 5/7/10 \$175 after 5/7/10 \$190 after 5/28/10 \$10	 \$ _____ \$ _____
OR			
Saturday Sunday June 12-13	Meetings ONLY – Attendance at FWSA business meetings, election & panel sessions and convention books – No Meals or Parties	\$50	\$ _____
Saturday June 12	Awards Dinner & Dance ONLY – Saturday night Banquet and Dance. Dinner must be purchased in ADVANCE. (Seating LIMITED – Priority will be given to Delegates who purchase the Full Package). [Black Tie Optional]	\$75	\$ _____

AND Optional Activities. See event fliers - You must sign up for these activities using the event forms.

Thursday June 10	PUB CRAWL CELEBRITY POKER	<input type="checkbox"/> \$52	\$ _____
Friday June 11	FWSA 4th ANNUAL MICHAEL GERMAN MEMORIAL GOLF TOURNAMENT	<input type="checkbox"/> \$111 Club Fee <input type="checkbox"/> \$45	\$ _____
Friday June 11	TRAM RIDE AND HIKE	<input type="checkbox"/> \$75	\$ _____
Friday June 11	CELEBRITY HOMES AND SHOPPING TOUR	<input type="checkbox"/> \$40	\$ _____
Friday June 11	SPA ESMERALDA DAY	<input type="checkbox"/> \$110	\$ _____
Total Amount Enclosed – make checks payable to FWSA (No Refunds): for members of affiliated ski clubs, payment must be made by delegates' ski club. Submit all forms and payment to FWSA Convention Registrar, Nancy Ellis, P.O. Box 9681, Truckee, CA 96162. DEADLINE: May 7, 2010			\$ _____

Athletic Scholarship Chairperson

Athletic Scholarship Program Continues to Grow

The Far West Athletic Scholarship program has experienced steady growth over its six year existence. Beginning with two scholarships for the 2004-2005 season, the program has increased its scholarships by over 600%. In 2009, the program was able to provide financial assistance to thirteen athletes, an almost 100% increase over the previous year's number. In addition, it initiated a partnership program with the Skiyente Ski Club of Portland, OR; which honors the top junior women's racer in the Pacific Northwest.

The success of the athletic scholarship program is directly dependent on the generosity of the Far West membership through raffles and auctions at its annual ski week and convention.

The 2010 fund raising cycle kicked off with a successful raffle during the Far West Ski Association's Keystone trip. Raffles for a Karbon outfit and for spaces on the Keystone adventure snow cat trip yielded \$3100. The lucky winner of the Karbon outfit was Paula Kinahon from the Castro Valley Ski Club. Paula gets to choose any outfit and color combination from the 2010 Karbon catalog. The outfit will be made for her regardless of whether Schure Sports mass produces similar outfits for the 2010-2011 season.

A successful raffle depends not only on the generosity of the ticket purchasers and prize donors, but also on the efforts from volunteers who help sell tickets. In this regard, we would like to acknowledge Judith Miller, Mike Sanford, Chuck Hennings, Woody Hogan, and of course my wife, Jonnie, who all made a significant contribution to the success of the raffle.

The grand prize raffle winners for a three day Heli-Hike adventure were Roy and Michelle Nightengale. They have provided a descriptive story of their very unique adventure in the Canadian Rockies as guests of Canadian Mountain Holidays (CMH). The story is posted on the Far West Ski Association website at (www.fwsa.org). You can locate the story by clicking on Programs, then Athletic Scholarship Program where you'll find a link.

The three day Heli-Hike adventure offers a wide variety of scenic hikes, rock climbing and ice climbing. This year, people don't have to attend the FWSA convention to buy a chance for the adventure of a lifetime. Raffle tickets are available in most councils and cost a measly \$5 per ticket or 5 for \$20. If you're unable to find raffle tickets for sale in your council or ski club, contact Dick Shawkey at rshawkey@comcast.net.



*Dick Shawkey
Athletic Scholarship Chairman*

We continue to express our appreciation to our sponsors for their unwavering support: Canadian Mountain Holidays, Whitefish Mountain Resort, Grouse Mountain Lodge, Schure Sports Inc., and the Far West Racing Association. As a Far West member, you can be proud of our Association's commitment to our sport and America's youth. The Far West Ski Association and its members are making a difference, one kid at a time.

California Considering Kids Helmet Law

A legislative committee in California has advanced a bill that would require minors to wear helmets while skiing or snowboarding and impose safety rules on ski resorts in the state.

If signed into law, the helmet ban would be the most restrictive in the nation, mandating them for everyone under the age of 18. The bill also would require ski resorts to file annual safety plans and issue monthly reports about injuries and deaths.

Safety Committee Chairperson

Greetings!! I hope you're having a great ski season. FWSA promotes safety and to recognize those who promote safety, we have the Safety Person of the Year contest (SPOY). This is for the person who has done the most to promote safe winter sports through any number of methods including activities, articles, on slope activity, videos, etc. The winner gets an incredible prize; a week for two in Aspen including lodging, airfare, equipment, and skiing. If you know someone who is eligible please check on our website for information at <http://www.fwsa.org/hidden/689655.htm>.

Snowsports are inherently dangerous because they involve speed and other challenges. In the 2010 Olympics, we saw the untimely death of the luger from Georgia. We noted many falls in downhill ski racing. Olympic Medalist Julie Mancuso, a Tahoe skier, noted the untimely death of her friend CR Johnson at Squaw Valley during an Olympic interview. CR Johnson was an X-Games medalist and veteran



*Richard Lubin,
Safety Committee*

of many extreme skiing movies. He was wearing a helmet at the time of injury. The point is, no matter what your skill level is you have to be as careful and conscious as you can be of the risks around you. Skiing and snowboarding are safer than most sports; you just need to pay attention.

Spring Safety tip: With melt and freeze cycles common, don't forget to sharpen your edges and also apply the proper temperature wax. Why? Morning conditions can be very icy. *Proper edge tuning can keep you from slipping and crashing.* As things warm up, wax helps your skis or board glide through what may be irregular snow conditions. It's not a bad idea to carry some rub-on-wax in case things get too soft. Decelerating quickly from lack of glide can cause accidents.

Be safe plan ahead

*Continued from page 10,
Eileen Convention Information*

Contact Eileen Sanford, SDCSC President at esanford1@san.rr.com or Jane Wyckoff, FWSA Convention Chairperson, at janewyckoff1@cox.net for additional information. Industry members please contact Mary Olhausen at omary52@comcast.net.

It promises to be one of the best Conventions ever! Remember to bring your dancing shoes, golf shoes, hiking shoes and spending shoes. Don't miss it!

LAKE TAHOE FACTS

- Lake Tahoe is the second deepest alpine lake in North America.
- The lake is 12 miles wide and 22 miles long and 72 miles around.
- It is 1,645 feet at its deepest point, though it's average depth is 949 feet.
- The lake holds 39 trillion gallons of water, which, if emptied into area the size of California, would fill the state to a depth of 14 inches.
- Due to its depth, the lake never fully freezes. The surface temperature of the lake ranges from 41 degrees F to 68 degrees F.
- Lake Tahoe straddles the California/Nevada state borders, with 2/3 of the lake in California and 1/3 in Nevada.
- Lake Tahoe has 63 tributaries feeding into the lake and only one outlet - the Truckee River at Tahoe City - draining out of the lake.
- The sun shines at Lake Tahoe during 75% of the year, or 274 days.



Club and Council History Prize 2010

In 2008, the Far West Ski Association launched a program to develop club, league and council histories. The objective of the annual program is to capture important information about skiing from the skier's perspective and especially that of the club skier. Selection for the prize will be based on digital presentation of club or council history according to a set of weighted criteria and judged by knowledgeable ski historians. Deadline for history submission is April 19.

Winners will be announced at the FWSA annual convention and the cash prize awarded to the selected submitter. The prize may be received by the submitter or donated to the charity or program of their choice in their name. The prize currently stands at \$200. A memento will be awarded to the selected submitter and recognition letters to others submitters. Clubs operating since 1960 are eligible for designation as Historic Ski Club, based on history submitted.

Criteria will include the following: Submissions should try to cover as much detail as available against the following weighted criteria. It is more important to capture your history than to *check off all the squares*. Liberal use of photos and graphics is encouraged. These submissions should be paperless and readable with standard applications for CDs or DVDs.

The criteria is as follows:

- Basic organizational identity, location and service area, corporate status, and mailing address, both postal and electronic (5)
- Objectives and purposes of the organization, mission and vision statements (if available), plan for the future (10)
- Membership profile, numbers, demographics (10)
- Timeline. Founding, significant events during your history to date (20)
- Annual event menu and descriptions-recreational social, competitive, community service, travel (20)
- Description of major events and achievements from your timeline (20)
- Highlighted member profiles and special interest connections (5)
- Appendices may include (5)
Governing documents such as by-laws, articles of incorporation, operations manuals, Officer and member rosters, both historic and current
- Accessing information on your media, ease of navigation, indexing (5)

The selection is not for outstanding club or council, although it is anticipated that some material may be common to both types of presentations. Think of these histories as museum or library reference resources.

All submissions must be for unrestricted release and become the property of the Association. Multiple focal points for ski history will be designated as holders of the information. These holders may make the histories available on a loan basis from time to time.

Notify John Watson at geospace@pacbell.net early as to your desire or intent to enter for this prize and the addresses for mailed histories. Check FWSA News, the Councilman and the web pages for updates to the above. Please forward this announcement to anyone who should enter but who may be *Off the net*. We have a colorful and robust history. Let's tell the world.

Submissions should be submitted if possible to two committeemen (sbowker.fwsa@gmail.com, and geospace) not later than **April 19, 2010**.



John Watson
History Chairperson

Snowsports Participation Increased in 2008.09 Season

Despite a very tough economic climate, new participants could be found on slopes, trails and in the terrain parks last season. Participation increased in every snowsports discipline during the 2008.09 season from downhill skiing to snowshoeing.

Snowshoeing, one of the most economic of snowsports, enjoyed a 17% increase in participation last season and the health benefits of cross country skiing were enjoyed by about 300,000 more Americans.

Information from SIA on the net.

Arizona Ski Council

The sun is out, the days are warm and the skis are being put away for the summer. In Arizona this is the time for hiking, golf and trips to the lake. The water skis replace the snow skis and the golf clubs replace the ski poles. As summer nears, thoughts of getting the swimming pools in prime shape come into view.

The winter was quite eventful as the clubs joined together in reciprocity offerings for all the trips. This has been an on-going policy within the council, but it has never really been utilized to the fullest. In this season, it was found there are definite areas for improvement.

The council is hosting a trip coordinator retreat to develop a written policy to cover all the aspects of reciprocity and joint trips. In the past, the council has been the organizer for the annual AZ Days to telluride. Going forward, the council will designate a different club each year to organize and run the event. This will give the hosting club a direct source of income.

The budget for the council has been reviewed and the actual income needed to run the council is less than originally thought. To cover the expenses of the council, the kick-off party raffle, bicycle porker run, and golf outings will be the sources of income.

Other areas the council is looking at for income, is finding local businesses to provide sponsorship donations. This



Mike Rogers
Arizona Council President

also opens the avenue for direct donations from local businesses to the FWSA Foundation.

Another area that needs attention is a revision of our by-law, which potentially could increase the number of clubs in the council. This will make it possible for clubs from other parts of the state join the council. The council is looking to reduce the council meetings to every other month and possibly quarterly instead of the current monthly format. In talking with other 801(c) seven clubs in the greater Phoenix valley, there is a drop in membership for all social clubs. Later this summer the council will have a retreat where all the social clubs will be invited to explore ways we might be able to assist each other.

On the charity, the council will be focusing on supporting Special Olympics, MS foundation, and Habitat for Humanity over the next year. To gain public awareness, the council is working with the local PBS television station to get a time slot during the telethon fund raiser. The council is also exploring the MS telethon as an opportunity to support the community.

THE SKIERS GUIDE Style Guide

By Leigh Gieringer,
Skier's Guide Editor

Skier's Guide General Guidelines:

I need a current photo of you, the author. Either snail-mail or e-mail a print resolution file.

1. All articles including the titles should be written in *Times New Roman 11 point* font.
2. There should be *no* paragraph indentations (tabs or spaces)
3. Format all paragraphs *left justified*.
4. *One* space after periods. (Do a edit/replace, finding “. ” (period two spaces) with “. ” (period one space)
5. *One* return after paragraphs, *not* a double return. (I know it looks harder to read from your point of view, but I have my program set up to automatically increase this spacing & put in an indent. If you put in two returns, then my program doubles that extra space and I just have to take it out.)
6. *Spell check your article!*
7. Proofread your articles or have a friend read your article. Time as well as manpower does not permit the submitted articles to be read by the Skiers Guide staff.
8. If you have a particular point you'd like me to highlight (as a “pull-out” or blurb), either repeat it at the end of your article, noting “please highlight.” Or just say, “please highlight the part about ____.”

9. – All accompanied by appropriate pictures. Pictures should identify who is in the picture, and who they should be returned to (lightly in pencil on back as close to edge as possible so the picture is not damaged!)

Style: *NEVER* use all caps or underlines to emphasize something. I prefer *italics* or **bold** to highlight names of clubs/councils or places. If you have the urge to underline it, you might want to make it a “pull-out”

Length: 300 to 600 words leaves me room on one page for a headline, a pull-out, your logo & a (1.5x2”) photo.

Bay Area Snow Sports Council

The Bay Area Snow Sports Council (BAC) is very proud of its clubs, members and those that volunteer!

During March of 2010, there were two major Fundraisers for Disabled Sports USA Far West (DSUSA). They were the annual *Wounded Warriors Ability Challenge Race* and BAC/DSUSA *Ski For All*.

March 19, 2010 was the *Wounded Warriors Ability Challenge Race* at Alpine Meadows Ski Resort. This year two teams from BAC participated in this challenge. One was from the BAC Board of Directors (Paula Kinahon, Sandy Kiyomura, Bob Ellis & Dennis Heffley) and another from the Inskiers Club (Karen Albecht, Lisa Burgess, David Baird & Craig Faitel). The four team members also included a person from DSUSA for the race, lunch, and scrabble run (yes ~ scrabble!).

There was a very moving ceremony where we were joined by our *Wounded Warrior* for the day (hardly a dry eye in the bunch). The *Wounded Warriors* are service men and women who have returned from Afghanistan and Iraq. Do to injuries, they sustained in the war, their lives have changed forever. For the race portion of this event, our very own Inskiers took 1st Place from the twenty teams that participated. When the awards were handed out, the teams brought up their *Wounded Warrior*

and shared their good fortune with them!

On March 27, 2010; the annual BAC/DSUSA *Ski For All* took place at Squaw Valley USA. During these economic times . . . fundraising has been a challenge. With that being said, I'm here to announce that we topped \$20,000.00 for the day! That is over four times more then last year! There was a true emotional focus that our clubs and members took on this season! Club Presidents, club BAC Reps, club Race Directors and the Open League and Singles League Race Directors communicated with everyone. It was a true Group Effort!



Honestly, I was moved to tears when I announced how much was raised that day!

BAC is also proud of our members with their participation in Far West events. This year we again had the greatest council participation for the 2010 FWSA Ski Week at Keystone. Y'all better get your members signed up for the 2011 FWSA Ski Week at Sun Valley because the BAC is already making our move to sell out what we've been allotted!

Club and individual wise . . . you can name *Every Ski Resort* in the Great Tahoe Region as having



Dennis Heffley
BAC President

people from the BAC making turns either on skis or boards down their slopes, hiking trails on snowshoes, or gliding along on cross country skis.

Many locations in Reno including the Grand Sierra, John Ascuaga's Nugget, Atlantis, Peppermill and Silver Legacy have made great room rates available to our members.

I also know of BAC club trips that have gone to Vail, Aspen, Telluride & Steamboat Springs. Individuals from BAC who have visited Fernie/Kimberly, Whitefish, Jackson Hole, Schweitzer, and Mt. Bachelor; just about every place in Utah, . . . In other words, we have BAC people who enjoy skiing/boarding, and they are going places that also include the Far West International trips!

It is with pride that I share with you that the election of officers in the Bay Area Snow Sports Council are again doing very well. Dennis Heffley is entering his 7th year as BAC President. Just one position is still open for the BAC Board of Directors, and that position will be filled when the elections take place on April 12th.

We are looking forward to a spectacular FWSA Convention in June!

Intermountain Council

The challenge of officer replacement

How often have you heard, "I can't find someone to replace me!" Sadly, this is a way of life in volunteer organizations everywhere. As we talk to those we might want to recruit into a role, we sometimes hear them express doubt that they might not be qualified. As leaders, we need to always be vigilant to identify those that have technical or leadership characteristics to fill a needed position.

It is the responsibility of those with experience and leadership to help develop new talent. We can even see this on our proud Olympic Ski Team. How? Veterans Bode Miller and Lindsay Vonn mentored Ted Ligety and Julia Mancuso to new levels of high performance. They are passing those duties on to others for the future. It is our



responsibility as ski club/council leaders to train for the future, too.

Once we have identified someone, take small steps to develop and encourage them towards these new responsibilities. The steps might include:

- 1). Start with easy tasks to build confidence.
- 2). Provide the tools, materials and training they will need to succeed.
- 3). Monitor the results and encourage them with positive feedback.



Don Anderson
Intermountain Council President

4). Gradually increase their responsibilities and point out their successes to others.

5). Ask them to assist you in an activity or be a substitute for you in a meeting.

6). Review the results and discuss any concerns or questions they might have.

7). If a new and important position is taken, closely monitor and be ready to offer advice or answer questions to build confidence. Do not abandon them.

This process might take months and it might take years, so be patient.

Try to have several people in this training program to develop a deep talent pool. Hopefully this will layout a road for successful leaders to fill those important positions for years to come.



Finding An Affordable Family Ski Vacation

Shannon Luthy, Family
Guide Editor, Sep 9, 2008

Sharing skiing with your family doesn't have to cost an arm and a leg.

Getting the kids on the slopes can be costly, but with a little effort, you can find the deals out there. Ski resorts want you to teach your family to ski and they'll do what they can to encourage it, whether it is a price break on lift tickets or lessons, or the beginner lift is free.

The best option is to get the kids in ski school. Save up and get them a few days of lessons to learn the basics.

Once they've done that, then you can spend a few hours with them on the bunny slopes. With kids being so much closer to the ground, the learning curve is much better as they have a lot less farther to fall.

Call ahead to the resort

you're considering visiting to see if they have any deals for beginners or families. Many resorts offer lesson specials in January, as it is Learn to Ski & Snowboard Month. Others offer Ski & Stay Packages in the early season, or in April at the end of the season.

Many resorts offer free lift tickets for kids under five years old. They can get in some good practice for the bigger slopes, if you can find some easy slopes to take some turns.

Editors Note: The FWSA 2011 Sun Valley Ski Trip encourages you to bring children.

Los Angeles Council

And now the doings in Los Angeles...what we did, what we're doing, and what we're going to do...

The 2009-2010 Ski Season kicked off November 7, 2009 with the annual Snow Gala held at the Queen Mary in Long Beach. Most all of the L.A. Clubs were represented where we celebrated our new Council Man and Woman of the Year, John Dwight and Judith Miller. A coup for Single Ski Club as both are members of that club.

Next on the agenda was the L.A. Council *Learn to Ski, Board, and Race Week* in early December. 125+ skiers and boarders brushed up on their skills for the season to come.

That season-to-come, on the race circuit, started off on a typical Mammoth weekend. It was scheduled for December 12-13, 2009, but had to be postponed due to snow. (I always enjoy saying that a ski race was postponed due to snow.) That race was held in January along with Rokka and ULLR Leagues' race #2.

After the one-race-per-month schedule, the league races culminated March 20-21 with the SoCal Championships. For Rokka League, Westwood is at #1. For ULLR, Aerospace is claiming the top spot. But, wait a minute – looks like there's going to be hot competition at the Far West Championships to be held in our backyard at



David Krupp
Los Angeles Council President

Mammoth on the 2nd week of April.

On the trip front(s), LAC Ski Week had another 100+ audience at Whistler just before the Olympics. A smaller contingent showed at the Far West Keystone Trip so we could claim our #1 position in the Council Race.

Being that there were trips to Canada, Colorado and Italy; the council did not want to leave out a Utah trip. So, off we went to Park City, The Canyons, Deerpark for a 4-day last week of February. One last blast for skiing will be the Mammoth Ski Club Appreciation Weekend, April 16-18. The name suggests it all: Mammoth holds an annual celebration for the clubs, the theme this year—Margaritaville. We owe much to the folks at Mammoth and extend our thanks to them.

To wrap things up (or to usher in a new season, depending on how you look at it) is the Far West Convention in Indian Wells, this June. Close for us in L.A. Thanks to the host council, San Diego Council for having the event near home.

Sun Valley Tubing Hill and Sleigh Rides



TUBING HILL

Dollar Mountain is the home of Sun Valley Resort's new Snow Tubing Park. Rubber meets the snow in three 600-ft. lanes. The Park is located by the Half-Dollar Lift and is serviced by a new 400-ft surface lift. New customized tubes are used for rides offering nearly 100 ft. of vertical.

A fun on-snow activity for the entire family, The Tubing Park is just steps from Carol's Dollar Mountain Lodge so hot chocolate is nearby. The Lodge also provides an excellent buffet, the Sun Valley Snowsports Children's Center and Pete Lane's Mountain Sports.

SLEIGH RIDE

A sleigh ride to Trail Creek Cabin for dinner has traditionally been one of the most memorable and fun Sun Valley winter experiences for the whole family. Round-trip scenic rides are available Tuesday through Saturday. Private bookings are also available.

For dinner at Trail Creek Cabin, horse-drawn sleighs leave the Sun Valley Inn at 5:45, 7:00 and 8:15 p.m. for a family style dinner Tuesday through Saturday. The ride lasts about 1/2 hour. Dress should be warm and blankets are provided. Because of the wild popularity of the sleigh rides to dinner at Trail Creek Cabin reservations are required.

Sleigh reservations should be made well in advance to ensure availability.

The purchase of a sleigh ride ticket confirms a reservation for dinner at Trail Creek Cabin. Reservations should be made through the Sports and Recreation Center: 208-622-2135.

Northwest Ski Club Council

Hey Far West snowriders!! It snowed nearly five weeks in the Cascades— welcome to Spring in the Northwest!!

First of all, I'd like to take this opportunity to welcome two new clubs to FWSA. The first is located in Bend, Oregon; we'd like to offer a big welcome to Oregon Adaptive Sports. And, to give our Northwest Ski Club Council a truly Northwest touch, we welcome new club Matsu Ski and Snowsports Club out of Palmer, Alaska. NWSCC is looking forward to helping both of these clubs by providing tools for their development, and support for their activities. More fun for all of us!

We also have a new-and-improved web site! John Jessen, new to our council board this year, has spent many hours bringing our web site into the 21st century, and has done a truly fabulous job. Check us out at www.nwskiers.org and you'll see what I mean.

John, together with council VP Richard Rizk, also worked hard on our new educational outreach program, *P.I.E.*, which stands for *Prepared, Informed and Ecological*. We have two modules prepared including basics of ski law, and one on adaptive skiing. We're working on other modules, which are available to all clubs. The module creators are also available to all clubs to make these presentations. A council board member *Road Trip* is in the works to explain P.I.E. and get the word out. *It's Easy as P.I.E.!!*

Race season for NWSCC's PACRAT race league has ended,

and the end-of-the-season Rat Attack Party gave us a real nail-biter! We had nearly 20 teams participating in our 10-racer team format, and it came down to two teams separated by only one point at the end of the season! The last race was held on the long and challenging *Middle Fork* course at Mt. Hood Meadows. Inclement weather and timing problems made this an especially challenging race! The results were kept top-secret until the April 2nd Rat Attack. Skiyente Ski Club's *Racy Brats* barely squeaked out the 3-point victory over Schnee Vogeli's *Ruttin' Rats*, but a great time was had by everyone at the party.

The end of race season means it's time for spring skiing, and once again, we headed for Mt. Bachelor and a Bachelor Blast. There's too much fun under the Central Oregon Sun!! As a special treat, we were able to honor our local Far West Ski Association scholarship recipients during our lunch on the moun-



tain. Thanks to Debbi Kor, Mary Olhausen, and Linda McGavin for putting this trip together for us.

And hey, just because the snow stopped falling doesn't mean we won't be having any more NWSCC fun! The Annual *Clubs 4th Play*



Sheri Parshall
NorthWest Council President

Golf Tournament will be held on July 25th at the truly beautiful Lewis River Golf Club, located just outside Woodland, Washington. Sandi Shaub is in charge of this fun annual scramble tournament. We're hoping to get teams from the Seattle area to join us this year—and alternating the tournament between north and south.

Also, in July, will be our Annual Appreciation Night. An afternoon of water-skiing, wakeboarding, and other *sun fun*, together with a yummy barbecue. It brings together the outgoing club officers, the incoming club officers and commercial members together for a big *thank you* to everyone who helped the council this year. If you're around on July 21st, come on over to Chateau Parshall and play with your NWSCC (and Far West!) buddies!

Last but not least, congratulations to our Council Man and Woman of the Year honorees: Colleen Walter of Skiyente Ski Club, and Dave Rasmussen of Schnee Vogeli Ski Club. Both of these honorees contributed greatly to the success of both their clubs and our council, and we wish them the best of luck at the FWSA Convention in June.

Orange Council

Spring is here and the 2009/2010 ski season is slowly coming to a close for the Orange Council Ski Clubs.

We have had a very busy and successful ski season, with most of our clubs offering a variety of ski trips.

January 23-30, 2010; Orange Council and Balboa Ski and Sports Club took approximately 45 people to the annual FWSA Ski Week in Keystone, Colorado. This trip is always a lot of fun, filled with après parties, hill top picnics, racing, and an opportunity to meet with members from other club members in the FWSA community. Our skiers had plenty of mountains to choose from, they were seen skiing at Keystone, Breckenridge,



and Arapahoe County Basin. And if that wasn't enough skiing, we had a bus full of skiers driving over to Vail and Beaver Creek to ski their beautiful mountains!

Other ski trips that took place this season were: Balboa Ski and Sports Club traveled to Alaska, and Keystone; Fountain Valley Ski Club and Snowbounders went to Telluride, Colorado; Tri Valley Ski Club and Orange County Ski Club went to Park City, Utah; and Snowfliers Ski Club travelled to Lake Louise Canada. Council clubs offer a wide variety of trips and there is always something for everyone.

Several of our clubs offered weekend trips to Mammoth Mountain. Every weekend, bus trips and/or car pool drive up to Mammoth



Judy Thurman
Orange Council President

Mountain. This year, Mammoth has had some of the best snow around, with skiing available probably into the summer.

Coming up in April, Orange Council Ski Clubs will have several clubs attending the Mammoth Ski Club Appreciation Weekend and the Championships hosted by Far West Racing Association.

In January 2010, Orange Council hosted the annual President's Dinner. We invited all the clubs president's and their representatives to join us for a dinner of authentic German food. This provided a good opportunity for all the Presidents and representatives to meet other club members exchange ideas.

Now that the 2009-2010 ski season has successfully come to a close, we are busy looking forward to ski season 2011. Now, all of our Orange Council Ski Clubs are busy getting ready for the ski season 2011. It is never too late to start promoting their ski trips. Some hints of what is to come next year is, the FWSA Sun Valley Ski Week in January. I would like to say thanks to all of you who have volunteered your time and energy to make these trips happen. Without our volunteers, there would be no clubs or trips. So a

Squaw Valley Seeks to Regain Edge

As reported in the Wall Street Journal, March 25, 2010

Squaw Valley used to be the premier Lake Tahoe destination for Bay Area Skiers, but in recent years the resort had found itself outflanked by nimbler rivals.

Now, the home of the 1960 Winter Olympics is looking to regain its edge. Since Nancy Cushing took over the 4,000-acre resort following the death of her husband, Squaw founder Alex Cushing in 2006, she has found ways to expand Squaw's audience beyond diehard skiers.

Mrs. Cushing introduced gourmet cuisine on the mountain, upgraded once-uneven customer service and plans to overhaul the base village. She also slashed the price of season passes by nearly 60% last year to \$369 for the most restricted tickets.

Squaw is attempting a transformation amid intense competition. As much as half the business at the 15 Tahoe Ski Resorts comes from the Bay Area 200 miles away. Many resorts, such as Heavenly Mountain Resort and Northstar at Tahoe Resort, are aggressively courting visitors by investing in lodging and shopping, says Bob Roberts, executive director the the California Ski Industry Association.

Heavenly, which is the busiest resort, gets more than one million visits annually. Mr. Roberts says, while Squaw and Northstar frequently swap for No. 2.

San Diego Council

SDCSC took over sixty happy skiers to FWSA Ski Week at Keystone Mountain for the 2010 annual FWSA ski week. Our Southwest flight was a breeze and we loved the fact that we were not charged for luggage. After arriving in Denver, we boarded a bus for the three hour ride to Keystone. There was minimal snow so the ride was easy. We even went over Loveland Pass and got a great view of the countryside. Our condos were located



down the road from the main lift near the ice skating rink and the Convention Center. This made going to evening events quick and effortless. Many also took advantage of the ski pass which allowed them to ski Vail and Beaver Creek for one day each. Breckenridge and Arapahoe Basin offered unlimited skiing.

Monday night, we gathered at the Keystone Convention Center for a dessert welcome party with DJ and dancing. On Tuesday most of us boarded a bus for a much anticipated day at Vail Mountain. We were not disappointed! The snow was great, actually better than Keystone, and the crowds were light. Tuesday night we had our council party at a lively Irish Pub that served Shepherd's Pie and Guinness. Everyone mingled with friends and a few made new friends at the bar. Wednesday night

we hosted the famous, now annual, SDCSC Martini Party.

Susan Schaffer, our trip leader, outdid herself planning the menu. She had local members buy the food at Costco. A few crazies went out to play pool after the martini party. Thank goodness they had a retired Highway Patrol Officer, Laura, to drive them home. The rest of the week brought exciting racing, an ice skating party, and culminating in a semi-formal dinner dance on Thursday night. San Diego skiers went home happy and ready for next year's trip to Sun Valley. I gave Susan my deposit check on the bus ride home!

NIS celebrated St. Pat's Day by marching in the San Diego parade on March 13. The drum major, Mike Sanford, led the group through three routines at the four judge's platforms. The group decorated their ski poles with green tinsel and wore various green t-shirts and regalia.

At a parking lot near the start of the parade, the marching group practiced three times. This was the third time the group has performed in the St. Pat's Day parade in SD. Afterwards, the group anxiously awaited the news of the Parade winners. Harp and Guinness flowed down easily after all that marching. Yes! NIS won first place again. NIS has won two first places and one second place in the competition. Guess you might see us soon; our next performance will be at the June convention.

Don Diego had two successful Mammoth mid-week trips. They stayed at the Mammoth Town Houses in February and March. This year, Action Ski Club had



*Eileen Sanford
San Diego Council President*

all their Mammoth trips sold by October. Their fly away trip was Banff this year. They had a great time, as usual. Action members enjoyed an evening at the *Parade of Lights* at Christmas time. QUALCOMM led a successful trip to Sun Valley in March and another trip to Park City.

They also enjoyed two Big Bear Family trips this year. Also, Torrey Pines went to Vail this year and enjoyed the snow and refurbished village. TP had two mid-week trips to Mammoth and many other non-snow activities during the winter.

Susan Schafer won the FWSA Survey contest. She is spending the money in Switzerland this week on the SDCSC's first European trip. The group went to Grindewald for a week and then



on to Zermatt for four days. The trip was full with 30 people from SD and southern Californians.

SDCSC is very busy working on the 78th Annual FWSA Convention in Indian Wells, June 10-13. We hope to see you all there.

tion regain some of its lost shine, and restore a healthy enthusiasm for being part of organized skiing. Those of us already dedicated know the advantages we have compared to the lone, non-member sports person. We just need some ideas to *spread the word* in an effective way which will produce results.

Here are some ideas in no special order or preference. Please explore the best of them for your organization.

Non-ski/Snowboard Activities

People like variety in their leisure, especially young people. Fill your club's activity schedule year-round with other social and sport activities. Above all, don't let the summer months slip by without AT LEAST ONE FUN ACTIVITY A MONTH to keep people engaged socially in club-sponsored events. The variety of well organized, fun events is the best way to "keep 'em coming back"! A good start is to originate a board activity director responsible for pulling this program together and provide monetary support to keep it going. With a lively volunteer attitude the money outlay is small, and everyone will benefit. A big bonus will be that this provides activity for those of your membership who have had to give up the rigors of skiing because of age or injury, but are still valuable assets within your club.

The Internet

Does your club have a Web site? Is it regularly maintained? Does it have a "sales pitch" for new members? Is a membership application included? The potential here is almost limitless! Also, if you are seeking the youth market, what better place to be. They are USERS. You might even consider a link for youth socializing.

Schools

Many high schools and colleges have ski clubs tied in with their sports curricula. Find out from your local institutions about these programs. Do they have meetings where your club could make a presentation promoting membership, stressing the fun events associated with the sport? This is a ready resource of new and young members.



By Jim Korn
Bay Area Council
Directory Editor

Recruiting

During the run-up to ski season there may be several ski shows sponsored in your area by the equipment and resort companies. Our council is involved in these events and will usually provide access to their presence at the shows. This can be done by asking club members to help at their booth with an opportunity to publicize our clubs' presence as well. Exploit these exposure opportunities by getting a team together to produce a club brochure, get it printed and set up a recruiting table right at the event. Be sure to provide membership application forms! Also set aside a special club meeting each year prior to the ski season dedicated to new member recruiting, and tie its attendance and publicity in with the show appearances.

Marketing

Does your club have a board position called Marketing? This would focus the membership enhancement efforts by providing high level consideration at each board meeting. It would also acknowledge authority for a budget to support marketing and recruiting events. Sometimes, especially in large, busy clubs, the membership chair has plenty to do just keeping the roster up to date, etc. Providing another place for recruiting effort will be of great help.

Newspapers

Most communities have local newspapers that are generous with publicity for local club events. If your local ski club is taking 37 members to Cortina, Italy for a week's ski trip with a side trip Venice -- hey, that's news! Local papers are also very happy to publicize charitable events. If your club holds one, get in the paper. Open up a dialogue with the local social event editor of the paper, it could prove helpful in retaining and getting members.

Industry/Corporate

Modern business institutions recognize the value of sponsored leisure activities and some of them have well-organized ski clubs. These clubs may disapprove of your club *horning in* on membership, but those clubs can be encouraged to join your council. They can also be a ready source of support for joint events and charitable contributions.

The common bond of skiing/snowboarding can go a long way to opening up a fruitful partnership. Try applying some of the ideas above and see how they work for your club or council. As with any enterprise, your effort should be serious, focused, and organized with proper support from your members, your board, and your treasury.

belonging to the Rotary or Lions club, they are in direct competition for the same membership base. While these clubs tend to focus on attracting anyone interested in fellowship, travel, and adventure; ski clubs tending to focus on members who share a very narrow focus, and tend to forego the prospects of recruiting others who do not share that focus.

Given that many organizations compete for an active membership base within a community, I argue that the ski club is disadvantaged because they are not active participants and within their community. I venture to say that most communities don't even recognize the existence of a ski club within their community. To overcome this obstacle or detriment, ski clubs have to develop a market strategy to increase their visibility and position within the community. In effect, a ski club, much like the other clubs, must become a positive force within their community.

To enhance their visibility, a ski club needs to develop a multi-faceted strategy and become more proactive in marketing and in joining community events. This will enhance the visibility of the club and increase the club's familiarity within their community.

The cornerstone of any marketing effort should be to join their local *Chamber of Commerce*. This allows the club to list their meetings, activities, and trips in their local chamber newsletter. It also allows you to advertise in their monthly newsletter for free.

Many clubs are already aligned with local charities. Some of them will allow you to have recruiting tables at their fund raising events. I suggest you would do well to align yourself with a charity that serves families and children. Most charities are connected to other charities within the community. This is another great way to network and get recognized in your community. Just think about it, you will come across as a socially

responsible organization, with folks who want to make a difference in their community, and who love to have fun. Who does not want to belong to such an organization?

The receiving charity will also promote your club as a result in their newsletter, as well as make sure that you are recognized in your town or village newspapers. This is priceless!

Think about it, you will also get the charity to help you organize the event, and you will be given access to the charity membership roles or lists.

Other activities I recommend are (I understand that some clubs already do some of these activities) are as follows: Putting a float in your local community parade, putting your URL and web page on your community web, and advertising through the local welcome wagon. Another marketing opportunity that will enhance your community visibility and recognition is adopting a radio station person who will, in return, promote your club on air. Prepare public relations brochures for distribution to ski shops, sport shops, bars, restaurants, etc. As part of your strategy, you should also make sure you have a regular listing in your community newspaper and community visitors centers.

In addition to being more strategic about how to enhance the stature of your club within your community, each club also has to start rethinking its reasons for being, and its membership rules and methods of operations. Many ski clubs, in today's market, have too narrowed a mission. The mission needs to be broader, be more inclusive, and open to all kinds of membership, sports and activities. The club has to become an all-year club, and if not done already, the title of the club has to change from the narrow perspective of a ski club.

The club also has to look at its built in disincentives for membership, or rules that push folks out the door. This includes changing archaic rules about membership, and the archaic and repressive leadership style that rules a club with an iron hand. By this,

I mean a board of directors who have been in position for tons of years who in their infinite wisdom, think they are the only ones that truly have a pulse on what is good for the club. They nickel and dime the membership to death.

Maybe a benevolent dictator is the way to go. It is up to each club to rethink their mission and method of operation.

So, in addition to changing your mission and methods of operation, clubs need to focus on retention. That includes how to keep members. Part of that is running a very active schedule of trips and activities, and the other part is being involved in the community. Many clubs and councils now create a discount card for its members (in addition to the FWSA discounts). The club has to recognize their cheer leaders and pied pipers. These individuals are rare and sacrosanct to any organization. They need to be found, bolstered and promoted within the club.

My last point, I think the clubs are focusing too much on the young and beautiful, the 18 to 25 year old. Let's face it, the genX's are not joiners. Plus, would you, at that age, want to belong to the type of organization you presently belong to? Probably not?

What clubs need to do is to focus on the 30 and 40's. These folks have life experiences -- probably suffering from exhaustion from life's daily events, work, marriage, and relationships. More often than not, their membership attachments and base have withered. At this age, many folks can count on one hand the number of folks that they can count as good friends. These folks are looking for a reason to belong, and it is up to the ski club to develop that reason.

In conclusion, the goal is to enhance the club's visibility in the community, to think outside the box, develop new and creative ways to market, involve the club in community affairs, open your doors to membership, change your mission, and to rethink and refocus your efforts to attract the mid 30 and 40 generation.

Officer Responsibilities

PRESIDENT

Functions:

1. Manages, directs and controls FWSA affairs, subject to Board control
2. Presides at General meetings, Board meetings and Conventions
3. Ex-officio member of Board of Trustees. (By-laws)
4. Ex-officio member of all committees. (By-laws)
5. Represent the FWSA at external functions

Responsibilities:

1. Sign all contracts that obligate FWSA to act or not act
2. Appoint Committee chairpersons and Committee members
3. Assist the Treasurer in preparing the annual budget estimate and funds allocation
4. Develop and implement action plans based on the long-range goals
5. Manage the daily activities and functions of the organization
6. Manage the financial health of the organization
7. Coordinate the Risk Management/Insurance Program
8. Work with functional V.P.'s to develop and monitor assigned tasks
9. Schedule and organize Board of Directors' meetings, issue timely written notices of meetings and agendas
10. Chair the annual FWSA meeting and the quarterly Board of Directors meeting
11. Develop working relationships with ski industry personnel. Interface with ski area senior management to promote FWSA agenda
12. Represent FWSA to media (radio, TV, newspapers) at FWSA Ski Week and other FWSA media opportunities
13. Present the annual "President's Award" at the FWSA Convention

SECRETARY

Functions:

1. Officer in charge of minutes, correspondence, and roll of Board members

Responsibilities:

1. Record and publish the minutes from the annual meeting and the quarterly Board of Directors and Board of Trustees meetings
2. Electronically distribute quarterly Board of Directors & Trustees reports
3. Handle the formal correspondence of the organization
4. Maintain a book of current accurate copies of all organizational documents, Board minutes, and correspondence files for the entire organization
5. Order all required stationery and business cards
6. Provide minutes of the previous FWSA Convention for publication in the annual Convention Delegate Book

TREASURER

Functions:

1. Maintain an accurate account of the revenue, gifts, properties and financial transactions of the FWSA, including disbursements, gains, losses and surplus
2. Prepare or oversee all check disbursements from FWSA bank accounts

Responsibilities:

1. Responsible for reporting on the financial health of the organization to the FWSA Board of Directors and Board of Trustees
2. Develop the annual operating budget for the organization
3. Prepare detailed quarterly financial reports
4. Monitor and report on all investments and bank balances
5. Control the assets of the organization
6. Oversee the Convention and Travel financial transactions
7. Oversee the Convention delegate & industry registration procedures and bank deposits
8. Prepare or oversee the preparation of the annual tax returns

9. Prepare and monitor all corporation legal filings
10. Prepare an annual financial report (balance sheet and income statement) for the Convention Delegate Book

TRUSTEES

Functions:

1. Provide expertise for Board guidance and consultation.
2. Develop long-range plans for FWSA Board implementation
3. Oversee financial health of the organization
4. Plan and implement new FWSA Programs
5. Review and suggest changes to FWSA By-laws

Responsibilities:

1. Responsible for the long-range goals of the organization.
2. Review organization structure.
3. Oversee and review association finances and the tax return
4. Oversee the FWSA By-laws Committee
5. Oversee the FWSA Awards Program
6. Oversee the FWSA Athletic Scholarship Program
7. Assist in functional programs if necessary
8. Develop and implement a mentoring program to assist functional officers and volunteers

VP of COMMUNICATIONS

Functions:

1. Provide management and support for The Councilman, the FWSA website, the press release program and FWSA social networking programs
2. Assist in the publication and distribution of the annual Far West Skier's Guide

Responsibilities:

1. Oversee and assist in the publications of FWSA including The Councilman and the annual Far West Skier's Guide
2. Oversee and assist with the FWSA website and social networking sites
3. Oversee and assist with the Press Release program
4. Maintain and update the style guide for each FWSA publication
5. Assist in design and production of flyers for FWSA programs
6. Maintain a current database of local, state and regional newspapers and ski publications
7. Disseminate information vital to FWSA and ski clubs interests to FWSA membership
8. Issue timely press releases, specifically following the annual FWSA Convention
9. Moderate the Communications panel session at the annual FWSA Convention

VP of MARKETING

Functions:

1. Develop fund raising programs and actively seek sponsors to support FWSA and FWRA Programs

Responsibilities:

1. Educate membership on new trends in show sports activities and services
2. Develop strategies to increase dollar and product contributions.
3. Develop benefit programs for FWSA and FWRA member clubs and individuals
4. Develop FWSA and FWRA sponsorships
5. Develop sponsorship procurement procedures, brochures, and sponsorship package
6. Maintain a list of all pertinent ski shows and dates
7. Obtain discounts on products and services for FWSA and FWRA members
8. Represent FWSA at the annual SnowSports Industries America (SIA) show
9. Establish and maintain contact with all ski areas and industries such as manufacturers for purposes of procuring member benefits and program sponsorships
10. Maintain a webpage on the FWSA website to display member benefits

VP of MEMBERSHIP

Functions:

1. Solicit and maintain direct membership in FWSA
2. Electronically distribute Skiers News to membership

Responsibilities:

1. Solicit new Direct Members
2. Mail renewal notices to prior year Direct Members
3. Process membership applications and issue welcome packages each year to Direct Members
4. Print FWSA membership cards annually and distribute individually to all Direct Members and in bulk to all Council presidents
5. Distribute Far West Skier's Guide annually to all Direct Members
6. Moderate membership panel session at FWSA Convention
7. Act as Credentials Chairperson at the annual FWSA Convention and oversee a committee formed to count election ballots at the Convention
8. Produce and distribute Direct Member information via available communications channels which include media or publications
9. Oversee management of the FWSA Database
10. Oversee the educational (SLA) program
11. Prepare the monthly FWSA Skiers News (Hot Sheet) for mass distribution

VP of INTERNATIONAL TRAVEL

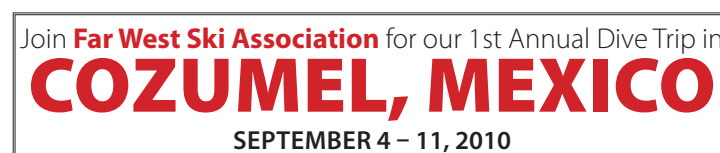
Functions:

1. Provide management, promotion and coordination of FWSA international trips, subject to FWSA Board approval
2. Provide support for any FWSA travel activity
3. Provide input for standard FWSA travel contract format requirements

Responsibilities:

1. Identify and price international trips and obtain Board of Directors approval for execution.
2. Establish FWSA international ski trip bid procedures
3. Conduct an annual FWSA International Ski Week
4. Develop and present for Board of Directors approval an operating budget for all international trips
5. Follow standard accounting procedures for international travel activities
6. Submit a full report to the Board of Directors on "product" donations as related to international travel
7. Present a complete and accurate trip financial statement at the first Board meeting following each trip
8. Oversee Proposed bylaw amendment for 2010

Far West Ski Association Summer and Fall Trips



For more information on these trips, go to fwsa.org

Board of Directors, Trustees, Ski Council Presidents

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Ski Council Presidents

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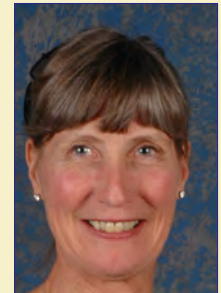
Leigh Gieringer,
Skier's Guide Editor

Did You Change?

FWSA keeps a database on members, clubs, and councils. It's important that information in this database is current so that communications are received in a timely manner. Let me know if there are changes in club or council officers, changes in membership addresses and phone numbers, changes in members' club affiliations, or if your club or council has changed its meeting location.

Requests for information from the database must be sent to the FWSA President (Randy Lew) for approval before it will be dispersed. The Far West Ski Association website (FWSA.org) has a *Ski Club Officer Update Form* that can be downloaded, completed, and mailed to me at:

FWSA DATABASE
C/O Nancy Ellis, P.O. Box 9681
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Nancy Ellis,
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**The Voice of the
Western Skier**



The Councilman

WORDS FROM THE EDITOR:

This winter provided an outstanding ski season - who could have asked for more. Many of our members visited most of the ski resorts in the western part of the United States. Overseas trips included Switzerland and Italy; and I am sure this is not all. In this issue, there are two excellent membership articles that start on page 4. A big thanks to Jim Korn and Bob Rosensteel for their contributions. I am looking for more pictures for the next issue, not necessarily group photos but pictures that have two to four people doing something interesting - even outrageous is OK (within limits).

Venice was fun, even though I almost fell into the canal. If Norm had not given me a hand, I am sure if I had tried to move, I would have slid into it, for sure. Norm and I took *Eurorail* after we saw our participants leave for home. It is a great way to travel. Train station escalators are much faster than ours, so getting luggage on them and not missing a step was a challenge. Never again, heavy suitcases. They were awful to lift onto the train with two or three transfers everytime we went to a new city. It just means more clothes to wash on the trip. Looking forward to seeing all of you at the convention.

For Complete Information on FWSA, visit our website:
www.fwsa.org

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