



86th Annual FWSA Convention 2018

June 7-10, 2018, Atlantis Casino Resort Spa, Reno, NV

CONVENTION INVITATION



Dear Owner/Marketing Director,

On behalf of the **Far West Ski Association**, we would like to invite your company to participate in our 86th Annual FWSA Convention, June 7 - 10, 2018, in Reno, NV.

Convention activities include our 33rd Annual Silent Auction & Snowsports Trade Show, our 16th Annual Travel Expo, optional events, awards banquet, and sponsorship opportunities. The Silent Auction is open to the public.

Silent Auction & Trade Show Friday evening, June 8, 6:30 – 10:30 pm

To reserve booth space for the Silent Auction and participation in the Travel Expo, your company will donate a package(s) to be auctioned off at our Silent Auction. Packages may be a single donation, or not more than three (3) individual packages, totaling \$1,400 in value. A portion of the proceeds from Silent Auction will benefit a Charitable Organization.

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

Industry participants receive publicity through the FWSA website and publications, council and ski club newsletters. To participate in this year's programs, **please complete the enclosed Donation Form and return with your donation certificates by April 15, 2018.** An early response will result in more extensive publicity through our publications, promotions and direct contact with all our clubs and councils.

Deadline to reserve booth space is May 17, 2018. Donation Forms received after this date will be accepted on a space available basis.

Travel Expo Saturday Morning, June 9, 8:30 – 10:25 am

The Travel Expo provides an opportunity for industry to meet Convention delegates in person, in a pre-scheduled format. Appointments will be scheduled on Friday night during the Silent Auction and early Saturday morning before the Travel Expo. Convention delegates are the leaders and decision-makers of their ski clubs who gather information to plan their future ski trips and adventure travel.

Sponsorship Opportunities

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

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

Jeanine Davis

Silent Auction Chair
415-328-2333 (mobile)
silentauction@fwsa.org

Michael Bouton

Travel Expo Chair
208-703-0444
Michaelbouton0559@msn.com

Debbi Kor, VP Marketing
& Sponsorship

503-314-7078 (mobile)
fwsadebbi@comcast.net

Atlantis Casino Resort Spa

3800 S. Virginia Street, Reno, NV 89502

Reservations:

<https://reservations.travelclick.com/98418?groupID=2016540>

or call **800-723-6500**, Group Name:

Far West Ski Association

Room Rates per night plus tax single or double occupancy —

\$80 (Sun - Thurs) **\$129** (Fri and Sat)

Room Block will be released: May 17, 2018

Hotel Features

- NO Resort fees, FREE Parking
- FREE Wi-Fi in guest rooms
- RATES are available 3 days pre and post-Convention
- FREE Airport Shuttle service

Shipping Instructions

Ship to arrive no more than 3 days prior to arrival. Guest/Exhibitor packages should be addressed as follows:

Far West Ski Association
Att'n: Guest Name
Atlantis Business Center
3800 S. Virginia St
Reno, NV 89502

Vendors are responsible for arranging pick up of their own packages.

Optional Activities

All Industry partners are welcome and encouraged to participate in any of the following events:

Thursday, June 7:

Rafting
Pub Crawl

Friday, June 8:

Golf Tournament
Hike at Lake Tahoe
Spa Day
Pool Party

"The Voice of the Western Skier"



86th Annual Far West Ski Association Convention

June 7 - 10, 2018

at the

Atlantis

CASINO RESORT SPA • RENO



Hosted by *Bay Area Snow Sports Council*
and *Sierra League & Council*

Atlantis Casino Resort Spa

3800 S. Virginia Street, Reno, NV 89502

Reservations <https://reservations.travelclick.com/98418?groupID=2016540>

or call **800-723-6500**, Group Name: **Far West Ski Association**

Room Rates per night plus tax single or double occupancy —
\$80 (Sun - Thurs) **\$129** (Fri and Sat)

Room Registration Deadline May 17, 2018

Hotel Features

- World Class Casino
- Forbes 4-Star Spa Atlantis
- Indoor & Outdoor Pools & Outdoor Whirlpool Spa
- 8 Award Winning Restaurants; 10 Bars & Lounges
- Atlantis Family Entertainment Fun Center
- NO Resort fees, FREE Wi-Fi in guest rooms, FREE Parking
- Rates are available 3 days pre and post Convention

Transportation

- Air transportation is via Reno-Tahoe International Airport, located just 15 minutes from the Atlantis
- The Atlantis offers free airport shuttle service (4:30 am - 12:15 am)

Convention Highlights

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

Optional Activities

- **Thursday**
 - Rafting
 - Pub Crawl
- **Friday**
 - 12th Annual Michael German Memorial Golf Tournament
 - Hike at Lake Tahoe
 - Spa Day
 - Pool Party

Debbi Kor

FWSA Convention Chairperson
fwsadebbi@comcast.net
or 503.314.7078

Jeannine Davis

Silent Auction Chairperson
SilentAuction@fwsa.org
or 415.328.2333

Paul Vlasveld

BAC Host Council
Convention Coordinator
pvlaveld@comcast.net
or 408.314.4649

Jo Simpson

Sierra Host Council
Convention Coordinator
jo_simpson@sbcglobal.net
or 775.722.6468

A portion of the Silent Auction proceeds will benefit TBA.

www.fwsa.org

86th Annual FWSA Convention 2018

June 7-10, 2018, Atlantis Casino Resort Spa, Reno, NV



OPTIONAL ACTIVITIES



\$105

Rafting on the Truckee River

Thursday, June 7, 2018, 7:30 am – 4:00 pm

Includes: Transportation, lunch, bottled water

Leader: John Walsh, johnwalsh37@sbcglobal.net

Sponsor: Brian Head Resort



\$59

Reno Rumble Pub Crawl

Thursday, June 7, 2018, 5:30 pm – 10:30 pm

Includes: Transportation, 4 drinks, hors d'oeuvres, dinner & dessert

Leader: Linda Russ, lru10@hotmail.com

Sponsor: Steamboat Ski & Resort Corporation



\$110

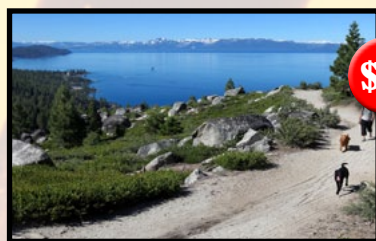
12th Annual Michael German Memorial Golf Tournament

Friday, June 8, 2018, 6:30 am – 2:30 pm

Includes: Transportation, Green Fees & Cart at Lakeridge Golf Course, continental breakfast, lunch & awards

Leader: Bob Ellis, rellis9681@aol.com

Sponsor: TBA



\$33

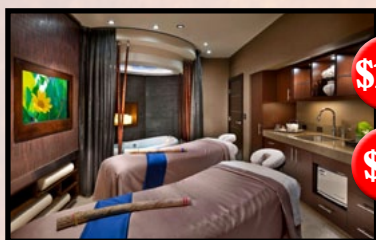
Hike at Lake Tahoe

Friday, June 8, 2018, 8:30 am – 3:00 pm

Includes: Transportation, Subway sandwiches, granola bar, cookies & bottled water

Leader: Lauri Thompson, tahoeki10@yahoo.com

Sponsor: TBA



\$130

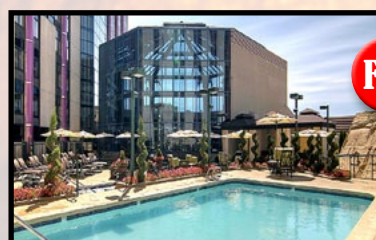
Spa Day at the Peppermill

Friday, June 8, 2018, 9:30 am – 3:00 pm

Includes: Facial or Massage (\$130), Manicure or Pedicure (\$78)

Leader: Jo Simpson, jo_simpson@sbcglobal.net

Sponsor: Aspen Skiing Company
Snowmass Tourism



Free

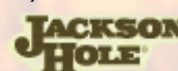
Pool Party

Friday, June 8, 2018, 3:00 pm – 4:00 pm

Includes: Fun and Games, snacks, 1 pool-side beverage

Leader: Fran Long (Central Council of California)

Sponsor: Jackson Hole Mountain Resort





86th Annual FWSA Convention 2018

June 7-10, 2018, Atlantis Casino Resort Spa, Reno, NV

Sponsor/Exhibitor REGISTRATION FORM

Due before May 7, 2018



We would like to participate in the 2018 FWSA Silent Auction & Travel Expo. Exhibit space, 8'x10' with one table and two chairs, is reserved by donating \$1,400 in value of ski/travel/hard goods package(s). **Donation Form is due no later than April 14, 2018.**

(2) Two complimentary registration packets are provided for each booth. Registration packets contain coupons for Convention activities, Saturday continental breakfast and luncheon. Should you wish to attend the Saturday Evening Awards Banquet, there is a charge of \$45 per person.

IF MORE THAN 2 representatives are attending the Convention, their charge is \$35 per person for lunch and \$65 for the awards banquet.

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

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

Information

- **Jeannine Davis**
Silent Auction Chair 415-328-2333
silentauction@fwsa.org
- **Paul Vlasveld**
BAC Host Council, Convention
Coordinator, 408-314-4649
pvlaveld@comcast.net
- **Jo Simpson**
Sierra Host Council, Convention
Coordinator, 775-722-6468
jo_simpson@sbcglobal.net
- **Debbi Kor** VP Marketing/
Sponsorship 503-314-7078 [mobile]
fwsadebbi@comcast.net
- www.fwsa.org

Registration Form & Payment is due before May 7, 2018.

Banquet Theme is "High Sierra Stampede".
Banquet includes Reception, Dinner, Ski
Celebrities, Far West Service Awards, Industry
Awards & Recognition, some Club & Council
Awards and Dancing.

Company _____

Address _____

City _____ State _____ Zip _____

Website _____ Phone _____

Exhibit Booth Wi-Fi Required ☐ Friday ☐ Saturday

Electricity (\$45) _____ \$45 _____

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

(1) Name _____ Title _____

Email _____ Mobile Phone _____

MEALS - Attending ☐ Sat. Lunch (incl.) ☐ Sat. Banquet (\$45) _____

Dietary requirements ☐ Vegan ☐ Vegetarian ☐ Gluten free

ACTIVITIES - Thursday: ☐ Rafting (\$105) ☐ Pub Crawl (\$59) _____

Friday: ☐ Golf (\$110) ☐ Club rental (\$25) ☐ Left ☐ Right handed _____

Specify handicap _____ or ☐ Novice or Last 3 scores _____

☐ Need transportation to Golf

☐ Hike at Lake Tahoe (\$33) _____

Spa Day ☐ Facial or ☐ Massage (\$130) ☐ Manicure or ☐ Pedi (\$78) _____

(2) Name _____ Title _____

Email _____ Mobile Phone _____

MEALS - Attending ☐ Sat. Lunch (incl.) ☐ Sat. Banquet (\$45) _____

Dietary requirements ☐ Vegan ☐ Vegetarian ☐ Gluten free

ACTIVITIES - Thursday: ☐ Rafting (\$105) ☐ Pub Crawl (\$59) _____

Friday: ☐ Golf (\$110) ☐ Club rental (\$25) ☐ Left ☐ Right handed _____

Specify handicap _____ or ☐ Novice or Last 3 scores _____

☐ Need transportation to Golf

☐ Hike at Lake Tahoe (\$33) _____

Spa Day ☐ Facial or ☐ Massage (\$130) ☐ Manicure or ☐ Pedi (\$78) _____

(3) Name _____ Title _____

Email _____ Mobile Phone _____

MEALS - Attending ☐ Sat. Lunch (incl.) ☐ Sat. Banquet (\$45) _____

Dietary requirements ☐ Vegan ☐ Vegetarian ☐ Gluten free

ACTIVITIES - Thursday: ☐ Rafting (\$105) ☐ Pub Crawl (\$59) _____

Friday: ☐ Golf (\$110) ☐ Club rental (\$25) ☐ Left ☐ Right handed _____

Specify handicap _____ or ☐ Novice or Last 3 scores _____

☐ Need transportation to Golf

☐ Hike at Lake Tahoe (\$33) _____

Spa Day ☐ Facial or ☐ Massage (\$130) ☐ Manicure or ☐ Pedi (\$78) _____

GRAND TOTAL

\$ _____



86th Annual FWSA Convention 2018

June 7-10, 2018, Atlantis Casino Resort Spa, Reno, NV

Silent Auction & Travel Expo Donation Form

Due before April 15, 2018



☐ I would like to participate in the 2018 FWSA Silent Auction & Travel Expo.

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

I require Wi-Fi on ☐ Friday ☐ Saturday

Donations

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

(1) Donation Package _____

(2) Donation Package _____

(3) Donation Package _____

(Optional) Travel Expo Door Prize Donation _____

Company Information

(1) Company _____

Address _____

City _____ ST _____ Zip _____

Website _____ Phone _____

Signature _____ Print Name _____

(2) Company _____

Address _____

City _____ ST _____ Zip _____

Name _____ Phone _____

(3) Company _____

Address _____

City _____ ST _____ Zip _____

Name _____ Phone _____

Certificates

- ☐ Certificates are enclosed.
- ☐ Certificates will be sent before April 15, 2018.

Exhibit Space

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

Donation Values

(1) Donation Value \$ _____

(2) Donation Value \$ _____

(3) Donation Value \$ _____

Total Value \$ _____

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

Please return this Completed Form to Far West Ski Association before April 15, 2018 at:

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

Information

- **Jeannine Davis**
Silent Auction Chair
415-328-2333 (mobile)
silentauctionchair@fwsa.org
- **Michael Bouton**
Travel Expo Chair
208-703-0444
Michaelbouton0559@msn.com
- **Debbi Kor**
VP Marketing / Sponsorship
503-314-7078 (mobile)
fwsadebbi@comcast.net
- www.fwsa.org

86th Annual FWSA Convention 2018

June 7-10, 2018, Atlantis Casino Resort Spa, Reno, NV

TRAVEL EXPO



Hello Industry Providers!

Welcome to the 16th Annual Far West Travel Expo. Whether you've participated in past Travel Expos or are new this year, here are some tips to help you get the most out of participating in the Far West Travel Expo.

What is Travel Expo?

Travel Expo takes place on Saturday morning of the Convention, from 8:30 am to 10:25 am. It is a forum where convention delegates can meet with the snowsports industry – resorts, tour operators, and suppliers – in pre-scheduled appointments.

The appointments during Travel Expo are meant to be an introduction to your product. Travel Expo time should not be used for finalizing a trip already in the works. The challenge for you is to make your presentation broad enough to satisfy everyone. We ask that you limit your appointment time slots to a maximum of four delegates from different clubs and councils.

As different as our clubs are, so is the industry. If you prefer, you can limit your presentation to one club or council, which would be your choice. Delegates attending the Travel Expo are a part of the process that determines where their clubs travel – if not in 2019, then in 2020. Delegates attending Travel Expo will be bringing back information and recommendations to their clubs and councils. Travel Expo is a great way to garner contact information for ski clubs and promote YOUR product.

Room Setup & What To Bring

The Travel Expo room setup is one table with 2 chairs for Industry on one side, and 4 chairs for Delegates on the other. Please be prepared with informational materials such as brochures, photos, trail maps, laptop or ipad, etc. There will not be room for large displays.

Meeting Suggestion

For a well-run Travel Expo, we will have monitors to insure the appointments run smoothly, that delegates and industry stay to the appointment duration, and will provide assistance to delegates to find their appointments.

Travel Expo attendees will be entered into a drawing for a ground package for one person to the 2019 FWSA Ski Week to Steamboat, CO.

Information or Questions

Jeannine Davis
Silent Auction Chair
415-328-2333 (mobile)
silentauction@fwsa.org

Michael Bouton
Travel Expo Chair
208-703-0444
Michaelbouton0559@msn.com



Signing Up for Appointments

We are asking that delegates take advantage of all meeting opportunities. The Travel Expo is one of the easiest ways to do so.

Your "Sign-Up Sheet" will be placed in your exhibitor booth on Friday evening. In addition to Friday night, delegates will also be able to sign up for appointments on Saturday morning from 8:30 – 8:45 am.





86th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION
Atlantis Casino Resort Spa • Reno, NV • June 7-10, 2018



“High Sierra Stampedo”

SPONSORSHIP OPPORTUNITIES

*As a non-profit organization, the **FWSA** programs and services are funded through sponsorship support. Active programs are conducted in ski safety, ski history, public lands development, industry relations, athletic development, recreational racing, travel, communications, council development, education, community support and awards. Following are sponsorship opportunities for the **86th Annual FWSA Convention** in Reno, Nevada:*

DELEGATE TOTE BAGS – SPONSORED BY RENO TAHOE (Reno Sparks Convention & Visitors Authority)

Company name and logo printed in color on tote bags, distributed to all Convention attendees, carried with Convention materials throughout the weekend and used by delegates post-Convention.

DELEGATE NECK WALLET – SPONSORED BY NANCY GREENE'S CAHILTY HOTEL & SUITES

Specialty-ordered neck wallets, with sponsor's name and logo. Used by all Convention Delegates.

DELEGATE BOOK PRINTING - \$1,250

Company name and logo printed in color on back cover page of Convention Delegate Book.

RAFTING - (Thursday) - SPONSORED BY BRIAN HEAD RESORT

Sponsor hosts the event. Sponsor receives one complimentary registration for event.

PUB CRAWL (Thursday) – SPONSORED BY STEAMBOAT SKI & RESORT CORPORATION

Sponsor hosts the annual event. Sponsor receives one complimentary registration for the event.

HIKE AT LAKE TAHOE (Friday) - \$850

Sponsor hosts the event, which includes lunch and transportation. Sponsor receives one complimentary registration for event.

SPA DAY (Friday) – SPONSORED BY ASPEN/SNOWMASS

Sponsor hosts the event, which includes beverage and transportation. Sponsor receives one complimentary registration for event.

MICHAEL GERMAN MEMORIAL GOLF TOURNAMENT (Friday) – \$1,750

Sponsor hosts the 12th Annual Michael German Memorial Golf Tournament at Lakeridge Golf Course. Continental Breakfast and lunch provided. Sponsor receives one tournament entry fee and participation in the awards' presentation.

POOL PARTY (Friday) – SPONSORED BY JACKSON HOLE MOUNTAIN RESORT

Sponsor hosts the event. Outdoor activities hosted by Central Council of California.

SILENT AUCTION HAPPY HOUR (Friday) – \$1,250

Sponsor hosts Silent Auction Welcome Party prior to the 32nd Annual Silent Auction.

SILENT AUCTION – BEER SPONSOR (Friday) \$850

Sponsor hosts beverage station at Friday Night's Silent Auction.

SILENT AUCTION – WINE SPONSOR (Friday) – SPONSORED BY SPORTS AMERICA TOURS

Sponsor hosts beverage station at Friday Night's Silent Auction.

SILENT AUCTION – ENTERTAINMENT SPONSOR (Friday) - \$850

Sponsor hosts entertainment at Friday Night's Silent Auction.

CONTINENTAL BREAKFAST (Saturday) – SPONSORED BY MAMMOTH MOUNTAIN SKI AREA

Sponsor hosts the Continental Breakfast, shows a brief video presentation, and participates in the opening session of the Convention.

LUNCHEON (Saturday) – SPONSORED BY VAIL RESORTS

Sponsor hosts Saturday Luncheon, welcomes delegates and shows a brief video presentation. Sponsor give-away placed on all tables (optional).

LUNCHEON BEER SPONSOR (Saturday) - \$850

Sponsor hosts Saturday lunch beverage.

LUNCHEON WINE SPONSOR (Saturday) - \$850

Sponsor hosts Saturday lunch beverage.

KEYNOTE SPEAKER PRESENTATION (Saturday) - SPONSORED BY BIKETOURS.COM

Sponsor hosts the Keynote speaker for multi-media presentation. Sponsor shows a brief video presentation and introduces speaker.

BANQUET SPONSOR (Saturday) - [\\$1,500](#)

Sponsor hosts the Awards Banquet. Sponsor is seated at the head table. Sponsor give-away placed on all tables (optional).

BANQUET WINE SERVICE (Saturday) - [\\$1,500](#)

Sponsor hosts wine corkage for the Awards Banquet. Sponsor is seated at the head table. Sponsor give-away placed on all tables (optional).

BANQUET WINE (Saturday) – [\\$1,650](#)

Sponsor hosts dinner wine for the Awards Banquet. Sponsor is seated at the head table. Sponsor give-away placed on all tables (optional).

BANQUET & MUSICAL ENTERTAINMENT (Saturday) – [\\$1,000](#)

Sponsor hosts the musical entertainment for the Awards Banquet. Sponsor is seated at the head table and introduces the band.

BRUNCH (Sunday) – [\\$1,250](#)

Sponsor hosts the Brunch, welcomes delegates, and shows a brief video presentation. Sponsor give-away placed on all tables (optional).

ALL SPONSORS are given the opportunity to place give-aways in the Delegate Tote Bags. For additional information: Debbi Kor, VP of Marketing & Sponsorship, Far West Ski Association * 503.314.7078 * fwsadebbi@comcast.net