

## Martha Perez, Travel Services Professional



**LIFE MEMBER**—Martha Perez, the Far West Ski Association's travel program administrator, proudly displays the trophy and life membership presented to her during the association's 41st annual convention in Long Beach, May 11-13. Miss Perez has been an employee of the association for the past five years, longer than any other member of the professional staff.

Photo by Ed Rice, Los Angeles

Martha Perez has served the travel interests of skiers for more than 40 years, a career that started as a volunteer with aircraft charters using prop and Boeing 707 planes for European skiing in the 1950s. Martha has a track record of tireless service to the many programs of the FWSA and especially to traveling members, many of which are her commercial customers to this day. As a member of the Far World Ski Club in the 1950-60s, she dispatched as many as 8 charters per year from 1955 onward. Her work ethic was recognized early on by Dick Goetzman and Carl Grover and she was hired in 1968 to manage the FWSA Flight Program, a responsibility she carried out for the next 10 years. This included finances and liaison with the airlines and other vendors. Charters, however, ended in 1974 with the upgrade of the airline fleets. FWSA developed its own in-house travel agency in 1978. During this decade, she managed the Los Angeles office of the Association as well and was invaluable in support of the Southern Council and the recurring functions of the entire Association. Her efforts were recognized with the Hans Georg Award in 1990.

Martha continued her travel services in the industry in a joint venture with Norbert Olberz, in Sport Tours, a subsidiary of Sport Chalet, commencing in 1980. This arrangement continued for the next 16 years. Mr. Olberz is a parallel 2011 honoree as Snowsports Builder. Martha has stayed in the travel industry to this day under several companies as they gained new owners. For the last 10 years with

ski.com, she has served many customers who have stayed with her for decades.

Martha is the finest example of long term support to skiing, both as a professional in the industry and as a multi-talented, dedicated volunteer.