

Debbie Kor-Lew

Elizabeth 'Schatzi' Wood 2006

Years of Service: 2004-06

Citation: Debbi has served on the FWSA Board of Directors the last two years as FWSA VP of Marketing. When she was originally elected to this position in 2002 it was called VP of Development and involved primarily obtaining product items for FWSA Ski Week and the annual Convention. Debbi's vision and enthusiasm for marketing Far West led to expansion of her responsibilities to include member benefits, program sponsorships, and development of new FWSA revenue programs.



Debbi created the Member Benefits program by soliciting ski industry suppliers for member discounts on products and lodging at more than 30 shops, ski resorts, hotels, and manufacturers. Debbi contacted these vendors by attending the SIA show in Las Vegas each January and by phone, letter and email. She tied the discounts offered to the FWSA membership card and created a webpage describing the discounts she negotiated. You can read Debbi's webpage at www.fwsa.org. Throughout this process Debbi was done a terrific job promoting FWSA to the ski industry.

Debbi has worked closely with FWSA President, Mike Sanford, and FWSA program chairpersons to obtain renewals of existing sponsorship contracts for the FWSA History Program (Steamboat) and Safety Program (Aspen). She helped Mike Sanford and Robb Margrave, FWSA Trustee, develop sponsors for the new FWSA Athletic Scholarship Program (Big Mountain, Karbon and Barbados Tourism). At the Council level, Debbi volunteered to be the Northwest Council trip leader for FWSA Ski Weeks to Aspen in 2005 and Telluride in 2006. She worked with FWSA Travel staff to organize successful trips for Northwest participants. She has attended the Ski Week site visit to make lodging selections, arrangements for Council activities and assisted with air and ground transportation arrangements. Debbi was elected to the Northwest Council board and serves as Travel Director.

Debbi is actively involved in her club, Mountain High Snow Sports Club. She serves on the board of directors as club representative to NWSA and leads trips and other events during the year. In 2005 Debbi was trip leader for a club trip to Big Mountain on Amtrak. Debbi hosts an annual Mountain High Chocolate Party and she also leads the annual club wine tour.

Above all, Debbi is a pleasure to work with. She combines enthusiasm and hard work to bring her ideas to fruition for the benefit of all FWSA members. She has established positive personal relationships with ski resort representatives and ski industry suppliers. Her efforts have significantly enhanced the image of FWSA in the ski industry.