

FOR IMMEDIATE RELEASE – June 22, 2015

**FAR WEST SKI ASSOCIATION RECOGNIZES THE HENSLEY FAMILY, ART CLAY,
BEN FINLEY AND CHUCK MORSE WITH SNOWSPORTS BUILDER AWARDS**



SAN DIEGO, CALIFORNIA: The Far West Ski Association conducted its 83rd Annual Convention and Meeting June 4-7, 2015 at the Town and Country Resort & Convention Center, hosted by the San Diego Council of Ski Clubs. The Far West Ski Association, founded in 1930, is a volunteer, non-profit organization representing 150 affiliated ski clubs located throughout nine regional councils in the states of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Nevada, South Dakota, Oregon, Utah, Washington, and Wyoming. The Association conducts active programs in public affairs, skier safety, ski heritage, racing, communications, travel, council development, ski industry and community outreach. In addition to the 211 ski club delegates attending the annual meeting, about 75 ski and sports industry representatives participated in the weekend's events.

The 30th Annual Silent Auction on Friday evening raised over \$35,000 to support FWSA programs. The highest bidders purchased ski trips, bicycle trips, diving trips, and tour packages. Saturday morning's Travel Expo enabled industry representatives to meet with travel decision makers from the Association's clubs and councils. Saturday afternoon was dedicated to a presentation by Stacey Cook, Olympian and member of the US Ski Team. Stacey took 2nd place in the historic, first-ever podium sweep in the Lake Louise downhill in 2015. Lindsey Vonn was 1st and Julia Mancuso was 3rd. The key presenters in the Public Affairs panel were: Matthew Drake, CEO of Mt Hood Meadows Ski Resort; Sean Styles, Meteorologist and Lifestyle Reporter for CBS News 8 in San Diego, Chuck Morse, recipient of the 2015 FWSA Snowsports Builders Award.

Bids were presented to the FWSA Travel Committee for selection of the 2017 FWSA Ski Week with the result to be announced later in the summer. The 2016 FWSA Ski Week will be held in Telluride, Colorado, January 30-February 6.

Annual recognition awards were presented to members of the ski industry, media, volunteers, racing leagues, councils, and ski clubs. Industry Awards were presented: the FWSA Tommi Tyndall Award for Outstanding Ski Industry Contribution, to Whitefish Mountain Resort, the FWSA Bill Mackey Award for Outstanding Ski Industry Employee, to Ann Cook of Mt Bachelor; and the FWSA Jimmie Heuga Award for Outstanding Humanitarian, to David Briery of US Adaptive Recreation Center. The FWSA Bill Berry Awards were presented to Chris Santella for Feature Article for his book "*Fifty Places to Ski and Snowboard Before You Die: Downhill Experts Share the World's Greatest Destinations*" and to Jane Wyckoff, assistant editor & writer for "*Far West Skier's Guide*" for Hard News. The FWSA Warren Miller Modern Media Award was presented to Red Bull Media House for the movie "*Lindsey Vonn, The Climb*". FWSA Snowsports Builder Awards were presented to: The Hensley Family, operators of Kratka Ridge Ski Area in the San Gabriel Mountains of California since 1960, Art Clay and Ben

Finley, founders of the National Brotherhood of Skiers in 1974, and Chuck Morse, for over forty years of service to the snowsports community in ski area development and management, marketing and promotion.

Linda Westlund, Arizona Ski Council (Scottsdale, AZ) received the FWSA Hans Georg Award for long-term service to organized skiing. Other individuals receiving recognition awards included: the FWSA Elizabeth "Schatz" Wood Award for a decisive contribution to skiing to Jo Simpson, Sierra League & Council (Reno, NV); the FWSA J. Stanley Mullin Award for a decisive contribution to skiing to George Kish, Orange Council of Ski Clubs (Orange, CA); the FWSA Jordan-Reily Award for Outstanding Contribution to Public Affairs, to Jeremy Jones, founder of Protect Our Winters; and the Terry Smith Award for greatly contributing to the advancement of intramural skiing to Nancy Ellis, Sierra League & Council (Truckee, CA). The FWSA Councils' Man & Woman of the Year program, sponsored by Big White Ski Resort, recognized Linda Westlund of Arizona Ski Council and David Felker of Los Angeles Council of Ski Clubs. The FWSA Presidents Award was given to William Shadbolt of Northwest Ski Club Council.

The Tollakson Award for the Outstanding Ski Club was presented to Pacific Rim Alliance (Masters Class) and Idaho Falls Ski Club (Advanced Class). The Wentworth Award for the Outstanding Publication was presented to Pacific Rim Alliance (Masters Class), Idaho Falls Ski Club (Advanced Class) and Rusty Bindings Singles Ski Club (Novice Class). The Outstanding Website Awards were given to: Pacific Rim Alliance (Masters Class), Snow Chasers Ski Club (Advanced Class) and Reno Ski & Recreation Club (Novice Class). Bay Area Snow Sports Council received the Outstanding Council Publication Award. Intermountain Ski Council received the Outstanding Council Website Award. The FWSA Charity & Community Service Recognition Awards were presented to Skiyente Ski Club (Masters Class), Pacific Rim Alliance (Novice Class) and Bay Area Council.

Special presentations were made to Katherine Severin, a member of Bay Area Snow Sports Council, for the FWSA Safety Person of the Year Award, sponsored by Telluride Ski Resort and Mountain Lodge Telluride (CO). The FWSA Western Ski Heritage Award, sponsored by Steamboat Ski & Resort Corporation, was presented to Mt Hood Cultural Center & Museum, a member of Northwest Ski Club Council. The new FWSA Environmental Award, sponsored by Aspen/Snowmass with lodging provided by The Gant and the Crestwood Resort Condominiums, was presented to Catherine Ohl, a member of San Diego Council of Ski Clubs and to Jennifer Nerad Sultan, a member of Los Angeles Council of Ski Clubs.

Elections were held at Sunday's General Session. FWSA Officers for 2015–2016 are: President, Stephen Coxen (Ridgefield, WA); Past President, Linda Scott (Cheyenne, WY); Secretary, Linda Foster (S. San Francisco, CA); Treasurer, Randy Lew (Wilsonville, OR); Chairperson Board of Trustees, Gloria Raminha (Bakersfield, CA); VP Communications, Jim Nachbar (Scottsdale, AZ); VP Council Services, Jo Simpson (Reno, NV); VP Marketing, Debbi Kor (Vancouver, WA); VP Membership, Jane Gutierrez (Hawthorne, CA); VP Public Affairs, Mike Sanford (San Diego, CA); VP North American Travel, Nancy Ellis (Truckee, CA); VP International Travel, Debbie Stewart (Visalia, CA); VP Racing, Bob Ellis (Truckee, CA); Trustees, Tom Bundgard (San Diego, CA); Harry Davis (Concord, CA); and Jane Wyckoff (Irvine, CA).

The Far West Ski Association is appreciative of the many sponsors who are a big part of the success of the FWSA Annual Convention. Sponsors included: Aspen Skiing Company & Snowmass Tourism, The Gant and The Crestwood (Aspen, CO); Big White Ski Resort (BC, Canada); Brian Head Resort (UT); Crested Butte Mountain Resort (CO); Grouse Mountain Lodge (Whitefish, MT); Holiday Ski Tours; Jackson Hole Mountain Resort (WY); Karbon; Mt Bachelor (OR); Nancy Greene's Cahilty Lodge (Sun Peaks, BC); Old Town Trolley Tours of San Diego; Ski Banff, Lake Louise, Sunshine (Alberta, Canada); Ski Dazzle; Ski.com; Ski Group.Net; Sun Valley Resort (ID); SkiGroup.net; Sports America Tours; Steamboat Ski & Resort Corporation (CO); Sunriver Resort (OR); Taos Ski Valley Resort (NM); Telluride Ski Resort and Mountain Lodge Telluride (CO); Whitefish Mountain Resort (MT); Vail Resorts – Afton Alps, Beaver Creek, Breckenridge, Canyons, Heavenly, Keystone, Kirkwood, Mt. Brighton, Northstar, Park City and Vail; Central Council of California and San Diego Council of Ski Clubs.

The 84th Annual Far West Ski Association Convention is scheduled for June 8-12, 2016 at the DoubleTree Resort by Hilton Paradise Valley in Scottsdale, Arizona, hosted by the Arizona Ski Council. For additional information regarding the Far West Ski Association, please visit www.fwsa.org.

Photographs are available upon request.