

Far West News *Flash*

September 2014

Far West Ski Association

WHO & WHAT'S NEW FOR 2014-2015

U.S. Ski Hall of Fame Names New Leader: Tom Kelly, Vice President of Communications for US Ski and Snowboard Association has been elected as the new Chairman of the Board for the U.S. Ski Hall of Fame. Tom replaces BEWI ski show promoter Bernie Weichsel, who had been chairman since 2009. Congratulations on the new position, Tom.

Learn to Ski and Snowboard/Bring a Friend: The organizers of the *Learn to Ski and Snowboard/Bring a Friend* initiative have updated and re-launched the initiative's web presence. New features enable folks to more easily find information from ski/snowboard areas and retail shops. The site originally focused specifically on the month of January, which was "Learn to Ski and Snowboard Month". Initiative partners wanted the flexibility to better promote learning programs that take place at other times since lessons from professional instructors are available all winter long. "Our goal is to encourage taking lessons from professional instructors," said Raelene Davis, VP of Marketing for Ski Utah and chair of the initiative. "January still will be 'Learn to Ski and Snowboard Month' because many ski and snowboard areas like to offer their best learning deals then. It's a great PR hook that enables us to focus the public's attention and the industry's attention on a specific time frame. However, since lessons are available all winter, we want to make sure that we are getting that message across to newcomers as well". The new URL is learntoskiandsnowboard.org.

Vail Resorts Acquires Park City Mountain Resort: Vail Resorts is the new owner of *Park City Mountain Resort*. With the purchase, this now makes Park City the country's largest ski resort, covering more than 7,000 acres. Vail announced their acquisition of PCMR on September 4th, adding that the sale resolves all litigation with Powdr Corp. "Ending that dispute will provide assurance to the guests and employees of PCMR - and to everyone in the Park City Community - that they no longer have to worry about any disruption to the operation of the resort" said Vail CEO, Rob Katz. The agreement includes the retention of all PCMR employees in their current roles. It's great to finally have this all settled for the 2015 ski season, and add one more resort to the "Epic" family.

FAR WEST SKI FOUNDATION

Far West Ski Foundation Plans for Giving: Everyone gives to their favorite cause or charity in some way or another each year. For organizations, a plan of action for raising funds for a favorite cause has to be laid out well in advance in order to mobilize necessary resources and execute the plan. The Far West Ski Foundation is both a destination and a channel for worthwhile snowsport programs, and their long term effect. The Foundation focuses on four principal target areas. First are the athletic programs for young people, including scholarships for scholar-athletes, and support USA Women's Jumping. Support here in the \$10,000-15,000 range is needed annually. Second is support to programs advancing the use of on snow rehabilitation for wounded servicemen and the broader public. Finally, the Foundation supports learning about the contributions of snowsports to the world through museums. Contributions may be made online at: www.farwestskifoundation.org or by mail to: FWSF, Box 861, Fallbrook, CA 92088.

FAR WEST TRAVEL

Far West Dive Trip: The FWSA 5th annual scuba dive trip will be October 11-18, 2014 to *Occidental Grand Cozumel Resort* on the great island of *Cozumel, Mexico*. The price is \$1,138 for divers and \$758 for non-divers. Price includes 7 nights at the Occidental Grand Cozumel (2 persons in a deluxe room), all meals and drinks including

alcohol! The dive price includes 5 days of 2 tank boat dives and unlimited Nitrox. Contact Randy Lew at 530-304-0802 or fwsa13randy@telis.org.

Far West Ski Week 2015: Reservations are being taken now for the North American Ski Week to *Whistler Blackcomb*, January 31 - February 7, 2015. A fun week is being planned by our travel staff, along with Ski.Com and all the folks at *Whistler*. The council trip leaders are taking payments now for this incredible once-a-year trip. See all of the information on our website (www.fwsa.org) or check with your own council trip leader to get the entire scoop.

Far West Mini Ski Week 2015: This trip to *Whitefish Mountain Resort*, March 30 - April 4, 2015, includes 3-4 days of skiing, lodging at Grouse Mountain Lodge, both Welcome and Farewell Parties, and optional activities such as snowmobile tours, day spa, Glacier Park tours, dogsled adventures, sleigh rides, and more. Check out the Travel Section on the Far West website.

Far West Mississippi River Trip: June 19 - 23, 2015 with an additional two days - June 23-24, 2015 in *New Orleans*. This trip will be a 3-night roundtrip paddleboat cruise aboard the American Queen from New Orleans. It will be a "Southern Culture Cruise" with stops at Oak Alley Plantation and Baton Rouge, LA. Trip includes all meals, wine/beer with dinner, soft drinks, water, and coffee. Also included is 1 night at a local hotel before the cruise. It includes transfers to the ship, steamboat-style entertainment, daily lectures, and a Welcome Party. June 23-24th will be at the New Orleans Hotel Bienville House. New Orleans tour options include airboat/swamp tours and ghost/paranormal tours. See the Far West website for further information.

Far West International Trip 2015: *Val d'Isere* will be the destination of the 2015 International Ski Trip with a pre-trip to Paris, March 10-14, the main trip March 14-21, and a post-trip to Provence and the French Riviera March 21-28, 2015. More information will be forthcoming.

Far West Ski Week 2016: *Telluride Ski Resort* has been selected as the location for the Far West Ski Week trip in 2016. Dates for this trip will be January 30 to February 6, 2016. The council trip leaders will be planning a site inspection to Telluride in January of 2015 to check on lodging, party locations and race course possibilities.

Far West Mini Ski Week 2016: *Crested Butte Mountain Resort* will be the destination for the Far West Mini Ski Week trip in the early spring of 2016. Stay tuned for further information.

FAR WEST CONVENTION NEWS

Save the date: *The San Diego Council of Ski Clubs* is delighted to host the 83rd Annual Far West Ski Association Convention at the luxurious **Town and Country Resort & Convention Center, San Diego, California** from June 4-7, 2015. Make plans to arrive early and stay late to take advantage of all that San Diego has to offer.

Optional events on Thursday will feature a Historic Trolley Tour of San Diego, the Seal Tour on San Diego Bay and a very special evening Sunset Dine Out on the USS Midway. Friday events include a golf tournament, kayaking, biking, and a trip to the San Diego Zoo.

Make your room reservations now!! Call 1-800-772-8527 or book online at our FWSA room reservation site at <http://bit.ly/FWSA-lodging>. When calling for a room reservation, be sure to reference our group name – Far West Ski Association. Our special group rate offers a choice of accommodations in one of the high-rise towers, or a charming garden bungalow. Free Wi-Fi in guest rooms is included.

For complete details about all the *Salute to San Diego* - Convention meetings, educational seminars and events, visit www.fwsa.org. The website for the Town and Country Resort & Convention Center is located at www.towncountry.com. For additional information, contact Eileen Sanford, Host Council Convention Coordinator at eileensanford12@gmail.com. FWSA industry partners can contact Debbi Kor, FWSA VP of Marketing and Sponsorships at fwsadebbi@comcast.net.