



February 25, 2007

Dear Owner/Marketing Director:

On behalf of the Far West Ski Association, we would like to invite your company to participate in our Silent Auction/Travel Expo to be held at the 75th Annual Convention, May 31 - June 3, 2007. We will be at the Hyatt Regency Santa Clara in Santa Clara, California and will be hosted by the Bay Area Snow Sports Council.

The **Silent Auction/Dance** is scheduled for Friday evening, June 1 and the **Far West Travel Expo** on Saturday, June 2. The FWSA Golf Tournament and additional optional activities will be held in conjunction with the Convention, with all industry participants invited to participate. Come early and enjoy the optional events, which provide a great networking opportunity. Sign up early – events will fill up before the Convention!

FWSA has 160 affiliated ski clubs located throughout 10 regional councils in Arizona, California, Nevada, New Mexico, Oregon, and Washington. Convention delegates are the leaders and decision makers of these ski clubs and are attending the Convention for information to plan their 2007-2008 ski trips. The bidding process for selection of the 2009 FWSA Ski Week will also be conducted. The Travel Expo provides an opportunity for industry representatives to meet the Far West delegates up close and personal in a pre-scheduled 10-minute appointment format. These appointments will be scheduled on Friday night during the Silent Auction and will be held on Saturday morning.

To receive booth space for the Silent Auction and participate in the Travel Expo, your company donates a prize to the Silent Auction -- **THERE IS NO PAYMENT FEE REQUIRED**. Companies with donations of \$1,250 or more in value receive a booth for Friday evening and participate in the Travel Expo on Saturday. Your company will receive two complimentary registration packets, which includes the Saturday continental breakfast, luncheon, and social events. There is a minimal cost to attend the Awards Banquet. Donations under the \$1,250 value will not receive a booth but are appreciated and will be used for door prizes. All industry participants receive publicity through the FWSA website and publications, council and ski club newsletters. If you are unable to attend, but wish to make a donation, FWSA will distribute your marketing materials. FWSA also offers a Sponsorship Program for the Convention. Contact Debbi Kor-Lew at 503- 682-1563 or by email at ijustwannarun@aol.com for additional details.

Information regarding room reservations and a preliminary schedule of events is enclosed. If you are planning to attend, **we highly recommend that you make your room reservations immediately, because we anticipate that our room block will fill early**. To participate in this year's programs, **please complete the enclosed forms and return with your donation certificates**. Remember that an early response will result in more extensive publicity through our publications and promotions. However, the deadline to reserve a booth space is **April 30, 2007**. Any donations received after this date will be accepted on a space available basis. As a non-profit organization, FWSA appreciates your support in our effort to provide valuable programs for our membership and the ski industry through our fundraising endeavors.

We look forward to your participation in our Convention programs. For additional information, please contact me at 503-880-7383 (cell) or 360-892-1814 (home), or by email to omary52@comcast.net. Information about Far West Ski Association can be found on our website at www.fwsa.org.

Best Regards,

Mary A. Olhausen
FWSA Silent Auction Coordinator