



77th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION
June 4 – June 7, 2009 – Reno, Nevada



January 2009

Dear Owner/Marketing Director:

On behalf of **Far West Ski Association**, we would like to invite your company to participate in our 77th annual **FWSA** Convention, June 4-7, 2009, Reno, Nevada, hosted by Sierra Council. **FWSA** has 170 affiliated ski clubs located throughout 11 regional Councils in Arizona, California, Colorado, Idaho, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. *Discover Sierra Silver* Convention activities include our 24th Annual Silent Auction, 7th Annual Travel Expo, optional events, awards banquet, and sponsorship opportunities.

SILENT AUCTION/DANCE is scheduled for Friday evening, June 5th, from 6:30 to 10:30pm. To reserve booth space for the Silent Auction and participation in the Travel Expo, your company donates a prize, \$1250 or more in value, to the Silent Auction. As a participant in the Silent Auction, your company receives two complimentary registration packets, which includes the Saturday continental breakfast, luncheon, and social events. Industry participants receive publicity through the **FWSA** website and publications, council and ski club newsletters. 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. The **deadline to reserve booth space is April 15, 2009**. Booth space and donation forms received after this date will be accepted on a space available basis.

TRAVEL EXPO is scheduled for Saturday morning, June 6th, from 8:30 to 10:40am. Travel Expo provides an opportunity for industry representatives to meet Convention delegates in person, in a pre-scheduled 10-minute appointment format. Appointments will be scheduled on Friday night during the Silent Auction. Convention delegates are the leaders and decision-makers of these ski clubs and are attending the Convention for information to plan their 2009-2010 ski trips.

SPONSORSHIP OPPORTUNITIES are available for Convention activities and events. Contact Debbi Kor at 503-314-7078. fwsadebbi@comcast.net for additional details.

OPTIONAL EVENTS will be held in conjunction with Convention. All industry members are welcome and encouraged to participate in these events, which include the Automobile Museum Pub Crawl, 3rd Annual Michael German Memorial Golf Tournament, Kayaking, Virginia City Tour and Lake Tahoe Luncheon Cruise on the MS Dixie.

LODGING for Convention is at the Peppermill Resort Spa Casino, Reno, NV. If you are planning to attend Convention, **we highly recommend you make your room reservations immediately, because we anticipate our room block will fill early**. Call now: 1-800-282-2444. Group Code: AFWSA09. Deadline: May 13, 2009.

We look forward to your participation in our Convention programs. For additional information, please contact Mary or Debbi. Additional information about **Far West Ski Association** can be found at www.fwsa.org. As a non-profit organization, **FWSA** appreciates your support in our efforts to provide valuable programs for our membership and the snow sport industry through our various endeavors. Come early and enjoy the optional events, which provide a great networking opportunity.

Warm Regards,

Mary Olhausen, Silent Auction Chairman
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