

FOR IMMEDIATE RELEASE – June 10, 2009

**FAR WEST SKI ASSOCIATION UNANIMOUSLY PASSES RESOLUTION
SUPPORTING WOMEN'S SKI JUMPING IN OLYMPICS AT ANNUAL
CONVENTION IN RENO, NEVADA**



RENO, NEVADA: The Far West Ski Association conducted its 77th Annual Convention and Meeting June 5-7, 2009 at the Peppermill Resort Casino in Reno, Nevada, hosted by the Sierra Council. The Far West Ski Association, founded in 1930, is a volunteer, non-profit organization representing 180 affiliated ski clubs located throughout eleven regional councils in the states of Arizona, California, Colorado, Idaho, Nevada, New Mexico, South Dakota, Oregon, Utah, Washington, and Wyoming. The Association conducts active programs in public affairs, skier safety, ski heritage, athletics, racing, communications, travel, council development, ski industry and community outreach. In addition to the 210 ski club delegates attending the annual meeting, about 100 ski and sports industry representatives participated in the weekend's events.

The Association unanimously passed a resolution in support of women's ski jumping at the 2010 Vancouver Winter Games and in future Winter Olympics.

The 24th Annual Silent Auction on Friday evening raised over \$43,000 to support FWSA programs. The highest bidders purchased ski trips, golf and adventure trips, and sports and recreational equipment. Saturday morning's Travel Expo enabled industry representatives to meet with travel decision makers from the Association's clubs and councils. The FWSA Athletic Scholarship Program raised over \$3,500 due primarily to the generous donation of a Canadian Mountain Holidays Heli-Hike package. Saturday afternoon was dedicated to a presentation by Auden Schendler, the Executive Director of Sustainability for Aspen Skiing Company. Auden oversees Aspen Skiing Company's environmental efforts, corporate contributions, and civic engagement. The key presenters in the Public Affairs panel were Loren Kroenke, National Winter Sports Program Manager for the US Forest; Geraldine Link, Director of Public Policy for the National Ski Areas Association; Deedee Corradini, President of Woman's Ski Jumping USA and former Mayor of Salt Lake City; Jessica Jerome, 6 time National Ski Jumping Champion; Chelton Leonard, 10th Mountain Division veteran; and Bill Clark, Executive Director of Western SkiSport Museum. Ralf Garrison, the principal of The Advisory Group, spoke about how the current economic situation affects mountain lodging and ski areas. Far West Race Association held their annual meeting and selected Mammoth Mountain Ski Area as the site for the 2010 Championships on April 9-11. Bids were presented to the FWSA Travel Committee for selection of the 2011 FWSA Ski Week with the result to be announced later in the summer. The 2010 FWSA Ski Week January 30 – February 6 will be held in Keystone, Colorado.

Annual recognition awards were presented to members of the ski industry, media, volunteers, racing leagues, councils, and ski clubs. Industry Awards were presented: (1) the Tommi Tyndall Award for Outstanding Ski Industry Contribution, to Big Sky; (2) the Bill Mackey Award for Outstanding Ski Industry Employee, to Mary Manning of Aspen Skiing Company; and (3) the Jimmie Heuga Award for Outstanding Humanitarian, to Will Niccolls & Ed Bronsdon of the Outdoors for All Foundation. The Bill Berry Awards were presented to Jennifer Woodlief for Feature Article for her book "A Wall of White"; to Walt Roessing for Hard News; and Warren Miller Modern Media Award to Jimmy Petterson and Ari Heinla for the television show "Raider of the Lost Snow". The 2nd Snowsports Builder Award was presented to Deedee Corradini, a leader in the Olympic movement, President of Woman's Ski Jumping USA, and a champion of equality and the inclusion of women in the Winter Olympic events.

Georgene Bihlman, of Truckee, California received the Hans Georg Award for long-term service to organized skiing. Other volunteers receiving recognition awards included: (1) the Elizabeth "Schatzi" Wood Award as Woman of the Year, to Barbara Bryant of Sierra Council; (2) the J. Stanley Mullin Award as Man of the Year, to Dr. Richard Lubin of Bay Area Snowsports Council; (3) the Jordan-Reily Award for Outstanding Contribution to Public Affairs, to Auden Schendler, Executive Director of Sustainability for Aspen Skiing Company; (4) the Councils' Woman of the Year Award to Lennia Machen of Intermountain Ski Council; the Councils' Man of the Year Award to Don Anderson of Intermountain Ski Council. Top honors in contributions to racing included the Terry Smith Award to Scott Peer of Rokka League. FWSA Presidents Awards were given to Nancy Ellis of Sierra Council and Dylan Murtha of Truckee, CA, the #1 J3 junior racer in the nation in GS and a FWSA Athletic Scholarship recipient.

The Tollakson Award for the Outstanding Ski Club was presented to Bergfreunde Ski Club for Class AAAA and to North Island Snowdrifters for Class AAA. The Wentworth Award for the Outstanding Publication was presented to Bergfreunde Ski Club (Class AAAA), Reno Ski & Recreation Club (Class AAA), Don Diego Ski Club (Class AA) and to the Unrecables Ski Club (Class A). The Outstanding Website Awards were given to: Bergfreunde Ski Club (Class AAAA); Mountain High Snowsports Club (Class AAA); Fresno Ski Club (Class AA) and to Inskiers Ski & Snowboard Club (Class A). The Outstanding Council Publication went to Sierra Council and the Outstanding Council Website Award went to Intermountain Ski Council. The Club & Council History Recognition went to Sandi Shaub of Skiyente Ski Club.

Special presentations were made to Sandy Beecher of Bay Area Snowsports Council with the Safety Person of the Year Award, sponsored by Aspen Skiing Company with lodging provided by Aspen Square Hotel and the Crestwood Resort Condominiums. The Western Ski Heritage Award was presented by Billy Kidd, member of National Ski Hall of Fame and Director of Skiing at Steamboat Ski Resort, to Robin Morning and Marianne O'Connor for their efforts in bringing the International Ski History Congress to Mammoth Mountain.

Elections were held at Sunday's General Session. FWSA Officers for 2009 – 2010 are: President, Randy Lew (Wilsonville, OR); Past President, Mike Sanford (San Diego, CA); Secretary, Debbie Stewart (Visalia, CA); Treasurer, Cindy Krupp (Santa Monica, CA); Chairman Board of Trustees, Linda Westlund (Scottsdale, AZ); VP Communications, Mary Azevedo (Walnut Creek, CA); VP Council Services, Don Anderson (Pocatello, ID); VP Marketing, Debbi Kor (Seattle, WA); VP Membership, Barbara Bryant (Truckee, CA); VP Public Affairs, Scott Bowker (San Jose, CA); VP North American Travel, Gloria Raminha (Houston, TX); VP International Travel, Norm Azevedo (Walnut Creek, CA); VP Racing, Bob Ellis (Truckee CA); Trustees, Steve Coxen (West Linn, OR); Fran Long (Paso Robles, 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 / Snowmass; Big White Ski Resort & Silver Star Mountain Resort, BC Canada; Canadian Mountain Holidays, BC Canada; Grouse Mountain Lodge, MT; Lake Tahoe Ski Resorts; Mammoth Brewing Company; Mammoth Mountain; Mt Bachelor; Reno-Sparks Convention & Visitors Authority; Ski Banff Lake Louise Sunshine; Ski Dazzle; Snowbasin, a Sun Valley Resort; Steamboat Ski & Resort Corp.; Sunriver Resort; Sun Valley Resort; Telluride Ski Resort; Vail Resorts - Heavenly, Vail, Breckenridge, Beaver Creek, Keystone; Whitefish Mountain Resort; and Sierra Council.

The 78th Annual Far West Ski Association Convention is scheduled for June 10-13, 2010 at the Renaissance Esmeralda Resort in Indian Wells, California. For additional information regarding the Far West Ski Association, please visit www.fwsa.org.