

# Far West Club & Council Club, Newsletter & Web Competition

Catherine Ohl, 10818 Viacha Dr., San Diego, CA 92124 or [ohl@acatmeowz.com](mailto:ohl@acatmeowz.com)

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Welcome to the updated, improved and streamlined Far West Club and Council Communication Awards. This is our first attempt to bring the program into the electronic age.

We strongly encourage clubs and councils to submit more than the required judge per entry. Also even if your club is not participating this year, we welcome you to submit a judge. By being a judge you may learn how other clubs achieve their successes.

## Proposed Schedule—

Description	DUE Date
Applications	February 20, 2009
Score Sheets for Newsletter & Web sites	May 1, 2009
Club Essays	May 1, 2009
Score Sheets for Club	May 20, 2009

This competition is a work in progress as we attempt to catch up with changes in the technology of communicating with one another. We appreciate all constructive comments and suggestions.

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[www.acatmeowz.com/FWjudging/criteria.html](http://www.acatmeowz.com/FWjudging/criteria.html)

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There has been a request to bring the Club communication contest into the electronic age and to streamline the criteria. The resultant updated criteria includes the following—



## Outstanding Clubs of the Year—

- Each club will be asked to submit a three-page bio in March detailing activities for April 1, 2008 through March 31, 2009. Scored from Web and Newsletter contest will also be included.
- Focus will be placed on administrative practices and procedures, membership, snow activities, social activities, charity, public affair awareness, safety, snowsport history, newsletter, and web site.
- You will also be judged on how well you meet your stated mission statement.

## Club/Council Outstanding Newsletters—

- You will be asked to submit three newsletters for the time period April 2008 to March 2009. Ideally these should be spaced out to cover the fall, winter, and spring time frames.
- Focus will be placed on membership, snow activities, social activities, charity, public affair awareness, safety, snowsport history, and follow-up.
- You will also be judged on layout, design, creativity, and how well you represent your club.
- Your club's association with Far West, Council, Race, and other organizations should be included.

## Club/Council Outstanding Web Sites—

- Your site will be viewed by judges in March and April.
- Focus will be placed on membership, snow activities, social activities, charity, public affair awareness, safety, snowsport history, and follow-up.
- You will also be judged on layout, design, creativity, load time, navigation, and how well you represent your club.
- Your club's association with Far West, Council, Race, and other organizations should be included.

Judges will be evaluating entries from classes other than their own. The goal is to have each judge review only one class. Last year the classes were as follows (although these numbers can vary slightly from year to year)—

Class A: Membership 10 to 149  
Class AA: Membership of 150 to 199  
Class AAA: Membership of 200 to 324  
Class AAAA: Membership of 325 or more  
Councils are in a class of their own.

If you are interested in getting involved or putting in your two cents, please contact Catherine immediately at [ohl@acatmeowz.com](mailto:ohl@acatmeowz.com) or 858-467-9469.

Criteria details should be available soon, check the web site for details—

**[www.acatmeowz.com/FWjudging/criteria.html](http://www.acatmeowz.com/FWjudging/criteria.html)**

# Far West Club & Council Club, Newsletter & Web Entry Form

**DUE by February 20, 2009.** Send to

Catherine Ohl, 10818 Viacha Dr., San Diego, CA 92124 or [ohl@acatmeowz.com](mailto:ohl@acatmeowz.com)

Entries can also be submitted at [www.acatmeowz.com/FWjudging/entry.html](http://www.acatmeowz.com/FWjudging/entry.html) (case sensitive)



Club/Council \_\_\_\_\_ Membership as of May 31, 2008 \_\_\_\_\_

**Entry for the following Far West competition(s).** Check ALL that apply. Please print clearly.

**Club of the Year** (Tollakson Award)— Clubs must all participate in Web & Print contests.

**Newsletter** (Wentworth Award)—

Club/Council \_\_\_\_\_ Publication Name \_\_\_\_\_

Format  PDF  HTML  Email  Paper

Delivery  Email  Web Site  Snail Mail  Other \_\_\_\_\_

Published  Quarterly  Bi-monthly  Monthly  Other \_\_\_\_\_

Editor \_\_\_\_\_ Email \_\_\_\_\_

**Web Site**—

Club/Council \_\_\_\_\_ Web Address \_\_\_\_\_

Web Master \_\_\_\_\_ Email \_\_\_\_\_

**Judge(s)— A judge is required for each entry above.** No exceptions, please.

**Club of the Year Judge**— Will be asked to judge three club bios in April.

Judge \_\_\_\_\_ Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

**Newsletter Judge**— Will be asked to judge three newsletters for three clubs/councils.

Judge \_\_\_\_\_ Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Qualifications  Editor  Avid Reader  Other \_\_\_\_\_

Able to Judge  PDF  HTML  Email  Paper  Don't Care

**Web Site Judge**— Will be asked to judge up to four web sites, once during the winter.

Judge \_\_\_\_\_ Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Qualifications  Web Master  Web Surfer  Other \_\_\_\_\_

Connection used  DSL  Cable Modem  Dial Up  Other \_\_\_\_\_

Computer used  PC  Mac  Other \_\_\_\_\_

Operating System used \_\_\_\_\_

Browser(s) used  Internet Explorer Version \_\_\_\_\_

Netscape Version \_\_\_\_\_

FireFox Version \_\_\_\_\_

Safari Version \_\_\_\_\_

Other Version \_\_\_\_\_

Entry Submitted by \_\_\_\_\_ Email \_\_\_\_\_

This FORM can be used to sign up as an extra judge. Fill in the Top Box of this FORM.

# Far West Tollakson Club of the Year Competition

Essay submittal deadline is May 1, 2009 to Catherine Ohl at  
ohl@acatmeowz.com or 10818 Viacha Dr., San Diego, CA 92124

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All clubs in FWSA are eligible to enter the Tollakson Outstanding Club of the Year competition. Clubs will be judged on how well they serve their members.

Entries will consist of scores from both the Web Site and Newsletter competitions in addition to an essay describing why your club deserves to be named Far West's Outstanding Club of the Year.

Scoring will be weighted as follows:

- 50% Essay
- 25% Newsletter
- 25% Web Sites

## Club Essay—

Essay emphasis will be placed on your club's organization, your mission statement and how well you meet your mission statement and your member's expectations. Club essays should also address what your club does for philanthropic efforts, the sport of skiing, and your parent organizations (Council, League, Far West, NSCF, NSAA, etc.)

Please structure your essay in the order of categories noted below. Essays should be no more than ten (10) pages in length.

## Scoring for Essay—

### **Organization** 35%

- Mission Statement
- By-laws, when last reviewed and/or updated
- Seller of Travel Number for appropriate State
- Articles of Incorporation
- Travel Trust Account
- File Taxes

### **Giving Back to the Community** 35%

- Philanthropic efforts for ski community
- Promotion of skiing/boarding in your community
- New skier/boarder program
- Involvement in disabled programs
- Philanthropic efforts for home community
- Promotion of ski/board safety
- Involvement in youth programs
- Involvement in sports development

### **Interaction with Parent Organizations** 15%

- Council, League, Far West, Ski Federation, NSAA, Ski Patrol, etc.

### **Activities Offered** 15%

- Snow Trips, Weekends
- Non-snow sports competitive involvement
- Fitness program
- Snow Trips, Extended
- Non-Snow sports events
- Parties

# 2008-09 Club Competition Score Sheet

Club Name \_\_\_\_\_  
 Judge Name / Club Name \_\_\_\_\_

Instructions: Put a 0,1,2,3,4 or 5 in the appropriate box indicating the club's score for each item listed. Points should add up automatically.

## Club Scoring Criteria

	5 Excellent	4 Very Good	3 Good	2 Fair	1 Poor	0 Missing	Points
<b>Organization (35 points maximum)</b>							
Mission Statement							0
Articles of Incorporation							0
By-laws, when last reviewed and/or updated							0
Travel Trust Account							0
Seller of Travel Number for appropriate State							0
File Taxes							0
Financial Audits							0

## Giving Back to your Community (35 points maximum)

Philanthropic efforts for ski community							0
Philanthropic efforts for home community							0
Promotion of skiing/boarding in your community							0
Promotion of ski/board safety							0
Involvement in sports development							0
Involvement in youth programs							0
Involvement in disabled programs							0

## Activities Offered (25 points maximum)

Snow Trips							0
Competitive involvement							0
Non-Snow sports events							0
Fitness program							0
Parties							0

## Interaction with parent Organizations (25 points maximum)

Council, League							0
Far West							0
Ski Federation							0
NSAA							0
Ski Patrol							0

**Total Essay Points (50% of score)** **0**  
**Total Newsletter Points (25% of score)** to be provided by newsletter judge  
**Total Web Site Points (25% of score)** to be provided by web judge

Score Sheets are due May 20, 2009. **Enter scores at <http://acatmeowz.com/FWjudging/score.html>** (case sensitive)  
**Email this form to [ohl@acatmeowz.com](mailto:ohl@acatmeowz.com)**  
**Snail mail this form to Catherine Ohl, 10818 Viacha Dr., San Diego, CA 92124**

## 2008-09 Newsletter Competition Score Sheet

Club Name \_\_\_\_\_  
 Judge Name / Club Name \_\_\_\_\_

Instructions: Put a 0,1,2,3,4 or 5 in the appropriate box indicating the club's score for each item listed. Points should add up automatically.

### Newsletter Scoring Criteria

**5=Excellent • 4=Very Good • 3=Good • 2=Fair • 1=Poor • 0=Missing**

	1st	2nd	3rd	Points
<b>Issue Month</b> _____				
<b>Structure (50 points maximum)</b>				
Physical page size	_ _	_ _	_ _	0
Identity on each page	_ _	_ _	_ _	0
Pages numbered	_ _	_ _	_ _	0
Contact information clear	_ _	_ _	_ _	0
Ease of Navigation (Table of Contents)	_ _	_ _	_ _	0
Organization of text, art, photos	_ _	_ _	_ _	0
Affiliation with Council, Far West, other member associations noted	_ _	_ _	_ _	0
Photos Identified	_ _	_ _	_ _	0
Colors used	_ _	_ _	_ _	0
Newsletter size	_ _	_ _	_ _	0
<b>Content (75 points maximum)</b>				
Policies Stated	_ _	_ _	_ _	0
Membership forms	_ _	_ _	_ _	0
Member benefits	_ _	_ _	_ _	0
Member reorganization	_ _	_ _	_ _	0
Appropriate information on events	_ _	_ _	_ _	0
Trip / Activity flyers	_ _	_ _	_ _	0
Event follow-up	_ _	_ _	_ _	0
Public affairs	_ _	_ _	_ _	0
Industry news	_ _	_ _	_ _	0
Safety	_ _	_ _	_ _	0
Fitness	_ _	_ _	_ _	0
League news	_ _	_ _	_ _	0
Council news	_ _	_ _	_ _	0
Far West news	_ _	_ _	_ _	0
Community news	_ _	_ _	_ _	0
<b>Visual Design (25 points maximum)</b>				
Overall appearance	_ _	_ _	_ _	0
Page layout flow	_ _	_ _	_ _	0
Consistency throughout	_ _	_ _	_ _	0
Readability	_ _	_ _	_ _	0
Use of white space	_ _	_ _	_ _	0
<b>Journalistic Quality (25 points maximum)</b>				
Spelling	_ _	_ _	_ _	0
Grammar	_ _	_ _	_ _	0
Article flow	_ _	_ _	_ _	0
Rhythm of writing	_ _	_ _	_ _	0
Use of art/photos to enhance text	_ _	_ _	_ _	0
<b>Media used to Deliver (25 points maximum)</b>				
Paper via snail mail	_ _	_ _	_ _	0
Available on web site	_ _	_ _	_ _	0
Back issues available on web site	_ _	_ _	_ _	0
Email notification of newsletter	_ _	_ _	_ _	0
Periodic email updates sent	_ _	_ _	_ _	0
<b>Total Points (200 points maximum)</b>				<b>0</b>

Score Sheets are due May 1, 2009.

Enter scores at <http://acatmeowz.com/FWjudging/score.html> (case sensitive)

Email this form to [ohl@acatmeowz.com](mailto:ohl@acatmeowz.com)

Snail mail this form to Catherine Ohl, 10818 Viacha Dr., San Diego, CA 92124

## 2008-09 Web Site Competition Score Sheet

Club Name \_\_\_\_\_  
 Judge Name / Club Name \_\_\_\_\_

Instructions: Put a 0,1,2,3,4 or 5 in the appropriate box indicating the club's score for each item listed. Points should add up automatically.

### Web Site Scoring Criteria

	5	4	3	2	1	0	Points
	Excellent	Very Good	Good	Fair	Poor	Missing	
<b>Content (70 points maximum)</b>							
Identity clear on each page							0
Mission Statement							0
Appropriate title on each page							0
Ease of contacting officers							0
Club related information on events							0
Membership Forms							0
Downloadable Flyers							0
Photo Gallery							0
Links to council, Far West, other member associations							0
Other related information available (public affairs, ski Industry, etc.)							0
Safety content							0
Fitness							0
Newsletter availability							0
Pages up to date							0
<b>Structure and Navigation (30 points maximum)</b>							
Use of links to define web contents							0
Navigation process /implementation of links							0
Clear outline of web site contents							0
Easy access to breadth & depth of site							0
Page links shouldn't pull people away from your site (use target=blank)							0
Page Sizes (minimize page scrolling)							0
<b>Visual Design (25 points maximum)</b>							
Overall Appearance							0
Color Scheme impact							0
Readability							0
Consistency throughout site							0
Sharpness							0
<b>Functionality (25 points maximum)</b>							
Pages load quickly							0
Images display correctly							0
Links work							0
Browser Independent							0
Platform Independent							0
<b>Appropriate Use of Latest Technology (50 points maximum)</b>							
Flash							0
Rollovers							0
Forums or live chat							0
Blogs							0
Site Searches							0
On-line forms for trips or membership							0
E-Commerce							0
Effect of high tech on load times							0
Able to Opt out of time intensive downloads							0
Use of high tech elements enhance site							0
<b>Deductions</b>							
Moving or blinking objects							0
<b>Total Points (200 points maximum)</b>							<b>0</b>

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