



79th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION
June 9 – 12, 2011
Industry Hills, California



Dear Owner/Marketing Director:

On behalf of **Far West Ski Association**, we would like to invite your company to participate in our 79th annual **FWSA** Convention, June 9-12, 2011, Industry Hills, CA, hosted by Los Angeles Council of Ski Clubs. FWSA has 180 affiliated ski clubs located throughout 11 regional Councils in Alaska, Arizona, California, Colorado, Idaho, Nevada, New Mexico, Oregon, South Dakota, Utah, Washington and Wyoming. Convention activities include our 26th Annual Silent Auction, 9th Annual Travel Expo, optional events, awards banquet, and sponsorship opportunities.

SILENT AUCTION & DANCE is scheduled for Friday evening, June 10th, from 6:30 to 10:30pm. To **reserve booth space for the Silent Auction and participation in the Travel Expo**, your company donates a package(s) to be auctioned off at our **Silent Auction**. **Packages may be a single donation or no more than three (3) individual packages, totaling \$1400 in value. A portion of the proceeds from Silent Auction will benefit the US Adaptive Recreation Center.** 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.** An early response will result in more extensive publicity through our publications, promotions and direct contact with all Clubs and Councils. **Deadline to reserve booth space is April 1, 2011.** 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 11th**, from **8:30 to 10:40am**. Travel Expo provides an opportunity for industry 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 their ski clubs who gather information to plan their 2011-2012 ski trips and adventure travel.

SPONSORSHIP OPPORTUNITIES are available for Convention activities and events. Please contact Debbi Kor.

OPTIONAL EVENTS will be held in conjunction with Convention. All industry members are welcome and encouraged to participate in these events, which include the Pub Crawl, 5th Annual Michael German Memorial Golf Tournament, Huntington Botanical Gardens Tour, Temecula Wine Tour, and Spa Day at Pacific Palms.

LODGING for Convention is at the Pacific Palms Hotel & Convention Center, Industry Hills, CA. We **highly recommend you make your room reservations immediately - we anticipate our room block will fill early.** Call: 1-800-524-4557 (Group Code: Far West Ski Association). Resort Fee waived/Parking complimentary.

We look forward to your participation in our Convention programs. Additional information about **FWSA** 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

Mary Olhausen, Silent Auction/Travel Expo Chairman
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Debbi

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