

Welcome to the FWSA club and council competitions for Outstanding Club, Outstanding Newsletter and Outstanding Website. We hope you will enter this year's competition and participate in promoting excellence in club and council communications.

Attached are two documents:

1. Competition information, including a few new rules and guidelines.
2. An entry Form – one form to be used for all entries from your club or council.

New this year: We are asking for more accountability in ensuring that our volunteer judges return their score sheets in a timely manner. As an incentive for this, we are offering additional points for returning their judging sheets early. Conversely, late returns will result in disqualification to that judge's club or council entry. This one issue has caused problems in the past, so we have gotten serious by reacting with a nice incentive bonus to help turn around this problem to a positive end.

Also new this year is that all communications will be done by email to help expedite the process and ensure completion in time for the awards to be engraved. ... and we all want that, right?

Additionally, the membership size classes will not be decided upon until after all entries are received March 31st. The purpose of this change is to ensure a more evenly distributed competition and avoid higher concentrations of entries in only one or two classes.

And finally, we are hoping that all clubs and councils will feel very encouraged to participate in this wonderful learning-based process. Please take advantage of this opportunity to ask your club directors, editors, webmasters and incoming club volunteers to judge. It's amazing what they will learn from this process of examining other entries, and it is not a huge time consuming task. Well worth the effort!

If you have questions or concerns, or just need a little more clarity, please feel encouraged to contact me. I look forward to working with you and your club or council, and wish you the best of luck in winning your category and taking home your hard earned plaque.

Best wishes and Good Luck!

Lennia Machen
Chairperson, FWSA Club and Council Competitions
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Far West Club & Council Competitions

"Promoting excellence at every turn"

Welcome to the Far West Club and Council Competition process

The club and council competitions are designed to promote excellence and outstanding performance within our member clubs and councils and are open to all members. The enclosed information concerns entries for the following five competitions:

- **Tollakson Outstanding Club of the Year Award**
- **Outstanding Club Newsletter Award**
- **Outstanding Council Newsletter Award**
- **Outstanding Club Website Award**
- **Outstanding Council Website Award**

Please read the attached information carefully as there are important changes this year.

2011 Schedule

	<u>DUE Date</u>
All applications (Club, Newsletter, Website), and Outstanding Club essays	March 31, 2011
NEW! Early bird date to submit score sheets and earn bonus points	April 23, 2011
Completed Score Sheets from all judges for all competitions	April 30, 2011

In the past few years, a few judges did not meet the posted due date, adding to logistics problems in closing the competition and allowing very little time to verify the winners and order the awards. Least we discontinue to give engraved awards and resort to paper certificates, changes needed to be made, and stricter rules enforced. To avoid this problem this year, please secure your volunteers with these firm dates in mind and knowing that we will not allow late submissions. Our new scoring structure will reward those councils and clubs who meet the deadlines early with added bonus points, and disqualify those who do not meet the final due date of April 30. As this is an important change, please make it clear to your volunteers that their club or council is counting on their commitment and punctuality to help win the competition.

Please feel encouraged to contact the competition chair with questions, suggestions and concerns as this contest is a work in progress, designed to promote excellence.

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Far West Club & Council Competitions

"Promoting excellence at every turn"

Tollakson Outstanding Club of the Year

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.

Essays must be submitted via email attachment using Word, WordPerfect, or PDF, to snowfun@ida.net, no later than March 31st. No exceptions. Consider club activities for the past year only.

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, double spaced, using a 12-point font.

Scoring for the 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



Far West Club & Council Competitions

"Promoting excellence at every turn"

Outstanding Club or Council Newsletters

- Each club or council is asked to submit two newsletters for the immediate past year. Ideally, these should be spaced out to cover no more than one per quarter. Submit as an attachment to snowfun@ida.net or send the URL to access them online (see entry form). Be sure to specify which issues.
- Focus will be placed on membership items, snow activities, social activities, charity, public affair awareness, safety, snow sport history, and follow-up.
- Your entry will also be judged on layout, design, creativity, and how well you represent your club or council.
- Clubs: Your association with Far West, your council, local race teams, and other organizations should be identifiable within your publications.
- Councils: Your association with Far West, your member clubs and other organizations should be identifiable within your publications.

Outstanding Club or Council Web Sites

- Each club is asked to submit your application to showcase your website for the current month. Your site will be viewed by judges in April of 2011.
- Focus will be placed on membership items, snow activities, social activities, charity, public affair awareness, safety, snow sport history, and follow-up.
- Your entry will also be judged on layout, design, creativity, load time, navigation, and how well you represent your club or council.
- Clubs: Your association with Far West, your council, local race teams, and other organizations should be identifiable.
- Councils: Your association with Far West, your member clubs, local race teams, and other organizations should be identifiable.

Class Information

New this year: the size classes will be determined after all entries are received on March 31st. The purpose of this change is to ensure a more evenly distributed competition and avoid higher concentrations of entries in only one or two classes.

Judges will be evaluating entries from classes other than their own. Remember that each entry must include one volunteer judge per entered class. ...*No judge, no entry.*

If you are interested in getting involved or sending constructive comments, please contact Lennia at snowfun@ida.net or 208-522-5831.

More information, rules, judging and entry details are found in the document named "Entry Form"