

FOR IMMEDIATE RELEASE – June 7, 2007

**FAR WEST SKI ASSOCIATION CONDUCTS
75th ANNUAL CONVENTION**



SANTA CLARA, CALIFORNIA: The Far West Ski Association conducted its 75th Annual Convention and Meeting June 1-3, 2007 at the Hyatt Regency in Santa Clara, California, hosted by the Bay Area Snow Sports Council. The Far West Ski Association, founded in 1930, is a non-profit organization representing 175 affiliated ski clubs located throughout ten regional councils in the states of Arizona, California, Nevada, New Mexico, Oregon, and Washington. 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 200 ski club delegates attending the annual meeting, about 100 ski and sports industry representatives participated in the weekend's events.

The 22nd Annual Silent Auction on Friday evening raised over \$40,000 to support FWSA programs. The highest bidders purchased ski trips, golf and adventure trips, 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 Saturday afternoon multi-media session, entitled "Book Ends", provided an insight on the post WWII renewal of serious development of skiing in the US. The presentation focused on the pioneers of our industry, the returning WWII vets of the fabled 10th Mountain Division. These veterans are attributed with starting many of the ski resorts enjoyed today. Present for the session was Purple Heart Veteran Captain Percy Rideout, who came home to be one of the founders of Aspen Skiing Company. The second half of the session jumped forward with exciting videos of the current state of the industry where extreme skiing champion and Skier Cross Gold Medalist Reggie Crist resides. These two contrasts in our sport created the "book ends" of skiing as we saw it develop in the past and as we know it today.

Notable special guests attending the luncheon included Kathy Hubbard, Director of Administration, California Ski Industries Association; Jim Pena, Deputy Regional Forester for State and Private Forestry in the Pacific Southwest Region; John Knudsen, Disabled Ski Team, USST; Myrna Hampton, Oral Historian, 10th Mountain Division; Abbie Kealy, Movie Producer/Director; Charles Sanders, Author, Chairman of the Board of World Hunger Year and Council to the Songwriters Guild of America; Mark Harris and Dawn Peterman, National Ski Council Federation.

Far West Race Association held their annual meeting and selected Mammoth Mountain the site for the 2008 Championships on April 4-6. Bids were presented to the FWSA Travel Committee for selection of the 2009 FWSA Ski Week with the result to be announced later in the summer. The 2008 FWSA Ski Week January 19-26 is to Whistler/Blackcomb Ski Resort, British Columbia, Canada.

Annual recognition awards were presented to members of the ski industry, media, volunteers, racing leagues, councils, and ski clubs. Industry Awards presented were: the Tommi Tyndall Award for distinguished contribution to skiing by a ski area, to Aspen / Snowmass; the Bill Mackey Award for outstanding service to the skiing public by a ski industry employee, to Patrick Rothe, of Ski.com; and the Jimmie Heuga Award for outstanding humanitarian efforts, to Larry ‘Chad’ Chadwick, founder of the Oregon Cancer Ski Out. The Bill Berry Awards were presented to Charles Sanders, author of the book “The Boys of Winter,” for Feature Article; and to Bob Wilbanks, publisher of “National Ski Club Newsletter” for Hard News. The Warren Miller Modern Media Award was presented to Abbie Kealy, producer of the movie “The Last Ridge.”

Mike Sanford of San Diego Council received the Hans Georg Award for distinguished accomplishment and long-term service to skiing. Other award recipients included: the Elizabeth “Schatzi” Wood Award for the woman who has made a decisive contribution to skiing, to Fran Long of Central Council; the J Stanley Mullin Award for the man who has made a decisive contribution to skiing, to Ray Craig of Los Angeles Council; the Jordan-Reily Award for outstanding contribution to Public Affairs, to Geraldine Link of the National Ski Areas Association. Top honors for the Terry Smith Award for contribution to the advancement of recreational racing went to Beat Hupfer of Mammoth Mountain Race Department.

Ski Council volunteers were also recognized with the Councils’ Woman of the Year Award to Jessica Freeman of Los Angeles Council; and the Councils’ Man of the Year Award to Bob Ellis of Sierra Council.

The Tollakson Award for the Outstanding Ski Club for Class AAAA was Conejo Ski & Sports Club; for Class AAA was The Mountain High Snowsports Club; and for Class A the Unrecables. The Wentworth Award for the Outstanding Publication was presented to Bergfreunde Ski Club (Class AAAA), the Pacific Rim Alliance Ski Club (Class AAA), and to the Unrecables Ski Club (Class A). The Outstanding Website Awards were given to: Bergfreunde Ski Club (Class AAAA); Fresno Ski Club (Class AAA); and the Inskiers Ski Club (Class A). The Outstanding Council Publication went to the Bay Area Snow Sports Council and the Outstanding Council Website Award went to the Northwest Ski Club Council.

Special presentations were made to Emilio Trampuz of Northwest Ski Club Council with the Safety Person of the Year Award, sponsored by Aspen Skiing Company and to Catherine Ohl, San Diego Ski Council, with the Western Ski Heritage Award, sponsored by Steamboat Ski Resort.

Elections were held at Sunday’s General Session. FWSA Officers for 2007-2008 are: President, Randy Lew (Wilsonville, OR); Past President, Mike Sanford (San Diego, CA); Secretary, Debbie Stewart (Visalia, CA); Treasurer, Nancy Kelly (Lodi CA); Chairman Board of Trustees, Steve

Coxen (West Linn, OR); VP Communications, Ray Craig (Thousand Oakes, CA); VP Council Services, Fran Long (Paso Robles, CA); VP Marketing, Debbi Kor-Lew (Wilsonville, OR); VP Membership, Barbara Bryant (Truckee, CA); VP Public Affairs, Scott Bowker (Sunnyvale CA); VP North American Travel, Gloria Raminha (Houston, TX); VP International Travel, Norm Azevedo (Walnut Creek, CA); VP Racing, Bob Ellis (Truckee CA); Trustees, Ken Calkins (Redondo Beach CA); Robb Margrave (Novato 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, CO; Big Mountain Ski & Summer Resort, MT; Big Sky, MT; Big White Ski Resort, BC Canada; Gordon Biersch Brewery; Grouse Mountain Lodge, MT; Intrawest, BC Canada; Mammoth Mountain Resort, CA; Mountain Chalet, FL; Schure Sports USA; Ski Alpine Xperience, VA; Ski.com; Ski Dazzle, Sacramento & Bay Area Ski Shows; Silver Star Mountain Resort, BC Canada; Snowbasin, A Sun Valley Resort, UT; Steamboat, CO; Vail Resorts - Heavenly, Vail, Breckenridge, Beaver Creek, Keystone CO; and the Bay Area Snow Sports Council.

The 76th Annual Far West Ski Association Convention is scheduled for June 5-8, 2008 at the Meydenbauer Center in Bellevue, Washington. For additional information regarding the Far West Ski Association, please visit www.fwsa.org.