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FWSA is On Facebook!

By Randy Lew

Hello. Another ski season is now upon us and mother nature has blessed Utah, Colorado, and parts of Canada and California with lots of snow and good early season conditions. I wish you a very safe and enjoyable ski season and I hope to see you at our 2010 Ski Week at Keystone.

The July Board of Directors meetings were hosted by the Grand Sierra Resort & Casino in Reno, Nevada. These meetings were very productive in developing our current year programs and budget. We also approved our 2011 North American and International ski trips.

FWSA is appreciative of the many sponsors who were a big part of the success of the FWSA summer meeting. Sponsors included: Grand Sierra Resort & Casino, Alpine Meadows, Homewood Mountain Resort, Northstar-At-Tahoe, and Sierra-At-Tahoe.

The FWSA Board of Directors held its winter meetings at the Marriott Ogden Hotel and Ogden Eccles Convention Center in Ogden, Utah. I want to thank the Ogden Convention & Visitors Bureau, Hampton Inn & Suites, Marriott Hotel Ogden, Ogden Eccles Convention Center, Powder Mountain Resort, and Snowbasin, for their hospitality, excellent service, and partnership.

We were able to conduct two full days of productive meetings and

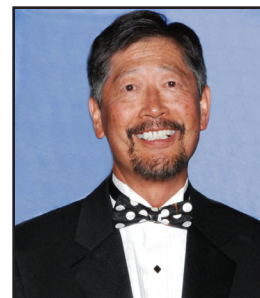
enjoyed skiing at both Snowbasin and Powder Mountain. FWSA

continues to thrive through its continued partnerships with the industry.

The new 2009-2010 Far West Skier's Guide has been distributed to each Council and ski show that we have participated in. We are also distributing over 50% of these, utilizing Certified Folder Displays, to reach the major metro areas that we serve.

A big thank you to Leigh Gieringer for the outstanding job and tremendous effort that she put into it. It is the best one yet with great articles and information on the ski areas and clubs. Please contact your Council President if you have not received your copies to distribute to your club members. This is our major annual publication and it does a great service in advertising our many accomplishments and close relationship with our industry partners. Please be sure your councils and clubs use them in recruiting new members.

The FWSA Travel Program continues with great success under the leadership of Gloria Raminha and Norm Azevedo. Our upcoming ski week in Keystone will consist of approximately 450 participants. I know that Gloria, the FWSA Ski Week staff, and the Council Trip Leaders have



Randy Lew, FWSA President

planned a great trip with many exciting things in store for us. The International ski trip in March 2010 is to Cortina, Italy with an exciting pre-trip extension to the beautiful city of Venice and a post-trip extension to Vienna and Budapest. It's not too late if you act now! The last planned trip for 2010 will be an exciting New England/Canadian cruise with a pre-trip extension to New York City.

FWSA has now expanded its Communications Program by establishing a Facebook account. Thanks to the efforts of Steve Coxen, Past President, you can become a fan of FWSA by going to Facebook and searching on Far West Ski Association then clicking on *Become a Fan*. Here is the link - <http://www.facebook.com/home.php?#/pages/Far-West-Ski-Association/122492412285>.

Barbara Bryant, VP of Membership, has done a great job of implementing the FWSA News Group, including a monthly *Hot Sheet* which is distributed via a list server to any interested member. The hot sheet includes trip info and current information on FWSA programs. You may subscribe by going to the FWSA web site and clicking on *Subscribe to FWSA News* button.

The FWSA web site <http://www.fwsa.org/> has been updated and improved due entirely to the efforts of George Stewart our Web Master. This site includes information on our travel program, member's benefits, Convention, awards, Athletic Scholarship program, and a link to be used to subscribe to the *Hot Sheet*.

I am very proud that our Athletic Scholarship Program under the leadership of Dick Shawkey has continued to grow. With the generosity of our industry partners Whitefish Mountain Resort, Grouse Mountain Lodge, Karbon Skiwear and Canadian Mountain Holidays, we were able to award \$10,000 in scholarships to 14 deserving junior racers. This year we had 42 outstanding young racers apply.

Our 78th Convention *Thanks for the Memories* will be hosted by the San Diego Council of Ski Clubs at the Renaissance Esmeralda Resort & Spa in Indian Wells, California June 10th – 13th 2010. Eileen Sanford, SDCSC President and Jane Wyckoff, FWSA Convention Coordinator have some very exciting activities planned for us including a pool party,

shopping, pub crawl/scavenger hunt, and the 4th Annual Michael German Memorial Golf Tournament. They have been meeting regularly to plan all this fun.

Mike Sanford, Past President, is diligently working on lining up an all-star cast of celebrities and Debbi Kor is working on sponsorship for this great event. Friday will include some optional activities and our industry show and Silent Auction. On Saturday, we will have our Travel Industry Expo, some professional panel sessions, and a session with some very special guest speakers. We will also roll out the 5th & 6th modules of our very popular Snowsports Leadership Academy.

Our The 2011 Convention will be hosted by Los Angeles Council of Ski Clubs at the Pacific Palms Resort in Industry Hills, California June 9th – 12th, 2011. David Krupp, LAC President, is already planning a great event for us.

The success of FWSA is due to a significant number of volunteers who have contributed a tremendous amount of time and expertise. We have an ever-increasing need for new volunteers. For those reading this article and who want to get more involved, this is your opportunity. If you want more information on volunteering either call (503-682-1563) or email (fwsa13randy@telis.org) me or one of our Functional VP's. All of our Functional VP's require a working committee to be truly successful.



Randy Lew, FWSA President and Kerri Countess representing the Grand Sierra Resort

Season Kick Off Events for Members and Partners

By Debbi Kor



*Debbi Kor
VP of Marketing and
Sponsorship*

Where or where did the summer go? It seems like just last week we were all in Reno, at the Peppermill, celebrating the 79th Annual Far West Convention. And now, here it is....Fall, and the ski season is just about here.

Our ski club councils are busy with their season kick off events.....Northwest Council's *Pray for Snow*, San Diego's *Winter Gala*, Los Angeles Council's *Snow Gala*, and BAC's *Snow Ball*. Everyone is getting in the mood, going to the new Warren Miller movie "Dynasty", hitting the pre-season sales, and planning trips for the coming season.

We'll be heading to Mammoth, Telluride, Aspen, Banff, Kimberly, Park City, Mt. Bachelor and Jackson Hole, to name a few places. And let's not forget the annual Far West Ski Week trip to Keystone.

Internationally, some of our members are heading to Whistler to ski and be part of the Olympic Celebration. Others are going to Cortina with Norm and Mary Azevedo our International trip leaders, on the Far West winter trip.

***Ski Weeks for our Members
include USA destinations
and International ski areas.***

Last season, we were blessed with early snow, and lots of it from the Colorado Rockies to the Pacific Northwest. The year 2010 is starting out just as well. Loveland and Arapahoe Basin were open by mid October, so let's hope that the early snowfall continues and we see a long, prosperous season!

I will be attending both the Portland and Seattle Ski Shows again this year, as well as the Northwest Council's Ski Fair in mid-November. It's such a great way to meet with your favorite resort folks and

get revved up for the coming season. Everyone is waiting for us to bring our club members to their ski areas for some good times. Whether you are a boarder, a skier, a snowshoer, or just a lodge bunny, there are some great places to hang out this ski season.

Our list of Benefits Partners continues to grow. Alaska Airlines has come on board and will offer up discounted fares for us to get to Convention in June. Ski Butlers, with 14 locations throughout the western states, will give any Far West member 20% off ski rentals. Just sign up online, and the discount is built into your registration. Sun River Resort has some fantastic pricing on their standard rooms and Lodge Suites, while the Grand Sierra Resort and Casino in Reno, and Howard Johnson's in Salt Lake City are offering discounted rates with no black out dates. Check out the members benefits page for a complete listing of all of our Benefits Partners.

January brings the SIA show to Denver for the first time. I will be there to check out the new clothing lines, see what's new in hard lines, and talk with the many vendors who visit the show from year to year. The show provides me the opportunity to meet with old friends, and make a few new ones as I promote Far West and all the good things that we do. It also gives me some great contacts for many of those fun door prizes at Convention. I'll bring back all that I can to share with you.

Here's to a super season. Get those skis tuned up and we'll see you on the slopes!



VP of North American Travel

Gloria Says, “Go With Far West Ski Association”

By Gloria Raminha



*Gloria Raminha
VP of N American Travel*

Keystone-2010 Ski Week

Is everyone ready for ski week? I don't know where the time has gone, but another ski week is just around the corner. Snow is in the air and ski resorts are now opening for the winter season. The 2010 FWSA Ski Week is at Keystone, Colorado. FWSA members will be heading to Keystone for a full week of skiing and fun from January 30th to February 6th.

Council Trip Leaders have been doing a great job at working with Travel Staff to provide everyone with a wonderful ski week. FWSA members are looking forward to a week of skiing and planned activities that FWSA will be providing during the ski week. Activities include 5 days of skiing, welcome party, pub crawl, mountain picnic, banquet and dance, après awards party, and races.

Additionally, we will have buses available (day to be determined) to go skiing in Vail. Be sure to bring your flapper dresses, boas, zoot suits, mustaches, etc., because the theme for the Keystone banquet & dance is *Roaring Twenties*. We are going to hold the banquet and dance on Thursday night so nobody will have to get up at the crack of dawn to pack or catch a bus.

If you interested in going to Keystone, please contact a Council Trip Leader. Contact information is listed on the www.fwsa.org website.

Sun Valley-2011 Ski Week

Be sure to mark your calendars for the 2011 Far West Ski Week in Sun Valley, January 22 to 29. Travel Staff and Council Trip Leaders will participate in a Sun Valley site inspection January 7th to 10th and start making preparations for the Sun Valley Ski Week.

Steven Hall with Skigroup.net and Bert Witsil with Sun Valley are putting together an itinerary which will include touring a variety of lodging and facilities where we will hold the ski week activities. We are going to plan a great ski week that will live up to FWSA's expectations.

Sun Valley offers two mountains. Bald Mountain is suited more for advanced and intermediate skiers, and has a total of 13 lifts and 65 varied runs on either side of the mountain. Bald Mountain has seemingly endless runs that stretch over 2054 acres to the edges of the Sawtooth National Forest and slide another 3400 vertical feet, top to bottom.

Dollar Mountain is known as “the finest teaching mountain in the world” and caters to the needs of beginners with ten runs and 638 feet of supportive, nurturing vertical rise. Currently there are five lifts on Dollar Mountain.

2010 Summer Family Get-Away

Bids have been received from several resort areas for our 1st Summer Family Get-Away. The dates and location have not been determined yet. I will make the announcement of the location by December 5th. I would like to thank these resorts for their bids to host the FWSA Family Get-Away. A BIG THANK YOU goes out to: Shay Ducharme with White Fish Mountain Resort in Montana, Lindsay Bennett with Sun River Resort in Oregon, Simon Diggins with Snowbird Resort in Utah, Elaine Cobos with the Ogden Convention Visitors Bureau in Utah, and Lindsey Lewis with the Glenwood Springs Chamber Resort Association in Colorado. Be sure to check the Far West website at www.fwsa.org in early December for the details of this trip.

VP of Membership

FWSA NEWS GROUP

By Barbara Bryant

The FWSA Newsgroup has sent out three newsletters with short, bulleted pieces of information and links to websites for more information if wanted. Each month different topics will be covered. If you would like to see a topic in the Newsgroup, contact VP of Membership, Barbara Bryant at membership@fwsa.org.

Our purpose in establishing a Newsgroup is to disseminate information to FWSA club and council members who opt into the group.



*Barbara Bryant
VP of Membership*

Three ways to join the Newsgroup:

- 1 Start at the FWSA web site: www.fwsa.org.
Click on the “FWSA news email group” button (at the bottom of the page), or
- 2 Start at the FWSA Group home page (and click on “Join this Group”)
<http://sports.groups.yahoo.com/group/FWSAnews/>, or
- 3 Send an email to: FWSAnews-subscribe@yahoogroups.com

FWSA 2010 New England/Canadian Cruise September 25 to October 2, 2010

FWSA members will have an opportunity to cruise on Carnival Cruise Lines, Carnival Glory Ship. The cruise leaves from New York City and tours New England and Canada next fall during fall foliage.

Cruise Schedule

Saturday, Sep 25 –	New York departure, NY at 4:00 pm
Sunday, Sep 26 –	Boston, MA - 2:00 pm to 10:00 pm
Monday, Sep 27 –	Portland, ME - 8:00 am to 6:00 pm
Tuesday, Sep 28 –	Saint John, NB, Canada - 8:00 am to 6:00 pm
Wednesday, Sep 29 –	Fun Day at Sea – Private Cocktail Party
Thursday, Sep 30 –	Halifax, NS, Canada – 7:00 am to 6:00 pm
Friday, Oct 1 –	Fun Day at Sea
Saturday, Oct 2 –	New York, NY – 8:00 am

Cruise Costs

Inside cabin – Category 4B \$626
Ocean view cabin – Category 6B \$846
Balcony – Category 8B \$1016

For more details on this cruise, check the FWSA website at www.fwsa.org. Click on the “travel” tab. Book this cruise directly through “The Cruise Company” (as listed on the flyer).

VP of International Travel

Our Next Adventure - Cortina, Italy

By Norm Azevedo

SCANDINAVIA & RUSSIA CRUISE WAS AN EXCITING EXPERIENCE....

Both North American and International Travel contracted with *The Cruise Company* for a ten day Scandinavia & Russia Cruise on the Emerald Princess. This was a thrilling exploratory voyage as we sailed through sparkling Scandinavia and visited the jewel of Russia, St. Petersburg.

The cruise included an overnight stay in St. Petersburg. Port stops included Copenhagen, Stockholm, Helsinki, Tallinn, Gdansk, and Oslo. We had a small group which made it easy to make long lasting friendships.

CORTINA, ITALY FWSA 2010 INTERNATIONAL SKI WEEK.....

We leave for Cortina D'Ampezzo on February 27, 2010. Cortina, the site of the 1956 Winter Olympics, is in the Dolomite Alps. We fly into Venice airport and bus to Cortina. For those who can afford the time we offer a three night stay in Venice at the 4 star Hotel Bonvecchiato located off the famous St.



Marks Square. After Venice, we water taxi back to Venice airport, where we meet the main group of skiers going to Cortina.

After the Cortina ski week, many will join us on an additional week to Klagenfurt, Vienna and Budapest. We tour each city and spend one night in Klagenfurt, three nights in Vienna and finally bus to Budapest for four nights.

Contact us; we may still be able to get you on the Cortina ski week and its adventures extensions. Look for the trip flyer and details on www.fwsa.org.

ANTARCTICA ADVENTURE AND CELEBRATE NEW YEARS EVE IN BUENOS AIRES

We are leaving on December 29, 2010 for 15 days with three nights in Buenos Aires for New Years Eve. After Buenos Aires, we fly to Ushuaia and board the



MS Fram for a 10 day Antarctica adventure.

The cruise includes meals, lectures, guided tours and boat landings. Expect to see whales, seals, penguins, icebergs, snowy peaks, ice cliffs and much more. You must visit our website www.fwsa.org to get details. We will be joining other ski councils across the United States for this trip. We have 24 people signed up from FWSA.



*Norm Azevedo
VP of International Travel*

FWSA 2011 INTERNATIONAL SKI WEEK

Far West is going to spend five nights in Engelberg, Switzerland; starting about February 25, 2011. Engelberg is nestled beneath the 11, 624 foot Titlis Mountain. Titlis offers 6,000 feet of snow-covered glacier and forested runs with spectacular views. It's Switzerland's largest ski resort, close to Zurich and Lucerne.

After five nights, we motor on to Interlaken for three nights. Interlaken is a hub for trains throughout Switzerland. It lies between two lakes with castles, shops, great restaurants and known for world class chocolate (Mary considers it chocolate heaven). The Jungfrau winter sports region provides over 125 miles of runs within easy reach of Interlaken with a free ski bus.

Non-skiers will have unforgettable adventures: 16 miles of prepared winter-walking paths through snow covered forest and along frozen rivers, and sleigh rides under winter skies.

Connected with the 2011 Switzerland ski week, we are planning an extension to Bulgaria for skiing and touring. We expect to have details in early 2010. Check our website www.fwsa.org for announcements and details.

Athletic Scholarship Chairperson

Athletic Scholarship Program Continues to Grow

The Far West Ski Association (FWSA) Athletic Scholarship Program is closing its fifth year and looking forward to a successful sixth year in 2010. The program was founded in an effort to make a positive contribution to the sport of skiing. Like other individual sports; for example, figure skating and gymnastics - alpine ski racing requires a lot of training, determination, physical strength, and money.

To be a top competitor, junior athletes must not only train but compete in regional and national competition that requires a great deal of travel. The cost generally exceeds \$10,000 per year. For those competitors who aspire to make the U.S. Ski Team, successful performance in both national and international competition is a prerequisite. Competing for FIS points can increase the annual expenses to over \$20,000.

Whether competing at the national (USSA) or international (FIS) venues, most athletes need some help with the expenses. The FWSA has set its goal to make a significant contribution to the success of promising junior racers. Through the generosity of our members and our sponsors, we have grown the athletic scholarship program year by year.

The Athletic Scholarship Committee has chosen the scholarship recipients for 2009. The selection was made on the basis of financial need, athletic achievement, academic performance, and community activities.

There were 48 applications for scholarships, almost seven times last year's applicants. There were 21 junior women and 27 junior men representing three western states. Seventy-nine percent of this year's applicants hold a 3.5 or better grade point average, and over half are nationally ranked in the top twenty-five in one or more ski racing disciplines.

Having so many truly exceptional young scholar-athletes made the selection process very difficult.



Nevertheless, the committee has selected thirteen athletes, eight women and 5 men, for financial help. Four of these athletes are from Oregon, two live in Nevada, and seven come from California. All the California athletes are from the Truckee area except one



*Dick Shawkey
Athletic Scholarship Chairman*

who is from Mammoth Lakes but trains at Sugar Bowl. The 2009 scholarships range from \$500 to \$1000. While we're proud of our progress, we note that we were only able to serve 27% of this year's applicants. There's still a lot of work to do.

In late August, Athletic Scholarship raffle winners, Michelle and Roy Nightengale flew to Canada to take advantage of their Canadian Mountain Holiday (CMH) Heli-hike prize. Their three-day adventure was way beyond their expectations. It turned out to be much more than a walk in the mountains. Their story will be available on the FWSA web site in late October or early November.

The FWSA Athletic Scholarship Program is indebted to its sponsors: Canadian Mountain Holidays (www.canadianmountainholidays.com), Whitefish Mountain Resort (www.skiwhitefish.com), Grouse Mountain Lodge (www.grousemountainlodge.com), and Schure Sports Inc. (www.karbonmail.com), maker of the Karbon brand of snow sports apparel.

Enter Our FWSA Contests

By Scott Bowker

Safety Person of the Year

Contest 2010 - Due 4/30

Win free 6 day ski vacation for two at

Aspen

The FWSA Safety Program is looking to name the 2009 Safety Person of the Year! The winner of the 2009 contest, to be named the FWSA Safety Person of the Year, will receive a trip for two to Aspen, seven nights lodging and six days skiing plus rentals at any of the fabulous mountains in Aspen. The winner will also receive roundtrip airfare for two people (airlines may vary depending on departing city and may not be direct).

The judging criteria focuses on promoting safety awareness among FWSA members and demonstrating support for safety on the slopes.

Western Ski Heritage

Contest 2009 - Due 4/30

Win free 5 day vacation for two at

Steamboat

The Association's Western Ski Heritage program recognizes efforts that contribute to skiing for the benefit of the community at large. The prize is sponsored by Steamboat Springs Ski and Resort Corporation and is awarded at the annual Convention held each June.

The purpose of the Association's Western Ski Heritage program is to raise the awareness of skiers and non-skiers alike, of the contributions made by individuals, groups and companies. This includes competitive as well as that of outdoor winter recreation and fitness.

Total Number of Snow Sports Participants

<i>Year</i>	<i>Alpine</i>	<i>Snowboarding</i>	<i>Cross Country</i>
2008	6,514,000	5,854,000	1,578,000
2007	5,494,000	5,063,000	1,665,000
2006	6,394,000	5,204,000	2,560,000
2005	6,900,000	5,987,000	1,873,000

Source: National Sporting Goods Association, 2008 Sports Participation Study

These figures represent participants who are 7+ years old and participated in a sport more than once during the calendar year 2008. For questions on participation, please contact NSGA at (847) 296-NSGA or info@nsga.org.

Gender of Skiers and Snowboarders - 2008 calendar year

<i>Gender</i>	<i>Alpine</i>	<i>Snowboard</i>	<i>Cross Country</i>
Male	62.3%	71.9%	48%
Female	37.7%	28.1%	52%

Source: National Sporting Goods Association (NSGA), 2008 Sports Participation Study

Safety Committee Chairperson

What is your Safety Consciousness?

Did you ever notice that accidents don't happen when you are being careful? They seem to occur when you let your guard down and are not expecting them.

Statistics show that many ski fatalities occur on intermediate slopes. How does this happen? I consider these events to be lapses in Safety Consciousness.

We all have a 'set-point' as to what we consider part of our normal attentiveness at work, at home, driving, or participating in sports like skiing and boarding.

Many times we are distracted by one thing or another and we

drift off from our Safety Consciousness. This is when we are most vulnerable.

Issues which may divert us are commonplace: talking on the cell phone, listening to an MP3 player while skiing, looking at something on the slopes, or even chatting while walking on slippery areas.



*Richard Lubin,
Safety Committee
Chairperson*

Some high risk areas to especially watch out for:

Confluences of runs where skiers and boarders go to a common trail

Intermediate runs where you are blasting swiftly

Race courses

Icy parking lots, stairs, or walkways with ski boots on

Flat lighting or poor visibility on the slopes

Crowded ski runs with many beginners

Always watch all sides, be aware of conditions and surroundings

Consider where your own level is, check it regularly and remember, it is when you drift away from this when you may get hurt

Safety is no accident. Safety is Having Fun Consciously!

SKI CHANNEL FEATURES OUR OWN RICHARD LUBIN

The Ski Channel (skichannel.com), a new cable channel web site, has contacted the safety chair for permission to reprint his article from last year's *Far West Skiers Guide* "Is Snowboarding Dangerous?"

This website receives over 150,000 hits per month. A brief description of FWSA and a link was posted at the end of the article.

To see the article go to:

<http://www.theskichannel.com/news/skinews/20091014/Is-Snow->

SNOW SPORTS INFORMATION

The 2008-09 season brought in a total of \$2.8 billion in sales of snow sports equipment, apparel and accessories from specialty shops and Internet sales.

Category breakdown:

\$760 million in equipment

\$1.1 billion in apparel

\$951 million in accessories

Online sales grew 12% in dollars to \$547 million while the Specialty and Chain store sales channels declined 8% in dollars.

15% of all snowboard equipment was sold online

20% of all alpine equipment was sold online

25% of all apparel was sold online

1 in 14 of Americans consider themselves to be skiers or riders.

14.8 million Americans participated in a snow sport in 2008 and another 5 million said they considered themselves a skier or rider but did not participate in 2008. The most often cited reason was lack of time.

1 in 5 female snowboarders are over 35 years old and plenty of girls are in the pipeline.

The average snow sports participant is about 30 years old, has a college degree and household income exceeding \$100,000 annually.

SIA decided to take a look at a few industries who share the snow sports demographic to compare market performance. In general, industries that depend on sales to persons who are highly educated and highly paid did better than retail as a whole.

Charities & Our Community Chairperson

A Challenge to All Councils

We are now in the fourth year of our very special *FWSA Charity & Community Service Recognition* program. Clubs and councils again have the opportunity to apply for this prestigious honor. This year's Recognition will be awarded at our 2010 FWSA Convention in Indian Wells in the Palm Springs area on June 13th. It's a simple process: Complete the application form, list and describe your group's community service activities and charitable donations, then send in the application before March 15th. That's it! That's all it takes! Pull up the information and application form from the FWSA website at - <http://www.fwsa.org/page/page/686807.htm>. Also, please contact Sigrid at skisig@gmail.com for questions or anything else having to do with charities and community service.

Here is a new CHALLENGE to our eleven FWSA Councils!

This is our new *Community Service Awareness Program*. I am challenging all our councils to challenge all your clubs to be involved with at least ONE charity this year. Hopefully every council and every club within our FWSA family will make *Community Service* an agenda item at every meeting. Councils will hopefully begin with this new awareness effort, by making charities & community service a regular agenda item at all council meetings. Club reps will then feel encouraged to share information about their club's charitable activities at the council meetings. This in



*Sigrid Noack, Charities
& Our Community Chair*

turn will make clubs more aware, and hopefully will get members more enthused and more involved with community service.

I know that most of our councils and clubs are already very much involved with many charitable organizations. That's wonderful and in many cases quite phenomenal! But I'm going for 100% involvement this year!

This is my goal:

To have every club in FWSA involved with at least one charitable organization.

5th Annual Keystone Nationals January 27-29, 2010 - Keystone Resort, Colorado

The Keystone Nationals is a dynamic recreational race competition, open to all ski club and ski council racers of all ability levels, as eleven different competition classes are offered for both men and women. The *Race Challenge* includes a qualifying race, giant slalom, and a slalom race.

The Schedule of Events kicks off with a hosted Welcome Party, three days of races, and culminates with a Cocktail Reception and Awards Dinner Banquet. Top racers are recognized and presented with medals in each class. The coveted Keystone Council Cup is awarded to the Nation's top ski council with the best racers scoring the highest cumulative points throughout the event!

Keystone Nationals Race and Party Package is only \$195. Go to www.keystonenationals.com for registration information and forms.

A Race Training Camp option is available immediately prior to the Race Challenge. Keystone Resort will provide trained race coaches with no more than eight racers per coach.

For more information: Call Nancy at Keystone Nationals: 530-414-8261,

Email: keystonenationals@sbcglobal.net, Website: www.Keystonenationals.com

FAR WEST SKI ASSOCIATION'S 80th Anniversary Convention

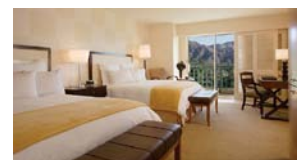


Hosted by San Diego Council

Thanks For The Memories



Renaissance Esmeralda Resort and Spa - Indian Wells
June 10-13, 2010



Convention Highlights:

Silent Auction, Travel Expo
 Celebrity Speakers
 Saturday Awards Luncheon
 Celebrity Multi-Media Presentation
 Saturday Awards Banquet & Dance
 FWSA General Meeting and Elections
 Snowsports Leadership Academy

Fun Optional Activities:

Pub Crawl -Scavenger Hunt
 Tour of Celebrity Homes & Lunch
 Jeep Tour of Canyons
 Tram Ride & Hike, Pool Party
 Annual Michael German Memorial Golf Tournament

Information

Jane Wyckoff, FWSA Convention Chairman
janewyckoff1@cox.net Phone: 949-933-9607
 Mary Olhausen, Silent Auction Chairman
Omary52@comcast.net Phone: 503-880-7383
 Eileen Sanford, SDCSC President
Esanford1@san.rr.com Phone: 858-695-1442

Hotel Amenities:

560 renovated oversized guestrooms
 3 Heated Pools, Fitness Center
 Luxurious Spa Esmeralda
 Live Entertainment, 5 Restaurants
 Wireless Internet Service

Hotel Reservations:

Renaissance Esmeralda Resort and Spa
 44-400 Indian Wells Lane
 Indian Wells, California 92210

Rates per night plus tax:

Single/Double Occupancy \$139,
 Pool View \$169, Spa Suite \$214

Rates available 3 days pre and post convention

Resort Fees Waived, Complimentary Parking

Call 1-877-804-4070 or 1-800-446-9875 or

Internet: www.renaissanceesmeralda.com

Group Code: FWSA

Ground Transportation:

Airport Taxi Company - Call 760-862-9000

Arizona Ski Council



*Mike Rogers
Arizona Council President*

As the days' temperatures drop below the triple digits, folks in Arizona are already getting ready for fun in the winter. The tell-tail indication is when 80% of club membership know which resort has already had lifts in operation. Pub crawls are conditioning events to prepare skiers for après ski events.

Scaling down the trip offerings and using a joint venture approach to trips, Phoenix Ski Club and Scottsdale Social and Ski Club are seeing the value in combining efforts. The program is still in its infancy, but it is opening doors to collaborative effort. Because of the recession, clubs are finding less is more when collaboration exists. The combined efforts provide a broader selection of activities for club members and a chance for clubs to broaden their networks.

The Council is once again sponsoring the annual Ski Season kick-off event on November 13. The guest of honor is Dave Smith, Marketing Director for Snowbowl. The function includes a BBQ, raffle, and dancing. A good turnout is expected, helping to celebrate Snowbowl's court victory for snowmaking. In November, Warren Miller has three showings in the Valley of the Sun and the clubs will be well represented.

Additionally, approximately 15 boxes of the Skiers Guides will be passed out to the general public attending the show. December will see the Council sponsoring a Golf outing that is open to the public. It helps provide operating funds for the council.

Of course, the real irony in the Phoenix area, from December through May is a weather pattern that is seen in May through September in most other parts of the nation. That means *Snowbirds* from the north cold climate come down to enjoy golf, hiking, and biking activities. The Phoenicians go north to see snow.

BAC Council



*Dennis Heffley
BAC President*

There are many exciting things taking place and will take place in the Bay Area Snow Sports Council as we approach this winter!

The first ever BAC WinterFest Meeting was held on November 9, 2009. This was coordinated around the SnowBomb show held the previous weekend at Ft. Mason in San Francisco. With the success of this event, plans are already being made to make it even more spectacular in 2010!

BAC featured many Guest Speakers at their Monthly General Meetings. This included Mr. Bert Witsil of Sun Valley Ski Resort ~ Host of the FWSA 2011 Ski Week! Yes, we are already working on getting as many BAC members as possible to attend this spectacular ski week.

Matt Strugar-Fritsch from Disabled Sports USA thanked BAC for the donations and for the great support from them over the years as donors, volunteers and even as participants. Matt stated that as an organization, BAC donates more than any other organization. About \$20,000-30,000 has come into DSUSA via BAC channels. Harry Davis presented a donation check of over \$1000 to DSUSA. The donation was from the annual Go-Kart event which Harry puts on each year and the comedy night at Tommy Ts. These events are supported by BAC and Harry's club, Snowchasers. Dennis also presented Matt with another \$1000 donation raised from BAC A's game and tailgate party fund raiser.

David Cunningham, BAC Industry Liaison, is starting his regular Tahoe resort reporting on ski conditions, ski deals and events at Tahoe's ski resorts. His report includes Alpine Meadows, Bear Valley, Boreal, Diamond Peak, Donner Ski Ranch, Heavenly, Home-wood, Kirkwood, Mount Rose, (SC) Mammoth/June Mountain, Northstar-at-Tahoe, Sierra-at-Tahoe, Soda Springs, Squaw Valley USA, and Sugar Bowl.

Central Ski Council



*Fran Long
Central Council President*

The first snowfall always makes skiers' anticipation run high. Early October snow, followed by the early opening of several ski areas, really boosts the excitement about the upcoming ski season. The trip decisions have been made, and the reservations are in place. Club members are now finalizing their trip plans for the season and making those all-important deposits.

The Central Council Ski Clubs has trips galore...week-end trips, extended weekend trips, and lots of options for week-long ski trips. SLO Skiers have the option of Park City in February or Telluride in March. Santa Barbara Ski and Sports Club will be enjoying Steamboat Springs and Jackson Hole this year.

Fresno Ski Club will head to Jackson Hole and Park City. Along with each club's own weeklong trips, some of our members have also made plans to join FWSA on the Keystone and/or Cortina trips. There truly is something for everyone on our weeklong trips!

Central Council clubs are fortunate to have equal access to the Tahoe ski areas, Mammoth Mountain, and everything in-between. Where do we plan to ski/ride on weekends? Just about everywhere! Our clubs have many trips planned to Mammoth Mountain and to the variety of Tahoe ski areas. We will support our local mountains, Sierra Summit and Bear Valley, as well.

In addition to the amazing variety of ski opportunities offered by our clubs, Central Council is sponsoring one weekend and one weeklong trip to Mammoth Mountain. Both trips will coincide with Far West Race Association race weekends in order to encourage participation by our club members.

Contact your local club for information on the variety of ski trip options available to you, or visit the Central Council website at www.centralcouncilskiclubs.org.

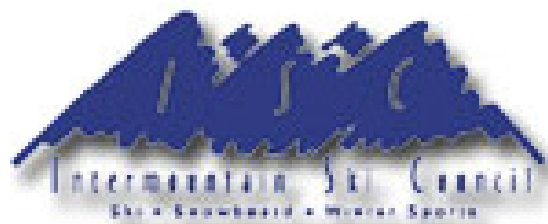
Intermountain Council



*Don Anderson
Intermountain Council President*

October and November are when most of our clubs have Ski Swaps, Snow Expos and kick off parties to excite their members. We invite new folks to join us for the upcoming winter season.

Several of the local resorts send representatives to showcase improvements and incentive ticket pricing. Clubs are also busy planning and scheduling their various trips and social activities for a fun-filled term.



We have begun taking sign-ups for our Intermountain Council trip to Sun Valley Feb. 25-28. It includes buses from Cheyenne-Rapid City and Boise with air or car pooling from other points. We plan to base our trip accommodations at the world famous Sun Valley Inn, but also have rooms in the Lodge and neighboring condos.

Other ski trips include Copper Mountain, CO; Brush Creek (Nordic); Jackson Hole, WY; and Yellowstone National Park (Nordic).

Los Angeles Council



David Krupp
Los Angeles Council President

As I write this, it is October 16th and after 2 feet of snow 2 days ago, Mammoth Mountain officially opened for the 2009-2010 season today! My last day for last season was June 14th, so I only had 4 months between seasons. Now I know to some this habit of mine tends to be obsessive, however, as LAC President I feel it is my duty to keep up. You know, set a good example and all that.

And hey...Mammoth cracked the top 10 (#9) for the first time in a couple years in the Ski Magazine issue of the Top 50 Resorts. Perhaps with the recession, folks may be thinking the white carpet of places like Mammoth, not the red carpet of places like Deer Valley. (Deer Valley was #1.)

The coming season is shaping up nicely, to highlight: First, LAC is participating in Ski Dazzle again October 29th-November 1st. The clubs are then returning to the Queen Mary for the Snow Gala November 7th. Not to be missed. Great venue to usher in the season and celebrate the election of the 2009-2010 Man and Woman of the Year.

Next, LA Council Ski, Board and Race Week December 14-18. No matter your discipline, coaching is available. Hey, why not give yourself an early Holiday present!

Follow that with the upcoming stellar trips:

La Council trips to Whistler and Utah (Park City, Canyons and Deer Valley), Far West trips to Keystone and Cortina. Plus all of the club trips.

But, that's not all:

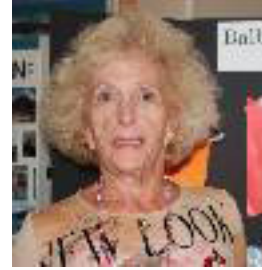
In addition to the scheduled 3 race weekends plus SoCal Championships, LA Council is looking forward to Far West Racing Association hosting the Championships at Mammoth next April.

And:

Don't forget Mammoth Ski Club Appreciation Weekend April 2010.

It's gonna be great...see you on the slopes

Orange Council



Judy Thurman
Orange Council President

The summer is over and fall is in the air. Time for our ski club members to put away all of the summer toys and start thinking about winter ski season 2009-2010. Orange Council clubs have many planned activities for the Fall/Winter Season 2009-2010.

The month of October started with the famous Oktoberfest held on October 4, 2009, at Old World German Restaurant Beer Garden, Huntington Beach, California. Members from 4 different ski clubs enjoyed the Pre Ski event at the Virtual Snow, Old World. Folks were able to try out their "ski legs" on the ramps, and quite a few found they needed to work those legs!

A few stopped by and said "hi" and the rest went straight for the beer, brats, and dachshund races. Snowbounders, Tri-Valley, Long Beach Ski Club and Balboa members all had a great time.

Our weekend Mammoth Trips are easily the best bargain around. All Orange Council clubs offer 2 & 3 day drive up trips, to the mountain, Fountain Valley, and Balboa both offer bus trips to Mammoth. These weekend trips provide an opportunity for skiers who are beginners, new skiers, and for those skiers who want to go for the longer distant ski trips.

Not only do we have weekend ski trips planned, many of our ski clubs have week long trips planned.

Trips planned are: Balboa Ski and Sport Club is planning a trip to Alaska; Fountain Valley Ski Club and Snowbounders are going to Telluride, Colorado; Tri Valley Ski Club and Orange County Ski Club have a trip to Park City, Utah, Snowflinders Ski Club is going to Lake Louise, Canada and Park City, Utah; Orange Council ski clubs offer something for everyone.

Some other activities for the upcoming fall and winter months are Halloween parties, boat parade parties, Christmas parties and pray for snow parties. Information on any of the trips or other activities can be found on the Orange Council Ski clubs' website.

Northwest Ski Club Council

Hello everyone, and Happy New Ski Season!!

We've had a lot of things going on this autumn, getting our snowriding clubs ready for winter. Ski expos, ski swaps, and our Ski Fair...

But the big news first: it's our birthday!

We celebrated the occasion in downtown Portland with a fabulous event benefitting the Mt. Hood Cultural Center and Museum. We were pleased and honored to welcome Phil Mahre, Olympic Champion, and his lovely wife, Holly, and Mark Hanson, past Paralympic coach and adaptive sports advocate. The event raised over \$16,000 for the Museum.

And hey! Notice anything different? We also used this event to introduce our new NWSCC logo!

As council Vice President Richard Rizk so eloquently describes it: 30 years ago when the Northwest Ski Council formed, we skied. Now, we RIDE...on fat skis, carved skis, snowboards, telemark skis, mountain bikes and other devices. As times changed, the NW Ski Council sought to retire "ski guy's" smiling face as its logo. So, we searched and debated...what image uniquely represents the northwest and speaks to who we ALL are? The Cascade Volcano!

In selecting this image, the council selected colors blue and white surrounded by green. Blue and white represent sky and snow. Green mimics our northwest mountain forests. Smoke rising from the volcano distinguishes our logo from other ski club and council logos. Smoke also suggests volcanic energy, a metaphor for our mountain passion. Multiple plumes of smoke visually represent our many clubs—all rising from the crater. While NW Ski council clubs flow in different directions, our collective soul resides in the heart of the volcano.

Using this anniversary as a springboard, we're soon going to be rolling out a newly-revamped web site (thanks to our newest board member, Outreach/Education guru, John Jessen), and we're also working on a new education/outreach program for clubs. We'll be including segments on insurance, travel, communication, mountain safety and more.

On the travel side, NWSCC has planned more trips this year than ever! After starting the season in Utah, we'll be joining FWSA in Keystone, then traveling to Mammoth Mountain (in conjunction with FWRA Championships), plus the Bachelor Blast (like the Blitz, but better) in April.

On the racing front, PACRAT president Barb Parshall and her board have the PACRAT race season all planned out ready to go. The number of participants in PACRAT has been increasing steadily over the past several years, and we look forward to continued growth in our league. Check out www.pacrats.org for race schedule and more information.

We're also continuing to strongly support the "Northwest Ski Challenge." This season-long event challenges our club members to ski/snowboard in at least 7 resorts in the Northwest (Oregon, Washington and Idaho). Those who do, and submit their "proof" (lift tickets), are placed in a drawing at the end of the season, and are recognized at our annual "Appreciation Night" event in August.

We do ask those who participate to drop in on the marketing offices at the resorts and say "Hey, we're from NWSCC." It's just one way we can give our hard-working resort folks a shout-out, and support the resorts that support our council.

The council is also looking forward to working with our local clubs to support several charitable events, including (in Oregon) the "Oregon Cancer Ski-Out" for local cancer research, "Hope-on-the-Slopes" at Mt. Hood Skibowl (for the American Cancer Society), "Ski The Glade" for the Mt. Hood Museum, and an event supporting Outdoors for All in Washington. As you can see, our council and clubs give generously of their time, energy and money to support these and many other events and organizations.

We're going to be busy in 2010! But never too busy to play with our Far West (and more) friends! If you're heading to the Northwest on a trip, make sure you give us a shout! We love to play host!



*Sheri Parshall
NorthWest Council President*

San Diego Council

San Diego Council is now in full swing for the 09-10 Ski Season. Several clubs have announced their ski schedule for the upcoming year. The Council web site has listed all the trips with contact numbers for those interested in going on club trips open to all Council members. (skisandiego.org)

Our first of the season Presidents and Travel Directors meeting held in July was a major success. Leaders from the ten San Diego clubs came together in what became a healthy dialogue on a number of club management issues. This meeting served as a great forum to explain our purposes, establish our priorities and inspire greater participation.

Our club leaders became better acquainted, better educated, much more enthusiastic and forceful proponents of the good intentions of the Council. Topics discussed were mainly related to travel issues in the 2010 ski year. We are having a special meeting to discuss club insurance issues with Fred Liebel on Oct. 24.

The annual Council Fall Happy Hour will take place on Oct. 25th at the Crown Plaza Hotel in Mission Valley. This will give council members a chance to check out the site of our Gala.

Our annual Snow Gala –Diamonds Galore will be held on Nov. 7, 2009 at Crown Plaza Hotel in Mission Valley. The cost is \$49 per person for dinner and dancing. The rooms are a special rate of \$99, if you wish to spend the night.

We expect a wonderful evening with Vail Resorts as our sponsor for our music and a special photographer, Eric Van Pelt donating his services to the Council for the second year. There will be free parking.

The day of the event we will have a Walking Tour of Old Town for those who wish to get some San Diego History. The cost is \$10. We are honored to have FWSA President, Randy Lew, Past President Steve Coxen, and Mike Sanford Past FWSA and NSCF President.

Other special guests will be announced that evening. The event is always an inspiration to our volunteers because we use it to honor the Man and Woman of the Year. We will also give out the Joe Harris Award for longtime service to skiing.

The second annual Council Christmas Happy Hour will be held at the Hotel Del Coronado on Dec. 17. Last year each attendee was given a flashing snowman as they arrived. This enabled them to identify each other in the crowded bar. After the libations and camaraderie the group adjourned to the huge Christmas tree in the lobby and sang Christmas Carols together. The other hotel guests were surprised but several joined in and the evening ended with a smile on everyone's faces.

We are thrilled to be hosting the FWSA 2010 Convention on June 10-13th at the breath taking Indian Wells resort, Marriott Esmeralda. The second site visit occurred in



*Eileen Sanford
San Diego Council President*

October with Jane Wyckoff and Eileen Sanford leading the San Diego volunteers to discuss the details of the weekend's events. Plans are popping, energy is revved up and we are ready to have a great time with designer shopping, celebrity tours, tram rides and the very popular golf tournament. We are confident we can provide a great event at a reasonable price.

We will have a special pool party Friday afternoon with games and liquid refreshments galore. We are encouraging San Diego, Los Angeles and Orange Council members to join us on Friday afternoon for the secular pool party and Silent Auction which will be free for the public that night. The weekend will offer a variety of opportunities to the ski and sports industries to partner with FWSA to partner for program development.

A special thank you goes to all the members of the SDCSC. I am proud of our team spirit. This convention is going to be memorable. Hope to see all the FWSA Councils at the convention 2010 and maybe even on the slopes in the winter of 2010.

INITIATIVES IN THE WORKS

By John Watson, History/Bylaws/ Foundation/Jumping

Designation as historic club or council. Subject to the approval of the Board of Directors, the History Program proposes the establishment of a roster of historic clubs, councils or leagues.

Those organizations on the roster will be designated by the Association after meeting certain requirements and demonstrating 25 years or more of operations and service. Designation would allow the use of the Association logo or logo variant and companion words such as “serving the community since XXXX, or historic ski club”, or some other tagline taken from an approved list. Designation would require submission of either a history entered in the ski club recognition program or an abridged history meeting summary requirements. All clubs entered in the club recognition would be eligible for designation if desired (provided years of operations are met) and all past recognition entries will be grandfathered in. These include Bay Area Council, Skiyente, North Island Snowdrifters, Sequoia, Single Ski Club of LA, and perhaps others taken from histories presented at the International Ski History Congress. Stay tuned for details in December either on FWSA.org or Facebook or FWSA News. Now is the time to dust off those birthday celebration books, revise if necessary and submit them as histories.

Association Bylaws. Your chairman has reviewed our bylaws (and its latest amendment) with three attorneys. There are certain things we will need to address in all our documentation. There is the possibility we will need to replace our legacy bylaws which date from 1983 and even earlier with a modern template. We also need to define a council somewhere and put sections of our ops manual in order as *standing rules*.

Actions of the Far West Ski Foundation. Foundation Trustees have a bylaws modernization effort just like the Association but also with the more important procedure for Amendment and Restatement of its Articles of Incorporation as a 501c3 corporation. The Trustees are moving to complete these processes and submit them to the appropriate governmental entities. The Foundation will issue an appeal for funds in December to support its four main missions: scholarships, restoration from injury, historical research and snow-sports sustainability (suitability, environment, etc.).

Women's Ski Jumping in the 2010 Olympics. The suit by 14 women ski jumpers representing the interests of 80 or so registered jumpers will be heard by the British Columbia appellate court November 12-13. The judge in the initial hearing at the lower level court found that there was indeed discrimination by VANOC and that it was acting as a government body but that she would not grant the plaintiffs' demand that VANOC provide a jumping event for women. The jumpers appealed and that is what will be heard in November.

I have sent letters to both FIS and to the IOC President regarding the sequence of events which led to Dr. Jacques Rogge denying a women's jumping event in Vancouver “on technical grounds.” The FIS Congress had voted 114-1 in 2006 to support women's ski jumping and forwarded such a resolution to the IOC in 2007.

I wrote the Sec General of FIS asking if any conversations were held between FIS people and the IOC that could have derailed the recommendation to include WSJ in 2010. I asked that my inquiry be forwarded to several members of the jumping committee and the FIS Race Director (whom I suspect). She responded to me, carried out my request, and I indeed heard from the US member of the committee. He said that it was generally agreed in 2006 that WSJ should go into the 2010 Olympics but both he and Sec General Lewis tipped me to further byzantine processes. There are TWO further steps before inclusion of a “new” sport in the menu of Olympic sports. First, the IOC Programme Commission takes up the measure in confidentiality and forwards their recommendation to the IOC Executive Board, also operating confidentially. Meanwhile, my letter may or may not have been forwarded to Dr. Rogge; it was sent through the press office. No email contact addresses are provided on Olympic.org. I have now registered there and have even requested press credentials.

My conclusion is that someone provided negative recommendation either before the matter got to the Programme Commission or during its deliberations. The FIS found no “technical reasons” that women's ski jumping shouldn't be included in the Olympics – and they ought to be in the best position to know. And they were and are convinced that the exclusion is discriminatory and unfair. There was no feedback from IOC to FIS on their recommendation or position. In fact, in the IOC Congress just completed, the USA member, famed Anita DeFrantz, specifically made the point that excluding WSJ was discriminatory and unfair. FIS has already re-submitted the application for the Olympic Winter Games in Sochi 2014. So the women Jumpers, unless Rogge makes an about face – and he has characterized the decision as his – and includes WSJ in 2010, the ladies get to age another 4 years before being allowed to compete in the Olympics. Looks like the decision cycle for the Olympics is two-plus Games.

In Ski Racing, a Canadian IOC member has stated that even if the ladies are allowed to jump, it won't be entered as an Olympic event and they won't get Olympic medals. He also fears that Canada will be stigmatized and their chances for a future event reduced by this lawsuit on Canadian soil.

Go on Olympic.org and see the official face of the movement and processes. Then think about women's ski jumping.

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Did You Change?

FWSA keeps a database on members, clubs, and councils. It's important that information in this database is current so that communications are received in a timely manner. Let me know if there are changes in club or council officers, changes in membership addresses and phone numbers, changes in members' club affiliations, or if your club or council has changed its meeting location.

Requests for information from the database must be sent to the FWSA President (Randy Lew) for approval before it will be dispersed. The Far West Ski Association website (FWSA.org) has a Ski Club Officer Update Form that can be downloaded, completed, and mailed to me at:

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**The Voice of the
Western Skier**



The Councilman

It's time to get out and enjoy the snow, and of course we have all been exercising to get ourselves ready for the slopes. The statistics on skiing on page eight are very interesting. Come on gals, we need to up the statistics for women skiers - ask your women friends to try a day on the slopes. Some resorts are already open in Tahoe which I hope bodes well for the coming season. Ski Shows are in abundance in the west, and members are flocking to the shows to see what's new. In northern California, we actually had two shows in the San Jose area on the same weekend. It was not easy to decide which one to attend. Since I volunteered at one of them for BAC, I pretty much had the selection made for me. I noticed that the new ski stuff looks pretty much like the old stuff. Don't worry, you're still in style.

For Complete Information on FWSA, visit our website:
www.fwsa.org

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**The Voice of the
Western Skier**