



88th Annual FWSA Convention 2021

Oct. 7-10, 2021, San Diego Marriott Mission Valley, CA



SILENT AUCTION & TRAVEL EXPO INVITATION

Dear Owner / Marketing Director,

On behalf of the **Far West Ski Association**, we would like to invite your company to participate in our 88th Annual FWSA Convention, October 7 - 10, 2021, in San Diego, CA.

Convention activities include our 35th Annual Silent Auction & Snowsports Trade Show, our 18th Annual Travel Expo, optional events, awards banquet, and sponsorship opportunities. The Silent Auction is open to the public.

Silent Auction & Trade Show Friday evening, October 8, 6:30 – 10:00 pm

To reserve booth space for the Silent Auction and participation in the Travel Expo, your company will donate a package(s) to be auctioned off at our Silent Auction. Packages may be a single donation, or up to three (3) individual packages, totaling \$1,400 in value. A portion of the proceeds from Silent Auction will benefit the United States Adaptive Recreation Center, Big Bear.

As a participant in the Silent Auction & Travel Expo, your company will receive two (2) 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. You can register, pay online, and upload all forms and certificates beginning June 20th. You'll receive an email with the link and instructions 3-5 days before then. To participate in this year's programs, please complete the enclosed Donation Form and return with your donation certificates by August 15, 2021. An early response will result in more extensive publicity through our publications, promotions and direct contact with all our clubs and councils.

Deadline to reserve booth space is August 15, 2021. Donation Forms received after this date will be accepted on a space available basis.

Travel Expo Saturday morning, October 9, 8:30 – 10:25 am

The 18th Annual Travel Expo provides an opportunity for industry to meet Convention delegates in person, in a pre-scheduled format. Appointments will be scheduled on Friday night during the Silent Auction and early Saturday morning before the Travel Expo. Convention delegates are the leaders and decision-makers of their ski clubs who gather information to plan their future ski trips and adventure travel. WE ARE PLEASED TO ANNOUNCE THE TRAVEL EXPO WILL BE CONDUCTED THIS YEAR WITH NO OPPOSING EVENTS!!!

Sponsorship Opportunities

Sponsorship Opportunities are available for Convention activities and events. Please see the attached Sponsorship Opportunities flyer.

We look forward to your participation in our Convention programs. Additional information about FWSA can be found at www.fwsa.org. As a nonprofit organization FWSA appreciates your support in our efforts to provide valuable programs for our membership and the snowsports industry through our various endeavors.

Lodging

San Diego Marriott Mission Valley

8757 Rio San Diego Dr,
San Diego, CA 92108

Reservations: [Click here](#)

or copy and paste this text:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1616103971646&key=GRP>

or

call **800-228-9290**,

Group Name: **Far West Ski Association.**

Room Rates per night plus tax

single or double occupancy —

\$159 per night

Lodging Registration Deadline

September 10, 2021.

Transportation

- Fly into San Diego International Airport (SAN).
- 8 miles to Hotel by taxi, bus, or Express Shuttle Service.
- The hotel doesn't provide a shuttle service.

Information

For more information, contact:

Teri Allard

Silent Auction Coordinator

909-234-2267

silentauction@fwsa.org

M.J. Lau

Travel Expo Manager

619-840-3364

mjking@san.rr.com



88th Annual FWSA Convention 2021

October 7 - 10, 2021, San Diego Marriott Mission Valley

8757 Rio San Diego Dr, San Diego, CA

SILENT AUCTION & TRAVEL EXPO DONATIONS FORM

Due Before August 15, 2021



☐ I would like to participate in the 2021 FWSA Silent Auction & Travel Expo.

- **Silent Auction:** Friday, October 8, 6:30pm -- 10:00pm
- **Travel Expo:** Saturday, October 9, 8:30am -- 10:25am

I require Wi-Fi on ☐ Friday ☐ Saturday

Donations

Be sure to list company names(s) to be credited with each donation.

(1) Donation Package _____

(2) Donation Package _____

(3) Donation Package _____

(Optional) Travel Expo Door Prize Donation _____

Company Information

(1) Company _____

Address _____

City _____ ST _____ Zip _____

Website _____ Phone _____

Signature _____ Print Name _____

(2) Company _____

Address _____

City _____ ST _____ Zip _____

Name _____ Phone _____

Certificates

- Certificates are enclosed.
- Certificates will be sent before August 15, 2021.

Exhibit Space

Exhibit space, 8'x10' with one table and two chairs, is reserved by donating \$1,400 in value of ski/travel /hardgood package(s).

Donation Values

(1) Donation Value \$ _____

(2) Donation Value \$ _____

(3) Donation Value \$ _____

Total Value \$ _____

The total value of the combined donations must be a minimum of \$1,400.

Please return this Completed Form to the Far West Ski Association before August 15, 2021 at:

Far West Ski Association
3021 NE 72nd Dr., Suite #9, Box #207
Vancouver, WA 98661

Information

- **Teri Allard**
Silent Auction Coordinator
909-234-2267
silentauktion@fwsa.org
- **Debbi Kor**
FWSA Convention Chairperson
503-314-7078
fwsadebbi@comcast.net

"The Voice of the Western Skier"



88th Annual Far West Ski Association Convention

October 7 - 10, 2021

at the
San Diego Marriott Mission Valley

Hosted by the *San Diego Council of Ski Clubs*



San Diego Marriott Mission Valley

8757 Rio San Diego Dr, San Diego, CA 92108

Book your group rate for Far West Ski Association or
call **800-228-9290**, Group Name: **Far West Ski Association**.
Room Rates per night plus tax single or double occupancy —
\$159 per night. Room Rates apply October 2 - 14, 2021.
Room Registration Deadline September 10, 2021.

Hotel Features

- Located a block from the San Diego River, near I-8 and I-805
- Stunning views and private balconies
- Heated outdoor Pool and whirlpool spa
- Private pool cabanas, a full bar and restaurant
- Restaurant & Lounge • Extensive concierge services
- Full-service business center, and notary public
- Fitness Center and jogging trail

Transportation

- Fly into San Diego International Airport (SAN)
- 8 miles to Hotel by taxi, bus, or Express Shuttle Service
- The hotel doesn't provide a shuttle service.

Convention Highlights

- Silent Auction & Trade Show
- Travel Expo
- Snowsports Leadership Academy
- Public Affairs Panels
- Celebrity Speakers
- Saturday Awards Banquet
- FWSA General Meeting & Elections

Optional Activities

- **Wednesday**
 - An Evening on Coronado Island
- **Thursday**
 - Sail around the San Diego Harbor
 - Bike Ride by the Beach
 - Taste of San Diego Pub Crawl
- **Friday**
 - 14th Annual Michael German Memorial Golf Tournament at Riverwalk Golf Course
 - Trolley tour La Jolla /Mt. Soledad Memorial
 - Aqua Adventures

www.fwsa.org

Debbi Kor
FWSA Convention Chairperson
fwsadebbi@comcast.net
503-314-7078

Teri Allard
Silent Auction Coordinator
silentauction@fwsa.org
909-234-2267

Chris Gill & Barbara Blasé
Host Council Coordinators
hostconventionchair@fwsa.org
858-382-1457

A portion of the Silent Auction proceeds will benefit the US Adaptive Recreation Center Big Bear Co.



88th Annual FWSA Convention 2021

Oct. 7-10, 2021, San Diego Marriott Mission Valley, CA

INDUSTRY REGISTRATION FORM

Due before September 10, 2021



We would like to participate in the 2021 FWSA Silent Auction & Travel Expo. Exhibit space, 8'x10' with one table and two chairs, is reserved by donating \$1,400 in value of ski/travel/hard goods package(s). **Donation Form is due no later than August 15, 2021.**

(2) Two complimentary registration packets are provided for each booth. Registration packets contain coupons for Convention activities, Saturday continental breakfast and luncheon. Should you wish to attend the Saturday Evening Awards Banquet, there is a charge of \$50 per person.

IF MORE THAN 2 representatives are attending the Convention, their charge is \$37 per person for lunch and \$65 for the awards banquet.

Make check payable to Far West Ski Association and send to:

Far West Ski Association
3021 NE 72nd Dr., Suite 9, Box #207
Vancouver, WA 98661

Information

- **Debbi Kor** VP Marketing/
Sponsorship and Convention Chair
503-314-7078
fwsadebbi@comcast.net
- www.fwsa.org

Registration Form & Payment is due before **September 10, 2021.**

Banquet includes Reception, Dinner, Ski Celebrities, Far West Service Awards, Industry Awards & Recognition, some Club & Council Awards and Dancing.

Company _____

Address _____

City _____ State _____ Zip _____

Website _____ Phone _____

Exhibit Booth Wi-Fi Required ☐ Friday ☐ Saturday
Electricity (\$45) \$45 _____
Banner to be Hung (\$45) No cost to sponsor \$45 _____

(1) Name _____ **Title** _____

Email _____ Mobile Phone _____

MEALS - Attending ☐ Sat. Lunch (incl.) ☐ Sat. Banquet (\$50) _____
Dietary requirements ☐ Vegan ☐ Vegetarian ☐ Gluten free

ACTIVITIES

Thurs: ☐ Harbor Cruise (\$63) ☐ Bike ride (\$37) ☐ Pub Crawl (\$69) _____

Friday: ☐ Golf (\$112) ☐ Club rental (\$45) ☐ Left ☐ Right handed _____

Handicap ____ or ☐ Novice or Last 3 scores __, __, __, ☐ Need transport.

☐ Old Town Trolley Tour (\$38) _____

☐ Aqua Adventure - Paddle boarding, kayaking, hydro-biking (\$45) _____

(2) Name _____ **Title** _____

Email _____ Mobile Phone _____

MEALS - Attending ☐ Sat. Lunch (incl.) ☐ Sat. Banquet (\$50) _____
Dietary requirements ☐ Vegan ☐ Vegetarian ☐ Gluten free

ACTIVITIES

Thurs: ☐ Harbor Cruise (\$63) ☐ Bike ride (\$37) ☐ Pub Crawl (\$69) _____

Friday: ☐ Golf (\$112) ☐ Club rental (\$45) ☐ Left ☐ Right handed _____

Handicap ____ or ☐ Novice or Last 3 scores __, __, __, ☐ Need transport.

☐ Old Town Trolley Tour (\$38) _____

☐ Aqua Adventure - Paddle boarding, kayaking, hydro-biking (\$45) _____

(3) Name _____ **Title** _____

Email _____ Mobile Phone _____

MEALS - Attending ☐ Sat. Lunch (\$37) ☐ Sat. Banquet (\$65) _____
Dietary requirements ☐ Vegan ☐ Vegetarian ☐ Gluten free

ACTIVITIES

Thurs: ☐ Harbor Cruise (\$63) ☐ Bike ride (\$37) ☐ Pub Crawl (\$69) _____

Friday: ☐ Golf (\$112) ☐ Club rental (\$45) ☐ Left ☐ Right handed _____

Handicap ____ or ☐ Novice or Last 3 scores __, __, __, ☐ Need transport.

☐ Old Town Trolley Tour (\$38) _____

☐ Aqua Adventure - Paddle boarding, kayaking, hydro-biking (\$45) _____

GRAND TOTAL \$ _____

2021 San Diego FWSA Convention



Sail into San Diego



**Join us for an evening of
fun, food and friends!**

Thursday, October 7th 2021
from 6 - 10pm

West Lawn at the
Mission Valley Marriott

*Traditional Bavarian fare will be offered, along with vegetarian options,
and ice cream from Scoops La Jolla*

Check out
our vegan
options!



Prizes will be awarded!

Most Authentic Oktoberfest Costume
Best German hat
Most Creative Oktoberfest Costume



Sponsored by **Steamboat**

88th Annual FWSA Convention 2021

Oct. 7-10, 2021, San Diego Marriott Mission Valley, CA



OPTIONAL ACTIVITIES



\$15

An Evening on Coronado Island

Wednesday, October 6, 2021, 5:30 pm – 10:00 pm

Includes: Trolley ride, Ferry to historic island, shop, dine, relax on beach

Leader: Chris Gill: cmg@san.rr.com; 858-382-1427

Note: Shopping and dining is on your own.



\$63

Hornblower Harbor Cruise

Thursday, October 7, 2021, 9:30 am – 2:30 pm

Includes: Transportation and lunch

Leader: Gunter Schrecker: gunter@schrecker.com; 760-613-2012

Sponsor: TBA



\$37

Island Bike Ride

Thursday, October 7, 2021, 9:00 am – 2:30 pm

Includes: Transportation and bottled water; lunch on your own

Leader: Debbie & Hobie Schroeder: debbieschr@aol.com; 858-336-0887

Sponsor: TBA



\$69

Pub Crawl

Thursday, October 7, 2021, 6:00 pm – 10:00 pm

Includes: 2 entrees + dessert; 3 drinks (coupon book to be provided)

Leader: Leah Clark: leah.clark@ieee.org; 858-245-5583

Sponsor: Steamboat Ski & Resort Corporation

Steamboat



\$112

14th Annual Michael German Golf Tournament

Friday, October 8, 2021, 6:00 am – 2:30 pm at Riverwalk Golf Course

Includes: Transportation, breakfast, lunch and prizes

Leader: Barbara Blase: bblase@cornerstonecommunities.com; 858-869-7091

Sponsor: Aspen Snowmass & Snowmass Tourism

ASPEN SNOWMAS



\$38

Old Town Trolley Tour

Friday, October 8, 2021, 9:00 am – 12:00 pm

Includes: Bottled water provided; lunch on your own

Leader: Debbie Schroeder: debbieschr@aol.com; 858-336-0887

Sponsor: TBA



\$45

Aqua Adventure - Paddle boarding, kayaking, hydro-biking

Friday, October 8, 2021, 9:00 am – 3:00 pm

Includes: Transportation by van; lunch on your own

Leader: John Walsh: johnwalsh37@sbcglobal.net; 415-596-7234

Sponsor: Brian Head Resort

Brian Head

Sign up for these Optional Activities by September 10, 2021 using the Registration Form or online at fwsa.org.

VIP GUESTS



Jon Reveal is the GM and Director of Skiing at Tamarack Resort, in Idaho. Jon trained in Chamonix, and taught skiing at Courchevel. He is a Mt. Everest Climber (1983), and has appeared in 15 Warren Miller films. Jon, and the new owners, have a lot of plans to make Tamarack a top year-round ski resort again.



Jesse Park is the Fire Battalion Chief for Cal Fire. Assigned to Riverside County Fire Department, Jesse spends a lot of his time speaking at various schools about fire safety.

SPONSORS

Ski Dazzle.com
Ski + Snowboard + Community

Steamboat



ASPEN SNOWMASS



KARBON

THE FIREBRAND HOTEL
WHITEFISH MOUNTAIN



SILENT AUCTION & TRADE SHOW

FREE and Open to the Public

- Bid on more than \$85,000 in Snow & Adventure Trips.
- Meet with representatives from the snowsports industry from around the world, locally, regionally.
- FREE Hosted Featured Drink 6:30 PM - 8:00 PM.
- A portion of the Auction Proceeds to benefit the United States Adaptive Recreation Center, Big Bear.

SCHEDULE HIGHLIGHTS

Wednesday, October 6, 2021

An Evening on Coronado Island 5:30 pm - 10:00 pm

Thursday, October 7, 2021

Island bike ride 9:00 am - 2:30 pm
Harbor Cruise 9:30 am - 2:30 pm
Pub Crawl 6:00 pm - 10:00 pm

Friday, October 8, 2021

Michael German Golf Tournament 6:00 am - 2:30 pm
Old Town Trolley Tour 9:00 am - 12:00 pm
Aqua Adventure 9:00 am - 3:00 pm
Pool Party 3:00 pm - 4:00 pm
Club Happy Hour 5:30 PM - 6:30 PM
Silent Auction & Trade Show 6:30 PM - 10:30 PM

Saturday, October 9, 2021

Continental Breakfast Buffet 7:00 AM - 8:00 AM
Far West Opening Meeting 8:00 AM - 8:30 AM
Travel Expo 8:45 AM - 10:25 AM
Snowsports Leadership Academy 10:45 AM - 12:15 PM
- "Strategic Travel Planning"
Far West Racing Seminar 10:45 AM - 12:15 PM
Public Affairs Panel 10:45 AM - 12:15 PM
Awards Luncheon 12:30 PM - 1:30 PM
Keynote Speaker Presentation 1:30 PM - 2:30 PM
Snowsports Leadership Academy 2:40 PM - 4:00 PM
- "Race to the Finish: JEDI on and off the Slopes"
Public Affairs Panel 2:40 PM - 4:00 PM
Council Caucus 4:15 PM - 5:30 PM
Reception (No Host) 6:30 PM - 7:00 PM
Awards Banquet & Dance 7:00 PM - 11:00 PM

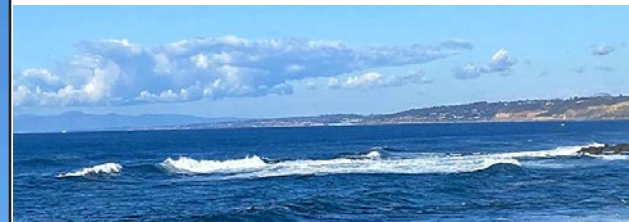
Sunday, October 10, 2021

Far West Meeting & Elections 8:30 AM - 10:30 PM
Delegate Brunch 10:30 AM - 11:30 AM
Far West Meeting Continued 11:30 AM - 1:00 PM
Far West Board of Directors Mtg. 1:15 PM - 2:15 PM

Far West Ski Association 88th Annual Convention

San Diego Marriott Mission Valley, CA

October 7 - 10, 2021



*Hosted by the San Diego Council of Ski Clubs
Located in warm and sunny Southern California,
just minutes from the San Diego International
Airport, and near all of San Diego's attractions.*

REGISTRATION PACKAGE

Important Deadline Information

- Before September 10, Registration Fee is \$175 with Special Hotel Pricing guaranteed
- September 10th - 20th Registration Fee is \$185
- September 20th Room Block will be released—the group rate will no longer be available
- After September 20th Registration Fee is \$195

CONTACT

- **Jean McCasey** Convention Registrar
Jlmccasey@yahoo.com
or 858-560-8722
- **Debbi Kor** FWSA Convention Chair
fwsadebbi@comcast.net
or 503-314-7078
- **Teri Allard**, Silent Auction Chair
silentauction@fwsa.org
or 909-234-2267



- Visit fwsa.org



CONVENTION LODGING

San Diego Marriott Mission Valley

8757 Rio San Diego Dr, San Diego, CA 92108.

Book your group rate for Far West Ski Association

or call 800-228-9290,

Group Name: Far West Ski Association

Room Rates per night plus tax single or double occupancy — \$159

Room Registration Deadline September 10, 2021.

Hotel Features

- Located a block from the San Diego River, near I-8 and I-805
- Stunning views and private balconies
- Heated outdoor Pool and whirlpool spa
- Private pool cabanas, a full bar and restaurant
- Restaurant & Lounge
- Extensive concierge services
- Full-service business center, and notary public
- Fitness Center and jogging trail

Transportation

- Fly into San Diego International Airport (SAN)
- 8 miles to Hotel by taxi, bus, or Express Shuttle Service
- The hotel doesn't provide a shuttle service.

CONVENTION PACKAGE

Registration Fee is \$175 before September 10, \$185 until Sept. 20; \$195 thereafter.

- **Friday** Pool Party, Silent Auction & Trade Show
- **Saturday** Continental Breakfast, General Meeting, Travel Expo, Awards Luncheon, Keynote Speaker Presentation, Snowsports Leadership Academy, Public Affairs Panel, Cocktail Reception, Awards Banquet and Dance
- **Sunday** Eye Opener, Buffet Brunch, Far West General Meeting and Elections

ECONOMIC INCENTIVE

Clubs that have six Full Package delegates (voting or non voting) paid by the Sept. 10, 2021 Registration deadline will receive a rebate for one registration after the Convention. All six delegates must attend the convention. One rebate per club.

OPTIONAL ACTIVITIES

Evening on Coronado Island \$15

Wed., Oct. 6, 2021, 5:30 PM–10:00 PM

Includes: Trolley ride, Ferry to historic island, shop, dine,

Leader: Chris Gill: cmg@san.rr.com; 858-382-1427

Hornblower Harbor Cruise \$63

Thur., Oct. 7, 2021, 9:30 AM–2:30 PM

Includes: Transportation and lunch

Leader: Gunter Schrecker: gunter@schrecker.com; 760-613-2012

Island Bike Ride \$37

Thur., Oct. 7, 2021, 9:00 AM–2:30 PM

Includes: Transportation and bottled water

Leader: Debbie & Hobie Schroeder: debbieschr@aol.com; 858-336-0887

Pub Crawl \$69

Thur., Oct. 7, 2021, 6:00 PM–10:00 PM

Includes: 2 entrees + dessert; 3 drinks

Leader: Leah Clark: leah.clark@ieee.org; 858-245-5583

Sponsor: **Steamboat Ski & Resort Corp.**

14th Michael German Golf Tournament \$112

Fri., Oct. 8, 2021, 6:00 AM–2:30 PM

Includes: Transportation, breakfast, lunch & prizes

Leader: Barbara Blasé: 858-869-7091; bblase@cornerstonecommunities.com;

Sponsor: **Aspen Snowmass & Snowmass Tourism**

Old Town Trolley Tour \$38

Fri., Oct. 8, 2021, 9:00 AM–12:00 PM

Includes: Bottled water provided; lunch on your own

Leader: Debbie Schroeder: debbieschr@aol.com; 858-336-0887

Sponsor: **TBA**

Aqua Adventure - paddleboard, kayak, hydrobike \$45

Fri., Oct. 8, 2021, 9:00 AM–3:00 PM

Includes: Transportation by van; lunch on your own

Leader: John Walsh: johnwalsh37@sbcglobal.net; 415-596-7234

Sponsor: **Brian Head Resort**



San Diego Marriott
Mission Valley