

# 80th Annual Convention & 1st Far West Film Fest

# 2012 Far West Ski Association

How the West is **ONE!** hosted by *Intermountain Ski Council*



## June 7-10, 2012 *Ogden Eccles Conference Center, Utah*

### Convention Highlights

- Silent Auction
- Travel Expo
- Snowsports Leadership Academy
- Celebrity Speakers
- Public Affairs Panel
- Saturday Awards Luncheon
- Celebrity Multi-Media Presentation
- Saturday Awards Dinner
- Far West General Meeting & Elections

### Special Event Sunday 1-5 PM

- **Far West Film Fest** \$12 donation

### Optional Activities

- Historic 25<sup>th</sup> Street Pub Crawl
- Michael German Memorial Golf Tournament
- White Water Rafting
- Salomon Center
- Hiking
- Pool Party

### Information

- **Jane Wyckoff** FWSA Convention Chair  
janewyckoff1@cox.net or 949-933-9607
- **Mary Olhausen**  
Silent Auction/Travel Expo Chair  
omary52@comcast.net or 503-880-7383
- **Linda Scott** ISC Host Convention Chair  
louandlt@hotmail.com or 307-256-7535
- Visit [www.fwsa.org](http://www.fwsa.org)

## CONVENTION Lodging

### Hotels Feature

- Restaurants, Lounges, Pool/Hot Tub, Fitness Center, NO Resort Fees, Wireless Internet, FREE Parking, Close proximity to Historic 25<sup>th</sup> St.
- Rates available 3 days pre and post Convention
- Room block release date is May 15, 2012

### ◆ Hampton Inn & Suites Ogden

2401 Washington Blvd., Ogden, UT 84401  
[www.hamptoninnogden.com](http://www.hamptoninnogden.com)

**Reservations** call 1-801-394-9400

**Group Name** Far West Ski Association

**Rates per night plus tax**

Single/Double Occupancy **\$106**

Junior Suite **\$149**

Executive Suite **\$169**

**Includes Complimentary Breakfast**

### ◆ Marriott Ogden

247 - 24th Street, Ogden, UT 84401

[www.marriott.com/slco](http://www.marriott.com/slco) **group code** farfara

**Reservations** call 1-801-627-1190 or 1-800-627-7468

**Group Name** Far West Ski Association

**Rates per night plus tax**

Single/Double Occupancy **\$94**

Junior Suite **\$124**

## Transportation

- 38 miles from Salt Lake City International Airport
- Ground Transportation from airport by Shuttle or Taxi
- Transfers available from Canyon Transportation at 800-255-1841  
- 20% discount if you mention FWSA1657



## 80th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION

Ogden Eccles Conference Center • Ogden, Utah • June 7-10, 2012

**"How the West is ONE!"**



Dear Owner/Marketing Director:

On behalf of **Far West Ski Association**, we would like to invite your company to participate in our 80<sup>th</sup> annual **FWSA** Convention, June 7-10, 2012, Ogden, UT, hosted by Intermountain Ski Council. FWSA has 180 affiliated ski clubs located throughout 13 regional Councils in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Nevada, New Mexico, Oregon, South Dakota, Utah, Washington and Wyoming. Convention activities include our 27<sup>th</sup> Annual Silent Auction, 10<sup>th</sup> Annual Travel Expo, optional events, awards banquet, and sponsorship opportunities.

**SILENT AUCTION & DANCE** is scheduled for **Friday evening, June 8<sup>th</sup>**, from 6:30 to 10:30pm. To **reserve booth space for the Silent Auction and participation in the Travel Expo**, your company donates a package(s) to be auctioned off at our **Silent Auction**. **Packages may be a single donation or no more than three (3) individual packages, totaling \$1400 in value. A portion of the proceeds from Silent Auction will benefit the Snowbasin Adaptive Sports Education Foundation.** As a participant in the Silent Auction, your company receives two complimentary registration packets, which includes the Saturday continental breakfast, luncheon, and social events. Industry participants receive publicity through the **FWSA** website and publications, council and ski club newsletters. To participate in this year's programs, **please complete the enclosed forms and return with your donation certificates.** An early response will result in more extensive publicity through our publications, promotions and direct contact with all Clubs and Councils. **Deadline to reserve booth space is April 1, 2012.** Booth space and donation forms received after this date will be accepted on a space available basis.

**TRAVEL EXPO** is scheduled for **Saturday morning, June 9<sup>th</sup>**, from **8:30 to 10:40am**. Travel Expo provides an opportunity for industry to meet Convention delegates in person, in a pre-scheduled, 10-minute appointment format. Appointments will be scheduled on Friday night during the Silent Auction. Convention delegates are the leaders and decision-makers of their ski clubs who gather information to plan their 2012-2013 ski trips and adventure travel.

**"NEW" SPONSORSHIP OPPORTUNITIES** including the **First Far West Film Fest** are available for Convention activities and events. Please see the attached Sponsorship Opportunities page. Contact Debbi Kor.

**OPTIONAL EVENTS** will be held in conjunction with Convention. All industry members are welcome and encouraged to participate in these events, which include the Pub Crawl, 6th Annual Michael German Memorial Golf Tournament, White Water Rafting, Salomon Center, Hiking, and Pool Party.

**LODGING** for Convention is at the Hampton Inn & Suites and Marriott, Ogden, UT. We **highly recommend you make your room reservations immediately - we anticipate our room block will fill early.**

Call: Hampton Inn: 1-801-394-9400. Marriott: 1-801-627-1190. (Group: Far West Ski Association). Resort Fee waived/Parking complimentary.

We look forward to your participation in our Convention programs. Additional information about **FWSA** can be found at [www.fwsa.org](http://www.fwsa.org). As a non-profit organization, **FWSA** appreciates your support in our efforts to provide valuable programs for our membership and the snow sport industry through our various endeavors. Come early and enjoy the optional events, which provide a great networking opportunity.

Warm Regards,

*Mary*

Mary Olhausen, Silent Auction/Travel Expo Chairman  
503.880.7383 \* [omary52@comcast.net](mailto:omary52@comcast.net)

*Debbi*

Debbi Kor, VP Marketing & Sponsorship  
503.314.7078 \* [fwsadebbi@comcast.net](mailto:fwsadebbi@comcast.net)



## 80th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION

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**"How the West is ONE!" – DRAFT SCHEDULE OF EVENTS**



### Thursday, June 7, 2012

3:00 pm - 6:00 pm	Delegate Registration – Delegate Bags <i>Sponsored by Ogden/Weber Convention &amp; Visitors Bureau</i> , Delegate Neck Wallets <i>Sponsored by Nancy Green's Cahilly Lodge</i>	Grand Ballroom Foyer
3:00 pm - 6:00 pm	Industry Exhibitor Registration	Grand Ballroom Foyer
5:30 pm - 11:00 pm	Historic 25 <sup>th</sup> Street Pub Crawl - <i>Sponsored by Reno-Sparks Convention and Visitors Authority</i>	Meet in Marriott Lobby

### Friday, June 8, 2012

6:00 am - 3:45 pm	6th Annual Michael German Memorial Golf Tournament at Wolf Creek Golf Resort (Optional Event - Shotgun Start at 8:30 am) - <i>Sponsored by Snowbasin, a Sun Valley Resort</i>	Meet in Marriott Lobby
9:00 am - 2:00 pm	Hiking (Optional Event)	Meet in Hampton Inn Lobby
9:15 am - 3:00 pm	Weber River White Water Rafting (Optional Event)	Meet in Hampton Inn Lobby
9:30 am - 3:00 pm	Salomon Center (Optional Event)	Meet in Hampton Inn Lobby
1:00 pm - 4:00 pm	Far West Ski Foundation (FWSF) Trustees Meeting (Invitation Only)	Meeting Room 201
2:30 pm - 6:00 pm	Industry Exhibitor Registration & Set Up	Grand Ballroom
3:00 pm - 4:00 pm	Pool Party - <i>Sponsored by Mt. Bachelor and Hosted by Arizona Ski Council</i>	Meet at Marriott Pool
3:00 pm - 9:30 pm	Delegate Registration	Grand Ballroom Foyer
4:30 pm - 4:45 pm	Industry Exhibitor Meeting	Grand Ballroom
2:00 pm - 6:00 pm	FWSA History Committee Meeting & Historical Movies	Meeting Room 203
5:00 pm - 6:30 pm	Councils' Man & Woman of the Year Meeting (Invitation Only)	FWSA Marriott Suite
5:30 pm - 6:30 pm	Ski Club Happy Hour (No Host)	Grand Ballroom Foyer
6:30 pm - 8:00 pm	Silent Auction Happy Hour – <i>Sponsored by Ski Dazzle</i>	Grand Ballroom
6:30 pm - 10:30 pm	Silent Auction and Dance – Musical Entertainment by "Disc Jockeys Now" - <i>Sponsored by Telluride Ski Resort</i>	Grand Ballroom
10:30 pm - 11:30 pm	Exhibitor Booth Breakdown	Grand Ballroom

### Saturday, June 9, 2012

7:00 am - 12:00 pm	Delegate Registration	Grand Ballroom Foyer
7:00 am - 8:00 am	Continental Breakfast – <i>Sponsored by Jackson Hole Mountain Resort</i>	Grand Ballroom
8:00 am - 8:30 am	FWSA General Meeting - Opening Session	Grand Ballroom
8:45 am - 10:40 am	Travel Expo – Grand Prize - Far West Ski Week <i>Sponsored by FWSA</i>	Main Floor Ballroom 1-3
9:00 am - 12:15 pm	Councils' Man & Woman of the Year Judging (Invitation Only) - Awards <i>Sponsored by Big White Ski Resort &amp; Silver Star Mountain Resort</i>	Meeting Room 202
10:00 am - 12:15 pm	Far West Racing Association Meeting (Invitation Only)	Meeting Room 103
10:00 am - 12:15 pm	Bid Presentations – FWSA Ski Week (Invitation Only)	Meeting Room 203
10:45 am - 12:15 pm	FWSA Snowsports Leadership Academy - "The Future is Now"	Meeting Room 101/102
10:45 am - 12:15 pm	Public Affairs Panel & Guest Speakers	Executive 100
10:45 am - 12:15 pm	Outstanding Club / Council Recognition Programs	Meeting Room 201
12:30 pm - 1:30 pm	Luncheon & Awards Presentation - Luncheon <i>Sponsored by Vail Resorts</i> , Beer <i>Sponsored by SkiGroup.net</i> , Western Ski Heritage Award <i>Sponsored by Steamboat Ski &amp; Resort Corporation</i> , FWSA Safety Person of the Year Award <i>Sponsored by Aspen/Snowmass, The Crestwood &amp; The Gant</i>	Grand Ballroom
1:30 pm - 2:30 pm	FWSA Snowsports Multi-Media Presentation - <i>Sponsored by Mt. Bachelor &amp; Sunriver Resort</i>	Grand Ballroom
2:40 pm - 4:00 pm	FWSA Snowsports Leadership Academy - "Marketing, Mentoring, Media"	Meeting Room 101/102
2:40 pm - 4:00 pm	2013 FWSA Ski Week Staff Meeting (Invitation Only)	Meeting Room 203
2:40 pm - 4:00 pm	Public Affairs Panel & Guest Speakers	Executive 100
4:15 pm - 5:30 pm	Council Caucuses	Meeting Rooms 101/102, 201/202, Executive 100
6:30 pm - 7:00 pm	Reception (No Host)	Grand Ballroom
7:00 pm - 12:00 am	Awards Banquet & Dance "How the West is One!" - <i>Sponsored by Ski Banff, Lake Louise, Sunshine; Fairmont Banff Springs Hotel; Banff Lodging Company</i> , Wine <i>Sponsored by Country Inns &amp; Suites, Utah</i> , Musical Entertainment by "Disc Jockeys Now" - <i>Sponsored by Steamboat Ski &amp; Resort Corporation</i>	Grand Ballroom

### Sunday, June 10, 2012

7:00 am - 8:00 am	Eye Opener Party – <i>Sponsored by FWSA &amp; Intermountain Ski Council</i>	Marriott FWSA Suite #163
8:15 am - 10:30 am	FWSA General Meeting – Elections, Club and Council Outstanding Awards, Communication Awards	Grand Ballroom
10:30 am - 11:30 am	Delegate Brunch - <i>Sponsored by Taos Ski Valley Resort</i> , Club and Council History Awards, Door Prize Giveaway	Grand Ballroom
11:30 am - 12:15 pm	FWSA General Meeting Continued	Grand Ballroom
12:15 pm - 12:45 pm	FWSA Board of Directors and Board of Trustees Meetings	Executive 100
1:00 pm - 5:00 pm	1 <sup>st</sup> Far West Film Fest – featuring "CAN DO: The Legacy of Jimmie Heuga", "Ready to Fly", "The Movement"	Peery's Egyptian Theatre

Delegates are welcome to attend all events unless otherwise indicated. Participation in Travel Expo is especially encouraged and the Grand Prize will be awarded only among those who participate. Delegates with mandatory assignments to other meetings during Travel Expo will receive instructions from their Meeting Chairman.



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"How the West is ONE!"  
**TRAVEL EXPO**



### GREETINGS INDUSTRY PROVIDERS!

Welcome to the 10<sup>th</sup> Annual Far West Travel Expo. Whether you've participated in past Travel Expos or are new this year, here are some tips to help you get the most out of participating in Travel Expo.

### WHAT IS TRAVEL EXPO?

Travel Expo takes place on Saturday morning of Convention. It is a forum where all convention delegates can meet with the ski industry - resorts, operators, and suppliers - in pre-scheduled, 10-minute appointments. These appointments are held every 10 minutes on the quarter hour from 8:45am - 10:40am, giving you eight opportunities to meet with delegates. We are asking that delegates take advantage of all eight opportunities (a few delegates will not be able to attend due to judging and bidding going on concurrently). You will have opportunity for delegates to sign-up for appointments on Friday night at Silent Auction as well as on Saturday morning—just before Travel Expo starts. Each delegate will have a Passport Card, with appointment times that match your Sign-Up Sheet. The appointments during Travel Expo are meant to be an introduction to your product – Travel Expo time should not be used for finalizing a trip already in the works. The challenge for you is to make your presentation broad enough to satisfy everyone. We ask that you limit your appointment time slots to a maximum of four delegates from different clubs and councils. As different as our clubs are, so is the industry. If you prefer to limit your presentation to one club or council, that would be your choice. Delegates attending Travel Expo are a part of the process that determines where their club goes – if not in 2012, then in 2013. They are representing their club and will be bringing information and recommendations back to their board of directors and travel coordinators. Travel Expo is a great way to garner contact information for ski clubs and promote your product.

### ROOM SETUP, WHAT TO BRING

The Travel Expo room setup is one table with 2 chairs for industry on one side and 4 chairs for delegates on the other side. Please be prepared with informational materials such as brochures, photos, trail maps, etc. (NO displays).

### SIGNING UP FOR APPOINTMENTS

Your "Sign-Up Sheet" will be placed in your exhibitor booth on Friday evening. As delegates sign up, the appointment should be recorded on the delegate's "Passport."

You will have TWO appointment sign-up opportunities:

1. On Friday evening at the Silent Auction from 6:30pm - 10:30pm. Be proactive on Friday night during the Auction!! When talking to delegates, feel free to ask them for an appointment.
2. On Saturday morning just before Travel Expo starts, from 8:30am - 8:45am. All exhibitors **must be present** starting at 8:30am, to acquire more sign-ups.

### MEETING SUGGESTIONS

For a well-run Travel Expo we will have monitors who will be sure the appointments run smoothly – delegates and industry sticking to the 10-minute appointment duration and assistance provided to delegates to find their appointments.

Don't forget to sign off the delegates' Passports at the close of each appointment. Delegates who make **ALL EIGHT** appointments will be entered into a drawing for a ground package for one person on Ski Week to Aspen/Snowmass, CO, with Far West Ski Association, February 2-9, 2013, as well as many door prizes supplied by industry.

QUESTIONS: Sigrid Noack: 310.823.1373 / [skisig@earthlink.net](mailto:skisig@earthlink.net). Mary Olhausen: 503.880.7383 / [omary52@comcast.net](mailto:omary52@comcast.net)



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**SILENT AUCTION / TRAVEL EXPO DONATION FORM 2012**

**YES!! WE WOULD LIKE TO PARTICIPATE IN THE 2011 SILENT AUCTION AND TRAVEL EXPO**

Silent Auction: Friday Night - June 7<sup>th</sup>

Travel Expo: SaturdayMorning - June 8<sup>th</sup>

Certificates: Enclosed \_\_\_\_\_

Will Forward by April 1, 2012 \_\_\_\_\_

Donation #1 Value: \_\_\_\_\_ Donation #2 Value: \_\_\_\_\_ Donation #3 Value: \_\_\_\_\_

TOTAL VALUE: \$ \_\_\_\_\_ (\$1400 Minimum for all combined donations)

Description of Donation #1: \_\_\_\_\_

Description of Donation #2: \_\_\_\_\_

Description of Donation #3: \_\_\_\_\_

Company Name(s) To Be Credited With Donation: \_\_\_\_\_

Travel Expo "Optional" Door Prize Donation: \_\_\_\_\_

**CONTACT INFORMATION:**

If more than one rep attending Silent Auction/Travel Expo, photocopy form and include ALL names or attach business card(s).

SIGNATURE

PRINT NAME

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**RETURN THIS FORM, DONATIONS AND DOOR PRIZES  
NO LATER THAN APRIL 1, 2012 TO:**

**Mary Olhausen, FWSA Silent Auction/Travel Expo Chairman,  
3021 NE 72<sup>nd</sup> Drive, Suite 9, Box 207, Vancouver, WA 98661**

CELL: 503-880.7383. FAX: 360.326.1844. EMAIL: [omary52@comcast.net](mailto:omary52@comcast.net)



Far West Participants

# WANTED



## for 2012 Convention **Optional Activities**

Details available at [fwsa.org](http://fwsa.org)

Just a TASTE of the adventures awaiting you in Ogden. *Come to the Convention, stay the WEEK!*



\$42

### Historic 25<sup>th</sup> Street Pub Crawl Thursday, June 7, 2012, 5:30 PM

Includes: 3 Featured Drinks, Appetizers, Buffet Dinner, Dessert  
Contact: Gene Fulkerson  
[gene@pacifcrimalliance.org](mailto:gene@pacifcrimalliance.org)

Sponsor:



\$110

### Michael German Golf Classic Friday, June 8, 2012, 6:00 AM

Includes: Continental Breakfast, Golf, Cart, Lunch, Awards, Transportation  
Contact: Charles Hawker  
[hawkercd@aruplab.com](mailto:hawkercd@aruplab.com)

Sponsor:



\$75

### Weber River Rafting

Friday, June 8, 2012, 9:15 AM

Includes: Rafts, Guide, Lunch, Bus  
Contact: Catherine Ohl  
[ohl@acatmeowz.com](mailto:ohl@acatmeowz.com)

### Pool Party

Marriott Ogden Hotel

Friday, June 8, 2012, 3-4 pm

- 1 Free Featured Adult Beverage
- Fun Pool Events & Prizes

Sponsor:



FREE



\$30

### Hiking

Friday, June 8, 2012, 9:00 AM

Includes: Guide, Lunch, Water, Transportation  
Contact: Michael Bouton  
[mbouton0559@msn.com](mailto:mbouton0559@msn.com)



\$65

### Salomon Center

Friday, June 8, 2012, 9:30 AM

Includes: iFly, Bumper Cars, Glow Miniature Golf, Lunch  
Contact: Armando & Bonnie Melendez  
[woodskil@msn.com](mailto:woodskil@msn.com)

### Silent Auction & Dance

Ogden Eccles Conference Center

Friday, June 8, 2012, 6:30-11 pm

- 1 Free beer or wine until 8:00 PM
- Bid on more than \$100,000 in travel
- Meet with Ski Resorts & Celebrities

Contact: Mary Olhausen  
[omary52@comcast.net](mailto:omary52@comcast.net)

Sponsor:



FREE

\$12

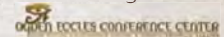
### Far West Film Fest

Peery's Egyptian Theater

Sunday, June 10, 2012, 1 - 5 PM

- Preview Three Exciting New Ski Movies

Sponsor:



revised 1/21/2012



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"How the West is ONE!"

## OPTIONAL EVENTS SIGN UP FORM



### IMPORTANT: EACH INDIVIDUAL ATTENDEE MUST COMPLETE ONE FORM

Ski industry representatives participating in the Silent Auction/Travel Expo will register for the Convention programs using this form. Use this form to sign up for **OPTIONAL EVENTS, MEAL OPTIONS and EXHIBITOR DISPLAY EXPENSES**. All industry members are welcome and encouraged to participate in these events.

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_

Day / Date	<b><u>OPTIONAL EVENT SELECTION / DEADLINE MAY 11<sup>th</sup> FOR ALL EVENTS.</u></b> <b>SEE DETAILED EVENT FLIERS @ <a href="http://www.fwsa.org">www.fwsa.org</a></b>	Amount
Thursday June 7	<b>Pub Crawl</b> (Historic 25 <sup>th</sup> St). 3 featured drinks, appetizers, buffet dinner & dessert.	<input type="checkbox"/> \$42.00
Friday June 8	<b>FWSA 6<sup>th</sup> Annual Michael German Memorial Golf Tournament</b> – sponsored by Snowbasin, a Sun Valley Resort. Shotgun start at 8:30am at the Wolf Creek Course. Fee includes transportation, green fees, golf cart, continental breakfast and lunch. <b>Handicap _____ or Last Three Scores _____ or ___ Novice</b> <input type="checkbox"/> <input type="checkbox"/> <b>Rental Clubs?</b> If Yes, <input type="checkbox"/> Right <input type="checkbox"/> Left Handed	<input type="checkbox"/> \$110.00 Club Fee <input type="checkbox"/> \$ 25.00
Friday June 8	<b>Weber River White Water Rafting</b> – Includes transportation, rafts, guide, and lunch.	<input type="checkbox"/> \$75.00
Friday June 8	<b>Wheeler Canyon Hike</b> – Hike the Wheeler Creek Trail. Includes transportation, guide, bottled water, and lunch.	<input type="checkbox"/> \$ 30.00
Friday June 8	<b>Salomon Center</b> – Enjoy iFily, bumper cars, glow miniature golf and lunch.	<input type="checkbox"/> \$65.00
<b><u>INDUSTRY MEAL OPTIONS</u></b>		
Each booth receives two (2) complimentary registration packets, which includes Saturday continental breakfast, luncheon, and social events. <b>There is a minimal cost to attend the Dinner Dance &amp; Awards Banquet on Saturday night.</b>		
Saturday June 9	<b>Dinner Dance &amp; Awards Banquet</b> – Reception, Banquet, Ski Celebrities, FWSA Service Awards, Industry Awards & Recognition, Club & Council Award Winners and dancing.	<input type="checkbox"/> \$45.00
<b><u>ADDITIONAL INDUSTRY ATTENDEE MEAL OPTIONS</u></b>		
Saturday June 9	<b>Saturday Luncheon Only</b> <i>(For <u>Additional</u> attendee above the (2) complimentary registration packages)</i>	<input type="checkbox"/> \$35.00
Saturday June 9	<b>Awards Dinner Banquet/Dance Only</b> <i>(For <u>Additional</u> attendee above the (2) complimentary registration packages)</i>	<input type="checkbox"/> \$75.00
<b><u>EXHIBITOR DISPLAY EXPENSES</u></b>		
	<b>Banner Hanging for Travel Show Booth Space (fees must be paid in advance to guarantee set-up)</b>	<input type="checkbox"/> \$45.00
	<b>Electricity for Travel Show Booth Space (fees must be paid in advance to guarantee set-up)</b>	<input type="checkbox"/> \$45.00
<b><u>DON'T DELAY!! LIMITED SPACE FOR THESE EVENTS</u></b>		<b>TOTAL PAID</b> \$ _____

Please send completed form and payment made payable to FWSA Convention to:  
 Debbi Kor-Far West Ski Association. 3021 NE 72<sup>nd</sup> Drive, Suite 9, Box #207, Vancouver, WA 98661.  
 Phone: 503.314.7078. Fax: 360.326.1844. E-mail: fwsadebbi@comcast.net



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### SPONSORSHIP OPPORTUNITIES

As a non-profit organization, the **FWSA** programs and services are funded through sponsorship support. Active programs are conducted in ski safety, ski history, public lands development, industry relations, athletic development, recreational racing, travel, communications, council development, education, community support and awards.

Following are sponsorship opportunities for the **80th Annual FWSA** Convention in Ogden, Utah.

#### **DELEGATE TOTE BAGS** - **SPONSORED BY OGDEN/WEBER CONVENTION & VISITORS BUREAU**

Logo printed in color (2 colors provided) on tote bags, distributed to all Convention attendees, carried with Convention materials throughout the weekend and used by delegates post-Convention. Sponsor give-away placed in all bags (optional).

#### **DELEGATE NECK WALLETS** - **SPONSORED BY NANCY GREEN'S CAHILTY LODGE**

Specially ordered neck wallets, with sponsor's name and logo. Used by all Convention delegates.

#### **25<sup>th</sup> Street PUB CRAWL (Thursday)** - **SPONSORED BY RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**

Sponsor hosts the Pub Crawl, an annual sell-out event. Drinks and dinner provided. Sponsor receives one complimentary registration for event.

#### **GOLF TOURNAMENT (Friday)** - **SPONSORED BY SNOWBASIN, A SUN VALLEY RESORT**

Sponsor hosts the 6th Annual Michael German Memorial Golf Tournament. Continental Breakfast and Lunch provided. Sponsor receives one tournament entry fee and participation in the awards presentations.

#### **SALOMON CENTER EXPERIENCE (Friday)** - **\$1,000**

Sponsor hosts the event. Sponsor receives one complimentary registration on the tour.

#### **POOL PARTY (Friday)** - **SPONSORED BY MT. BACHELOR**

Sponsor hosts the Pool Party at the Ogden Marriott Hotel.

#### **SILENT AUCTION HAPPY HOUR (Friday)** - **SPONSORED BY SKI DAZZLE**

Sponsor hosts Silent Auction Pre-Party held just before the 27th Annual Silent Auction. Sponsor reps participate in the Silent Auction.

#### **MUSICAL ENTERTAINMENT (Friday)** - **SPONSORED BY TELLURIDE SKI RESORT**

Sponsor hosts the DJ for Friday Night's Silent Auction and receives special recognition at the event.

#### **CONTINENTAL BREAKFAST (Saturday)** - **SPONSORED BY JACKSON HOLE MOUNTAIN RESORT**

Sponsor hosts the Continental Breakfast, shows a brief video presentation, and participates in the opening session of the Convention.

#### **LUNCHEON (Saturday)** - **SPONSORED BY VAIL RESORTS**

Sponsor hosts Saturday Luncheon, welcomes delegates and shows a brief video presentation. Sponsor give-away placed on all tables (optional).

#### **BEER SPONSOR (Saturday)** - **SPONSORED BY SKI GROUP.NET**

Sponsor hosts Saturday lunch beverage.

#### **MULTI-MEDIA PRESENTATION (Saturday)** - **SPONSORED BY MT. BACHELOR AND SUNRIVER RESORT**

Sponsor provides audio-visual equipment for multi-media presentations. Sponsor shows a brief video presentation.

#### **BANQUET WINE SERVICE (Saturday)** - **\$1,650**

Sponsor hosts wine corkage for the Awards Banquet. Sponsor is seated at the head table. Sponsor give-away placed on all tables (optional).

#### **BANQUET (Saturday)** - **SPONSORED BY SKI BANFF, LAKE LOUISE, SUNSHINE; FAIRMONT BANFF SPRINGS HOTEL AND THE BANFF LODGING COMPANY**

Sponsor hosts the Awards Banquet. Sponsor is seated at the head table, welcomes delegates to the Banquet. Sponsor welcomes guest and shows a short video. Sponsor give-away placed on all tables (optional).

#### **BANQUET WINE (Saturday)** - **SPONSORED BY COUNTRY INNS & SUITES, UTAH.**

Sponsor hosts DINNER wine for the Awards Banquet. Sponsor is seated at the head table. Sponsor give-away placed on all tables (optional).

#### **BANQUET / MUSICAL ENTERTAINMENT (Saturday)** - **SPONSORED BY STEAMBOAT SKI & RESORT CORP**

Sponsor hosts the musical entertainment for the Awards Banquet. Representative is seated at the head table and introduces the band. Sponsor give-away placed on all tables (optional).

#### **BRUNCH (Sunday)** - **SPONSORED BY TAOS SKI VALLEY RESORT**

Sponsor hosts the Sunday Brunch and welcomes delegates to brunch. Sponsor give-away placed on all tables (optional).

#### **FAR WEST FILM FEST (Sunday)** - **\$1,500**

Sponsor hosts the First Far West Film Fest at Peery's Egyptian Theater. Sponsor receives Private Box for 15 and 5 minutes microphone time.

*Please complete and return the sponsorship application to reserve your sponsorship opportunity. For additional information: Debbi Kor, VP of Marketing & Sponsorship, Far West Ski Association \* 503.314.7078 \* [fwsadebbi@comcast.net](mailto:fwsadebbi@comcast.net)*





# 80th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION

Ogden Eccles Conference Center • Ogden, Utah • June 7-10, 2012

*"How the West is ONE!"*



## **SPONSOR / EXHIBITOR CONFIRMATION FORM**

**PLEASE RETURN THIS FORM NO LATER THAN APRIL 1, 2012**

**EXHIBITOR SILENT AUCTION BOOTH:** Booth space is an **8' x 8' Space** with a table and 2 chairs.

**ELECTRICITY AND BANNER HANGING:** I will need an electrical outlet Yes \_\_\_ No \_\_\_

I will bring a banner to be hung Yes \_\_\_ No \_\_\_

***\$45 charge for electricity and \$45 charge for hanging banners (except for event sponsors).***

**REPRESENTATIVE(S) ATTENDING THE CONVENTION:** (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 \$45.00 per person. *IF MORE THAN 2 representatives are attending Convention, the charge is \$35 per person for lunch and \$75 for the awards banquet. Please duplicate this form for multiple attendees.*

***Please use Optional Events Form (attached) when submitting payment(s) for Electricity, Banner Hanging and Meals.***

Complete information below or simply attach your business card(s) for contact information.

**1) NAME:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

Street

City

Zip

**PHONE:** ( ) \_\_\_\_\_ **FAX:** ( ) \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **WEBSITE:** \_\_\_\_\_

**ATTENDING SATURDAY LUNCHEON:** Yes \_\_\_ No \_\_\_

**ATTENDING SATURDAY BANQUET:** Yes \_\_\_ No \_\_\_ (If Yes, please complete Optional Events Form)

**2) NAME:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

Street

City

Zip

**PHONE:** ( ) \_\_\_\_\_ **FAX:** ( ) \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **WEBSITE:** \_\_\_\_\_

**ATTENDING SATURDAY LUNCHEON:** Yes \_\_\_ No \_\_\_

**ATTENDING SATURDAY BANQUET:** Yes \_\_\_ No \_\_\_ (If Yes, please complete Optional Events Form)

**RETURN:**

Debbi Kor, VP Marketing & Sponsorship, Far West Ski Association  
3021 NE 72<sup>nd</sup> Drive, Suite 9, Box #207, Vancouver, WA 98661

**PHONE:** 503.314.7078. **FAX:** 360.326.1844. [fwsadebbi@comcast.net](mailto:fwsadebbi@comcast.net)



## 80th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION

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### **CONVENTION CHECK SHEET**

Welcome to **FWSA Silent Auction, Travel Expo and Convention activities!!** The 2012 Convention promises to be a great one. Register early for your opportunity to attend convention and meet ski club members.

#### **PACKAGE CONTENTS:**

- Convention Flyer
- Travel Expo Information
- Exhibitor/Attendee Confirmation
- Sponsorship Opportunities & Application Form
- Silent Auction/Travel Expo Invitation & Donation Form
- Schedule of Events
- Optional Events Information & Sign-up Form

#### **ACTION REQUIRED CHECKLIST:**

- Book Room/Air Reservations
- Mail Original Donation Certificates
- Return Industry Optional Events Form & Payment
- Return Sponsorship Opportunities Application Form & Payment
- Return Silent Auction Donation Commitment Form
- Return Exhibitor/Attendee Confirmation Form

**Room Reserve:** Hampton Inn & Suites. 1-801-394-9400. Group Name: Far West Ski Association.  
Resort Fee is Waived. Complimentary Parking.  
Rates: Single/Double Occupancy \$106. Junior Suite \$149. Executive Suite \$169.  
Rates available 3 days pre & post convention.

**Book Before:** Marriott Ogden. 1-801-627-1190. Group Name: Far West Ski Association.  
Resort Fee is Waived. Complimentary Parking.  
Rates: Single/Double Occupancy \$94. Junior Suite \$124.  
Rates available 3 days pre & post convention.

**Airlines:** Flights may be booked in and out of Salt Lake City, UT.

**Ground Transport:** 38 miles from Salt Lake City International Airport. Ground transportation from airport by Shuttle or Taxi. Transfers available from Canyon Transportation. Call 1-800-255-1841. 20% discount if you mention FWSA1657.

**Shipping Packages Instructions:** OGDEN ECCLES CONFERENCE CENTER  
Packages to arrive NO sooner than 3 days prior to event date.  
Use Attached official **FWSA Direct Shipment Form**  
**(required to match up boxes received to Conference Center)**  
2415 Washington Blvd., Ogden, UT 84401-2315.  
Phone: 801-689-8600. Fax: 801-689-8651. Email: [emoyers@oecenter.com](mailto:emoyers@oecenter.com)

Packages should be received at Conference Center **no more than 3 days** prior to guest pickup. **Exhibitors are responsible for picking up their shipped packages and paying applicable fees.**

Mary

Silent Auction/Travel Expo Chairman  
503.880.7383. [omary52@comcast.net](mailto:omary52@comcast.net)

Debbi

VP of Marketing & Sponsorship  
503.314.7078. [fwsadebbi@comcast.net](mailto:fwsadebbi@comcast.net)



FAR WEST SKI ASSOCIATION      DIRECT SHIPMENT FORM

**Send Direct Shipments and Order Form To:**

Ogden Eccles Conference Center  
 2415 Washington Blvd  
 Ogden, UT 84401-2315  
 Phone: 801-689-8600. Fax: 801-689-8651  
 Email: [cmoyers@oecenter.com](mailto:cmoyers@oecenter.com)

<b>Freight must be received at the OECC          no more than 2 weeks to 2 Business days prior to          event start date. Any shipments received prior to          that time will be charged \$10.00 per package.</b>	<b># of Packages</b>

Company Name:	Event Name:
Contact:	Event Date(s):
Address:	Assigned Booth # <i>(if applicable)</i>
City, State, Zip	Phone:
Email:	Fax:

SHIPPER USED:      FED EX      UPS      DHL      OTHER \_\_\_\_\_

**Please include your Company Name, Event Name, Contact Person and Booth # on the Packing Label.**

**Please return this form to facility prior to shipment date**

All vendor material must be removed from the building within 3 Business days following the close of the Event.

Any materials not removed from the facility in the specified time frame, will be charged a \$10 per day holding fee.

All return shipments must be arranged by vendor and associated costs covered by the vendor. All shipments must be coordinated with the facility prior to shipment date; vendor will not hold facility responsible in any way for condition, receipt or return of shipments.

Vendor shall give facility permission to sign for delivery/return shipments regardless of condition and shall indemnify, defend and hold Facility management and all other Indemnities designated in the License Agreement harmless from any liability, claims or costs, including attorney's fees, arising from the use or storage of any such materials or such claims of infringement or violation of the rights of the owner.

# FAR WEST SKI ASSOCIATION

presents two FUN FUNDRAISING events

in conjunction with the 80<sup>th</sup> Annual Far West Ski Association Convention

"The Voice of the Western Skier"




## SILENT AUCTION

*G* **Snowsports Show**

Friday, June 8, 2012

6:30 PM – 10:30 PM

Grand Ballroom

 **OGDEN ECCLES CONFERENCE CENTER**



- **FREE** Admittance
- Bid on Ski Vacations & Sports Gear
- More than \$100,000 in Snow & Trip Packages
- Meet Olympic Medalists & Snowsport Celebrities
- Meet with Representatives from Ski Areas around the World
- Meet Representatives from your Local & Regional Snowsports Clubs
- Lots of Dancing
- **FREE** Hosted Drink until 8:00 PM

A portion of the proceeds to benefit the Snowbasin Adaptive Sports Education Foundation (SASEF).

### Sponsors

**SkiDazzle**  
Ski • Snowboard • Community

**TELLURIDE**  
SKI RESORT

## FAR WEST FILM FEST

 **PEERY'S EGYPTIAN THEATER**

Sunday, June 10, 2012

1:00 PM – 5:00 PM

You are invited to the first Far West Film Fest featuring the following films.


- **"CAN DO: The Legacy of Jimmie Heuga,"** a story of how Jimmie changed the lives of those living with MS.
- **"Ready to Fly,"** a story of the Women's Ski Jumping USA featuring Lindsey Van and Deedee Corradini.
- **"The Movement,"** a story about disabled athletes featuring Rick Finkelstein, narrated by Warren Miller and Robert Redford.

### \$12 Donation

- 100% of the proceeds will be donated to
  - Can Do MS
  - Women's Ski Jumping USA
  - Make A Hero

- Reservations available at
  - Box Office at 801-689-8700
  - on-line at [www.smithstix.com](http://www.smithstix.com)

### Sponsor

 **OGDEN ECCLES CONFERENCE CENTER**  
DAVID ECCLES CONFERENCE CENTER & PEERY'S EGYPTIAN THEATER



2415 Washington Blvd., Ogden, UT 84401 • **OPEN to the Public!** • [fwsa.org](http://fwsa.org)