



# NWSCC NEWSLETTER AND CALENDAR

## MAY 2008

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**Join us on May 21 for the  
regular NWSCC meeting at  
Round Table Pizza!**

Meeting theme/guest speakers:  
FWSA Convention & Bylaws Changes

### SKI NOTES FROM THE PREZ ...

Have you signed up for the FWSA Convention yet??? Our "Northern Exposure" weekend promises to be a good one!! I invite all Convention Delegates to the May Council Meeting, as we will bring you up to date on all the latest convention happenings and we need to share with you some important news from FWSA – Delegates will be voting on streamlining the bylaws (see attached flyer) – FWSA President Randy Lew will make a short presentation on this bylaw change.

Have you thought about joining the leadership of NWSCC??? Elections are coming up next month and we need some folks to step up to the plate. I personally urge you to consider running for an officer position of NWSCC. I've served on the board for several years, the last three as your President. The time commitment is two meetings per month and a small amount of time outside of that. It's really fun for the Board to meet, as it's good friendships and rewarding to be a part of an organization that serves ski clubs with the many aspects of skiing - trips, industry benefits, club management and membership promotion, special events such as ski shows and Ski Fair, racing, and the like. I look forward to some of you coming forward to take part at the helm of the Council. Please call or email with any questions about our board of directors.

Have you signed up yet for the Clubs 4-Play Golf Tournament, July 27th at Oregon City Golf Course??? Larry and Cal promise to bring you a really fun tournament!!

Mary Olhausen, President

### ELECTIONS ARE JUST AROUND THE CORNER - YOUR HELP IS NEEDED!!

WE NEED YOU to volunteer to join us! The following offices will be voted upon at the June 18th, 2008 meeting:

#### **President**

\*Head of the Council Executive Board

\*Represents NWSCC at Far West Ski Association meetings and National Ski Council Federation

#### **Vice President**

\*Assumes duties of the President when needed and other duties as assigned

#### **Treasurer**

\*Handles council financials. Experience with bookkeeping software necessary

#### **Secretary**

\*Handles council notes and correspondence as needed

#### **At-Large Director (two positions)**

\*Duties as assigned by the executive board

**Time involved:** A monthly Council meeting and a monthly Board meeting.

If interested in running for an office for NWSCC, please contact Steve Coxen at [sacoxen@aol.com](mailto:sacoxen@aol.com) for more information or to put your name on the ballot. We need your input, we need your support, and we need your bodies!!

### PLEASE PASS THIS INFORMATION ON TO YOUR FELLOW CLUB MEMBERS.

Steve Coxen, Election Coordinator - NWSCC

[sacoxen@aol.com](mailto:sacoxen@aol.com) or 503-679-9022

Newsletter tab.

### NWSCC IS HOST COUNCIL FOR 2008 FWSA CONVENTION JUNE 5-8, 2008, IN BELLEVUE - THEME IS "NORTHERN EXPOSURE"!!

You only have a few more weeks to sign up for this exciting event - registrations are still being taken, but the price has increased to \$160, and will increase again to \$175 after May 27. This heavily subsidized registration price includes

the silent auction on Friday night, breakfast, lunch, and a banquet dinner/dance ("Forever Flannel") on Saturday, an eye opener party and delicious brunch on Sunday, the Travel Carousel with industry representatives on Saturday morning (think a chance to book your next club trip or to find out about places you might like to go!), educational sessions related to ski clubs, the chance to meet celebrities and Olympic ski racers, and more!!

Note that **the Friday Night Silent Auction and Dance is FREE to the public**, and gives you an opportunity to bid on ski trips to places all over the US and Canada, as well as hard goods like skis!

Great news: **The panel sessions are back!** In addition to sessions on Volunteerism/Charities and Public Affairs, **FWSA is launching a multi-year curriculum for club officers** to support them in the ever more complex issues in club leadership and management. The curriculum is experience-based and will draw on speakers within the Association as well as experts brought in from industry. Registrants will receive a certificate for each of the 1-2 hour modules attended. The curriculum currently consists of eight modules and would take 4 years to complete in person. Attendees will receive takeaways for their journal, and it is anticipated that the curriculum modules will be available online. The first two modules are scheduled for the 2008 annual meeting.

1. **"I'm elected, now what do I do?"** This introduces the curriculum and gives a nuts and bolts introduction to the components of a ski organization, resources available, record-keeping, financial management and travel programs.

2. **"Now that you have them, how do you keep them?"** Recruiting and retention, assessing and sustaining interest; membership records and cards; all-important communications using print and electronic media; other resources available.

You'll find a wealth of information not available anywhere else that will give you the key to enriching your snowsports club experience, and empowering yourself to be a better ski club officer, or even a better member.

We'll have speakers that run the entire gamut of the snowsports industry, from Olympians, to the US Forest Service, to ski resort management. We'll even have a few surprises tucked in there for good measure.

Sunday's elections are always important, but this year we'll need your extra special attention. There are by-law changes to vote on (Dr. Know knows!!) and we need everyone there!

So what are you waiting for? Come north (or east!) and meet a whole new group of FWSA friends! For full details and signup forms see the FWSA website at <http://www.fwsa.org/page/page/689570.htm>. Sign up for this fun stuff and join us! Note that everyone from your club who is attending as a voting delegate (highly desirable!) should be listed on the Convention Credentials Form, which is sent in by one authorized person from each club with a current membership list. The credentials of your delegates will be checked at the convention before voting. Remember, we have to turn in our room block in May, and a "late registration" penalty kicks in, too. So hurry now! Need more information? Contact me at [cougskier@aol.com](mailto:cougskier@aol.com).

We'll be sure to keep you "sleepless in Seattle" (or Bellevue, or wherever).

By Convention Goddess and Chairperson, Sheri Parshall

Skiyente has started a ball rolling by committing to donate items for the goodie bags to be given to convention attendees, and other clubs are encouraged to do the same! We would need 400 items to fill the bags. Clubs are encouraged to plan official club trips to attend this local convention; you only get a chance about once every five years to attend a convention in our "home turf"!

**FWSA Travel has planned an Alaska cruise June 8-15, immediately following the convention!** Sail on the Norwegian Pearl from Seattle through the Inside Passage, Juneau, Skagway, Glacier Bay, Ketchikan, and Victoria, BC! Prices range from about \$996 to \$1656 pp/do, depending upon the type of cabin chosen. Check the FWSA website at [www.fwsa.org](http://www.fwsa.org) or contact The Cruise Company at 1-800-274-FUNN and ask for Julie (website [www.cruisecompany.com](http://www.cruisecompany.com)).

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## **MARK YOUR CALENDARS FOR THE ANNUAL "CLUBS 4 PLAY" GOLF TOURNAMENT TO BE HELD SUNDAY, JULY 27!**

The tournament will be held at the Oregon City Golf Course, and will be a four person scramble: you can either sign up as a team of four, or singles will be put into mixed teams. The \$50 price will include golf, lunch, and prizes down to the 5th or 6th place teams. This year Larry Bennett and Cal Eddy will be the organizers, and promise to make it a fun event! They need a minimum of 32 golfers. See the flier included with this newsletter for further details. If you have any questions, contact Larry at 503-760-2360, or Cal at 503-631-3115 or [baebaw@ccwebster.net](mailto:baebaw@ccwebster.net).

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## RECAP, APRIL NWSCC MEETING:

Our special guests were Grant Thurston of The Mountain Shop and John Hanson of Ski Chalet, owners of two of Portland's long time ski and sport shops. Grant bought The Mountain Shop six months ago. He is on the Ski Oregon board, and has long connections with the hospitality industry. This year he introduced a line of children's clothing, which sold out, so he will continue with children's clothing year round. He bought software which will allow people to order sports rental equipment online and then come into the store to pick it up, which will also be a tourist promotion. Grant is committed to "green" philosophies - all the paper used in the store is recycled, and he is working to get more "green" clothing lines. Some clothing is being made from crab shells in a process created in Japan. He passed around samples of a backpack made from recycled products, a sleeping bag made from recycled soda bottles and coconut shells, and clothing products made from hemp, merino wool, bamboo, soy, and "kavu" - all impressive for their quality and soft feel.

John Hanson continued by talking about ski boots - while high end boots are made in many colors, the manufacturers take the leftover plastics and combine them for their lower end boots - which you will find mostly in the resulting color: black. The industry is trying to figure out ways to drop off old ski equipment and have it recycled. (Maybe you have seen furniture made from old skis or snowboards?) Shops are working on developing new partnerships, and the retailers are trying to challenge people to continue the retail season, not just to consider it as lasting a few months. We all need to work on getting new skiers and boarders excited about winter snowsports, and in Oregon they can continue those sports most of the summer as well! (The Palmer summer skiing at Timberline has HUGE importance in the ski industry!) This past season OSIA tried a newbie program including a bus with an orientation on the way up, with discounts available in local shops. John suggested that the industry should try to make the inexpensive equipment for "newbies" (\$199-399) look "cool" so they are excited about it.

Several people commented that they really liked the "Demo Days" where they could try a number of new skis out, and mentioned the times that the former Sam Bennett ski shop would have a number of manufacturers' reps at Mt. Bachelor. The reps like to do these when they get a lot of exposure, but they are concerned about expenses as well (high gas costs), and need to be guaranteed a lot of people. It is harder for a local shop to arrange this type of event any more because most ski areas have their own high end demos and sales. The clubs might have to join in the effort to bring these events back.

Grant advised that he has a room at The Mountain Shop (7th and NE Broadway in Portland) where ski clubs could have meetings. There is a 40" TV, and capability for power point or CD presentations, and there is a pizza shop around the corner. It is not good for a large crowd, as it would only handle around 20-25 people, but their downstairs room (also available) has space for 30 chairs. Contact Grant Thurston at 503-288-6768.

John Hanson has recently been elected to the Board of Directors of Snowsports Industries America!, the national association representing ski, snowboard, cross-country, telemark, and snowshoe suppliers, manufacturers, and distributors. Emilio Trampuz asked how we can get the word to manufacturers that we want some COLOR in our ski clothes, not dull colors, and that some of the aesthetics of the decorations on skis and snowboards is just plain ugly! Grant agreed that he would like to see more color in men's clothing, and John said that we need to organize to get the word out to manufacturers what we would like to see and what we don't want. We should create a focus group and address our concerns to the manufacturers and copy the snowsport magazines.

Lastly, the shops issued a challenge to their customers - they are happy to give "friends and family" discounts if the customers show some loyalty and do most of their shopping at their shops, instead of always shopping around for the very cheapest price. Think about it!

Finally, Grant and John had a surprise announcement: this coming fall they are going to bring their two ski shops together, as their products and services complement each other!

## OTHER INFORMATION:

Our old friend Gary Oliver from Bend showed up to advise he is back in the ski hospitality industry, and will be a contact regarding a Central Oregon collaboration with more promotions for the area. We'll advise as we hear more!

Barbara Bousum had just been to the **Mountain Travel Symposium** in Vail, which she described as a fantastic event - she met with many ski area representatives, and will be planning a December trip for NWSCC, details TBA.

Barbara also mentioned that she feels there is age discrimination in the ski shops, bars, etc., and that they only seem to want to cater to young people, not the older crowd. Young people are creating lots of "noise" and the perception of fun - though many of the ski clubs are older groups and have PLENTY of fun!

Barbara Parshall, Chair of PACRAT racing, said there were about 200 people at the Rat Attack, the year end party, and that next year will be the 23rd season for PACRAT. At the Far West Racing Association championships in Mammoth, Dale Parshall took two firsts out of 250 racers! Congratulations, Dale! Next year's championships will be held at Northstar-at-Tahoe.

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### CLUB INFORMATION:

**Altair Ski & Sports Club** in Eugene still has one Sunriver trip staying in a large house to be held May 19-22. Pete Matthey and Joyce Axelson (of Salem) are the leaders - contact Pete at 503-581-4165 or Joyce at 503-370-7946 or [jaxelsonj@comcast.net](mailto:jaxelsonj@comcast.net).

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### CHARITABLE ACTIVITIES BY CLUBS:

Does your club do good deeds for your community and support charitable events? Please let Mary Olhausen know so that we can share the information with other clubs and FWSA.

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### FWSA NEWS AND TRIPS:

**SKI WEEK 2009:** FWSA is going to **Big Sky, Montana, January 24-31, 2009!** A \$100 deposit payable to NWSCC and mailed to the NWSCC post office box will hold a place for you on this trip. Further details will not be available for several months. Contact Barbara Bousum at 503-224-3584 or [BBousum@gmail.com](mailto:BBousum@gmail.com).

FWSA has a **Greek Isles Tour October 1-17, 2008!** Travel to Rhodes, Crete, Santorini and Mykonos plus a two day tour of Athens. The trip cost is \$3,390 per person. There is an optional extension to Turkey October 17-24 for \$1,050. See the FWSA website at [www.fwsa.org](http://www.fwsa.org) under the Travel tab. This trip is full, but there is a waiting list and chances are good that you could still get on.

FWRA (Far West Racing Association) invites you to attend the annual **Keystone Nationals** which will be held **December 10-13, 2008**. Keystone is the perfect setting for an early season racing experience. Even if you don't race, you'll enjoy wonderful snow, meeting skiers from all over the country and no crowds. Contact Bob Ellis at 530-582-0566 for more information.

FWSA offers one USA ski week, one European ski week (usually with pre and post-trip extensions), and a number of "adventure" trips. They have had cruises and a trip to Thailand, and are looking at possible future trips including a Barbados dive trip in 2009, a Mediterranean cruise, and even a trip to Australia and/or New Zealand.

For information on all FWSA International trips go to [www.FWSA.org](http://www.FWSA.org) or contact the FWSA VP of International Travel, Norm Azevedo, by email [fwsatravel@sbcglobal.net](mailto:fwsatravel@sbcglobal.net) or phone 925-944-9816.

Check the FWSA website for other great information, including information on the **FWSA Athletic Scholarship**.

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### NORTHWEST SNOWSPORTS ADVOCATES NEWS:

For information on how you can help support our Northwest ski areas with their expansion plans, go to our website at [www.nwskiers.org](http://www.nwskiers.org) or contact Steve Coxen at 503-679-9022 or email at [sacoxen@aol.com](mailto:sacoxen@aol.com).

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### MEMBER BENEFITS AND DISCOUNTS:

Look at the NWSCC website at [www.nwskiers.org](http://www.nwskiers.org) to see an updated list of member benefits and discounts, and check out the FWSA website at [www.fwsa.org](http://www.fwsa.org) under Membership to see the current discounts across the western United States and Canada. Note Debbi is constantly adding new benefits!

As a member of Far West Ski Association you also belong to the National Ski Council Federation, made up of ski councils and clubs throughout the U.S. One of your member benefits is the ability to purchase ski equipment, clothing, goggles, gloves, etc. at a discount. Right now **Habervision**, an industry partner, is offering NSCF members a **50% discount on glasses and goggles**. A current list of NSCF benefits can be found at [www.skifederation.org](http://www.skifederation.org) in the Members Only section. The user name is **skiclub** and the password is **member**.

If you don't know if a place offers a discount or not, sometimes just showing your FWSA card and asking if they give a discount, saying that other places do, has sometimes resulted in a surprise discount for those who have tried it.

If you ever have a problem obtaining a discount which has been offered to NWSCC members, please report it to us with your name, if possible the name of the employee who turned you down, the date, and a description of the problem.

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## MISCELLANEOUS, BUT FUN, INFORMATION:

PLEASE NOTE THAT ALL MONTHLY MEETINGS ARE "OPEN," AND PARTICIPATION BY CLUB MEMBERS IS ENCOURAGED! MEETINGS ARE HELD THE 3RD WEDNESDAY OF EACH MONTH; THE LOCATION MAY VARY, SO CHECK THE NWSCC WEBSITE. BOARD MEETINGS ARE USUALLY HELD THE 4TH WEDNESDAY; CONTACT AN OFFICER IF YOU HAVE AN ITEM YOU WOULD LIKE TO HAVE CONSIDERED.

### Further information from the FWSA May e-letter news:

(Note you can sign up yourself for this informative newsletter by joining the FWSA News Group at Yahoo: <http://sports.groups.yahoo.com/group/FWSAnews>

Public Affairs: **Revelstoke Mountain Resort** (Revelstoke, BC Canada) opened for business in December 2007 with an 8 person gondola and a high speed quad chairlift servicing 4,735 vertical feet of lift serviced terrain; 1,500 acres of skiing and 27 ski runs. This brand new resort is expected to have North America's longest lift serviced vertical at 5,263 feet next winter. Ultimately, the mountain will have over 20 lifts and more than 100 runs. For further details go to: [www.revelstokemountainresort.com](http://www.revelstokemountainresort.com). (Note that your editor skied at Revelstoke April 1-2, and was VERY impressed - skiing 35,000 vertical feet in one day without even trying very hard shows how BIG this area already is!)

The U.S. won a national record 5 World Cup titles (Bode Miller-overall, combined; Lindsey Vonn-overall, downhill; Ted Ligety-giant slalom) including both overall crowns, which only has happened 9 times in 41 years. The last time U.S. won both overall titles in the same year was 1983 (Phil Mahre & Tamara McKinney) when U.S. won a total of 4 World Cup titles.

Overall dollar sales for the entire winter sports market (August 2007 to February 2008) increased 11% in dollars to \$2.75 billion, with equipment sales of \$768 million, apparel sales of \$1.1 billion, and accessories sales of \$895 million according to SIA (Snowsports Industries America). Specialty shops accounted for 63% (\$1.7 billion), chain stores 21% (\$574 million) and Internet 16% (\$453 million) of snow sport sales. In specialty shops unit sales of skis increased about 1.5% to 436,133 and snowboard unit sales decreased about 2% while in chain stores equipment unit sales declined 11% and in Internet equipment unit sales increased by 60%.

## FWSA Athletic Scholarship Applications Due June 30, 2008

Eligibility Requirements: any competitor who is currently a United States Ski Association (USSA) licensed J1, J2, or J3 athlete, competing in a USSA affiliated Alpine Ski Racing program. Applicants must reside in or compete with an Alpine Ski Racing club or Team within the states of Arizona, California, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington or Wyoming.

Click here for application guide and forms: [http://www.fwsa.wbees.com/f/FWSA\\_Scholarship\\_Guide\\_&\\_Form.pdf](http://www.fwsa.wbees.com/f/FWSA_Scholarship_Guide_&_Form.pdf)

## FUN SKI DATES:

June 5-8	FWSA Convention, Bellevue, WA
June 18	NWSCC Meeting and Elections
Dec. 10-13	Keystone Nationals, Colorado (potential trip)
Jan. 24-31/09	FWSA Ski Week, Big Sky, MT
June 4-7/09	FWSA Convention, Reno, NV

## NWSCC OFFICERS and COMMITTEES 2007-2008

President  
Vice President  
Secretary  
Treasurer  
Director, Communications  
Director, Racing (PACRAT Chair)  
Director, Special Events  
Director, Travel  
Past President  
Commercial Membership Program/Advertising  
PACRAT WORLD HEADQUARTERS

Mary Olhausen (503) 880-7383 (Cell)  
Sheri Parshall (503) 706-0522 (Cell) (NEW)  
Jeanne Reinhardt (503) 590-6901 (H)  
Linda Coxen (503) 679-6425 (Cell)  
Linda McGavin (503) 652-2840 (H)  
Barbara Parshall (503) 267-9522 (Cell)  
Debbi Kor (503) 682-1563  
Barbara Bousum (503) 224-3584  
Steve Coxen (503) 679-9022 (Cell)  
Barbara Parshall (503) 267-9522 (Cell)  
[www.pacrats.org](http://www.pacrats.org)

[omary52@comcast.net](mailto:omary52@comcast.net)  
[cougskier@aol.com](mailto:cougskier@aol.com)  
[reinhardtje1011@comcast.net](mailto:reinhardtje1011@comcast.net)  
[snowmidget@comcast.net](mailto:snowmidget@comcast.net)  
[mcgavinski@gmail.com](mailto:mcgavinski@gmail.com)  
[bpmarshall@theperottigroup.com](mailto:bpmarshall@theperottigroup.com)  
[ijustwannarun@aol.com](mailto:ijustwannarun@aol.com)  
[Dbousum@gmail.com](mailto:Dbousum@gmail.com)  
[sacoxen@aol.com](mailto:sacoxen@aol.com)  
[bpmarshall@theperottigroup.com](mailto:bpmarshall@theperottigroup.com)

## 2007-2008 NWSCC COMMERCIAL MEMBERS:

### PLATINUM MEMBERS:

Mt. Bachelor Ski Area, Bend, OR

### GOLD MEMBERS:

Joe's Sports & Outdoor, OR & WA  
Mt. Hood Meadows Ski Area, OR  
Sun Valley, ID

### SILVER MEMBERS:

Moonlight Basin Ski Area, MT  
Resorts of the Canadian Rockies (Fernie, Kimberley)  
Ski Banff (Banff, Lake Louise, Sunshine)  
Ski Chalet, Portland, OR  
Tamarack Resort, ID  
Timberline Ski Area, OR

### BRONZE MEMBERS:

Big White Mountain Resort, BC, Canada  
Brundage Mountain, ID  
Collins Lake Resort, Gov't Camp, OR  
Cooper Spur Mountain Resort, OR  
Crystal Mountain Resort, WA  
Hillcrest Ski & Sports, Gresham, OR  
Huckleberry Inn, Gov't Camp, OR  
Jackson Hole Mountain Resort, WY  
The Mountain Shop, Portland, OR  
Mt. Hood Skibowl, OR  
Ogden Convention & Visitors Bureau (Powder Mountain & Snowbasin, UT)  
Red Mountain Resort, Canada  
Schweitzer Mountain Resort, ID  
Signal Sports (in the Pearl District of Portland)  
Silver Star Mountain Resort, BC, Canada  
Sleeping Lady Mountain Retreat, Leavenworth, WA  
Sturtevant's, Seattle, WA  
Vail Resorts, Inc.  
Valdez Heli-Camps

### HONORARY MEMBERS:

Barbara Parshall - Re/Max Equity Group  
Grouse Mountain Lodge, Whitefish, MT  
Mission Ridge Ski Area, WA  
Mt. Ashland, OR  
Pacific NW Ski Areas Association

**PLEASE PATRONIZE AND  
SUPPORT THESE  
COMMERCIAL MEMBERS  
AND LET THEM KNOW  
YOU'RE WITH NWSCC!!**

### NWSCC MEMBER CLUBS - NWSCC REPRESENTATIVES

Please check [www.nwskiers.org](http://www.nwskiers.org) or the NWSCC's Northwest Skiers' Directory for a complete list of member clubs as well as contacts and their phone numbers and/or email addresses. Or, you may contact any of the board members listed above.

### Calendar:

Have an event open to all NWSCC members or the public? Post it on [www.nwskiers.org](http://www.nwskiers.org), Event Calendar, and then Add An Event. Types of events listed in the calendar include club sponsored events open to NWSCC members and/or the public, NWSCC events, FWSA events, and announcements from ski/snowboard related non-profit groups and vendors.

**Why not send this newsletter to all your club members? It's available in .pdf format, and can be sent to YOU upon request to then pass on to your members.**

### NORTHWEST SKI CLUB COUNCIL

P.O. Box 1915

Portland, OR 97207

WEB SITE: [www.nwskiers.org](http://www.nwskiers.org)

E-MAIL: [contact@nwskiers.org](mailto:contact@nwskiers.org)

### NEXT MEETING:

Wednesday, May 21, 2008

7:00 PM - COME EARLY TO SOCIALIZE

### ROUND TABLE PIZZA

10070 SW BARBUR BLVD, PORTLAND

503-245-2211

**\*\* DOOR PRIZES!! \*\*  
EVERYONE IS WELCOME!!**

### Far West Ski Association Safety Slogan:

**SKI WITH PRIDE, LET IT RIDE, WATCH ALL SIDES!**

**First With Safety Awareness!**

The Northwest Ski Club Council is a member of:

Far West Ski Association: [www.fwsa.org](http://www.fwsa.org)

National Ski Council Federation: [www.skifederation.org](http://www.skifederation.org)