

Elizabeth ‘Schatzi’ Wood Nomination

SHERI PARSHALL

Nominated by:
Steve Coxen
Randy Lew

Years of Service: 2007-2009.

Sheri Parshall has been an active leader in organized skiing for 20 years at the club, council and FWSA levels in a variety of positions. Sheri has been called to the Presidency of Northwest Ski Club Council two times, for the three years 2000-2003 and most recently serving 2008-2011. As President of Northwest Council, Sheri is accountable for the success of all council activities, including the travel program, publications, ski area relations, annual Northwest Ski Fair and Council community outreach at industry ski shows in Seattle and Portland. Sheri serves on the Board of FWSA (2008-2011) and she has served as FWSA VP of Membership (2002-2004).



photo courtesy Peter Baggenstos

In 2008 Sheri served as the Host Council FWSA Convention Chairperson. She was instrumental in organizing the 2008 FWSA Convention in Bellevue, Washington. Hosting a convention in the Seattle area was a new challenge for Far West and the host council because (1) of its northern location and significant travel distance for delegates, (2) of remote administration, Seattle is 175 miles away from the host council convention leadership, and (3) the club members in Seattle were an unknown with regard to their commitment to involvement and attendance at a FWSA Convention. Sheri held regular meetings in Seattle and recruited effective club leaders from Seattle area clubs to lead the important events. As a result, the turnout at the Bellevue Convention in 2008 was very good, much higher than expected. The success of the 2008 Convention laid the groundwork for holding future conventions outside of our “geographic comfort zone”.

Sheri has been a Northwest racer in the PACRAT race league for 19 years, serving as race director for her club. She has served on the board of PACRAT as an officer; her current position is PACRAT secretary. Sheri races in the annual FWRA Championship races and the FWSA races at Ski Week including the Council Challenge. Sheri served as the Banquet Chairperson for the 2008 FWRA Championships

As President of Northwest Ski Club Council, Sheri attends the annual meetings of the National Ski Council Federation. She served on the NSCF By-laws committee in 2008.

Sheri’s service on the board of the Mt. Hood Museum began in 2004 and continues today. Her personal relationships with executives and owners of all the Mt. Hood ski areas, allows Sheri to be an effective advocate for the skiing public and the clubs of Far West. Sheri has a keen interest in skiing history. She has personally created council and club history displays for the museum and for FWSA conventions and events.

It seems impossible to cite all the positive things Sheri has done for FWSA and Northwest Council, even in the short period that this citation covers. She is certainly deserving of the Elizabeth “Schatzi” Wood Award. We are honored to nominate her for this prestigious award.