



**NATIONAL SKI COUNCIL FEDERATION
2009 ANNUAL MEETING**

The annual meeting of the National Ski Council Federation was held in Reno-Sparks, Nevada on August 20-23, 2009.

Council Delegates and Alternates present at the Annual Meeting:

Council	Delegate	Second
1. Arizona Ski Council	<i>absent</i>	
2. Bay Area Snow Sports	Dennis Heffley	
3. Blue Ridge Ski Council	<i>absent</i>	
4. Central Council of California	Fran Long	
5. Chicago Metropolitan Ski Council	Keith Fanta	Michael Thomas
6. Cleveland Metro Ski Council	Gary Pavell	
7. Connecticut Ski Council	George Krampetz	
8. Crescent Ski Council	Alice Taylor	Margaret Crum
9. Eastern Inter-Club Ski League	<i>absent</i>	
10. Eastern Pennsylvania Ski Council	Lydia Hill	
11. Far West Ski Association	Randy Lew	
12. Flatland Ski Association	John Sieler	
13. Florida Ski Council	Michelle Moskowitz	
14. Intermountain Ski Council	Don Anderson	Linda Scott
15. Los Angeles Council of Ski Council	David Krupp	
16. Metropolitan Detroit Ski Council	<i>absent</i>	
17. Metropolitan Milwaukee Ski Council	Mark Harris	
18. Metropolitan New York Ski Council	Michael Calderone	Bill LeSeur
19. Midwest Sport/Ski Council	Jerry Schuster	
20. New Jersey Ski Council	Joe Harvis	
21. New Mexico Ski Council	Diane Stearley	
22. New York Capital Ski Council	<i>absent</i>	
23. Northwest Ski Club Council	Sheri Parshall	
24. Ohio Valley Ski Council	Juli Brace	
25. Orange Council of Ski Clubs	Judy Chapel	
26. San Diego Ski Council	Eileen Sanford	Barbara Blase
27. Sierra Ski Council	Jo Simpson	Nancy Ellis
28. Texas Ski Council	Cheryl Mann	Peggy Montgomery
29. Western Pennsylvania Ski Council	Walt R. Prest, Jr.	
Officers and Committee Chairs present:		
President	Mike Sanford	
Vice President	Keith Fanta	
Treasurer	Dawn Petermann	
Secretary	Lisa Beregi	

Past President
Member Benefits
Membership
Nominations
Race

Mark Harris
Joe Harvis
absent
Terry Rowley
Bob Ellis

President Mike Sanford welcomed the annual meeting of the Federation to order at 8:05 a.m. on August 21, 2009. He announced that although this is the 12th meeting of councils, it is actually the 10th anniversary of the Federation.

Introductions of Federation members, industry partners and guests were made

Welcome Address

Fei Ye, John Ascuaga's Nugget, gave everyone a quick tour of the 3rd floor meeting space renovations as well as a look at the west tower rooms that have not been renovated yet and are a little less expensive than the east tower rooms that we are staying in. Fei wanted to stress that the John Ascuaga's Nugget is unique because of its great customer service and its history. John Ascuaga started 54 years ago with a coffee shop with a few machines and today it is a two tower convention center. John still drives in daily and knows each employee by name. She asked that we please remember them for trips to the area. She also passed out a pamphlet of one of the historic stories, the Golden Rooster.

Adam Feeman, Reno-Sparks Convention and Visitors Authority, gave a quick update on what's happening in the destination. He explained how the area over the last year had been doing market segmentation and rebranding. Many people's perception of Reno is not what Reno is today. They have a kayak white water park, event center with MBA field teams, a AAA baseball stadium, concerts, special events, museums, including the National Automobile Museum and convention center. In the last year even with the economy as it is the area facilities are doing a lot of renovating and developing. So the new branding: we're different than most places with a great value and not far from the airport. For ski trips to the area they will work with groups to meet their needs and provide shuttles to the various ski areas. Please give them the opportunity to show you Tahoe like you've never done Tahoe by being able to offer the opportunity to have a good price, great skiing, fabulous nightlife and dining experiences.

Review of Previous Years Activities – Mike Sanford

Mike briefly reviewed the last year.

He expressed that he felt the most significant thing was the Switzerland trip. He went over how the three speakers provided much information and how it impacted the Federation. There was a speaker from the 2010 Olympic planning committee that informed us on what goes into planning and executing an Olympics. During the year, the Federation moved to support the Women Jumpers for the Olympics, currently they do not have an event in the Olympics. The second speaker, Ralf Garrison provided us with many statistics regarding the ski industry. The third speaker, Bill Tomchinch, encapsulated the history of air travel to resorts. The Federation petitioned the airlines

last year to not charge for luggage. United replied with “sorry” and Southwest does not charge.

Mike then covered issues that were addressed in putting this meeting’s agenda together. The goal was to focus on what we are providing as a Federation and how we can better serve you. We will have one guest speaker on insurance and the industry’s suggestion from last year to keep information they will be interested and involved in be during the first day.

Mike asked Joe Harvis to address the Data Collection/On-line Survey Reports. Joe will present results during his report, but informed us that results were not sent in until August even though first requests went out in March. He felt that there was a much better response this year than last. The collection of this information is important and something the industry can use to show our impact on skiing.

Air Travel – Mike Hibbard & Gloria Saiya-Woods

Mike provided a handout- attached. Airline policies, baggage policies, carry-on regulations, commonly asked questions and the new secure flight program were reviewed.

The only central location to find all airline policies is provided by SIA at www.sia.org.

Questions provided answers on:

- How airline tickets have various levels and only so many at certain prices so why there are price changes and how individuals can often get a better rate than the group rates.
- Clubs/councils with multiple RFPs can affect the air that each tour operator can obtain: the first gets the best rate and each goes up as they hold space. It was suggested that all RFPs have statements that if a tour operator does not win the bid, they release the air they are holding. Other suggestions were that you have the tour operator to net the air, ask all markups be on lodging/lifts only. It is also good to have all tour operators hold air under club/council name, as some airlines hold as “multiple bid” space so all get the same rates.
- Flight schedule changes are all done by the airlines and all airlines are making them. The tour operators have nothing to do with cancelled or changed flights.
- Everyone should be able to get mile credit on both bulk and retail tickets.
- Day ticket is issued is the rules that apply to it. So even if held in spring, but not issued until January, the rules in January apply.

TSA website has lots of information. If you lost identification during trip, give yourself an hour to go through the additional questioning. For international travel always have copies of your passport in each bag.

New Secure Flight Program. Will need passenger name, gender and birth date. It is voluntarily, but may cause you delays or boarding denial if you don’t participate. Also effects your frequent flyer – all names will have to be the same on everything.

Denied Boarding Compensation Rules. If overbook or cancel, and they can get you within one hour to your destination, there is no compensation. Note the rules state they pay you cash even though they prefer to give ticket compensation.

Roundtable: Review of Travel Year/Financial Protection of Payments (Panel)

Panel: Mike Hibbard, Sports America Tours, Gloria ,Ski.com, Bob Snow Tours, Stephen Hall, Skigroup.net.

Keith Fanta moderated and asked for questions/concerns on how clubs/councils can protect their deposits. Two tour companies went out of business in the last year.

- set up joint account for club/council trip that has joint signatures = relative safety
- trip insurance, runs around 6-7.5% cost of trip, it does have coverage if tour company defaulted, but can take time to get your money back.
- credit card protection comes with 3% increase on trip cost to use credit card, is easiest way to cover participant as CC company refunds your account and they then pursue the issue
- make part of your RFP to ask for stability of the company, it is a big concern. You can also call them directly, if in trouble you won't be getting straight answers. Ultimate vendors (lodging, resort) can be asked if the tour operators you are working with do pay timely and are legitimate.
- those on verge of going out of business, are hungry for business and are taking future monies to pay off old, not new expenses.
- Chicago is trying to have property management company send council direct email when payments are received. Also working with airlines on way to let know when payments are made by tour operator. All tour operators are in agreement this is a good idea and would be OK with.
- would tour operators be willing to provide credit statement with RFPs? Councils could ask for a trust account, but would be hard to do for individual clubs.
- do all tour operators run ledger accounts for each trip. Yes, it is a proper accounting procedure.
- Seller of Travel – California very strict that anyone that sells trips must have CST (any club). It comes with a fee and rules. Restitution Fund is another fee to fund a group to help get monies back if need be if you have CST. Fourteen states have seller of travel, most do not go to the lengths of CA to get everyone that sells travel (operators only). What CA is doing could be accepted by any other states. If you go through a Tour Operator and they collect the money, you are exempt. They can also go back and collect retrospectively.
- tour operator has to provide information and payments for trip insurance. It is suggested trip insurance be bought through the tour operator as long as they are not the one providing insurance. They usually have worked with the providing insurance company to have the necessary coverage you would want for ski trips.
- Federation has two travel insurance programs as their benefits.

Lunch was sponsored by John Ascauga's Nugget.

How Councils Select Trips – Peggy Montgomery and Lisa Beregi

In trying to obtain a lot of information in a short period of time, hand raising was requested to show how many councils use various methods to pick their trips.

Size of council trips, number of clubs in council and how many trips (5-7 days) councils take annually was established. The number of councils that use tour operators or destinations to bid them versus the council determining the destinations they want to bid was looked at, most councils pick

their desired destinations first, and utilize tour operators to bid them. How the destinations are selected were broadly covered from two councils that have a single person decide, to a council committee decision and most councils after a committee narrows allows their clubs to select.

It seems that there are twenty-nine potential ways that our councils select trips and we would like each council to do a brief (less than one page) explanation of how they do theirs. Peggy and Lisa will collect and post to the resource center so the various methods are available to everyone.

Social Networking – Michelle Moskowitz and Sheri Parshall

Social Media and the internet are here to stay. Why not use them to benefit your council? How are some councils /clubs using Facebook: getting information out, increasing awareness, promote and sell trips, post meeting activities, cross promoting with other groups and post activities while on a trip. The resorts are all on Facebook and posting ski conditions, resort events, pricing and weather among many other things. Just like websites, they need to have an administrator and be updated constantly. It was suggested to use video, pictures and any other innovate means to stay updated. Two other media suggestions to look into are Googlevoice and Meetup.com.

Insurance, What Do We Need – Fred Leibel, Michael Erhenfeld Insurance

Fred went over the six types of insurance coverage: General Liability, Automobile Liability, Directors & Officers Liability, Property Insurance, Workers Compensation and International Liability. Presentation attached.

Waivers and Releases are valuable, you cannot be sued for failure to warn. They should only be for one item per release. Make sure they are legal in your state and not forced.

Suggested that have tour bus companies to add your group as additionally insured on their policy. There is typically no fee or if so is minimally. Do not use a company that will not do.

Touring the Website - Terry Rowley

Terry brought up the NSCF website and toured through all sections to review everything that is on the site. Many have no idea what information is available to all of our to councils and clubs. What Terry wants you to do, each club pays dues to have something and the website is a resource for them. There was a request that the surveys be put on the site so individual clubs can go on and post their information and the council doesn't have to. The message board and its opportunities to interact was reviewed.

Direction of NSCF – Mike Sanford

Mike asked for input on the direction the councils want to see the Federation pursuing. Following were comments made:

- feel on right track with issues of common interest to all (insurance, IRS, etc) as well as resource of website.
- would like to see more involvement and interaction with industry
- feel doing good, but information not getting out to clubs. Suggest a brief (not minutes) review of

- what information was covered and send to clubs. Always include website and access information.
- brief article on history of council and NSCF for clubs to send out to members.
- FWSA puts whole benefits information in their skiers guide
- presentation from IRS last year video was available to all councils – how many requested ? Several did and shared with their clubs.
- All sessions today have been recorded and available.
- Forum for interactive sessions could be better in a different setting.
- do we need after several years to do some more breakouts to move forward?
- how to bring in 20-30 year olds, area for industry to help
- ski industry is only 2% of air travel, value in how we do things and put together, would like to see more industry involvement
- breakouts with industry to work on topics and get results (ex: RFP, fams)
- are there councils that are not part of us? Maybe some college councils and industry organizations.
- Contact National Brotherhood to see if they would consider joining back.
- more committee involvement in running the organization (annual meeting, agenda, etc)

Dinner was sponsored by Silver Legacy, followed by an NSCF Bowling Tournament at the National Bowling Stadium.

Saturday, August 22, 2009

How Councils Conduct Business – Fran Long and Gary Pavell

Fran and Gary explained the intent is to have an interact discussion to learn how councils conduct business and share ideas that we may be able to incorporate or help our own council.

How do councils structure and schedule meetings:

- FWSA has 11 councils, 27 member board, need space to meet four times a year
 - 6 clubs with 100 miles between each: mix meeting with social, hard to meet regularly so rely on conference calls and email
 - 32 clubs: central location, monthly meeting that is informative, on time and fun.
 - have industry rep/speaker at meetings
 - come because dedicated – problem is same folks for years, need new volunteers
 - make one meeting a weekend with social event
 - not enough time to cover everything – have trip/president specific meetings
- Big take home for participation is to have clear expectations and follow through.

Does anyone use Internet for meetings – one.

Do Council Presidents go to club meetings:

- very successful
- don't limit to President – have any Board member go
- use Regional VP assigned to specific clubs
- hold FWSA meeting and take funds to run meeting and give back to clubs that participate = increased club participation

Does your council raise enough money to reimburse your volunteers for travel? A way to get more volunteers.

How do you recruit members:

- benefits council members get – discount lift tickets, NSCF benefits = give value
- directories: get name out by putting in sports centers, health clubs, Y's, AAA office, local ski resorts, orthopedic doctor offices, etc.
- ski school gives to any adult taking lesson
- banners at resorts and ski shops
- on trips where buttons, neck wallets = talk on chair lifts
- Warren Miller film event
- booths at resorts
- Wii ski and take to local bar for happy hour, non-members are interested
- car magnet : Vista.com, run approximately \$8

What is Council dues:

- \$40/yr
- \$200 initiation fee only
- \$10 by July 1st, then \$60
- \$50, varies slightly on number of members
- \$30
- provisional time, invite to meeting
- \$25 unless 501c3 no dues
- several councils do not charge any dues

Are you actively going out and looking for new clubs or waiting for them to come to you?

Is anyone looking at fire department, police department, or military clubs?

Communicating the Message – Getting the Information to your Clubs – Terry Rowley
Presentation notes attached.

NSCF and Education – What do Councils Really Want?

Where should we go:

- two good topics like insurance, etc. that is noteworthy to take back
- education is what brings value to an organization – have clubs in area holding meeting come out on Thursday and do whole day of meetings. Could be seminar-like and be a fee for attendance. Would like to see meetings dispersed across US to be able to offer this type seminar to various clubs.
- opportunity in Colorado to have many good speakers: Ralf Garrison, National Ski Area Association, etc.
- focus on member education: how to increase membership, how to keep club viable, how run trips
- agenda topics for meeting plan earlier
- Far West has developed 2 hour sessions on membership, leadership, travel and insurance/risk management. Next year adding two more sessions.

- legal programs on how to be a nonprofit, doing taxes, etc.
- do we want to educate on new equipment, ski technique, etc
- look to the audience: council leaders and topics should be for their level and can take back to clubs, not necessarily the current FWSA sessions that are more geared for club leadership.
- not just leadership issues, but topics that would interest individual members and help make them aware of the federation.
- fine tuned information to go back to boards and/or members
- repeat message, then follow up on what was done with it
- use the message board to post topics you would want to see on the agenda
- all topics should be open for discussion and involve everyone
- professional on how to put together a marketing plan and developing a brand
- technology info (walk through how to set up Facebook or Twitter) new information

We need to have an Education committee appointed ASAP. Diane Steerly, David Knupp and Mark Harris as well as anyone else interested in participating will be the committee.

Open Session for Floor Topics

How many councils use racing as a way to get membership? Several

- seen on race days, attracts interest from public
- NASTAR involvement gets national publication
- great way to bring in youth
- not exclusive to “being good” – very inclusive for all levels
- way to rebuild a council
- club challenge (with uniforms) during ski weeks
- developed ski week around race, attracted more younger people for clubs

How select trips?

- go to destinations that support council in directory
- survey clubs
- resorts feel that by supporting councils, they get back if they are selected every so many years
- those destinations attending council show are only ones eligible for trip selection
- when does industry prefer working on bids? Summer/fall
- hard to mix direct and tour operator use on same trips
- at council meetings have trip leader 101 type seminars
- keep in mind tour operators and resorts put out expenses, and high expectations on bids for sponsorships are often a lot if bid is not won

Mike thanked the industry for their participation.