



**NATIONAL SKI COUNCIL FEDERATION  
2010 ANNUAL MEETING**

The annual meeting of the National Ski Council Federation was held in Snowmass, Colorado on September 16 – 19, 2010.

Council Delegates and Alternates present at the Annual Meeting:

<b>Council</b>	<b>Delegate</b>	<b>Second</b>
1. Arizona Ski Council	Michael Rogers	
2. Bay Area Snow Sports	Dennis Heffley	
3. Blue Ridge Ski Council	Patricia Crowley	
4. Central Council of California	absent	
5. Chicago Metropolitan Ski Council	Keith Fanta	
6. Cleveland Metro Ski Council	Pamela Korenewych	
7. Connecticut Ski Council	George Krampetz	
8. Crescent Ski Council	Margaret Crum	
9. Eastern Inter-Club Ski League	Clark Linehan	
10. Eastern Pennsylvania Ski Council	Lydia Hill	
11. Far West Ski Association	Randy Lew	
12. Flatland Ski Association	absent	
13. Florida Ski Council	Laurie Vest	
14. Intermountain Ski Council	Linda Scott	
15. Los Angeles Council of Ski Council	Nobert Knapp	
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	absent	
20. New Jersey Ski Council	Susan Donlan	
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 Thurman	
26. San Diego Ski Council	Eileen Sanford	
27. Sierra Ski Council	Jo Simpson	
28. Texas Ski Council	Cheryl Mann	Peggy Montgomery
29. Western Pennsylvania Ski Council	John Matisko Jr.	Walt R. Prest, Jr.

Officers and Committee Chairs present:

President	Joe Harvis	
Vice President	Dennis Heffley	
Treasurer	Dawn Petermann	
Secretary	Lisa Beregi	
Past President	Mike Sanford	Mark Harris
Agenda	Barbara Lee Blasé	
Communications	Sheri Parshall	

Education  
Member Benefits  
Public Affairs  
Race  
Resource Center  
Website

Diane Stearley  
Joe Harvis  
Jo Simpson  
Bob Ellis  
Michelle Moskowitz  
Michelle Moskowitz

Guests:

National Brotherhood of Skiers

Marsha Nelson

Industry:

Apen Skiing Co  
Aspen/Snowmass Ski Co  
Copper Mountain Resort  
Crested Butte Mountain Resort  
Crestwood Condominiums  
Destination Hotels & Resorts  
Destination Resorts Snowmass  
Frias Properties  
Jackson Hole Mountain  
Mammoth Mountain  
Mammoth Mountain  
National Ski Club Newsletter  
Ogden Convention Visitors Bureau  
PRW Group  
Rentskis.com  
Rocky Mountain Tours, Ski.com  
Ski.com  
Skiset  
Snowmass Tourism  
Snowtours  
Sports America  
Steamboat Resorts  
Steamboat Ski Resort  
Steamboat Ski Resort  
Telluride Ski Resort  
Vail Resorts  
Vail Resorts  
Vail Resorts  
Winter Park  
Winter Ski & Sport

Mary Manning  
Casey Leach  
Noni Love  
Nina Weyl  
Shaun Cagley  
Greg Staley  
Jodi Church  
Alexandra Cox-Cuzzi  
Spencer Long  
Laura Kennedy  
Carolyn Yim  
Bob Wilbanks  
Elaine Cobos  
Paul Webber  
Tapio  
Lori Adis  
Gloria Saiya-Woods  
Sharlet Sage  
Karla Baker  
Robert Rosensteel  
Michael Hibbard  
Stacy Schultz  
Tracis Jones Allen  
Andy Rossbach  
Patrick Rothe  
Jacque Rossi  
Andrew Kang  
Todd Strickland  
Brad Carothers  
Karl Winter

President Joe Harvis welcomed the annual meeting of the Federation to order at 8:02 a.m. on September 17, 2010.

Everyone was instructed to pair up briefly and then each partner introduced the Federation members, industry partners and guests.

## **Overview of Accomplishments - Joe Harvis**

Joe welcomed everyone and thanked them for taking the time to share this weekend with us. He introduced the past presidents in attendance, Mike Stanford and Mark Harris. He also acknowledged the Agenda Committee and all their work in preparing for this meeting.

## **Orientation of NSCF – Mike Sanford** *(attachment)*

Mike reviewed how the Federation was formed and what it is about.

The question was asked as to how many councils are not part of NSCF. Bob Wilbanks stated that there are 44 councils. We currently have 29 councils with one potential addition. The other 14 councils do not meet the requirement to have at least 5 clubs make up their membership.

## **Keynote Speaker – Mark Thomas, Sitzmark Consulting Int'l.** *(attachment)*

### **Panel Discussions**

#### **Partnership Between Wholesaler & Resorts in the Bidding Process – Gloria Saiya-Woods**

Panel Presenters: Noni Love, Jacque Rossi and Lori Adis *(attachment)*

Topics covered: One step ahead when working with a tour operator

Benefits of working with a tour operator when bidding councils

-Tour Operator knows lodging better

-Tour Operator help figure comps

-Tour Operator pulls together air and transfers to offer full package

Year Round Benefits of Working with a tour operator

-Tour Operator has most updated information about the resort

Greatest Benefit of Strong Relationship between Tour Operator and Resort

-Tour Operator brings more business to the resort

Questions:

Why use a tour operator, isn't it cheaper to do it myself?

-you get the best if not better pricing

-tour operators get paid by supplier for sales

-rate parity from resorts to the tour operators

-what end user believes at the end of the trip to keep numbers up ????

-Europe does, coming to states: air and hotel pricing by tour operator ???

-airlines: groups do not necessarily get better pricing today. Low prices are there for small number of seats

-the numbers a tour operator brings to a resort increases their relationship potentially pricing with that resort – call around. Cancellation/attrition policies may be affected by relationship of tour operator with resort.

Can the resorts price a full package quickly?

-depends on what components. Resort components yes, but air no.

If there is a problem during the trip, a tour operator takes care of it.

#### **Bid Ethics in Relationship to Participation at Council Functions – Mike Hibbard** *(attachment)*

Questions:

Do councils have rules that if tour operator/resort does not attend a council event, then they are not eligible to bid?

-some do, others do not. It is a working relationship of give and take

Is there anything the councils can do to decrease the cost?

-Chicago took the bids and did not make the resort/tour operator be there this year

There is a lot of variety on what councils get back, would like it streamlined and consistent with what information requested.

To the resorts, how do they feel about not attending to have personal component to bid as opposed to it just being paper?

Go to shows for club trips too, not just council business

Sometimes changing up how you have your process every couple of years or calling someone and asking why they aren't attending may help increase numbers.

Piggyback shows in a region with council meeting.

Traveling costs to do a presentation is one thing, use MTS to gather information and can have trip packaged by meeting.

If council has been to a destination they may not be a main focus for the next couple of years, but council meetings are still a viable source to reach the clubs.

Do need some collateral to help sell trip, even if don't ask you to come to do the bidding.

Council has selected resort/date and has bid. Do you have club support?

Most councils have clubs that do not support council trips.

Council websites have all trips for clubs and council.

Ski Trip coordinator retreat to plan calendar for club trips, and council do a summer trip.

### **How to Pick a Tour Operator – Bob Rosensteel** (*attachment*)

Three things: who, quality, financial integrity and financial stability.

How do you find out about tour operators?

Use clubs and councils experiences

Go to shows to meet new tour operators

Talk to others when on FAMS about who they use

Ask the resorts you are interested in going to who they work with well

Do they attend NSCF

Connecticut Council has a questionnaire for potential Tour Operators (*attached*)

What's important about a tour operator?

New upstart, how get a background?

How does the tour operator deal with problems

Reputation

Financial stability and bank account, escrow accounts for trip

Bonded and insured

Staffing levels

Past working experience

Make sure a real company: internet search, etc.

### **Reduction of Numbers and Altering of Price in Relationship to Lower than Anticipated Trip**

**Participation – Mary Manning and Patrick Rothe** (*attachment*)

May be good to put a history of numbers in a RFP so industry has some idea of numbers

Not just the resort but can be separate lodging needed for package

Possible solution is a tiered pricing that all components can use

What if estimates fall below?

Bid is priced at specific number, but will have to renegotiate if falls below.

Can't go back to the participants and increase cost or cancel – so need to start high  
Need to start with numbers from club/councils past three years historic numbers  
Bid at lower anticipated numbers and be able to expand  
Match a destination choice with air that can meet those numbers  
Cancellation policies need to be realistic  
Trip Leaders need to have direction, and not offer tons of options  
Have your clubs give number of anticipated participation before RFP goes out  
Value add concept by starting with highest price/lowest numbers, and if numbers drop you add value or drop price of trip by final payment.

**Lunch** was sponsored by Crestwood Lodge. Bill Tomcich was the guest speaker. Bill brought us up to date on airline trends, mergers and markets since he spoke to the Federation in Switzerland, April 2009. (*attached articles of interest*)

**FAM Policy and Procedures for Councils and Clubs - Paul Webber** (*attachment*)

Tour Operator asked participants to do a report for them.

**Tenth Mountain Division** – Mike Sanford

Contacted Mike asking him to let us know who they are, and what they have done for skiing industry. Currently they are in Afghanistan since 2001. They are having trouble recruiting, and would like all councils to spread the word. Mike has copies of their newsletter, “Blizzard”. He encourages everyone to pick up a copy and to visit the website to see if there are any chapters nearby, they would love to be invited to a club/council event.

**Breakout Sessions and Reports**

**Council Protocol on the Bidding Process: Casey Leach**

**Short Lists:**

- ☞ It is the Council's responsibility to inform the bidding resorts of what is expected from them. This includes sending an RFP to the Resort even if a tour operator is involved. If an RFP cannot be sent directly to the resort for whatever reason, the council should at least provide the resort with pertinent information such as preferred dates, which TO's are bidding, any deadlines, resort needs – race course, picnic, comps, etc.
- ☞ Councils should provide resorts with their “rules” (for lack of a better word) or “how to” become eligible for the short-list or submit a bid. (We talked about having this list posted on the council's website)

**Working with Tour Operators:**

- ☞ It is the Resort's responsibility to inform a council of any tour operator's “bad behavior” when working with them on a bid. This includes the tour operator performing in an honest manner, requesting information from the resort in a timely manner, etc.

**Timeliness:**

- ☞ Timeliness should be considered from all sides. It is the council's responsibility to send out RFP's with enough time for the resorts and/or tour operators to complete them. Tour Operators should request information from the resorts in a timely fashion. Resorts should provide

information to the council and/or tour operators by the stated deadline.

**Concessions (*further discussion should be had on this topic*):**

- ⌘ Resorts can make recommendations to councils on how to make their RFP's "leaner". This will provide an opportunity for both the councils and the resorts to save money. Do council officers *really* need to do a site visit prior to the trip if it is a Resort they are familiar with? Should air be included? These are just some of the items that were brought up.

**Deposit / Cancellation / Attrition Policies:**

- ⌘ It is okay if a resort cannot accept the council's deposit, cancellation, or attrition schedules. However, the resort should give an explanation in their bid as to why the schedule does not work for them. There should be OPEN COMMUNICATION between the resort and the council.

**Final Decisions:**

- ⌘ It is the council's responsibility to inform the bidding resorts of their final decision. Whether a specific resort wins the bid or not, they want to hear what the final answer is.
- ⌘ Resorts like to ask the question "why?" if they did not win the bid. While there may be no real clear or definite answer, councils should share the information that they do know regarding the decision for or against a particular resort. This will help the resorts not only in submitting future bids, but when communicating with their company as to why a decision was made and what they can do to either address a problem or enhance the things they already do well.
- ⌘ Resorts should be open and respectful to the council's decision. Again, OPEN COMMUNICATION is stressed here – questions are good!

**How to Increase and Succeed with Building Membership: Peggy Montgomery (*outline attached*)**

**Streamline and Modify the Council RFP's: Mike Sanford**

The NSCF developed common form for RFP's. It is currently posted on the Federation website in both an editable (Excel) format. Neither the clubs or councils are using the RFP form developed by the NSCF RFP Committee.

Upon review of the form developed, it was discussed that either the form is too long and intimidating or some councils refuse to utilize the form because they have their own and think it better for their purposes.

An alternate form was also presented that basically performed similar to the NSCF developed form but has not been offered up for use by the developing club/council. Lastly, it was discussed that the form developed was intended to make RFP's more easily understood, consistent and error free. It was jointly developed by both council reps and industry reps.

It was noted that the NSCF form was editable to shorten its length and could be tailored to specific uses.

When surveyed, many council reps indicated they were using the template (edited as desired) in submitting RFP's to trip providers or resort reps.

The conclusion was to leave the template as is and increase communication efforts from councils down to clubs that the form is available and to encourage its utilization.

Joe thanked the industry for their participation.

**Dinner** was a Western BBQ at Base Camp Bar & Grille preceded by Mountain Beach Olympics at the Friday Afternoon Club.

**Saturday, September 18, 2010**

**Socially Enabled and Tech Savvy Social Media Technology: How to Grow and Market your Club** – Sheri Parshall and Michelle Moskowitz (*presentations attached*)

**IRS Issues: How to structure your club or council as a 501c6,c7 or c3. Is your club/council in jeopardy of losing their exempt status? Are you aware of the current IRS filing regulations?** – Dawn Petermann-Harris (*presentation attached*)

**Learn to Ski and Snowboard Month** – Elaine Cobos (*presentation attached*)

**The Ski Channel** – Savannah Cowley

Savannah went over the goals of the Ski Channel's first movie production and promotions. She had available forms for anyone interested in hosting a premier event, and showed a clip of the movie "The Story". She asked anyone whose councils or clubs in their councils to please contact her for more information.

**Lunch** – was catered by the Brothers Grille in the Silvertree Hotel followed by a site inspection of the hotel and Snowmass Conference Center.

**Charitable Activities** – Dennis Heffley

Following are some of the programs that the councils/clubs are involved in:

- |  |   |
|--|---|
| -Disabled Sports Programs              | -Wounded Warrior Program                  |
| -Battered Women's Shelter              | -Toys for Tots                            |
| -Various Ski Museums                   | -Special Olympics                         |
| -Various Scholarship Programs          | -Relay for Life                           |
| -Donated Ski Clothes to various groups | -Susan B. Komen                           |
| -Animal Shelters                       | -Food Drives                              |
| -Highway Cleanup                       | -Teddy Bear drive for Children's Hospital |
| -any Community Service Program         | -Habitat for Humanity                     |
| -PA Ski Hall of Fame                   | -PBS Telethons                            |
| -Hospices                              | -host events for the elderly              |

- Staff University Ski Sway
- Brain Injury Association, MS, Cancer, etc
- Disabled Vets winter sports program
- various shoebox ministries
- Various Ski Days or donation of equipment for Underprivileged Children Programs
- Silent Auctions on Ski Week and let resort pick organization funds go to and many more
- Build Bikes for Kids
- Thanksgiving Baskets
- Blind Skiers Program

This concluded the presentation portion of the meeting.