



## NATIONAL SKI COUNCIL FEDERATION 2012 ANNUAL MEETING

The annual meeting of the National Ski Council Federation was held in Telluride, Colorado on August 22-26, 2012.

Council Delegates and Alternates present at the Annual Meeting:

| <b>Council</b>                           | <b>Delegate</b>   | <b>Second</b>          |
|--|-------------------|------------------------|
| 1. Arizona Ski Council                   | Carla Kramer      |                        |
| 2. Bay Area Snow Sports                  | Dennis Heffley    |                        |
| 3. Blue Ridge Ski Council                | William Schrodel  |                        |
| 4. Central Council of California         | <i>Absent</i>     |                        |
| 5. Chicago Metropolitan Ski Council      | Ray Piwowarczyk   | Michael Pogar          |
| 6. Cleveland Metro Ski Council           | Pam Korenewych    |                        |
| 7. Connecticut Ski Council               | George Krampetz   |                        |
| 8. Crescent Ski Council                  | Margaret Crum     |                        |
| 9. Eastern Inter-Club Ski League         | <i>Absent</i>     |                        |
| 10. Eastern Pennsylvania Ski Council     | Bob Smith         |                        |
| 11. Far West Ski Association             | Randy Lew         |                        |
| 12. Flatland Ski Association             | John Sieler       |                        |
| 13. Florida Ski Council                  | Clair Quenzler    |                        |
| 14. Intermountain Ski Council            | Michael Bouton    |                        |
| 15. Los Angeles Council of Ski Council   | Norbert Knapp     |                        |
| 16. Metropolitan Detroit Ski Council     | John Strasko Jr   | Ron Chester Glowzinski |
| 17. Metropolitan Milwaukee Ski Council   | Mark Harris       |                        |
| 18. Metro New York Ski Council           | Michael Calderone | Bill Leseur            |
| 19. Midwest Sport/Ski Council            | Sally Hed         |                        |
| 20. National Brotherhood of Skiers       | Cassandra Johnson |                        |
| 21. New Jersey Ski and Snowboard Council | Susan Donlan      |                        |
| 22. New Mexico Ski Council               | <i>Absent</i>     |                        |
| 23. New York Capital Ski Council         | <i>Absent</i>     |                        |
| 24. Northwest Ski Club Council           | Mary Olhausen     |                        |
| 25. Ohio Valley Ski Council              | Juli Brace        |                        |
| 26. Orange Council of Ski Clubs          | <b>ABSENT</b>     |                        |
| 27. San Diego Ski Council                | Eileen Sanford    |                        |
| 28. Sierra Ski Council                   | Jo Simpson        |                        |
| 29. Texas Ski Council                    | Tere Mayne Ayson  |                        |
| 30. Western Pennsylvania Ski Council     | Walt R. Prest Jr  |                        |

Officers and Committee Chairs present:

|                |                |
|----------------|----------------|
| President      | Joe Harvis     |
| Vice President | Dennis Heffley |
| Treasurer      | Dawn Petermann |
| Secretary      | Lisa Beregi    |
| Past President | Mark Harris    |

|                       |                              |
|-----------------------|------------------------------|
| Agenda                | Dennis Heffley               |
| Bylaws                | Cheryl Mann                  |
| International Meeting | Mark Harris                  |
| Meeting Planning/RFP  | Dennis Heffley               |
| Membership            | Lydia Hill                   |
| Member Services       | Linda Scott                  |
| Public Affairs        | Jo Simpson                   |
| Regional Reps         | Michelle Moskowitz (Eastern) |
|                       | Mark Harris (Central)        |
| Resource Center       | Michelle Moskowitz           |
| Website               | Michelle Moskowitz           |

Industry:

|                                |                           |
|--------------------------------|---------------------------|
| Aspen Skiing Co                | Mary Manning              |
| Copper Mountain                | Noni Love                 |
| <del>Grand Sierra Resort</del> | <del>Kerri Countess</del> |
| National Ski Club Newsletter   | Bob Wilbanks              |
| PRW Group                      | Paul Webber               |
| RentSkis.com                   | Tapio Niskanen            |
| Ski.com                        | Gloria Saiya-Woods        |
| Snowbasin Resort               | Kim Smith                 |
| Sports America                 | Michael Hibbard           |
| Steamboat Ski & Resort         | Traci Allen               |
| Steamboat Ski & Resort         | Carter Allen              |
| Telluride Ski Resort           | Patrick Rothe             |
| Telluride Ski Resort           | Charity Banker            |
| Telluride Ski Resort           | Oulli Durham              |
| Vail Resorts                   | Todd Strickland           |
| Whistler Blackcomb             | Ondrea Ross               |
| Winter Park Resort             | Brad Carothers            |
| Winter Ski & Sport             | Karl Winter               |

President Joe Harvis welcomed the annual meeting of the Federation to order at 8:04 a.m. on Friday August 24, 2012.

**Introductions:**

Everyone was instructed to pair up briefly to find out two things about their partner. The Federation Members and Industry Partners in attendance introduced each other.

**Orientation of NSCF** - Paul Webber (*presentations attached*)

Paul gave a synopsis of the history of the Federation from the creation of an idea in 1995 to the present.

A second presentation went over what the Federation is and should be.

**Keynote Speaker** – Johnnie Stevens, previous COO of Telluride

Patrick Rothe introduced the Keynote speaker, Johnnie Stevens, who is a native of Telluride and was the second employee of the resort. He is the past COO of Telluride Ski and Golf Resort.

Johnnie spoke about the history of Telluride from his perspective and the impact of travel. Transportation has always been difficult to get across the nation. Reading assignment: “Nothing Like it in the World” by Steve Ambrose. You will learn from this book how the government set up competition by building the railroads so people could move across the US. Telluride had the miners arrive in the 1870’s after the railroad was completed. In 1891 the railroad came to Telluride and was the first town to have AC electricity. Telluride was fortunate to have multiple ores and mining was good through World War II. During the 1960’s it was considered a great idea if they could build a ski resort.

The first year, 1971, all they could do was run ski cat tours. The ski “resort” started in 1972 and the mining town didn’t want to have trails cut on the front of the mountain. The dream of a great ski resort of course was tainted by transportation and getting here. Johnnie shared stories of the evolution of a “world class” ski resort and the challenges that come with it. Building the airport was only passed by 6 or 7 votes, but if it hadn’t been passed, and Montrose didn’t have an airport, he is not sure the ski resort would have made it. Today we still have many challenges as all ski enthusiasts know with air travel.

Keys to Telluride today are the beauty of the San Juan Mountains, the exclusivity of the area and the uniqueness in how the trails had to be cut. The fourth component was the unique opportunity to set aside from other resorts with a gondola between the Mountain Village and town. This process started in 1980. The fifth thing to help the resort was in 1979 the community and ski resort put together a development plan.

Johnnie feels that where the ski industry needs to come together is the air guarantee. A funding source so that there is clout with the airlines to come to the ski destinations.

At some point celebrities and corporate CEOs found out about Telluride and that helped make it known. Most of them have told Johnnie they came to Telluride because they wanted to be in the mountains but didn’t want the Aspen atmosphere, and like the community. The early advertisements for Telluride actually hurt the resort because everyone thought it was too hard to ski.

Up until 1971 Telluride was all ranchers and miners, where there were no excuses. You got paid for the work you did that day. The ski resort was full of excuses, not the historic work ethic of the area. In comparison to the mining days and how hard they worked, the risk of injury and risk of death from injury, the ski resort has changed for the better the medical environment and health care available today.

Eighty to ninety percent of the runs in Prospect Basin were named from things related to mining. Councils coming to Telluride have always been a very important part of their business.

**State of The Snow Sport Industry** – Dave Ingemie, Snowsports Industries of America  
(*presentation previously emailed*)

Dave presented the trends and state of the industry from last year's data.

**Lunch** was held at The Peaks and was sponsored by Telluride Ski Resort.

**Panel Discussions**

**“Post Trip Surveys” How They Benefit Councils, Clubs, Trip Leaders and our Industry Partners** (*Florida Ski Council examples attached*)

Panel: Michelle Moskowitz (Florida), Cheryl Mann (Texas), Mark Harris (Metro Milwaukee), and Gloria Saiya Woods (Ski.com)

Mark Harris - Sitzmark Ski Club: Have a follow up of where participants want to go in the future. Biggest challenge is continuity in trip leaders. Need a format and pass it on to the next, not reinvent the wheel which each new trip leader. Do bus trips where can get info on the ride home. The western trips have to be surveyed in a different manner. Questions on survey: what did you like, what could we do better, and where do you want to go next year.

*Questions:* Do you leave blank where to go or give a choice to pick from? Varies dependent on how trip leader wants to put survey together.

Michelle Moskowitz- Florida Ski Council: Identified three basic components of a trip: camaraderie, convenience and value. Council wanted to know how they were doing so they developed a survey given to trip leader on trip with self-addressed envelope to send back to Michelle. Tabulated results and the most important factor differed depending on the type of trip. Took quotes from the surveys and put on website to help sell future trips. The three components are the councils “words” not the individuals’ terms.

Cheryl Mann – Texas Ski Council: They do a marketing survey for club and council trips. They are asked to respond to number of skier days (lift tickets), where they went, etc. Results are sent to the industry. Chart is made based on projected revenue spent on air, lodging and lifts so industry can see what impact is being made by Texas. It also shows the council where the clubs are going.

*Questions/Comments:* Florida tried the survey several years ago, and the numbers made a big impact on the clubs when they saw what their financial impact on the industry is.

Do you look at food and optional activities? Yes.

Gloria Saiya Woods –Ski.com: Send post trip surveys to trip leaders with final documents so they can do paper or electronic. As tour operator it is important to rate the group sales agent, flights, lodging, etc. from the group leaders and participants. They do their own surveys and compare the participants’ ratings to their rating of the different components. Can also see what business did to various areas as well as where group wants to go next year.

*Questions:* What is your return percentage on surveys and do you share with resorts? About 70% and yes they are shared with resort partners.

Do you rate yourself? Yes we do.

## **How a Ski Trip Destination Markets an Incoming Ski Group to Local Businesses and How Everyone Benefits From This Being Done**

Panel: Cassandra Johnson (NBS), Mary Manning (Aspen/Snowmass), Todd Strickland (Vail) and Patrick Rothe (Telluride)

Cassandra Johnson –NBS: Take 500-1000 on a trip. Some things have done on trips is market on their website as well as the resorts website. On site have signage so others know you are there. Work with director of PR, Marketing or local chamber to get support of the whole town. NBS has a director of PR and start sending our press releases about the trip. Often media/newspaper coverage when arrive to resort and can be used for the council. Have a council night at a retail store in the resort where they put out wine and cheese and offer a discount, they do well by purchases made that night. Make your presence known at the resorts.

*Questions:* Was the retail event at home or at the resort? At the resort.

On the average what percent discount do you get? Usually 20-30%.

Can you talk more about your sponsors? Have partnered with Diageo as a corporate sponsor and they sponsor après event during big events. Now have sponsorship with REI.

Patrick Rothe - Telluride Resort: We do not own lodging, but do own restaurants on the mountain and can offer discounts for food. Can offer discounts on activities like pub crawls and get the pubs to do discounts. Do not have a retail association, so have to go to each store and ask for discounts. Same with restaurants. Both stores and restaurants are willing to participate usually offer 10-15% off and put signs in their windows welcoming the council. Always offer discounted ski school, and non-ski options (dog sledding, snowmobiling, etc.) in area at discount. Can provide flyers to help market trips.

Mary Manning – Snowmass: Do discounts for clubs and councils. Town gets a list together of what discounts by restaurants and retailers are being offered and send out in advance of arrival. In Aspen they go to the chamber to get a list of discounts. Banners sometimes and put on bridge.

Todd Strickland – Vail Resorts: Same type offers as Telluride and Aspen/Snowmass for the councils. Town is as excited when council is coming. Go to the chamber and get lists of those participating. We offer sponsorship and marketing to support a trip, do not hesitate to ask.

*Questions:* Do you require any kind of identification? Council credentials usually what used.

-Do the councils need to put discounts in the RFP? Vail does it automatically for councils and clubs, Telluride does for councils. NBS suggests that you do add it in your RFP.

-Tour Operators have ability to get some discounts at the club levels.

-If resort can give council something to take home for marketing – media, paper article or banner.

-Clubs can do day trips and try combing a few clubs for a larger group and better discounts.

-As we become more creative on advertising events, do we need rights and permission for images used in the advertising? Aspen – on all websites have a media link or go to sales people to use which images. If you are coming you can use free of charge. Pictures a resort allows you to use already has permission of photographer as well as individual if needed. Vail actually has a contract when gives you pictures for promotional use.

-In most of North America you can publish a picture taken of skiers, you do not have to have permission of the subject. In Canada if you can see the face you have to have permission.

**Overview of Accomplishments** - Joe Harvis (*President's report attached*)

Joe went over the accomplishments of the last year. We currently are made up of 30 councils, approximately 630 clubs and 300,000 members.

Dennis addressed changes made to the RFP as we annually try to improve it so the meeting is a good experience for the participants as well as an opportunity for the resorts to showcase their area.

**Industry Forum: "Marketing Approaches Utilizing Social Media"** What our clubs and councils should have knowledge of that our Industry Partners are doing on the internet – Karl Winter and Ondrea Ross (*presentation attached*)

-Trip Advisor: use and write reviews

-Twitter: Tweet often

-Facebook: Monitor at least once a week. Good way to get younger member involved or someone that is always on.

-Pinterest: All images all the time. Make a board of your council trips. Comes from Facebook and Twitter. You put in a subject and it pulls up all images posted on Facebook or Twitter by any entity. You can then take the pictures you like and pin them on your page or board.

**Airline Issues "How Do We All Win?"** – Scott Steward, Telluride Regional Air Representative (*presentation attached*)

Scott reviewed how and why the airline industry is what it is and how to make it work for you and your groups.

*Questions:* Any suggestions when airlines cancel flights and leave travelers with higher fares? Unfortunately do not work for airlines, each handles differently and is not a good way to conduct business.

-Are lodging properties OK with non-traditional travel of Sat-Sat if you change week for flight costs? Yes.

-How do airlines determine fuel surcharges for domestic flights? Internationally there are usually charges for each stop, and they show up totaled as a fee for the flight. Domestic they do for each leg, but put it collectively into the price, not a separate line item like international travel.

How to not have big blocks driving prices up when bidding trips? Have all tour operators use your club/council's name for reservation so it does not look like multiple groups on same flights which may drive the cost up, but can tell it is bids for one group. Also put in your RFP that all lodging and air be dropped if tour operator does not win the bid.

**Dinner** was held at the Tomboy Tavern in the Mountain Village after a site visit at the Hotel Madeline.

**Saturday, August 25, 2012**

**Council and Club Records: How Are They Archived, Maintained & Made Available to Officers and or Members** – Pam Korenewych (*presentation attached*)

Pam posed the question to the members “How are your council’s records kept?”. Each council briefly explained what they are doing.

- What do you do with records that were in a closed board meeting?
- Check with your state on regulations for length of storage.

**Workshop: Marketing Your Club To The Internet Age** - Sally Hed (*presentation and guidebook attached*)

Sally presented how to market your club and move the marketing into the future with the internet. After her presentation she provided each council with a guidebook to work through how to market themselves.

*Comments*:-still old fashion, but be active in the community for visibility

- join your local chamber
- have a club greeter at meetings, events
- set up correct expectations so as not to be disappointed – they get what they paid for
- the more you do that promotes fellowship, the more they will stay involved and start offering to lead events/programs
- use QR codes - smart phone allows you to link directly from the QR code to the website
- look at financial expense for ads versus what you will get out of it
- don’t send too many emails, people will read mail before tons of emails. Use postcards, people look at both sides before they throw it away, and is more eco-friendly than envelopes and paper.
- thirty something club within the club
- offer other options: golf, tennis, etc. so various interests in club
- have co-leader that is younger for events
- go to the colleges, get an intern from marketing to help market your club, do newsletter and website
- ask for the sale, have members to ask if new person has joined

**Break Out Session on How To Work Within Various Internet Social Tools Such as:**

Meet Up – Sally Hed

Meet Up is a site for activity clubs. Best thing about it is a calendar to post your events and they send reminders for you about the event. Notices go out not only to members, but to geographic members. Suggest the council sets up the site and have assistant organizers from each club to post to one calendar. Members are free, an organizer cost is \$144 per year for up to three clubs.

Facebook - Linda Scott (*presentation attached*)

Are you faceless or fantastic? Walked through setting up an account and how to upload various items. Facebook is a club, load pictures, trip flyers, create buzz to get others to comment. More hits you have the site moves up on the Google search.

Constant Contact – Cassandra Johnson

Constant Contact is used for email marketing. This is a more professional way of communication with email list. You can brand from your website. It has social media and share ability. Can build a mailing list. Others can join your list and then they too get your emails about events. Not for profit organizations have discounted fees. There are other similar sites, but have good customer support and most used. Simple to use and can be personalized.

How Can We Work Together? – Dave Ingemie (SIA), Troy Hawks (NSAA) and Tom Gately (SMC) (*presentation attached*)

Dave presented surveys from resorts, retailers and ski clubs were combined to look at what is being done, and how we can improve our relationships to promote and grow the ski industry.

Troy shared data on successful Learn To Ski and Snowboard Month programs as well as this years Bring A Friend Challenge.

Tom explained what buying groups are how they associate with us as the behind the scenes of our local specialty shops.

Dave will develop a presentation that will be posted to the website and more condensed than the presentations this weekend. SIA will put all clubs on the website and promote to the retailers within a set radius. He also wants to work with the councils so they can disseminate the information to the clubs.

Lunch – was provided by Telluride Ski Resort at the The Peaks.

This concluded the presentation portion of the meeting.