



## NATIONAL SKI COUNCIL FEDERATION 2014 ANNUAL MEETING

The annual meeting of the National Ski Council Federation was held at the Westgate Resort Park City on September 17-21, 2014.

Council Delegates and Alternates present at the Annual Meeting:

<b>Council</b>	<b>Delegate</b>	<b>Second</b>
1. Arizona Ski Council	James Nachbar	
2. Bay Area Snow Sports	Dennis Heffley	
3. Blue Ridge Ski Council	<i>Absent</i>	
4. Central Council of California	<i>Absent</i>	
5. Chicago Metropolitan Ski Council	Ray Piwowarczyk	
6. Cleveland Metro Ski Council	Gregory Schmid	
7. Connecticut Ski Council	Greta Stifel	
8. Crescent Ski Council	Pat Harvey	Margaret Crum
9. Eastern Inter-Club Ski League	<i>Absent</i>	
10. Eastern Pennsylvania Ski Council	Lydia Hill	
11. Far West Ski Association	Linda Scott	William Shadbolt
12. Flatland Ski Association	John Sieler	
13. Florida Ski Council	Clair Quenzler	
14. Intermountain Ski Council	<i>Absent</i>	
15. Los Angeles Council of Ski Council	Sandra Knapp	Norbert Knapp
16. Metropolitan Detroit Ski Council	Ron Glowzinski	
17. Metropolitan Milwaukee Ski Council	Dawn Petterman	
18. Metro New York Ski Council	Michael Calderone	
19. Midwest Sport/Ski Council	Jerry Schuster	
20. National Brotherhood of Skiers	Jane Gutierrez	
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	Steve Coxen	
25. Ohio Valley Ski Council	Juli Brace	
26. Orange Council of Ski Clubs	George Kish	
27. San Diego Ski Council	Thompson Bundgard	
28. Sierra Ski Council	Jo Simpson	
29. Texas Ski Council	Camille LaRoe	
30. Western Pennsylvania Ski Council	Walt R. Prest Jr	

Officers and Committee Chairs present:

President	Joe Harvis
Vice President	Dennis Heffley
Treasurer	Cheryl Mann
Secretary	Lisa Beregi

Agenda	Dennis Heffley
Audit	Michael Pogar
Meeting Planning/RFP	Dennis Heffley
Membership	Lydia Hill
Member Services	Joe Harvis
Public Affairs	Jo Simpson
Regional Reps	Michelle Moskowitz (Eastern)
	Dennis Hefley (Western)
Registrar	Dawn Petermann
Resource Center	Michelle Moskowitz
Website	Michelle Moskowitz

Industry:

Aspen Skiing Co	Mary Manning
Grand Targhee Resort	Will Frohlich
National Ski Club Newsletter	Bob Wilbanks
Park City Peaks Hotel	Kim Page
PRW Group	Paul Webber
RentSkis.com	Tapio Niskanen
Mammoth Mountain Resort	Nicolas Barrancos
Mammoth Mountain Resort	Laura Kennedy
Ski.com	Gloria Woods
Snowtours	Robert Rosensteel
Sports America Tours	Mike Hibbard
Steamboat Ski & Resort	Larry Young
Steamboat Ski & Resort	Alyssa Cartmill
Telluride Ski Resort	Patrick Rothe
Vail Resorts	Andrew Kwang
Vail Resorts	Ryan Dohnal
Wasatch Adventure Guides	Matt Mravetz
Winter Park Resort	Jamie Brooks
Winter Ski and Sport	Karl Winter

President Joe Harvis welcomed the annual meeting of the Federation to order at 8:13 a.m. on Friday September 19, 2014.

**Introductions:**

Going around the room, everyone introduced themselves and what council/industry they represent.

**Orientation of NSCF** - Joe Harvis (*presentation attached*)

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

**Keynote Speaker** – Deedee Corradini, President Women’s Ski Jumping USA (*introduction and notes attached*)

Joe introduced Deedee as the President of the Women’s Ski Jumping and past mayor of Park City.

Deedee showed a clip on the Women’s Ski Jumping that showcased the team.

To give an example of what flying is, Deedee explained that when they take off the end ramp, they go the distance of about one and a half football fields at 65 miles per hour.

Deedee wanted to discuss today, where we have been, what we are doing and where we are going. Women’s Ski Jumping USA started in 2004. Lindsey Vann and Jessica Jarome were the forerunners for the men’s 2002 USA Men’s team. This fueled the athletes and parents with forming a foundation to help raise money for the Women to have a team. They came to Deedee for help and she was immediately convinced it was pure discrimination. The first goal was to go to FIS and let the women have a world championship in 2009, and then the Olympics in 2010. There were no women on the FIS or world champion organizations and were voted down 9:7. They lobbied and finally embarrassed FIS into voting unanimously to have a championship, and would talk to the Olympic committee. The international Olympic committee turned them down three times for the Vancouver Olympics in 2010. They went to Canadian teams, contacted Canadian lawyers, and filed a lawsuit against Vancouver Olympic Planning Committee to allow women if they are allowing men. The toughest part was convincing the young athletes to be the ones to file the lawsuit. Lindsey and Jessica took the chance with other nations making 15 women that filed the suit and after a five day trial won two of the three points. It then went to the Court of Appeals and Supreme Court of Canada which did not take the case, so the fight was lost to be in the 2010 Olympics.

The world championship was held in 2009 and Lindsey Vann won the first title. USA won the world title in 2012 and 2013. The hope then came to be allowed in the 2014 Olympics, and the IOC did vote to allow Women’s Jumping in Sochi. Even though they didn’t medal, it was a victory for all the women who got to jump.

Where are we now? It is now time to regroup after an Olympics, some financing has disappeared, so they are looking for funding. The athletes are conditioning and preparing for the world championships in Sweden in February. They had to hire a new coach and a new executive director. The USSA has a new CEO who is excited about Women’s jumping, but most of the USSA money is going toward the newer extreme sports. They already are thinking about the 2018 Olympics, and have joined with the men jumping and Nordic combined to hire a development director. We have to bring up the next generation, and formed the Fly Girls.

Where are we going? We’d like to stay the top team of the world, but other countries are pouring money into Women’s Jumping. The USA team gets nothing from the government. The expectation is it will take a budget of one million by 2016 to be ready for 2018 Olympics. They need equality. The women have one hill event, but not large hill or team event like the men. FIS at this time doesn’t want to give it to the women. There is talk about a mix team event for the 2018 Olympics. Need more competitions over the world for the women. Olympic park got women into the Olympics, but USA has not hosted a world cup yet, so they are trying to get one by 2016. Need more continental cups to get more into the sport. By using the Fly Girls and social media, they hope to be

inspirational to young girls all over the country. Unfortunately, it is still a women's rights issue, but we are very proud and pleased at how far we've come.

Website is [www.wsjusa.com](http://www.wsjusa.com) and would appreciate any donations, and see the movie on iTunes and Netflix "Ready to Fly". The individual athletes are trying to raise funds for themselves, donations can be made to them at [www.rallyme.com](http://www.rallyme.com).

Lindsey Vann joined Deedee and compares ski jumping to putting your hand out the window of a car at 60 miles per hour and move it up and down. Jumping doesn't feel like falling, but flying, and any little move of arm or hand will influence the movement. She also talked about coaching the best eight young girls on the Fly Girls team, so that we have a pipeline for the future, as once you get past high school there is no competitions for jumpers.

#### Q&A

-If we have anyone interested in our areas, how can they get involved? Have them go to an area that has a ski jump. Most facilities that have ski jumps have a program for kids to learn.

-How do you progress? Start at a 5 meter hill and work up. It takes about 5-6 years to get to Olympic size hills

-When did you start? At seven, and most start between 5-6 years old. You have to get them in early, because fear develops after about 6 years old.

-How did you injure your leg? Right after the Olympics blew out my knee on the second jump in Romania. Has taking until now to really heal.

-Do you have corporate sponsors? Yes. VISA came on early, so we are called the VISA Women's Ski Jumping Team. What we need are sponsors around the \$300,000 range. NIKE is official training gear sponsor.

-Are there any chance of state/government grants? We don't get any, and don't really see it as an opportunity.

-Have you used social media for fundraising? We do have some opportunities and are trying them out.

#### **Review of SWOT Analysis** – Mary Manning/Andrew Kwang (*attachment*)

-Did anyone take back to your council and implement at council, and did it go down to the club level? Some did.

-Did the Federation do a SWOT analysis?

-Put together an example that all may not apply to everyone, but is a good tool for each club and council to help determine what their "business" is, where they are and what they need to be doing.

-A weakness is there to recognize and what to work on a solution so you can move past. They can move into opportunities.

-Set up committees and give individuals recognition, get them involved and keep them involved.

-Lead by example: have leaders engage potential new members, think outside the box, attack weakness and make them strengths.

-Utilize social media and attract younger techno population

-Have council website that clubs can tag onto to have their own sites

-Has been found that although the younger people are into technology, they do like personal contact.

-Use e-blasts, electronic newsletters, or hard mail, whatever works with your group. E-blasts need to be short and to the point, not lengthy.

- Have younger members on a youth ambassador board.
- The purpose of NSCF is to get information, share ideas and take it back to your clubs.
- It is a lot of hard work. What's motivating the clubs. Council can share, but needs to get feedback from clubs to share. This is to help the clubs, but what they are doing is what helps the industry better understand what is working and what they may be able to do.
- Federation has conference call line and Go To Meeting available for all councils to use.
- Should be showing examples of success from this information. Example: club in Chicago kept new images on website, and is most viewed page on website.
- Can't be "exclusive" but inclusive if looking for new members. Information has to be available to people looking at your site to be interested, not password protected.
- Live in a real virtual world, skype into a meeting with mountain reps.
- Key is to understand what a threat is. You may not be able to control, but how can you work around it.
- Joe challenged all councils to take back to clubs and bring back.

**Air: How it impacts groups sizes and how to make the best of it** – Mike Hibbard (*presentation and airline cancellation policies attached*)

- What would be in the multi bid proposal? We'd be asking the airlines that instead of saying sorry to the B,C,D tour operator on air pricing, all tour operators would be given the same price and the winning tour operator would get the price and seats.
- It has worked in the past with Northwest, and would be great.
- There is a third party, the tour operators that can control their behavior. If you don't need it, give it back earlier.
- Another option is not to bid air on initial RFP. Most clubs/councils want to see the whole picture in pricing.

**FAMS: Ethics, Qualifications and Expectations** – Paul Webber (*presentation and survey attached*)

Ethics

- it is work to attend a FAM, it is not a vacation, or a reward
- it is a privilege, not a right
- are you going to bring group there in next 2-3 years
- don't ask rates, not what you're going to get priced from tour op after site visit
- show up – see folks not show up, show up late, it is unprofessional
- having phones on, being on the phone
- it is business, do not take advantage
- host needs to have an agenda
- bad behavior, don't meet expectations, will blackball

Qualify

- keep fresh, not same person over and over
- have to have at least 25 on trips, a decision maker, and attend all FAM functions
- surgical approach, A list, B list with expectation of 12 on FAM, 8 will take trip within 2 years
- put cost on FAM that goes back to club if book trip in first year = you are invested
- MTS = someone returning to office, resort can comb through list for clubs that don't travel, invite goes to multiple people at club/council for one spot

### Expectations

- return trip within 2 years
- don't go because it's a FAM, go because you are interested in bringing a group back
- some OK within 3 years
- set out what the expectations are for the trip
- free time is ski time, not at expected events
- be professional with attire and attitude
- FAM survey – fill it out and make comments
- thank you notes post trip
- network, don't sit with roommate
- do showcase what is available for non-skiers

### Who does your Council Qualify?

- trip chair if available
- trip committee members and only if plan on going to destination in 2 years
- survey clubs on where planning to go over next 2-3 years to help look at where need FAM

**Lunch** was held at Westgate Resort, Park City

Guest Speaker Matt McClain talked about Climate Change and Protect Our Winters

### Q&A

- Have you created a synergy with EPA and have them on your board? Yes. Also have a corporate group working with us. They are now working on an alliance with scientist for another component to the program.
- Will you be at the Climate Change walk in New York - yes they will be part of the march, taking over 100 people and athletes.
- Are you networking with wine industry? Yes with some wine companies, but not a large outreach, because want to keep it within the snow sports industry. The wine industry does their own incentives.

### Detailing an RFP to meet your councils needs – Breakout into two groups

*(notes from both groups attached)*

### Budgets: how they impact attendance at ski shows, sponsorship, council events, etc. – Patrick

Rothe and Nicolas Barrancos *(presentation attached)*

- FAMS/site visits
- council ski shows/travel
- ski council/club advertising
- sponsorship for councils/clubs
- how is typical trip revenue distributed: will take into consideration income to determine how much will spend to get that business. It is not always a simple single financial decision, as there may be a long term relationship.
- NSCF meeting – a network and learning trip
- swag
- industry reps are fighting for the councils/clubs with their resorts to budget funds for them
- each department is working under their own budget, which makes it difficult at times (F&B, rentals,

lodging)

-sales has to show a lot of income on mountain in food and beverage that can't be seen/tracked, but it is value

**Development of Grass Roots Skiing/Boarding at Resorts and how to interface with local clubs/councils** – Larry Young and Alyssa Cartmill (*presentation attached*)

-most people learn to ski at local small resorts

-councils/clubs need to get involved in local market

-what do you do for never-ever? Some northeast areas are offering 5 day beginner package you get to keep the skis. At least 3 day programs would be great for beginners – suggest to include in RFPs. Promote never-ever even if a skier so they can learn to snowboard. Juniors ski free with adult ticket, some resorts do.

-around \$100/day is reasonable for out west never-ever lift, lesson, and rental

-resort ads tend to be geared toward extreme, not youth and never-evers, yet most of interest comes from youth wanting to do that extreme

-feeder resorts: get them interested in skiing and they will then want to go to the bigger resorts, using them to develop new skiers

-do offer discounted lessons in most ski week packages

-how many councils/clubs do scholarships to get youth interested in snowsports

**Dinner** was held at the Jupiter Bowl in Park City

**Saturday, September 20, 2014**

**How to Select a Tour Operator(TO)/Success & Challenges of Using One**

-Chicago: the TO is a member of the council (\$75), bids are competitive and blinded, VP trips reviews bids and prepares spreadsheet to the committee

-Thunderbirds: 6 trips go to 2-4 TO, the board reviews and talks to the TOs at Chicago show, put on bid sheet to pick

-Florida: just started using TOs, have picked 4 because our clubs have used them

-Orange: first by reputation, knowledge and past experience

-Crescent: have to attend two consecutive conventions to be eligible to bid council trip

-Utilize NSCF to share experiences

-Western PA: have had all successful experiences, sometimes you get lucky

-Contracts: Texas basic trip, clubs lodging, Crescent whole trip, Florida each club,

-Eastern PA: will try someone new to see what they can do from their attendance at NSCF

**Challenges**

-with European trips, need contact!!

-Ohio Valley: had heard good things and they went belly up right before trip,

-Flatlands: TO to Egypt changed price at last minute

-New Jersey: reputation and knowing TO has your back = can handle bad situations on the spot

## **Boot Technology** – Mike Whitaker (*presentation attached*)

Mike is a skier for both Nordica and Bollé.

Mike shared boot technology starting with the standard boot that came into play in the 1980's. Skiing all begins in the foot and the boot.

Boot Anatomy – Mike went through the anatomy of the boot and the importance of each part of the boot. Complete anatomic adaptability is the buzz in boots including molding the boot.

The walk and ride feature is now on many boots to allow the ability of back country skiing and walking around. Non-skid rubber soles also new addition to boot technology. Both of these features would not be desirable on a race boot, but for the other 98% are great enhancements. The advantage is only 3-5%.

Boot Flex and the many features that allow flex were discussed. Mike also talked about the various foot bed options, but highly recommends replacing the liner of any level boot. New and a great plus to boot development is replaceable liners.

## Q&A

-Do they still shim boots? Yes = orthotics, have them built first

## **Structure of Councils: Revenue Sources, Operations, Sustainability & How do you help your clubs?**

Composition of Council Board/Leadership Team?

-Ohio Valley: Pres, VP, Tres, Sec, Race, Trip International, Trip Domestic

\*approx. 3,000 members

-National Brotherhood: Board: Exec Pres, VP, Tres, Sec, Committees=many, have 4 regions that all have their own Board, and the Presidents of their clubs are on the board

\*in past had weekend meetings, now using Go To Meeting, difficult with 70+ online

\*how often meet? This year haven't met since February

\*how get volunteers? It is difficult, elected new board member and have given each a task

\*how do you raise operational funds? Do not charge dues, have a surcharge on every event (usually 10% cost of event) and earmark event for who is hosting it.

-Memberships? Some have dues to join a council, others have annual dues.

\*Cleveland: use to have flat \$75 plus \$0.50 per member over 100, now have \$0.80 per member.

-Reciprocity between Councils on trips? Western PA allows this. Insurance states to be covered need to be a member so can do so with a small fee to be temporary member. Florida allows, have been audited by state, so they add \$1 per each trip if from another club. When apply for non-profit status, you state a purpose, so as long as in bylaws and accepted by IRS it should not be an issue.

-How raising funds?

\*Conneticut does a Snow Ball, each ski club solicits donations to be raffled at the ball and



- then are interviewed to determine a king and queen
- \*Metro NY: add \$1 to ski resort vouchers, and a guide book
  - \*Far West: Silent Auction at convention
  - \*Eastern PA: travel shows, combining with NJ so vendors can make and do two in one weekend
  - \*NJ: Travel Guard gives percentage of sales
  - \*NSCF has Travel Guard, and it is not limited to ski travel – have participants buy through them instead of Tour Operator so either club, council or federation gets something back
- How often meet? From monthly to 1-2 times per year.
  - Award board with recognition “going extra mile award” a small \$10 gift card, and put in newsletter
    - \*Recognition is biggest motivator
  - Adventure and Travel Expo put the show on all over the country, and they don’t really have ski industry, so as a council getting a booth at that show brings a lot of interest. An alternative for areas where this type show does is not available, is to participate in Health and Wellness shows.
  - Cancer prevention initiative: with brochure and small sunscreen gave out at base of local mountain and brought attention to club/council
  - Call one on one for volunteers, get better results than email request
  - President’s luncheon at council to introduce each other and give opportunity to network
  - Do you have business cards? Yes
  - Coordinate a ski for a cause with local mountains, to help the charity and council
  - Has anyone every advertised on Google, etc? No, and there are costs associated with clicks you get.

**Council Foundation: Benefits & How To Create One** – Camille LaRoe (*presentation attached*)

- Texas Youth Foundation stands on its own and was formed to help kids defer costs to learn to ski
- Vail worked hard to get started, and why the early years went to their resorts
- Does TSA make contributions? No.
- Adult only clubs have problems with no access to funds? No because the trips the foundation offered help with were known family trips.
- Any Powder Corporation mountain has the \$99 learn to ski package
- Far West Foundation supports Junior Racer, Disabled Sports and Women’s Jumping

**Lunch** – was provided by Grand Targhee Resort “Southwestern Buffet”

This concluded the presentation portion of the meeting.