



**NATIONAL SKI COUNCIL FEDERATION
2015 ANNUAL MEETING**

The annual meeting of the National Ski Council Federation was held at Lake Placid, NY on September 11-13, 2014.

Council Delegates and Alternates present at the Annual Meeting:

Council	Delegate	Second
1. Arizona Ski Council	<i>Absent</i>	
2. Bay Area Snow Sports	<i>Absent</i>	
3. Blue Ridge Ski Council	<i>Absent</i>	
4. Central Council of California	Gloria Raminha	
5. Chicago Metropolitan Ski Council	Mike Thomas	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	Clark Linehan	
10. Eastern Pennsylvania Ski Council	Dave Schoneker	
11. Far West Ski Association	Steve Coxen	
12. Flatland Ski Association	John Sieler	
13. Florida Ski Council	Phil Reed	
14. Intermountain Ski Council	<i>Absent</i>	
15. Los Angeles Council of Ski Council	Sandra Knapp	Jane Gutierrez
16. Metropolitan Detroit Ski Council	Marlena Stahl	
17. Metropolitan Milwaukee Ski Council	Dawn Petermann	
18. Metro New York Ski Council	Michael Calderone	
19. Midwest Sport/Ski Council	Jerry Schuster	
20. National Brotherhood of Skiers	Sophia Stampley	
21. New Jersey Ski and Snowboard Council	Susan Donlan	
23. New York Capital Ski Council	Ray Van Epps	
24. Northwest Ski Club Council	Sheri Parshall	William Shadbolt
25. Ohio Valley Ski Council	Juli Brace	
26. Orange Council of Ski Clubs	<i>Absent</i>	
27. San Diego Ski Council	Tom Bundgard	
28. Sierra Ski Council	Jo Simpson	
29. Texas Ski Council	Sandy Ellison	
30. Western Pennsylvania Ski Council	Walt R. Prest Jr	Mike Dziubkowski

Officers and Committee Chairs present:

President	Joe Harvis
Vice President	<i>Absent</i>
Treasurer	Cheryl Mann
Secretary	Lisa Beregi
Past President	Mark Harris

Audit	Susan Donlan
Bylaws	Cheryl Mann
International	Michael Calderone
Membership	Lydia Hill
Member Services	Joe Harvis
Public Affairs	Jo Simpson
Regional Reps	Michelle Moskowitz (Eastern)
Resource Center	Michelle Moskowitz
Website	Michelle Moskowitz

Industry:

Aspen Skiing Co	Mary Manning
Killington	Lee Cohen
Mammoth Mountain Resort	Stephen Remillard
Merit Travel	Linda Kroiss
National Ski Club Newsletter	Bob Wilbanks
Rentskis.com	Tapio Niskanen
Skigroup.net	Stephen Hall
Snowtours	Guido Papa
Steamboat Ski & Resort	April Bruder
Sun Peaks	Karen Weaver
Telluride Ski Resort	Patrick Rothe
Vail Resorts	Andrew Kwang

President Joe Harvis welcomed the annual meeting of the Federation to order at 8:08 a.m. on Friday September 11, 2015.

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 – Charlie Adams, Motivational Speaker (*introduction and presentation attached*)

Joe introduced Charlie as a past sports anchor and motivational speaker.

Do you believe in Miracles? Charlie told stories and insight to the greatest sports moment in history, the US win over Russia in the 1980 Olympics.

The 1970's was a low point in the moral of the United States and the USSR hockey team was unbeatable and a symbol of the strength/dominance of Russia. Four of the best ever hockey players

were on the team that played in the Lake Placid Olympics.

Herb Brooks studied and was determined to be a great hockey player and coach. Charlie told the history of the Olympic team player's road to Lake Placid. Half the players came from Minnesota. Jim Craig grew up outside Boston and as a young kid had a goal of being an Olympian. There were several internal issues between where the boys came from. So Herb kept the training intense to keep them from fighting with each other. They were the youngest team.

Tickets for the 1932 Lake Placid Olympics started at fifty cents. The bobsled team with William (Billy) Fiske won gold, who later went west and started Aspen Mountain. He skipped the 1940 Olympics because of Hitler, then joined the Royal Army and was the first American to die in the war at age 29.

Charlie continued to tell us of others from (or who spent time at) Lake Placid area including Kate Smith, Sonja Henis, Cecilia Colledge, Craig Wood and others. He then told us about the area preparing for the Olympics, how Scott Hamilton got to carry the flag for the US, the cross country skiing gold won by 1/100th second the closest finish in Olympic history, all while the US hockey team won their way into the medal rounds. Steve Janaszak's story, the crowds at the area for the game including the only celebrity Jamie Farr, New York state troopers surrounding the area, pre-game prep talk and messages leading to the moment of the game were highlighted in Charlie's speech leading up to the win.

After the game the team sang God Bless America in the locker room and the streets celebrated all night. Eric Heiden overslept due to how long it took to get home after the game, yet made it in time to win his fifth gold medal of the 1980 Olympics the next morning.

Sunday morning the final game against Finland was played on live broadcast. Losing at the half, they came back out and scored three to win the gold. Charlie then told stories of the post excitement and positive effect the win had on the United States. Considered the biggest sports event ever, the only Sports Illustrated cover not to have a caption and continues to still be voted best cover of all time.

This past February the whole team came together for the first time since 1980 to relive the magic. Charlie filled us in on what they are all doing today.

If you would like to receive Charlie's e-news, a sign up was passed around, and he'll be happy add you to the mailing list.

How to Grow Skiers/Boarders from the Grass Roots Level, Benefits of "Feeder" Resorts and how to get involved – Lisa Beregi and Mary Manning

- What are people doing? Many have local resorts and several have programs with the mountains.
- Lisa told of her clubs program this year to provide a trip package (what to expect, wear) for local organizations/churches that take their youth on a ski trip
- you can go to these resorts and volunteer to help with new skiers and you don't have to be a certified instructor
- have conversations with the people about the sport (on the chair, in the lodge)

Commented [JH1]: Several what???

- host an après party at a resort with your banner up and talk to people about joining a club and the benefits and opportunities for ski trips
- Girl Scouts and Boy Scouts have badges for ski trips. Boys and Girls Clubs, kids go, families will follow.
- talk to resorts about putting up booth and tents during summer events, street fairs and swaps.
- Eastern PA does a Monday night lesson program, early season is the best. Advertise in Newsletter and on website. Nominal fee, area gives discounted lift tickets, rentals and lessons.
- Chicago Metro has booth at ski show and Travel and Adventure shows. Higher end show and they get members.
- do local resorts offers discounts on certain days? --Must be a council member to be included?
- Warren Miller showings - hold at movie theatres, junior college
- wear logo clothing, put up banners, have business cards
- are you still a ski club or have you changed to a Snow Sports club, Ski or Boarder Club, Ski and Ride Club
- Teton Gravity Research Company does movies at higher end clubs that appeals to the younger people and Matchstick Production are options to Warren Miller movie shows.
- Has anyone had car decals work successfully? No. San Diego did magnets for cars. Some have done license plate holders.
- I'm out of control buttons – club buttons, bandanas – but this is old media, youth are into the electronics.
- in the Northeast, talk to your local resorts who offer discounts to other season pass holders
- Northwest/Crescent – councils bought own NASTAR program. Northwest sponsors two NASTAR open events for people to bring their kids, etc. to come and race. \$10 for 2 nastar runs, lift tickets separate. Banners, advertising. Waivers are signed.
- most councils have race programs, a few have terrain programs
- discounted rates for lifts and improve skiing/boarding programs, race and learn to ski/board camps (3-7 days)

How did Councils Benefit from the SWOT/SMART program presented in 2013 & 2014? – Joe Harvis (*presentation attached*)

- Joe asked councils to send him what they did, and he compiled the attached information from those councils that replied.
- Michelle asked if Mary Manning and Andrew Kwang could tell a bit about the previous presentations for the new attendees.
- SWOT is to identify your strengths and threats, and then you move to SMART on how to address those items you identified in SWOT. This does not happen overnight, it takes time and should be done annually.
- each club/council is a business and needs to offer a value to be viable
- one of the biggest issues is “this is how we do things”, we can’t be set in our ways we need to change to “what do we want to do that we have never done before”
- are your clubs allowed to subcontract someone to run the social media or “weaknesses”? Some large clubs do or have, but you have to have the funds. So where are you spending money? Are you renting meeting space, could you move somewhere non cost to free funds to have someone keep facebook, etc. active and current?
- it needs follow through, and Mary and Andrew would be happy to help if you need it
- you need an elevator pitch, you have to have your pitch in 10, 20, 30 seconds, etc. to be able to tell

someone about your group in any short timeframe

MARKETING SESSION

Ideas That Work! - Pat Harvey (*attachment*)

Social Media

- Facebook pages - approximate one third attendees said they have one for club or council
- Meetup – several are using
- Instagram – none
- Pinterest and Twitter – few
 - *hootsuite is free and you can put out over more than one media
 - *pages app allows quick movement from different pages (search page sharing)
 - *posting a picture gets more following than just a message

Website

- content, getting to any area within three clicks
- have a benefits tab

Communications

- Florida uses QR codes
- have them to a direct link

Events

- why don't we have a National Ski day? There is one in Canada, and a World Snowboard day.

Meetings

Lunch was hosted by the High Peaks Resort

Guest Speaker Chris Wocell from Cornerstone Risk Management shared information about our insurance policies for clubs and councils.

Working with Regional Areas – Ski Oregon, Ski the East & etc. – Cheryl Mann and Michael Calderone

- hand out of regional areas from NSAA, can be accessed from their website: www.nsaa.org
- these associations are often state programs, ski resorts pay an annual dues and get funding, marketing, kids passports, etc.
- California Ski Industry = gives LA Council all California passes for adaptive skiers
- Northwest = they help market events, race league
- NY Metro = have regular emails to forward to clubs, they do donate for raffles, etc.
- many of these associations offer 4th, 5th or 6th grade ski passes = grass roots program
- several resorts may not have the funds individually for a program so they combine with other resorts to pull off marketing. If association decides it's viable, they may kick in funds to make it happen.
- check out kids can ski/ride for free and see if there are offerings in your area

-these associations tally the numbers of skier days, etc. so can access annual numbers

Council and Club Promotions working with our Industry Partners – Dave Schoneker

(presentation attachment)

- do your clubs have the same attitude that it is a win-win relationship, not just asking for discounts
- suggest do non-ski trip like to Mardi Gras or off season for less conflicts with ski schedules
- need to work with councils to buy in to make it work

TRIP SESSION

What resorts are doing to create a Plan B if conditions are Poor – April Bruder and Lee Cohen

- week prior to trip and conditions are marginal, can we get with group sales/marketing and put together events or schedule so there is a plan.
- take into consideration when council plans two years out what the latest weather trends have been in picking you timing, but weather is a risk
- things close the mountain, and take it as an opportunity to do the other things you never do at the mountain
- in thirty years, one club had one year with bad conditions on a Thanksgiving trip, so the resort worked with them to golf
- do you carry your beeper? Everyone has upgraded technology, so has snowmaking. Many east coast resorts offer if you return your lift ticket within one hour of getting on the snow because you're not happy with conditions, you cannot get a refund, but you will get a coupon for another day.
- if trip leader has had bad experience, go to resorts that historically get good snow when you want to travel
- adventure areas with zip lines and coasters or children's centers and ice skating rinks, so most resorts have other things to do

Air, The Disadvantages of getting multiple bids to one resort for the same dates – Mike Hibbard

(presentation attached)

How can the Industry Help the Councils – panel

Winter

- call your reps if you need pictures, verbiage, etc. and will be most current information and logos for the resort
- we can get you dining guides or other information needed to sell the trip
- generally can send something depending on the trip and size for raffle (may not be epic pass)
- ask! If you don't ask, we don't know you need something
- there are other events
- two years ago Colorado had to eliminate Mountain Hosts because of a law made that says you cannot pay a host with a pass. Mammoth still has a host guide.

Would you Skype with clubs to help sell a trip?

- Vail will come to club events to help sell, again based on numbers, but most resorts do not have the

financial resources so they would do SKYPE calls or can use Go To Meeting because they can do a presentation

Would you put on your Facebook or twitter if a council won a trip?

- Vail would put on their page, but not their mountain pages.
- Killington's policy is will not promote third party that is not a financial sponsor because so many ask to share their information.
- Steamboat, reps don't have access and its promotion and to not show favorites.
- bottom line is the corporate levels of resorts will not allow.
- They can shout out once you are there. You can do it by hash tagging pics to the resort and it will get traffic. But, if the pic has logo on what someone is wearing it may be taken down because of sponsorship relationships with the resort. (Vail is Pepsi, so a Coke shirt would not be allowed to be posted)
- councils can work with TV stations or bring banners and put them around the mountain

Do all councils have PR positons?

- most do not
- when asking someone to cover you, do not get all in town – focus on one
- flyers that have a template and each council/club can put in appropriate information

Summer

- some resorts have higher revenue in summer now due to all the festivals
- would totally entertain formal RFPs for summer trips, and would offer good discounts in shoulder seasons
- there is so much to do in the summer: golf, hiking, ATVs, fishing, biking, horseback riding, rafting, galleries and so on
- resorts agree the summer vacations are family oriented, and there are plenty of activities for a seven day trip
- National forests just in 2014 will allow summer activities, so resorts in a National forest are just starting to get their permits and planning for what activities will be installing (zip lines, etc.)
- Do the Tour Operators put summer trips together? If inquired, but still see more ski theme in south america or cruises
- all the festivals are put on by other groups not the resorts, so weekends are hard for lodging (Telluride, Mammoth) so it would be difficult to bring in a large group
- flights can get reduced in summer season, staffing can be an issue
- much easier to get around in the summer, so good time to split between two or three resorts

Ideas

- Big Sky two years ago did an incentive to have clubs do a video while at resort by it being a competition
- Killington more than happy to film a skiing clip to send to council or club to show there is snow
- ask any crazy idea and if we can we will try to make it happen

Throwback to the council – get away from “trip” and take any offers we can give and let the individuals decide if they want to use it, for example VT discount ski days

Pros & Cons of Bringing your own ski's or boards on a trip – Lydia Hill and Tapio Niskanen

-today what you can buy in the store you can rent

Boots

-consider renting if you are new to the sport,

-all made differently and gives you opportunity to try different brands.

-ski boots don't have to hurt! There are large selections and fit much better than in the past

Skis

-if you really like equipment and obsess over buyers guide you may want to bring your skis

-do consider terrain and if your equipment will work where you're at and the conditions

-do you want to try several skis because you are looking to buy new

Cost

-good set up will cost \$800-1000 and you'll keep about four years

-apply the cost to number of ski days. If you live near a resort you may have 30-40 days versus average skier gets 1-2 weeks a year

-do you trust the airline to take good care of your equipment

-are you traveling with family and want to haul for all

-if rent have to go through lines, has its own hassles

-so many considerations

Questions

-Do Florida and Texas own skis or rent? Depends on trip, cheaper trips will lug skis but not as much as other trips. Some own, most own boots.

-what is the average cost to rent for a week? \$150-300

-Anything new regarding shipping? UPS and FedEx, Transpack and Sportstube, need to do in advance and know they will get home after you

-How do you know when to purchase new equipment? Look at least every 4 years, and if they are still similar to what is now out and fit and working well, should be OK. Rocker technology is getting snowboarders back on skis.

Dinner was a dine around at Generations Restaurant, Smoke Signals and The Cottage

Saturday, September 12, 2015

Ski Technology – Mike Whitaker (*presentation attached*)

Mike shared ski technology starting with the fact that you need to match your ability and the conditions to have a great day on the hill. There is a ski to match every skier ability and snow conditions.

In the past skis were made pretty simple, today they are a complex marriage of technologies and materials.

Skis are the most beneficial place to shed weight. Light skis are nice, but they get tossed around

when carving. It is starting to change with new technology. The prevalent trend is to make it more fun and enjoyable (easier to ski and on your muscles) but not sacrificing any performance.

Rocker technology makes turning easier and provides soft snow float. On hard snow it skis shorter.

Mike explained sidecuts, sidewalls, width underfoot, what it all means and how it all works.

Q&A

-They look to be more straight? Depends on the terrain, in powder need less shape, on groomers need more shape for more carving.

-You said Blizzard was best women's ski, what type of ski is it? All terrain.

Leadership Training on how to Inspire People to Volunteer and Participate

Group One – How to Inspire Volunteers

Don'ts

- pressuring someone to volunteer is not going to work
- what turns them off--time, politics involved

Getting Volunteers

- be inspired and passionate yourself
- discuss your experience with volunteers
- identify areas of strength to make sure the volunteer is capable
- make the fun of volunteering known
- have a backup role if the first one is too much
- specifically ask a person not a group
- praise them for their skill sets and them to use them to benefit "you would be great"
- to get volunteers: you are gaining experience and having fun--these experience can work for your day job--transfer experience/ build on your experiences
- talk about need and then ask
- who wants to gain experience and then train
- capture volunteers on trips with little jobs and then praise

Working with Volunteers

- appoint someone to help if the volunteer needs on job training
- help volunteer gets started to help them get going
- mentoring to learn job—co-chairs
- offer a template
- volunteer appreciation/recognition (events, newsletters)

Group Two

Positives:

- Have to identify individuals for task
- Talk to them personally
- Have them start small such as passing out flyers.
- Give them a title/card to make them feel important

- Term limits for new officers which forces organization to identify other talent
- Racing and charitable work brings people in.
- Youth activities can get parents more involved in the organization.
- Activities bring more people with other interests
- Talk to new people at your meeting
- Get the people to “buy in” and care about what they’re doing
- Put complainers on a committee
- Engage them with what the organization is doing with Facebook, and email list, electronic newsletters.
- Using an interest form to see what their interests are
- Some jobs you may have to outsource
- Don’t forget thank you and praise (GEM/outstanding service award)

Communications to Council, Clubs and Membership. How to successfully get information to where it needs to go *(notes from three breakout sessions attached)*

Group One

Email management programs – some come at a cost – Constant Contact, Mail Chimp, Wild Apricot

Segmented mailing lists, flyers

Segment list for club newsletter editors/web masters or other communication contacts

Some website programs allow for email to segmented groups for E-blasts

Mail Chimp and Constant Contact format for smart phone screens as well as computers

Web sites

Facebook

E-blasts

Facebook and website reach everyone

E-blasts for specific information

Send council board meeting minutes to club officers

Ask clubs to put council president on their email lists

Use Twitter

Use Meetup

SMS – texting groups

Headline club events on council website with link to club/event

Group Two

Technology for Communication

Constant Contact--for information and to fill trips, 5013C discount, pre pay

Facebook

GroupMe--Group2 Text--on trips to communicate with travelers

Poshmark--push messages to home screen

Hootsuite to stream to multiple social networks

Ideas:

send to Club newsletter Chairs as well as Officers

very few people still use snail mail, but still necessary for some

Keep message consistent across all media

Growth coming from mobile apps
set up email addresses for President@council/club and also for each trip

Two types of information

info to Clubs-councils Constant Contact
information on trips activities--Facebook

What events (in your local region) are councils doing to keep clubs and members engaged during non-ski/board seasons –Cheryl Mann and Sandy Ellison

- houseboat parties
- hiking (usually non-skiers), and plan their own trips
- hike/bike/kayak
- take advantage of cities events and put up booth and banners
- jazz festivals
- cook outs, crab feast
- summer trips, local or long distance, cruises, 1-3 day wine trip,
- happy hours at places that have free food
- minor league baseball games
- as a group volunteer to major league games to clean the stadium through the 7th inning, get in free and get recognition in the stadium

Lunch – hosted by The Crowne Plaza Resort

Learn to Ski & Snowboard Month/Bring a Friend Presentation by Mary Jo Tarallo, Associate Editor, On the Snow, an Online SIA publications. (*presentation attached*)

This concluded the presentation portion of the meeting.