



NATIONAL SKI COUNCIL FEDERATION 2016 ANNUAL MEETING

PRESENTATION NOTES

The annual meeting of the National Ski Council Federation was held at South Lake Tahoe, CA, on August 25-27, 2016.

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	Adela Martinez	
8. Crescent Ski Council	Patricia Harvey	Margaret Crum
9. Eastern Inter-Club Ski League	<i>Absent</i>	
10. Eastern Pennsylvania Ski Council	<i>proxy- Bob Smith</i>	
11. Far West Ski Association	Stephen Coxen	
12. Flatland Ski Association	John Sieler	
13. Florida Ski Council	Toufic Moumne	
14. Intermountain Ski Council	Michael Bouton	
15. Los Angeles Council of Ski Council	Leslie Eastham	
16. Metropolitan Detroit Ski Council	Bilky Joda-Miller	
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	Jane Gutierrez	
21. New Jersey Ski and Snowboard Council	Susan Donlan	
23. New York Capital Ski Council	Maureen Kline	
24. Northwest Ski Club Council	Suzanne Rimkeit	
25. Ohio Valley Ski Council	Juliann Brace	
26. Orange Council of Ski Clubs	<i>Absent</i>	
27. San Diego Ski Council	Christine Gill	
28. Sierra Ski League and Council	Jo Simpson	
29. Texas Ski Council	Sandy Ellison	
30. Western Pennsylvania Ski Council	Walt R. Prest Jr	

Officers and Committee Chairs Present

President	Lisa Beregi
Vice President	William Shadbolt
Treasurer	Cheryl Mann
Secretary	Jane Gutierrez
Immediate Past President	Joe Harvis
Agenda	Cheryl Mann
Annual Meeting	Lisa Beregi
Audit, Registrar	Susan Donlan
Benefits	Joe Harvis
Bylaws	Juliann Brace
Long Term Planning	William Shadbolt
Membership	Lydia Hill
Member Services	Joe Harvis
Public Affairs	Jo Simpson
Regional Reps	Michelle Moskowitz (Eastern)
	Ray Piwowarczyk (Central)
	Gloria Raminha (Western)
Resource Center	Michelle Moskowitz
RFP-Annual	William Shadbolt
RFP-International	Michael Calderone
Social Media	Patricia Harvey
Virtual Silent Auction	Open
Web site	Michelle Moskowitz

Industry Partners Present

Aspen Skiing Co	Mary Manning
Diamond Peak	Eric Kertzman
Global Rescue	Brett Lucas
Global Rescue	Penn Burris
Mammoth Mountain Resort	Stephen Remillard
Outdoor Logic Solutions	David Johnson
Ski.Com	Gloria Woods
Ski Group	Stephen Hall
Snow Tours	Robert Rosensteel
Sports America	Michael Hibbard
Sports America	Sara Clemmons
Steamboat Ski & Resort	Alyssa "La La" Cartmill
Sun Peaks	Karen Weaver
Sun Valley	Kevin Bracken
Vail Resorts	Andrew Kwang
Vail Resorts	Ryan Dohnal

Lisa welcomed the Industry to the meeting and asked for everyone to introduce themselves, what council/industry they represented, and their professions.

Travel Insurance – Brett Lucas *(presentation attached)*.

Joe Harvis introduced **Brett Lucas** from **Global Rescue**. Brett discussed a new option for travel insurance.

Set up through NSCF on website, get 5% discount. Global Rescue will also customized enrollment materials.

How to Make Club and Council Websites better - Michael Bouton *(presentation attached)*

Squarespace.com is a hosted website for \$12 per month. What is your website going to do for your audience? Think of your audience and who are you trying to attract.

Post trip surveys: What They Tell us and How to use the Information - Gloria Raminha and Nancy Ellis *(presentation attached)*

Gloria and Nancy split the meeting participants into groups to evaluate a sample survey, then the whole audience discussed the results.

Are we ready for electronic payments? - **William Shadbolt** and **Joe Harvis** *(presentation attached)*

William discussed different choices for electronic payments, including the pros and cons of usage.

Wild Apricot and Its Functionality - (Dawn Petermann)

Dawn demonstrated the use of a website called Wild Apricot. The site is multifunctional. An organization can list all of their membership, export to excel, archive newsletters, send emails, and accept payments. The secretary can archive the minutes. You can send invoices and accept payments (Dawn uses paypal). You can list all of the trips and people can pay individually on line. The board members and trip chairs bring computers to the meeting and do everything on line. If someone doesn't want to use the system, the organization will still provide paper forms and they will input the information themselves. The reason why they converted is that they wanted to save money on buying computers, programs, etc. It costs about \$70 per month. Promotions can also be sent out. Records are saved on the cloud. There are several administrators involved in keeping it up including members of the board. People can sign up for membership online. Lisa suggested to ask the company if they will offer a discount to the Federation as a benefit.

Meeting adjourned at 16:30 pm. Welcome reception took place at the Atrium, Lake Tahoe Resort Hotel and was hosted by Vail Resorts. Dinner took place at the Hard Rock Casino, Vinyl Lounge and precluded a site tour of the Hard Rock Hotel by sponsor Hard Rock Casino.

Meeting called to order 8:03 am

Introductions were done for those Industry partners just joining the meeting.

David v. Goliath—Large Resort v. Small Resort - Cheryl Mann (*presentation attached*). Audience participants were divided into 3 groups with industry involvement to discuss topics.

Breakout discussions

1. Education: There is power in the numbers. Learn and network with communication from resorts. Early commitment is needed for the resorts. Consumer shows is a way to get people more involved. Refer potential members to an individual club of their liking. There is still value in numbers but you might have to increase your numbers of clients in proposal to meet the resort's goal. You may also have to increase your number of clients in your initial bid for airfare. Councils are seen as an umbrella over the clubs.
2. Many times it's a better fit to get smaller clubs per industry, especially during high season. Demographics may cause a change in obtaining benefits per industry (families, baby boomers). Clubs are able to cater more to what their members want, so trip may be less expensive. Council may be more expensive because of activities. There are some clubs that are not members of councils, (college clubs, Boeing). Issue for colleges is that they need to travel during school break. Many councils have difficulty planning around college breaks and school systems. We also need to think about demographics, as we age we still need to think about the youth.
3. Councils and clubs do tend to compete. Councils may take people away from a club trip. Councils do support clubs working together. Industry feels that there are some councils that punish clubs by taking away voting rights, which is discouraging.
4. The Club level is a more social environment and does activities all year around. Councils mostly do winter events. Councils feels that they are more of an umbrella and the clubs do more activities. There are some clubs that never go on a council trip but they get support and education and to promote skiing. Some councils don't run a trip at all, but support and co-sponsor their individual club trips.
5. Small resort vs large resort? Sometimes a large resort has too much going on. A smaller resort has more focus on skiing. Councils bring in larger numbers for more affordable pricing and choices to stay. But with a club you stay at one place for one price. A council may be able to get the numbers needed to go to a chosen place that a club could not.

Committee list for attendees interested in participating was passed around.

Keynote Speaker—McAvoy Lane, Historian The Ghost of Mark Twain

Michelle Morton, Heavenly Resort provided Mr. McAvoy Lane, who was dressed in clothes linked to the Mark Twain era. Mr. Lane gave us a rendition of the history of Mark Twain from his childhood until he was a young man and described how he settled into the Lake Tahoe area.

Selling our Trips: Are we saying what the customer wants to hear? - Michelle Markowitz (*presentation attached*). Michelle gave an overview of how to sell trips.

Lodging, Attrition, Cancellation, and Bedding—Mary Manning and Gloria Wood (*presentation attached*). Mary and Gloria gave an overview of what happens when you book lodging. Best tip is to start smaller then add on to prevent lodging policy fees.

State of the Industry—Adam Wilson, Director of Sales, Vail Resorts.

Who was at MTS? Jeopardy was played there and Adam repeated the game at the meeting and gave out prizes. Vail is excited about the new acquisition of Whistler/Blackcomb. The transaction will close at the end of this year and was about 1 billion dollars. The Resort will operate with the same operators. Vail will continue to work with the tribal communities. The transaction was paid with cash and stock. The Epic pass is not included until 17-18.

Epic discovery has been developed at the top of Heavenly Mountain. The plan is to take people to the top of the mountain in the summer. Its' an opportunity to expose those to summer activities on the mountain. There are other mountains that do this but Vail is integrating activities to Exploration, Education, Having Fun all at the same time. Started vision in 2006. The mountains on forest land previously did not allow activities to protect it. It took congress, NSAA, etc. to collaborate to open the door for planning of this event. In 2011 Vail began to develop the program. Heavenly and Vail are the first two models. Look at the habitat, the ecology, the birds, the florals tomorrow during your tour experience. Also added elements of play, ropes course, zip line, tubing, rock climbing walls, etc. Vail's resort partners are doing the same thing at their resorts. Try inviting your groups for these summer events. Vail has also developed an Epic discovery kids program. Taking young children 5th to 6th grade range who don't have access to these resorts. This year did 2000 kids visited the mountain who did not have means to ski or experience this type of event. Next year will increase to 3000 children. We are going tomorrow!

Adjourned at 11:45 AM for lunch. Lunch was sponsored and at the Hard Rock Café.

Air Air Go Away—Mike Hibbard, Sports America

Airlines will listen to you based on sales. Schedule changes occur often. They will change their flights and email them. They never get the messages from you because of auto calls. If they have a schedule change, and you don't like it, you can cancel and get your money back. Their responsibility is to get you there. If you change your flight and pay more, that's your responsibility. Pricing this year was interesting. Airlines have a base fare, then they add a cue charge, then a tax charge. Sometimes he can get the cue charge lowered. Southwest has no surcharge, so many people will drop the other airline for Southwest. Primetime is more

expensive and you will get less of those. (Supply and Demand). International flights are different. Base fare can be low for instance, \$300 then they tack on \$400 surcharge. Airlines are regulated so there is nothing that we can do. When they get an idea of the demand, then they start dropping the price or remove the surcharge. American makes you pay a \$50 nonrefundable fee. If you cancel you will not get the fee refunded so tour operators won't use American because of this issue.

Let's Be Realistic –Who is your Ski Club's Target Member? -- **Gloria Raminha and Jane Gutierrez** (*presentation attached*). The audience was separated into groups and the results were discussed in conjunction with the presentation.

Using the Right Social Media to Target our Audience - **Stephen Romilliard** (*see attachment*)

Point: Two social media platforms are all that you need.

4 major ones: Facebook, Twitter, LinkedIn

Honorable mentions: Meetup not as useful. People group up without camaraderie

Tumblr: is a blog. You can post

YouTube: Cool because of digital content

Pinterest—pictures

Instagram: if you post there, it will post to all of your other sites through your phone.

Mammoth uses Instagram, Facebook, and Twitter

How has your council encouraged and supported club leaders? Panel of 6 answered questions: **Julie, Pat, Maureen, Ray, Leslie, Chris Gill.**

Being more of a support leader. Education (taxes, websites). Do you bring topics here to your council? Yes at general meeting. Put out a newsletter to inform club leaders and ask for questions.

What are some examples of combined club events and trips? Summer Council Happy Hour. Holiday Happy Hour. Combined ski trip early in the season. Co-mingling of meeting where they present their trips. International trips are combined. Are combined trips working? One didn't work because of the chosen trip leader. One is surveying her board for goals of the upcoming year.

How is communication? Board meetings several times a year. An issue goes to the trip director/international for discussion.

How has council reached out to club leaders? Information is passed out but it's not reaching club members because of fear of competition. Problem is that the more information is passed down, the better chances of filling the trip. Some sends board members to clubs to disseminate information. Have you found any clubs in your surrounding areas? One brought in a dentist group and two other clubs. One brought 5 clubs. Contacts at MTS brought 3 clubs to one council. Has your council contacted HR departments to encourage employees to join trips? Several but few but corporates may feel liability. Civic? Club level yes. Alumni associations? Not much. Local media? Some like Toys for Tots at club level. Channel 7 has a calendar (free advertisement). How are you advertising? Not much. Some are doing radio advertisement but not sure about the results. Usually ski shops, sporting goods stores, Warren Miller movies, ski expos, postcards. Local gyms? Yes. Sponsor a ski event at local ski resort? Some do. One did a youth day and had them bring their friends.

How are you educating your clubs and their members? Sharing some of the NSCF meetings by posting on website. Many are implementing SWOT. Any feedback? All past seminars are on our website. Many are educating on equipment, boot fitting, etc. REI has also taught classes. What incentives are you offering? Some offer discounts on trips for new members. Gift cards from ski shops for all members but is still an incentive for new members. Some councils give away free membership.

Are you taking advantage of the partnership we have without industry partners? Some speak at Councils' banquets. Some continue to work with partners at the resorts, such as Mammoth and Vail.

Industry: suggest Bring a Friend program. Skype meetings can help promote your trips. Lisa announced for our next bid we will do a PowerPoint for bids in advance for council presidents to review prior to the meeting

Meeting adjourned at 5:06 PM. Farewell dinner was held at Lake Tahoe Resort Hotel on the Patio Deck (Sponsored by Vail Resorts).

Meeting called to order at 8:34 AM

We will be meeting at the gondola at 11:00 AM for the mountain tour, sponsored by Vail Resorts. Lisa thanked everyone for coming and everyone is free after the tour. Sign in sheet is being passed around for those who want global rescue to go to their expo. Survey passed around about the topics for this weekend.

LTP survey -- William Shadbolt (*presentation attached*)

Highlights: Most respondents like the current length of stay of 4 nights. Issue is that there is difficulty finding places to go and we may have to go to three days. Industry usually likes the 4th day to show the resort.

If there was a cost to attend the meeting other than travel, how much would you be willing to pay? 83% chose up to \$200.

Some council reps pay full fare due to the size of the council. Suggestions given about adding a budget item to each council's budget.

Would you consider a non – resort location such as Los Angeles or Denver? 44% said yes.

Andrew made a point that some of the resorts that we attend are not receiving ROI (most councils do not return in winter or summer). If we are at a non-resort location in a major city, then industry may attend because of the opportunity to travel. The industry wants opportunities to sell their resorts. The area needs to be easy like Salt Lake City or Denver. Point: the freebee may not always be there but the value may be what we need to consider. Andrew states that one

of the reasons that Tahoe was so generous with this convention is that they really wanted to please us because of the bad years that they had. Michelle feels that we should look more at the east coast. Lisa suggested that maybe resorts or TOs have contacts with hotel chains (Hilton, etc.) that if we used same property in different cities annually could get better pricing.

Should we consider councils to host the Annual Meeting? 61% said no.

Chris feels that the smaller councils don't have the manpower to host. New England Resorts were discussed with Maureen's council hosting. Vermont and New Hampshire may also be interested. William said we need introductions to those interested resorts. Florida (Toufic) states that they would be willing to host. New Jersey would be willing to host. Suggestion by Industry to tack on to the current council conventions. This way the council can be showcased and we can see how they function. This suggestion would need for us to change by laws because of the restriction of the meetings being held Aug-Sep

How can we improve the Annual Meeting?

More open discussion. Social media. Better location. Industry suggested less topic presentations but more time to dive into and discuss issues.

Do you think NSCF is educating councils effectively? The major response was average effectiveness.

What educational topics do you want us to provide?

Membership, social media, communication, and fundraising are big topics. Quality Volunteers are very important to help get membership per Cheryl. You also need to get the word out. Cheryl suggested a webinar, invite council members to call in and ask questions. Most said yes. Also the club presidents need to be advised. Everything that was covered during this meeting will be sent out so you will have access to all presentations. Lisa suggested giving trip leaders the items that work for them, administration to those particular people. Invite your clubs to the webinar. It can also be recorded. Skype is also a choice. Stephen is going to Skype in to Michelle's meeting

Other than dues, what are other funding options?

Andrew asked why was the dues increased by so little. Most councils say they can't afford it. Summary: website advertising, online auction, services, sponsorship.

What other benefits would you like to see offered?

Summary: lift tickets, lodging, and services to run clubs.

Councils suggest more lift ticket discounts from local resorts. East coast does well with this, not much on the west coast.

What do you see as the role of our Industry Partners?

More information and education, more interaction between us.

Lisa asked if any council had particular questions they wanted to ask of the other councils?

Chicago metro:

Having issues with his magazine. Asking for councils' assistance.

Northwest:

Suggest to members to use a whistle when skiing. Great safety device

Winner of the Amazon Gift card is Walt.

Michelle wants more discussion about councils hosting the meeting. Can we also ask other club members to attend to learn? Does the bylaw change of dates have to wait until next year? Cheryl said yes. It's going to take time to hash it out. Leslie suggested regional involvement so all councils big and small can be involved. Lisa suggested it might take an 18-month period between meetings if moved to council conventions.

Currently we have 3 options:

1. Wait for a resort to give a bid
2. Ask for a bid from a resort and pay a portion of it
3. Having a council host it and change the date.

We will change the RFP for 2018 to reflect the option to have us pay something, not all expense

being on the resort/council. Michelle suggested councils be sent a copy so they can offer it out with guidelines.

Lisa said Thank You for coming and the meeting was adjourned at 10:24 am.

