



## PRESIDENT'S UPDATE □ March, 2015

Happy spring everyone. There are still some Clubs who have trips planned through the month of March and even into April, but I think the rest of us are happy to see spring finally arrive this year. This has been a great season and the slopes out west are still getting lots of fresh powder. Snowshoe had some of the best conditions ever for Crescent Cup Finals. Hard to believe the season will soon be over and the 2015/16 trips will be in the works. The Spring Convention is just around the corner and we'll be rolling out the Crescent trips to Steamboat, Mt. Bachelor and Big Sky after that.

### ELECTION OF OFFICERS FOR 2015/16

The nominations have been received for 2015-2016 offices:

|           |                    |
|-----------|--------------------|
| President | Pat Harvey         |
| Vice      | Michelle Shuford   |
| Secretary | Diane Andrews      |
| Treasurer | Mary Ann Koltowich |

As always, nominations may be taken from the floor at the BOD meeting on Sunday at the Spring Convention. If anyone is interested in submitting their name for nomination, please contact Past President, Margaret Crum, [mcrum211@charter.net](mailto:mcrum211@charter.net). Resumes of those running for offices will be sent with CSC Agenda, minutes, etc.

### CRESCENT SPRING CONVENTION 2015

As you know, the **2015 Crescent Ski Council Spring Convention** will be held on **April 23-26<sup>th</sup>** at Kingston Plantation in Myrtle Beach. Reminder that rooming & condo drops were due earlier this week.

Attached are the rates and Tournament info for golf, tennis and mini-golf. Please register by the deadlines with the appropriate coordinators.

Also we are looking for someone to train and take over the Beach Olympics for next year. This will be Alan Steven's last year. If interested, contact Michelle Shuford at [skibumlong@aol.com](mailto:skibumlong@aol.com).

### CRESCENT TRIPS

Finally trips are done for this season.

SilverCreek was a great weekend of fun and wonderful conditions for skiing and Race Finals.

Sports America is collecting contracts to set packages and prices for next season. Roll out will be at the beach for Steamboat, Mt. Bachelor and Big Sky!

## RACING

The 2014/2015 Crescent Race Season is now history. The final race of the season is and was the Crescent Cup which is traditionally held at SilverCreek, WV. Two days before the Crescent Cup, SilverCreek received eight inches of fresh snow. The day of our race was one of our best racing days as far as weather and course conditions. The sky was clear, there was no wind, and the course was groomed silky smooth. Over one hundred forty Crescent Racers signed up to compete in the one-day event consisting of four race runs. The team results for the Crescent Cup are:

### **1st place and winner of the Crescent Cup - Greensboro**

2nd place - Asheville

3rd place - Palmetto

Complete individual and team results can be reviewed on the Crescent web site on the Racing page.  
<http://crescentskicouncil.org/racing/index.html>

Each club should be proud of the effort put forward by your club racers and the team as a whole. Your club racers and your team are ambassadors for your club. At each race they talk to resort customers about Crescent Racing and the benefits of becoming a member of the various Crescent clubs.

Currently Ron Scott is working on the race schedule for the 2015/2016 race season. Hopefully I will have everything finalized by the Spring Convention.

Without a doubt, Crescent Racing is the best club racing program in the nation. Please support your club race team and the individuals that make-up your team.

## MEMBER SERVICES

### **The competitions for the following will be held at the Spring Convention:**

- Web Site
- Scrapbook
- Video (Ski)
- Video (Membership Promotion)
- Video (Non-Ski)

The attached documents contain entry procedures and rules for the Scrapbook Competition, Web Site Competition and Video Competition. If you have any questions, please contact **Ken Lumsden, Member Services Chair**, at [ken@wssoc.org](mailto:ken@wssoc.org).

## SOCIAL MEDIA

Ken Lumsden is still looking for some help with the **Social Media Subcommittee**. Anyone interested in helping the council with our Facebook, Instagram accounts and hopefully help us move onto more social networks, like Twitter, etc. If you want to help, contact Ken at [ken@wssoc.org](mailto:ken@wssoc.org).

**Reminder that Crescent is on Facebook**, so please “like” us and spread the word about the Council’s Facebook Page. If you haven’t already liked the Crescent Facebook page, please do so and let your Club members know about the Council’s page – the link is at <https://www.facebook.com/CrescentSkiCouncil>. We increased our “likes” for our Page and are now at 258 but of course, we’re greedy, so we want more

keep that number going – with all our Clubs’ members, we want to be up to 4 times what we have now. We update the page regularly and if there is something you want us to include, please email me and we’ll make sure to get it posted. Crescent is also on **Instagram** so follow us #crescentskicouncil and tag @crescentskicouncil on your Instagram photos.

The **National Ski Council Federation** also has a Facebook page that we want you to “like” and spread the word about. NSCF’s page is updated daily and has some great information from Ski Councils and resorts throughout the country, so tell your Club members and their friends to go to the link at <https://www.facebook.com/pages/National-Ski-Council-Federation/178192492206742>. We are adding posts on a regular basis including Crescent information, pictures from our trips and other updates. Spread the word!!

### **CSC MEMBER PERK – POINT 6 SOCKS**

**Please share the 25% off Point 6 sock, Crescent Ski Council discount with all your club members and friends.**

**Point 6 Sock Company** donated one pair of Point 6 socks to each Race Camp participant this year at Steamboat. Now, Point 6 socks is offering all Crescent members and their friends a 25% discount on Point 6 socks. All one needs to do is use the code “CSC” and receive a 25% discount off internet orders, [www.point6.com](http://www.point6.com). For all internet orders over \$50 free shipping is offered. This offer is extended to **all CSC members and their friends**, so spread the word.

Point 6 Sock Company was started by Peter Duke who founded Smartwool Sock Company. The quality, comfort, and fit of Point 6 socks are better than what one experienced from other wool socks.

### **NATIONAL SKI COUNCIL FEDERATION**

If you’ve checked, you already know that there are some great benefits with the **National Ski Council Federation** (“NSCF”) and more are being added regularly. The new NSCF website is at the final stages for completion and will be rolled out in the very near future. We’re looking forward to seeing it and having some great information to share from all the Councils around the country.

Make sure to let your members know about these great perks of being part of Crescent!! The login information is as follows:

<http://www.skicouncil.org>

ID: skiclub

PW: member

As listed in the Social Media section above, NSCF has a Facebook page so make sure to go in and “like” the NSCF page. NSCF also now has presence on Twitter and can be found at @NatlSkiCnclFed. They expect to shortly also have pinterest and Instagram pages as well.

Attached also FYI is the March NSCF Newsbeat – it always has some great information.

### LAST BUT NOT LEAST

Please distribute the President's Updates to your members, via email, your newsletters and/or by placing them on your Club's web site. If you received this update and are not the current officer, please forward to the appropriate person. Let's keep our members informed!

Please send Bruce McMurray, [snowdawgasoc@bellsouth.net](mailto:snowdawgasoc@bellsouth.net), your Club's updated information as listed below:

Newly elected Officers  
Current Board Members  
Webmasters  
Newsletter Editor

Include name, mailing address, phone numbers (home, work, mobile), email address and Board position(s). Bruce's email address is [snowdawgasoc@bellsouth.net](mailto:snowdawgasoc@bellsouth.net).

Be sure to thank the Crescent Officers and Committee Chairs, and don't forget - we are **always looking for more volunteers**. We can't make it happen without your help!! If any of you publish an electronic newsletter, reminder to send me a copy at my email address listed above.

You can reach me at either my personal email at [pat@charlotteskiandsnowboard.com](mailto:pat@charlotteskiandsnowboard.com) or my work email at [pharvey@wcsr.com](mailto:pharvey@wcsr.com). I check both email addresses on a regular basis and will respond to you as quickly as I can.

I hope to see a lot of you at the Spring Convention. Enjoy the rest of the 2015/16 season – if you're still planning a trip, have a great time!!

*Pat*

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**National Ski Council Federation Newsbeat**  
**March 2015**

**Deedee Corradini remembered as a visionary leader and for her love of family.** Former Salt Lake City Mayor Deedee Corradini was remembered at a March 9 memorial service as a visionary leader, a champion of women's rights, a loving life partner and a grandmother who taught her only granddaughter to "set a proper dinner table and ski black diamond runs." [More.](#) *Deseret News Ed Note: Many readers have already seen this article, but for those who haven't, it includes some very moving quotes from her family, as well as Lindsey Vann. Although we knew her as the champion of Women's Ski Jumping, her life and career involved so much more.*

**How ski resorts are fighting climate change.** As New England confronts sidewalk avalanches and digs itself out from underneath a blizzard, West Coast skiers are dealing with the opposite problem. Squaw Valley, which averaged 450 inches of snowfall per year between 2008 and 2014, has received less than a third of that amount this season, according to a February snow report.

The snowpack situation is so dire there that the International Ski Federation canceled the skicross and snowboardcross World Cup two weeks before it was scheduled to launch, in early March. Much has been made about the impact of global warming but nowhere is it felt deeper than at ski resort towns, whose economies are pegged almost entirely to snowfall. [More.](#) *Outside*

**Multi-Resort Season Pass Options Expand.** The season's pass war for 2015-16 has begun, and major resorts are adding a number of new weapons to the fight. Perhaps the biggest development: the growth in limited-use passes. Choice is in. But choice comes with a caveat: customers have to act soon to get the best prices. [More.](#) *SAM Ed. Note: This article provides a good description of the season passes that cover multiple resorts, including the Vail Epic, the Mountain Collective and the new M.A.X. pass.*

**Ski-lift cost becomes moving target as dynamic prices hit slopes.** The \$11 billion ski-and- snowboard industry's shift toward what economists call dynamic or variable pricing makes the cost of a day on the hill less static and more like the moving target of an airplane seat, hotel room or rental car.

Behind the change is Liftopia, a venture-capital- backed San Francisco data and e-commerce company that says it will sell 5 percent of paid daily lift tickets this year. Resorts across the U.S. have also gone this route on their own, including Alta in Utah, Intrawest Resorts with its six ski areas including Mont Tremblant in Quebec, and Wachusett Mountain Ski Area in Massachusetts. [More.](#) *Bloomberg News via Ogden Standard Examiner and Google Alert*

**Colorado Resorts Reporting Credit Card Fraud.** Law enforcement officials in Aspen, Eagle County, Steamboat Springs, and other Colorado ski towns are reporting a rise in credit card fraud in the past two months. It's thought to be coming from international cyber-crime organizations. Detectives believe credit cards recently used at businesses in these ski towns were infected with malware originating from international locations. Cards infected with the malware cause the server to forward the credit card information on to criminals who can use it to make fraudulent purchases. [More.](#) *SAM*

**Land managers grapple with backcountry skiing's impact on wildlife.** Anyone who has spent more than a few days backcountry skiing has seen it—animal prints in the skin track. It's obvious both predators and prey use these human-made paths to their advantage, but what's the impact of that mixing of species? [More.](#) *Mountain Magazine's Logbook*

**'The Black Summit' Draws African-American Skiers and Boarders To Aspen.** We've all heard the old adage that every snowflake is different, but they do have one thing in common: They're all white. That's also the image that many have of the people taking part in winter sports, including skiing and snowboarding, here in the U.S. There are efforts underway to change that. Every other year, the National Brotherhood of Skiers — or NBS — organizes an event known as the Black Summit or Black Ski Summit. [More.](#) National Public Radio

**Vail Resorts Posts Banner Second Quarter Results.** Vail Resorts (VR) reported net income for the second quarter of fiscal 2015 (ended Jan. 31, 2015) nearly doubled, to \$115.8 million from \$59.3 million. Total net revenue increased to \$530.2 million, up 17.1 percent compared to the same period in the prior year. Notably, the results this year include Park City, which was not part of the VR portfolio a year ago. This summer VR expects to spend approximately \$50 million to connect the Park City and Canyons resorts.... [More.](#) SAM

**SIA Snow Show featured state of the ski industry overview.** The state of the ski and snowboard industry in the United States is that it's changing. Some of that change is good, some bad, but overall the industry has serious challenges ahead, including climate change, an aging customer base and aging infrastructure, to name a few. [More.](#) *Aspen Times* via DestiMetrics Ed. *Note: The Times covered The Assembly, hosted by mountain resort research firm Destimetrics as an unofficial kickoff to the annual Snowsports Industries America Snow Show, in Denver which features panel discussions and interactive sessions about the ski industry's place in the larger tourism industry.*

**Colorado considers snow-tire law for I-70.** A Democratic state representative from Steamboat Springs has proposed a bill that would require noncommercial vehicles on a 130-mile stretch of I-70 through the mountains to have snow tires or chains from Nov. 1 to May 15, as the law now requires of commercial vehicles. This section of I-70 experiences chronic closures due to snow-related accidents, and has seen several such closures this winter. The goal is to reduce the incidence of accidents and smooth the flow of traffic during the snowiest months. [More.](#) SAM

**16 Ski Resorts Worth Hundreds of Millions Could Be Sold.** A real estate investment trust that's considering getting out of the snow business could sell more than dozen ski resorts from Maine to California that are worth hundreds of millions of dollars.

CNL Lifestyle Properties owns 16 resorts including Sunday River and Sugarloaf in Maine, Bretton Woods, Loon Mountain and Mount Sunapee in New Hampshire, Okemo Mountain in Vermont, Crested Butte in Colorado, Brighton in Utah, and Northstar-at-Tahoe and Sierra-at-Tahoe in California. If CNL sells them all to one buyer, industry officials say it would be the largest single ski resort transaction in the history of the sport — though skiers might not notice the sale at all. [More.](#)