



## PRESIDENT'S UPDATE - April, 2015

Reports are still coming in that the spring snow is falling today in the Rockies. Most resorts are now closed or scheduled to close by this Sunday, but if you still want to head to the hill for some spring skiing/snowboarding, some will be open all the way into June. Best information is at [www.onthesnow.com](http://www.onthesnow.com) on projected closing dates for ski areas throughout the US and Canada.

I'm looking forward to seeing a lot of you next week at the Spring Convention. Crescent's 2015/16 trips will be rolled out. As you know, the destinations are Steamboat in December, Mt. Bachelor in January and Big Sky in March. Reps from those resorts and others will be in Myrtle Beach and happy to talk to anyone at the Trade Show and at all events throughout the weekend. If you're not signed up, have a member of your Club who is going to bring back a lot of information for you to start selling those trips to your clubs.

### ELECTION OF OFFICERS FOR 2015/16

The nominations have been received for 2015-2016 officers:

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 are being sent to the Club Presidents and Reps with the CSC Agenda, minutes, etc.

### CRESCENT SPRING CONVENTION 2015

The 2015 Crescent Ski Council Spring Convention will be held next weekend, **April 23-26<sup>th</sup>** at Kingston Plantation in Myrtle Beach. The final schedule of events and door duty schedule is attached. Reminder that this information is also available on Crescent's website.

### **IMPORTANT SPRING CONVENTION UPDATES!**

**THURSDAY NIGHT, 8:30** EARLY BIRD PARTY LOCATION CHANGE  
EMBASSY SUITES POOL PAVILION

**SATURDAY, 11:30:** Please have one or two helpers from each club participating in the **Beach Olympics** meet with Alan Stevens in the foyer of Brighton Towers for officiating instructions, to assist with hauling of equipment, and set-up. All helpers can still participate in the events, which is why one person per club will help move the events along faster and allow everyone to participate.

**Any club participating that does not supply a helper will not be eligible for points toward the Beach Olympics trophy.**

**SATURDAY, 4:00: ALL clubs** please have at least **ONE** representative report to Faith Campbell to assist with decorating in the Palladium Ballroom.

Don't forget to work on your costume for the Saturday night party. This year's theme is **Pirates in Margaritaville!!** Not mandatory that you dress up in costume, but is always fun to do!! Prizes will be awarded for the best costumes!!

Michelle will be making Name Tags on Monday. Please have all **FINAL** names and positions (only the 4 she requested) to her by Sunday night if you have any last minute additions.

If you have any questions, please contact Michelle Shuford at [skibumlong@aol.com](mailto:skibumlong@aol.com).

P.S Don't forget to learn or practice the official dance of the Crescent Ski Council, **The Jellyfish**, before you head to the beach. For your convenience, we're attaching the instructions, "**CSC Jellyfish in 10 Easy Steps.**" The best music for this fun dance is "Elvira" by the Oak Ridge Boys. We want the dance floor to be full at the beach when it's time to do the "Jellyfish!!"

### **CRESCENT TRIPS**

Lisa Beregi is working on contracts for the 2015/16 trip rollouts at the beach for Steamboat, Mt. Bachelor and Big Sky!

### **RACING**

**The 2015/2016 Race Schedule dates are set.** The race schedule will be e-mailed to your club's Race Director as soon as **Ron Scott, Crescent Race Director**, receives conformation on all race *sites*. Over the summer months we will be working on sponsorships for the upcoming race season. The sponsors we secure for the upcoming race season will be acknowledged in the newsletter credit sheets that each club prints in their newsletter each winter. These credit sheets will be given to your club's Race Director in October.

Crescent's racing program is a great recruiting tool for getting new members to join your club. All you have to do is sign them up and we will provide the fun.

### **MEMBER SERVICES/SOCIAL MEDIA**

Pat Harvey has agreed to take over the new position as **Social Media Subcommittee** Chair and is looking for help with this committee. Anyone interested in helping with our Facebook and Instagram accounts and hopefully help us move onto more social networks, like Twitter, Pinterest, etc., please contact Ken Lumsden, Member Services Chair, at [ken@wssoc.org](mailto:ken@wssoc.org), or Pat at [pharvey@wcsr.com](mailto:pharvey@wcsr.com).

**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 it – the link is at <https://www.facebook.com/CrescentSkiCouncil>. Our "likes" for

our Page are now at 266 but of course, we're very greedy, and we always want more of you to follow us and spread the word. We update the page regularly and if there is something you want us to include, please email Pat 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.

A lot of your Clubs also have Facebook pages. Crescent is a follower of all of the Club pages that we've been able to find. And thanks to all of you who share the posts from the Crescent page. We want everyone everywhere to know how great an organization Crescent Ski Council is and we love social media help for us to do just that. If we're missing your page or if you have any information you'd like us to add to the Crescent Facebook page, please contact Pat Harvey at pharvey@wcsr.com.

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, Clubs 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 recently had a **4,000%** increase in likes for the NSCF page over the course of a week!! The NSCF page is up to 269 and the numbers keep rising every day!! So keep telling your friends about this page!!

### **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**

**The National Ski Council Federation** is made up of 30 ski councils with 640 ski clubs with more than 300,000 club members throughout the US. We all have a common interest in the enjoyment of snowsports. We all belong to ski clubs, who in turn belong to ski councils. If you've checked, you already know that there are some great benefits and discounts with the **National Ski Council Federation** ("NSCF") and more are being added regularly. The NSCF website also has some forms and guidelines that were developed by Ski Club and Ski Industry Personnel helpful to your Clubs.

The new NSCF website is at the final stages for completion and will be rolled out in the very near future. The Website Content Committee is working diligently to include lots of information, articles, events, trips and more from Councils and Club across the country. We're looking forward to seeing it and will let you know when it's up and rolling.

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” it. 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.

### SNOWBOUND MAGAZINE ARTICLE

An article contributed by **Jo Simpson, Public Affairs Chair for the National Ski Council Federation**, ran in the latest issue of Snowbound Magazine on “How Ski Clubs Attract and Retain New Members.” Charlotte Ski & Snowboard Club was included in the article and a great picture from Crescent Racing and credit given to Crescent Ski Council. It has some great suggestions on how to increase your Club’s membership. Attached for your reading enjoyment is a copy of the article.

### 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.

Looking forward to seeing a lot of you next week in Myrtle Beach.

*Pat*

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Members of ski and snowboard clubs across the U.S., bound by a common interest in winter sports, enjoy a special camaraderie on and off the slopes.

# How Ski Clubs Attract and Retain New Members

## Recruiting efforts these days focus on transfusions of young blood

By Jo Simpson

**W**hen the Charlotte (North Carolina) Ski and Snowboard Club wanted to focus on attracting younger members, they moved their membership meetings to a local brewery.

They scheduled activities attractive to younger prospective members, including a trampoline dodgeball event. They emphasized snowboarding as well as skiing in activity promotions.

Their efforts have resulted in a 60 percent increase in younger members. The president of the 350-member club is 29 years old, the vice president 25.

Ski clubs continually seek new members to avoid stagnating. New members bring new ideas and fresh energy. Many clubs are experiencing an aging membership and looking for new blood.

The Connecticut Ski Council attracts families and introduces children to the sport by organizing an annual Kids Learn to Ski Day. The council and a local resort provide certified ski instructors and heavily discounted lift tickets for the kids and their family members. Kids, parents, grandparents, aunts and uncles come out to spread the joy of winter sports to the younger generation.

The SAGA Gay Men's Ski and Snowboard Club in Los Angeles holds membership drives at a local fitness facility to reach potential members. On trips they offer members the opportunity to group up by ability and ski with a club member guide so that no one is left to ski alone.

Racing is attractive to active adults. Many councils have racing programs that attract new members to join their clubs to participate in racing and subsequently become involved in other club activities.

Attracting new members is challenging. Making them feel welcome and valued is critical to keeping them.

Social media is essential in attracting younger members. Clubs are using Facebook, Meetup, Instagram and Twitter to reach out. It's where younger adults get much of their news and information. Some clubs are Meetup clubs that operate largely through Meetup instead of membership meetings.

Websites are useful for reference information once a new member becomes interested. Information must be kept fresh and current. Contact information should be easy to find on the website so that potential members can get more information from trip and activity leaders.

Many local newspaper and television station websites provide free online posting of meetings and activities. Newspapers often print the web-posted items and sometimes will highlight the event in a larger article.

Special events attract new members. Broadcast them on the club social media sites and email a news release to local media outlets. Events to raise money for charities or club-sponsored community service projects can attract media attention. Include information on joining the club in all announcements and news releases, as well as



Racing winners display vouchers for prizes provided by sponsors. Right: Gay groups converge on California's Mammoth Mountain during Mammoth Gay Ski Week.

## Ski club membership offers relief from a boring lifestyle. Activities bond members together.

a club contact and the website address.

Develop a club brochure to distribute through local ski shops and other businesses. Brochures can be inexpensively created using software such as Microsoft Word that's probably already on most personal computers.

Publicize upcoming ski and adventure trips. While skiers can find bargain travel on the Internet, clubs offer a social experience with other active adults who enjoy outdoor activities. Clubs also offer convenience by taking care of most of the travel arrangements.

Many clubs organize a variety of nonskiing outdoor activities, such as hikes, picnics and camping trips in summer and snowshoeing in winter, that can attract new members.

And what would ski clubs be without parties? Parties provide opportunities for social interaction among new members and prospective members in a relaxed and fun environment.

Getting a prospective member to a meeting or activity is only the



Club members soothe sore muscles while sharing stories about their day on skis.

first step. Make sure they feel welcome. Long-time club members tend to bunch with their friends at meetings and unwittingly keep newcomers from feeling part of the group.

One way to integrate new members is to assign long-time members to a different newer member "buddy" for each meeting. The veteran member is expected to call the buddy before the meeting and sit with her/him during the meeting. Identify new members and guests with a unique nametag so that current members can recognize and greet them before the meeting.

A poorly run meeting will turn off first-time attendees, as will sloppy organizational management. Follow good meeting management practices by starting meetings on time and maintaining control. Tactfully deal with conflicts or disagreements promptly.

Involve members by distributing tasks and showing all members that they are valued. Keep in touch with members through social media, email blasts, newsletter and other communication methods.

Ski club membership offers relief from a boring lifestyle. Activities bond members together. Monthly or weekly happy hours, ski trips, travel to new places, camping trips, picnics, cultural events, charity events, opportunities to serve the community (and the club) while meeting, and making new friends creates for an exciting lifestyle.

The Birmingham (Alabama) Ski Club's motto is "Some people dream of an exciting life. We make it happen." Any ski club can use this approach by using a generic version: "Don't just dream of having an exciting life. Join (fill in club name here) and make it happen!"

We have FUN! Get the word out in your community. ❄️

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*Jo Simpson is public affairs chair for the National Ski Council Federation, [www.skifederation.org](http://www.skifederation.org). NSCF represents 30 councils with 640 clubs with more than 300,000 club members. NSCF thanks the National Ski Club Newsletter, Bay Area Snow Sports Council, Crescent Ski Council and Far West Ski Association Sports Leadership Academy for use of their information in this article.*

All Photos by National Ski Council Federation