

## PRESIDENT'S UPDATE - January, 2015

Happy New Year, everyone. The 2015 year will be starting out tomorrow when 207 Crescent Ski Council members head to Snowmass for January Ski Week. This is the highest participation on a trip for the Council we've had in awhile. It's a complete sell-out with space being added until we weren't able to find any more lodging options in Snowmass. A full week of skiing, snowboarding, social events and more along with the X-Games Aspen 2015 which are taking place next week while Crescent is in Snowmass. The games will be held at Buttermilk and we're quite sure that some of our members will be heading over there to be part of the 100,000 expected spectators. Look for some of your friends on ESPN!!

Watch the Crescent Facebook page and Instagram for pictures we'll be posting throughout the next week. Safe travels to those traveling to Aspen/Snowmass for the trip. Thanks also to Sara Clemons of Sports America Tours, who is truly a wonder woman in getting everyone interested on the trip. She spends hours working on trips and we want to know how much she is appreciated by Crescent Ski Council and the Clubs who work with her – and also all of the Tour Operators who work on all of the trips for our Clubs.

### TREASURER

Thanks to the Clubs who have submitted their Crescent Ski Council dues for FY 2015. Mary Anne Koltowich, CSC Treasurer, advised that she is still waiting for dues from the Catawba Ski Club, Chattanooga Ski Club, East Tennessee Mogul Mashers, and the Nashville Ski Club. I'm sending another copy of the dues invoice for FY 2015 for your convenience as an attachment to my email with this update. If any of these Clubs have paid, thank you. This is the list I have as of publication of the update and just sending a friendly reminder. If you have any questions, contact Mary Anne at [crescent.treasurer@gmail.com](mailto:crescent.treasurer@gmail.com).

### SOCIAL MEDIA

As advised in our past President's Updates, we will be incorporating the Council's Facebook subcommittee into a new subcommittee, "Social Media." I'll continue to be involved with the subcommittee for Facebook and Instagram, but we'd like to have more volunteers to help us. As you know, social media is the way to go now and we're looking forward to getting more involved in this area. We know a lot of you are experts in these areas, so if you're interested in helping with the Social Media Subcommittee, contact Member Services Chair, Ken Lumsden, at [ken@wssoc.org](mailto:ken@wssoc.org).

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 are currently up to 242 "likes" and want to see that number to continue to increase. 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. We're also looking into Pinterest for the Council. We're not yet on Twitter but that'll probably be in the works soon also.

We also have another Facebook page that we want you to “like” and spread the word on. The National Ski Council Federation has a great Facebook page that is also updated with some great information daily. Please spread the word on that one also. The link is at <https://www.facebook.com/pages/National-Ski-Council-Federation/178192492206742>. I’ve been added to the NSCF Committee and will be adding posts on a regular basis including Crescent information, pictures from our trips and other updates. Please let your Club members know about this and the other Social Media links.

### **CRESCENT TRIPS**

As indicated above, we have 207 participants joining us this coming week for the 2015 January Ski Week to Snowmass. It’s going to be awesome trip – hope some of you will be joining us.

Our trips for 2015/2016 are already in the planning stages. The Annual Steamboat Ski, Ride & Race Camp will be held for the 32<sup>nd</sup> year in Steamboat in December. The 2016 trips for Crescent are to Mt. Bachelor in January and Big Sky in March. Rollouts on the trips will be held at the Trips Meeting at the Spring Convention in April and we’ll be taking signups for another great year for the 2015/16 season with Crescent trips.

### **RACING**

The second Crescent Race of the season was held this past weekend at Sugar Mountain. The club (team) results are as follows:

<b>Saturday</b>	<b>Saturday</b>
<b>Eastern Division</b>	<b>Western Division</b>
1 <sup>st</sup> Greensboro	ETMM
2 <sup>nd</sup> Raleigh	Palmetto
3 <sup>rd</sup> Charlotte	Asheville
<b>Sunday</b>	<b>Sunday</b>
1 <sup>st</sup> Greensboro	Palmetto
2 <sup>nd</sup> Raleigh	Spartanburg
3 <sup>rd</sup> Charlotte	ETMM

### **SEASON STANDINGS**

1 <sup>ST</sup> Greensboro	Palmetto
2 <sup>nd</sup> Charlotte	Asheville
3 <sup>rd</sup> Raleigh	ETMM

On behalf of Crescent Racing, we thank each club and their members for their support of Crescent Racing. It’s the nation’s best council racing program in the nation!

The 2014/2015 Racing Newsletter Credit Sheets have been e-mailed to each Club Race Director. Printing instructions were included as an attachment in the e-mail. If your Club no longer prints a paper newsletter, please post the sponsorship logos on your web site. When your Club broadcasts a monthly e-blast, please include one of the newsletter sheets, of which there are four. As you have done in the past, please include me in your e-blast mailings and your hard-copy newsletter mailings. I will forward your e-blast and newsletters to Crescent Racing sponsors.

## MEMBER SERVICES

**Reminder that the new membership templates are available now.** They are on the Crescent website for the Clubs' use in printing Crescent Ski Council and National Ski Council Federation information their membership and business cards. Contact Ken Lumsden, Member Services Chair, if you have any questions or for more information: ken@wssoc.org.

## SPRING CONVENTION

The **Spring Convention** is scheduled at Kingston Plantation in Myrtle Beach April 23-26, 2015. Michelle Shuford received the Club's reservation forms so everyone has received their lodging confirmations for lodging for their Clubs. Any questions, contact Michelle Shuford at [skibumlong@aol.com](mailto:skibumlong@aol.com). Reminder of the deadlines: Balance of payment and condo drops are due March 16, 2015. This deadline includes your Club's rooming list which should include full property spelled names, location choice, number of nights, number of people per unit, and total balance due per person. Any rooming list changes are due April 6, 2015. Any questions, please contact Michelle Shuford at [skibumlong@aol.com](mailto:skibumlong@aol.com)

## ADMINISTRATIVE

There are some great benefits with the **National Ski Council Federation** ("NSCF") and more are being added regularly. The new NSCF website will be rolled out soon. 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. The latest NSCF Newsbeat for January 2015 is attached for your reading pleasure.

## NEW CSC MEMBER PERK – POINT 6 SOCKS

**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 CLUB NEWSLETTER ARTICLE

Bob Wilbanks, the Editor of the National Ski Club Newsletter, asked me to write an article on the success that my Club, Charlotte Ski & Snowboard Club, has had with adding to our membership with a lot of new and younger members. Trips, racing, outdoor events – all are a pull to attract potential members in your

cities. Some of you already receive the Newsletter, but I wanted to pass the article along to you and am attaching it. Some of you attending the Admin Meeting at the Fall Conference where we discussed ways for the Clubs to reach out to the skiers and snowboarders in your area to let them know about your Clubs, get them to join and most importantly, get them involved. Please pass along the article to your Clubs' members. Any questions, please let me know.

### **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 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 all of you get to enjoy one or more great trips this season. And I hope to see a lot of you this coming week in Snowmass.

*Pat*

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## National Ski Council Federation Newsbeat

### January 2015

**Marker Völkl Snaps Up Dalbello.** Marker Völkl has entered into a purchase agreement to acquire the Dalbello Group, a family-owned Italian company that has been making ski boots since 1974. The transaction is expected to close in the first quarter of 2015 subject to closing conditions and regulatory approvals. [More.](#) SAM

**JetBlue to Launch Nonstop Service From East to Reno-Tahoe.** JetBlue Airways has announced it will be the only airline to offer nonstop service between Nevada's Reno-Tahoe International Airport (RNO) and the U.S. East Coast as it launches service from New York's John F. Kennedy International Airport (JFK) May 28, 2015. [More.](#) SnoCountry

**Uber car service expands to Breckenridge, Vail, Aspen.** The wildly popular driver service recently announced that its smartphone app is ready to launch in Colorado mountain towns. The new high-country service includes Summit County, Eagle County (home to Vail and Beaver Creek), and Pitkin County (Aspen and Carbondale). [More.](#) *Summit Daily* via Destimetrics

**Land Swap for Mammoth Mountain Signed Into Law.** President Barack Obama has approved a land swap that would give Mammoth Mountain Ski Area (MMSA) approximately 21 acres of Forest Service land in the area of the California resort's Main Lodge.

The exchange, for more than 1,500 acres of public and private land located in several counties, was attached to the National Defense Authorization Act (NDAA) that passed the U.S. Senate last month. Mammoth Mountain CEO Rusty Gregory said that the land swap will enable the leveling and rebuilding of Mammoth Mountain Inn and surrounding base area facilities first built in 1958. [More.](#) First Tracks!!  
*Ed. Note: Those who attended the NSCF 2011 Annual Meeting in Mammoth heard Rusty Gregory talk about the plans to replace the lodge and improve the base area pending the land exchange.*

**Younger Skiers and Snowboarders Want More Than Just Mountain Time.** Younger adult skiers and snowboarders want their friends by their side, a good deal in their pockets, and plenty of off-mountain entertainment. These are among the findings of a recent study of today's ski and snowboard traveler conducted by Wyndham Vacation Rentals, the world's largest professional manager of vacation rentals and part of the Wyndham Worldwide family of brands (WYN). [More.](#) Marketwired/Yahoo Finance via Destimetrics *Ed. Note: The article contains some valuable insights on younger (18-34) ski travelers that could be helpful for councils/clubs seeking to attract younger members on trips.*

**Sierra Nevada Brews Special Beer for World Ski Championships at Vail/Beaver Creek.** The 2015 World Championships Organizing Committee and Sierra Nevada Brewing Co., official beer partner for Vail and Beaver Creek's World Ski Championships, have officially unveiled Start House Session Ale – a beer brewed exclusively for 2015 World Championships ski racing fans.



An easy-drinking India Pale Ale, Start House Session Ale is light in body but big in whole-cone hop flavor with intense notes of pine, grapefruit, and herbal hop aromas, the brewer says. [More.](#)

**Aspen Skiing Company to Build a New Limelight Hotel at Sun Valley.** Aspen Skiing Company (ASC) has closed on a property in Ketchum, Idaho, purchased from Bald Mountain LLC to be developed as a new Limelight Hotel, modeled after the company's existing property in Aspen, Colo. The property is in close

proximity to Sun Valley Resort's River Run base of Bald Mountain ski area at the southern end of Main Street in Ketchum. The property features large guest rooms, an expansive and open lounge, expanded continental breakfast, a lobby restaurant and adventure programming for guests. [More](#). First Tracks!!

**Granite Peak (WI) Unveils \$50 Million Expansion Plan.** Granite Peak owner Charles Skinner has unveiled an estimated \$50 million plan to add more lifts, ski runs, slopeside lodging and summer activities to his Wisconsin ski and snowboard resort. Skinner indicated that Granite Peak needs the additional amenities to compete with Vail Resorts, which has recently added suburban ski areas in Detroit and Minnesota to its stable of ski areas united under the company's Epic Pass, as well as to accommodate the next generation of skiers. [More](#). First Tracks!!

**New Gondola to Anchor Lutsen Mountains (MN) Expansion.** Lutsen Mountains owner Charles Skinner unveiled a \$30 million expansion plan last week that includes a replacement of the resort's iconic gondola lift. The gondola would be replaced by a new eight-passenger, \$7 million model to be built by Doppelmayer. Skinner's announcement comes on the heels of his release of a \$50 million expansion blueprint for Granite Peak in Wisconsin, which he also owns. [More](#). First Tracks!!

**Can skiers own and operate their home hill?** Locals claim that when Les Otten, former CEO of the now-defunct American Skiing Company, offered to buy Mad River Glen from Betsy Pratt for \$5 million, she puffed her corn cob pipe and told him where he could stick his check. Pratt was tired of owning Mad River, but she loved the place dearly and would only sell it to those who cared as much as she did: the skiers. So in 1995, Pratt set up a cooperative and sold 2,000 shares, making Mad River Glen the only skiing co-op in North America. [More](#). Mountain Magazine

**Where Is The New England Ski Museum?** The New England Ski Museum is located in the heart of the White Mountain National Forest, appropriately nestled in a snow-covered mountain. The free museum is a non-profit organization dedicated to the history of skiing and resides in the same park as the (now gone) iconic Old Man of the Mountain. Step inside the museum and you'll experience the permanent exhibit "From the First Tracks to the Fall Line: Eight thousand years of skiing," which is a chronology of the development of skiing from its prehistoric roots through the 1990s. [More](#). Boston.com via Google Alerts

**10th Mountain Division leader, ski icon Earl Clark dies.** Earl Ervin Clark, a World War II veteran who was instrumental in forming the 10th Mountain Division National Association and a member of the Colorado Ski Hall of Fame, Dec. 28 at his home in Littleton, CO. He was 95.

In 1971, Clark was among the founding members and first president of the 10th Mountain Division National Association, which grew to have more than 5,000 members. He also played a role in forming the International Federation of Mountain Soldiers, a group that includes German, Austrian, Italian and French mountain ski soldiers. [More](#). *The Denver Post* via Google Alerts

**States Stepping Up to Ski and Snowboard Month.** This month marks the seventh year of Learn to Ski and Snowboard Month, and several states, including Maine, Michigan, Minnesota, New Hampshire, New Mexico, New York, Pennsylvania, Utah and Vermont, are promoting statewide discounted beginner lesson packages. A few associations have recruited partners to help spread the news.

While most learn-to initiatives are left to resorts themselves to develop, in December, LSSM organizers launched the new First Day Faces campaign. This asks new skiers and riders to share photos of their first time lessons via social media for a chance to win a trip to Utah. Photos are tagged with the hashtag #FirstDayFaces. [More](#). SAM



# Charlotte Ski Club Attracts New Younger Members and Club Officers

By Pat Harvey

Charlotte Ski Club Past President and Crescent Ski Council President

The Charlotte Ski & Snowboard Club in Charlotte, North Carolina's efforts to attract younger members to the club have been very successful and at this time about 60% (or more) of our 200 members are new members and are younger skiers and snowboarders. The Club's current president is 29 years old and our vice president is 25, and our secretary and treasurer are in the 40- to 50-year-old range. We now have "guests" show up at our board meetings who are volunteering and getting involved.

Moving our membership meetings to a local brewery in Charlotte has been a really good attraction resulting in 40 and 50 people attending our meetings. The brewery is owned and managed by a skier, and he regularly publicizes our club and our events. We hold other events there as well, including our annual gear swap.

We've had various events that have been a definite pull for the younger and prospective members, including a "trampoline dodgeball" event. We schedule two showings of the latest Warren Miller movie annually which is held at a theatre in the center of Uptown Charlotte and

they're usually sellouts! Our club Facebook, Meetup, and Instagram pages are regularly updated with new posts and pictures and we are up to 553 "likes" on our Club's Facebook page alone. We have a lot of new and potential members finding us on Meetup and as a result, attending our events, meetings, signing up for our trips, and best of all, getting involved!

Some suggestions that are a plus to gain and retain younger new members: (1) the older members should reach out to the younger attendees and members at our meetings and on our trips and make them feel welcome; (2) snowboarders are a way of life -- especially among younger people -- and the clubs need to realize that and accept the boarders who are as much a part of the club and its future as the skiers; and (3) the on the other end of the age spectrum, the new younger members need to realize that they and the older members can work together. It can be done and it is being done. All of us started out as young skiers once upon a time. The next generation is just moving into where we once were and while doing so are bringing success to the continued existence of



Pat Harvey, President of the Crescent Ski Council.  
Photo: NSCN.

our club. It can work; we've proved it!