



President

I am happy to report that all 21 Crescent clubs (110 participants) were represented at Fall Conference this year. We had excellent attendance at our workshops which will be expanded for next year. The Dinner/Halloween Costume Dance was well attended and I still continue to be amazed by the creativity that is shown!

Here's a marketing idea from NSCF: Several other council clubs use a Groupon to recruit new members. Buy one membership and get one free....for new members only, not renewals. Clubs could customize to suit their needs.

Vice President

The Crescent Facebook Page is now up to 147 "likes." We're hoping to reach 150 by the time the President's Update goes to press. Spread the word!!

As advised at the Fall Conference and for information for those who weren't with us in Gatlinburg, Social Media is now an excellent way to promote your clubs. Charlotte Ski & Snowboard Club now has a Social Media Coordinator and we recommend that other Clubs look into finding someone who could take over in a similar position and help promote their Clubs and social media is a great way to do that!! As we're all trying to attract younger skiers and snowboarders to join and be more active in our Clubs, social media outlets like Facebook, Meetup and Twitter are now the way to reach out to those markets. We know of a top racer in one of the Clubs who found out about that Club's race team by searching through a Google search. The Crescent page is updated with lots of great information on a regular basis and on Facebook, Crescent "likes" any Clubs we've found who have Facebook Pages which also interacts with and as a result promotes our Clubs. Any questions on how to make Facebook work better for your Club, contact Pat Harvey at pat@charlotteskiandsnowboard.com. Contact Pat also with any ideas, suggestions and information to include in the Council's Facebook page.

We are also working on putting Crescent Ski Council on Instagram. We're set up right now on Instagram as "crescentskicouncil" and it's still a work in progress. Instagram is a great way to share photos so we'll get more information to you by next month's President's Update.

CONVENTIONS

NEW PROCEDURES

From Michelle : As promised, here are the rates for the 2014 CSC Spring Convention Lodging. In order to be fair, I've been asked by the Crescent BOD to enact an enrollment start date.

Please fill out the Registration form and email it back to me starting: NOV. 15th at 12:00pm followed by your club's deposit check mailed via snail mail shortly thereafter. I will send an email confirming check receipt. If you don't hear from me, you might want to followup with an email. Clubs will be given their preference in lodging based on the time/date stamp of their email and unit availability.

Any emails time/date stamped prior to Nov. 15th at 12:00pm will not be accepted and must be resubmitted.

Any emails that simply state we want #: of XYZ Condos with no Confirmation form attached will not be accepted and must be resubmitted.

Any subsequent deadlines missed: Feb. 24, 2014, March 17th, 2014 and April 7th, 2014 for



Confirmation forms, Rooming lists, and/or payments can also be cause for loosing your unit preferences and late fees will also be assessed.

Every effort will be made on my part to get you the units of your desire...I've done it every year so far:-)
With that said, only ask for the number of condo's you truly think you need. And don't hang onto them too long if you find out you don't need them.
Any ExComm units assigned to your club should be counted in your number requests but know that those units are indeed safe.

*****If you are not your club's convention lodging coordinator, please forward this on to the responsible party as the content is TIME SENSITIVE!**

TRIPS

All 3 Crescent trips are available online at www.sportsamerica.com/csctrips

Steamboat December 7-14, 2013	NOVEMBER 7 DEADLINE
Tahoe January 11-18, 2014	Technically closed, but can still ask!
Banff March 15-22, 2014	OPEN

Ron Scott has contacted an embroidery company and they will be producing our 30th Annual Race and Ski Camp sweatshirts. The sweatshirts are a heavy 10 oz. and are produced by Hanes. You can find a sample of the embroidery attached to this e-mail. Orders should go through Sara at Sports America Tours csc@sportsamerica.com , 800-876-8551 or 707-575-7547, xt 125 . Color selection for the sweatshirts that will show the embroider colors are Ash gray, Charcoal Heather (Medium to darker gray) Light blue, Light steel (Lighter gray but not the lightest ash gray) You can also get a natural color which is a light beige color. **The deadline for ordering sweatshirts is November 7th, 2013.** The sweatshirts will be shipped to Steamboat and we will hand the shirts out at sign-in Saturday evening .

RACING

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.

Crescent Racing is for the young and old. We welcome everyone, even snowboarders. If you have a question concerning the Crescent Race Series please contact me, Ron Scott at : rscott0132nc.rr.com. Crescent Racing is the type of racing program the other ski councils wish they had.

Enjoy the up-coming holidays and remember our soldiers and those less fortunate than each of us.

MEMBER SERVICES



Ken is working on a "Club Promotional Video" contest with winners to be announced at Spring'14. Stay tuned for more information.

We discussed many ideas at the S.K.I.B.U.M. (Seeking Keen Ideas to Boost Up Membership) meeting Saturday morning at the Fall conference. Right now is the time to increase your Club's social media exposure by using PINTEREST & MEETUP websites. These websites will help drive more web search inquiries to the Club's Facebook page or website. PINTEREST is free and offers many different ways for people interested in skiing to easily link into your web page. MEETUP has a monthly charge of ~\$12/mth but also offers another avenue to attract those looking for ski deals, agendas, etc. This needs to be a priority as we are just coming into the ski season and many will be searching the web to help plan their ski trips over the next few months. As a goal I would like to see 75% of the Crescent Ski Council Clubs signed up for one or both of these web sites before Thanksgiving. Should you have any questions or concerns feel free to contact me. Ccorey9@epbf.com or 423-645-0754

Please remember to send Bruce any updated information.

If you are not the Club President any longer please forward to the new President. Also, please send Bruce your election dates and when new terms begin!

Bruce's email address is snowdawgasoc@bellsouth.net.

ADMINISTRATIVE

Please continue to send me an electronic copy of your club newsletter. I really do read them and enjoy seeing what our clubs are doing.

An update on the NSCF website is that the committee hopes to have the website operational by December. Ten (10) new benefits have been added so be sure and check the old website which has been updated.

<http://www.skicouncil.org>

ID-skiclub

PW: member

Please distribute these updates to your members, via email, your newsletters or by placing them on your 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!

Everyone, including the committee chairs, is hard at work. Crescent is fortunate to have an excellent group of people who have volunteered to serve in many capacities. Be sure to thank them and remember that we are always looking for more volunteers.

Please feel free to email me any concerns, suggestions etc., at any time.

Margaret P. Crum



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