



President's Update

October 2013

Winter seems to be making an early appearance out West. Snow covered the top of Grand Targhee, where Chuck Corey, Lisa Beregi (Secretary of NSCF) and myself attended the National Ski Council Federation meeting last week. Big Sky was on a winter storm warning at the end of the week. Could this be our year for BIG SNOW?

#### **President**

I attended the NSCF meeting September 18-22 in Grand Targhee, Montana. Chuck Corey, S.K.I.B.U.M Chair, also be attended. An entire day was set aside to deal with membership in councils and clubs. Since Chuck has taken on this committee this will be an opportunity to listen to other councils and see that CSC is not alone in declining memberships. Industry will be working with the councils. Chuck will be presenting a workshop for Presidents, Reps and any other interested members.....perhaps your membership chairs, need to attend Fall Conference. I will be presenting a Part 2 short workshop on Document Retention as well

I know it is hard to think about skiing in this kind of weather, but be sure and check out the trips that Crescent has planned. It is time to start seriously thinking of where you are going next winter!

#### **Vice President**

Reminder if you haven't already, please "like" the Crescent Ski Council Facebook Page – we're up to 135 likes as of 9/15/13 but we'd like to see more "fans" of our page. These fans can be sports shops, resort reps, friends...anyone! We update the page regularly with events, trips and lots of ski and other information. So spread the word and remind your members to like the Council's Page. If anyone has anything they want to have posted on the page, have them sent it to Pat Harvey at [pat@charlotteskiandsnowboard.com](mailto:pat@charlotteskiandsnowboard.com).

#### **CONVENTIONS**

Fall Conference dates are: Oct. 25-27, 2013 at Glenstone Lodge , Gatlinburg, Tennessee. Registration for the Fall conference is different from the beach registration. Everyone is responsible for making their own reservations. Just call and make a reservation on the Crescent room block. All forms are now on the website. You may call the number below to register:

**800-362-9522**

**These clubs have not registered as of Sunday, Sept. 29:**

- o Catawba Valley
  
- o Chattanooga
  
- o Coastal
  
- o Columbia
  
- o Huntsville
  
- o Southern Snow Seekers



All forms are now on the website.

### TRIPS

All 3 Crescent trips are available online at [www.sportsamerica.com/csctrips](http://www.sportsamerica.com/csctrips)

Steamboat December 7-14, 2013      Early Bird Pricing no longer available

Tahoe      January 11-18, 2014

Banff      March 15-22, 2014      Price reduced by \$50.

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](mailto: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 2013/2014 Crescent Race Schedule has been sent to your club Race Director. Many of the Crescent clubs are now planning their club ski trips around the dates on the race schedule. Having club Trip Directors working with their club Race Directors when scheduling club ski trips allows racers to attend the scheduled races and club ski trips. I know there will be conflicts from time to time, but the effort of avoiding race and ski trip conflicts is appreciated by all.

Crescent Racing is for the young and old. We welcome everyone, even snowboards. If you have a question concerning the Crescent Race Series please contact me, Ron Scott at : [rscott013@nc.rr.com](mailto:rscott013@nc.rr.com) Crescent Racing is the type of racing program the other ski councils wish they had.

### MEMBER SERVICES

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

Chuck Corey has formed a new sub-committee under Member Services called: Seeking Keen Ideas Boosting Up Memberships, otherwise now known as S.K.I.B.U.M. Chuck's email is [Ccorey9@epbfi.com](mailto:Ccorey9@epbfi.com) We have had some compelling ideas presented by member clubs that have created opportunities for increasing each Club's membership rosters. It is imperative that we make a concerted effort to collect all viable programs that help bring in new members. Now is the time to submit programs and ideas that work for your club. As I mentioned at the Spring Convention we need to address this major problem while we still have the financial resources, as well as the momentum of so many trips, conventions, summer activities, etc. I am asking each club to submit a program or concept that works at gaining potential members attention. Any and all thoughts are appreciated. The results of this survey will be submitted for

# CRESCENT

## SKI COUNCIL

— Since 1969 —

the use of all Crescent's Ski Clubs. This is for all our benefits. More members equal more trips, lower costs per trip, more racers, better treasurer's reports and greater latitude to expand current Club activities. Email me with your thoughts, concerns, etc.

Please remember to send Bruce your information as listed below:

Newly elected Officers , Board Members of your club, Webmasters, Newsletter Editor. Include: Name, mailing address, Phone #s (Home, work, cell), email address, Board position(s)

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](mailto:snowdawgasoc@bellsouth.net).

\*\*Just added to the CSC website is a section that includes info from Fall Workshops:

**How to Promote Your Club  
Marketing Workshop  
Marketing with Social Media  
Retailer Marketing**

### **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.

Also, as you elect your new officers, please let the National Ski Club Newsletter know. This publication provides a forum for sharing of ideas between the nation's ski clubs. Officers will receive an invaluable quarterly newsletter .

An update on the NSCF website is that the committee hopes to have the website operational by December. Several 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.

Thank you for allowing me to serve as your president. for another year. Please feel free to email me any concerns, suggestions etc., at any time.



Margaret P. Crum  
President  
Crescent Ski Council  
5 Sandon Circle  
Asheville, NC 2880  
[mcrum211@charter.net](mailto:mcrum211@charter.net)