



President's Update

September 2013

This month's update is early but I will be on my way with Huntsville Ski Club on a cruise to Norway, Denmark, Sweden, and Russia. Over 44 CSC members are attending this summer activity...I know Asheville, and Raleigh have members going. This is just another example of how clubs can take advantage of their membership in Crescent!

### **President**

I will be attending the NSCF meeting September 18-22 in Grand Targhee, Montana. Chuck Corey, S.K.I.B.U.M Chair, will also be attending. An entire day has been 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 and I am certain we will get lots of info to bring back to you for presentation at Fall Conference.

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 128 likes as of 8/12/13 but we'd like to see more "fans" of our page. 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.

**800-362-9522**

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)

# CRESCENT

## SKI COUNCIL

— Since 1969 —

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 support of all club officers to Crescent Racing is beneficial to all of Crescent. My message to all Crescent Race Directors is "I always encourage you to recruit new racers to the Crescent Racing Program. When each of you recruits new racers you are building a dedicated support team for your race team and club. Crescent Racing has sent some of its racers on the higher competitive levels such as skiing academies, collegiate racing programs and the US Adaptive Ski Team. Crescent Racing promotes core values like team participation, perseverance and respect as the roadmap to success. Crescent Racing helps develop programs that provide lifelong skills to its racers.

Crescent Racers and Crescent club members continue to sign-up for Crescent Racing's 30th Annual Race and Ski Camp. We currently have approximately 185 Crescent members signed-up for the December 7-14, 2013 camp.

Did you know that in the Crescent Ski Council there is a program that encourages family participation, and promotes good sportsmanship, friendly competition, and socializing with old friends while making new friends? This Crescent program helps teach young people and adults how to have fun in a structured environment by participating within its rules and regulations. Also, this Crescent program should be of interest to people in your community who are currently not part of your club's membership. This Crescent program is CRESCENT RACING and it has been part of the Crescent Ski Council since 1973. If you would like more information on Crescent Racing please feel free to contact me anytime.

### **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 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**

I recently sent out a survey from NSCF who is working with Subaru to offer benefits. As you know, Subaru quit offering their incredible deals a few years back. If you didn't receive the survey, contact your club President.

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 had encountered numerous issues. NSCF is having major issue with their website and it is not ready. The old website has been updated and new benefits have been added. Please check them out.

Remember to check out all the benefits that NSCF offers to member councils/clubs. New benefits have been added.

<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  
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