www.ashevilleskiclub.com

THE ASHEVILLE AVALANCHE

THE NEWSLETTER OF THE ASHEVILLE SKI CLUB

May 2015

President's Message

With the arrival of spring our ski activities wind down, leaving lots of good memories and excitement about next year's trips. Congratulations to the club's race team for another winning season with their 1st place finish in the Western Division, the 4th consecutive winning year. The Club's March ski trip to Steamboat was very much enjoyed by those who went. White fluffy stuff is fun for skiing. We were well represented at the Crescent Council's trip to Aspen Snowmass and the December Ski and Race camp. And we managed to avoid the snowless conditions in the West. I want to thank everyone who helped to make, and who enjoyed this very good winter.

This summer should be just as good. Several bike trips are in the offering. For the 2nd year a camping, biking and rafting trip with the Palmetto Ski club is scheduled for July.

Our fund raiser is no longer Belle Chere but the Asheville Tourist games. We've started with the smaller picnic functions and are moving to manning the concession stand. For baseball fans you'll see a different side of the game. A myriad of other activities will be happening during these warm weather months.

It's you, the members that make the club. Your participation in and enthusiasm for the activities is what keeps us going. If you have any ideas for activities that would interest you, be it a weekend trip to Snowshoe, skiing in Chile, local hiking or a bike and barge trip in Holland, let us know!

John Hofler

NEXT MEETING

Date: THURSDAY May 14, 201

Location: Sierra Nevada Brewery

Time: Brewery Tour 5:30 pm

Networking 6:30pm / meeting 7:00pm.

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You read it right folks. Our May meeting is at Sierra Nevada Brewery!

Directions to Sierra Nevada Brewery: Follow I-26E (south) and take exit #40 onto NC-280 W/Airport Road. Go 2.6 miles and turn right onto Sierra Nevada Way. Drink Beer.

Upcoming activities and events

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Every Wednesday 5:30pm- Mountain Biking at Bent Creek.
Meet at Ledford parking lot. For information, contact Gary Swinea

ASHEVILLE SKI CLUB LEADERSIP CONTACTS

EXECUTIVE OFFICERS

President:	John Hofler	jghofler@gmail.com	828 689 8641
Vice President:	Jeff Kenrick	jpkenrick@aol.com	828-246-3035
Treasurer:	Don Shuford	donshuford@charter.net	828-777-0788
Secretary:	Nanci Burkey	nlbshrew@gmail.com	828=676-0355

BOARD MEMBERS

Lauren Wall	lwall50@bellsouth.net	828 628 9019
Erik Sandstedt	seasonscatering@charter.net	828 654 9432
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ACTIVITY DIRECTORS

Newsletter:	Tom Bushar	tbushar@gmail.com	828-254-4108
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Publicity:			
Socials:	Lauren Wall	lwall50@bellsouth.net	828 628 9019
Club Trips:	John Hofler	jghofler@gmail.com	828 689 8641
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	Bobby Roland	DTCRol@bellsouth.net	828-273-4811
Special Olympics	Sam Lloyd	zlloyd@windstream.net	864-384-4546
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Crescent Rep	Paul Dobson	paultdobson@gmail.com	828 775-5132
Crescent Rep	Jeff Kenrick	jpkenrick@aol.com	828-246-3035
Crescent Vice Pres	Michelle Shuford	skibumlong@aol.com	828-768-0120
Crescent Past Pres	Margaret Crum	mcrum211@charter.net	828-255-8196
Crescent Trips:	Michelle Shuford	skibumlong@aol.com	828-768-0120
	Margaret Crum	mcrum211@charter.net	828-255-8196

ASC Meeting Notes

April Meeting

At our April meeting we introduced our officers and board members for the 2015-2016 year. Their terms begin effective June 1, 2015.

Officers are:

Jeff Kenrick—President

Bill Melton—President Elect

John Hofler—Past President

Don Shuford—Treasurer

Nancy Burkey—Secretary

Board Members are:

Paul Dobson (replacing Wayne Bailey)

Jan Green

Deb Olsen

Erik Sandstedt

Lauren Wall

On another note, at our April meeting Robin Turner Oswald sold 26 of the ASC Ski Team Western Division Champions t-shirts. It was a great way for members to support the club while simultaneously improving their appearance.

Thanks, everyone.

ASC Meeting Notes

May Meeting

This will be a very special meeting by the nature of our venue at Sierra Nevada Brewery. Your newsletter editor, Tom Bushar can vouch for the good beer and food based on his extensive experience. Be sure to try a flight of four different beer samplers. Check out the store as well. Don't miss this unique opportunity to spend some quality time with your ASC friends.

Remember—Brewery Tour starts at 5:30 pm. The tour will start exactly on time, with or without you, so get there before 5:30 pm!

Newsletter Editor's Notes

• If you are a new member come see Tom Bushar at any ASC meeting to have your picture taken. We would like to feature new member names and pictures in the newsletter so folks can get to know you.

• If you or someone you know could make a presentation at any of our ASC meetings, please set up and clear through John Hofler, then let Tom Bushar know by email for inclusion in the newsletter.

• Are you aware that ASC has a Facebook page? If not, take a look, then give us a "like." We need club members that haven't "liked" us yet to do so. We hope to get to 500 likes.

Asheville Tourists Concession Fundraising

The Tourists Concession Fundraising is underway and proving to be a lot of fun. We have two picnics and one concession session under our belts. A brief description of the two different opportunities follows.

Picnic: ASC gets $100 for working a picnic event. Arrive an hour before gate opens which is two hours before the game starts. Set up buffet line with dogs, burgers, bbq chicken, beans, potato salad and cookies. Three people serve the food and replenish as needed. The fourth person serves soda from the soda station. About 30 minutes after the game starts break buffet line down and clean up. Workers can have any food left over as a meal. No food is allowed to be taken home without permission. Feel free to stay and watch the game in the general admission section.

Concession: ASC gets 10% of the concession proceeds. Arrive an hour before gate opens which is two hours before the game begins. Four people man the cash registers and the balance of the crew works as a team to fill the orders and bring then to the counter. As the game progresses the registers are closed one by one as the crowd diminishes. Runners are released as cash registers are closed. Remaining crew help clean up as directed. A meal is provided which will probably be a hot dog and bag of chips. No food can be taken home without permission and there is a strict inventory process in place.

Concessions dates:	May 28
	June 23
	July 11
	July 23
	Aug 15
	Aug 28
	Sept 3
Picnics dates	May 31 (No picnic booked yet)
	June 14
	July 12 (No picnic booked yet)
	Aug 16 (No picnic booked yet)

This is a great way to support your club.

Hope to see you there! Email Jeff Kenrick at JPKenrick@aol.com to volunteer.

CSC Executive Committee and other Committees

Here is a photo of the current CSC ExComm and Committees including Margaret Crum (Past President) & Michelle Shuford (VP & Spring Convention Coordinator).

Front Row: Bruce McMurray (Database), Chuck Corey (SKIBUM), Ken Lumsden (Membership Services Chair), Michelle Shuford (VP & Spring Convention Coordinator);

Second Row: Pat Harvey (President), Margaret Crum (Past President), Lisa Beregi (Trips Chair), Frances Edwards (Vendor Coordinator), Diane Andrews (Secretary), Cathie Mulgrew (Steamboat Race Camp Coordinator), Mary Ann Koltowich (Treasurer), Terri Tokaz (Mini-Golf Coordinator), Dave Salisch (Golf Coordinator),

Third Row: Cindy Penley (Race Worker), Ron Scott (Race Director), Bryan Bobo (Conventions Chair)

By Himself: Cameron Andrews (Tennis Coordinator).

CSC Convention Golf Tournament:

3rd Place Team: Roger Mariani, Dwight Moore, Paul Dobson , Wayne Bailey

CSC Spring 2015 Convention Beach Olympics Results

Beach Run

Male: 1. Justin (ASC), 2. Cody (ASC), 3. Charlie (RSOC)

Female: 1. Kerri (Aug), 2. Jennifer (RSOC), 3. Marlene (ETMM)

Bocce

1. Jeff/Dwight (ASC) 2. Paul/Roger (ASC) 3. Rooke/Lisa (ETMM)

Corn Hole

1. Justin/Cody (ASC) 2. Cheyenne (ASC)/Aaron (ETMM)

Impossible Ski Race

1. Cathie (W/S)/Jerry (PSOC)/Cindy (PSOC) 2. Michelle/Ron/Justin (ASC)

3. Dwight/Cody/Cheyenne (ASC)

Ladder Toss

1. Joe/Faith (Coastal) 2. Paul/Roger (ASC) 3. Cindy/Jerry (PSOC)

Beach Olympics

1. Asheville 2. Tied: Augusta and Coastal 3. Tied: Palmetto and Raleigh

UPCOMING EVENTS

Mountain Biking & Camping/Motel 8'ing

@ Jackrabbit Mountain on Lake Chatuge May 15-17. 2015

This weekend is great for folks that want an easy mountain bike ride. The trail system out at Jackrabbit Mountain is great for novice riders, even newbies.

Lake Chatuge is located on the North Carolina/Georgia border about 5 miles outside of Hiawassi, GA and 5 miles from Hayesville, NC. It's about a 2.25 hour drive from Asheville.

If you want to Motel 8 it, I would recommend finding something in Hiawassi as there are several to choose from as well as grocery stores and restaurants close by.

The campground is located on the eastern side of the lake and is reservable at www.recreation.gov under Jackrabbit Mountain. Don and I reserved site #46 on loop B.

We plan to ride Saturday morning around 10.

Let me know if you plan to join us, skibumlong@aol.com or 828-768-0120.

Chattanooga Weekend

Chattanooga weekend will be a four day weekend May 29th - June 1st, with camping at Cloud-land Canyon State Park in upstate Georgia.

Two beds are left between 2 cabins (first come/first serve, contact Michelle ASAP).

All other hotel and camping reservations should be made on your own. Camping reservations can be made at Reserveamerica.com

It will be heavily mountain-bike centric, with plans to go to see Rock City, possibly the aquariums, possibly a historic battlefield, and time to ride the Chattanooga River Trail (easy biking).

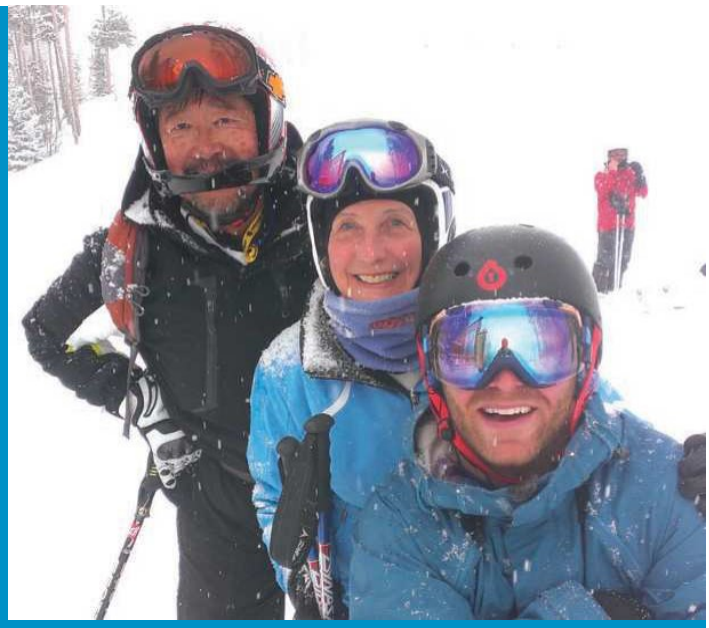
Creeper Weekend

June 20th or 27th (want your opinion) No details yet.

Crescent Trips Signups Start Online May 20

1. CSC Trip to Steamboat Springs: Dec. 5-12, 2015— Early Bird Pricing:1st come/1st serve with only 72 spots available at the $1029 price. See details on separate pages. Contact: Margaret Crum: mcrum211@charter.net
2. CSC trip to Mt. Bachelor: Jan. 16-25, 2016: Contact Wayne Bailey: wayne_bailey642@hotmail.com
3. CSC trip to Big Sky: March 12-19, 2016: Contact Michelle Shuford: skibumlong@aol.com

This article appeared in Snowbound Magazine



How Ski Clubs Attract and Retain New Members

By Jo Simpson

When 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 postings 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 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 non-skiing 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 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.

Jo Simpson is public affairs chair for the National Ski Council Federation, 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.**

CSC RACE SERIES SPONSORS OF THE MONTH

The following businesses have donated merchandise and/or certificates to the Crescent Ski Council. Their merchandise and certificates will be used as prizes to the top three finishers in each flight of the CSC Race Series. Please support these establishments and product lines at every possible opportunity.

TAOS

Ski the WOLF at Wolf Ridge

WHITEFISH MOUNTAIN RESORT EST. 1947

SPORTSAMERICA

Mt Bachelor

Steamboat®

DYNASTAR

LANGE®

LOOK

LEKI® www.leki.com

Mail to:	Asheville Ski Club Membership Form	
Membership P.O. Box 211 Asheville, NC 28802 www.ashevilleskiclub.com **Payment Method:** ___Cash ___Check	Membership Type: ___$35 Single ___$60 Family ___$15 Junior (18 or under/not with family) ___$35 Racing Fee $_____Total	

Last Name	First Name	
Do you understand and agree that the information given here will be shared in the Asheville Ski Club Directory? †____Yes ____No		
Address		

Home Phone	Cell Phone	Work Phone	E-Mail
Spouse's Name	Cell Phone	Work Phone	E-Mail
Children (if members)			

WAIVER

By signing this Application for membership in the WNC Skiing and Outing Club, I agree and understand that the Club is a voluntary organization, composed of and run by volunteers. I also understand that the Officers and the members have no professional or special training in conducting Club activities and do not hold themselves out as having such. I acknowledge that the skiing and outdoor sports have certain innate dangers and I understand these risks. I hereby release the Asheville Ski Club and the WNC Skiing and Outing Club, Inc. from any and all liability for any injury that I, or any member of my family, may incur as a result of participating in any Club activities, including economic loss. I understand and agree that the information given here is truthful and honest to the best of my knowledge and will be shared in the Club Directory.

Signature: _____Date: _____

Signature (spouse if also joining): _____Date: _____

Guardian (if child is under 18 years old): _____Date: _____