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| Summer 2015  |
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Newsletter –



I just got home from the 2015 NSCF (National Ski Council Federation) meeting, in Lake Placid, New York, home of the 1980 Winter Olympic games. Remember the “Miracle on Ice” by the US men’s hockey team? And Eric Heiden, who became the first to ever win all five speed skating events (and is still the [only athlete to win 5 gold medals at one Winter Games](https://en.wikipedia.org/wiki/List_of_multiple_Olympic_medalists_at_a_single_Games)!)

USA! USA! USA!

 

Ok, back to business! In meetings most of the time of the 3-day conference, did some hotel tours, and every evening planned left little time to enjoy the scenery of the Adirondacks.

Grass roots was discussed, in terms of what local commodities (churches, schools and the like) could assist in broadening your club’s exposure to those that don’t know of you. Helping out with never-evers at your local ski hill, especially in January, the national “Learn to Ski” month. Did you know that both the Girls and Boy Scouts can earn a ski badge? Man a tent at summer festivals & activities. Volunteer to help out at the local ski shop’s pre-winter sales and ski swaps. Make sure you have your club business card, t-shirt, and fliers with you. It can make a difference when your group is all wearing something interesting: a bandana, scarf, crazy or loud t-shirt. Perhaps volunteering at a minor league baseball game to pick up trash; you get to see the game and eat free, and get your name on the big screen! Do you have your meetings at a hotel or bar? Have them put your name on the marquee; advertise to “Joe Public” who you are, that you are. Social media will give you a lot of bang for your buck, and attracts those younger folks. Get the word out there, and let the public know who you are!

We revisited the SWOT/SMART program presented by Andrew Kwang and Mary Manning a few years back, which they also presented at the OVSC Summit. Are y’all analyzing your current business, aka your ski club? The SMART portion (**S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime-sensitive) can overcome threats, but needs to be used continuously. Leadership needs to be passionate about their job and focus, and using SWOT (**S**trengths, **W**eaknesses, **O**pportunities, **T**hreats) will show what you can do and help to understand where you are, help to move you away from the threats and weaknesses. What is it that you need to do that you have not done before?

Does your club plan summer activities? Rafting, hiking, golf, horseback riding, art galleries, music festivals, jeep mountain touring, tubing, concerts – these all appeal to a lot of members, and are family friendly (for the most part!) Wine tours, bike tours, baseball games, crab boil anyone?

I challenge each of the clubs to a SWOT/SMART analysis, just to see what we have in common, what we might be able to do to help each other out, and strengthen our bond.

Sean McErlean from Holidaze presented an interesting report for Chinese Tourism. Seems they “want” us, in large numbers. Details to follow.

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My Board members this past year – they all did a great job. Kudos, kudos, kudos to them all: Janet Jones, VP, Aggie Waninger, Secretary, Hew Wells, Treasurer, Dan Hapner, International / Summer Trip Director, Marty Baldwin North American Trip Director, and Rick Mygrant, Racing Chair. Without you guys, I would have way too many hats to wear!

Thanks to each and every one of you, the OVSC members.

Ski on!

Juli Brace, OVSC President

Spotlight:

Huntington

Huntington Ski Club was founded in 1978 as a group for ski (& later snowboard) enthusiasts who live in the Huntington metro area.  We currently have 75 active members and we hold regular monthly meetings, the first Tuesday of each month, at the Hall of Fame Café in downtown Huntington.

We organize 2 formal club trips per year, one out west and one to snowshoe.  Our last 6 western trips were Jackson Hole (March 2016 spots still open), Whistler (2015), Lake Tahoe (2014), Aspen (2013), Park City (2012), Big Sky (2011).  Our average attendance for a trip is around 30 members.

As you can expect, our members are also varied outdoor enthusiasts and the club serves as an outlet to engage as a group in many of those activities beyond the snow.  For the past 5 years, the club has volunteered at the Marshal Marathon by providing a water spot in the Ritter Park leg of the course and will be doing so again this November for the 2015 race.  The club hosts an annual kickoff party each September which is

free to the public and allows prospective members the chance to learn about the club, meet many of the current members, and received a discounted rate on club dues.  Regular club dues are $25 per individual and $35 per family annually.  We welcome all ski and snowboard enthusiast to join the Hunting Ski Club and we can be contacted for more info on memberships and trips on our facebook page or at [www.huntingtonskiclub.com](http://www.huntingtonskiclub.com/).

Upcoming Events:

**2015**

Sunday, November 15th

OVSC Summit Committee & Board Meeting

Holiday Inn, 1717 Airport Exchange Blvd.

**2016**

January 17 - 23

*Whitefish, MT*

For more information, contact Marty Baldwin, mbaldone@earthlink.net

\*See related snippet on page

February 27 – March 6

*Alyeska, AK with Iditarod race start in Anchorage*

For more information, contact Marty Baldwin, mbaldone@earthlink.net

March 11 - 19

*Solden, Austria, optional London pre-trip & Greek Isles post trip*

For more information, contact Dan Hapner, rosehapner@aol.com

April 2 – 10

*Holland River Cruise*

For more information, contact Dan Hapner, rosehapner@aol.com

August 8 – 19

*Australia / New Zealand, optional Ayres Rock pre-trip*

For more information, contact Dan Hapner, rosehapner@aol.com

Meet your North American Trip Director:

Bob LeValley

I hated the winter months until I learned to ski 21 years ago at the age of 37. Today, Winter is coming and I embrace it. I love snowboarding. I love the variety of special feelings you get as down the mountain you go to see the beautiful views and escape into the wind. I want others to enjoy the happiness in sharing this experience with loved ones and friends, new and old. That's why I wanted this job.

I also truly enjoy my 30 year career as a Financial Advisor at Morgan Stanley at The Greene in Beavercreek, Ohio. Dayton, Ohio was my boyhood home as it is today.

 I am extremely proud of my 26 year old daughter, Chelsea, who's enjoying a highly successful career as an actress in Seattle, Washington. I've represented the Dayton Ski & Board Club as the Ski VP since 2011, a similar  position to the OVSC North American Trips Director.  I'm divorced 14 years and recently, by kismet, I met my true love snowboarding in Breckenridge.

The mountains have been good to me.

I look forward to getting to know the members helping the clubs enjoy their trips.

From the National Ski Club Newsletter:

Vail Resorts has announced it is spending $100 million on resort upgrades across its resorts ahead of next winter. Around half of this has gone on the inter-connection of Park City Mountain and The Canyons resorts in Utah to create the largest ski area in the US, but they’re also spending on a new six-passenger chairlift, the Avanti Express, at their home mountain of Vail

Breckenridge residents will vote on November 3 on whether to impose a new 4.5 percent tax on lift tickets to pay for long-term funding for parking and transit projects.   The agreement provides that Vail Resorts will guarantee that, if passed, the tax will raise at least $3.5 million per year for the town with the annual amount to be increased each year with inflation. Breckenridge officials compared the tax to the 4 percent parking tax the Town of Vail imposes on lift ticket sales.

The Telluride/Montrose Airport will have new nonstop service from Las Vegas and New York as well as additional routes from Los Angeles and Chicago and expanded service from Dallas and Phoenix; along with continued direct flights this winter from Denver, Chicago, Houston, Newark , Atlanta and San Francisco with 14 nonstop flight programs from 11 major cities

The 2022 Winter Olympics will be held in Beijing, the first city to host a winter and summer Olympic Games. China has a very short winter sports histories in terms of Alpine events, and has rapidly expanded its ski infrastructure over the last 15 years

\*Montana’s Whitefish Mountain Resort will greet the 2015-16 ski and snowboard season with several improvement projects completed both on and off the mountain, including a remodel and expansion of its Summit House mountaintop lodge. All told, the cost of the resort projects completed this summer exceeds $1.5 million. Similar to the last two years of improvements at the Base Lodge, this winter they will offer guests added comfort and amenities in the Summit House, including the addition of a mezzanine level with 1,600 square feet and approximately 135 seats, and new windows providing northwestern views. Restrooms have been added to the main floor as well as an expansion of the main entry. Enhanced beginner terrain near the base of the mountain, moving dirt and blending grade, widened the beginner-friendly area accessed by the Easy Rider lift. Snow Ghost Outfitters has moved into a new space just up the boardwalk and Village Rentals has taken over its former spot, making both locations centrally located. Village Rentals will now sell skis, snowboards, boots, bindings and poles while Snow Ghost will focus on soft goods and gifts. Village Rentals is the only shop in Whitefish that offers customers multiple demos in a single day. Finally the resort has bolstered its wireless internet by adding new Wi-Fi access points in the Base Lodge, Upper Village and Summit House. Lodging guests and day skiers will both find better coverage and faster service. All projects will be completed in time for opening day, currently scheduled for Saturday, December 6.

**For Sale:**

An 11-mile stretch containing 24 Wasatch Mountain peaks and 15 bowls, spanning an unfathomable 12,740 acres (some 20 square miles) near Salt Lake City, is on the market. It’s perhaps the last great single plot of private land in the U.S. upon which to build a top-tier ski resort, and for a paltry $46 million it could all be yours. The property is currently zoned for home sites of at least 160 acres, but some 5,500 acres of the property — more area than Colorado’s Vail Mountain Resort — has been deemed ideally suited for development as a ski area and receives up to 400 inches of snowfall annually. This is true!

 

**OVSC BOARD AND TRIP DIRECTORS:**

President: Juli Brace, Cincinnati julibrace1@hotmail.com

Vice President: Janet Jones, Lexington jgjones@email.uky.edu

Secretary: Suzy Berning, Cincinnati suzyberning11@gmail.com

Treasurer: Hew Wells, Kittyhawk hswells@woh.rr.com

International/Summer: Dan Hapner, Dayton rosehapner@aol.com

North America: Marty Baldwin, Dayton mbaldone@earthlink.net

 Bob LeValley, Dayton rdlevalley@gmail.com

Racing: Rick Mygrant, Cincinnati OVSCrick@cinci.rr.com





Still Wanted:

News and events from your club to be “published” in the OVSC Newsletter.

Excerpts from your newsletter that you want the other 16 OVSC clubs to know about: ski trips, events and outings, club anniversaries.

Photos from your trips and outings, with names, places, dates, etc.

Let me know, please.

Juli Brace

OVSC President

julibrace1@hotmail.com