



## **Annual Report to AGM March 13, 2023**

### **President's Report**

**Dale Hjertaas**

I will start by noting that we had one addition to the Board since the last AGM. Some of you may recall that we did not have a nominee for membership Director at the last AGM, I was very pleased when Dorothy Josephson agreed to take on that essential role and has handled it very capably since then as well as bringing wisdom to Board discussions. Thank you, Dorothy.

A highlight of our year was the Saskatchewan Winter Games. Alpine events took place at Mission Ridge. Nordic ski events were hosted at Douglas Park using the buildings there and ski trails in Douglas Park and in the foothills. Cold weather created some challenges and required cancelling the first day of Nordic skiing. However, organizers did a great job of adjusting to the cold and had successful days of racing on the second and third days. I had the opportunity to serve as a timer at the Nordic races and was impressed by the skill and enthusiasm of the young athletes, by the quality of the courses and by the overall organization. I skied the courses after the games. Good courses and the hills on the foothills provide a good challenge to the athletes, or at least to me!

I was not able to attend the Alpine events, but am confident similar enthusiasm and excitement prevailed among athletes there and at the Biathlon events, which were hosted by Qu'Appelle Valley Nordic at Lumsden. The Alpine events included a ski cross event, which requires creating a special course and was, I believe, a first for Mission Ridge.

Hosting the Nordic and alpine events required a significant volunteer commitment. The organizing committees found their one-year commitment extended to two years when the games were postponed last year. On behalf of the Club, I express our appreciation to those organizers and to all the volunteers who groomed trails, coached, acted as officials, organized the whole event, provided security, organized medals for presentations, participated as athletes and helped in other ways to make the ski events at the Winter Games a success.

Club membership stands at 679 members, down slightly from 708 reported last year.

I was pleased that bus tours resume this year after a couple years of no tours due to Covid. Sadly, we had one trip cancelled after the bus broke down. On the plus side, it only managed to

travel one block from the SaskPower parking lot, so the walk back to our vehicles was not very long. All other trips operated and a trip to Good Spirit was added to the schedule, providing great skiing through the Good Spirit Sand Dunes on a beautiful day.

We did not find anyone to lead alpine tours this year, though as usual the Canmore trip included Alpine options and we did offer members the opportunity to participate in an Alpine trip to Fernie organized by The Parkbeg Alpine Club.

Our 24 volunteer groomers kept the Nordic ski trails in great shape, Not only for recreational skiing but for special events, including the Winter Games and provincial biathlon races held at White Butte. Due to a construction project in the area, the ski trail at A.E. Wilson Park could not be groomed this winter. Our lead groomer at Kinsmen Park, Ron Blechinger, is stepping back from this role and new volunteers are taking leadership of grooming at Kinsmen Park. Thank you, Ron, for many years of providing us with outstanding trails.

Youth programs continue to be an important part of our club's overall program.

Twelve biathlon athletes trained at the Regina Wildlife Federation, often taking advantage of the lit trail for training in the evenings. The club hosted a successful two-day race in February with athletes from across the province. Our ability to run ski trails into the Regina Wildlife Federation shooting range makes White Butte an excellent place to host biathlon events.

The Adaptive Program was again very busy with 24 members and 12 active instructors. There were 5 training days, one mountain cup and the SaskTel Challenge Cup. Instructor training is very important, and we're pleased 5 new volunteer instructors completed the CADS level one training and three instructors received their CSIA Level certification. Our program lead, Gord Poulton received his certification as a Para DL coach.

On a personal note, I was able to volunteer at the SaskTel Challenge Cup this year. It was a great event and impressive to see the adaptive skiers and how they work with their coaches. SaskTel Max videoed the event again this year. Those of you who get your cable from SaskTel would enjoy watching the video of this event.

The Regina Alpine Racing Team has 49 athletes this year. Race Team training consists of 26 scheduled days at Mission Ridge. Sask Cup races were held January 20-22 at Timber Ridge and year end final will be March 16-19 at Table Mountain. The February SK Cup was replaced with Sask Winter Games that ran from Sunday February 19th to Wednesday February 22nd consisting of 3 slalom races and one ski cross race with 54 heats. RART also put in extra effort to increase enrolment this year. Pattison digital billboards, PostCard Portable signs, and a social media campaign helped us recruit a few more athletes.

Our Nordic youth programs had 92 participants, slightly down in 2022-2023, although these year-over-year figures reflect a general trend of stability. High performance racers train all year while JackRabbits and BunnyRabbits began lessons in January.

Our Nordic racers competed in the SaskCup races in Humboldt, La Ronge, and Saskatoon as well as the Saskatchewan Winter Games. Out-of-province races included the Alberta Cups (Canmore), Alberta Youth Championships (Bragg Creek, AB), Western Canada Cup (Vernon, BC), Western Canadian Championships (Kimberly, BC), Canada Winter Games (PEI), and National Championships (Thunder Bay, ON).

The Nordic Youth program again coordinated adult lessons with proceeds supporting the youth program.

We support club activities and build the social network of the Club with communications and social events. This has included 6 Sitzmarks, and 19 emails to membership, 1 poster and 2 brochures. Club social gatherings included the registration social in November and the wind up social at White Butte now scheduled for next Saturday.

The Board is initiating a strategic planning exercise to help us ensure we will do the right things to support growth of skiing in the Regina area.

I realized a month ago that this AGM marks my completion of 10 years as President of Regina Ski Club. How time flies. I enjoy serving as your President. I love skiing so the work is important to me. We have very capable and committed Board members who are a pleasure to work with. I do, however, believe periodic renewal at senior levels is important. A year or two into this role I gave some thought to how long I should hold it and decided I should, unless someone else was pushing for the job, give it a good period of time, but also plan to leave to allow for renewal. I decided a 10-year term would be long enough. I did not realize my planned 10 years were up in time to do a serious search for a new President for this election. So, assuming I get re-elected, I am here for another year. However, the search is now on for a presidential candidate for next year.

To the many people who make our club successful, whether serving as coaches, officials, board members, groomers, helping at competitions and social events, leading trips and in many other areas, thank you. You make it easy to serve as president of this club.

## Interim Financial Report as of March 6, 2023

(Note fiscal year does not end until May 31, so there will be additional expenses and income before year end.)

Programs	2022-23 Actual to February 28, 2023			Budget June 1, 2022 to May 31, 2023		
	Revenue	Expenses	Profit (Loss)	Revenue	Expenses	Profit (Loss)
ADMINISTRATION	50	8,554	-8,504	2,667	8,525	-6,760
MEMBER SERVICES	20,087	9,187	10,901	22,219	18,081	8,612
Nordic Youth	23,537	34,462	-10,925	44,311	48,369	-4,058
Alpine Recreational	0	0	0	0	0	0
Nordic Tours	14,564	19,326	-4,762	18,700	17,276	1,424
Nordic Facilities	26,333	19,154	7,179	22,230	28,023	-5,793
Alpine Adaptive	6,470	13,279	-6,809	20,970	35,970	-15,000
<b>Total Non- R.A.R.T.</b>	<b>91,041</b>	<b>103,962</b>	<b>-12,921</b>	<b>131,097</b>	<b>156,244</b>	<b>-21,575</b>
Regina Alpine Race Team	2,066	0	2,066	99,300	100,296	-996
<b>Total Regina Ski Club Inc</b>	<b>93,107</b>	<b>103,962</b>	<b>-10,855</b>	<b>230,397</b>	<b>256,540</b>	<b>-22,571</b>

## **NORDIC FACILITIES**

### **Gregg Brewster**

Snow arrived November 10<sup>th</sup> with trail grooming starting November 11<sup>th</sup> at White Butte Trails (WBT) & shortly thereafter on 5 of our city trails. The early season started out cold through December but warmed for January & February allowing great skiing on local trails.

School classes resumed skiing at WBT & city trails in January. Science Center trails hosted the Science Center's "Noon Years Eve" event December 31<sup>st</sup>. In February WBT hosted Biathlon Sask Cup Races 5 & 6, Douglas Park/Foothills trails hosted the 2023 Sask Winter Games & Science Center trail hosted the Wascana Winter Festival.

Lack of fresh snow in February put pressure on trail quality. However, modern grooming equipment & skilled volunteer operators established excellent trail bases & maintained good trail surfaces. But for how much longer is uncertain. If new snow arrives, the season should extend well into March. If not, the season will probably be cut short.

Several new volunteer groomers began training this season, one at WBT & 3 at KP where leadership changed hands with Ron Blechinger stepping back. Regina Ski Club currently has a total of 24 volunteer trail groomers, 10 at WBT, 5 in Wascana/Douglas Park, 5 at Kinsmen Park, 3 at Les Sherman Park & 1 at AE Wilson Park. Unfortunately AE Wilson Park was not operated this season due to city water facility construction.

Thanks to all our dedicated RSC volunteer trail groomers for an excellent season.

## **NORDIC TOURS**

### **Kim Smith**

Regina Ski Club members were on the buses finally after a two year hiatus! Temperatures and snow conditions were the best they've been for years for all of the trips. All trail sites were groomed in anticipation of our arrival, an outstanding effort once again from all our trip location groomers.

Our team of outstanding trip leaders:

1. Dave Safnuk- December 17, Madge Lake - 41 members
2. Leona & Jack Spruyt- January 7 to Kenosee - 53 members (This trip was cancelled because of bus problems and no replacement available.)
3. Guy Hughes- January 14-15 to Eb's and Little Red - 35 members.
4. Guy Hughes- January 26-30 to Canmore/Lake Louise - 36 members.
5. Helen Ager & Joanne Zepp- February 11 to Kenosee - 41 members.
6. Aldona Torgunrund & Leona Spruyt- Feb. 25, Madge Lake - 34 members including all the Jackrabbits that signed up as the second bus was cancelled do to a lack of participants.
7. Kim Smith- March 4, Good Spirit Lake - 20 members.

Commitment is the main reason all these leaders are so dedicated to our club. They receive their trip paid for, that's it, putting in quite a bit of effort and time into hopefully making sure everyone involved has a good time. These people are only a part of so many club members who keep our club on track.

On that note-

If anyone is interested in possibly leading a trip down the road, please let me know. Everyone in place now is still committed for next season, as far as I know. However, I would appreciate knowing that backup replacements may be available.

You'll feel good giving back to the club that gives you so much!

Thank you to both Karen Hardy and Dave Wessel for continuous promotion and website revisions and updates.

Dave Safnuk set up an e-transfer form of payments for our trips this season and Leona Spruyt was the one keeping it all in order. Of course as with anything new there were a few bumps in the road. I know it put a lot of pressure on Leona and whether we keep this form of payment in place or not will be decided by next season.

-Input and Concerns From Club Members-

We still want to hear from you!

Planning is in the works for next seasons trips.

Some changes will be taking place.

This your opportunity to offer input.

What is important to you when it comes to bus trips?

No we won't be able to please everybody.

However we will endeavour to do our best for you our club members!

Stay informed and promote our club to family and friends.

Website, [reginaskiclub.ca](http://reginaskiclub.ca)

Also

Facebook Accounts

Regina Ski Club

Regina Ski Club Fun on The Trails

Please remember to keep The Regina Ski Club sponsors in mind for not only the Nordic & alpine trips but all aspects of our club.

They support us. Please support them.

- Emsco - RART
- Folk Construction - RART
- Fresh Air Experience - (FAE)
- Ground Effects Environmental Services - Super G Sponsor of RART

- Jeux de Canada Games Foundation
- K&D Truck Parts & Service – Giant Slalom Sponsor of RART
- Mission Ridge Winter Park
- Munro Homes – Slalom Sponsor of RART
- Nystuen Trust
- Provincial Capital Commission (PCC)
- Regina Wildlife Federation (RWF)
- Rural Municipality of Edenwold
- Saskatchewan Parks Culture & Sport (SPCS)
- Saskatchewan Wildlife Federation (SWF)
- Saskatchewan Winter Games
- Sask Sport
- SaskTel – Gold Sponsor of the Alpine Adaptive Ski program
- Sunshine and Ski
- West Landing Dental - Giant Slalom Sponsor of RART
- Young's Equipment

## **Regina Alpine Racing Team (RART)**

### **Kelly Lucas**

This year started with 5 evenings of preseason conditioning dryland training in the park by the Science Centre with the first on October 3rd. The highlight of dryland was the weekend hikes Coach Morgan suggested - one at Wascana Trails and one at Echo Park. We moved dryland indoors on October 24th for another 8 sessions with some parents alternating group yoga and spin classes while the kids trained.

The RART family of volunteers helped out with the Ski Patrol's annual Ski Swap. It was a well attended and successful event. RART was on hand to promote our club after with a table of brochures to hand out. RART also put in extra effort to increase enrolment this year. Pattison digital billboards, PostCard Portable signs, and a social media campaign helped us recruit a few more athletes.

Race Team early mountain camp was held at Sunshine and Lake Louise from November 23rd to 27th (4 days) with below average snow coverage. The athletes had the opportunity to watch the season opener of the Men's FIS Downhill event at Lake Louise. There is speculation that Lake Louise might not be hosting any more FIS events.

Mission Ridge training ski season was scheduled to start on December 4th but pushed back due to lack of snow to December 11th for both Race Team and Nancy Greene athletes.

This year we have 26 U12-U18 Race Team athletes and one Para-Alpine athlete. The Nancy Greene U6- U14 has 22 athletes.

Race Team training consists of 26 scheduled days at Mission Ridge, a few were cancelled due to

cold (hill not open), 1 cancelled due to lack of snow in December. Sask Cup races were held January 20-22 at Timber Ridge and year end final will be March 16-19 at Table Mountain, with an awards night and banquet. The February SK Cup was replaced with Sask Winter Games that ran from Sunday February 19th to Wednesday February 22nd consisting of 3 slalom races and one ski cross race with 54 heats.

Nancy Greene had 10 scheduled Sundays of training, but a few were cancelled due to cold. They had a race festival January 13-15 at Table Mountain, another February 3-5th at Wapiti and their final at Mission Ridge March 10-12.

Sask Alpine and RART organized online training days for Level 1 and 2 officials courses as well as Ski Cross officials. Entry Level (EL) coaches training is also scheduled.

We are taking opportunities to acknowledge Mission Ridge for all their accommodations and support during our regular training sessions and especially for the SK Games where they went above and beyond, including helping with all the preparations and the extra time and expense to put the ski cross event together.

Our season is scheduled to end with the annual President's Cup fun day event on March 26th at Mission Ridge.

## **Social Director Report Leona Spruyt**

### Information/Social

Approximately sixty-five people attended the Information Social on Sunday, October 30<sup>th</sup>, 2022. In addition to long standing club members, there were several new families and individuals in attendance who expressed an interest in learning about the club's activities.

About 20 items were donated by Fresh Air Experience and Sunshine and Ski for door prizes.

Thanks to:

- Linda Lyster for booking the hall and being there early and staying late to open and lock the door.
- Karen Hardy for arranging poster printing. FAE took four and Sunshine and Ski took one. Kim Smith placed posters in various locations.
- Jack Spruyt and Steve Biden for setting up tables
- Kitt Kelly and Florence Michon for greeting people upon arrival and overseeing the door prizes
- Val Biden and Marilyn Weinmaster for attending to the food table
- Kim Smith for providing name tags to board members and trip leaders - nice touch



## Noon Year's Eve

In December, members of the ski club were approached by staff of the Science Centre asking the ski club to attend the children's Noon Year's Eve celebrations to promote cross country skiing on the trails near the Centre. Thanks to Loanne Myrah and Dave Wessel for assisting me at the table.

## E-transfers for Bus Trips

As a board member and a trip leader I managed the e-transfers for the bus trips this season. The e-transfers were found to be an efficient method to receive payment for trip leaders.

## Play and Stay

Plans for a social gathering at White Butte are in progress for March 11, 2023, now postponed to March 18th.

## **Nordic Youth David Brock**

The Nordic Youth programs of the Regina Ski Club are cross-country ski programs comprising Bunnyrabbits (aged 3 - 5), Jackrabbits (aged 6 – 10), fun and active Adventure Ski (aged 11 – 18), competitive training in TrackAttack (U12 and U14), and the High Performance race team (U16 and U18). All of these programs are anchored in the values of fun, healthy lifestyles, respect, and inclusivity.

Registration levels were slightly down in 2022-2023, although these year-over-year figures reflect a general trend of stability:

Bunnyrabbits: 27  
Jackrabbits: 40  
Adventure Ski: 6  
Track Attack: 14  
High Performance: 5

These programs are sustained by volunteer coaches and support teams, many of whom are the parents of young athletes or athletes who themselves have benefitted from ski programs and coaching.

The coaching team was Andre Bourque (High Performance and U10 Jackrabbits), Scott Brunskill (TrackAttack and U10 Jackrabbits), Ian Mulholland and Tim Sweeney (Bunnyrabbits U6), James Millar, Derek Hoffart, and Deanne Selinger (Jackrabbits U8), as well as Doug Opseth and Bryan Chappell (Adventure Ski).

Calvin Lai volunteered planning, communications, and organizational support that is crucial to the success of Nordic Youth. We wish to acknowledge other volunteer contributions such as waxing at races by Laurie Weiman and general race support from Cory Kulczycki and James Millar at both provincial and out-of-province events. The parents and other family members who cheer, offer ride shares, bring snacks, and pick-up lost gear from snowbanks are all part of the team.

One aspect of the Nordic Youth programs that is experienced by all athletes but rarely seen is the dedicated and expert grooming of classic tracks and skate lanes between practices and after every snowfall. Thank you to the team of volunteer groomers.

Dryland training for older competitive athletes (ages 9 and up) began in September and carried through until snowfall in early November. On-snow programming was well underway in December for these competitive athletes, and extended to the full Bunnyrabbits, Jackrabbits, and Adventure Ski programs beginning January 8<sup>th</sup>. The High Performance Team maintains a near year-round schedule beginning in May with individual physical training, carrying into Fall with more ski-specific training (e.g., roller skiing), and culminating with a series of local, regional and national races January through March.

Skiers from Regina competed in the SaskCup races in Humboldt, La Ronge, and Saskatoon. Out-of-province races included the Alberta Cups (Canmore), Alberta Youth Championships (Bragg Creek, AB), Western Canada Cup (Vernon, BC), Western Canadian Championships (Kimberly, BC), Canada Winter Games (PEI), and National Championships (Thunder Bay, ON).

Regina also hosted the Saskatchewan Winter Games. These Games were postponed in 2022 due to the Covid-19 global pandemic. Despite seasonally warm temperatures in January and February 2023, the days scheduled for cross-country skiing were closer to -20C. Organizers had to compress races into two days, and adapt race distances and styles to hold the events. Hosting an event of this size takes numerous volunteers for skiing, but also benefits from the many volunteers making the overall games a success.

In Nordic skiing, particular mention is deserved for the Regina team coach Andre Bourque and team leader Natalie Millar; additionally, volunteers serving in multiple organizational capacities included Mike Vincent, Fiona Vincent, Ray Robinson, Craig Francis, Brennan Craig, and Scott Brunskill – all of whom were instrumental in organizing the venue, office, phones, and in getting the Games and the skiers over the finish line.

Nordic Youth Programming is primarily funded through annual athlete registrations, lesson fees, grants, and the overall RSC annual budget allocation. Thanks to Brennan Craig, Ruth Chambers, and Scott Brunskill for organizing and delivering adult lessons, the proceeds of which help fund these youth programs. Again in 2022-2023, High Performance and Track Attack benefitted from a generous donation from the Nystuen Trust, via the National Sport Trust Fund; this contribution from the Nystuen Trust enables dedicated coaching and training for athletes to compete. This particularly enables ongoing learning and certification by our dedicated coaches.

## Biathlon Merle Boyle

Post Covid has continued challenges. With the withdrawal of the Cadet Biathlon Program, our RSC club membership has declined. The remaining dozen athletes trained every Saturday morning at the range and ski trails at the Wildlife Federation. We have an open access range with lights on the main ski trail. So families can train at their convenience. Our range rentals in the summer season provide for a very welcome income which facilitates a reasonable cost program to our members.

Families are busy and are involved in multiple sports and recreational directions. A few families did attend away races in Lumsden and North Battleford. A highlight was the Saskatchewan Winter Games with five athletes qualifying. Due to cold weather, the event was modified significantly. Reports from attendees was that they enjoyed the Olympic style dormitory setting and multi-team atmosphere and watching other sports.

Our Regina club hosted a very successful two day race in February. The good weather, well groomed trails, and volunteers all made for a fun and challenging event for 52 athletes attending. Ages ranged from 8 to 60+.



Many thanks to our sponsors of FAE, SWF, SaskMilk, and Sasktel. A highlight was consumable medals of chocolate wagon wheels for the youth, and Tylenol travel size tubes for the masters classes.

## **Alpine Adaptive Ski Program**

### **Gord Poulton**

#### Program

- Program has 24 members, with 12 active instructors, 9 active students and 3 volunteers.
- On snow program began on January 14 and we had 5 training days, 1 Mountain Para Camp and our SaskTel Challenge Cup on February 11
- We have 2 members attending the CADS Festival in Kimberly March 20 to March 28th.

#### Instructor Training

- We have 5 new volunteer instructors, Georgie Allan, Cathy Mckay, Abby Lumb, Matthew Lumb and Kelly Lucas. All 5 completed the CADS Level 1 training in February, the course was conducted by Gord Poulton.
- 3 instructors received their CSIA Level certification at the January CSIA training held at Mission Ridge. Congratulations to Georgie Allan, Kelly Lucas and Brent Rosbrook.
- Joshua Schramm, Brent Waldo and Gord Poulton attended Silver Star Camp in December.
- Gord Poulton received his certification as a Para DL Coach at the Sun Peaks Mountain Race Camp.
- Looking for more volunteers for instructors and helpers at the hill.

#### Para Alpine Race

- Kurt Oatway returned to the National Para Team after recovering from his season ending crash at Lillehammer, Norway last season.
- Kurt Oatway spent the summer, dryland training in Whistler and Calgary. He is currently placing in the top 5 on the World Cup Para Circuit and placed 3<sup>rd</sup> in the Super G race at Saalbach-Hinterglemm, Austria.
- Joshua Schramm continued to train with the Regina Alpine Race Team with his new Guide James Lewis.
- Joshua Schramm trained at Silver Star with his guide Brent Waldo, and trained with the BC Adaptive Race Camp at Sun Peaks with his guide James Lewis in preparation for Canada Winter Games.
- Joshua Schramm also competed in the Mission Ridge Saskatchewan Winter Games as a fore runner in the Slalom event.
- Joshua Schramm and his guide James Lewis and Coach Gord Poulton attend the 2023 Canada Winter Games in PEI, however Joshua was injured in a training crash and sprained his ankle and could not race in the SL or GS races.
- Gord Poulton and Noland Barnes will be attending the CADs Festival and the Canadian National Para Alpine Race at Kimberley, BC on March 20 to 28<sup>th</sup>.

### SaskTel Challenge Cup Race / Fundraised event

- The SaskTel Challenge Cup race was held February 11 with 12 teams and 40 volunteers making it a great success again this year.
- This is the 17<sup>th</sup> annual event and SaskTel has been our Gold Level Corporate sponsor from the beginning, Thank You SaskTel.
- We had corporate sponsorship from Young's Equipment, Delgeman Industries and Great Western Brewing Company for our luncheon sponsors and Mission Ridge Winter Park for venue and food services. Sunshine and Ski for equipment rentals and team sponsor.
- SaskTel MAX TV videoed the event again this year and it is current running on SaskTel Max TV.
- I would like to thank all our corporate sponsors and volunteers for making the SaskTel Challenge Cup a huge success again this year.

### Fundraising

- We received a Sask Sport Equipment grant which help purchase new radio equipment to work with our visually impaired skiers.
- We received funding from Saski Skiing for the Disabled for CWGs training.
- We held a 50/50 draw and a bottle raffle at the SaskTel Challenge Cup.

## **Membership** **Dorothy Josephson**

The club has 679 members, down slightly from 708 members reported last year.

- 101 Regina Alpine Racing Team
- 13 Alpine Recreational
- 24 Adaptive Alpine
- 508 Nordic
- 16 Nordic Biathlon
- 17 Alpine & Nordic

## **Communications** **Karen Hardy**

It's been a fun ski season with so much going on. Starting with stories about the Biathlon Club who are active all summer it seems, and they have practices and work bees at the Wildlife Federation. There were also Nordic Trips, Alpine and Nordic Races, Winter Games, Sask Cups, White Butte Trail Grooming, Cleanup, BBQ's and Hut Renos and the introduction of the Nordic Pulse app, Para Skiing Camps and Saskatchewan Loppets. It was challenging to keep up at times, but I love being busy especially when it comes to discussing skiing.

We live in a country that has 4 months of winter. As skiers we embrace this time of year and look forward to the first significant snowfall while others shudder! Our ski club is important as it offers people a way to enjoy winter. As communication director for the club it is my job to get the word out that we are having snow much fun!!

This year there have been 1 poster, 2 brochures, 19 emails and 6 Sitzmarks. The stats from the Mailchimp email website are 830 deliveries per email, 60% open rate, 757 opens (some opened more than once) and 203 clicks/email. Social media that was used was Facebook which was connected to Instagram in order to reach different age groups.

I am always looking for ways to attract people to our club and this season I started the "Ski Tips" column in the Sitzmarks. It is a place to share knowledge about skiing to make things easier, safer and more enjoyable for new and old skiers alike.

We have people in our club who possess and show a lot of knowledge but I would be remiss if I didn't mention that our club has developed a new branch made up of people who express a high level of wisdom. The Octogenarian Ski Club became somewhat famous this season as they hit the front page of the February Sitzmarks. Kay, Em and Renee, congratulations on achieving your own club status and thank you for your showing everyone how to be safe and embrace winter while having Snow Much Fun!!!!