

## **Minutes of the Fall 2013 Blue Ridge Ski Council Meeting**

**Date:** 19 October 2013  
**Location:** Houlihan's Restaurant at the Springfield Hilton, 5550 Loisdale Rd.,  
Springfield, VA 22150  
**Host Club:** The DC Fagowees Ski Club  
**Attendees:** The [attendance list](#) is available on this link.

### **Call to Order**

Bill Schrodel, President, called the meeting to order at 8:30 am.

Bill welcomed 36 representatives from 17 member clubs plus 4 tour operators: Dan Ellis, Winter Ski and Sport; Judy Miller, Group Trips Unlimited; Effie Rubinstein, Sportours of New Jersey; and Doug Horstman and Bob Rosensteel, Encompasse Tours.

Representatives from each club introduced themselves, announcing their position in their home club; some shared their expectations for this meeting.

### **Executive Committee Reports**

**Spring 2013 Minutes:** Inge Lesjak, Secretary, distributed copies of the minutes. After a short discussion, the group approved the minutes unanimously.

**Treasurer's Report:** Steve Peirce, Treasurer, presented two reports: the 2012 fiscal year report (July 1, 2012 to June 30, 2013) and the "year-to-date" report.

A motion to approve the reports passed unanimously; the reports are available to member clubs by request to Steve.

**Website Report:** Frank Peñaranda reported on the current information available on the BRSC website, including the success of the Sanctioned Trip program. More than 60 trips are listed for BRSC members to participate in. [See Report.](#)

Sue Miller, SCWDC, requested a link to the National Ski Council Federation newsletter. The group agreed to make it available to BRSC member clubs, together with a link to the National Ski Club Newsletter.

Frank agreed to add these links to "Tips and Links".

**Race Report:** Dave Olsen confirmed that Vail does not participate in NASTAR. Therefore, no NASTAR points can be earned during the 2014 BRSC Vail trip. Dave explained that the BRSC race would be scored as if it were NASTAR, by assigning a realistic NASTAR Handicap to the resort's pacesetter. All the calculations for the age-

group awards and the Club Competition award will be done as if it were NASTAR, although no NASTAR medals will be distributed and the result won't appear on the NASTAR website. Dave suggested changing the rules for the Club Participation Award so that ladies age 70 and over, and men age 80 and over, who choose not to race, are discounted from the club's participation calculations. A lively discussion followed. Steve Peirce suggested having two racing groups: one for serious racers and one for non-serious racers. A motion was made by Sonny Short to change the rules for Participation Award as follows: Starting in 2014, all skiers at age 70 and above who chose not to race are discounted from a club's participation calculations. The motion passed unanimously. [See Report.](#)

### Old Business

#### **2014 BRSC Trips Status**

**Western Carnival** – Vail, Colorado, February 1-8, 2014 at the luxury Vail Cascades and Spa Resort. All participants will be housed at this ski-in/ski-out location.

Steve Peirce, BRSC Trip Coordinator, reported that 8 clubs are currently participating with a total of about 250 skiers. Effie Rubinstein, Tour Operator, announced that the cut-off date for bookings has been extended until November 15, and recommended that all delegates give it one more try and promote this council trip to fill the remaining 25 rooms. Selling points are: Flexible airline itineraries on United and Southwest from Washington DC and Baltimore; luxury accommodations; wine and cheese at the Charter Sports rental shop on arrival day; Sunday night Welcome Reception; Tuesday Race and Après-Ski Party; Thursday Farewell Dinner Dance; lift ticket discounts for seniors; and 35% off rental equipment. Bill recognized the clubs that signed up early for the trip and made the trip a success despite all fears for possible failure, due to the onerous deposit and cancellation terms imposed by the property.

**Eurofest** – Cortina d'Ampezzo, Italy, March 7 - 15, 2014

Jerry Poley, BRSC Trip Coordinator, reported that 3 clubs are participating (SCWDC, Columbia and PVS) and invited others to join next-year's Eurofest. Jerry is available to aid trip promotions with flyers, videos and more. The trip is an excellent opportunity to ski the Sella-Ronda and for non-skiers to join full-day excursions to Bolzano and to the Alta-Badia region. Additionally, the tour operator, Holidayz, is available to promote this trip at club meetings.

### New Business

#### **Vendor Presentation of Bids for 2015 Western Carnival – Mt. Bachelor, OR January 31 – February 7, 2015**

Mike Jones, BRSC Trip Coordinator, introduced the tour operators that had been invited to submit proposals: Dan Ellis – Winter Ski and Sport; Effie Rubinstein – Sportours; and Judy Miller – GTU. Each was allowed 10 minutes to review their proposals.

Dan invited everybody to come and take the opportunity to visit Mt. Bachelor. He presented an overview of the main two lodging and conference facilities, non-ski activities, and flexible transportation on charter busses. His offer included 3 full dinners and a free 6-day lift pass.

Effie provided a detailed report on two lodging possibilities, air transportation, local bus schedules, BRSC parties and sightseeing tours. Her offer included three BRSC parties and door prizes.

Judy offered 110 rooms at three different hotels, airline choices and local bus schedules, BRSC parties and non-ski activities. She introduced Lisa Pickel in charge of a GTU fun race and recommended Wanderlust Tours for sightseeing trips.

Mike Jones provided a detailed comparison of the three proposals. He addressed the pros and cons of lodging at the Riverhouse or at a downtown hotel. Following the discussion, the clubs cast their votes using paper ballots. The votes were counted by Steve Peirce and Inge Lesjak.

The President informed the tour operators privately of the voting results and announced Dan Ellis of Winter Ski and Sport was the winner of the bid process for Tour Operators.

Since there are rooming limitations for the Double Tree hotel, Mike conducted a drawing to determine which clubs would get their first chance for the accommodations (i.e., the Riverhouse or the DoubleTree). The clubs were given a deadline of December 7 to tell Mike their preference for the number of rooms at which property. The order drawn was as follows: Columbia, Pentagon, Potomac Valley Skiers, Black Ski Inc., Baltimore, Peninsula, Crabtowne, Ski Club of Washington D.C., Fredericksburg, Fagowees, Snow Searchers, Richmond, St. Mary's and the Fund and Bank Staff Ski Club. Mike will coordinate the selections with Dan and let the clubs know the results.

### **Vendor Presentation of Bids for 2015 Eurofest – Mayrhofen, Austria – March 7-14, 2015**

Frank Peñaranda, BRSC Trip Coordinator, announced that three tour operators had been invited to submit proposals: Judy Miller – GTU, Dorothea Rasser – SkiEurope and Doug Horstman – Encompasse Tours. Ski Europe declined to bid, so only the remaining TOs were present. Each was allowed 10 minutes to review their proposals.

Judy presented an overview of two different destinations: Mayrhofen, Austria and Gstaad, Switzerland. She offered Hotel Kristall, an on-slope location outside of the town, avoiding the crowded downtown gondola, especially when downloading from the mountain in the afternoons. Local sightseeing trips are to Innsbruck, Bavaria, Neuschwanstein Castle, Munich, and Salzburg. Extension trips are available to the British Isles, Amsterdam, Provence, Prague, Budapest, and Vienna.

Doug Horstman presented Mayrhofen, Austria and Madonna di Campiglio, Italy. He offered a hotel downtown, almost the same sightseeing tours as GTU, and an extension trip to Krakow, Poland.

Frank concluded: Judy offered more accommodations and sightseeing trips for Mayrhofen compared to Doug; both praised the charm of the ski areas around Mayrhofen and the authentic Austrian après ski activities.

Of the two 'wild card' destinations Gstaad was considered to be suitable for a council trip; where Madonna di Campiglio may not provide enough skiing opportunities for the group. Pros and cons were discussed. Most clubs were concerned about overall rising costs of European trips due to unknown exchange rates and airline surcharges.

Following the discussion, Bill posted the question: Do we want to do Mayrhofen or select one of the wildcard destinations?

The clubs cast their votes on the destination, using paper ballots. The votes were counted by Steve Peirce and Inge Lesjak.

As a result Mayrhofen, Austria was selected for Eurofest 2015.

Next, the clubs cast their votes for tour operator.

GTU was selected for Eurofest 2015.

The President informed the tour operators of the voting results.

*New Business continued*

### **Keys to Successful Marketing and Lessons Learned.**

John Hubbs, Columbia Ski Club (CSC), shared useful information on how it is possible to gain 50-60 new members in 3 months. Contact John to obtain copies of his presentation.

### **Future-Year Trip Decisions**

Bill asked for suggestions on our future trips. Snowbird, Utah was suggested for the 2016 Western Carnival. Whistler, British Columbia, Canada, and Beaver Creek, Colorado, were suggested for 2017. Gstaad, Switzerland, was suggested for the 2016 Eurofest. Actual selections for 2016 trips will take place at the Spring 2014 meeting.

### **Spring 2014 Presidential Elections**

President Bill Schrodel reminded the group that the biennial elections for President will take place at next Spring's meeting. Frank Peñaranda agreed to continue as Elections Chair. Would be candidates should contact Frank no later than 60 days prior to the meeting.

### **Date & Host for Spring 2014 BRSC Meeting**

The BRSC Spring meeting will be hosted by the Pentagon Ski Club at Maggiano's, McLean, VA on Saturday, May 3rd, 2014 in conjunction with the Paul Webber show on Friday evening.

## **Adjournment**

Bill thanked everybody for attending the meeting and the DC Fagowees for hosting the meeting.

The formal meeting ended at 3:45pm.

Ann Cook, representative from Mt. Bachelor, gave another detailed presentation about the mountain, skiing with ambassadors, activities for non-skiers, and transportation around town.

Breakout sessions for marketing opportunities and for the 2014 Western Carnival and Eurofest trips started at 4:00pm

## **Decision Summary**

- Approved Spring 2013 meeting minutes
- Approved the Treasurer's reports
- Selected Mt. Bachelor, Oregon for 2015 Western Carnival with Dan Ellis, Winter Ski and Sport, as the tour operator
- Selected Mayrhofen, Austria for the 2015 Eurofest with Judy Miller, GTU as the tour operator.
- Spring meeting set for May 3, 2014, hosted by the Pentagon Ski Club
- Frank Peñaranda will serve as Chair of next Spring's Presidential elections.

Inge Lesjak, Secretary  
[skislovenia@aol.com](mailto:skislovenia@aol.com)  
October 27, 2013  
Amended May 3, 2014