A Monthly Publication of
The Baltimore Ski Club

SCHUSS

Mark Jones, Production Assistant | **JULY - AUGUST 2015** | Sharon Albaugh, Editor

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Baltimore Ski Club Summer Happy Hour Meet-ups

LAST SUMMER MEETING: Wednesday, August 12

The summer fun continues as we end our Summer Meetings at **Padonia Ale House**, located in Timonium. Meet around 5:30pm for food, spirits, and conversation on the second Wednesday of the month.

Here are some reasons to join us for Happy Hour?

1. Happy Hour Menu specials ranging from 79¢ wings to $6.00 Steak & Fries.
2. Over 40 unique craft brews and 65 tap beers
3. Learn about the 2016 ski trip destinations
4. Stay in touch over the summer with your BSC friends
5. Meet new friends and bring new friends too, the more the merrier!

Look for us at the Captain's Table in the nightclub.

A hearty BSC Welcome to Corey & Michelle Branch, Ann Polk, Peter Williams, James Wood, Mary Ann Bonner, Gerry Hughes, Dwayne Grote, Jillian Branch, Kelsey Branch, Phillip Carter, William Ensor, Jr., Sue Greenfield, James Markle, Brian Yeoumans, Arjumand Sultana, Mark Miller, and Thaddeus Para.

Welcome back to returning members Bill & Linda Lahey, Kiel Quinn, Tricia Sturm, Mary & Paul Bortner, and Laura Brown.

BALTIMORE SKI CLUB
2015-16 Executive Council

Officers

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(h) 410-292-6656
E-mail: Christopher.pukalski@hotmail.com

Blue Ridge Reps

Joe Mihalovich: (h) 410-592-9193
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Committee Chairs

Membership: Mark & Sharon Jones
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john@landongraphics.com

Eastern Finance: Bob Sanford

PRESIDENT'S MESSAGE

By Mike Jones

Baby, it's hot out there! Do you know what else is hot? Our 2016 ski season schedule, which is sizzling!! Trips are filling fast and a few are already waitlisted, but don't be discouraged. There are some great trips still available.

The BSC Picnic had a fantastic turnout this year. Although storms were forecast, Mother Nature blessed us with good weather and the party went off without a hitch. Our pavilion was bursting at the seams with over 100 BSC members attending. I even brought my gas grill to supplement the park grills on site in order to ensure we kept the burgers and hotdogs coming for the hungry horde.

Because the picnic was the first opportunity for leaders to accept deposits, business was brisk and everyone had a good time reminiscing about the past season as well as comparing notes as to where they would be going for the upcoming season. We had quite a few new members join us last year and it was really great to see many of them enjoying the camaraderie of new found friends.

Special thanks to Janet Stout for making all the burgers as well as Dave and Eileen Karczmarek, who acted as grill meister and grill mistress. I also want to thank Christopher Pukalski who coordinated the event, the folks who came early to assist with the setup and everyone who pitched in with supplies and side dishes.

Our informal meetings will continue at Padonia Ale House for the summer on the 2nd Wednesday of the month. Also, the BSC is always looking for ideas for non-skiing activities. If you have an idea for such an event, please contact Christopher Pukalski.

For many, summer is the time to go away, relax and enjoy themselves. Since I am no longer a fan of the heat, my ideal summer vacation would be a visit to the Arctic. LOL! I hope you have a safe and happy summer. Winter will be here before you know it. Mike

Baltimore Ski Club
Executive Council Meetings

Executive Council Meetings are held on the third Wednesday of each month starting at 6:30pm. **Meetings are held at:**

PSA Insurance & Financial Services Building
11311 McCormick Road, 5th Floor
Hunt Valley, MD

Business meetings are open to all members. Please contact the President or Vice President in advance to have an item included on the agenda or to observe meetings.

Scenes from the BSC Picnic!

Bicycle Tour of The Naval Academy

Great weather prevailed for the BSC Annapolis Bike ride and tour of the Naval Academy on Sunday, June 21st (Fathers Day). It was hot and sunny as five of us gathered at the Marine Corp / Navy football stadium to start off our day. I provided (on ice) soft drinks, water, oranges, and apples for all to enjoy.

Joining me were Barb Belan, Dorothy Whitaker, Deborah LaPointe, and Julie Ortmann (Julie frequently rides 30 miles at a time!!). Julie has done this enough times that she took the lead into Annapolis and down the hill past historic homes to the Naval Academy.

There we parked our bikes outside the Visitors entrance and watched the movie they show about Plebes becoming Ensigns. After the movie we took a leisurely stroll about the grounds. Many pictures were taken along our way. We had the opportunity to see their breathtaking Chapel and hear their magnificent and powerful organ play a few tunes before a Baptismal ceremony was to be held.

The Naval Academy grounds are beautiful and could not have been nicer. Then off to explore the East side of Spa Creek. Over the bridge we went and found less traffic and some empty side streets to gaze at the nice homes and gardens. After that it was off to the Marriott's Waterfront bar and dining area. With waterfront seating we had the best view of the boats that came and went up and down "Ego Alley". We enjoyed an assortment of light food. I had the crab balls!

Then Julie led us back up the hill to the State House (the oldest continuously operating State House in the USA). After taking photos it was back up Rowe Blvd to the Stadium where we parked. Eight miles is what we rode, though I thought it seemed longer after riding up the hill to the Stadium!

Back at the car, we shared smiles, some soft drinks, and fruit. We wished each other well as we headed back to our homes tired but, all the better for it. Look for another ride in the Fall.

Thanks and I hope to see you out on your bike!
Chris Rose

The August, 2015 Baltimore Ski Club happy hour will be Friday the 7th at the River Watch in Essex. The River Watch has an outdoor deck and a dock (boaters take note). It looks out on the Middle River. The BSC had a several happy hours here and it was very popular. It is located at 207 Nanticoke Road, 410-687-1422. The club members start showing up right after work with an influx starting around 6:00 pm. Come out and enjoy the end of a work week with club members and friends. It is a little out of the way, so here are the.....

Directions: Take I-695 to Essex exit 36 to MD Rte 702

3 miles Left onto Middleborough Rd
0.2 miles name change to Hilltop Ave
0.2 miles Right onto Middleborough Rd
0.6 miles Left onto Nanticoke Rd
0.2 miles to River Watch

Baltimore Ski Club 2016 Trips

Destination	Date	Leader	Assistant	Estimated Final Cost
MT SNOW Vermont	Jan 7—Jan 10 Thurs - Sun	**Joe Mihalovich** (H) 410-592-9193 Uncle_mal@comcast.net	TBD	$635pp double $835pp single $515pp no lifts
JACKSON HOLE Wyoming	Jan 16—Jan 23 Sat—Sat MLK Holiday	**Christopher Pukalski** 410-292-6656 cell christopher.pukalski@hotmail.com	**Jeff McBride** 410-365-5439 Jmcbride@eblengineers.com	$1570
SNOWBIRD Utah **Blue Ridge Ski Council**	Jan 30—Feb 6 Sat—Sat	**Eileen Karczmarek** (H) 410-612-9918 (C) 443-243-8541 Ekarczmarek@jhu.edu	**Mark Jones** 410-284-6264 Schusseditor1@verizon.net	$1860
SNOWMASS Colorado	Feb 13—Feb 20 Sat—Sat President's Week	**Chris Rose** 443.787.7327 Chrisrose20@gmail.com	**Bruce Eichen** 410-729-8697 btoysarefun@aol.com	$1650
WHITEFACE MT Lake Placid, New York **Blue Ridge Ski Council**	Feb 21—Feb 26 Sun—Fri	**Jocelyn Curtis** 410-239-8425 jocelyncurtis@comcast.net	**Dave Karczmarek** 443-243-8540 bscdavek@gmail.com	$745 pp quad $795 pp triple $885 pp double $1155 pp single
STEAMBOAT Colorado	Feb 27—Mar 5 Sat—Sat	**Sheldon Hyman** H: 410-655-6168 W: 443-695-0187 sheldonhy@gmail.com	**Myron Oppenheimer** (H) 410-653-9034 (C) 443-253-4413 myronopp@comcast.net	$1615
JAY PEAK Vermont	Mar 6—Mar 11 Sun—Fri	**John Landon** 410-259-6618 john@Landongraphics.com	**Jim Tabeling** 410-377-0223 Jet212121@gmail.com	$920
BIG SKY Montana	Mar 13—Mar 20 Sun—Sun	**Mike Jones** 410.282.6695 Skidobeedo@aol.com	**Beth Muscedere** 410-296-8270 bethskis@comcast.net	$1815

ALL PRICES ARE ESTIMATED: All trips are subject to price adjustments due to potential airline fuel surcharge, increased security fees and airline ticket price fluctuations. Minimum trip deposits are $250 for all trips.

BSC Trips Cancellation Policy

1. The Club does not intend to unduly penalize a trip participant who cancels from a BSC trip. However, other trip participants should not have to incur additional costs due to your cancellation.
2. Deposits and payments made toward the trip reservations being cancelled will be held until such time as a determination can be made that the Club or trip participants will not incur additional costs due to non-recoverable costs.
3. Non-recoverable costs are defined as those that are associated with the trip that due to contractual obligations cannot be recovered when the individual cancels his/her trip. Non-recoverable also include those costs associated with replacing a person or persons on a trip (i.e., name change charges on airline tickets, etc.) Refunds, if any, will be made based on the non-recoverable involved plus a cancellation fee. Cancellation costs will not exceed the cost of the trip. Club cancellation fee will be dropped if non-recoverable costs exceed 50% of the trip cost.
4. Replacement of a trip participant by a trip participant is strictly prohibited. Only the Trip Leader or Assistant Trip Leader can replace a trip participant who is unable to go on the trip. The canceling trip participant may suggest a replacement candidate to the trip leader or assistant trip leader, however the canceling trip participant is responsible for the cancellation fee (if applicable) and any non-recoverable costs.
5. Be sure to know the cancellation dates in relation to the trip you select so that you can avoid monetary losses. The following cancellation policy in is effect in relation to BSC trips. NR=Non-recoverable costs

Multi-Day Bus, Carpool or Flight trips:

More than 125 days before departure - $0
More than 110 days before departure - $10 & NR
More than 80 days before departure - $25 & NR
80 days or less before departure - $35 &NR

Jan 7—Jan 10, 2016 (Thurs—Sun)

$635pp dbl. occ
$835pp single occ
$515pp non-skier, dbl occ

- 3 nights at Snow Lake Lodge
- 3 day lifts
- 3 breakfasts, 1 dinner

Send $250 deposit to reserve your space.
Make checks payable to Baltimore Ski Club.

Joe Mihalovich
(H) 410-592-9193
Uncle_mal@comcast.net

JACKSON HOLE
GRAND TARGHEE RESORT

Jan 16 — Jan 23, 2016 (Sat-Sat)

$1,570 per person
Subject to change due to tax or fuel surcharge changes

Pre-Trip Gathering
Roundtrip air from BWI to Jackson Hole Airport
Roundtrip private coach to Jackson
7 nights lodging @ *The Parkway Inn* - located just 4 blocks from Jackson town square
4 of 6 Day Lift Ticket to Jackson Hole -(optional 5th day available at Jackson Hole)
1 Day Grand Targhee Trip with Transport!
Complimentary Continental Breakfast
Two Group Dinners

Send $250 deposit to reserve your space.
Make checks payable to Baltimore Ski Club.

Trip Leader:
Christopher Pukalski
8 Dembeigh Hill Circle
Baltimore, MD 21210
C: 410.292.6656
Christoher.Pukalski@hotmail.com

Assistant Leader
Jeff McBride
C: 410-365-5439
jefferymcbride21@gmail.com

snowbird

BLUE RIDGE SKI COUNCIL Western Carnival

Jan 30 — Feb 6, 2016
(Sat-Sat)

$1860.00 per person
*Subject to change due to tax or fuel surcharge

- Roundtrip Air and Ground Transportation
- 7 Nights Slope Side Lodging at The Cliff Lodge
- 6-Day Snowbird Lift Ticket
- 3 BRSC Dinners/1 BSC Event
- BRSC Multi-Club Ski Race
- Optional Evening Trip to Salt Lake City
- Optional Alta Ticket Upgrade

Send $250 deposit to reserve your space.
Make checks payable to Baltimore Ski Club.

Trip Leader
Eileen Karczmarek
3805 Federal Lane
Abingdon, MD 21009
H: 410-612-9918
C: 443-243-8541
ekarczmarek@jhu.edu

Assistant Leader
Mark Jones
H: 410-284-6264
schusseditor1@verizon.net

SNOWMASS + ASPEN MOUNTAIN + ASPEN HIGHLANDS + BUTTERMILK
ASPEN SNOWMASS

Feb 13 — Feb 20, 2016 (Sat-Sat)
President's Week

$1650.00 per person
*Subject to change due to tax or fuel surcharge

Trip is FULL and Wait Listed

Trip Includes
- 5 out of 6 Day Lift pass good at Snowmass, Aspen, Buttermilk & Aspen Highlands. Optional 6th Day lift ticket available at $60.
- True - Ski in / Ski out Accommodations at the Top of the Village – These are 2 & 3 bedroom Condos.
- Round-trip Air – on United Airlines & all Transfers from Denver to Snowmass
- Welcome Wine & Cheese party
- Dinner & Bar the town of Snowmass
- BSC Jimmy Buffett Party / Happy Hour at the Gatehouse.
- Historic Tour of Aspen followed by beverages at the Aspen Elks lodge
- Pizza party at Gatehouse

Chris Rose
443.787.7327
Chrisrose20@gmail.com

Bruce Eichen
410-729-8697
btoysarefun@aol.com

WHITEFACE
LAKE PLACID

BLUE RIDGE SKI COUNCIL TRIP

Feb 21 — Feb 26, 2016 (Sun-Fri)

$885 per person/double
$795 per person/triple
$745 per person/quad
$1155 per person/single

Package includes:

- 5 Nights Lodging at: High Peaks Resort in Lake Placid
- Daily breakfast buffet
- 4-Day Lift Ticket for Whiteface Mountain (plus option to ski at Gore Mountain) & Passport to Adventure
- Roundtrip Motorcoach transportation from Baltimore area to Lake Placid
- Daily Motorcoach transfer to mountain ski resort (approx. 18 min. to Whiteface)
- 3 BRSC Parties (Welcome, Apres Ski & Farewell)
- 5th day lift ticket available for an extra $30 in advance

Send $250 deposit to reserve your space.
Make checks payable to Baltimore Ski Club.

Jocelyn Curtis
410-239-8425
jocelyncurtis@comcast.net

Dave Karczmarek
443-243-8540
bscdavek@gmail.com

Steamboat

Feb 27 — Mar 5, 2016 (Sat-Sat)

$1,615 per person

Subject to change due to tax or fuel surcharge changes

Trip price includes: Round-trip air from BWI to Denver, ground transfers, 7 nights lodging at The Lodge at Steamboat (double occupancy), 5 of 6 day lift ticket, group dinner and more.

Steamboat is an authentic western town with a great heritage. The unmatched combination of abundant Champagne Powder, snow , legendary tree skiing, off mountain activities and historic town make Steamboat one of the premier winter destinations.

Almost 3,00-0 skiable acres w/165 trails. 14% beginner, 44% intermediate and 42% advanced, provide abundant skiing for all levels.

The Lodge at Steamboat is conveniently located near the slopes and offers many amenities.

Trip is FULL and Wait Listed

Sheldon Hyman
H: 410-655-6168
W: 443-695-0187
sheldonhy@gmail.com

Myron Oppenheimer
(H) 410-653-9034
(C) 443-253-4413
myronopp@comcast.net

JAY PEAK
VERMONT

Mar 6 — Mar 11, 2016
Sun-Fri

$920 pp, dbl. occ.

Trip includes:

- Round trip motorcoach transportation
- 5 nights lodging at the new Stateside Hotel
- 4.5 day ski/ride Jay's 76 trails, glades & chutes
- Optional 5-day waterpark pass only $75*
- Meal credit included

Send $250 deposit to reserve your space.
Make checks payable to Baltimore Ski Club.
Mail to trip leader (see below)

Trip Leader
John Landon
17 Ridge Road
Westminster, MD 21157
john@landongraphics.com
C: 410-259-6618

Assistant Trip Leader
Jim Tabeling
jet21212@gmail.com

BIG SKY
MONTANA

Mar 13 — Mar 20, 2016
Sun-Sun

$1,815 per person

*Subject to change due to tax or fuel surcharge changes

- Round Trip Air from BWI to Bozeman, MT on United Airlines
- All Ground Transfers
- 7 nights lodging at The Lodge at Big Sky
- 5 of 6 day lift ticket (6th day ticket for $86.)
- Welcome Party at our property
- Meal credit included
- Wine and cheese reception at the Huntley Lodge
- Breakfast Buffet daily except departure day
- Group Dinner

Trip is FULL and Wait Listed

Send $250 deposit to reserve your space.
Make checks payable to Baltimore Ski Club.

Mike Jones
410.282.6695
Skidobeedo@aol.com

Beth Muscedere
410-296-8270
bethskis@comcast.net

Annapolis Summer Garden Theatre *theatre under the stars*

It's creepy, and it's kooky! *The Addams Family* is a devilishly delightful musical comedy. It's every father's nightmare. Wednesday Addams, the ultimate princess of darkness, has grown up and fallen in love with a sweet, smart young man from a respectable family. A man her parents have never met. If that weren't upsetting enough, she confides in her father and begs him not to tell her mother. Now, Gomez Addams must do something he's never done before—keep a secret from his beloved wife, Morticia. Everything will change for the family on the fateful night they host a dinner for Wednesday's "normal" boyfriend and his parents. Come meet *The Addams Family*.

Date: **Friday, August 28, 2015**
RSVP by: **Wed., August 19, 2015**
Ticket: **$22.00 per person**
[dinner not included]

Contact: Art & Joyce Roerink
410-923-7400 (home)
410-916-1539 (cell)
***email*: luvtoskinfish@comcast.net**

Meet for dinner before the show . . .
6:15 pm @ Buddy's Crabs & Ribs
100 Main Street; Annapolis, MD

Buddy's Crabs & Ribs
Family Owned & Operated
Established 1988

Non-Ski Activities

As everyone knows, the Baltimore Ski Club does more than just ski trips. We offer monthly meetings with informative speakers. During the summer season, we offer activities such as the annual picnic, pool party, fireworks at the BSO, and the outdoor theater in Annapolis. There is also a volleyball league and a semi-regular bowling night. Each Fall, the BSC sponsors a non-ski trip to an international destination. The BSC has travelled to Italy, England, France, the Greek Isles, Turkey, Poland and now Germany/France.

All of these activities are led by volunteer ski club members and overseen by the non-ski activities committee led by chairperson, Mary Rose Cook. Other members of the committee include the Special Interest Director, BSC Treasurer, the Trips Director, the President, and at large members. The purpose of this committee is to provide members and non-members with non-ski activities and events.

The success of these activities is due to the volunteers who organize and run these events. If you would like to organize an event, including a non-ski trip, contact Mary Rose at (410) 243-8090. The event should be pre-planned with all details included in your proposal so that the committee can evaluate it.

With multi-day non-ski trips, three bids from different vendors are required before the committee can consider the proposal.

If proposing a non-ski trip, provide a resume with your experience detailing your qualifications to lead such trip.

THE FOLLOWING ARTICLE IS REPRINTED FROM THE July-August 2014 *SCHUSS*

ANATOMY of A SKI TRIP

Ahhhh, Memorial Day the official start of summer. Sitting on the beach watching the waves roll in with your favorite beverage. Not really thinking about skiing, maybe just a passing thought or two.

Well, your trips committee is already hard at work on the coming season's line up. Matter of fact planning for the coming year started long before the current season ended.

By early summer many destinations have already blocked out prime weeks for lodging and in some cases air fares have been posted. Your trips committee reviews all the preference surveys, past history and trip evaluations to determine where members wish to ski each season. We also shop for the best deals and bargain destinations for the coming year. With all this information considered, we then formalize a tentative trip schedule and submit to our wholesalers for competitive bids. The tentative schedule is then submitted to the Executive Council for final approval.

Many factors, such as price, lodging, flight times, are considered when rewarding a bid. We always look for the best possible value for our trip participants which will provide a great winter experience.

The club then sends in the initial deposit to the wholesaler to secure the contract terms long before any participant has signed up.

All wholesaler contracts have cancellation penalties, attrition penalties and fees imposed on them by the lodging properties and airlines. Most, but not all, begin at 180 days prior to departure.

What's a non-recoverable fee? Any charge for which the club can't get reimbursed should you drop off the trip and your spot not be filled.

The Trip leader will always work with you to fill your spot and minimize your exposure in the unfortunate event you have to cancel. However, travel insurance is always a good option.

Your trip committee and officers strive to provide a full range of destinations in an effort to meet the desires of our members.

So, the next time your have your toes in the sand remember… It's never too early to THINK SNOW!
Feel free to contact with any questions……Dave Karczmarek

TRIPS COMMITTEE MEMBERS... Your BSC Trips committee consists of the following members: Mike Jones-BSC President, Dave Karczmarek-Trips Director, John Landon-Eastern Trips Chair, Bob Sanford- Eastern Trips Treasurer, Eileen Karczmarek- Western trips chair, Beth Muscedere-Western Trips Treasurer, Mark Jones-BSC General Treasurer (member-at-large), and Sharon Albaugh-Membership Chair/Schuss Editor (member-at-large).

Off the Slopes

Congratulations to Loren & Ryan Heaps on the arrival of their first child, a boy, Dominic Paul, born July 13, 2015 at 12:21 pm.
He weighed 7 lbs, 15 oz 21" long.

I'm sure Loren & Ryan will have Dominic out on the slopes before we know it!

Do you have an announcement? Let us know what's going on in your life so we can celebrate with you! Email: luann.Snyder@sbdinc.com

Happy Birthday!

Look Who's Celebrating in July...

Eileen	Karczmarek
Dave	Karczmarek
Helen	Petrich
James	Strain
Lisa	Swisko
Rob	Baumann
Steve	Cawunder
Michael	Wirth

Leilani	Sain
Joseph	Kostow
Howard	Dew
Jeff	McBride
Amanda	Weber
Cynthia	Santana
Skip	Albert
Raphael	Cameron

John	Morris
Beth	Irons
Alexis	Rohde
Beth	Azrael
Sally	Marshall
Art	Roerink
Linda	Simmons
Eduard	Poels

Look Who's Celebrating in August...

Caroline	Burkhart
Robert	Flack
James	Sullivan Jr.
Laura	Brown
Csaba	Hanyi
Norma	Rojas
Pilar	Lopez
Kelsey	Branch
James	Cohen
Mary Rose	Cook

Melvin	Fox
John Lee	Cronin Jr.
James	Curtis
Jocelyn	Curtis
Imelda	Hill
David	McClelland
Gil	Nichols
Philip	Santana
Donna	Little
Thaddeus	Para

Michael	Muscedere
V. Randolph	McMenamin, Jr.
Susan	Seifert
Brian	Yeoumans
Marianne	Hanyi
Thomas	Brown
Chip	Green
Mary	Bortner

Terrain Based Learning

Many beginner lesson takers achieve only a marginal level of skill progression. By the day's end, these students are sore, tired, and even worse, defeated. What impression of our sport are we sending them away with?

People need an experience that allows them to feel in control and safe. A successful lesson introduces students to the various sensations of sliding on snow, all while fueling their desire to push themselves further. In the end this is an experience that makes beginners feel as though they've grown stronger as a person, and offers them a visible pathway to mastering something amazing.

Terrain Based Learning is a revolutionary shift in the way some resorts are approaching their beginner ski and snowboard lessons. Terrain Based Learning uses purpose-built snow features such as mini-halfpipes, rollers and banked turns to help assist students by naturally controlling their speed when first learning to ski and snowboard.

By reducing the effects of gravity (speed), students can focus on connecting with the movements, sensations and body positions needed to steer and control their equipment. In short, Terrain Based Learning removes the traditional anxieties from learning and shifts the students' focus to moving, playing and having fun without fear of losing control.

SNOW Operating is the provider of the trademarked Terrain Based Learning programs. Some areas have variations of the concept. SNOW Operating locations participating in the Learn to Ski and Snowboard (Month)/Bring a Friend initiative are: Camelback, PA; Mountain Creek, NJ; Jay Peak, VT; Snowshoe, WV; Sierra at Tahoe, CA; Jiminy Peak, MA; Bromley, VT; Cranmore, NH; Cataloochee, NC; Seven Springs, PA; Hidden Valley, PA; Aspen, CO; Snowbasin, UT; Brian Head, UT; and, Killington, VT.

Parts of this article written By Chris Hargrave

Killington Resort Wins NSAA 2015 Conversion Cup Award

LAKEWOOD, Colo., May 5, 2015—Killington Resort in Killington, Vt., is the winner of the 2015 National Ski Areas Association (NSAA) Conversion Cup Challenge. This annual award recognizes resorts across the country that have developed outstanding programs to convert new skiers and snowboarders into lifelong enthusiasts. The Challenge is sponsored by HEAD Wintersports.

NSAA launched the initiative in 2010 as a way to pique competition among member ski areas and recognize those who make significant strides in boosting conversion rates. The winner of the Conversion Cup is chosen based upon proven results, creative ideas, consistent execution, and long-term commitment to the conversion effort. Several key conversion metrics are used in the judging process including beginner lesson volumes; quantifiable success of beginner lesson packages; season-to-date sales and repeat sales data collection; and marketing ingenuity and use of new media. Killington was selected among a strong field of ski areas from across the U.S. The other two finalists were Bromley in Peru, Vt., and Hunter Mountain in Hunter, N.Y.

Killington pioneered a new "learn-to" initiative in 2013-14 season—the 4-Day Elan Discovery Program—which offered a unique incentive to the first 400 students to complete the four-day series: their own pair of skis, free of charge. Working closely with Elan Skis and Burton Snowboards, Killington expanded the program for the 2014-15 season to include 500 adult ski packages, 200 snowboard packages, and 200 Burton youth ski packages. In addition to launching this innovative approach to incentivizing new skiers and riders to stick with the learning process, Killington also embraced Terrain Based Learning TM (TBL), offering a ¾- mile stretch of TBL features across three locations.

The success of the Discovery Program and the overall results of Killington's conversion efforts are impressive. A total of 98 percent of participants have completed the program so far, and 96 percent say they are likely to continue to ski or ride. Some 71 percent of participants have returned for additional days, and 94 percent purchased equipment, clothing, or accessories.

Equally impressive is Killington's commitment to tracking and measuring the success of these programs and following up with the participants. With the resort's systems, they are able to track their graduates as they move into other ticket products and lesson programs. Killington has seen the number of participants in its beginner programs and the return percentage increase for six years in a row.

All of these efforts take resources. Rob Megnin, Killington's director of sales, reservations, and marketing, puts it well: "The commitment from Killington's management in support of these major programs and the introduction of Terrain Based LearningTM has been game changing for our first timers. We are offering an unprecedented learn-to experience that is truly building lifelong skiers and riders."

The Conversion Cup Award, a large silver trophy based on a Stanley Cup prototype, is a traveling award. Killington claims ownership of the Cup for one year, until the next winner is announced at the 2016 NSAA National Convention, scheduled for May 18–21, 2016, in Nashville, Tenn.

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The Baltimore Ski Club

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Baltimore Ski Club

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DATED MATERIAL

August 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	**3**	**4**	**5**	**6**	**7** **BSC Happy Hour**	**8**
9	**10**	**11**	**12** **Padonia Ale House 5:30PM**	**13** **International Left-Handers Day**	**14**	**15**
16	**17**	**18**	**19** **Executive Council Mtg 6:30PM**	**20**	**21**	**22**
23 / **30**	**24** / **31**	**25**	**26**	**27**	**28** **Addams Family**	**29**