

FOR IMMEDIATE RELEASE – August 31 2009

NATION'S RECREATIONAL SKI COUNCILS MEET IN NEVADA

RENO, NEVADA: The National Ski Council Federation (NSCF) conducted its 11th Annual Recreational Ski Councils Meeting August 20-23, 2009 in Reno, Nevada, hosted by the Reno-Sparks Convention & Visitors Authority (RSCVA) and the John Ascuaga's Nugget Hotel and Casino. NSCF President Mike Sanford, San Diego Council of Ski Clubs, was successful in attracting 24 Councils representing an estimated 330,000 recreational skiers and racers throughout the US. They were joined by 10 ski industry representatives from resorts, travel agencies and news media.

Activities over the weekend included educational sessions, reports on the progress of existing action committees, a presentation on liability insurance practices, development of goals and expected outcomes for next year's activities. Past efforts included the expansion of a Resource Center and the collection of skier data from the clubs in order to better inform their industry partners on the importance of organized recreational skiers to the ski industry. Future efforts will include development of common and best of breed business practices, following developments in the airline, examination of and a focus on development of youth involvement.

The meeting opened with discussions on the **Travel Year/Financial Protection of Payments** and continued with **How Councils Select Trips, Internet Networking** and a discussion on **The Future Direction of NSCF**. Also offered on the first day of meeting was an enlightening brief from Mr. Fred Liebel, Michael Erhenfeld Insurance Company, on **Insurance, What Do We Need**. Saturday's session continued with topics **How Councils Conduct Business, Communicating the Message, and NSCF and Education**. The Federation concluded the day with its annual business meeting followed by a cake cutting and champagne in honor of the 10th anniversary of the Federations official founding and incorporation.

The group enjoyed the hospitality of RSCVA and the National Bowling Stadium for an exciting night of team bowling in the US's premier bowling facility. A second night included an exciting night at the Silver Legacy Hotel and Casino, with all its exciting attractions. Attendees got a good taste of the local area and a good idea of its capability to host incoming skiers who want to access Reno and its wonderful attractions.

Officers for 2009-2011 are: President, Joe Harvis (New Jersey Ski Council); Vice President, Dennis Heffley (Bay Area (California) Ski Council); Treasurer, Dawn Peterman-Harris (Metropolitan Milwaukee Ski Council); Secretary, Lisa Beregi (Crescent Ski Council).

The 12th Annual National Ski Council Federation meeting is scheduled for September 2010 at Snowmass Village, Aspen, CO. For additional information regarding the NSCF, please visit www.skifederation.org.

About the National Ski Council Federation.

The National Ski Council Federation (NSCF), founded in 1998, is a not-for-profit organization made up of ski councils and their respective ski clubs throughout United States. The Federation's purpose is to strengthen councils, with industry participation so they may better serve ski clubs through improved communication, education and benefits. The Federation conducts active programs in public affairs, communications, council development, racing, ski industry relations and skier outreach.