

BAY AREA SNOW SPORTS COUNCIL

A member of the Far West Ski Association,
representing 35 Ski & Snowboard Clubs



August 2004

Presidents Letter



News Alert!! Days Are Getting Shorter-Winter Is On The Way!!

As of June 21, 2004, (the summer equinox) the sun is setting earlier and it is time to prepare for the upcoming ski season.

Yes, we are heading into a very exciting time of year. There are many wonderful events taking place this summer and fall. This is also the time to make plans for new (potential) members visiting your clubs.

The BAC and its member clubs do a wonderful job of advertising for people to visit their meetings. There are wonderful websites, the BAC Directory, social events, meetings, advertising at various ski shows and making flyers available in ski shops.

With all of that effort, the one question that I have is *“what is your plan when someone walks through the door at your meeting or event for their first time? You Have 30 Seconds!!”*

Even though I'm the President of the BAC and Past President of Singles League and Rusty Bindings, when I walk into a new setting for the first time ~ *I'm Nervous!!*

When talking to various clubs at the local and national level, there is no problem getting people to visit a club for

the first time ~ *the problem is retention.*

You have 30 seconds (perhaps a little longer) to say “Hello” to a person who is visiting your club for the first time. Do you remember how it felt when you went to your first meeting? It can be and many times is very intimidating. *Seeing a smiling face, hearing what the club has to offer and being introduced to other members can do so much for both the visitor and club!*

Encourage *EVERYONE* in your club to keep their eyes open for *ANYONE* that they don't know. If they don't know them, then that person is new ~ *Say Hello!*

Make a plan to reward the efforts of advertising your club by making someone visiting your club happy to become a member of it!!

It takes a little effort but the return for both the club and your new members will be amazing. Not only that, just think of the new friends that will be made!!

As I wrote in my first Presidential article ~ Walt Mann is the first person who talked to me at my first Rusty Bindings meeting ~ he made the difference for me!

The one thing that I ask you to always remember is:

“You're The One Who Makes The Difference”

Dennis A. Heffley, BAC President

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