Whistler Nordics

club programs / initiativeschallengesmarketing

CCBC AGM Kamloops, BC May 5, 2012



club programs / initiatives

- Junior race program

- Training team vs. travelling race team

- High School Recreational program

- Ioonie Races & club championships

- Lost Lake Classic

- family oriented activities & events

- Masters Groups

- intro / tune-up / race ready

- learn to loppet,

- executive Mentorship



challenges

maintaining membership #'sGrowing and evoling race program

- Coach / Athlete balance

- officials / volunteer #'s

- WOP / Callaghan / Lost Lake

- Volunteer base

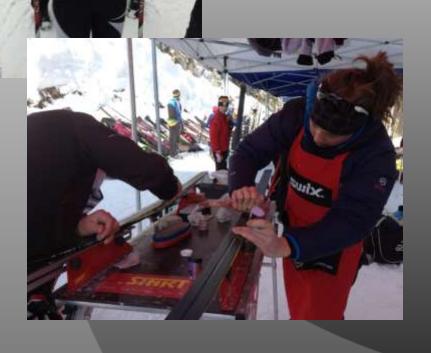
- efficient use of officials and coaches

- healthy ongoing review of;

- coaching

- athletes

- Executive board



marketing

- weekly newsletters through the season

- "Nordics Update" to sponsors

- Race reports to local paper

- public events

- ski swap

- local "twoonie" fun races

- school lessons

- bring a friend / visitor night

- Inter club events

- event / activity planning

- logo wear

- Race Team poster boards

