

**FAR WEST MASTERS BOARD MEETING – AGENDA**  
**14 July, 2012 – 2 pm**  
**132 Silver Tip Lane, Mammoth Lakes, CA 93546 (Brauns' home)**

**Call to Order:** Mark Mirviss called the meeting to order at 2:15

**Roll Call - Board:** Ingrid Braun, Mike Braun, Deb Lewis, Marcie Pettigrew, Sandy Hogan, Mark Smallhouse, Dan Simmons, Don Smith, Mark Mirviss (**absent:** Linda Crowell, Marietta Frinell)

**Members:** Pierre Jeangirard, Tom Petersen, Beat Hupfer, Jon Rhodes, Dave Melton, Don Merritt, Jeff Gray

**- Board Member Reports:**

- **Secretary:** Minutes of April meeting were approved electronically. Welcome to new Secretary **Linda Crowell** (who is absent due to “doctor’s orders”). **Sandy** will transfer the records to **Linda** before the fall meeting.
- **Treasurer:** **Mark Smallhouse** welcomed new Treasurer **Dan Simmons**. **Mark** gave the Treasurer’s report, noting that our balance has increased over the last few years due to our solid bib sponsorships and savings elsewhere, and increased head tax. **Ingrid** moved to approve the report, **Deb** seconded, **motion approved**. **Dan** moved to transfer the bank accounts to Wells Fargo, Truckee; **Marcie** seconded the motion, which **passed**. **Dan, Mark Mirviss, and Mark Smallhouse** will finalize the transfers in person. **Mark Smallhouse** will send **Dan** (and **Sandy**) the amended Articles of Incorporation, and the Bylaws, as the organization is at last formally known as Far West Masters Racing.
- **VP Communications:** **Ingrid** apologized for sending fewer newsletters this year, but noted that the weekly e-mail blasts were very effective in keeping the membership aware of events, and the website a good way to communicate results. The Board felt that the Forerunner was needed, and suggestions were made to focus more on interviews, FWM scholarship program, and other items of interest, as many of our non-racing members look forward to keeping in touch with FWM through the Forerunner. **Ingrid** said that she would like to step down, if someone wanted to take it over, but will continue until a replacement is found.
- **VP Membership:** **Marcie** noted that her records showed a total membership of 202, a loss of 12 members from the previous year. She summarized that 26% joined, but didn’t race, and called many of these to find out why: family issues (e.g. kids racing), health or injury issues were the main reasons. She passed out a “900 bib form” to use at registration, which gives her the new racer’s e-mail so that she can follow up after the race to encourage them to join FWM. She has done this successfully in the past, and the form will make it easier for her. The Board thanked **Marcie** for her diligence in following up with new racers.
- **VP Scheduling:** **Mike** passed out a tentative schedule, which focused on those areas which reliably welcome us: Mammoth, Squaw, Mt. Rose, and Heavenly. Sierra at Tahoe is the only area which hasn’t signed with FWM yet, probably due to summer employee status after a tough winter. We are tentatively scheduling 25 races: 10 slaloms, 9 GS, and 6 SG. That doesn’t include the Internationals (MMSA – 2/28 – 3/3), or the Big Sky Nationals (3/18-3/23). Because the Nationals will be in the west this year, there will be no Western Regionals (a

- National Masters Board decision). **Beat** was asked about potential downhill with the juniors, and said that he and **Mike** will discuss this. **Deb** will put the tentative schedule on the website.
- **VP CTO/Webmaster: Deb** said that there aren't any major changes with the website, as it seems to serve FWM well, including a good place to have results posted. She and **Mark** have been doing the weekly e-blasts during the season, serving as moderators for the e-mail list. Non-members can sign up to be on our e-mail list to stay better informed. The weekly e-mail blasts are meant to be organizational news notifications and updates, but we also have a more informal site (Far West Masters Facebook) which is appropriate for members to post more personal information (e.g. skis for sale, lodging needs, etc.). **Deb** noted that SkiRacereg.com seems to work well for most members; she and **Doug Fulton** have a "tag-team" effort to keep this working well, and consequently for most races there are only a few mail-in registrations and a few walk-ups. **Sandy** asked **Beat** if it was good for the race departments, and he noted that it was somewhat more complex than Alpine.reg, used by the juniors. Send any comments/suggestions to **Deb** or **Beat**, and she will work with **Doug Briggs**, the program's manager to make improvements.
  - **VP Officials: Don Smith** noted that we lost some accreditations for officials last year, and that some of our referees just squeaked through. This year there will be some clinics (probably after the early November USSA clinic). There was a discussion about having a clinic during or just before the first race weekend at Mammoth, following the Masters Clinic week; **Don** will discuss this with **Beat**. **Don** will write an article for the fall Forerunner about the importance of officials, including the nature of the responsibility and the requirements for certification, and urging members to become officials, and noting that their service is rewarded with a comp ticket for the day that they serve. He will note the clinic dates, costs, and that fact that FWM pays for their license.
  - **Past President: Marietta** was absent, with prior notification.
  - **President: Mark** thanked everyone for their support and efforts over the past year. At the National Board meeting, every division reported having problems getting enough racer starts. USSA is preparing a brochure on Masters racing; we need to think how to get this out to potential racers. **Jeff Gray** suggested that we think about gyms, hotels, companies that encourage competition (e.g. Intel). This discussion continued as item #2 under Old Business.

### **Old Business:**

- **Awards parties' sponsorships:** The Board had a brief discussion concerning those who sponsored parties. Two of the most notable never ask for recognition: Randall Sussek and John Gianotti. We will continue to make members aware of the opportunity to sponsor parties through the Forerunner, and recognize those who do.

- **Increasing membership/racer starts:** **Sandy** passed out copies of Deb's 2012 stats/analysis, with a brief discussion by **Deb**. The topic that started during the president's report continued with the discussion of how to contact/get college racers involved, including some of our scholarship awardees who are now working. Several years ago we invited UNR racers to Mt. Rose with limited success. The possibility of having a "Scholarship race reunion" was discussed; **Mark M.** will follow up with Eddie to see how to contact the previous awardees; this might be a good topic for the fall

meeting. The discussion broadened as to how to contact other organizations, such as league racers, SCCSC (many are snowboarders and twin-tip skiers, however). Other ideas brought forward involved getting our announcements on ski area websites (noting that anyone can enter and race), and having mentors or race buddy volunteers. **Dan** noted that FWM can be intimidating and expensive to a first time masters racer. The Board reviewed ideas from previous years, some of which have been implemented successfully. The topic of incentivizing our members to “Bring A Friend” was approved last fall with no real planning as to how to institute, but was discussed during the winter via Board e-mails and questions. The Board discussed ideas as to how this could work successfully, noting that we have money in the Treasury to at least subsidize a new racer for one day and reward a member for bringing a new racer. **Mark Mirviss** moved to make the first day free for a new racer (entry and USSA temp license), and to reimburse the member bringing the racer (entry). Included in the motion was the requirement that the member e-mail Mark 24 hours in advance with the name of the new racer. **Marcie** seconded the motion, which was **approved**. As a follow-up to this, **Jeff Gray** offered to get lists of potential racers, and write a proposal for the Board for the fall meeting which explains how we can make this offer known to our members and others via Facebook and other similar “friend” sites.

- **Open Class:** Revisit open class issues for speed events (Deb) (*postponed until fall meeting*)

#### **New Business:**

- **Entry Fee Increase:** **Mark** noted that several ski areas have requested entry fee increases due to the cost of putting on races for a smaller field. **Beat** confirmed that it was difficult to break even. **Mark** moved to raise entry fees by \$5 (\$30 for slalom, GS; \$40 for speed events); **Don** seconded the motion, which was **approved**.
- **Need for a “race coordinator” role:** (Deb) (*postponed until fall meeting*)
- **Race rules review:** The Race Rules page has been updated by **Deb** on the website over recent seasons for changes (e.g., switch from 10-yr to 5-year classes; Open class, membership). The rules document was written nearly 10 years ago, however, and needs review and updating. **Mark** volunteered to review and update FWM organization rules and present the changes in a report at the fall Board meeting to approve the updated document for 2013 season.
- **Fall Meeting Date:** **Mark** will coordinate with **Don** to see if the officials’ clinic can be scheduled in conjunction with the fall Board meeting, and confirm the date with the Board before announcing it to the membership.
- **Adjourn:** The meeting was adjourned at 4 p.m. to a very nice bar-b-que hosted by the Brauns.

Respectfully submitted: Sandy Hogan (for Linda Crowell, Secretary)

Approved electronically: 07/25/2012 7-0 (2 abstentions)