

Whistler Nordics

- club programs / initiatives
 - challenges
 - marketing

CCBC AGM Kamloops, BC
May 5, 2012

club programs / initiatives

- Junior race program
- Training team vs. travelling race team
 - High School Recreational program
 - loonie 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 #'s
- Growing and evolving 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

