

Club Workshop

The Hills Health Ranch Conference Centre
May 4-5, 2013, 100 Mile House, BC

The objective of the Workshop is to bring together club leaders to exchange examples of successful club initiatives and to discuss common club issues.

Saturday, May 4th

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| 8:30 am | Welcome & Introduction
News & Updates |
| 10:00 | Break |
| 10:15 | Marketing for Cross Country Skiing (Matthew Jeffries, CCC Director of Business Development) |
| 12:00 | Lunch Break |
| 1:00 pm | Modern Communication Strategies for Ski Clubs (Magi Scallion, Marketing and Communications Consultant) |
| 2:00 | Dogs at Your Ski Facility |
| 2:45 | Break |
| 3:00 | Club Roundup: all clubs |
| 5:00 | Session Ends |

Sunday, May 5th

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| 8:30 | Club Roundup (continued) |
| 11:40 | Risk Management/Insurance Update |
| 12:00 | <i>Working lunch provided by Cross Country BC</i> |
| 1:00 pm | Annual General Meeting |
| 2:00 | Annual General Meeting Adjourns |

CLUB INFORMATION SHARING

Come prepared to exchange information about your club with the other clubs at the Workshop!

Once again we are putting an emphasis on the development of full service member clubs. We encourage you to bring examples of your club's initiatives for developing PROGRAMS and SKIERS as well as facilities.

Please bring with you electronic copies of your club newsletter, club policies / procedures document, strategic plan or other initiatives that you feel are best practices and that you would be willing to share with others.

For the Club Roundup session power point presentations are encouraged.

Note: Program-specific questions and concerns pertaining to officials development, competitions, coaching development, athlete development, etc. will be channeled to staff and the standing committees responsible for these programs. These questions are operational and should be dealt with either by the appropriate Committee Chair or by the CCBC Office.

Accommodations: Cross Country BC has arranged for accommodations at The Hills Health Ranch. Please note that only accommodations that are coordinated by Cross Country BC will be eligible for the subsidized rate on the attached Registration Form.

Each chalet has three bedrooms with a total of four beds (one bedroom has two beds). All chalets have kitchenettes. Parking is included.

On the registration form please indicate how many nights you will require and if you would like to share the same chalet with someone specifically. Otherwise Cross Country BC will make these arrangements accordingly. Note: The Hills Health Ranch has a swimming pool and fitness gym if you would like to take advantage of these facilities.

Saturday Evening Group Dinner: Each year at the Club Development Workshop & AGM, Cross Country BC organizes a group dinner. It is a great opportunity to share the season, experiences, etc., with other clubs from across BC. Please indicate your intention to attend on the Registration Form that is attached separately.

Directions to The Hills Health Ranch: The Hills Health Ranch is located eight miles north of 100 Mile House on Highway 97. If traveling from the south, turn right off of Highway 97 across from the airport. If traveling from the North, turn left across from the airport. .

If you require additional directions contact: The Hills Health Ranch, 1-800-668-2233.

Workshop Enquiries: contact Verna Wagner, phone: 250-545-9600; email: programs@crosscountrybc.ca.