

# Far West Ski Association **Bill Berry Hard News Award**



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The National Ski Club Newsletter addresses the officers of 2,200 U.S. ski clubs containing 750,000 skiing members in all 50 states in 4 print issues each season. The magazine is published to coincide with the ski clubs' purchasing timeline in November, January, March, and May -- plus they publish monthly e-mail Newsflashes year-round.

America's ski clubs are located in all 50 states and the annually elected officers of just over 2,200 clubs have been reading The National Ski Club Newsletter since 1987. Those 2,200 or so clubs contain about 750,000 members.

Approximately half of these clubs belong to one or more of 45 ski councils -- or umbrella organizations -- most of which are geographically centered (i.e., the Texas Ski Council, the Florida Ski Council, etc.) and 24 of those councils belong to The National Ski Council Federation.

Most ski clubs are also social clubs and many members literally center their social lives on "the club". The clubs typically host happy hours, meetings that often look a lot like happy hours, theme parties, weekend trips, destination trips, and organize team sports for their members.

Initially organized to take advantage of group rates on lift tickets, lodging, etc. for ski trips, the clubs travel worldwide to ski -- Usually about 40% of their trips ski in Colorado and an average of 15% of their trips ski in Europe.

Many of the clubs are now organizing non-ski trips and year-round group vacations for their members. A case in point would be the Texas Ski Council which has 350 members signed up to tour Egypt in September of 2010. Most of their European ski trips offer pre- or post-trips to European cities as the clubs have discovered that touring in Europe during the winter is not only a lot less crowded -- but an excellent value as well.