

## **USTSA BOD Conference Call**

September 9, 2008

**Attending:** Christopher Ulm – President, Paul Lamb – Vice President, Russ Hobbs – Treasurer, Tory Hauser- Events Director, Eric Lamb – Secretary, Jim Stein – FIS Representative, Linda Hobbs – Member

### **Agenda:**

#### **1. Uniforms (Eric)**

- We were late in contacting Peter at Karbon, so they will not have same jacket available for all racers, so will work to find A Team Uniforms, B Team Uniforms and Devo Team Uniforms.
- Eric submitted a “wish list” to Karbon last week and will forward that correspondence to the BOD.
- Peter McMahon is working with a Whitefish embroiderer to help us do the embroidery at a considerably reduced cost, using team member labor.
- Peter and Eric are looking for a digitized image of a logo for the embroidery. Christopher will send them something he has.

#### **2. Team Status (Tory)**

- Tory has had no negative responses from nominated team members (except Joel and Matt that we already knew about)
- Tory will put letter together for team members and Linda will send along with the Contract, Athlete Profile/Bio request and the Emergency Contact Form.

#### **3. Schedule (Tory)**

- Tory hasn't heard anything from the East Coast
- January 7<sup>th</sup>, Sunlight Mountain, Sprint Classic (?) in conjunction with all mountain?
- December 14, Red Lodge
- February 6, Steamboat Springs, Howleson Hill, Telemark Revival
- Weekend after President's Day, Nationals at either Steamboat Springs or Tamarack
- Linda will ask about a regional race at Whitefish Mountain Resort in February/Early March
- Schweitzer, Paul will check with Kevin to see if there will be a Selkirk Classic this year

#### **4. FIS – (Jim)**

- Tory will email the WC schedule to BOD
- Jim will be attending a FIS meeting at the end of this month

#### **5. Memberships (Eric, Linda)**

- Memberships are behind last year's pace. We currently have 12 members; last year we had 34 members by October 1. We have 11 Team Members and BOD members that still need to purchase their membership.

- Eric will send another reminder before October 1<sup>st</sup>, encouraging people to get membership at lower price, announcing the new website, and announcing our partnership with Telemark Skier Magazine.
- Linda will send out letters with cards, stickers and patch to registered members within the next week

## 6. New Website (Russ, Christopher, Linda)

- **The Goal will be to get this site live within the next 2 weeks. (Before September 23)**
- **Following is the list of To Do items prior to going live:**
  - Load old racer bios to new site – Christopher
  - 400x75 Banner at top of page. Put Big Sky Brewing in one Banner, Put “your banner here” in 2<sup>nd</sup> banner space, and continue to use other rotations for most current news as shown. - Christopher
  - Slider Menus. Keep Current Telemark News in 1<sup>st</sup> and US Team in 3<sup>rd</sup> Position. Change 2<sup>nd</sup> position to be Events/Results/Points with links to each location. - Christopher
  - Large Banners on Right of Page. Top Banner will be used to promote US National Telemark Championships. Remove Tamarack logo. Put tentative dates (February 27, 28, March 1) and location to be announced soon. Christopher
  - 260x90 Banners at bottom of page – can read “Banners for Sanctioned Races will be placed here”. – Christopher
  - Include link to Trond’s website on points page in text regarding FIS points – Linda
  - Write some current articles: 2009 Team, WC schedule, Telemark Skier Partnership, US Races? - Linda
- **The Following are longer term items which were discussed (Note that Christopher, Russ and Linda have additional items that were not discussed)**
  - Sanctioned Race Banners – Linda will document banner requirements to include in the Race Organizer Package
  - USTSA News Letter – Linda will coordinate. Christopher recommends using “Constant Contact” as the vehicle for the newsletter. Put the introductory parts of articles in the newsletter with a link to read more, which takes the reader to our website.
  - Results and Points from prior years are not all loaded yet. Linda will continue to work on this.
  - Results – Tory would love to have as many old results as possible posted. He has some sources and will continue to work on getting that information. Russ will work to post any information we receive from any source. We will also encourage racers to put the most complete results possible on their Biographies.
  - Flickr Photos – we need to label all the photos in Flickr. Tory suggests recruiting/delegating to team members. Let’s ask for volunteers at 1<sup>st</sup> Team phone call. Linda will write instructions for what we need them to do. By labeling these photos, we increase our hits when people search on Google.

- U-Tube – Christopher will write instructions for uploading to U-Tube. He will give Tory a lesson by phone.
- If team members or board members have information they want included on the site and don't know how to do it, Linda will be the point of contact. If she cannot do it herself, she will contact Christopher.
- The goal for this season is to get Team members to submit their Biographies and write articles for their blog on the site. In addition, we will have instructions for Team Members and Board Members to submit news articles on the site.

**7. Next Call – Tuesday, September 30 at 7pm MT**