

# 2024 GTSC ANNUAL MEETING

Focused on our Why  
& a Sustainable Future





# MEETING GOALS

- Welcome & Introductions
- Why We Are Here
- Our Team and Our Culture
- Our Strategic Planning Efforts
- Looking Forward with GTSC
- Induction of Our New Board Members
- Questions / Discussion





# GTSC BOARD OF DIRECTORS

## Executive Committee

President – Jake Burden

Vice President – Christi Nowak

Treasurer – In-Coming (Justin Moreno)

Secretary – Elaine Tait

## Board Members

Nathan Elkins

Christian Fuller

Bryan Travis

Peter Lane

In-Coming (Josh Traeger)

Executive Director – Tonya Lewandowski (non-voting)





# WHY WE ARE HERE



GTSC has proudly been bringing families together for the joy of skiing and love of community for over 70 years

What does that mean to you?





# WHY WE ARE HERE

## WHAT WE ARE PROVIDING QUOTES FROM HICKORY

### FOR KIDS

“SKIING MAKES ME HAPPY”

“FREE TO TEST LIMITS”

“FRESH AIR”

“INDEPENDENCE”

“FRIENDSHIP”

### FOR PARENTS

“TRUST THAT MY KIDS HAVE A SAFE  
PLACE TO BE IN WINTER”

“WINTER BLUES TRANSFORMED”

“CONNECTION TO MY FAMILY  
AND OTHER FAMILIES”





## GTSC is Growing the Love

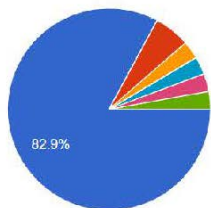
# END OF SEASON FEEDBACK

## Clear Volunteer Expectations

### GTSC Programming -

Our family feels GTSC provides our skier a place to grow their love of the sport and improve their technical skill set, at a reasonable price - we are here to stay!

35 responses



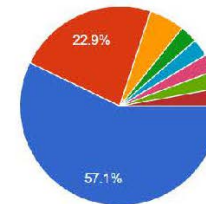
- Strongly Agree - we know this is the best Club around - coaching, program offer...
- Agree - GTSC should reduce the coach:skier ratio and hire more quality...
- Neutral - GTSC seems the same as other clubs
- Disagree - The programming should be better
- Strongly Disagree - we feel tapped out...
- We're here to stay for now, and willing...
- I don't have experience with other club...
- It's hard to say the price is too steep...

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### Volunteering -

The expectation for volunteering within GTSC was made clear in the early season and easy to help out with the planning and signup tools in TeamSnap.

35 responses



- Strongly Agree - the expectation was communicated and it was on parents to...
- Agree - it was easy to find, but signup...
- Agree - I know the expectation, but fol...
- Disagree - I would have been happy t...
- Disagree - I had no idea what I was g...
- Not a ski racer
- I strongly agree the expectation was t...
- The request for volunteering is highly r...
- Email communication was clear about...

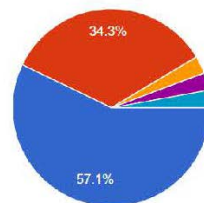
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## Improved Communication

### Communication

GTSC communication this season was good and felt appropriate. I felt I knew what was going on between social media, GTSC website and/or email communications from the Club.

35 responses



- Strongly Agree - it was easy to find what was going on and I never felt in the dark!
- Agree - it was usually easy to find what I was looking for, but sometimes I had t...
- Disagree - it was difficult to find any information on what was happening.
- Strongly Disagree - it was impossible to find any information no matter where I...
- I don't do social but the emails are wel...
- Communication was exceptional but c...

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# OUR TEAM & OUR CULTURE

Building Trusting Teams

Selfless Leadership

Focused on our Purpose & Why

Positive & Enthusiastic Leadership

Long-Term Sustainability



# OUR FUTURE

## OUR FUTURE ROLE



### CHAMPION

CHAMPION A LIFESTYLE AND  
WAY OF BEING HEALTHY +  
OUTDOORS IN THE WINTER

CHAMPION ACCESSIBILITY  
AND EXPOSURE TO THE SPORT

### CONNECT

CONNECT OUR YOUTH TO  
RELEVANT PROGRAMMING

CONNECT RISING STARS TO  
OPPORTUNITIES

### BUILD

BUILD COMMUNITY AROUND A COMMON  
CAUSE / SHARED PASSION

BRING INDIVIDUALS AND ORGANIZATIONS  
TOGETHER TO GIVE BACK TO THE  
COMMUNITY, AND TO OTHERS



# GTSC STRATEGIC PLANNING



GTSC PRIORITIES FOR LONG-TERM SUSTAINABILITY  
*ENTERING OUR NEW ERA*  
2024



JOIN US AS WE  
CELEBRATE OUR HERITAGE AND  
CHAMPION OUR FUTURE





# GTSC MISSION STATEMENT

## OUR MISSION

OUR IMMEDIATE PATH IN  
ACHIEVING OUR VISION



To **connect** our youth and their families to high-quality, yet accessible, instructional ski & ski racing programming, to be a **champion** for the sport and our region's role in it, and to **build** and inspire our community around a shared purpose and passion.





# GTSC VISION

## OUR VISION

THE FUTURE WORLD WE WANT TO CREATE



To be the **leading midwest youth ski club**, recognized for honoring our enduring legacy, providing accessible exposure to the magic of the club, and building a skill level and sense of purpose that radiates far beyond our neighborhood hill and the primary years of the children's lives it serves.





Community

# WHY WE DO WHAT WE DO

Sportsmanship

Kids

Life-Long Sport

Accessibility

Friendships

Fun

Skill  
Development

Competition

Confidence

Opportunity



Love of the Sport, the People, the Experiences





# COOL THINGS COMING IN 2024-25

Improved Access

to Programming

## 2024-25 - GTSC PROPOSED PROGRAMMING

Middle School Race Team (MSRT), Middle School USSS (MS USSS), High School USSS (HS USSS) and FIS (ages 16+ only)  
Programming at Hickory Hills unless shown otherwise

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MS USSS, HS USSS & FIS Races (Away)	3:30-5p MSRT	3:30-5p MSRT	4:15-6:15p MSRT (Crystal Mtn)	3:30-5p MSRT	5:30-7p HS USSS & FIS	MS USSS, HS USSS & FIS Races (Away)
Sunday Races (MS ages only)	3:30-5p MS USSS	3:30-5p MS USSS	4:15-6:15p MS USSS (Crystal Mtn)	4:15-6:15p MS USSS (Crystal Mtn)		

## 2024-25 - GTSC PROPOSED PROGRAMMING

Ages 4-Elementary School  
All programming at Hickory Hills

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sunday Races (open to all ages - middle school)	4:30-5:30p Ski Level Development	5-7p Race Clinics	4:30-5:30p Ski Level Development	5-7p Race Clinics		11:30-12:30p Intro to Ski Level Development
	5:45-6:45p Ski Level Development		5:45-6:45p Ski Level Development			12:45-1:45p Intro to Ski Level Development
Experienced Racer Add-Ons						
	5:30-7p Monday Night Race Clinics		5:30-7p Wednesday Night Race Clinics			



# COOL THINGS COMING IN 2024-25

			Experienced Racer Add-Ons	
INTRO TO SKI LEVEL DEVELOPMENT	SKI LEVEL DEVELOPMENT	RACE CLINICS	MONDAY NIGHT RACE CLINIC	WEDNESDAY NIGHT RACE CLINIC
<b>GOAL:</b> Gain independence as a skier, learn to move on hill safely and understand the rules.	<b>GOAL:</b> Build on skiing skills to move safely on hill and have fun learning with a coach and friends.	<b>GOAL:</b> The Race Clinics are geared toward skiers looking to develop their basic skiing and racing abilities.	<b>GOAL:</b> Provide additional gate training with USSS level of gate difficulty and training.	<b>GOAL:</b> Provide additional training time in gates for the serious Race Clinic racer or Middle School Race Team.
<b>WHO THIS IS FOR:</b> Intended for first time skiers who are looking for a fun interactive introduction to skiing.	<b>WHO THIS IS FOR:</b> Perfect for beginner to more advanced skiers who want to develop and continue developing the skiing skills.	<b>WHO THIS IS FOR:</b> These clinics are intended for skiers looking to race and advance racing skills. All skiers at this level are independent on ropes and hill.	<b>WHO THIS IS FOR:</b> Racers whom have completed at least 1 year of Race Clinics or Middle School Race Team. Intended for the serious Race Clinic or Middle School Race Team racer interested in learning more about USSS.	<b>WHO THIS IS FOR:</b> Racers whom have completed at least 1 year of Race Clinics or Middle School Race Team.
<b>WHAT WE WILL DO:</b> Skiers will learn to: - Glide, turn right, turn left and stop - Ride the magic carpet lift independently - Put on their own equipment - Know at least 3 of the 10 points of the Skiers Responsibility Code - If ready: Ride the Magna Carta tow to the 3rd Barrel - Possibly ride all tows independently. - Strong emphasis on fun and learning the ways of the ski hill!	<b>WHAT WE WILL DO:</b> - Skiers will learn at least 4 of the 10 points of the Skiers Responsibility Code. - Skiers may, or may not, know how to navigate the magic carpet or tow rope independently but they will all learn. - Skiers are divided by ability to allow coaches to focus on specific areas of skiing development. - There is a heavy emphasis on fun while becoming fundamentally sound skiers. - Skiers encouraged to participate in Sunday Races.	<b>WHAT WE WILL DO:</b> - Skiers must be able to use all tow ropes independently to participate in Race Clinics - Skiers are divided by ability to allow coaches to focus on specific areas of race development. - Primary focus on drills emphasizing fundamental skill-building with a secondary focus of running courses/gate training - All Race Clinic skiers are strongly encouraged to sign up for Sunday Races.	<b>WHAT WE WILL DO:</b> - Provide additional gate training for serious racers in Race Clinics or Middle School Race Team. - Provide exposure to USSS level training courses and gates. - Work with GTSC USSS and Club coaches. - All participants must be registered for GTSC Sunday Races and have proper race equipment: helmet with removable chin bar, 2 pair of race skis (GS and SL), race boots, shin guards, poles and hand guards.	<b>WHAT WE WILL DO:</b> - Provide additional training time in gates for the serious Race Clinic racer or Middle School Race Team. - All participants must be registered for GTSC Sunday Races and have proper race equipment: helmet with removable chin bar, race skis, race boots, shin guards, poles and hand guards.
\$	\$\$	\$\$\$	\$	\$
1 day/week - Saturday 11:30a-12:30pm or 12:45-1:45pm Minimum Age: 5 years (4 with Coach approval only & parent present)	2 days/week - Mon & Wed 4:30-5:30pm or 5:45-6:45pm Minimum Age: 5 years (4 with Coach approval only & parent present)	2 days/week - Tues & Thurs 5p-7pm Age Requirements: 5 - 12 years Must not be participating in Middle School Programs	1 day/week - Monday 5:30-7pm Age Requirements: Must be at least 8 years old by December 31, 2024	1 day/week - Wednesday 5:30-7pm Age Requirements: Must be at least 8 years old by December 31, 2024





# COOL THINGS COMING IN 2024-25

SUNDAY RACES	MIDDLE SCHOOL RACE TEAM (MSRT)	MIDDLE SCHOOL USSS RACE TEAM	HIGH SCHOOL USSS RACE TEAM	FIS
<b>GOAL:</b> Expose skiers to the fun of racing with friends at Hickory Hills and beyond.	<b>GOAL:</b> Provide opportunity to build skills as a skier and racer with middle school peers - optional racing locally.	<b>GOAL:</b> Train and Race to compete at USSS events. Training during the week, race on weekends.	<b>GOAL:</b> Train with USSS coaches and team and compete in USSS races on weekends.	<b>GOAL:</b> Train with USSS and FIS coaches and compete in FIS and USSS races.
<b>WHO THIS IS FOR:</b> Intended for Ski Level Development, Race Clinic and/or MSRT Racers looking to compete locally.	<b>WHO THIS IS FOR:</b> Middle school aged skiers looking to build technical skills and have fun exposure to racing.	<b>WHO THIS IS FOR:</b> Serious racers with the desire to set goals and compete regionally in USSS events.	<b>WHO THIS IS FOR:</b> Serious racers with the desire to set goals and compete regionally in USSS events.	<b>WHO THIS IS FOR:</b> Serious racers with the desire to compete regionally and travel to FIS events.
<b>WHAT WE WILL DO:</b> Skiers will learn to: - Safely navigate race days, including use of tow ropes independently - Put on their own race equipment - Race GS and SL courses - Practice good sportsmanship - Opportunity to race at Hickory and beyond if interested - Strong emphasis on fun and learning the ways of a ski race!	<b>WHAT WE WILL DO:</b> Skiers will learn to: - Train on GS and SL courses - Transportation to/from hills included. - Race GS and SL courses - Practice good sportsmanship - Opportunity to race Middle School Race teams regionally - Intended to be a fun and low-key race and training program	<b>WHAT WE WILL DO:</b> Serious race program with mandatory travel for races. Racers will: - Train USSS gates GS and SL courses - Transportation to/from training hills mid-week included - USSS races are on weekends regionally around Michigan, championship races in Colorado. - Practice good sportsmanship and maturity as a racer - Intended for racers looking to compete at a high level and committed to the sport of ski racing	<b>WHAT WE WILL DO:</b> Serious race program with mandatory travel for races. Racers will: - Train USSS gates GS and SL courses 1 day/week and on weekends regionally around Michigan, championship races in Colorado. - Practice good sportsmanship and maturity as a racer - Intended for racers looking to compete at a high level and committed to the sport of ski racing	<b>WHAT WE WILL DO:</b> Serious race program with mandatory travel regionally for FIS races. Also includes all that HS USSS team offers. Racers will: - Train FIS gates GS and SL courses 1 day/week and on weekends - FIS races are on weekends regionally around the region, with US travel optional - Travel to/from chosen FIS races included in cost, no travel to USSS included - Practice good sportsmanship and maturity as a racer - Intended for racers looking to compete at a high level and committed to the sport of ski racing
<b>\$</b>	<b>\$\$\$</b>	<b>\$\$\$\$</b>	<b>\$\$\$</b>	<b>\$\$\$\$</b>
1 day/week - Sunday 11a-3pm Minimum Age: 5 years (4 with Coach approval only & parent present)	4 days/week - Mon-Thurs Hick: 3:30-5p ; Crystal: 4:15-6:15p  Minimum Age: Middle School (Coach approval needed otherwise)	All week - Wkdy training, Wkend Race Hick: 3:30-5p ; Crystal: 4:15-6:15pm  Minimum Age: Middle School (Coach approval needed otherwise)	Train 1 day/midweek - Train/Race Wkends Friday 5:30-7pm ; Wkend Vary  Minimum Age: High School (Coach approval needed otherwise)	Train 1 day/midweek - Train/Race Wkends Friday 5:30-7pm ; Wkend Vary  Minimum Age: High School (Coach approval needed otherwise)



# COOL THINGS COMING IN 2024-25



## Mark Your Calendars GTSC Annual Meeting

July 16

Join us at Hickory Hills, 6-7pm  
All are welcome to join us!

## Early Registration

July 22-26

See GTSC website for 2024-25  
information

## Annual Golf Outing

August 25

Another epic event at Grand  
Traverse Resort

## GTSC Ski Swap

October 4 - 5

Get your used gear ready to sell and  
purchase at West Middle School!

## Annual Dinner

November 8

Come together in celebration of 72  
years of GTSC

## GTSC Fall Camp

November 24-29

REGISTER NOW for our GTSC Fall  
Camp, hosted at Winter Park, Colorado

[www.gtskiclub.org](http://www.gtskiclub.org)

## Summer 2024 Newsletter



## Time for summer, GTSC!

As we trade our snow skis for water skis,  
let's reflect on all the fun we've had and get  
excited for some upcoming GTSC events!

## Our Awesome 2023-24 Season Over 350 GTSC Skiers Hit the Slopes with GTSC!

GTSC  
Crusher  
Coaches  
49

Ski Level  
Development  
Dazzlers  
129

Relentless  
Race Clinic  
Skiers  
152

Sunday  
Race  
Rockstars  
104

Middle School  
&  
USSS Racers  
41

High School  
USSS & FIS  
Racers  
29

Thank You GTSC Families  
For Choosing to Ski With Us Since 1952







# COOL THINGS COMING IN 2024-25



## 2024 FALL CAMP

Nov. 23 - 29  
Winter Park,  
CO

Reserve Your  
Spot Today  
via GTSC  
website

<https://www.gtclub.org/2024-camps/>





## SAVE THE DATE







# COOL THINGS COMING IN 2024-25

## Improved Communication Tools

**Mark Your Calendars**  
**GTSC Annual Meeting**  
July 10  
Join us at SPACE downtown TC @ 120 E. Front Street at 7pm! All are welcome!

**Early Registration**  
July 10 - 18  
See GTSC website for 2023-24 information

**Annual Golf Outing**  
September 24  
Another epic event at the Traverse City Country Club

**GTSC Ski Swap**  
October 6 - 7  
Get your used gear ready to sell and purchase earlier this season!

**Annual Dinner**  
October 19  
Come together in celebration of 71 years of GTSC at Jacob's Farm

**GTSC Fall Camp**  
November 19-25  
Join us for our 1st Annual Fall Camp, hosted at Winter Park, Colorado

[www.gtsclub.org](http://www.gtsclub.org)

### Summer 2023 Newsletter

Welcome to our 1st ever Grand Traverse Ski Club (GTSC) newsletter! We have developed this newsletter in our quest to continuously improve our communication, information sharing, and overall happenings with our Club families.

### Our Awesome 2022-23 Season

Over 380 GTSC Skiers Hit the Slopes with GTSC!

GTSC Rockstar Coaches 53	Learn to Ski 'Lil Rippers 57	Advanced Beginners Bosses 86
Instructional Ski Clinic Crushers 164	Middle School & USSS Racers 46	High School USSS & FIS Racers 31

### Thank You GTSC Families

For Choosing to Ski With Us Since 1952

### A Letter from your GTSC President, Jake Burden

Happy summer to all of our ski club families! We miss you and hope to see you soon, either around town, or at a GTSC volunteer event, our fall golf outing, or the Club Fundraising Dinner. One thing is for certain - time will fly by between now and the next ski season.

This past season was a huge success - many thanks to our dedicated members and amazing kids who braved the challenges Mother Nature threw at us and had a blast on skis.

As you all know, Tonya Lewandowski stepped up and took the reigns as Interim Executive Director and knocked it out of the park with a passion and dedication that inspired us all. Your Board of Directors is thrilled to announce that Tonya has agreed to sign on as our official Executive Director and continue to lead us into the future. We are extremely grateful for her unwavering enthusiasm, efficiency and commitment to the club and it's mission statement. Thank you Tonya, we are lucky to have you!

As you all know, the cost of everything seems to continue to go up! It's frustrating. Our programming costs will rise too but we promise to always hold true to our mission statement and do our very best to maximize the bang for your buck. A huge part of this is fundraising. We always have many equipment needs with significant costs like gates, B-net, radios, timing equipment, snowmobile maintenance, etc! Please look for opportunities to not only participate in our fundraisers but also volunteer on committees and the ski hill. Many hands make light work!

Best,  
Jake Burden  
President  
GTSC Board of Directors

### What's New for 2023-24?

#### Improved Programming

- Easier transition for skier progression
- More flexibility for busy schedules
- Additional opportunities for new skiers
- Focus on fundamentals and progression
- Dedicated race training for racers
- Additional training for MS & HS racers.

#### New Fall Camp

- Please join us for GTSC Fall Ski Camp!
- Winter Park, CO
- November 19-25, 2023
- Led by GTSC coach Craig Davidson
- <https://www.gtsclub.org/camps/>

#### Board & Committee Openings

##### GTSC Board of Directors

- The GTSC Board of Directors is looking for two Board members to represent our Club. Board positions are voluntary advisory roles to help continue advancing the Club and hold up our Mission Statement.
- Interested? Please email: [skigtsc@gmail.com](mailto:skigtsc@gmail.com)

##### GTSC Committee Positions

- GTSC is looking for parents to help with the following committees for the 2023-24 Season:
  - Sunday Races & Invitationals (3 parents)
  - 'Lil Rippers Volunteer Hill Parents (2)
  - Annual Dinner Committee (4)
  - Ski Swap Committee (3)
  - Golf Outing Committee (3)
- Interested? Please email: [skigtsc@gmail.com](mailto:skigtsc@gmail.com)

#### Congrats to GTSC USSS All Star\* & Team Central Athlete Nominations

Isaac Shapiro\*

Quinn Gerber

Avery Taggart

Rocco Elkins

These athletes are selected out of all Central Region USSS athletes based on their 2022-23 season performance! Next they will complete the USSS Fitness Assessment to be hosted by GTSC in September, 2023.





# 2024-25 REGISTRATION

**July 22<sup>nd</sup> at Noon**

Via GTSC website: [www.gtskiclub.org](http://www.gtskiclub.org)

GTSC Returning Families Only

New Families September 3rd



# FINDING SUSTAINABILITY

72 Years Skiing at Hickory Hills

Volunteer Run

Non-Profit

Serving Our Community

Focused on our Mission & Vision

Reliance on Fundraising

The Infinite Game

Building Positive Culture





**THANK YOU FOR  
BEING A PART OF  
THE  
GRAND TRAVERSE  
SKI CLUB**

**We Look Forward to an  
Amazing 2024-25!**

