

State of the Miami Ski Club Address

The annual Address is a vehicle by which the President accounts to the membership for the fiscal and general health of the Club. The following report covers our 2011/2012 fiscal year, which was the second year of my presidency. On behalf of the 10/12 Executive Committee, it is my pleasure to share the following Address with you.

Introduction

The state of the Club is measured by three components: finances, membership, and participation. Overall we performed well financially. We also did well with participation in our FSC trip to Steamboat and our Park City trip. The present economy has not worked in our favor as leisure activities are usually the first items to be curtailed. We continue to make the best of the situation and have achieved overall success due to the efforts of the Executive Committee (EC), Board of Directors, and the volunteers who have contributed their time and energy.

Finances

The EC members have worked diligently to keep the club financially strong. In 2011/2012 we brought in a net income of \$1,997.

Budget

Our numbers look good. Advertisements on our website gave us an income of \$745. By "going green" we plan on saving money in the following years ahead. Constant Contact, our weekly event emails expense was \$168. MSC spent \$900 this year for newsletter printing which was a savings of \$1,100 from amount budgeted for the year. We also had a major database cleanup and reduction of mailings to non-members. Also as required by our Bylaws, we carry Directors and Officers insurance coverage. This year's premium was \$ 2,900 which was \$300 under budget. Office operating expenses for this year was budgeted at \$4,000 and we spent \$2900.

For our two Snowballs and Holiday Fest events, we budgeted \$9,000 and only spent \$7,590. In 2011 the Snowballs had a minimal admission fee for members and we collected \$1,525. Special Events generated a profit of \$480 for us. Membership dues collected totaled \$17,387 which was \$87 over our budget. A portion of our membership dues collected were early renewals for 2012-2013 based on a Free Snowball promotion. The largest contributor to our bottom line was trip income, totaling \$5,653 which was a gain over our \$5,100 projected income. We continue to enjoy a significantly healthy treasury, and as of May 31st, 2012 we had \$126,388 in our bank account.

Trips

The best financial measuring tool is our participation in trips. This year we had 87 members travel with the club, totaling 76 on ski trips, and 11 on our non-ski trip. The trip comps are a significant source of income for the club which diminished this year. In the end, our three trips were in the black. Steamboat ski trip earning \$3,312, Park City, our Spring break ski trip earning \$2,834 and our Alaskan Cruise earning \$1,378. Vail ski trip was cancelled due to lack of participation with a \$352 loss for cancellation fees. The trips remain the backbone of our club.

Conclusion

I am proud to say we have had an extremely good year. It still appears difficult to boost our membership. We are trying hard with Constant Contact and participation on Face Book as social networking. I enjoyed another amazing year with a dedicated Executive Committee, a great Board of Directors, trip leaders and volunteers. All the wonderful friendships and acquaintances I have made in the past 9 years are still priceless. Thank you again to all our wonderful, loyal members, who renew each year and help keep our Ski Club going. New members, it is great to have you. We welcome you all and bring your friends!

Pamela Rose Epstein, Proud MSC Past President