

BEST IN THE WORLD



Club Excellence Conference

Building and Maintaining a Strategically Diverse Board

May 12, 2015

Start with the End in Mind



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Common Challenges

- The Warm-Body Board
- The Buddy Board
- The “We Should” Board
- The All-Parent Board
- Everyone Doing Everything all the time
- Let Have a Bake Sale! or I’ll do the Decorations
- Unfocussed, Unmotivated, Untapped



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The road to hell?



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The Road to Abilene?

WHAT IS THE ROAD TO ABILENE?

The quasi-psychotic corporate journey that can only be achieved when great minds come together in pursuit of the totally undesirable, easily approved outcome. This is the road to Abilene.

All are welcome.
All are welcome...



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Tools - Structure

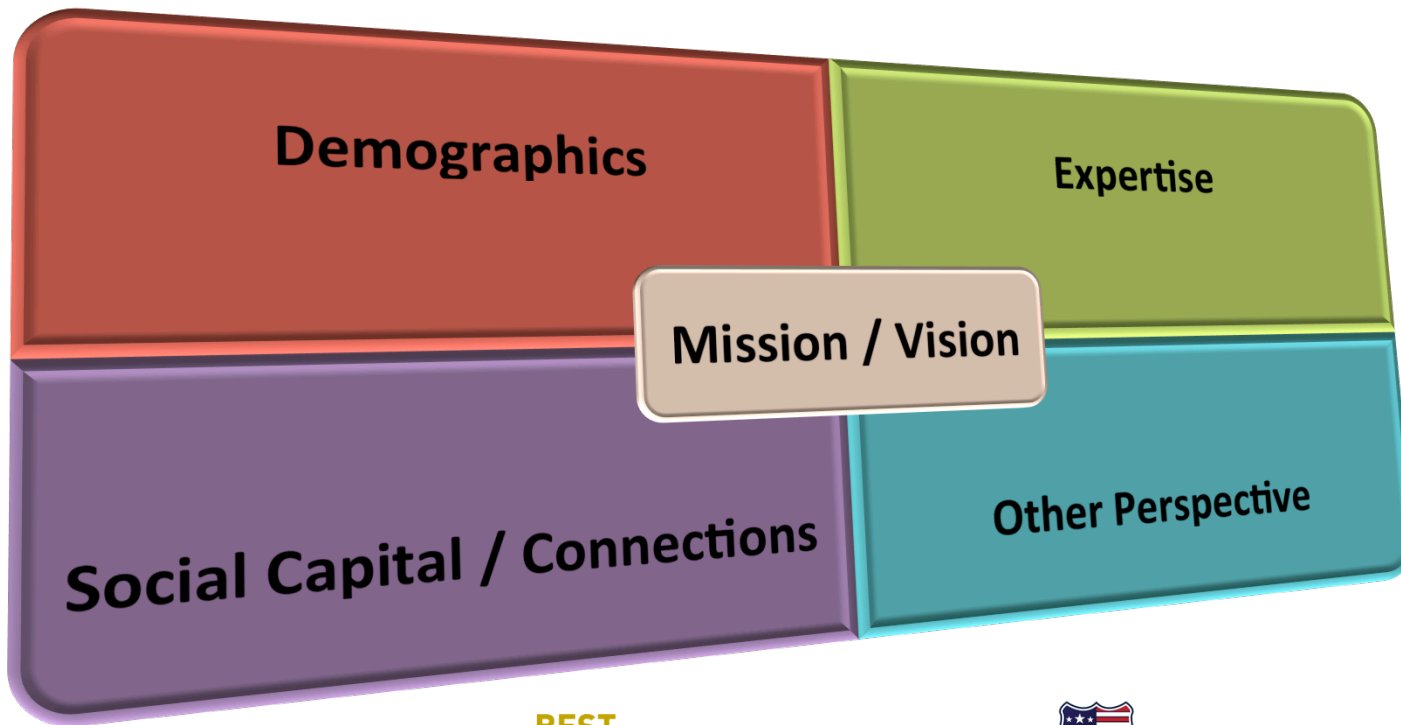


1. By-Laws
2. Board Matrix
3. Good Committees, Officers, Leadership
4. Board Orientation
5. Board Evaluation
6. Succession Planning

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Board Matrix



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Expertise

- Leadership / Governance
- Finance
- Development/Fundraising
- Marketing/Public Relations
- Competitive Snowsports
- Education
- Parent and Volunteer Relations
- Your Club – Alumni, Student-Athletes
- Resort Management - Ownership

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Officers and Committees

- President, Vice-President, Treasurer, Secretary
- Committees (good leadership / chairs)
 - Governance (least common – most important!)
 - Development
 - Finance
 - PR/Marketing
 - Programs and Facilities
 - Parents, Volunteers, Events

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**U.S.
SNOWBOARDING**

**U.S.
FREE
SKIING**



Board Orientation and Education



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Evaluation

- Board as a Whole / Organization / Mission
- Individual Officers and Members
- Committees



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Succession Planning



See handout

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Discussion



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Resources

USSA Club Resource Center: Leadership and Governance

<http://alpine.uskiteam.com/alpine-programs/clubs/resource-center/leadership-governance>

Board Source

<https://www.boardsource.org/eweb/>

Local Community Foundations

<http://www.cof.org/community-foundation-locator>

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