

President's Perspective



This is my first perspective as president of the Nordic Fox Ski Club.

First, I would like to thank Larry Zurawski for his dedicated leadership during the last two years.

On sitting down to prepare this first President's Perspective the thing that came to mind was the subject of change and how we are all affected by it. The season has changed from winter to spring. This is good news for most people and a little sad for us Nordic skiers with the knowledge the next season is nine months or more away. But spring is also a time of renewal and reinvention. This is what I would like to focus on.

In the Nordic Fox Club I see two areas where we should concentrate our efforts for change, renewal and reinvention. The first is how the club can best adapt to the highly variable snow conditions we have experienced in recent years in the Midwest and that we are likely to continue to experience. This is probably more manageable in that we can put our trips on a tentative basis with an established trip leader and a calling tree or some other means in order to react to snow when it falls.

The other issue is more serious and one that could ultimately affect the survival of the club. As a lead in, my wife Janet and I had our wedding reception at a place in Waukegan called the Swedish Glee Club. We had it there because her father had been a member for close to fifty years and had been president more than ten times. At the time the membership was in the hundreds. They had a 50,000 square foot restaurant, bar and banquet facility that served a smorgasbord that was arguably the best place to eat in Waukegan. Today the facility is no longer owned by the Swedish Glee Club and has been converted to a church for a non-mainstream religious group. The club members now meet in a small house outside of town. What happened was what Janet and I now call "Swedish Glee Club Syndrome". As we visited the club we noted that the members were all in their sixties and older with very few if any younger members. My comment at the time was it is just a matter of time before the club goes out of existence if they do not attract younger members. Does this start to sound familiar?

We are not there yet but I can see the same situation developing with the Nordic Fox Ski Club. To prevent this, the club needs to attract new and younger members. The beginning is the questionnaire that you all will be receiving. Please take the time to complete it and be brutally honest. With the information gained from the questionnaire we can reshape the club to be in tune with the needs of the members and make it more attractive to prospective members.

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