

**IN ADDITION TO OPERATING PROGRAMS THAT INTRODUCE PEOPLE TO OUR SPORTS, WE ARE THE VOICE FOR THE SNOWSPORTS INDUSTRY IN LANSING, WE PROMOTE SKIING WITH AN ADVERTISING CAMPAIGN AND PROVIDE OPPORTUNITIES FOR OUR MEMBERS TO MARKET TO NEW CUSTOMERS.**

### Legislative and Governmental Issues

MSIA keeps abreast of legislative issues that affect our industry and takes action when needed. We retain the respected and effective lobbying agency, Muchmore, Harrington, Smalley & Associates. MSIA's Executive Director Mickey MacWilliams is a registered lobbyist as well. She sits on numerous Michigan travel and tourism boards and committees, and is your voice regarding snowsports issues.

### Developing Pandemic Protocol

For the past three seasons, MSIA has worked with a team of ski area operators, Michigan's Department of Outdoor Recreation, the National Ski Areas Association and the Ski Area Safety Board to develop protocol that allowed ski areas to remain open during the pandemic. Because of these safety measures, Michigan ski areas were able to stay open throughout the pandemic when other businesses were forced to close. This industry-wide cooperation enables us to effectively handle issues as they arise.

*MSIA works hard to promote and protect the snowsports industry, but we can't do it without a strong and active membership.*

*We thank you for becoming an MSIA member and look forward to working with you in the coming season.*

### MSIA's Advertising Campaigns

MSIA runs a very effective digital and social media campaign to promote our programs and draw awareness to snow sports in our state. We also take advantage of the Pure Michigan Partnership campaign by working with Travel Michigan to produce Ski Michigan advertising. **Best of all, MSIA's investment is doubled by Travel Michigan, so our ad dollars stretch farther!** We are looking to expand this campaign for the coming winter.

### Direct Mail and E-Newsletters

MSIA mails packets of ski-related material to all Discover Michigan Skiing and Cold is Cool Passport families. All MSIA members are invited to include information in this mailing by sending a flyer or brochure to MSIA's mail house. Packets are then stuffed and sent to the approximately 5,500 households. The best part is that this is a free benefit to all MSIA members! The cost of postage alone to reach all these families is considerably more than the price of an annual MSIA membership! In addition we send out a monthly E-Newsletter and offer members free space to promote their businesses. Our email list is over 17,000 households.

### MSIA's Website:

[gokimichigan.com](http://gokimichigan.com)

Check out MSIA's website. It's an interesting site with links to ski areas, ski shops, ski webcams and conditions. The website is geared to skiers of all ages. It provides information on our programs and our member ski areas and shops. Since [gokimichigan.com](http://gokimichigan.com) is one of the top sites on the major search engines when looking for skiing in Michigan, this is a valuable tool for you!

### MSIA Annual Meeting

The MSIA meets every summer at a member resort. This meeting is your opportunity to tell MSIA what is important to you and to make an impact on MSIA decisions. It is also an excellent opportunity to learn from our speakers and to get to know others in our industry.

### Social Media

MSIA is an active participant in social media. Since it continually changes, our ad agency assists with this.

2023/2024

## Michigan Snowsports Industries Association Membership Application

Yes! I want to renew/apply for an MSIA membership. I have checked the appropriate category, and enclosed a check to cover my one-year membership.

- Alpine Ski Area, \$350.00 per year
- Ski Shop, \$200.00 per year, per shop (\$150 each additional shop, \$650 for 4 or more storefronts)
- Associate Business, \$150.00 per year (serving the Industry)
- Ski Representative, \$125.00 per year
- X-Country Area/Shop, \$125.00 per year

\* Ski Shops at ski areas require separate membership.

Please fill in the following information:

Your Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Summer phone if different \_\_\_\_\_

e-mail \_\_\_\_\_ website \_\_\_\_\_

Make check payable to: MSIA  
And send to: 7164 Deer Lake Court  
Clarkston, MI 48346  
Or Fax to: (248) 620-9238  
Or pay by Credit Card

Card # \_\_\_\_\_ Amount \$ \_\_\_\_\_

Exp. Date \_\_\_\_\_ 3-digit code \_\_\_\_\_

Name on card \_\_\_\_\_

(248) 620-4448 • [info@gokimichigan.com](mailto:info@gokimichigan.com)

[gokimichigan.com](http://gokimichigan.com)





MICHIGAN SNOWSPORTS INDUSTRIES ASSOCIATION

# MEMBERSHIP BENEFITS AND APPLICATION



**2023/2024  
SEASON**



The Michigan Snowsports Industries Association (MSIA) was formed in 1990 to speak with one voice for the state's ski industry, increase awareness of snowsports and introduce new individuals to skiing and snowboarding in Michigan.

Our efforts are designed to benefit all snowsports, travel and tourism businesses in Michigan, including ski areas, ski shops, manufacturer's representatives, lodging facilities and related businesses.

## MSIA PROGRAMS AND BENEFITS

### Discover Michigan Skiing

Since 1991, this popular learn-to-ski program has introduced over 200,000 people to downhill skiing, cross-country skiing and snowboarding. Working with McDonald's restaurants as our partner, information about Discover Michigan Skiing is printed on over 500,000 McDonald's bag stuffers and we mail over 160,000 fliers to schools in Michigan and surrounding states.

### School Ski Days/Cold is Cool Fourth and Fifth Grade Passport

School Ski Days is a program designed to encourage school field trips to ski areas, promote interest in snowsports and safety on the slopes. In addition, our Cold is Cool Ski & Ride Passport App provides free skiing to 4th and 5th graders two or three times at each of the 30 participating areas. About 4,000 kids benefit from the passport each winter and surveys show that each student using the pass brings an average of 2.5 paying customers with them. MSIA retailers are able to allow instant access to the app. The benefit to retailers is visits from families with young children.

### White Gold Card

Our primary source of funding, the White Gold Card is also a great promotional tool, generating countless newspaper and magazine stories, and radio and television interviews. The card allows the purchaser to ski one time at each of the participating MSIA-member ski areas. Ski shops also agree to provide tune-ups and waxes. MSIA is limited to selling 500 cards per year. Cards are sold through MSIA shops, which benefit from the early-season traffic.

### Public Relations

Each season MSIA sends a press kit to reporters, describing the new developments on our slopes and in our shops. Many writers eagerly await our kits each fall. This is an excellent avenue for MSIA members to get some additional publicity. Throughout the season MSIA also sends news releases regarding relevant ski and snowboard issues, conducts numerous media interviews and provides information via social media.

Last winter we received considerable media attention when we assisted a skier and a rider, who broke the Guinness World Record for most ski areas in a 24-hour period...and it happened right here in Michigan!

### Weather and the Media

One of the chief complaints of our members is that radio and television reporters tend to say negative things about cold weather and snow. They make "cute" remarks about heading south when the weather turns cold. To counteract this, MSIA regularly visits Michigan radio and television stations and issues emails to the media throughout the winter. Our message is a kind reminder that Michigan is a winter wonderland and winter tourism is important to our state's economy. After all, humans were never meant to hibernate!

