



CCSO/CCOM

Canadian Council of Snowmobile Organization NEWSLETTER



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The CCSO/CCOM is working hard to develop and support these national programs

CCSO Board of Directors Meeting Highlights

March 8, 2008

7 out of 12 Associations/Federations attended the meeting. Topics on the agenda included the National Trails Coalition, a financial update and review of the 2008/2009 Operating Budget. The CCSO Vision 2012 document was reviewed and approved. Review of the bylaw amendments and policy additions. Discussions on the national insurance program, a partnership with the Weather Network and a visit from Mike Low from Pathway Group and Kevin Lacey, Manager of Stakeholder Relations for Prime Minister Steven Harper. Ed Klim was also in attendance to give us not only his weather predications for this coming spring but and ISMA update and how the US economy is effecting sales. Reports from NESP and the Safety committee were also presented.

Congratulations to the newly elected CCSO Executive for 2008/2009.

Kevin Sweetland, Newfoundland	President
Brenda Welsh, Ontario	Secretary/Treasurer
Patrick McGrath, Alberta	1 st Vice President
Ernie Smelski, Manitoba	2 nd vice President

Government Relations Update

Since November 2006, Pathway Group has facilitated and participated in numerous meetings on behalf of the CCSO in Ottawa. The purpose of these meetings was to advance the interests of the CCSO, raising awareness of organized snowmobiling in Canada among key decision-makers, advocating for federal government monetary support for the CCSO and, Advocating on behalf of the newly developed National Trails Coalition proposal.

Upcoming dates :

June 11 to 14, 2008:
ISC 2008 Boise, Idaho

CCSO Fall Meeting:
November 8, 2008

CCSO Spring Meeting:
March 7, 2009

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In addition to the meetings in Ottawa, the provincial affiliates were asked to directly engage their MPs concerning the CCSO advocacy campaign, and we heard on numerous occasions that these efforts were resonating with politicians. The CCSO launched an aggressive “name recognition” campaign, educating decision-makers about the enormous impact of organized snowmobiling in Canada. The efforts of the provincial affiliates are a key component of this strategy.

Pathway Group has worked to facilitate a new National Trails Coalition with CCSO, Canadian Trails Federation, and the Canadian Off-Highway Vehicles Distributors Council (COHV).

The draft proposal has been distributed to a few key decision-makers to gauge initial reactions. We are currently awaiting feedback before we begin Phase Two, which is a full roll-out and advocacy strategy to all MPs.

Our initial advocacy campaign will include personalized packages and letters of support to key government Ministers and staff. It will then expand to build support with opposition critics, and finally will be circulated to all MPs. The National Trails Coalition application is for \$37 million dollars in total over a 5 year period for participating trail users.

All CCSO provincial affiliates have been asked to participate in this advocacy campaign. Specific requests will include letters of support, direct meetings with local MPs, third party support (tourism operators, snowmobile dealers, etc.), and letters of support from the snowmobile manufacturers.

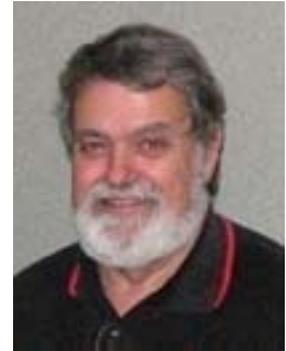
National Snowmobile Safety Committee (NSSC)

Progress has been made regarding an online safety course. The committee has reviewed and accepted the IASA Safe Riders Quiz. It has been identified that some minor changes will have to be made but the vast majority of the work has been completed. Funding for the work came through a partnership with the USA Federal Government Grant to IASA in cooperation with ACSA and CCSO. Ed Klim has agreed to include the CCSO & ACSA logo on future ISMA posters.

Discussions with the Weather Network (WN) on safety and environmental messages are in a holding pattern awaiting responses from the provinces on electronic trail data for the creation of a map by the WN.

Provincial members have been asked to have Safety on the front page of each website and clearly tagged since the PEI meeting. The Safety Committee requested and got board support for safety to have its own “button” marked as Safety out front in a prominent location on the homepage.

We Will Not Forget



On December 25, 2007, our longtime friend of snowmobiling and volunteer Pat Whiteway passed away amongst family and friends at his home in Kelowna, B.C. Pat was not only current President of the CCSO but also president of the ISC. He was a Director on the B.C Snowmobile Federation board, as well as a past Executive Director and Past President of the BCSF. He held various positions on the board of the Kelowna Snowmobile Club including President. As a sledder and mentor to others, Pat did it all. Guided rides, organized events, involved with the BCSF snow patrol and search and rescue and of course, trail grooming. Pat has given countless hours to the recreational lifestyle of snowmobiling not only with his club and the BCSF but at the national level as well. We will not forget him!

The Committee is still looking for a Safety Champion. One suggestion has come forward from Alberta but has not yet been followed up on, the committee is looking for help to contact a “Champion” that would be a good fit for a “public face” for snowmobiling and safety? There was much discussion on this and it is recommended by the committee that the CCSO is looking for someone that has direct contact with this individual much like what Believer’s Plus (Sledder’s Choice) has with Don Cherry.

NESP Committee Update:

To date 433 studies have been reviewed, executive summaries written and loaded into the database. The NESP Committee has the ability to edit the ERC when required thus speeding up the process. ERC is now in maintenance mode as all requested updates and postings have been completed.

The Code of Ethics and refresh of the Environment logo (to include the new themes of “Leave Tracks not Trash and Stay on Trail”) are work in progress. The logos are being created in English and in French. These items will be circulated to all CCSO members when completed. Position Papers will be posted on the CCSO home page under “Who are we” – Safety, Benefits and Flora and Fauna. This is in progress and the board members will be notified when completed.

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