

<b>SBSTF Ownership Linkage Plan 2006-2008</b>		
<b>Definition of Owners</b>		All those dedicated to the development of the mind, body, and spirit of the world's snow-sport athlete
<b>2005-2006</b>		
<b>Goals</b>	<b>Method</b>	<b>Target Groups</b>
Clarification of identity	Focus groups	Truckee parents Sugar Bowl homeowners Tahoe Truckee Community Foundation Far West Ski team Academy Families Sugar Bowl Corp and Board
<b>2006-2007</b>		
<b>Goals</b>	<b>Methods</b>	<b>Target Groups</b>
Greater public awareness of our Foundation	Letter from the board	See Method/Group Sheet
Greater public support for our Foundation	Targeted interactions with key influencers Social: "Own backyard opportunities"	See Method/Group Sheet See Method/Group Sheet
Ongoing cultivation of previously identified owners	Board sponsored social	Annual Sugar Ball Faculty /Staff Potluck
Ongoing dialogue to learn from our owners what we are doing well and what we can improve		
<b>2007-2008</b>		
Build awareness of our planning stages for a possible capital campaign	Letter from the board Targeted interactions with key influencers Social: "Own backyard opportunities"	Topolino Cup Board Whistler Cup Board See Methods/Group Sheet for additional names
Greater public awareness of our Foundation	Board sponsored social Open meeting	
Greater public support for our Foundation	Press coverage Target focus groups	

<b>Ownership Linkage Plan 2006-2007</b>				
	<b>Target Dates</b>	<b>Accountability</b>	<b>Participants</b>	<b>Budget</b>
<b>Board letter</b>	Nov or Dec 2006	Robin		\$1.50 per?
<b>Targeted interactions:</b>				
Univ. Colorado	This season	Paul	Bill, Aaron, Jim	
Finn Gunderson	Between now and summer	John H		
Dean Headley	This season	Robin	Full board; 30 mins	
<b>Social "backyard opportunites"</b>	Throughout year	Entire board		Ticket price

Ownership Linkage Plan		
Methods for linkage	Linkage Target Groups	Timing
Newsletter	Truckee parents Sugar Bowl homeowners Tahoe Truckee Community Fund Far West Board Ski Team Academy Families Sugar Bowl Corporation/Board Foundation Alumni Families USSA Board/Administration UC Davis Coaches Dartmouth Coaches Far West Board/ Administration FIS Board/Administration Foundation Alumni Families	Suggested twice annually
Targeted interactions with key influencers		
	<p>Steve Bartlet Middlebury Head Coach <a href="tel:802-443-5845">802-443-5845</a></p> <p>Mimi Baer CAIS <a href="tel:310-393-5161">310-393-5161</a></p> <p>Pat Bassett NAIS <a href="tel:202-973-9710">202-973-9710</a></p> <p>Kate Duhamel USSA Farwest Freestyle Board Chair <a href="tel:1-415-310-3582">1-415-310-3582</a></p> <p>Jason Toutomine USASA Acting ED <a href="tel:800-404-9213">800-404-9213</a></p> <p>Finn Gundersen Dir of Alpine Education USSA Formerly with Burke <a href="tel:435-658-3223">435-658-3223</a> x230</p> <p>Dean Headley Pres Lake Tahoe Ski Club Fndtn <a href="tel:530-581-4400">530-581-4400</a></p> <p>Richard Rokos Head Coach, University of Colorado <a href="mailto:richardrokos@colorado.edu">richardrokos@colorado.edu</a> <a href="tel:303-492-5402">303-492-5402</a></p> <p>Jesse Hunt Director of Alpine Skiing US Ski Team <a href="tel:435-640-2689">435-640-2689</a></p> <p>Tim Cohee Board Chair Far West <a href="tel:209-258-7200">209-258-7200</a></p> <p>David Pattison Academy Alum <a href="tel:530-220-5043">530-220-5043</a> <a href="mailto:dspattison@ucdavis.edu">dspattison@ucdavis.edu</a></p> <p>Brandy Barna Ski Team Alum <a href="mailto:brandybarna@hotmail.com">brandybarna@hotmail.com</a></p>	<p>07-08 Tricia</p> <p>07-08 Robin, Bryan, Bill</p> <p>07-08 Robin, Bryan, Bill</p> <p>07-08 Eric Deslaurier</p> <p>07-08 Bill</p> <p>John H perhaps this summer, at our retreat, or at a board meeting</p> <p>Robin Gal to set up for entire board; 30 minutes face time</p> <p>Paul A works with Bill, Aaron Atkins, and Jim to meet with this winter</p>
Social "Own Backyard"	<p>Far West Gala Lake Tahoe Ski Club Asada LTSF 75th Anniversary Gala US Ski Team Ball Pac Bell Park Icer Air Warren Miller Film Festival Truckee Chamber of Commerce Awards Dinner</p>	<p>October August January 07 (22nd) October November November September</p>