



MOUNTAIN
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ASSOCIATION

2016 Winter Meeting Post Game Highlights

Saturday Session

- Team has been successful in bringing new sponsors to the MRA
- Existing donors are increasing their annual commitments
- 4k investment has brought in \$25k in donations



FUNDRAISING

Saturday Session

- We have been growing our savings consistently
- We have been consistently under budget
- We are in a position to dedicate funds to invest in our future



Saturday Session

- Scholarships – Antonio Arizo
- Intention was to bring new members to MRA conferences
- While program was popular it was underused
- How can the MRA give back to the member teams



Saturday Session

- Marketing Video – Charley Shimanski
- Promote the MRA to donors
- Become a recruitment tool for member teams



Breakout Session Topics

Education

Charley Shimanski

Internal Marketing

Art Fortini

Safety

Skeet Glatterer

Spring Conference / Long Range Planning

John Myers

Your mission should you choose to accept it

- Review and critique current state of each area
- Identify a future end state
- Outline high level goals
- What task groups should be established to develop a plan to execute these goals?
- What funds should be budgeted to support this effort?

Education

- Fix the existing MRA Learning Management System
- Increase use of the LMS by moving from a “top down” approach to a “bottom up” approach
- Create “blended learning” opportunities



Spring Conference / Long Range Planning

- The three year deep committee has been helping hosts
- Develop an IAP template and manual for conference management
- Appoint a Conference Lead to help provide consistent support to host team
- VP to continue to work on Long Range Planning by recruiting hosts for future dates
- Looking to host in 2018?

**Mountain Rescue Association
National Spring Conference**
June 9-12, 2016 Red Lion Port Angeles, Washington



Lectures and Field Demonstrations
Technical Rigging, Avalanche, Search, Medical and Air

Conference Registration Open in January
Call for Speakers Deadline March 1, 2016

Contact: MRAconference2016@gmail.com
<http://mraconference2016.com/>
360-509-3119

Safety

- Provide tools, programs, and information that will help drive MRA teams achieve a zero incident safety culture
- Encourage/help teams share their internal safety related information/incidents to the benefit of other teams



Safety

- Establish a LESSONS LEARNED program to disseminate safety relevant information between MRA teams.
 - Lessons Learned is “softer” and “wider” than “near miss” and may improve team participation
 - Distribute via MRA lister with existing subscription list
- Continue to sponsor the LESSONS’s LEARNED discussion panel at spring conference.

Safety

- **Periodically distribute safety related bulletins on topics relevant to all teams (example: Black Diamond hardware recall)**
- **Create and publish periodic safety posters as an idea for marketing/safety. One to two per year. Publish in Meridian also.**
- **Help teams develop their own internal formal safety programs and plans.**



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Internal Marketing



MRA Trade Show Banners

- The MRA has three new portable trade show banners based on the theme of “Courage. Commitment. Compassion.”
- These banners are intended to be available for teams to use for special functions, and for the MRA to use at national conferences.

MRA Graphic Tool Kit

- The MRA Style Guide and Graphics Tool Kit contains information on the proper set up and use of MRA logos.
- The Style Guide contains specific information as to the layout, color tones and font information that makes up the MRA brand.
- All logo files as well as the Style Guide can be found on the MRA DropBox



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Sunday Business Meeting





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Website Upgrade

- Motion to add \$7,000 dollars to the Website budget
 - Move to a new, more responsive web hosting service
 - Move to a new, more user friendly content management system (Wordpress)
 - Fix our learning management system



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