

# Webster Ridge Runners Snowmobile Club December 2011 Newsletter



**President:** Todd Chapman  
**Vice President:** Dennis Landry  
**Trail Coordinator:** John Roome, Dick Weidman, A.J. Heiligman  
**Treasurer:** Gary Leiter  
**Grants Coordinator:** Dave McBride  
**Membership:** Nancy Leiter  
**Groomer Coordinator:** Chris Toomey  
**Sign Coordinators:** Marty Lazzaro  
**Land Owner Relations:** Dave Miller  
**Recording Secretary:** Dee Cantwell  
**Corresponding Secretary:** Jamie Gruttadauria  
**Board Members:** Gerry Nowak, J.B. Hanlon  
**NYSSA Representative:** Randy Phillips  
**Public Relations Director:** Christopher Burns



Next Club Meeting:

**Thursday Jan. 5th, 2012, 8pm**  
**Location: Carey Lake, 937 Walworth Penfield Road (441), Macedon**

Next Officers' Meeting:

**Wednesday Dec. 21st, 2011, 7pm**  
**Location: American Legion Post, Five Mile Line & Ridge Rd., Webster**

**MESSAGE FROM OUR PRESIDENT:** *Todd Chapman, President*

December is finally here and the Club has been busy preparing for it. The Trail Crew, led by John Roome and Dick Weidman, and the Sign Crew, led by Marty Lazzaro and several section leaders, have all done a great job! The trails will be wider in some spots and drier in others. Chris Toomey, A.J. Heiligman, and the Groomer Crew are getting ready, and Dave Miller has secured landowner permissions.

We also have several trail additions under way but we're not quite ready to sign them just yet. As this changes, we will keep you informed.

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The trails will open December 21<sup>st</sup> if the conditions allow—**except for the section that goes past Wilbert's Christmas Tree Farm at Salt Road, which will open Dec 26<sup>th</sup>**. Keep an eye on the WRR Website, and call the snow phone (585-234-0095) for up-to-date information on when the trails are open.

When you do hit the trails this season, please remember you represent our Club and sport, and you are the one in control of your sled. Thanks to you we had a safe season last year with few complaints. As we start a new riding season, here is a reminder of some of the things you can do to keep it safe and enjoyable again this season.

**Always stay well to the right, especially on blind hills and turns.** If you make a trail stop make sure you are in a safe place for everyone else to stop and for everyone else to also be able to stay to the right. **Avoid stopping just past a corner or over a hill. Please don't stop anywhere near a home** as that gets dogs barking and disturbs the landowners and residents. The best place to stop on our trails is at any of the **kiosks**, or in some of the wooded sections that are away from homes.

When riding the right-of-way to access the trails, **please be respectful of the residents.** Their concern is damage to their driveways. In the town of Webster it is lawful to ride around a bare driveway by using the shoulder. If you can do that safely, this will be appreciated and will help reduce complaints that we—and the towns—get every year.

**The Wayne County Trail maps** are being printed and will be sent out to all WRR Members who have joined as of December 21<sup>st</sup>. After the 21<sup>st</sup>, they will be sent out weekly as members join for the 2011-2012 membership year.

**The January General Meeting** on January 5<sup>th</sup>, 2012 will move to **Carey Lake** and will start at 8pm.

**The 2012 Annual WRR Winter Snowmobiling Picnic** will be at the Weidmans' on Jan 8<sup>th</sup>, 2012, always a good time!

We have a **Special Event and Memorial Ride led by Kyle Nelson** for his senior project that the Club is assisting him with on January 15<sup>th</sup>, 2012; it will start at Dolomite Park and end at the Weidmans'.

**The 2012 WRR Poker Run** is Superbowl Sunday February 5<sup>th</sup>, 2012, at Blue Heron Hills.

Additional details for these events will follow.

**This season, you can trailer and unload your sled at the following trailhead locations:**

- Granskofski's Restaurant: 436 Route 104, Ontario, NY 14519
- Bill Gray's Restaurant: 364 Route 104, Ontario, NY 14519
- Carey Lake: 937 Walworth-Penfield Rd (Route 441), Macedon, NY 14502

[www.websterridgerunners.com](http://www.websterridgerunners.com)  
Check for updates on the snow phone 585-234-0095

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- Blue Heron Hills: 1 Country Club Drive, Macedon, NY 14502

Please patronize these landowners and mention you are a WRR Member when you do.

I hope to see you on the trails and am looking forward to a safe enjoyable season. My e-mail address is [chapman1@rochester.rr.com](mailto:chapman1@rochester.rr.com) and my cell phone is 585-503-5506. **Thank you!**

## **ONLINE TRAIL MAP:** *Dan Rice, GPS MAP Coordinator*

We have a new online snowmobile trail map for the 2011-2012 riding season. The WRR trails, along with several other clubs' trails from across the state, are available at the following link:

<http://www.nysnowmobilewebmap.com/>

Just click on WEB MAP to see the trails. All of the trails on this map were created using the GPS data individual clubs submit to the state. We will keep all trail changes up-to-date on this site and you can view it at anytime. In addition, there are several options for riders to purchase and download GPS data from this site for all of the available clubs' trails. A portion of the proceeds are returned to our Club for trail maintenance.

## **EVENTS:**

### **2012 Annual WRR Winter Snowmobiling Picnic:**

Sunday January 8, 2012-- Dick Weidman's Farm, Monroe / Ontario County Line Road

**Kyle Nelson's event:** Sunday January 15, 2012

**Poker Run:** Sunday February 5, 2012-- Blue Heron Hills Country Club

## **TRAIL MAINTAINANCE CREW:** *A.J. Heiligman, Trails Coordinator*

The Trail Crew had another extremely busy month. This fall season the Trail Crew completed the most work the Club has ever done in one season! Dick Weidman and John Roome headed up another month of grinding stumps, widening trails, and installing eight additional culverts to the ones previously done this summer! They also installed electric conduit, wire, outlets, and lighting at both our refueling stations on each end of the Trail for our two groomers. This will make for safer groomer fill-ups with the installation of electric gasoline pumps! As time allows, we will be installing solar-powered lighting at our junction kiosks stations.

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Again, we offer many thanks to John Roome, Dick Weidman, and helpers Tom Nelson, Dave Reiber, Tim O'Laughlin, who donated the dirt for the culverts, Greg Schimpf, and many others who put forth major effort this past month!

### **NYSSA REPRESENTATIVE:** *Randy Phillips*

The following are excerpts from NYSSA Executive Director Dominic (Dom) Jacangleo's Monthly Report to the NYSSA Board of Directors:

#### **Public Relations Firm**

The month has been dominated by work on the submissions from the various public relations firms in response to our Request for Qualifications. Twelve excellent firms submitted information on their businesses. The Ad Hoc Committee reviewed the submissions at the November 4, 2011 Board Meeting. Four top firms were selected. Information on the top four was redistributed to the Committee members who then ranked the four firms in order of their preference. Using a rating system of 1 – 4 where the top choice was a 1, each member of the Committee conveyed their preference. In summary the firms were separated by a total of 5 points. The top two firms were Trainer and Gramercy. Both firms have been invited to make a pitch to the committee on the evening of Friday, December 2, 2011.

#### **Economic Assessment**

As of the week of November 27, 2011, 6,000 mailed surveys have been sent to snowmobile owners from the list of NYS registrations. During the week prior to the December 3rd meeting, they should show up in snowmobilers' mailboxes. The surveys have a return date of December 15, 2011. The mailed information provides instructions for completing the survey online. Online completion will hasten the analyses of the results. A *Constant Contact* blast encouraging participation will go out on 12-2.

Just after the 15th, a second e-mail will go out to all our members stating that if they have not participated in the mailed survey they can go online and complete a survey. We are still on target to receive a report in time for the annual meeting.

NYSSA received a \$4,000 grant from ISMA in support of this project. The grant was based on an application Dom completed and sent to ISMA just after the ISC. A "thank you" has already been sent to Ed Klim, President of ISMA. Jim Rolf (NYSSA Trails Coordinator) worked his magic with the Oneida County Visitors Bureau who voted at their last board meeting to provide NYSSA with a \$2,500 grant also in support of the project. While we have not received a confirmation, the St. Lawrence County Chamber was also considering a small donation to the project.

#### **Affinity Agreements**

During the past month Dom worked on various affinity agreements and marketing plans. A marketing plan has been worked out with Liberty Mutual and forwarded to the Events and Promotions Committee for their recommendation. The plan includes two direct mail pieces to

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the membership and approximately \$3,000 in advertising and promotions with NYSSA. The Board will be asked to approve the marketing plan so that our mailing list may be released to Liberty Mutual for the 2012 calendar year. In January we should see our first full-year affinity agreement check from Liberty Mutual. At that point we will see how this relationship is working for both our members and the Association.

Nationwide has also submitted a marketing plan for our new agreement that was executed and went into effect in November. The foundation of their plan is a direct mail marketing piece that would be sent to our members four times per year. Nationwide has inserted their logo into all our membership cards. Without question this agreement provides NYSSA with a substantial amount of income while providing our members with significant insurance discounts.

We have been working on an agreement with Affinity Marketing Group for them to undertake a travel site on our behalf and cell phone center. The program does not cost the Association any money, provides significant discounts to our members, and provides the association with an affinity payment for participation. We have sent them a re-draft of their sample agreement that eliminates an exclusivity clause that they proposed and includes a "no-fault" termination clause upon 90 days' notice. We expect to hear from them shortly.

### **Recreational Trails Program**

As you may recall last winter Parks announced RTP grant awards. Successful grant applicants have been working with Parks to complete their paper work and get executed contracts with the State. As of November 18th, Parks had just received a "certificate of availability" from the Division of Budget and would begin working the contracts through the Attorney General's Office and the Comptroller's. Applicants should expect 4-6 weeks before things get rolling and approvals are provided to purchase.

### **Credit Card Partners**

As you should be aware we have an affinity agreement with a credit card provider that pays the Association a bounty for each card issued and a small amount based on the collective activity of the cards. To date the program has not met financial expectations for a variety of reasons. Working with Anne we put a more aggressive ad in this past month's online magazine. We will repeat the ad in December and have placed an ad and story in the print publication due out in January. We'll see if this produces an up-tick of interest in the card.

*(The following are from Jim Rolf, NYSSA Trails Coordinator, in his Report dated November 29th, 2011)*

### **STEP Signage Program**

Classes have all been held for this season. Once again I would like to thank those instructors (both new and returning) who have STEPped up to help with this important safety and risk management trails program. Counties that have not had classes before hosted them this year, with a few instructors taking on more areas to educate the volunteers and train Safe Trail Advisers. We held 16 STEP classes this year.

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## **Bulk Sign Order update**

The error I reported on last month was isolated and was due to an Excel spreadsheet column issue. Jeff of Voss Signs and I are working to correct this for these two clubs. I apologized to those clubs, working to square this away as soon as possible. Efforts are underway to make sure this type of mistake doesn't happen in the future.

## **E-911 Locator Signs**

This is a final reminder that the Allstate-sponsored E-911 (emergency locator) signs are almost all distributed. Any club that forgot to order them this summer who needs them should contact me right away before they are gone. I will have some for the Board of Directors' meeting on Saturday. Please ask clubs to get these signs out on trails at junctions and road crossings so riders begin to understand what they are there for. I will have them to distribute at the December meeting.

## **TRAIL WATCH on National Grid Lands**

As a reminder, all clubs using NG lands are to apply for permission through the NG Real Estate Offices. Contact me via e-mail and I will set you up with their contact information. As part of the working relationship between NYSSA clubs and National Grid, the TRAIL WATCH program was started a few years back. It was initiated to partner with Homeland Security to protect sensitive facilities along our trails. Ernie Roosevelt worked through the NYS Homeland Security office to get their approval on the program and also the pamphlet that he developed. Signs outlining the need for riders to watch out for suspicious activity on the NG lands with snowmobile trails were developed. It is suggested that a sign be placed by NG real estate at the beginnings and ends of each trail segment that is allowed to be open, alerting others to the program along with the phone numbers to use to report a crime. Please get these signs out on the trails and the pamphlets to our riders. I have two boxes of signs available, so if you know of any clubs that need any, have them contact me. I will be bringing some to the Board of Directors meeting on December 3rd for any Director that wants to take some back to their District.

## **New JIMAPCO Interactive Snowmobile Map**

The map was updated recently, and then e-mails and phone calls starting coming in about errors, missing trails, and even additional trails. I contacted Steve at Parks and inquired with him about these inconsistencies. After looking at the Parks trail map for this 2011-12 season alongside of the JIMAPCO map, it led us to decide that the error must be a data translation issue within JIMAPCO.

I notified Mike LaViolette of JIMAPCO to let him know of the errors, which he verified and has corrected. Clubs should look at the new map to make sure no other corrections are needed. Any club contact info errors should also be addressed right away to Mike.

## **Insurance Handbook**

The 2011-12 NYSSA Insurance Handbook will be sent out to all clubs via e-mail as well as in hardcopy as soon as the insurance company and our attorney review the updates & changes.

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### **Erie Canalway CLOSING THE GAPS meetings**

These informational planning meetings are still ongoing across NYS. Areas like Utica/Rome, Amsterdam, Lockport, and Syracuse among others have submitted grant requests to the Regional Economic Development teams to fund the trail rebuilding processes needed to finish this historic trail.

When funding awards are announced that affect these gap areas, I will notify everyone. Clubs with trails in these regions should become more involved in these meetings.

### **Trail Opening Dates**

As always, many discussions and arguments take place this time each season about “when do the trails officially open” on snowmobile blogs and trail websites. This is a very sensitive issue. I must relay that there is not a NYS Law that dictates this trail opening date. But more importantly, it is usually dictated by a mutual agreement with private landowners. You see, most snowmobile trails in NYS transverse private lands of others. If these private landowners hunt or allow hunting on their lands, they DEMAND that clubs stay off their property during such hunting seasons each and every year. Our snowmobile clubs obviously comply with these requests, or stand to lose access to these lands. Some lands are actually hunting clubs who are also generous enough to allow snowmobile trails across their lands during their “off-season”.

It comes down to respect, in most cases. Clubs are definitely going to respect these agreements and they ask riders to understand why we ask them to stay off the trails until after hunting seasons. Some clubs aren't even allowed on these lands to hang signs or posts until hunting season ends. This means that the trails cannot officially be opened the night hunting ends or even the next day, for that matter. Clubs' volunteer trail workers need time to get out and do what they must do to make their trails safe for passage.

NYSSA asks that all riders show respect for the landowners and to the clubs by contacting each club via their website or by phone in order to find out the official dates that each clubs trails are going to open. Don't ruin it for all!

### **Stay Right ... AND Between The Stakes!!**

Here's a friendly reminder to think about when the trails open and there's enough snow to safely ride the trails. *Stay on the marked trails.* Reports have surfaced that a couple of clubs have lost access to long-standing trails due to some riders deciding for themselves to ride where they want to, not adhering to the marked trails. Don't force landowners to make this decision. Respect our landowners and clubs by riding where they are posting the trails. This is the safest place to be and in most cases, the only location that farmers want a trail on their lands. THINK ABOUT IT!

### **NYS DOT/ADK Scenic RR Inspection**

I was fortunate enough to be invited to ride along with the DOT officials as they performed their regularly scheduled track maintenance trip two weeks ago. We stopped at different trestles as well as “switch” locations to get a better handle on what the issues are between

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snowmobiles and these sections of track. The Tupper Lake Club had submitted a sketch of what they would like to do in order to allow snow to build-up better on a local bridge and also proved better safety for snowmobiles crossing the bridge. DOT engineers reviewed and approved these plans, which the Club can start installing Dec 1<sup>st</sup>.

NYSSA holds the permit for the winter months along the stretch of railroad tracks from Remsen to Lake Placid. The six clubs along that section must adhere to the regulations included in this permit. Along this trip we were told of past issues that have been undertaken by clubs that are in violation of the permit.

I must reiterate to these clubs that if they plan to do any type of work on the tracks, bridges, and/or culverts along this corridor, DOT must be contacted (along with myself) for special permission and an engineering decision, if so needed. DO NOT jeopardize this permit that allows thousands of sledders the opportunity to access the inner ADK Park on such a direct path between communities that are so far apart. The beautiful scenery that is viewed along this trail corridor is something that we want to continue to be able to access.

### Webster Snowmobile Safety Course

This snowmobile safety class teaches young snowmobilers the state laws and regulations, emergency tips, riding skills and snowmobile maintenance. Snowmobile safety is emphasized and some of the topics to be discussed include riding conditions, emergency packs and safety equipment. Participants must be 10 - 18 years of age. Non-resident fee does apply. This program will be held at West Webster Fire Department located at 1051 Gravel Road.

**Dates:** December 28 and January 4, 6 – 9pm at the West Webster Fire Hall, 1051 Gravel Rd.

Registration form for the safety course is at this link:

<http://www.ci.webster.ny.us/DocumentView.aspx?DID=184>

More info about signing up for the course is at this link:

<http://www.ci.webster.ny.us/index.aspx?nid=209>

Webster Parks and Rec website here: <http://www.ci.webster.ny.us/index.aspx?NID=104>

### NYSSA 2012 Super Raffle

Tickets will be available to all Club members to purchase or to sell. This is a great fundraiser as every ticket sold brings \$5.00 back to the Club. This year's prize list includes three brand new snowmobiles from Polaris, Arctic Cat, and Ski-Doo. In addition, there are over \$40,000 worth of cash, trips, and merchandise being given away. Who knows-- we may have some local lucky winners this year!



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