

## ULLR FEST 2012

Final Mogul Article April 2012

***The fifth annual ULLR FEST at Bogus Basin on February 11, 2012 was a tremendous success!***

The King and Queen were announced by Ryan Gregory, Sales Representative, Hood River Distillers, Inc. and the Ullr chant was read with great fervor and zest. Bob Running and Ryan had fun announcing the itinerary and generating enthusiasm on the public address system. Ruby Andridge, Nancy Cenell and Kerry Banyard worked the crowd sharing the history of Ullr, promoting our club and selling raffle tickets for an incredible Ullr snowboard! They danced, rang cow bells and were loud enough to attract lots of attention and questions. Ruby took many great photos to share. Way to go girls!!! Would you believe our own member, Brigitte Teets, won the snow board? Congrats to Brigitte.

We had many participants, skiers and boarders, young and not young, looking for 30 "ULLR" laminated tokens hidden on the runs near chairlifts 1,2,4 and Coach. Two of them were marked for grand prizes for one adult and one youth winner. The adult grand prize gift basket was full of goodies, including a generous gift certificate to Bardenay and a pint of Hood River Distillers, Inc. peppermint cinnamon schnapps liquor. We have a great photo of the winner, but did not get her name. The youth grand prize gift basket containing Bogus Bucks and other goodies was given to a very nice young man. Ruby took a wonderful photo of him, too, but we did not get his name, either. Anyone recognize them? 28 other incredible gift bags were handed out to participants at the end of the event by drawing names from the raffle tickets sold and to some who hung around for the duration. Hood River provided T-shirts, beanies, and bumper stickers for the grab bags and adults were given samples of schnapps, drink recipes and shot glasses. In addition, gifts of Ullr dog tag style necklaces and \$10 Bogus Bucks were randomly added to the gift bags. Not too bad, huh?

Costume awards of \$10 Bogus Bucks went to both the Ullr King and Queen, club members Jeff Day and Janice Walker, since they were the only ones looking very Nordic in their fake furs, leather, crown, helmet with horns and mighty ax. (Plastic of course!)

It is a given that Ullr Fest could not be held without bringing out the "shot-ski" to partake of Ullr-labeled peppermint cinnamon schnapps. The shot ski was taken to the bar inside Simplot Lodge for safe keeping and participation for those over 21. A huge thank you to Hood River Distillers, Inc. for providing all of the awesome gifts. Be sure to check out purchasing Ullr-labeled schnapps at your local liquor store for your family and friends. (We have recipe cards of how to mix schnapps in many different kinds of beverages.) Also, think about patronizing those restaurants and companies who advertize in the Mogul. Mention where you saw their ad and tell them, "Thanks!" Some even have 10% discounts.

A very special thank you to Rosie Rosco, Janice Walker, Jeff Day, Bob Running, Kerry Banyard, Ruby Andridge, Nancy Cenell, Dave Wilkinson, Will Wagner, Pam Fisher and Mike Corrigan for volunteering. They worked together to help set up, tear down, man the tent, ring the bells,

dance, emcee, sell raffle tickets and promote our club. Their names were entered into the final drawing for a generous prize awarded at the Annual Meeting on March 18, 2012. Could not have done it without you!!!

Please remember this successful event was sponsored by Bogus Basin Ski Club, Inc., Bogus Basin Recreation Area and Hood River Distillers, Inc. Many local businesses were kind enough to hang up Ullr posters, as well. The Idaho Statesman provided excellent publicity, so check out additional photos by accessing their website. Ruby will be posting her photos on our club website. If you weren't there, you missed a fun time and a chance to volunteer for your club. See you the next event!

Your co-chairs,

Vicki Kuebler and Janice Walker

## ULLR FEST 2012 FINAL FINANCIAL REPORT

<b>Budget Approved by Board:</b>	<b>\$550.00</b>
<b>Publicity:</b> Idaho Statesman covered the event and notices were published in Scene Magazine. PSA aired on Mix106 Radio. TV Channels 7, 6, and 2 were sent information, but did not cover our event.	\$ -0-
<b>Banners and Posters:</b> One large \$180 re-useable vinyl. Two dozen paper 2'x3' and one 6' vinyl banner previously paid for by Hood River Distillers, Inc. Photo collage set up with Club's easel.	\$ -0-
<b>Game of "Find the Ullr" medallions on the mountain:</b> Laminated medallion (tokens) supplied by Hood River. Poster board for signs (Hood River supplied)	\$ -0-
<b>Barbeque Lunch:</b> (Not done this year)	\$ -0-
<b>D-Jay for announcing and music:</b> Provided by Hood River Sales Rep. using the club's boom box. Bogus supplied the P.A. system.	\$ -0-
<b>Gifts:</b> Bogus Bucks of \$10.00 each for adult grand prize gift basket, youth grand prize gift basket, two costume winners, and random gifts to participants.	\$100.00
Purchase of 16 Ullr necklaces from ABC Stamp	\$126.79
<b>Costume Rental:</b> Rental from The Costume Shop (50% discount for two costumes. \$37.10 x 2 charged to BBSC credit card)	\$ 74.20
<b>Best Costume Awards:</b> \$20.00 Bogus Bucks to King and Queen as only participants. Included in purchase listed above.	\$ -0-

<b>Additional gifts to volunteers:</b>	\$ 60.00
\$10 from LuLu's, \$20 from Falcon Tavern \$30 from Harrison Hallow.	
<b>Gift to Hood River Distillers, Inc. Sales Rep:</b>	\$ 31.50
Gift Certificate to Willowcreek Grill and Letter of Commendation to supervisor	
<b>Miscellaneous:</b>	
Purchase of streamers and misc. from Zurchers 2-2-12	\$ 31.67
Rite-Aid for sharpie and tape 2-2-12	\$ 7.06
Jo-Ann's for glitter pen 2-10-12	\$ 3.17
Purchase of gift bags from Zurchers 2-10-12	\$ 9.20
Storage bin from Target 2-13-12	\$ 7.41
US Postage for thank you notes to volunteers, Hood River and Bogus Basin \$.45 x 10	\$ 4.50
<b>Total Expenses:</b>	<b>\$455.50</b>
<b>Revenue from snowboard raffle:</b>	<b>\$218.00 Credit</b>
<b>Revenue from one membership purchased:</b>	<b>\$ 25.00 Credit</b>

**Total Expenditure to BBSC for Ullr Fest Event: \$212.50 (61% under budget)**

**General Notes:**

Left over \$10 Bogus Bucks cards and Ullr necklaces were randomly added to the gift bags given to participants who purchased raffle tickets and then to those standing around afterwards or who asked questions about BBSC.

Hood River purchased two baskets, youth gifts and snowboard from their budget, in addition to giving every raffle ticket winner a T-shirt, bumper sticker and beanie.  
(Only adults were given schnapps, shot glasses and recipes.)

Final expense to the club could be less if more of the gift items had been donated by local businesses.