

In your opinion, what do snowmobile clubs and associations need to do in order to engage millennials and encourage them to become active participants in their activities?

By Carson Borgstrom

I have found that ever since I have started riding snowmobiles at the age of 12, I have learned many life lessons through this activity. When I first signed up for the classes to ride, I learned that although you may not want to do something, things in life need to be done in order to be able to do something you've loved since you were little. Riding snowmobiles in its essence also forces one to be both responsible and aware of your actions. At a young age, a rider must be able to discern the outcome of their actions and understand fully what might occur when a mistake is made. I learned from years of riding that snowmobiling also requires a large amount of trust between all the riders in a group and yourself. You are essentially putting a large chunk of your ability to control the outcome of a situation into the other riders. You must trust others to control their sled, as well as follow the rules and be just as aware as yourself in order to avoid collisions. These lessons I have learned have helped become who I am today. These lessons have also helped me exponentially in other facets of life including driving, four wheeling, and even class projects. I can confidently say that I would not be the same person I am today without the numerous life lessons I have learned through snowmobiling.



I believe that an integral aspect of the snowmobiling community today is the numerous clubs it offers. Clubs give riders the chance to meet up, organize rides, and meet new riders. These are all very good things, but I believe there are ways the clubs might be able to improve, especially when given the recent influx of technology in today's world. Cell phones offer a wide range of new abilities and opportunities these clubs should take advantage of. I believe as the youth become more reliant and involved in technology, the clubs should do this as well. One way to address this would be to develop an app under the Minnesota United Snowmobile Association. The constant availability of cellphones in our everyday use could be used to help people be more involved within their clubs, as well as offer new incentives for people who wish to join. By using the app, each individual club would be able to set up an independent network for all the members using pre-existing membership numbers/codes. When the members have set up an account, they would then be able to use a more streamlined map in the app that could be displayed on the phone screen when locked (like apple maps). Users could message each other in the map, given that not everyone will want to exchange phone numbers. This will offer a slightly less invasive, yet convenient way to communicate. The use of an app would also allow members to easily organize a ride, and other members could communicate if they wish to tag along. The use of a map would also mean that the app could track the total miles ridden and offer incentives, such as raffles and other incentive stickers or logos that you could use on your

sled or any other area. I believe that integration between technology and snowmobiling clubs could offer benefits for both clubs and the riders. If clubs in Minnesota do not keep up with the times and the technology we have in our lives today, they face the risk of falling behind. Clubs are a vital part of the snowmobiling community and without them, today's snowmobiling culture would not be the same. I do understand that the cost of developing such an app could be large; however, this could be offset by a slightly higher entrance fee. An integrated app may also attract many new members, which would also bring revenue. This idea of a new app, I believe, will help snowmobile clubs and associations be able to reach out to millennials and get them to engage more and encourage them to become active participants in their activities.