

The Official Publication of the Pennsylvania State Snowmobile Association

Keystone Snowmobiler



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www.pasnow.org





Front cover photo by Kevin Bordlemay



MOVING FORWARD

March 2021

HAPPY SNOW! KEEP UP THE SNOW DANCE!!

Spending time outdoors refreshes the soul! I hope all of you have taken the time to get outdoors. The snow has been beautiful. Dealers have been swamped with requests for outdoor equipment. PSSA has received many calls from out-of-state riders. They want to ride in Pennsylvania. Contact your state and local officials and ask them to provide more funding for outdoor recreation.

It is important that clubs keep their club information up-to-date. Send changes to Kathy Woolever.

Snowmobilers want to know the location of trails, maps, snow conditions, parking, eating, club membership etc. Please check your website for this information. Consider adding it if you do not have it. This is one way to increase your membership and help the local economy.

Looking for trail/club information?

- PSSA clubs: visit www.pasnow.org and our Facebook page: "Pennsylvania Snowmobiling" at www.facebook.com/pasnow
- On the website go to the DIRECTORY TAB across the top on the HOME screen. Click on "Pennsylvania Snowmobile Clubs" on the drop down menu. A map of PA appears. Click on the area you have an interest in riding. Club information populates below the map. It may help to check with the club whose trails you are going to ride before you go on that ride.
- Trails on state land: www.dcnr.pa.gov/Recreation
- Allegheny National Forest (ANF) trails: www.fs.usda.gov
- Pennsylvania has many Reciprocal agreements with many states except New York. Check with your state if you are from out of state. PA has a Registration Fee but no Trail Permit. Contact the Department of Conservation and Natural Resources (DCNR) at: www.dcnr.pa.gov/Recreation or call 717-783-7941 for further information.

MOVING FORWARD

Don't forget to Join a club and join PSSA.

I have not heard of problems with plowed roads lately. One club met with the people involved and worked on a common solution. Small rural areas depend on revenue from logging and gas drilling to meet their budgets. We need to do all we can to be cooperating partners. Problems in state parks and forests contact: Troy Withers: twithers@pa.gov. Problems on private land: Contact the local club. Contact information is on their websites found in Directories Tab on the PSSA website. In addition call the local elected officials. This plowing activity hurts the local economy. All illegal riding should be reported to the local State Police.

PSSA SURVEY

The Survey information is on our website at: pasnow.org Take time to read it. Thanks again to the Survey Committee for their hard and laborious work. I am sure PSSA will be the better for it.

Reminders:

How can you help?

- Clubs please update your contact information.
- Don't forget to Join a club and join PSSA. You can help PSSA by asking Businesses to give a 10% discount to PSSA members. This discount can help reduce the bill significantly for those who take weekend trips / buy accessories. Contact Arline LaTourette (arlinedutton@hotmail.com) for more information.
- PSSA is in need of several Regional/Assistant Directors. Regional/Assistant Directors are our voice in their area and represent the clubs. Directors/Assistants are needed for Region Six – Carbon County area, Region Seven – Potter and Tioga County area and Region Ten – Clinton County area. Contact Rich Hayes, Vice-President (rahazey@yahoo.com) or myself (ottilia@roadrunner.com) if you are interested or know of someone who would be a help to the clubs in the area and PSSA. Your help is appreciated.
- It is always a great time to donate to your organization PSSA. Contact the Palmyra office for details.

Continued...

MOVING FORWARD

IMPORTANT

PSSA received word today that the Underwriter for PSSA trails will no longer handle our insurance needs as of May 1, 2021. We will look for another Insurance Company to service our needs.

The Powersport show committee will be meeting to discuss the possibility of another show this year. Stay tuned!

The Fundraising committee is discussing another fund-raiser. Keep in touch.

Clubs will be receiving a "Club Data and Trail Grooming and Maintenance Worksheet" to complete. Your cooperation is needed to update club information/expenses/impact on snowmobile recreation.

Spring Meeting will be held in April or May. You will be informed as soon as a date and time are set.

The PSSA Board continues to meet by way of ZOOM.

Ride Safe and Respect Landowner Property.

Liz Krug, President

Reciprocity with Other States

Did you know that other states that have snowmobile and ATV programs will recognize Pennsylvania's registration program. In our region, for example, Pennsylvania registrations are recognized in New Jersey, Ohio and Vermont. To view the full list of states with reciprocity with PA, visit this link on our website:

<https://www.pasnow.org/reciprocity/>

Please be aware that PSSA cannot guarantee the accuracy of this data.



HAVE SOME CLUB NEWS?

Many thanks to all the snowmobile clubs that have submitted news and information. We encourage all clubs to send us information each month. Here's how to submit your news for publication:

Email address: member@pasnow.org

SUBJECT LINE: KEYSTONE SNOWMOBILER

Include: Full name of your club in the email

Pictures: jpeg/png format

DEADLINE: 20TH OF THE MONTH PRIOR TO PUBLICATION

LAUREL HIGHLANDS SMC

Hello from the Laurel Highlands. We felt fortunate to say that we have had decent snowfall for most of the season. December started off strong with plenty to ride on in February. We hope that you were able to ride here and explore other parts of the state this year too. I recently saw 3 Groomers from DCNR working on the same trail near Linn Run making it excellent for us snowmobilers. The first snow falls brought conditions that were tricky to groom, but the teams got out there and did what they could. Groomers were consistently spotted either removing downed trees or smoothing out the bumps. We are grateful to the DCNR for all of the extra time spent on making the ride safer and smoother for us. Thank you also to Maple Summit and Rolling Ridge for extending the groomed areas to the North and South as they have been. They deserve not only a thank you but they would also like to have you as a member. It was strange to not be able to stop in at Walat's for a sandwich. Many people reminisced about how good the food was. Walat's will continue to be missed. The Ski Patrol had to put their food service on hold due to Covid. The Sporting Clays and Laurel Mountain Ski resorts have been able to offer limited seating and menus. It is nice to find food and warmth on the trail. We also have kept the clubhouse open with the vending machines stocked. Sadly, our regular meetings and winter events had been cancelled due to Covid restrictions. We are all doing what we can to stay safe and healthy. It hasn't stopped us from doing what we like best though. Snowmobiling is an example of social distancing at it's finest.

We have gotten many compliments that snowmobilers are the nicest people and that we look out for each other. February 9-18 was Take a Friend snowmobiling week. We hope that you reconnected with friends and made some new ones this year. I was happy to ride with a few new people, and add them to the friend category. Snowmobiling makes people smile! I was also lucky enough to ride with many long-time friends. These friendships were created through the club with a mutual love of the sport. The friendships extend well beyond the riding season. There are many ways to reach out and connect with people to ride with. There is almost always someone at the club looking to go with a group. Reach out on Facebook, contact a board member, come to the meetings, hang out at the clubhouse. We are happy to get to know you better.

LAUREL HIGHLANDS SMC (CONT.)

We at the Laurel Highlands Snowmobile Club enjoy sharing the mountain with others. You may be a hiker, skier, dogsleds, etc. All we ask is you make sure you are allowed on the trails you are using.

I have witnessed several vehicles stuck on trails and the DCNR must pull them out before they can continue to work. That is frustrating to all of us. The following information is provided by www.snowmobileinfo.org. Trespassing is the #1 complaint against snowmobilers by landowners and a leading cause of lost access.

Most land adjacent to snowmobile trails is CLOSED to snowmobiling-----Stay On The Trail. No Trespassing means No Snowmobiling-----and just because there are snowmobile tracks off trail doesn't mean it's open or legal. Ask first and know before you go. Stay on Trail or Stay On Trail Or Stay Home are common signs in Pennsylvania. We hope that our community continues to grow and support the mutual fun use of trails in the winter.

Stay safe and enjoy the rest of the winter.

Enjoy life to its fullest

Jim Wilkinson and Shelly Buckles



TRAIL HAZARD AND EMERGENCY EVACUATION

SUBMITTED BY RANDY GREEN

The Glendale Lake Black Mo Connector Trail was partially obstructed on the Sandy Ridge Trail portion 2 ½ miles in from Rt 322 in Philipsburg on the third Sunday in January. There was a White as snow SUV partially on the trail and fully in the ditch.

Care needed to be taken on this part of the trail until the SUV was removed. And the removal of the vehicle would cause additional hazards both at this spot and elsewhere on the trail due to rutting of the trail.

The couple stranded in this vehicle needed to be evacuated from the site when their rescue vehicle was unable to reach them. Several members of the Glendale Lake SMC provided emergency transportation of the couple from the stranded vehicle to the awaiting rescue vehicle. The couple wasn't dressed or in any condition to make the 2 ½ mile hike back to the highway.

Another emergency evacuation was performed by the Antis Twp Fire Department on snowmobiles when a solo snowmobiler became stranded in a drift.

As always ride safe and watch for natural and manmade obstacles on the trail.

Glendale Lake SMC

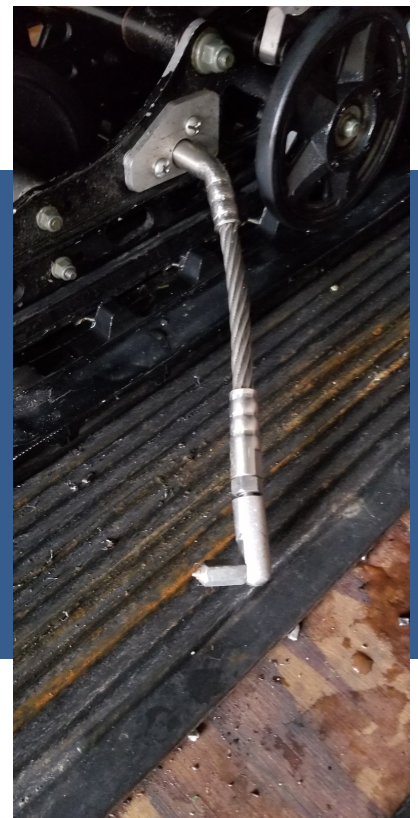


EXTENDING THE SEASON

SUBMITTED BY RANDY GREEN

Don't miss out on those last rides of the season! DCNR and the local clubs have laid down some excellent trails that should hopefully last thru several warm ups. But they may be as hard as ice when you head out to ride. Don't let overheating stop you from those bonus rides.

We are fortunate that many of our PA trails, thanks to grooming and riding, hold snow longer than the surrounding landscape. This compacted snow on the trail can provide an excellent base for extended season riding. But sometimes that snow is so compact that it doesn't provide the necessary snow dust needed to cool today's snowmobiles. If you have an air or fan cooled sled you don't have an issue. But if your sled relies on snow to cool its liquid cooled engine, you need to take an extra step to maintain the proper engine temperature. Scratchers or Ice Scratchers as they are sometime called, throw up enough ice dust to cool the heat exchangers under your sled's seat and that cools your sleds engine. On low snow years this becomes particularly important. The effect of Scratchers is very visible to those who have thermostat gauges on their sleds. Lowering the Scratchers into their active position drops the engine temperature anywhere from 15 to 30 degrees. This will bring the engine temperature into a safe operating range. You're good to ride for the whole day even in marginal snow conditions.



EXTENDING THE SEASON

Attached are pictures of what one brand of Ice Scratcher looks like. There are several brands and options out there. The particular brand has a replaceable hardened tip and connects to your slide rails. When not needed it can rest on your slide rail but notice the dings that it causes on the rail. It's recommended that you protect your rails in some manner from that damage. The assembly instructions with the Scratchers suggest drilling your rails to mount the Scratcher, this picture shows another way to mount them that doesn't require drilling. A special, designed for your sled, bracket by OneRigDesign allows you to mount them without drilling. These special mounting brackets are only available directly from that company but the Ice Scratchers themselves are available from your local Powersports dealer. Your local Powersports Dealers support our local clubs, support PSSA and offer typically Sled Club Members a discount, so consider purchasing off of them when you can, plus they don't charge freight.

Hopefully this tip can help you better enjoy, and help extend, your snowmobiling season.

Do you have a suggestion for "Tools for PA Riding"? If so, Keystone Snowmobiler would like to hear from you too. Send your article and pictures to info@pasnow.org . Be sure to put Keystone Snowmobiler in the subject line. Share your sledding know how and knowledge with your fellow sledders.

WHAT YOU'RE MISSING ON FACEBOOK

Follow: <https://www.facebook.com/pasnow>



SNOWMOBILE SAFETY CLASSES

2020-21 MASTER SAFETY CLASS LIST

(sorted by county)

Online Classes:

Official Pennsylvania Snowmobile Safety Course



Snowmobile Safety Classes

If your club is holding a Snowmobile Safety class this Fall/Winter please let us know and we will promote the class in the Keystone Snowmobiler.

Send all the details to member@pasnow.org



Snowmobiling in the News

It's great to see our sport gaining some very positive national attention. As humanity searches for ways to enjoy the great outdoors and the winter season during these pandemic times, it's snowmobiling to the rescue. All of a sudden the rest of the world is discovering what we knew all along. For great, healthy, outdoor, and safe family friendly fun, head out to the snow and wilderness, on a snowmobile.

Fox Business News covered it early on. See the PSSA Facebook page for that Video Segment (www.facebook.com/pasnow). And in the December issue of Outside Magazine, read the article on "15 ways to play in the snow this winter".

Recommendations include Snowmobiling in Vermont and Colorado. And Red Bull Bulletin Magazine includes an article about snowmobile athlete Nick Lorenz. It's titled "Train like a pro - it's all on me". Nick discusses his cardio and strength programs as well as his yoga recovery routines. These are but a few of news stories and coverage the sport is now getting.

And on a more personal level, don't forget to share with your friends, neighbors and coworkers what a joy snowmobiling is for you and your family. The word already out.

CLUBS PLAY A VITAL ROLE

SUBMITTED BY RANDY GREEN

Clubs play a vital role, even on public lands.

If you were out and enjoying some of the great snowmobiling that Pennsylvania had to offer this winter, you got to experience some great trails and some great sights. What you may have not realized is that even if these trails were on public lands, a snowmobile club may have had a great deal to do with your experience. Snowmobile clubs all over the state work with DCNR, ANF, and the Game Commission to plan, create, maintain and groom on public lands. It's not always your tax dollars, or your registration dollars at work, it's clubs and their volunteers. This effort by the clubs and their volunteers benefits all PA Snowmobilers.

This effort can be seen in Allegheny National Forest (ANF) where multiple clubs groom and maintain the trail systems. They also regularly meet with ANF Staff advocating for the snowmobiler's privilege of using the Forest. These clubs include the PA Snowseekers, Willow Creek SMC, Marienville Trailriders, and Forest County SMC. Their effects can be seen with the expanded trail system and constant improvements. And some impressively groomed trails.

If you ride in Clearfield County at SB Elliott SP or Parker Dam SP, the Hilltop Howlers grooming efforts this year have been awesome. And the trail improvements leading into their club also provide access to a local snowmobile dealer and dining.

In Southwest PA, the Maple Summit SMC and the Rolling Ridge SMC groom Gamelands that connect to various State Parks. And before you can groom, trails must be cleared of down trees and debris, a big issue this year due to a massive ice storm. This was the same for the Scagburners SMC who also had a big clean up to do after the ice storms.

With both the clubs the multiple volunteers work to clean and groom the trails, and maintain the groomers. And groomer maintenance can be a big issue for any of these clubs. Again it's volunteers and club dollars keeping the groomers up and running.

Groomers require a lot of maintenance and expensive parts. And you thought snowmobile parts were expensive, price groomer parts.

CLUBS PLAY A VITAL ROLE

Not grooming but still maintaining is Glendale Lake SMC. Their 30 mile trail over Game Lands and private property, that connects two State Parks requires constant maintenance and monitoring. And off season is a period of constant improvements. Same goes for the Bald Eagle Snow Riders (BESR) who opened a new connector trail into a local restaurant right before the season started. It seems like there's always work to be done or improvements to make.

And let's not forget the Clubs maintaining trails on private ground. ACE and NEP Clubs struggle year round to maintain land owner relations to keep the trail system intact. And then comes winter with the grooming and groomer maintenance. It's a year round effort for the privilege to ride.

Another important player in keeping the trails open and groomed is the Pennsylvania State Snowmobile Association. PSSA is constantly working to assist these clubs with funding, legislative support, creative ideas, community, and advocacy. A cooperative effort by PSSA contributes to all of ours enjoyment of snowmobiling in this beautiful state.

A big thanks goes out to all the clubs, club members and volunteers that makes this all happen.

And this is by no means a complete list of all the Pennsylvania Snowmobile clubs and all the work the clubs, their members and volunteers are doing. All the clubs are dedicated to improving the sport, improving the trails. Please support the sport, by joining one or more clubs. Join where you ride and volunteer when or how you can.

Clubs, please share your stories and all the work you and your members do to help snowmobiling thrive in PA. The Keystone Snowmobiler would like to hear from you too. Send your story and pictures to info@pasnow.org. Be sure to put Keystone Snowmobiler in the subject line. Share your activities with your fellow sledders. PA has some great clubs, let's hear about all of them.

PREMIUM MEMBER RECOGNITION

PSSA would like to recognize and thank our members who have invested at the Premium Membership level for the 2021 Membership Year

Blizzard

Andretti Family, Mario Andretti
Barrett, Herb Barrett
Jason Baver
Bendal Family, Larry Bendal
Mike Brower
Brown Family, Richard Brown
Clause Family, Albert Clause
Bruce Cox
Drohan Family, Troy Drohan
Nathan & Ingrid Eckhart
David Enck
Joseph Gochenauer & Family
Steven Gowman
Brian Gustavson & Family
Terry Kline
Krise Family, Timothy Krise
Arline LaTourette
Clinton LaTourette
Larry Martin
Steve Matscherz
Scott Moody
Charles Paige
Michael Petronchak, Jr. & Family
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Rohrer Family, B. Rohrer
Sell Family, Andy Sell
Sell Family, Robert Sell
Siska Family, Joseph Siska
Specht Family, Frederick Specht
Weiss Family, Julie Weiss
Willard Family, Joe Willard
Terry Wood
Zartman Family, Gene Zartman

Storm

Barndt Family, Paul Barndt
Brier Family, Dana Brier
Chechak Family, Wayne Chechak
Clementoni Family, Michael Clementoni
Cowgill Family, Charlie Cowgill
Thomas Gnegy
Godshall Family, Ken Godshall
Hackenburg Family, Mark Hackenburg
Herr Family, Wayne Herr
Charles Jones
Keiter Family, Kenneth & Tabatha Keiter
Kirchner Family, Robert Kirchner
Kistler Family, David Kistler
Lester Lucas
Malec Family, Daniel Malec
McKenney Family, Timothy McKenney
McMinn Family, Richard McMinn
Miller Family, Mr & Mrs Michael Miller
Barry Nolt
Piscanio Family, Jeffrey Piscanio
Scott Rodich
Sklar Family, John Sklar
Steffy Family, Brandon Steffy
Stoltzfus Family, M. Stoltzfus
Strotman Family, Norm Strotman
Matthew Swierzewski & Family
Thomas Family, David Thomas
Tigar Family, Don Tigar Jr.
Uhler Family, Bruce Uhler
Keith Zimmerman & Family

Snow Burst

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Bean Family, Larry Bean
Brussell Family, Gerald Brussell
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Carter Family, John Carter
Daniel Christine II
James Clayton
Crowl Family, Dave Crowl
Culnane Family, Billy Culnane
Clark Eckhart
Eichelberger Family, Richard Eichelberger
Wesley Garman
Herr Family, Jordan Herr
Donald Hess
Hites Family, Josh Hites
Randy Kilmer, Randy Kilmer
King Family, Bob & Judy King
Lake Family, Bill Lake
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Kevin Snoke
Stroble Family, Ron Stroble
Frank Thomas
Michael Walsh
Weisheit Family, Christopher Weisheit
Werkheiser Family, Kevin Werkheiser
Wesley Family, Joseph Wesley
Wolf Family, Doug Wolf
Wolgemuth Family, Wayd Wolgemuth

Thank you!

DONATIONS APPRECIATED

The PA Powersports Show is the #1 way our organization raises money to advocate for and support snowmobiling in Pennsylvania. We are in the process of raising \$20,000 to make up for this loss of income and are asking that you consider a donation to PSSA in addition to your membership dues. Please also consider a monetary donation in lieu of your usual PA Powersports Auction item if you've supported us this way in the past. We would be very grateful.

Your donation will be used to help PSSA establish and maintain important connections with local clubs to exchange ideas and share important technical information and education on all snowmobile areas of interest. PSSA also works with both federal and state government agencies to preserve and enhance trails and riding opportunities. Our focus includes preserving our natural resources and the environment as well as advocating for the safety and general welfare of snowmobiling. You can make a difference for the good of snowmobiling in Pennsylvania when you send in your donation with your membership dues and raffle ticket funds! Together, let's ensure that all snowmobilers can have safe, fun, and available trails to ride in Pennsylvania!



LOOKING FOR TRAIL CONDITIONS?

Here's what to do:

Check in with the local snowmobile club!

For a list of clubs in PA click [HERE!](#)

Check out the information DCNR has [HERE!](#)

Visit our [WEBCAMS](#) page for a first hand view!



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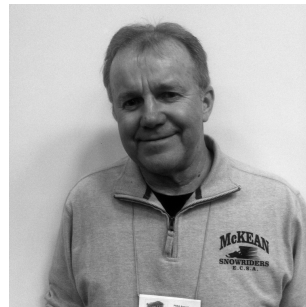
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REGIONAL DIRECTORS

What do Regional Directors do?

Board Member and participate in Board meetings
Represent clubs in their Region.
Liaison with the Board
Help promote snowmobile recreation.
Ambassadors for snowmobile recreation state-wide
Help with projects- Power Sport Show, rides
Contact elected officials as needed

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REGION 3

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VACANT

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REGION 7 VACANT

REGION 8

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15th of month preceding the issue

CONTACT US

Have an article for the Keystone
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member@pasnow.org with the subject
line "Keystone Snowmobiler"

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www.pasnow.org

PSSA Facebook
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Snowmobiling"
[www.facebook.com/
pasnow](http://www.facebook.com/pasnow)

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**American Council of
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(ACSA)**
www.snowmobilers.org

**International Snowmobile
Manufacturers
Association (ISMA)**
www.snowmobile.org

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**For a full list of PSSA
Member Snowmobile
Clubs, Associate
Members, Dealers &
Accessory Dealer
Members please visit
www.pasnow.org**

PSSA Board Committees

**Elizabeth Krug, President,
Ex-Officio of all Standing Committees**

**STANDING COMMITTEES:
Executive, Finance, Trails, Public
Affairs, Fund Raising, Safety, Website**

**Executive Committee
Elected Directors of the Board of Directors
Elizabeth Krug, President (2022), Chair**

**Finance Committee
Arline LaTourette (2020), Chair**

**Trails Committee
Elizabeth Krug (2022), Chair**

**Fund Raising Committee
Charles Walter (2021), Chair**

**Safety Committee
Don Mosier (2022), Chair**

**Website Committee
Kathy Woolever - website administrator
Larry Martin (2021), Chair**

**Public Affairs Committee
Richard Hayes (2020)**

Keystone Snowmobiler

Advertising Rates 2020/2021

BASE RATE PER MONTH SEVEN DIGITAL ISSUES AUGUST - FEBRUARY

Full Page - \$500

1/2 Page - \$300

1/4 Page - \$200

AD SIZES

Full Page
10" wide x 13" high

1/2 Page Vertical
5" wide x 13" high

1/2 Page Horizontal
10" wide x 6.5" high

1/4 Page Vertical
5" wide x 6.5" high

1/4 Page Horizontal
10" wide x 3.25" high

Advertise in all seven digital issues and receive a 10% discount if paid in full.

PREMIUM ADDITIONS

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Website Recognition
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1/2 PAGE PAGE ADVERTISER RECEIVES:

*Website Recognition
Facebook Thank you*

1/4 PAGE ADVERTISER RECEIVES:

Facebook Thank you

AUDIENCE SIZE

Monthly Digital Magazine and E-Newsletter distribution : 3100

Website Monthly Traffic August to February: 35,500 Sessions/20,500 Users

Facebook Audience: 11,000



Give the Gift of Membership!

Member Information () New () Renewal Member ID: _____

Name or Organization: _____

Contact Name for Organization: _____ Website for Organization: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

County where you live: _____ Township where you live: _____

Phone: () _____ E-Mail (required): _____

☐ I ONLY wish to receive the "Keystone Snowmobiler" by email. (You must supply your email address.)

Membership Category: (PM = Premium Membership)

- | | |
|--|--|
| <input type="checkbox"/> Individual Standard (\$25) | <input type="checkbox"/> Family Standard (\$25) |
| <input type="checkbox"/> Individual Snow Burst PM (\$45) | <input type="checkbox"/> Family Snow Burst PM (\$45) |
| <input type="checkbox"/> Individual Storm PM (\$65) | <input type="checkbox"/> Family Storm PM (\$65) |
| <input type="checkbox"/> Individual Blizzard PM (\$105) | <input type="checkbox"/> Family Blizzard PM (\$105) |
| <input type="checkbox"/> Snowmobile Dealer (\$35) | <input type="checkbox"/> Accessory Dealer (\$35) |
| <input type="checkbox"/> Associate (\$35) | <input type="checkbox"/> Snowmobile Club (\$50) |

Number of Snowmobilers in Family Membership: _____ Club Member? Yes () No ()

Which club(s)? _____

Are you willing to assist during snow emergencies? Yes () No () Emergency phone: () _____

Additional Donation to Snow Angel Children's Fund

- ☐ Snow Angel Friend - \$10.00
☐ Snow Angel Supporter - \$15.00
☐ Snow Angel Guardian - \$20.00
☐ Other: \$ _____

Additional Donation to PSSA

Amount: \$ _____

TOTAL AMOUNT DUE \$ _____

Please make checks payable to "PSSA", and mail to 42 W Main St., Palmyra, PA 17078

For credit card payment please mail or fax to: 866-723-2506

MasterCard () VISA () Acc't No. _____ Billing Zip Code: _____

Exp. Date: _____ Signature: _____ CVV: _____

Dues and donations to PSSA are not deductible as a charitable expense on your Federal Income Tax Return. They may be deductible as trade or business expenses if ordinary and necessary in the conduct of your business.