Support those who support the industry.
A special thanks to our generous sponsors who provide funds to be reinvested back into educational programs benefiting the entire industry.

SCHEDULE AT A GLANCE

TUESDAY, JANUARY 30, 2018
7:30 a.m. - 5:30 p.m.       NSAA Registration Open
8:00 a.m. - 1:30 p.m.       Snowmaking Demonstrations
8:00 a.m. - 1:30 p.m.       Grooming Demonstrations
11:00 a.m. - 1:15 p.m.      Arrival Day Programs
12:00 p.m. - 4:30 p.m.      Exhibitor Set-up
1:30 p.m. - 2:45 p.m.       Sessions
3:00 p.m. - 4:15 p.m.       Sessions
4:30 p.m. - 7:00 p.m.       Welcome Reception in Tradeshow Hall

WEDNESDAY, JANUARY 31, 2018
7:00 a.m. - 10:30 a.m.      First Tracks & Hosted Breakfast
7:30 a.m. - 2:00 p.m.       NSAA Registration Open
9:15 a.m. - 10:30 a.m.      Sessions
10:45 a.m. - 12:00 p.m.     Sessions
11:45 a.m. - 1:30 p.m.      Lunch in Tradeshow Hall
1:30 p.m. - 2:45 p.m.       Sessions

TUESDAY, JANUARY 30
NSAA Registration
7:30 a.m. - 5:30 p.m.
Raponda Foyer

Snowmaking Demonstrations
8:00 a.m. - 1:30 p.m.
Beaver Hill and Sundance Trails

Grooming Demonstrations
8:00 a.m. - 1:30 p.m.
Cooper’s Junction

Learn To Ski and Snowboard / Bring A Friend Meeting
9:45 a.m. - 10:45 a.m.
Raponda South

The industry’s Learn to Ski and Snowboard initiative is made up of four distinct programs - all of which are designed to gain new customers for skiing and snowboarding: Learn to Ski and Snowboard Month, Bring a Friend and the Bring a Friend Challenge, and #firstdayfaces. This meeting will review each program, results, and improvements going forward.

NSAA – USFS Roundtable for Public Lands Resorts
11:00 a.m. - 12:00 p.m.
Raponda South
Geraldine Link, Director of Public Policy, National Ski Areas Association
Justin J. Preisendorfer, Eastern Region Winter Sports Team Leader, US Forest Service

Eastern HR Roundtable
12:00 p.m. - 1:15 p.m.
Raponda Central

NOTICE: ABSOLUTELY NO RECORDING ALLOWED AT NSAA CONFERENCES!
NSAA seeks to foster an open and candid exchange of ideas between ski area personnel with its educational seminars. Accordingly, NSAA strictly prohibits any recording - including both audio and visual recording - of any of the sessions, meetings, speakers or individual attendees at NSAA meetings and conferences, notwithstanding local or state laws. It is also NSAA policy that individuals may not attend any session or meeting without being registered for the conference. NSAA meetings and conferences are not public forums. As noted in registration materials, NSAA will seek civil and criminal penalties, as well as damages and attorney’s fees, if a person violates this policy. By registering for any NSAA event, you hereby agree to be bound by these policies.
ARRIVAL DAY PROGRAMS
11:00 a.m. – 1:15 p.m.
Sponsors providing insights and expertise on new products and services.

IRISK - Digital Waivers & You!
Charles Mickley, Business Relationship Director, IRISK
11:00 a.m. – 12:00 p.m.
Raponda Central
Waivers are a central component to any area risk management operation. When managed properly they can justly provide protection against litigation. The Digital era has allowed for much needed advances in this area, and there are fewer and fewer barriers hindering the navigation from the traditional paper methods of waiver collection to digitally captured signatures. With several industry experts we will discuss the successes and challenges for moving to Digital Waiver Management across several platforms including: Onsite, Online and Mobile Technologies.

PRINOTH & Leica Geosystems: 3D Snow Measurement
Andreas Muigg – Head of Product Portfolio Management, PRINOTH
Caroline Tyra - Sales Manager, Leica Geosystems
11:00 a.m. – 12:00 p.m.
Deerfield South
PRINOTH & Leica Geosystems team up to present the 3D Snow Depth Measurement System. Learn, via actual case study demonstrations, how the most accurate system on the market can maximize your snow inventory and improve planning and grooming throughout the winter season. This cost saving tool, part of PRINOTH’s SNOW HOW program, has been delivering proven results in over 170 ski resorts worldwide - A trusted technology! Participants will be eligible to win a SNOW HOW Fleet Management system as PRINOTH will also present a glimpse of this upcoming technology.

Ultra-tech™ Lighting – Specialized Programs to Increase Your Bottom Line by 20%
Philip Gotheil – Managing Partner
11:00 a.m. – 12:00 p.m.
Deerfield North
Learn how to turn the latest demographic data and all the Kotke reports into serious bottom line enhancement. From attracting Millennials (singles) to recapturing Baby Boomers, specialized programs are the key. World renowned investment expert and frequent guest on CNBC, Bloomberg, and CNN, Philip Gotheil will present proven ways you can add significant revenues while reducing costs and increasing volume. Discover how your organization can use new approaches to soliciting business, customer relations, event planning, and labor scheduling to enhance your business model.

Liftopia:
E-commerce Results, Tips & Trends
Dave Madden, VP of Sales, Liftopia
12:15 p.m. – 1:15 p.m.
Deerfield South
Liftopia will share online sales trends for the current season so far, both regionally and nationally, including case studies. They will also present some e-commerce best practices and tips that will help you finish the season strong.

PistenBully:
IOC: Integrated Operating Concept.
Jeb Ellermeyer, Sierra Sales and Operations Manager
12:15 p.m. – 1:15 p.m.
Deerfield North
PistenBully IOC. Is the newly developed integration of seat, steering, armrest, joystick and console. There is an identical arrangement of all cockpit controls, and fast orientation when you change from one vehicle model to another. It’s the new workstation concept for all PistenBully models of the future.

Eastern Patrol Directors Roundtable
12:15 p.m. – 1:15 p.m.
Raponda South
Peggy Doheny, Ski Patrol Director, Jay Peak Resort

Exhibitor Set-Up
> Somerset Grand Ballroom
12:00 p.m. - 4:30 p.m.

Tuesday, January 30
1:30 p.m. – 2:45 p.m.

A Market Breakdown - Understanding Who our Customer Is
Nate Fristoe, Director of Operations, RRC Associates
Sponsored by Liftopia
Deerfield South
Business live and die based on having the right business intelligence and making good decisions. The right research and analysis only improves the quality of the decision-making process. As the economic environment becomes more volatile and the evolving demographics in the U.S. influence our markets, understanding these changes and their impacts becomes even more vital. Nate Fristoe, Director of Operations for RRC Associates, will discuss research specific to New England and the Northeastern U.S. and provide in-depth analysis of the current market, guest demographics and guest psychographics to deliver the insights necessary for you to make better, more-informed decisions for your business.

Tax Reform - Its Impacts on You
Steven A. Julian, CPA, Gallagher, Flynn & Co., LLP
Raponda Central
Tax reform is coming in one form or another. With the administrations campaign promise on the line, it’s a sure bet that there will be movement on updating and revising the tax code. What’s less clear are the details about what these changes will be and the corresponding implications for businesses. To provide clarity on what the (proposed) impacts will be, tax attorneys with ski area clients will share their strategies for taking advantage of the reforms and how to handle the negative aspects. This session is a must for private owners and CFO’s.

Don’t Fire Your Food & Beverage Director - They Could be the Secret Ingredient to Customer Satisfaction
Moderated by Jeni Batte, Director of Consumer Insights, Guest Research, Inc.
Jim Bronson, Regional Vice President, Centerplate
Tim Emerson, Food and Beverage Director, Wachusett Mountain, MA
Michael Greenstein, Executive Chef, Bear Creek Mountain Resort & Conference Center, PA
Raponda South
Food & Beverage is typically the second largest source of revenues for ski resorts. Unfortunately, it is the least satisfying experience skiers and riders have. Based on guest feedback collected during the 2016/17 season at 65 ski resorts and areas, this session will explore the reasons for the low satisfaction, identify which guest segments represent the greatest opportunity for improvement and examine the importance of food & beverage to guests’ overall satisfaction and loyalty. Food & beverage experts will weigh in on what steps they have taken to enhance the dining experience at their resorts.

The Elephants in the Room - Finding and Housing Staff
Annemarie Todd, Director of Human Resources, Sugarbush Resort, VT
Thorin Magbie, Human Resources Director, Mount Snow Resort, VT
Deerfield North
For many areas finding the right staff is a delicate balance between quantity and quality. There’s no question that it takes a minimum number of people to staff all of the important functions that are needed on a daily basis at an area. However, the dynamic of hiring the wrong person can be more damaging than running lean. The push and pull of finding enough staff and finding the right staff can add stress all year long. Our panel of HR experts will discuss strategies for recruiting and retaining quality staff and the challenges of housing them.

Participants will be eligible to win a SNOW HOW grommer and PistenBully models of the future.
Building a New Community Program - A Case Study
Constance Beverley, Executive Director, National Winter Sports Education Foundation
Dave Beckwith, Golf & Snow Sports Director, Killington/Pico Ski Resort Partners, LLC
Katherine Rockwell MacLauchlan, Manager, Pico Snow Sports, Competitions, Child Care, Killington Resort | Pico Mountain, VT
Rob Meginn, Director Sales, Marketing, Reservations and Snowsports, Killington/Pico Ski Resort Partners, LLC

For years, ski clubs and community-oriented programs brought kids to the snow, teaching them to ski and/ or ride, and creating a natural pipeline of skiers and riders. Over time, the costs and challenges to operating these programs have forced many of these privately run programs out of business, leaving areas to try and fill this gap. Working with the National Winter Sports Education Foundation’s (NWSEF), Killington is looking to reinvent one of these programs, engaging the community and finding ways to overcome the hurdles to growing participants.

If You Build It, They Will Come: Mount Snow’s Snowmaking Upgrades
Dave Moulton, Mountain Operations Director, Mount Snow Resort, VT
Brendan Ryan, Project Manager & Snowmaking Engineer, Mount Snow Resort, VT

After years of planning and permitting, Mount Snow completed a $30 million upgrade to its snowmaking system; including a 120 million gallon storage impoundment, three new state-of-the-art pumping facilities, and more than 18 miles of new distribution and replacement pipeline. The system has nearly doubled the mountain’s capacity and speed of opening terrain, allowing them to better compete during early-season and quickly resurface after melt-freeze events. Staff involved with the project will walk you through the process and explain how the system was designed and built. What worked well, and what issues arose during construction. A tour of facilities will follow on Wednesday morning.

Employee Safety & Wellness - OSHA and More
Ryan Patrick, Program Manager, Safehold Special Risk, Inc.
Tim Bruce, Loss Control, Safehold Special Risk, Inc.
Greg Goddard, General Manager, Gunstock Mountain Resort
Peter Koch, Safety Management Specialist, MEMIC
Sponsored by Safehold Special Risk
Deerfield South

Employee safety is an expansive topic, with many elements that are interrelated. For example, wellness programs can influence injury rates and worker’s comp claims. These in turn can influence your relationship and interactions with OSHA, or the appropriate agency in your state. At the end of the day, all of your efforts come back to keeping your employees safe and able to work. This session will explore successful programs and provide insights into successfully managing those times when OSHA gets involved.

Welcome Reception in Tradeshow Hall
Sponsored by Leitner-Poma of America, TechnoAlpin, and Ultra-tech™ Lighting
4:30 p.m. – 7:00 p.m.
Somerset Grand Ballroom

Wednesday, January 31

Hosted Breakfast and First Tracks at Mount Snow
7:00 a.m. – 10:30 a.m.
Sponsored by PistenBully
1900 Burger
Mount Snow will be rolling out the white carpet for First Tracks, with exclusive access for show attendees. Join Mount Snow mountain managers for a hearty breakfast at 1900 Burger to fuel you up before you explore smooth corduroy and the spectacular views. Enjoy fantastic First Tracks skiing and riding with guided mountain and facility tours by Mount Snow’s management team. While you are out there, be sure to check out Mount Snow’s Carinthia Terrain Park.

9:15 a.m. – 10:30 a.m.
Climate and Sustainability Organizations – Determining the Best Partner for Your Resort
Geraldine Link, Director of Public Policy, National Ski Areas Association
Margo Wade, Director of Planning, Sugarbush, VT
Roger Kuhns, Citizens’ Climate Lobby
Deerfield North

Resorts have so many options when it comes to partnering on climate and sustainability. Citizens Climate Lobby, CERES/BICEP/WWF’s Low Carbon USA and We Are Still In, Protect our Winters (P OW), Climate Reality Project, Green Sports Council, Global Reporting Initiative, the Climate Challenge, B-Corp Certification, ISO 4001, Stoke Certified, just to name a few. How do you decide which is the best fit for your resort? This panel of experts will help resorts assess what each of these groups brings to the table, and how that might match up with your goals in addressing climate and sustainability in your operations.

The Modern Workplace & Employment Law - The Issues Facing All Areas
Moderated by Dave Byrd, Director of Risk & Regulatory Affairs, NSAA
Deerfield South

The modern workplace is a different environment than it was 15, 10, and even five years ago. From the changing regulatory priorities to healthcare to minimum wage legislation, ski areas need to be constantly vigilant. Whether the issue is volunteers, sexual harassment, background checks, arbitration clauses, employee first amendment rights and social media implications, transgender employees, and a host of other issues, these issues don’t need to consume your every working day. Dave Byrd, NSAA’s director of risk & regulatory affairs will share the strategies and resources available to help you handle most every situation.
The ski industry is experiencing change like never before: The ski area management is dealing with generational shifts and the management challenges that come along with these. All of these factors are influencing the attitudes, values, and expectations of your employees and in turn, the ways we should be thinking about developing the next generation of industry leaders. Join Mark Gasta and Natalie Ooi from Colorado State University’s Ski Area Management Program as they talk about current trends in leadership development and provide insight and examples as to how you can best attract, retain and motivate your star employees. Learn how to create simple, yet effective, leadership development programs to ensure your resort has a steady pipeline of promising leaders for the future.
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