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

Sponsors

1RISK
Use it Anywhere...and Access Your Data from Everywhere

AXESS
RFID Designed for North American Resorts

Doppelmayr
Upholding a Tradition of Excellence for 125 Years

Leitner-Poma of America
We Move People

Liftopia
#1 In Online Lift Ticket Sales

PistenBully
The Number One Around the Globe

PNP Supply

PRINOTH
For Perfect Pistes

Safehold Special Risk
Celebrating over 50 years in partnership with the Ski Industry

TechnoAlpin USA
The Snow Experts

Ultra-tech™ Lighting
Light Up Your Profits

Wiegand Sports GmbH
Experience the Best

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.

Support those who support the industry.

SCHEDULE AT A GLANCE

TUESDAY, JANUARY 16, 2018

7:30 a.m. - 5:30 p.m.  NSAA Registration Open
8:00 a.m. - 12:00 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 17, 2018

7:00 a.m. - 10:30 a.m.  First Tracks & Hosted Breakfast at Snowbird
7:30 a.m. - 5:00 p.m.  NSAA Registration Open
11:00 a.m. - 12:15 p.m.  Sessions
12:00 p.m. - 1:30 p.m.  Lunch in Tradeshow Hall
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.  Cocktail Reception in Tradeshow Hall

THURSDAY, JANUARY 18, 2018

7:30 a.m.  FIRST TRACKS AT ALTA
8:30 a.m.  PSIA-AASI Director’s Seminar at Snowbird

TUESDAY, JANUARY 16

NSAA Registration
7:30 a.m. - 5:30 p.m.
Mezzanine Lobby

Grooming Demonstrations
(on-mountain)
8:00 a.m. - 12:00 p.m.
Who Dunnit, uphill from the Cliff Lodge along the road to Alta

ARRIVAL DAY PROGRAMS

11:00 a.m. - 1:15 p.m.

Sponsors providing insights and expertise on new products and services. If you are a supplier member with a competing product, please and ask for permission before attending arrival day sessions.

1RISK - Digital Waivers & You!
Charles Mickley, Business Relationship Director, 1RISK
11:00 a.m. - 12:00 p.m.
Superior A
Waivers are a central component to any area risk management operation. When managed properly they can justify 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.

PistenBully:
IOC. Integrated Operating Concept.
Jeb Ellermeyer, Sierra Sales and Operations Manager
11:00 a.m. - 12:00 p.m.
Superior B
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.

PRINOTH & Leica Geosystems:
3D Snow Measurement
Andreas Muigg - Head of Product Portfolio Management, PRINOTH
Caroline Tyra - Sales Manager, Leica Geosystems
12:15 p.m. - 1:15 p.m.
Superior A
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.

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

Ultra-tech™ Lighting
Learn how to turn the latest demographic data and all the Kettle 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 Gotthelf 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.
Superior B
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.
Tuesday, January 16
12:00 p.m. – 1:15 p.m.

Utah’s Ski Safety Act: New Supreme Court Ruling and its Implications for Utah Resorts
(CLOSED SESSION, ski area personnel and invited participants only)

Eric P. Lee, Partner, Hogan Lee Hutchinson
Adam Strachan, Principal, Strachan, Strachan & Simon, P.C.
Gainer M. Waldbillig, Managing Attorney, W|LAW

Maybird

During a training run for a ski racing event a few years ago, a minor was injured at a Utah resort when she hit a pile of man-made snow. The family sued, and the case has been working its way through the Utah courts, all the way up to the Utah Supreme Court. Now, hot off the presses, the Utah Supreme Court has handed down a significant ruling with an entirely new interpretation of Utah’s Ski Safety Act. This session—lead by two Utah ASDA attorneys—will examine the facts and allegations of the case, the new ruling, and its implications for how Utah courts will analyze inherent risks under the statute, including risk management considerations, race club programs, and the use of releases and waivers in relation to the competing provisions of the Utah Ski Safety Act. Patrols, risk managers, and all department heads of Utah ski areas should attend. (CLOSED SESSION, ski area personnel and invited participants only)

1:30 p.m. – 2:45 p.m.

NEPA and Process Streamlining
Moderated by Geraldine Link, Director of Public Policy, NSAA
Chris French, Deputy Chief, USDA Forest Service
Sean Wetterberg, National Winter Sports Program Manager, USDA Forest Service
Zeke Williams, Esq., Partner, Lewis Bess, Williams & Weese

Maybird

Streamlining is the buzz word in Washington regulatory circles under the new Administration. The NEPA review process is ripe for streamlining, as both public land resorts and the Forest Service incur significant expense – not to mention time – in navigating the review of ski area improvement projects. This panel of NEPA experts will report on agency/industry efforts to more effectively use NEPA Categorical Exclusions (CEs), National Historic Preservation Act (NHPA) review, the multiparty agreement for financing and recent improvements in simplifying and streamlining the timber removal process on public land. Public land ski area managers, operators and planning staff will benefit from this training opportunity.

A Market Breakdown - Understanding Who our Customer Is
Nate Frisoe, Director of Operations, RRC Associates

Sponsored by Liftopia

Superior A

Employee Safety & Wellness - OSHA and More
William J. Curtis, Senior Vice President, National Sales, Resort & Recreation, Safehold Special Risk
John Kelly, Director of Operations, Taos Ski Valley
Mike Russo, Senior Risk Manager, Copper Mountain Resort, CO
Greg Weaver, Health and Safety Consultant, Safehold Special Risk

Sponsored by Safehold Special Risk

Superior A

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.

The Elephants in the Room - Finding and Housing Staff
Matt Troskey, Mount Hood Meadows, OR
Jordan Elliott, Director of Human Resources, Mt. Bachelor LLC, CO
Lori Fassnacht, Director of Human Resources and Safety Compliance, Grand Targhee Resort, WY
Nicola James, Human Resources Director, Jackson Hole Mountain Resort, WY
Mark Paterson, Director, Human Resources, Snowbird Ski & Summer Resort, UT

Cirque

For many areas finding the right staff is a delicate balance between quantity and quality. There’s no questions 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 have your human resources department stressing out all year long. Our panel of HR experts will discuss strategies for recruiting and retaining quality staff and the challenges of housing them.

3:00 p.m. – 4:15 p.m.

Climate and Sustainability Organizations – Determining the Best Partner for Your Resort
Geraldine Link, Director of Public Policy, National Ski Areas Association
Laura Schaffer, Director of Sustainability, Powdr
Shelby Sommer, AICP, LEED AP®, Planner, Brendle Group, Inc.

Maybird

Resorts have so many options when it comes to partnering on climate and sustainability. Citizens Climate Lobby, CERES/BICE/PWF’s Low Carbon USA and We Are Still In to Protect our Winters (POW), Climate Reality Project, Green Sports Council, Global Reporting Initiative, the Climate Challenge, B-Corp Certification, ISO 14001, 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.

Community Outreach - A Solitude Case Study
Constance Beverley, Executive Director, National Winter Sports Education Foundation
Rich West, CEO, YMCA of Northern Utah
Tim Wolfgram, Director of Snow Sports Services, Solitude Mountain Resort, UT

Superior A

Every conversion effort requires several key stakeholders or partners. For community-based programs, like the National Winter Sports Education Foundation’s (NWSEF) Salt Lake City program, the partners included the local YMCA, Solitude Mountain Resort, and a host of volunteers. Our panel from each of these entities will discuss the challenges and relationships that makes this successful multi-year program work as it converts kids from the local community into skiers and riders.

3:00 p.m. – 4:15 p.m.

HR Roundtable Meeting
4:30 p.m. – 5:30 p.m.

Twin Peaks

In the Hot Seat – An Analysis of Summer Incidents
Moderated by Mónica Walker, Specialty Claims Adjuster, Safehold Special Risk
Tim Yates, Specialty Claims Adjuster, Safehold Special Risk
Adam Strachan, Strachan, Strachan & Simon PC
Brian Birenbach, Rietz Law Firm

Sponsored by Safehold Special Risk

Superior B

This session will open with an analysis of industry statistics on liability claim trends. Then, using example depositions, the session will highlight the impact of policies, training, investigations, and social media on all area staff. From front line employee to the general manager, how your area addresses these important operational considerations will directly affect the success of any litigation.

Best Practices for Reaching and In uencing Your Target Audiences
Moderated by Ryan Wilson, CEO, FiveFifty
Jodie Silva, VP Marketing, NewCo, CO
Mike Poirot, Marketing Director, Steamboat, CO

Cirque

The advertising industry is ever changing and there is little room, if any, left for wasted advertising dollars. With the advancements that programmatic media buying brings to the table, you are in a better position to make sure your spending is more effective than ever before. Join our panel discussion on how programmatic media buying uses real time feedback to help improve campaigns quickly and capitalize on marketplace opportunities beyond traditional endemic sites. This means you can more efficiently leverage your data for success and focus on delivering rich media experiences to target niche audiences with high precision & accuracy.

Welcome Reception in Tradeshow Hall
Sponsored by Leitner-Poma of America and Leica Geosystems
4:30 p.m. – 7 p.m.
Cliff Lodge Ballroom
The Modern Workplace & Employment Law - The Issues Facing All Areas
Moderated by Dave Byrd, Director of Risk & Regulatory Affairs, NSAA
Mary Anne Wood, Managing Partner, Wood Balmforth LLC, UT

Maybird
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 their strategies for taking advantage of the reforms for businesses. To provide clarity on what the (proposed) new technology and digital capabilities; increasing sophistication and competition; market consolidation; new rows of data that are generating the biggest results right under our noses rather than hidden within billions of rows of data - that are generating the biggest results for resort marketers and operators. This session will dig into the idea of “small data” to highlight some of these data points, examine why they’re so powerful, and share specific examples of how resorts are capitalizing on the opportunities they create to increase marketing performance and guest satisfaction.

NSAA’s Conversion Cookbook - New Learning and Best Practices
Dave Belin, Director of Consulting Services, RRC Associates
Nick Herrin, Chief Executive Officer, Professional Ski Instructors of America - American Association of Snowboard Instructors
Eric Lipton, Managing Director, Snow Operating
Earl Saline, Director of Education Programming, NSAA

Superior A
Spicing up Your Marketing Sauce - Using the Right Ingredients
Dave Gibson, Propeller Media Works
Scott Clarkson, VP, Marketing & Sales, Crested Butte Mountain Resort, CO
Tom Horrocks, Marketing Communications Manager, SnoCountry
Halley O’Brien, Halley O’Brien Productions
Hugh Reynolds, VP, Marketing & Sales, Giro Operating

Cirque
Just like any great recipe, a great marketing campaign requires the right ingredients, in the right amounts. And a good marketing chef can take those basic ingredients of marketing – product, price, place, and promotion – and add some creative twists to make it really sizzle. In this session we’ll share and discuss recipes and ingredients from big and small resorts that you can add to your own recipe box.

Tax Reform - Its Impacts on You
Brett Goldsberry
Tax Managing Director, KPMG LLP

Superior A
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 must for private owners and CFO’s.

The Future of Leadership Development: How to Attract, Retain, and Motivate Your Next Generation of Leaders
Dr. Mark Gasta, Principal, Associate Professor, Masters of Tourism Management, Colorado State University
Natalie Ooi, Assistant Professor, Program Director - Ski Area Management Program (SKAMP), Colorado State University

Superior A
The ski industry is experiencing change like never before: new technology and digital capabilities; increasing sophistication and competition; market consolidation; retirement of senior leaders; globalization; and the growing complexity of the operating environment, particularly in the face of climate change. This is accompanied by generational shifts and the management challenges that go 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.
3:00 p.m. – 4:15 p.m.

**Five Things Areas are Underutilizing or Missing Out On When Attracting New Customers**
- Mary Jo Tarallo, Executive Director, Learn to Ski & Snowboard Month/Bring a Friend
- Raeiene Davis, Chief Operating Officer & Vice President of Marketing, Ski Utah
- Ben Fok, Learning & Rental Center Senior Manager, Stevens Pass, WA
- Scott Hannah, President, Guest Research, Inc.
- **Superior A**

Attracting and motivating beginners requires a different mindset and strategies than what is used with current skiers and snowboarders. Are you overlooking some simple and logical tactics that can help you gain new and loyal customers? Are you focusing on current customers at the risk of cultivating new ones? This interactive session will dissect and explore five cost-effective action steps that are often underutilized yet crucial for success including Planning in Advance; Using PR and Partnerships Effectively; Visuals and Terminology; Customer Service Targeted to Beginners and Follow Up.

**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.
- Sean Mirus, Marketing & Sale Director, Schweitzer Mountain Resort, ID
- Erica Mueller, Vice President, Crested Butte Mountain Resort, CO
- **Superior B**

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.

**Challenges for the Marketing Department: Compliance and Risk Considerations**
- Moderated by Dave Byrd, Director of Risk & Regulatory Affairs, NSAA
- **Cirque**

This session—specifically for marketing and sales folks—will involve a broad discussion regarding federal and state compliance and statutory issues impacting these departments. Complex issues like the Telephone Consumer Protection Act (increasingly used by plaintiffs’ attorneys to sue businesses, including ski areas), credit card transaction issues, ADA website compliance, consumer and employee data security, and seemingly simple, everyday actions like season pass sales all increase exposures for resorts. Come prepared with your questions and be ready for a healthy back and forth with our panel.

**Measuring Your Terrain Parks Financial Success**
- Moderated by Mike Bettera and Gen Gunnarson, SnowPark Technologies
- Elia Hamilton, VP of Terrain Development, Peak Resorts
- Phoebe Mills, Director of Programs, Woodward Camps
- John Rice, General Manager, Sierra At Tahoe, CA
- Jay Scambio, President & General Manager, Loon Mountain, NH
- **Maybird**

Over the years, terrain parks have evolved from a resort experiment to a carefully managed, guest expected amenity offered by ski areas of all sizes. As metrics related to terrain parks have become easier to measure, the expectations resort operators hold terrain park managers accountable for have evolved as well. Variables such as snowmaking, man power, machine time, maintenance, risk management, park traffic, pass sales, and media exposure are considered when measuring the success of a terrain park program. Our panel of resort personnel will dive into how they are defining success and evaluating the ROI of their parks.

**THURSDAY, JANUARY 18**

**Hosted Breakfast and First Tracks at Alta**
- **7:30 a.m. – 10:30 a.m.**
- Sponsored by AXESS

Join us for an exclusive First Tracks experience at Alta! Load the Peruvian lift at Snowbird at 7:30 am, head through the tunnel and ski down to board Baldy Express lift. Ride Baldy and meet Alta guides at Sugarloaf Pass at 8:15 am. Breakfast will be at Aft’s, located at the base of Sugarloaf lift, at 9 am.

**PSIA-AASI Ski School Director’s Roundtable**
- **8:30 a.m. – 4:00 p.m.**
- **Superior A**

This added day gives snowsports leaders the chance to dive deep into all areas of snowsports management topics and trends impacting the industry. Hear from industry leader, Laura Moriarty, who’ll provide an insightful keynote discussion about bench strength planning for leadership continuity, team member retention and talent development in the snowsports industry. You’ll also spend time skiing and riding with PSIA-AASI national team members, a fantastic opportunity to learn about current education focuses and spend time out on the hill discussing industry trends with your peers.

**Doppelmayr Open House**
- **Thursday, January 18, 10:00 a.m. – 2:00 p.m.**
- Join Doppelmayr for an open house and tour of their North American Headquarters, located just a few short minutes from the Salt Lake City airport at 3160 West 500 South, Salt Lake City. Let the Doppelmayr folks know if you plan on attending, and if needed, they can help coordinate transportation for you.

**Cocktail Reception in Tradeshow Hall**
- **Sponsored by Doppelmayr, TechnoAlpin, and Ultra-tech® Lighting**
- **4:30 p.m. – 7:00 p.m.**
- **Cliff Lodge Ballroom**
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Booth Number</th>
<th>Address</th>
<th>Phone Number</th>
<th>Website</th>
<th>Additional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mountain Uniforms</strong></td>
<td>206</td>
<td>623 Tumbleweed, Incline Village, NV 89451</td>
<td>(775) 831-7670</td>
<td><a href="http://www.mountainuniforms.com">www.mountainuniforms.com</a></td>
<td>Kim Stearns</td>
</tr>
<tr>
<td><strong>MountainGuard Insurance Program</strong></td>
<td>106</td>
<td>One New Hampshire Ave, Suite 200, Portsmouth, NH 03801</td>
<td>(603) 334-3000</td>
<td><a href="http://www.mountainguard.com">www.mountainguard.com</a></td>
<td>Bo Adams, Tim Barnhorst, Mary Bozack, Richard Donahue, Tim Hendrickson, Jason Kartchner, Steve Lawlor, Brian Rosser</td>
</tr>
<tr>
<td><strong>MOUNTAINWORKS - Design Workshop</strong></td>
<td>321</td>
<td>601 Harrison Avenue, Suite A, Leadville, CO 80461</td>
<td>(970) 790-2100</td>
<td><a href="http://www.mtnworkshop.com">www.mtnworkshop.com</a></td>
<td>Spencer Stanek</td>
</tr>
<tr>
<td><strong>Neveplast Artificial Snow Fun</strong></td>
<td>113</td>
<td>VIA M Bilabini N 31, Nembro (BG), Italy 24027</td>
<td>+39 035 45 36 661</td>
<td><a href="http://www.neveplast.it">www.neveplast.it</a></td>
<td>Senan Gorman</td>
</tr>
<tr>
<td><strong>Nickerson Company Inc.</strong></td>
<td>407</td>
<td>PO Box 25425</td>
<td>(403) 678-8836</td>
<td><a href="http://www.nickersonpumps.com">www.nickersonpumps.com</a></td>
<td>Brian McWhorter, Richard Nickerson</td>
</tr>
<tr>
<td><strong>North Pole Design</strong></td>
<td></td>
<td>21 Coppermine Road, Farmington, CT 06032</td>
<td>(860) 677-4569</td>
<td><a href="http://www.northpoledesign.com">www.northpoledesign.com</a></td>
<td>Nicolò Bertocchi</td>
</tr>
<tr>
<td><strong>ONIGA by Avalanche</strong></td>
<td>314</td>
<td>3930 Hamel Blvd, Quebec, PQ G1P 2J2 CANADA</td>
<td>(418) 877-5584</td>
<td><a href="http://www.avalancheskiwear.com">www.avalancheskiwear.com</a></td>
<td>Senan Gorman</td>
</tr>
<tr>
<td><strong>Pabian Law, LLC</strong></td>
<td>405</td>
<td>40 Speen Street, Suite 401, Framingham, MA 01701</td>
<td>(617) 939-9444</td>
<td><a href="http://www.pabianlaw.com">www.pabianlaw.com</a></td>
<td>Keith Pabian</td>
</tr>
<tr>
<td><strong>PNP Supply, LLC</strong></td>
<td>108</td>
<td>8400 E Prentice Ave, Ste 1500, Greenwood Village, CO 80111</td>
<td>(303) 740-0026</td>
<td><a href="http://www.pnpsupplyllc.com">www.pnpsupplyllc.com</a></td>
<td>Peter Alford, Bill Toye</td>
</tr>
<tr>
<td><strong>PRINOTH Ltd., North American Head Office</strong></td>
<td>112</td>
<td>1001 J A - Bombardier Street, Granby, PQ J2J 1E9 CANADA</td>
<td>(450) 776-3600</td>
<td><a href="http://www.prinoth.com">www.prinoth.com</a></td>
<td>Charles Bilier, Joe Clark, Greg Clowers, Bill Cox, Ben Finn, Jesse Gibson, Jenny GrandJean, Manuela Kirchler, Andreas Muigg, Dave Simioneau, Florian Streiter, John Swartz, Doyle Wolies, Mike William</td>
</tr>
<tr>
<td><strong>Prysm</strong></td>
<td>Foyer</td>
<td>PO Box 334, Summerland, CA 93067</td>
<td>(310) 765-3333</td>
<td><a href="http://www.prysmcam.com">www.prysmcam.com</a></td>
<td>Christian Spencer, Brandon von Guenther</td>
</tr>
<tr>
<td><strong>PSIA-ASI</strong></td>
<td>Mezzanine</td>
<td>133 South Van Gordon Street, Suite 200 Lakewood, CO 80228-1706</td>
<td>(303) 987-9390</td>
<td><a href="http://www.theasnowpros.org">www.theasnowpros.org</a></td>
<td>Nick Herrin</td>
</tr>
<tr>
<td><strong>Recreational Property Consultants</strong></td>
<td>Booth 212</td>
<td>64 Lanternback Island Drive, Satellite Beach, FL 32937</td>
<td>(321) 777-1527</td>
<td><a href="http://www.rpcvaluation.com">www.rpcvaluation.com</a></td>
<td>Bruce McDonald</td>
</tr>
<tr>
<td><strong>Redaeli Wire Ropes</strong></td>
<td>Foyer</td>
<td>Via A Volta 16, Cologno Monzese MI, Italy 20093</td>
<td>+39 02 2530729</td>
<td><a href="http://www.redaeliwireropes.com">www.redaeliwireropes.com</a></td>
<td>Willi Carzolli, Giovanni Facchinì, Paul Johnston</td>
</tr>
<tr>
<td><strong>Resort VisiCam</strong></td>
<td>Booth 408</td>
<td>1100 W 91st Street, Suite 100, Overland Park, KS 66214</td>
<td>(913) 438-7666</td>
<td><a href="http://www.resortvisicam.com">www.resortvisicam.com</a></td>
<td>Shannon Tuley</td>
</tr>
<tr>
<td><strong>Rigging Specialties &amp; Rocky Mountain Lift Services + Supplies Inc.</strong></td>
<td>Booth 205</td>
<td>4102 Bow Meadows Cres, Canmore, AB T1W 2W9 CANADA</td>
<td>(403) 678-8836</td>
<td><a href="http://www.riggingspecialties.com">www.riggingspecialties.com</a></td>
<td>Dorothy Gould</td>
</tr>
<tr>
<td><strong>Roger’s Hydrant Co.</strong></td>
<td>Booth 213</td>
<td>2121 Waynoka Road, Colorado Springs, CO 80915</td>
<td>(877) 454-8097</td>
<td><a href="http://www.roggershydrants.com">www.roggershydrants.com</a></td>
<td>Scott Simms, Bob Vandelaps</td>
</tr>
<tr>
<td><strong>Ryan Solutions</strong></td>
<td>Foyer</td>
<td>56 Edwards Village Blvd, Unit 225, Edwards, CO 81632</td>
<td>(513) 332-8330</td>
<td><a href="http://www.ryansolutions.com">www.ryansolutions.com</a></td>
<td>Justin Rowland</td>
</tr>
<tr>
<td><strong>Satisfi Labs</strong></td>
<td>Foyer</td>
<td>1460 Broadway, New York, NY 10036</td>
<td>(510) 332-1777</td>
<td><a href="http://www.satisfi.com">www.satisfi.com</a></td>
<td>Lauren Matz, Elizabeth Pratt</td>
</tr>
<tr>
<td><strong>SE GROUP</strong></td>
<td></td>
<td>PO Box 2729, Frisco, CO 80443</td>
<td>(970) 668-3398</td>
<td><a href="http://www.segroup.com">www.segroup.com</a></td>
<td>Travis Beck, Chris Cushing, Claire Humber, Steve Putnam, Kent Sharp, Pete Williams</td>
</tr>
<tr>
<td><strong>Ski Area Management</strong></td>
<td></td>
<td>PO Box 644, Woodbury, CT 06798</td>
<td>(203) 263-0888</td>
<td><a href="http://www.skiareamanagement.com">www.skiareamanagement.com</a></td>
<td>Sarah Bororadaff, Rick Kahn, Dave Meeker, Liz Mettler, Olivia Rowan, Sharon Walsh</td>
</tr>
<tr>
<td><strong>Ski Area Supplies, Inc.</strong></td>
<td></td>
<td>PO Box 18084, Boulder, CO 80308</td>
<td>(303) 443-1980</td>
<td><a href="http://www.skiarea.com">www.skiarea.com</a></td>
<td>Scott Barril</td>
</tr>
<tr>
<td><strong>SkiLogic Inc.</strong></td>
<td></td>
<td>5955 N Yacht Club Drive, Eden, UT 84310</td>
<td>(801) 980-4441</td>
<td><a href="http://www.skiis.com">www.skiis.com</a></td>
<td>Mitch Dodson</td>
</tr>
<tr>
<td><strong>Snow Operating</strong></td>
<td></td>
<td>1512 Rockwell Drive, Midland, MI 48642</td>
<td>(989) 732-5390</td>
<td><a href="http://www.snowoperators.com">www.snowoperators.com</a></td>
<td>Todd Bucholz, Pat O’Mara, Wayne Palmier</td>
</tr>
<tr>
<td><strong>SNOOC</strong></td>
<td></td>
<td>771 voie Galilée, Alpespace</td>
<td>+33629756664</td>
<td><a href="http://www.snooc.com">www.snooc.com</a></td>
<td>Cyril Colmet Baage</td>
</tr>
<tr>
<td><strong>Snow Logic Inc.</strong></td>
<td></td>
<td>PO Box 680910, Park City, UT 84068</td>
<td>(435) 647-6868</td>
<td><a href="http://www.snowlogicusa.com">www.snowlogicusa.com</a></td>
<td>Snow Logic Inc.</td>
</tr>
<tr>
<td><strong>Snow Operating</strong></td>
<td></td>
<td>112 Main Street, Suite 4, Montville, NJ 07045</td>
<td>(201) 559-1158</td>
<td><a href="http://www.snowoperators.com">www.snowoperators.com</a></td>
<td>Joe Hession, Eric Lipton, Hugh Reynolds</td>
</tr>
<tr>
<td><strong>SNOWayt</strong></td>
<td></td>
<td>8850 Double Diamond Parkway, Reno, NV 89521</td>
<td>(775) 857-5000</td>
<td><a href="http://www.pistenballyusa.com/snowsat">www.pistenballyusa.com/snowsat</a></td>
<td>Josh Nelson, Chris Perkins</td>
</tr>
<tr>
<td>Company</td>
<td>Booth</td>
<td>Address</td>
<td>Phone</td>
<td>Website</td>
<td>Contact</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>-------</td>
<td>----------------------------------------------</td>
<td>------------------------</td>
<td>-------------------------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>Sprung Structures</td>
<td>207</td>
<td>5711 West Dannon Way, West Jordan, UT 84081</td>
<td>(800) 528-9899</td>
<td><a href="http://www.sprung.com">www.sprung.com</a></td>
<td>Rob Ekblad, Gerald Heath</td>
</tr>
<tr>
<td>Star Lifts USA</td>
<td>Foyer</td>
<td>PO Box 798, Sunapee, NH 03782</td>
<td>(603) 863-0241</td>
<td><a href="http://www.starlifts.com">www.starlifts.com</a></td>
<td>Joe Gmuender, Conor Rowan</td>
</tr>
<tr>
<td>Sufag Snowmaking Systems</td>
<td>117</td>
<td>063 Eagle Park East Drive, Eagle, CO 81631</td>
<td>(707) 328-5330</td>
<td><a href="http://www.mnd-group.com">www.mnd-group.com</a></td>
<td>Garrett Poole</td>
</tr>
<tr>
<td>Sulzer Pump Services (US) Inc.</td>
<td>418</td>
<td>3618 W 1820 S, Salt Lake City, UT 84104</td>
<td>(801) 973-9508</td>
<td><a href="http://www.sulzer.com">www.sulzer.com</a></td>
<td>Mitch Bowles, Mark Hays, Greg Raleigh</td>
</tr>
<tr>
<td>TechnoAlpin USA, Inc.</td>
<td>401</td>
<td>8465 Concord Center Drive, Englewood, CO 80112</td>
<td>(720) 895-2340</td>
<td><a href="http://www.technoalpin.com">www.technoalpin.com</a></td>
<td>Stuart Clotworthy, Steven Fellenzer, Garrett Will</td>
</tr>
<tr>
<td>Torrent Engineering and Equipment, LLC</td>
<td>121</td>
<td>406 E Bell Drive, Warsaw, IN 46582</td>
<td>(574) 372-3200</td>
<td><a href="http://www.torrentee.com">www.torrentee.com</a></td>
<td>Joe Cousins</td>
</tr>
<tr>
<td>Transaction Resources, Inc.</td>
<td>118</td>
<td>PO Box 667, Richmond, VT 05477</td>
<td>(802) 434-4672</td>
<td><a href="http://www.transactionresources.com">www.transactionresources.com</a></td>
<td>David Frick, Ford Frick, Jack Waller</td>
</tr>
<tr>
<td>Ultra-Tech™ Lighting, LLC</td>
<td>409</td>
<td>PO Box 566, Closter, NJ 07624-0566</td>
<td>(201) 784-1233</td>
<td><a href="http://www.ultratechlighting.com">www.ultratechlighting.com</a></td>
<td>Jeff Delle Chiaie, Philip Gotthelf</td>
</tr>
<tr>
<td>Utah Communications Inc.</td>
<td>305</td>
<td>1202 S 300 W, Salt Lake City, UT 84101</td>
<td>(801) 486-0161</td>
<td><a href="http://www.utahcomm.com">www.utahcomm.com</a></td>
<td>Joshua Legg, Michael Miller</td>
</tr>
<tr>
<td>Wiegand Sports GmbH</td>
<td>310</td>
<td>PO Box 570, Stevensville, MT 59870</td>
<td>(801) 277-2169</td>
<td><a href="http://www.wiegandsportsusa.com">www.wiegandsportsusa.com</a></td>
<td>Rachel Lewis, Jessica Wedel</td>
</tr>
<tr>
<td>WIRE ROPE SERVICE, INC.</td>
<td>402</td>
<td>PO Box 6005, Wooster, OH 44691-6005</td>
<td>(800) 321-4936</td>
<td><a href="http://www.wooster-products.com">www.wooster-products.com</a></td>
<td>Ben Geiser</td>
</tr>
<tr>
<td>World Cup Supply, Inc.</td>
<td>402</td>
<td>226 Industrial Drive, Bradford, VT 05033</td>
<td>(802) 449-3103</td>
<td><a href="http://www.worldcupsupply.com">www.worldcupsupply.com</a></td>
<td>Brad Williams</td>
</tr>
<tr>
<td>Zip Solutions / Resorts Tapped</td>
<td>Briefcase</td>
<td>PO Box 705, Teton Village, WY 83014</td>
<td>(307) 413-8052</td>
<td><a href="http://www.vertsolutions.com">www.vertsolutions.com</a></td>
<td>John Clegg, Brian Maguire, Dan Miller</td>
</tr>
</tbody>
</table>

**Sponsor**

ZipRider, ZipTour, ZipRescue
Booth 312
35 West 2100 South, Wanship, UT 84017
(435) 336-8800
www.ziprider.com
Eric Cylvick