NSAA 2020 Eastern Winter Conference & Tradeshow
PROGRAM & TRADESHOW DIRECTORY

EAST

KILLINGTON, VERMONT
February 4-5, 2020
SPONSORS

Burton  Proudly Supporting Snowboarding at Resorts for Over 40 Years.
Connect&Go  Flexible RFID solutions for your ski resort.
Demaclenko  The Future of Snow.
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.
PRINOTH  For Perfect Pistes
Safehold Special Risk  Celebrating over 50 years in Partnership with the Ski Industry
TechnoAlpin USA  The Snow Experts

SCHEDULE

TUESDAY, FEBRUARY 4, 2020

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. - 3:00 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, FEBRUARY 5, 2020

7:30 a.m. - 2:00 p.m.  NSAA Registration Open
7:30 a.m. - 10:30 a.m.  First Tracks & Hosted Breakfast
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

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.
TUESDAY, February 4

NSAA REGISTRATION
7:30 a.m. - 5:30 p.m.
Northstar Lobby

SNOWMAKING DEMONSTRATIONS
8:00 a.m. - 1:30 p.m.
Snowshed

GROOMING DEMONSTRATIONS
8:00 a.m. - 3:00 p.m.
Snowshed

EASTERN PATROL DIRECTORS ROUNDTABLE
9:00 a.m. - 11:00 a.m.
Gateway I
Tait Germon, Ski Patrol Director, Killington Resort

NSAA:
USFS ROUNDTABLE FOR PUBLIC LANDS RESORTS
11:00 a.m. - 12:00 p.m.
Gateway II
Geraldine Link, Director of Public Policy, National Ski Areas Association
Justin J. Preisendorfer, Eastern Region Winter Sports Team Leader, US Forest Service
ARRIVAL DAY PROGRAMS

Sponsors providing insights and expertise on new products and services.

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

SNOWSAT MAINTAIN: THE DIGITAL SOLUTION FOR MAINTENANCE AND YOUR WORKSHOP.
Josh Nelson,
SNOWsat & PRO ACADEMY product manager
11:00 a.m. – 12:00 p.m.
Gateway I
Is the entire vehicle fleet and all my equipment fully operational? What maintenance tasks are upcoming? SNOWsat Maintain answers all your questions about maintenance – digitally. At the same time, you organize and streamline your operating procedures. Get a clear view of everything all the time – on your desktop, laptop, tablet or smart phone. Come learn about SNOWsat Maintain. It’s the perfect digital management tool for your fleet and the workshop.

TECHNOALPIN: MANAGING RESOURCES IN SNOWMAKING
Peter Britz,
Sales Manager – Midwest, TechnoAlpin
11:00 a.m. – 12:00 p.m.
Northstar I
This presentation will focus on the resources a ski resort has available, how and why we manage these. The goal is to take a step back and approach a snowmaking system from a different perspective and see how a control software can help you with day to day decisions.

LIFTOPIA: 2019-20 SEASON TRENDS AND DATA
Dave Madden, VP of Sales, Liftopia
12:15 p.m. – 1:15 p.m.
Gateway I
Liftopia will take a look at trends and data from the 2019-20 season thus far, and provide more context for how ski areas can understand their ecommerce performance relative to the rest of the continent. In addition, we will take a look at broader ecommerce trends including how to measure return on marketing spend, and better understand Google’s rising cost structure for ecommerce companies.

PRINOTH SNOW GROOMERS: SUSTAINABILITY MEETS EFFICIENCY
Andreas Muigg, PRINOTH Head of Product Portfolio
12:15 p.m. – 1:15 p.m.
Northstar I
With the implementation of the Stage V clean diesel engines in its snow groomers and the development of the Fleet Management and Snow Measurement modules via the SNOW HOW platform, PRINOTH is more than ever providing its customers work tools to achieve optimal sustainability and efficiency for their grooming operations. Join us for our Arrival Day Program presentation hosted by PRINOTH’s experts to learn how we can contribute to your mountain’s Sustainability Program.

EASTERN HR ROUNDTABLE
12:00 p.m. - 1:15 p.m.
Northstar II

EXHIBITOR SET-UP
Oscar Wilde Ballroom
12:00 p.m. - 4:30 p.m.
UNIONS
(CLOSED SESSION, ski area personnel and invited participants only)
Moderated by Dave Byrd, Director of Risk & Regulatory Affairs, NSAA
John “Jack” R. Merinar, Member, Steptoe & Johnson, PLLC
Andrew Maass, Member, Ryan Smith & Carbine LTD
Northstar I
There has been an on-again, off-again effort by national unions to try to organize at ski areas, including succeeding with a number of ski patrols in the West. As ski areas move toward year-round operations, and labor shortages grow, unions see this as an opportunity to expand into non-traditional businesses. There are some very recent changes by the National Labor Relations Board (which oversees regulations governing union election campaigns) that Eastern ski areas need to understand. Our two attorneys from the Association of Ski Defense Attorneys (ASDA)—Jack Merinar and Andrew Maass—are uniquely well-versed in both labor campaigns and ski resort operations, and will analyze the compliance challenges and suggest preventive strategies to minimize such challenges from labor groups. (RESORT PERSONNEL AND INVITED PARTICIPANTS ONLY)

FIT FOR SNOW: INTEGRATING EMPLOYEE WELLNESS WITH SAFETY
Dr. Delia Roberts, PhD, FACSM, Fit For Snow
Amber L. Broadaway, Vice President, Guest Services and Safety, Sugarbush Resort, VT
Peter Koch, Safety Specialist, Maine Employers’ Mutual Insurance Company (MEMIC)
Gateway I
This session will describe the Fit for Snow program as a specific fitness and nutrition strategy for snowsport resort employees, beginning with the research behind the development of the program by Dr. Delia Roberts, through to best practices and barriers from 8 years of implementation across North America. Co-presenters Amber Broadaway from Sugarbush Resort Vermont, and Peter Koch of the MEMIC Group will provide their perspectives on the use of the program at Sugarbush and other New England resorts. A summary of expected outcomes will also be provided.

THE CHINESE MARKET
Helen Hou, Manager, Strategic Alliance, Epoch Media Group
Forest Zhang, Director of Business Development, Epoch Media Group
Northstar II
For many ski areas, they know the markets where their guests come from. However, as the demographics of the US continues to change, becoming ever more diverse, the strategies that once worked need to also change. China is now the #3 source for international visitors, with many visiting relatives here in the US. These two groups represent two opportunities — the tourist and their local relatives. Chinese Americans have the greatest influence on how their international visitors will spend their time. Epoch Media focuses on both of these groups and will provide valuable insights into attracting and retaining this emerging market.

SUSTAINABLE SLOPES 2020
Geraldine Link, Director of Public Policy, NSAA
Gateway II
As Sustainable Slopes reaches its second decade, NSAA is taking the opportunity to refresh, refocus, and redesign the program for the benefit of our ski area members. Based on member feedback from a 2019 survey, Sustainable Slopes 2020 will pilot new requirements and new benefits for endorsers, including a new “pledge” to environmental stewardship within 10 priority topic areas, the chance to earn 10 “badges” that correspond to those priority areas, and a “Collaboration Portal,” which will include an online forum for mentoring and networking with other Sustainable Slopes participants. Finally, Sustainable Slopes 2020 will also include a Skier’s Responsibility Code to encourage guests to engage on sustainability and climate as well. Through these changes, NSAA hopes to create new momentum for the program, recognize higher levels of performance, and at the same time continue to encourage broad participation and efforts across the industry. This critical education session will explain elements of the new program and answer questions on how it will all work. Be sure to have your resort sustainability staff attend these winter education sessions so you can hit the ground running with Sustainable Slopes 2020!
3:00 p.m. – 4:15 p.m.  

FURTHERING GUEST ENGAGEMENT: CONNECTING ENHANCED LEARNING TERRAIN TO TERRAIN PARKS  
Moderated by Mike Bettera, President and CEO, Effective Edge  
Joey Carey, Youth Sports Manager, Killington/Pico Ski Resort Partners, LLC, VT  
Jeremy Cooper, Director of Mountain Sports Development, Boyne Resorts  
Kevin Laverty, Effective Edge  
Eric Lipton, Managing Director, Snow Operating  
Sponsored by Burton  

Gateway I  
From enhanced terrain to now Terrain Based Learning, over the past two decades a great deal has changed. Yet School and Terrain Parks have still not aligned to the benefit of our guests and the future growth of our sports. We must not miss the opportunity to create School and freestyle offerings that support each other and provide a more enticing beginner guest offering to attract new participation, retain them, and show an actual terrain park ROI.

WORK COMP INVESTIGATIONS  
Moderated by Ryan Patrick, Program Manager, Safehold Special Risk  
Tim Bruce, Loss Control Specialist, Safehold Special Risk  
Peter Koch, Safety Specialist, Maine Employers’ Mutual Insurance Company (MEMIC)  
Ryan Lavoie, CSP, Director, Health and Safety Integration, Vail Resorts  
Sponsored by Safehold Special Risk  

Northstar I  
Investigations are a critical aspect of any worker’s compensation claim. No area or manager wants their employees to get hurt, on the job or otherwise. However, when someone does get hurt on the job, it is especially important to have a clear, easy to follow process for investigating and documenting the claim. Our panel insurance and risk management will discuss the employee incidents that are driving claims, investigation tactics to help uncover the root causes, and strategies for preventing them in the future. Come to this session prepared to learn about and share your experience with employee claims, from slip and falls in the base area to on-snow collisions.

MORE THAN MONEY: THE FUTURE OF SKI INDUSTRY COMPENSATION, BENEFITS AND PERKS  
Laura Moriarty, SPHR, SHRM-SCP, Resort HR Partners  
Saralyn Crock, Area Vice President/Consultant, Gallagher  

Gateway II  
Are your best employees being recruited by other resorts or by employers outside of the ski industry? Compression has been created by mandatory state minimum wage increases and many resort operators are concerned that their long-held methods managing benefits, perks, base and variable pay programs are falling short of “what it takes” to compete. Explore the strategies and tactics your peers and Best in Class employers are using to attract and retain talent in an increasingly tight labor market. In this session you’ll learn from top consultants to the ski industry how to use forward-thinking benefit and reward strategies to attract, empower and meet your employees’ evolving needs. Using the most recent NSAA Wage and Salary Survey and ski industry-specific benchmarking data, this session will show how we compare to other business sectors and within the Total Rewards spectrum.

COMMUNICATING IN TIMES OF DISTRESS  
Moderated by Earl Saline, Director of Education Programming, NSAA  
Adrienne Saia Isaac, Director, Marketing and Communications, National Ski Areas Association  
JJ Toland, Director of Communications, Jay Peak Resort, VT  
Michael Van Eyck, Chief Revenue Officer, The Fairbank Group  

Northstar II  
Operating a ski area is challenging enough considering the weather, location, economy, and business climate every area deals with. Any of these individually or in combination can disrupt your business, sometimes severely. Adding to the challenge is the continual increase in guest expectations for access and information. Ironically, clear and honest communications, while expected, are challenged or even mocked by our guests. When conditions outside of your control make it difficult or unsafe to operate, having a clear communication plan is critical. Our small panel of area marketers and communications people will discuss the challenging times and communication strategies that have (sometimes) helped them soothe our most critical guests.

WELCOME RECEPTION IN TRADESHOW HALL  
Sponsored by Leitner-Poma of America  
4:30 p.m. – 7:00 p.m.  
Oscar Wilde Ballroom
to protect your contracts could (and should) have been a more valuable tool this session, we analyze a wide variety of incidents where making criteria, considerations for the evaluation process, and supplier members discussing why they are embracing this integration and the lessons they are learning along the way. Without giving away proprietary information, companies are now helping you run efficiently and make decisions. Understandably, working. Jumping back and forth between systems that don’t talk to each other (and aren’t designed to) can be frustrating, especially when you are trying to find critical information to help you run efficiently and make decisions. Understandably, companies design and build the backend technologies to support their products without really thinking about the other systems a ski area might use. However, times and expectations, are changing. Without giving away proprietary information, companies are now introducing the means to integrate various operational systems, making it easier to synchronize and more efficiently manage operations. This session will feature a mix of area personnel and supplier members discussing why they are embracing this integration and the lessons they are learning along the way.

**Wednesday, February 5**

**NSAA REGISTRATION**
Raponda Lobby
7:30 a.m. - 2:00 p.m.

**9:15 a.m. – 10:30 a.m.**

**CONTRACTS:**
THE DETAILS MAKE THE DIFFERENCE
(CLOSED SESSION, SKI AREA PERSONNEL AND INVITED PARTICIPANTS ONLY)
Moderated by Dave Byrd, Director of Risk & Regulatory Affairs, NSAA
Thomas Aicher, Principal, Cleary, Shahi & Aicher
Tom Montemagni, Former In-House Counsel, Mt. Snow
Eric Morgan, Safehold Special Risk
Mistica Walker, Specialty Claims Adjuster, Safehold Special Risk

**Northstar II**
Contracts: You may yawn, but they are hugely important. And they impact all manner of resort operations, both winter and summer, mountain operations, lift departments, summer activities, events, contractors, and a wide variety of unique federal and state laws. They are a neglected tool, and in this session, we analyze a wide variety of incidents where contracts could (and should) have been a more valuable tool to protect your resort. And, the idiom “The devil is in the details,” couldn’t be better phrased. Regardless of whether you are signing a contract to purchase a new lift, negotiating for rental equipment, negotiating a third party to run a music festival, hosting a Hollywood film crew, or inviting some contractors to your resort, our examples will underscore this critical part of risk management. Our panel of ASDA attorneys will highlight some key examples in the industry—from risk managers, marketing, to department heads and CFOs, this crosses all departments. (RESORT PERSONNEL AND INVITED PARTICIPANTS ONLY)

**SUCCEED WITH YOUR HUMAN RESOURCES TECHNOLOGY**
Saralyn J. Crock, Area Vice President, Gallagher Benefit Services

**Gateway II**
Have you ever wondered if you are asking the right questions when evaluating HR technology? As the tech landscape continues to evolve and innovate, it has become more difficult for organizations to differentiate capabilities in a crowded marketplace. The topics will include the current state of HR Tech, how to develop your decision making criteria, considerations for the evaluation process, how to avoid the common pitfalls in implementation, and how to optimize your investment. Learn from technology consultants and ski resorts HR leaders’ personal experience with the HR tech procurement process and set yourself up for implementation success!

**ONE MORE DAY: ENERGIZING THE CORE**
Kelly Pawlak, President and CEO, NSAA
Ryan Schramm, General Manager, Powderhorn Mountain Resort, CO
Liz Mezzetti, Marketing Director, Olympic Regional Development Authority
Tom Myers, Marketing Director, Wachusett, MA
Tom Grabowski, Founder & CEO, Six Degrees Analytics

**Sponsored by Liftopia**

**Gateway I**
Energize the Core is a small group formed from the Growth Committee. Knowing that 65% of national skier visits can be attributed to the core skier/rider, over 4 million core participants, this group has been imagining the power if we could get our best fans to ski one more day a year? This session will help you understand who your core skiers are and the knowledgeable panel will share useable ideas to get your core customers to ski one more day. Come and learn how to unleash the power of a core participant.

**OPERATIONAL INTEGRATION:**
BRING YOUR OPERATIONS SYSTEMS IN LINE
Moderated by Earl Saline, Director of Education Programming, NSAA
Peter Britz, Sales Manager Midwest, TechnoAlpin USA Inc.
Charles Mickley, Business Relationship Director, 1RISK
Josh Nelson, SNOWsat & PRO ACADEMY Product Manager, Kassbohrer ATV, Inc.
Nelson Santry, iSno Automation Product Manager, HKD Snowmakers
Joe VanderKelen, President, SMI Snow Makers

**Northstar I**
For many area managers, one of the biggest challenges is simply keeping up monitoring how different operational systems are working. Jumping back and forth between systems that don’t talk to each other (and aren’t designed to) can be frustrating, especially when you are trying to find critical information to help you run efficiently and make decisions. Understandably, companies design and build the backend technologies to support their products without really thinking about the other systems a ski area might use. However, times and expectations, are changing. Without giving away proprietary information, companies are now introducing the means to integrate various operational systems, making it easier to synchronize and more efficiently manage operations. This session will feature a mix of area personnel and supplier members discussing why they are embracing this integration and the lessons they are learning along the way.

**HOSTED BREAKFAST AND FIRST TRACKS AT KILLINGTON**
8:00 a.m. – 10:30 a.m. | Sponsored by PistenBully
Peak Lodge at the top of the K-1 Gondola

Killington will be rolling out the white carpet for First Tracks, with exclusive access for show attendees. Join Killington mountain managers for a hearty breakfast from 8:00 a.m. to 9:30 a.m. at the Peak Lodge to get your core skiers to ski one more day. Come and learn how to unleash the power of a core participant.
GREAT GROUPS: SUCCESSFUL STRATEGIES THAT MERGE PHILANTHROPY AND GROWTH
Moderated by Constance Beverley, Chief Executive Officer, Share Winter Foundation
Dave Beckwith, Golf & Snow Sports Director, Killington/Pico Ski Resort Partners, LLC, VT
Jimmy Koontz, Rental Operations Manager, Liberty Mountain Resort, PA
Ladora “Lori” Phillips, GM, Recreation Management Corporation, Ski Big Bear Masthope Mtn., PA
Northstar I
There are many ways to grow participation in snowsports, with kids groups being one of the prime opportunities available to virtually every area. Some of these groups are self-sufficient, but many more are not. They require guidance and help – sometimes financially. Philanthropy and growth are not mutually exclusive and there are effective strategies that areas have developed to help these groups and their kids succeed. Our panel with Share Winter Executive Director Constance Beverley and her partners will discuss what they have learned through their past efforts and the changes being made going forward. By being a proactive partner with your groups, you can be more than just a venue, you can become a trusted and reliable collaborator in growing participation for the long-term.

RESORT RISK MANAGEMENT WALK-THROUGH (OUTDOOR SESSION)
Tim Bruce, Specialty Claims Adjuster, Safehold Special Risk
John T. Duke, Risk and Insurance Manager, Killington/Pico Ski Resort Partners, LLC
Justin Guth, Specialty Claims Adjuster, Safehold Special Risk
Sponsored by Safehold Special Risk
Gateway II
Stepping out of the classroom, this session will be conducted as a walk-through of the Killington base area. A real-life, in-the-moment case study, this session will walk through the base and common areas looking through the eyes of an insurance representative and the area’s risk manager. Get a first-hand look at a risk management walk-through, with the chance to ask questions and discuss particular points while they are fresh and right in front of you. Come dressed for the weather and be prepared to discuss parking lots, walkways, roof overhangs and signage. You name it—if it’s in the base area, this session will show you the little things that can make a big difference.

LIFT OPERATIONS ROUNDTABLE
Moderated by Michael Lane, Technical Services Director, NSAA
Northstar II
This informal roundtable will provide a venue for Lift Operations Managers, Supervisors, Mountain Managers and anyone else to discuss current issue related to area lift operation. With high profile issues like staffing, lift safety, and lift incidents, lift operations are under an ever-brightening spotlight. While we will have several topics to cover, this session is your opportunity to put your questions (and solutions) on the table and network with other lift operations personnel facing the same issues you are.

STAFFING SOLUTIONS
Moderated by Keith Pabian, Partner, Pabian Law
Pete Allison, PhD FRGS FEC, Associate Professor, College of Health and Human Development, The Pennsylvania State University
Scott Reeves, Sr. Director Mountain Operations, Stowe Mountain Resort, VT
Dr. Sean Doll, EdD, Associate Professor, Mountain Resort Management, Outdoor Education, Leadership, and Tourism Department. Northern Vermont University
Gateway I
Areas of all sizes often struggle to find enough staff to fill all of the open positions for a winter season. And, if you do hire someone, there are further challenges in retaining that experienced staff. The lure of higher wages, benefits, and full-time work are hard to overcome, even when your area has the resources to put into training and development programs. Helping to fill this gap are several programs, including visa programs, accredited educational institutions, and others that are delivering educated and motivated people that want to work at ski areas. Our panel of regional education programs, visa experts, and resort personnel will discuss these strategies and other operational considerations to help alleviate the very real pain on being short staffed.

LUNCH IN TRADESHOW HALL
Sponsored by Demaclenko, Doppelmayr and PNP Supply
Oscar Wilde Ballroom
11:30 a.m. – 1:30 p.m.
CHAIRLIFT INCIDENTS AND CLAIMS  
(CLOSED SESSION, SKI AREA PERSONNEL AND INVITED PARTICIPANTS ONLY)  
Thomas Aicher, Principal, Cleary, Shahi & Aicher  
Dave Byrd, Director of Risk & Regulatory Affairs, NSAA  
Justin Guth, Specialty Claims Adjuster, Safehold Special Risk  
Mistica Walker, Specialty Claims Adjuster, Safehold Special Risk  
Sponsored by Safehold Special Risk  
Northstar II  
Lift incidents and resulting claims impact ski areas of all sizes—from small mom-and-pop resorts, to large destination resorts. And these are some of the most common types of claims that affect ski areas. And as we have seen in the last few years, even less serious incidents can lead to potential regulatory oversight. New technologies will certainly lessen these risks, but we will examine some recent claims, as well as ways to minimize those incidents pre-loss, and maximize your legal position post-loss. Join our panel of resort personnel, insurance representatives, and others as they discuss current and past lift-related incidents and what you can do to help prevent these from happening at your area. (RESORT PERSONNEL AND INVITED PARTICIPANTS ONLY)  

MOVING THE NEEDLE:  
TACKLING THE PERCEPTION ISSUE  
Moderated by Dave Gibson, Propeller Media  
Sponsored by Connect&Go  
Gateway I  
We hear the phrase “perception is reality” often. Because it’s true. Perceptions influence how we interpret reality. Perceptions also drive decisions for ourselves and our families. Our challenge is that the perception outside our bubble is that skiing and riding is “too dangerous, too difficult, and only for white rich people”. If our goal is growth, how can we grow without addressing the perception barrier first? We have an extremely attractive product that delivers memorable experiences that invigorates and connect people. We have stories that are visually stunning, authentic and relatable. We also have new channels and sophisticated methods for delivering our stories so that they reach our target audiences with amazing accuracy… affordably. In this session Dave Gibson will lead a panel with Mike Solimano (Killington/Pico), Steve Wright (Jay Peak) and Drew Simmons (Pale Morning Media) will discuss how we can shape positive perceptions to enable growth.  

CRITICAL INCIDENT MANAGEMENT:  
TAKING CARE OF YOUR EMPLOYEES  
Jim McCarragher, Team Leader, Green Mountain Critical Incident Stress Management Team  
Northstar I  
Critical incidents are particularly powerful, sudden and negative events that have a great potential to overwhelm people’s normal coping skills. These events, while not common, do happen in the ski industry due to the inherent challenges with managing snow and large numbers of people. Significant on-hill incidents, equipment failures, avalanches, and active shooters are all incidents that can and have occurred at ski areas. For these events, there are several layers of response to consider after the first responder manages the incident. This talk is about managing what comes after the first response, particularly the psychological processing of the critical incident by your employees. Come learn about critical incident management from the perspective of aiding and assisting your employees as they recover from a critical incident. The focus will be on understanding the acute psychological incident response and illuminate a path forward that can help aid healthy processing for your employees.
**1RISK**  
Booth 30  
2390 Mount Hope Road  
Fairfield, PA 17320  
(717) 296-1646  
Trisk.com  
Charles Mickley

**BOLT DEPOT, INC.**  
Booth 53  
100 Research Road  
Unit E  
Hingham, MA 02043  
(781) 337-9888  
boltdepot.com  
Gary Cozeault, Paige Mathewson

**ACCESSO**  
Booth 22  
1025 Greenwood Blvd  
Ste 500  
Lake Mary, FL 32746  
(386) 956-4303  
accesso.com  
Tim Larson, Phil Schwartz

**BULL STOCKWELL ALLEN**  
Booth 20  
300 Montgomery Street, Suite 600  
San Francisco, CA 94104  
(415) 281-4720  
bsaarchitects.com  
John Ashworth

**ADG**  
Booth 52  
PO Box 648  
13 Green Mountain Drive  
Cohoes, NY 12047-0648  
(518) 783-0038  
aquaticgroup.com  
Matt Johnson

**BURTON**  
Booth 70  
80 Industrial Parkway  
Burlington, VT 05401  
(802) 862-4500  
burton.com  
Chloe Elliott, Billy Johnson

**ALLIED LAND MANAGEMENT**  
Booth 6  
1234 West Hill Road  
Roxbury, VT 05669  
(802) 485-9563  
alliedbuildingvt.com  
Jon Guiffre

**CASCADE RESCUE COMPANY**  
Booth 11  
1808 Industrial Drive  
Sandpoint, ID 83864-9060  
(208) 263-2484  
cascade-rescue.com  
Ted Cook, Dana Jordan

**ARTEC MACHINE SYSTEMS/KISSLING AG**  
Booth 37  
26 Commerce Dr  
North Branford, CT 06471  
(203) 484-2002  
artec-machine.com  
Timothy Brockett, Nickchieppo

**CAWLEY COMPANY/THE**  
Booth 45  
PO Box 2110  
1544 North 8th Street  
Manitowoc, WI 54221-2110  
(920) 686-7000  
theCawleyCo.com  
Ric Prucha

**ASCENT360**  
Booth 89  
651 Corporate Circle  
Suite 204a  
Golden, CO 80401  
(303) 589-0444  
ascent360.com  
Rob Solomon

**CENTERPLATE**  
Briefcase  
1 Landmark Square  
Stamford, CT 06901  
(203) 975-5945  
centerplate.com  
Chris Johns

**AXESS AMERICAS, INC.**  
Booth 9  
6443 Business Park Loop Road  
Suite A  
Park City, UT 84098  
(435) 333-5700  
teamaxess.com  
Mike Bisner

**CHAIRKIT NORTH AMERICA, INC.**  
Booth 67  
PO Box 1013  
Camas, WA 98607  
(503) 780-9036  
chairkit.com  
Marc Wood
CHAMELEON PARTS
Booth 26
111 Petrol Point
Suite 201
Peachtree City, GA 30269
(404) 977-2418
chameleonparts.com/index.php
Matt McBride

CIEE WORK & TRAVEL USA
Booth 32
300 Fore Street
Portland, ME 04101
(207) 553-4210
ciee.org/partner/employers/work-travel-usa
Louisa Creighton-Smith, Eva Goldfinger

COMMERCIAL GLOBAL INSURANCE SERVICES
OF CALIFORNIA, LLC
Booth 90
20 Pacifica, Ste 450
Irvine, CA 92618
(949) 600-7995
cgislic.com
Jeffrey Miller, Bradway Widing

CONNECT&GO
Booth 40
6600 Hutchison
Outremont, PQ H2V 4E1 CANADA
(514) 660-8878
connectngo.com
Marc-Andre Dube, Anthony Palermo

CWA CONSTRUCTIONS SA/CORP.
Booth 38
Bornfeldstrasse 6
Olten, SO CH-4601 SWITZERLAND
+41 62 205 6000
cwa.ch
Marco Zangrando

DEMACLENKO AMERICA
Booth 49
264 NH Route 106
Gilmanton, NH 03237
(603) 267-7840 x62309
demaclenko.com
Steve Daly, Scott Damata, Alessandro Rachetti, Craig Raphaelson

DOPPELMAYR USA, INC.
Booth 39
3180 West 500 South
Salt Lake City, UT 84104
(801) 973-7977
doppelmayrusa.com
Ryan Brennenstuhl, John Dearborn, Donnie Martin, Walt Read, Tom Sanford, Katharina Schmitz

EDGEAUDITOR
Booth 84
127B Broadway Ave
Orangeville, ON L9W 1K2 CANADA
(866) 485-3571
edgeauditor.com
Sean Rowe

ELAN USA CORP
Booth 58
93 Etna Rd
Lebanon, NH 03766
(603) 448-3101
elanskis.com
Bill Irwin

EMERSON BEARING CO.
Booth 36
201 Brighton Avenue
Boston, MA 02134
(800) 225-4587
emersonbearing.com
Steve Greene

EURO SNACK/LE WAF
Booth 87
PO Box 1150
Carnelian Bay, CA 96140
(530) 581-0600
eurosnak.com
Michel Chalon

FALLLINE CORPORATION
Booth 54
4625 Aircenter Circle
Reno, NV 89502
(775) 827-6400
fallline.com
Rich Cummins

FARRAR COMPANY
Booth 13
15 Avon Street
Keene, NH 03431
(603) 667-4316
fafarrar.site
Matt Farrar, Kevin Judd

FATZER AG WIRE ROPES
Booth 29
Hofstrasse 44
P.O. Box 269
Romanshorn, TG CH-8590 SWITZERLAND
+41 71 466 8111
fatzer.com
Philipp Bieri, Philipp Enzler
FLAIK
Booth 42
337 E Simpson St
Suite 100
Lafayette, CO  80026
(303) 847-6756
flaik.com
Steve Kenny

FLOW ELEMENTS
Booth 61
1 Park Drive
Westford, MA  01886
(978) 589-1100
Bray.com
Scott Cobleigh, Bruce Kingeter, Chris Toher

GEISE ENGINEERING, INC.
Booth 46
375 Lincoln Street
Northumberland, PA  17857
(570) 490-2918
gseise.com
Sam Geise

GREEN MOUNTAIN CONTROL SYSTEMS
Briefcase
PO Box 693
Windsor, VT  05089
(802) 380-5915
gmcs.biz
Dan Etman, Therese Etman

GW TATRO CONSTRUCTION, INC.
Briefcase
Box 339
Jeffersonville, VT  05464
(802) 644-8875
gwtatro.com
Justin Day, Seth Tilton

HAWILL’S LTD.
Booth 75
PO Box 685
Westborough, MA  01581
(508) 366-7496
hawills.com
Bill Tashjian

HEAD/TYROLIA WINTERSPORTS
Booth 5
3125 Sterling Circle
Boulder, CO  80301
(800) 874-3235
head.com
Ken MacDonald, Mike Poole, Jon Rucker

HKD SNOWMAKERS
Booth 74
15 Mercer Rd
Natick, MA  01760
(508) 655-3232
HKDsnowmakers.com
Sophie Allen, Scott Gunnell, Mark Horton, Ian Jarrett, Nate Ringquist, Charles Santry, Gordon Santry, Nelson Santry

HTM FITTINGS, INC.
Booth 44
4606 Neel Ct
Gig Harbor, WA  98335-8317
(877) 493-7268 x102
htmgroup.com
Brian Betts

IDGROUP
Booth 85
47 Voie St Exupery
Alpespace - Francin
Porte de Savoie, Savoie 73800 FRANCE
+33479843606
ids-france.net
Gwenaelle Donati, Michel Porte

INDY PASS
Booth 76
107 SE Washington St., Suite 620
Portland, OR  97214
(503) 635-0007
indyaskipass.com
Doug Fish

INGERSOLL-RAND COMPRESSION TECHNOLOGIES & SERVICES
Booth 65
800-B Beatty Street
Davidson, NC  28036
(704) 896-4000
irco.com
Jan Sowa

INNOVATIVE DATA SYSTEMS, INC.
Booth 14
1650 Sycamore Ave
Suite 24
Bohemia, NY  11716
(631) 244-0069
sportcode.com
Alan Miceli, Jr.

INTER-MTN.
Booth 72
103 - 140 Commercial Drive
Kelowna, BC V1X 7X6 CANADA
(250) 491-3311
inter-mtn.com
Scott MacDonald

INTERNATIONAL FINANCIAL SERVICES CORP.
Booth 17
1113 South Milwaukee Ave
Suite 301
Libertyville, IL  60048
(847) 549-0100
ifsc.com
Bob Seeds, Jr.
INTOUCH TECHNOLOGY GROUP
Booth 35
2121 N Frontage Rd W
Vail, CO 81657
(888) 4 - INTOUCH
connectintouch.com
Casey Parliament

KASSBOHRER ALL TERRAIN VEHICLES, INC.
Booth 63
8850 Double Diamond Pkwy
Reno, NV 89521
(775) 857-5000
pistenbullyusa.com
Bill Brandt, Dennis Kinsella, Joshua Lempert, Dennis McGiboney, Sam Roberts, Harry Turgeon

LEITNER-POMA OF AMERICA, INC.
Booth 51
2746 Seeber Drive
Building A, Grand Junction, CO 81506
(970) 241-4442
leitner-poma.com
Jeff Cousineau, Patti Dykeman, Mike Manley

LIFTOPIA, INC.
Booth 8
350 Sansome Street
Suite 925
San Francisco, CA 94104
(415) 625-0991
liftopia.com
Dave Madden

LIF-TRACK
Booth 23
160 Prospect Street
PO Box 193
Ballston Spa, NY 12020
(518) 461-4519
liftechequip.com
Gary Pavlick

LUMIPLAN
Booth 71
PO Box 2698
Mission Viejo, CA 92690
(949) 200-8010
lumiplan-north-america.com
Patrick Leipold, Christian Lorenzi

MAMMOTH CARBON PRODUCTS, LLC
Booth 77
1808 Wedemeyer St.
Suite 219
San Francisco, CA 94129
(713) 936-4371
mammothcarbon.com
Ashleigh Ellis, Eben Paul

MERCEDES TEXTILES LTD.
Booth 88
5838 Cyphout Street
Saint Laurent, PQ H4S 1Y5 CANADA
(514) 971-3337
mercedestextiles.com
Jamie Emblem

MERINIO
Briefcase
917 avenue Mont-Royal E
Montréal, PQ H2J 1X3 CANADA
(866) 637-4646
merinio.com
Maxime Gauthier-Bourbonais

MND AMERICA/ MOUNTAIN & SNOW DEVELOPMENT
Booth 15
PO Box 2167
Eagle, CO 81631-2167
(970) 328-5330
www.mnd-group.com
Jay Bristow, Robin Courtois, Beth LaPointe

MOUNTAIN UNIFORMS
Booth 59
800 Southwood Blvd
Incline Village, NV 89451
(775) 831-7670
mountainuniforms.com
Kim Stearns, Josie Tavormina, Gordon Tharrett

MOUNTAIN WIRE ROPE SERVICE LLC
Booth 4
95 Hideaway Hill
Selinsgrove, PA 17870
(570) 286-0644
mountainwirerope.com
Jake Anderson, JT Anderson, Whitney Walters-Anderson

MOUNTAINGUARD INSURANCE PROGRAM
Booth 10
One New Hampshire Ave
Suite 200
Portsmouth, NH 03801
(603) 334-3000
mountainguard.com
Bo Adams, Tim Barnhorst

NEVEPLAST ARTIFICIAL SNOW FUN
Booth 60
Via Galvani N. 18
Albano Sant’Alessandro , Italy 24061 ITALY
+39 035 4536661
neveplast.it
Ryan Locher, Hayden Miller
<table>
<thead>
<tr>
<th>Company</th>
<th>Booth</th>
<th>Address 1</th>
<th>City, State, Zip</th>
<th>Phone</th>
<th>Website</th>
<th>ContactPersons</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE GROUP</td>
<td>19</td>
<td>PO Box 2729</td>
<td>Frisco, CO 80443</td>
<td>(970) 668-3398</td>
<td>segroup.com</td>
<td>Claire Humber, Mitch Lefevre, Kent Sharp</td>
</tr>
<tr>
<td>SKI AREA MANAGEMENT</td>
<td>47</td>
<td>PO Box 644</td>
<td>Woodbury, CT 06798</td>
<td>(203) 263-0888</td>
<td>saminfo.com</td>
<td>Dave Meeker, Olivia Rowan, Sharon Walsh, Sarah Wojcik</td>
</tr>
<tr>
<td>SKIDATA INC.</td>
<td>82</td>
<td>12860 W Cedar Drive, Ste 112</td>
<td>Lakewood, CO 80228</td>
<td>(303) 980-4441</td>
<td>skidata.com</td>
<td>Nate Dolo, John Keefe</td>
</tr>
<tr>
<td>SKIHILLMULCHER.COM</td>
<td>78</td>
<td>Box 430</td>
<td>Paris, ON N3L 3T5 CANADA</td>
<td>(519) 442-2046</td>
<td>skihillmulcher.com</td>
<td>Nick Quail</td>
</tr>
<tr>
<td>SKYTRAC, INC.</td>
<td>20</td>
<td>2350 West 1500 South</td>
<td>Salt Lake City, UT 84104</td>
<td>(801) 972-1699</td>
<td>skytraclifts.com</td>
<td>Maynard Russell, Carl Skylling</td>
</tr>
<tr>
<td>SMI SNOW MAKERS</td>
<td>57</td>
<td>1512 Rockwell Drive</td>
<td>Midland, MI 48642</td>
<td>(989) 631-6091</td>
<td>snowmakers.com</td>
<td>Nathanael Golchberg, John Parker, Brooke VanderKelen Alba, Joe VanderKelen</td>
</tr>
<tr>
<td>SNOW OPERATING</td>
<td></td>
<td>Briefcase</td>
<td>112 Main Street</td>
<td>(201) 559-1158</td>
<td>snowoperating.com</td>
<td>Eric Lipton, Hugh Reynolds</td>
</tr>
<tr>
<td>SNOWRIGHT</td>
<td>3</td>
<td>1004 6th Street</td>
<td>Collingwood, ON L9Y 3Y9 CANADA</td>
<td>(705) 445-7547</td>
<td>snowright.ca</td>
<td>Steve Young</td>
</tr>
<tr>
<td>SNOWSAT</td>
<td>62</td>
<td>8850 Double Diamond Parkway</td>
<td>Reno, NV 89521</td>
<td>(775) 857-5000</td>
<td>pistenbullyusa.com/snowsat</td>
<td>Josh Nelson</td>
</tr>
<tr>
<td>STAR LIFTS USA</td>
<td>66</td>
<td>PO Box 798</td>
<td>Sunapee, NH 03782</td>
<td>(603) 863-0241</td>
<td>starlifts.com</td>
<td>Adam Cummings, Peter Kavanagh, Conor Rowan</td>
</tr>
<tr>
<td>STEEP MANAGEMENT, LLC</td>
<td>81</td>
<td>56 Retriever Run</td>
<td>Warren, VT 05674</td>
<td>(802) 279-3081</td>
<td>steepmanagement.com</td>
<td>Bob Ackland</td>
</tr>
<tr>
<td>TDM (TRASK-DECROW MACHINERY, INC.)</td>
<td>64</td>
<td>52 US Route 1</td>
<td>Scarborough, ME 04074</td>
<td>(207) 799-1538</td>
<td>tdmgo.com</td>
<td>Deidre Briggs, Rick Chapman</td>
</tr>
<tr>
<td>SNOMAX INTERNATIONAL</td>
<td>21</td>
<td>20 Wendover Road</td>
<td>Rochester, NY 14610</td>
<td>(585) 732-5390</td>
<td>snomax.com</td>
<td>Todd Buchholz, Wayne Palmeter</td>
</tr>
<tr>
<td>TEAM SERVICE</td>
<td>55</td>
<td>Via sivo 44 ter</td>
<td>Castelletto Sopra Ticino, 28053 ITALY</td>
<td>+39 3311695411</td>
<td>teamservicesrl.info</td>
<td>Timothy Pfister, Samuele Piana</td>
</tr>
</tbody>
</table>
TECHNOALPIN USA, INC.
Booth 83
8465 Concord Center Drive
Suite 200
Englewood, CO 80112
(720) 895-2340
technoalpin.com
Jeff Hackett, Aaron Madison

TIBURON LOCKERS
Booth 16
22 Paris Avenue
Suite 106
Rockleigh, NJ 07647
(201) 750-4960
tiburonlockers.com
Scott Puglisi

TORRENT ENGINEERING AND EQUIPMENT COMPANY, LLC
Booth 56
406 E Bell Drive
Warsaw, IN 46582
(574) 372-3200
torrentee.com
Mark Meadows, Greg Sheets

TRACK, INC.
Booth 91
1778 State Rt. 105
Newport, VT 05855
(802) 334-7779
trackinc.com
Justin Kennison, Paul Tetreault

TRANSACTION RESOURCES, INC.
Booth 33
PO Box 667
Richmond, VT 05477
(802) 434-4672
transactionresources.com
Ford Frick

TROY BELTING & SUPPLY COMPANY
Booth 25
70 Cohoes Road
Watervliet, NY 12189
(518) 272-4920
troybelting.com
Robert Skiba, Bill Walsh

ULTRA-TECH™ LIGHTING, LLC
Booth 2
PO Box 566
Closter, NJ 07624-0566
(201) 784-1233
ultratechlighting.com
Jeff Delle Cheia, Philip Gotthelf, John Jacobs

USOURCE
Booth 92
1 Liberty Lane East
Suite 220
Hampton, NH 03842
(603) 583-7614
usourceenergy.com
Tom Dyer, Erika O’Neill

VALLEY INDUSTRIAL RUBBER PRODUCTS CO., INC.
Booth 31
3 South Commerce Way
Bethlehem, PA 18017
(610) 974-8990
valleyindustrialrubber.com
Karen Helm, Matt Helm

VOILÀ!
Booth 12
5600 Boul. des Galeries,
Bureau 535
Québec, PQ G2K 2H6 CANADA
(514) 250-1183
voila.app
Nicole Ouellet

WIEGAND SPORTS GMBH
Booth 34
PO Box 570
Stevensville, MT 59870
(801) 277-2169
wiegandsportsusa.com
Victoria Scothorn, Jessica Wedel

WISE AIR
Booth 18
PO Box 1275
Mount Juliet, TN 37121
(615) 443-2259
wise-air.net
Gary Helming, Jay Saito

WORLD CUP SUPPLY, INC.
Booth 1
226 Industrial Drive
Bradford, VT 05033
(802) 449-3103
worldcupsupply.com
Bob Kimball

ZIPFLYER
Booth 73
180 Keyland Court
Bohemia, NY 11716
(212) 971-9780
zipflyer.com
Shawn Lerner

ZIPRIDER, ZIPTOUR, ZIPRESCUE
Booth 24
340 S Main St
Coalville, UT 84017
(435) 336-8800
ziprider.com
Eric Cylvick