

**NSAA National Convention & Tradeshow
La Costa Resort & Spa, Carlsbad, California
May 4-7, 2011**

Wednesday, May 4

7:00-6:00 Registration
8:00-1:00 NSAA Golf Tournament
8:00-5:00 NSAA Committee Meetings
1:30-5:00 Arrival Day Programs
5:00-5:30 Annual Business Meeting
6:30-9:30 Opening Night Cocktail Reception

Thursday, May 5

7:00-5:30 Registration
7:00-8:00 Continental Breakfast
8:00-9:15 Keynote: Economist Dr. Tyler Cowen; Shaun White Industry Impact Award
9:30-11:00 Sessions
Smells Like Teen Marketing: Appealing to the Millennial Generation
Financial Considerations for Health Care Compliance
Strategies for Future Real Estate Development
11:00-1:30 Tradeshow Opening Lunch
1:30-3:00 Sherman Adams Award Presentation
Keynote: Todd Buchholz: New Realities in the Post-Recession American Economy
3:15-4:30 Sessions
Fundamental Shifts in Leisure Time: The Convergence of How Americans Live, Play, and Travel
Lessons in Crisis Management from the CEO Perspective
Reinventing Your Resort Brand: Lessons Learned from the Re-Creation of the Canyons Resort
4:30-5:30 Marketing Awards Reception
5:30-7:30 Tradeshow Reception

Friday, May 6

7:00-3:00 Registration
7:00-8:00 Continental Breakfast
8:00-9:30 Michael Shannon: KSL Capital Partners
Lifetime Achievement Presentation
Keynote: Aron Ralston's Shocking Tale of Perseverance Against Hopeless Odds
9:45-11:15 Sessions
Strength in Numbers: Encouraging Kottke End-of-Season Results
Emerge and Enhance: Reinventing the Customer Experience with New Technologies
New Strategies and Applications for Utilizing Freestyle Terrain
11:30-1:00 Tradeshow Lunch
1:15-2:45 Sessions
Preparing for the New Sheriff in Town: OSHA Inspections and Compliance
The Industry's Biggest Loser: Bragging Rights and Cost Savings through NSAA's New Climate Challenge
Financing for Mid-Level Resort Acquisitions: Capitalizing on Huge Savings in the New Tax Bill
3:00-4:30 Sessions
Summer Activities on Trial
Thirty One Days: Building on the Successes of Learn to Ski & Snowboard Month
6:00-7:00 Cocktail Reception
7:00-10:00 Final Night Party

Saturday, May 7

8:00- 10:00 Hasta La Vista La Costa Brunch