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Let’s support those who support the industry
Our generous sponsors allow their support to be reinvested back into programs that benefit the entire industry.

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accesso – Your All-in-One-Solution
ADG – Building the Attractions that Make the Most of Your Mountain.
AXESS – RFID Designed for North American Resorts
Burton – Proudly Supporting Snowboarding at Resorts for Over 40 Years
Doppelmayr – Upholding a Tradition of Excellence for 120 Years
EPR Properties – A Proven Partner in Ski Resort Financing
Head – Committed to Conversion
Inntopia – The Mountain Resorts’ Leading Advanced Reservations Systems
Leitner-Poma of America – We Move People
Liftopia – #1 in Online Lift Ticket Sales
MountainGuard – Insuring the Success of the Mountain Resort Industry
PistenBully – The Number One Around the Globe
PRINOTH – For Perfect Pistes
SkiData – One Step Ahead!
SMI SnowMakers – Covers the World with Snow
TechnoAlpin USA – The Snow Experts
Ultra-tech™ Lighting – Light Up Your Profits
Wells Fargo & Company – A Diversified Financial Services Company

SILVER
Active Interest Media Mountain Group – First Chair to Last Call
AllOver Media Mountain Group – Solutions That Grow Revenue
Concierge by Foodbuy – Fortune 100 Purchasing Power for your Resort
Elan/Alpina Sports – Always Good Times
Entegra Procurement Services – Purchasing that Fits
KneeBinding – Innovative Ski Bindings Mitigate On-the-Job Knee Injuries
Mountain Uniforms – Custom Built for the Industry
Snomax – For Positive Effects on Operating Costs and the Environment
Wiegand Sports GmbH – Experience the Best

BRONZE
Black Diamond Strategic Partners – Helping Clients Achieve Financial Peace of Mind
The Cawley Company – Where the Best Names are Seen
CIEE – The Premier Sponsor of the J1 Work & Travel Visa Program
CWA – Your Best Choice in Cabins
mSnow – Summer Tubing Lanes with Banked Turns, Rollers, and Revenue
Sitour USA – The Leader in Resort Signage
Stout Risius Ross (SRR) – Innovative Financial Advisory and Capital Markets Solutions
Steurer Pacific – Extra Revenue from Heated Ski Lockers
Schedule At A Glance

Friday, May 5, 2017
7:00am - 6:00pm NSAA Registration Open
8:00am - 1:00pm NSAA Golf Tournament
9:30am - 4:30pm NSAA Committee Meetings
12:00pm - 5:00pm Exhibit Move-In
2:00pm - 4:45pm Arrival Day Programs
5:15pm - 5:45pm Annual Business Meeting
6:30pm - 8:30pm Welcome Reception

Saturday, May 6, 2017
7:00am - 5:30pm NSAA Registration Open
7:00am - 8:00am Continental Breakfast
8:00am - 11:00am Exhibit Move-In
8:00am - 9:45am Lifetime Achievement Award Opening
9:45am - 10:00am Morning Break
10:00am - 11:15am Sessions
11:00am - 1:30pm Tradeshow Lunch
1:45pm - 3:00pm Sessions
3:00pm - 3:15pm Afternoon Break
3:15pm - 4:30pm Sessions
4:30pm - 5:15pm Golden Eagle/Safety Awards Reception
5:00pm - 7:00pm Tradeshow Reception

Sunday, May 7, 2017
7:00am - 3:00pm NSAA Registration Open
7:30am - 8:45am Continental Breakfast
9:00am - 10:30am Conversion Cup Award Keynote Address
10:30am - 10:45am Morning Break
10:45am - 12:00pm Sessions
11:45am - 1:30pm Tradeshow Lunch
1:30pm - 5:00pm Exhibit Move-out
1:45pm - 3:00pm Sessions
3:00pm - 3:15pm Afternoon Break
3:15pm - 4:30pm Sessions
4:45pm - 5:30pm Marketing Awards Reception
6:30pm - 9:00pm Final Night Party

Monday, May 8, 2017
8:00am - 10:00am Departure Breakfast

NSAA Golf Tournament
The 2017 NSAA Golf Tournament will take place at the TPC Scottsdale Stadium Course. This course is located adjacent to the Fairmont Scottsdale Princess resort. Designed by the team of Tom Weiskopf and Jay Morrish, the Stadium Course is the home of the annual PGA TOUR Waste Management Phoenix Open (formerly the FBR Open). Lush fairways surrounded by desert vegetation and breathtaking mountain views enhance the golf experience on this 18 hole, par 71 course. One of the most dramatic holes is the 15th hole. It is a reachable par-5 with water surrounding an island green, with bunkers in the front of the green and a lake to the left it creates an interesting challenge for all.
ARRIVAL DAY PROGRAMS

Sponsors providing insights and expertise on their products and services.

(Please note supplier members from competing companies must ask permission from the presenter before attending.)

2:00 – 2:45
E-Commerce & Pricing Trends: Looking Back and Ahead
Evan Reece, Co-Founder and CEO, Liftopia

Liftopia will recap the 2016/17 season with a focus on pricing, e-commerce and online marketing trends using data from hundreds of resorts and millions of customers on the Liftopia platform and beyond. They will share industry benchmarks, highlight trends in skier participation, and preview the upcoming 2017/18 season.

3:00 – 3:45
An accesso Update
Mark Danemann, President, accesso Siriusware

Join accesso for an update on new enhancements to their accesso Siriusware and accesso Passport solutions built specifically for the mountain resort industry. From award-winning eCommerce to all the essential features you’ll need for every point-of-sale throughout your mountain resort, accesso has you covered! These topics and more will be discussed in a session designed both for existing and potential users. As always you will have an opportunity to bring up site-specific topics and general questions.
4:00 – 4:45
What’s New from Inntopia
*Trevor Crist, CEO, Inntopia*

Inntopia has had a busy year. In 2016 the company acquired Ryan Solutions and DestiMetrics, and experienced record growth across the entire company. Come learn about the latest features and services from the integrated platforms, as well as learn about the combined vision for the future.

ADG- A 21st Century Take on a 20th Century Classic
*Ray Lauenstein, Business Development Manager, ADG; Lew Wemple, Business Development Manager, ADG*

Reengineered and redesigned for better performance and style, discover why the classic Alpine Slide of the 1970’s is now the perfect attraction for today’s Mountainside Adventures. A new twist on a tried and true summer staple - discover the advantages and ROI potential behind the all new Alpine Mountain Slide: what’s new, why it’s better and what attractions to pair it with for maximum benefit. Join us as we examine investment costs and operational considerations of installing Mountain Slides and Coasters, and look at the revenue potential and ROI for each.
Geoff Colvin is an award-winning thinker, author, broadcaster, and speaker on the most significant trends and issues impacting business and the economy. As Fortune Magazine’s senior editor-at-large, Colvin has an insider’s perspective fueled by longstanding relationships with the world’s top leaders in business and government. Now in his fourth decade at Fortune, Colvin is one of business journalism’s sharpest and most respected commentators on leadership, management, globalization, regulation, competition, the economy, and related issues. The business and economic environment are volatile and changing in historic and profound ways. Colvin will bring clarity and fresh insights and strategies to the important and complex issues impacting business right now and into the future.

The Roadmap to Growth – Facing the Challenges
Michael Berry, President, National Ski Areas Association
Nate Fristoe, Managing Director, RRC Associates

Over the past 25 years the snowsports industry has uniquely benefited from a body of research that has assisted us in proactively identifying risks. As a result, NSAA has been able to highlight demographic and participation trends representing negatives and positives for the industry. In addition, we’ve refined our understanding of beginner conversion and provided tools to take the steps necessary to grow the sport in the face of very distinct challenges. This has required thoughtful consideration of many factors. Looking forward, Michael Berry, president of NSAA and Nate Fristoe, managing director of RRC Associates, will distill these factors down to the most important priorities, laying out a roadmap for the future of the industry.
Attracting & Engaging Four Generations – Strategies for the Entire Family

Skiing and riding are considered family friendly, and because today there are often four generations travelling and recreating together, smart areas are embracing this opportunity with intentional design, products, and marketing to capture all of them. Bringing together panelists from areas around the country, this session will dive into how these areas have thoroughly re-considered their approach and re-positioned themselves to attract the entire family.

Partnerships & Influencers – Leveraging Outside Resources to Gain New Skiers & Snowboarders

The Learn to Ski and Snowboard Month and Bring a Friend initiatives have developed tremendous resources to help areas and retailers generate interest in snowsports and drive increases in new skiers and riders. At the same time, areas around the country have developed relationships and discovered additional resources that are further increasing the effectiveness of their marketing and outreach programs. Our panel of area marketers and leaders will share how they developed these alliances and brought new partners in to grow skiing and riding.

Content Overload – Are We Force-Feeding Our Customers?

Every minute, 2.78 million videos are viewed on YouTube, 39,000 images are posted to Instagram, and 537,000 photos are shared on Snapchat. Content used to be the way for brands to cut through the clutter, but now content is the clutter. Content marketing has turned areas not only into media producers but also curators of others content. Guests face an ever-increasing challenge in deciding what’s truly important or relevant and what’s just more noise. Join Marie-Josee Legault and Danielle Kristmanson from Origin Designs as they explore how to stand out from everyone else by creating useful, trusted content that resonates with your target audience, new and old.
Industry Metrics – Their Value & Use

Each year, NSAA and RRC produce several reports containing a wealth of valuable data and information that can be vital to understanding your business – locally, regionally, and nationally. The Demographic Study, the Kottke Study, the Economic Analysis, the Wage & Salary Survey, and the Beginner Conversion Study all provide insights into specific aspects of area operations and industry data. The panel session will not only discuss the critical industry metrics important to know and understand, but it will also provide examples of how to use the data to make smarter, more informed decisions about your area.

Mud, Barbed Wire, & Color – The Big Attraction of Non-Traditional Events

Events are multi-headed animals requiring areas to carefully assess the risks and rewards and the revenues and expense. With areas hosting a wider variety of events year-round than ever before, it’s important to understand the complexity of offering events, whether area-owned or promoter-driven. Digging into the details, this session will explore the impacts on revenues, overhead, and operating expenses for non-traditional events.

Outreach Programs – Bringing the Slopes to the Kids

Many areas have long been known as learn-to meccas, embracing new skiers and riders as the future of their business and the industry. Yet, these first timers had to first get to the area before being introduced to skiing and riding. For many, access to the slopes is the biggest hurdle. Now, innovative programs and tools are available to remove this barrier and bring the skiing and riding experience to schools and into communities. By meeting them in these environments, areas can provide a taste of skiing and riding that inspires more people to take the next step and come to the snow, when they might not have otherwise. Our panel will share their successes and challenges in reaching out and putting programs in place that take the slopes to the people.

From Front Line to Bottom Line – Every Employee Matters

It’s no secret that employees are critical to the success of any business. Increasing employee engagement has been proven to grow revenues at companies of all sizes. For more than two decades, developing and increasing employee engagement has been the focus of Mark Gasta, former executive vice president and chief people officer for Vail Resorts. Drawing from his knowledge and understanding of organizational development, strategy, and culture, Gasta will provide proven strategies to maximize the potential of your workforce and deliver concrete results.

For complete listings see nsaa.org
Ski area personnel and other attendees will have the opportunity to visit our Tradeshow and check out the latest supplier offerings while also grabbing lunch, dinner, and a few cocktails. This relaxed, fun setting is a great way to get up to speed on what’s new and noteworthy from industry suppliers.
**Ski Area Registration Fees**

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<th>Fee (U.S. $)</th>
<th>On/Before April 21, 2017</th>
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<td>Member</td>
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<tr>
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<td>Golf Tournament</td>
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**Accommodations**

The Fairmont Scottsdale Princess is a crown jewel in the Sonoran Desert. The AAA Five Diamond resort offers world-class hospitality in the Valley of the Sun, featuring four top-ranked Arizona restaurants, inspiring indoor and outdoor meeting facilities, innovative spa and fitness programs at Well & Being Spa (formerly Willow Stream Spa), six sparkling pools, including the all-new Sunset Beach, and two newly renovated 18-hole championship golf courses—one of which is home to the Annual PGA Tour Waste Management Phoenix Open.

**Final Night Party**

Join up with friends and industry colleagues at the final night party for western hospitality, Fairmont-style, under a signature Arizona sky at the Copper Canyon – squirt guns included.