

NSAA  
2016 WINTER  
**WEST**  
CONFERENCE  
& TRADESHOW



SQUAW VALLEY, CA | JANUARY 19-21, 2016

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**PROGRAM & TRADESHOW DIRECTORY**

NATIONAL  
SKI AREAS  
ASSOCIATION



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## SCHEDULE AT A GLANCE

### TUESDAY, JANUARY 19, 2016

- 7:30 a.m. - 5:30 p.m. ....NSAA Registration Open
- 10:30 a.m. - 12:45 p.m. ....Arrival Day Programs
- 12:00 p.m. - 4:30 p.m. ....Exhibitor Set-up
- 1:00 p.m. - 2:15 p.m. ....Sessions
- 2:30 p.m. - 3:45 p.m. ....Sessions
- 4:00 p.m. - 5:15 p.m. ....Session
- 4:30 p.m. - 7:00 p.m. ....Welcome Reception in Tradeshow Hall

### WEDNESDAY, JANUARY 20, 2016

- 7:30 a.m. - 10:30 a.m. .... First Tracks & Hosted Breakfast at Squaw Valley
- 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 21, 2016

- 7:45 a.m. ....First Tracks at Squaw Valley|Alpine Meadows & Northstar

# TUESDAY, JANUARY 19

## NSAA Registration

7:30 a.m. - 5:30 p.m.

◆ *Grand Sierra Ballroom Foyer*

## Ski School Director's Roundtable

10:00 a.m. - 11:30 a.m.

◆ *Tinker's Knob*

## Jump Measurement Procedure Training Session

9:00 a.m. - 12:00 p.m.

◆ *Pyramid Peak*

Join us Tuesday morning for a hands-on training session on the Jump Measurement procedure in the NSAA Freestyle Terrain Resource Guide. Trainers for the session will include Mark Petrozzi and Snow Park Technologies staff, who will walk you, step-by-step, through the measurement process and use of the Jump Measurement Calculator (available on nsaa.org).

## Learn To Ski and Snowboard /Bring A Friend Meeting

11:30 a.m. - 12:30 p.m.

◆ *Tinkers Knob*

The industry's Learn to Ski and Snowboard initiative now encompasses four distinct programs - all of which are designed to gain new customers for skiing and snowboarding. These are Learn to Ski and Snowboard Month, Bring a Friend and the Bring a Friend Challenge, #firstdayfaces, and the World's Largest Lesson (WLL) - a one day/one time effort to attract publicity for taking lessons from professional instructors and the unofficial kick-off for Learn to Ski and Snowboard Month. We will review each program, the success of the WLL, and discuss ways to improve our efforts and results going forward.

## HR Roundtable Meeting

11:30 a.m. - 12:30 p.m.

◆ *Silver Peak*

# ARRIVAL DAY PROGRAMS

10:30 a.m. - 12:45 p.m.

*Sponsors providing insights and expertise on new products and services.*

## PistenBully - Blue IQ

*Jeb Ellermeyer, Sierra Regional Sales, Kassbohrer*

10:30 a.m. - 11:30 a.m.

◆ *Castle Peak*

We invite you to come see the following exciting innovations first hand: Blue IQ, a cutting-edge technological innovation for a better environment; PistenBully 600 E+, the world's only diesel electric groomer; and PistenBully SNOWsat - snowdepth measurement, with an accuracy to within 1.5 inches to reduce your operating costs while lowering the environmental impact.

## The Power of Your Own Snowmaking Data

*Robin Smith, Strategy and Business Development, TechnoAlpin*

10:30 a.m. - 11:30 a.m.

◆ *Pyramid Peak*

See how the data generated by your own snowmaking system can free up capital, improve the product and your quality of life. Snowmaker lives matter. Real life examples from ski areas you know.

## Pricing and E-Commerce Looking Back and Ahead: Industry Trends in for 2015-16

*Otto Stegmaier, Partner Analytics Manager, Liftopia*

11:45 a.m. - 12:45 p.m.

◆ *Castle Peak*

Liftopia will recap the 2015/16 season pricing and e-commerce trends as well as look ahead at what's to come for the remainder of the season. They will share industry benchmarks and trends visible across hundreds of resorts and millions of customers on the Liftopia platform. Liftopia will showcase how data-driven pricing decisions are the primary drivers of success in any e-commerce business while sharing actionable insights and case studies for ski areas of all sizes.

## PRINOTH presents the World's Cleanest Fleet

11:45 a.m. - 12:45 p.m.

◆ *Pyramid Peak*

Come and learn how PRINOTH is leading the way in performance, sustainability and clean technologies.

## EXHIBITOR SET-UP

12:00 p.m. - 4:30 p.m.

◆ *Grand Sierra Ballroom*

## Hit the Ground Running with the New Forest Service Water Clause

Moderated by *Geraldine Link, Director of Public Policy, NSAA*

*Fritz Holleman, Buchanan Sperling & Holleman, CO*

*Sean Wetterberg, Manager, Forest Service Winter Sports Program, U.S. Forest Service*

### ◆ *Emigrant Peak*

The Forest Service has released a new water rights clause for resorts operating on public land. This session will provide what you need to know including an overview of the major components of the new water clause and information about how it will affect ski areas' day-to-day and long-term management of water assets. Given the complexity of the issue and the importance of this resource, NSAA has lined up a panel of experts to help resorts understand the mechanics of the clause and how to plan for its implementation: Sean Wetterberg, manager of the Forest Service Winter Sports Program; Geraldine Link, NSAA director of public policy; and Fritz Holleman, water attorney. These experts will provide insights on "original" versus "acquired" water rights; the new successor's right-to-purchase provision; water inventories; restricted water rights; and how to meet water "sufficiency" tests under the new clause. Mountain operations, planning, and legal staff will benefit from attending this timely and informative session.

## Conversion Best Practices: Rental Shop Setup

Moderated by *Joe Hession, President, Snow Operating, CO*

*Chuck Driggers, Rental Manager, Brian Head Resort, UT*

*Jean Mikulas, Director of Resort Services, Retail & Rental, Copper Mountain, CO*

*Rob Megnin, Director of Sales, Marketing, Reservations, & Snowsports, Killington Resort, VT*

### ◆ *Monument Peak*

From the very beginning, the NSAA Model for Growth identified the rental shop as a critical link in the conversion cycle. Regardless of whether the guest is coming to your area for the first time or coming back for a second or sixth time, it's imperative to create a great rental experience every time. This panel of area managers will discuss (and show) how they have re-imagined their rental shops and the rental process to help convert first timers to committed skiers and riders.

## Incident Investigation: Updates & New Tools

*Mistica Walker, Specialty Claims Adjuster, Safehold Special Risk*

*Mike Russo, Risk and Safety Manager, Copper Mountain, CO*

*Jimmy Lawrence, Vice President Loss Control, MountainGuard*

*Michael Greear, Director, Risk Control, Aon Risk Services*

### ◆ *Castle Peak*

A quality incident investigation requires a thorough and thoughtful approach to ensure all the information is gathered and documented accurately. Having the right tools and team in place can make all the difference. This session will focus on the best practices for setting up and training your team, updates to the NSAA Incident Investigation Resource Guide, and provide insight and recommendations into the investigation process.

## Key Learnings from the NSAA Downhill Bike Park Summit

*Dave Byrd, Director of Risk Management, NSAA*

*Earl Saline, Director of Education Programming, NSAA*

### ◆ *Pyramid Peak*

This past June NSAA held its first-ever Downhill Bike Park Summit—by all accounts a resounding success. Bringing together the industry leaders in downhill bike parks, the Summit focused on risk management and operational considerations critical to successful bike parks. Resorts and other industry experts shared their best practices—from park design to bike patrol, and from bike schools to rentals. This session will provide a synopsis of the key takeaways and considerations for areas that are considering starting bike operations or expanding their current programs.



**2:30 p.m. - 3:45 p.m.**

## **Cybersecurity: Protecting Your Company & Your Guests**

**Sponsored by Safehold Special Risk**

*Anne de Vries, Program Manager,  
Network Security / Privacy, Safehold Special Risk*

### ◆ *Emigrant Peak*

Cybersecurity is in the news almost every day. While it may seem like it will always happen to someone else, ski areas are at risk as much as larger, more visible targets. Cyber security expert Anne de Vries from Safehold Special Risk will discuss the very real threats and strategies to mitigate those risks. Representatives from areas that have been hacked will share their experiences and lessons they have learned from dealing with this potential business nightmare.

## **Conversion Best Practices: Marketing Messages that Attract First-Timers**

**Sponsored by Liftopia**

*Moderated by Mary Jo Tarallo, Executive Director,  
Learn To Ski and Snowboard/Bring A Friend*

*Amy Ohran, President/General Manager,  
Boreal Mountain Resort, CA*

*Dave Rathbun, General Manager,  
Mt. Bachelor, OR*

*Jackie Ream, Marketing Coordinator,  
Diamond Peak Ski Resort, NV*

### ◆ *Monument Peak*

All those images and videos of powder shots and big air might be great to tell the already converted how steep or cool your area is, but what are you doing to directly attract new skiers and riders? When was the last time you really looked at your area's marketing plan and could say it specifically targeted first-timers? *Where do I park? Where should I go when I get there? What should I wear?* These are only a few of the many questions new skiers and riders have. Communicating the right message in the right way is crucial to growing our participant base by attracting new people to the sport, regardless of where they are from and what language they speak. Our featured panel of resort leaders will discuss their intentional efforts to market to the first-timer and capture this critical guest.

## **Tubing Risk Management: Incident Review**

**Sponsored by Safehold Special Risk**

*Mistica Walker, Specialty Claims Adjuster,  
Safehold Special Risk*

### ◆ *Castle Peak*

Despite the perception of being a low impact and low risk activity, tubing incidents still happen—and litigation often follows. In this session we'll explore the current cases out there and recent decisions related to tubing incidents, and our panel of ASDA attorneys and area representatives will share their learnings and insights from these cases. Senior leaders as well as tubing managers and supervisors will find this session invaluable as you evaluate your area for exposure.

## **OSHA Regulations: A Review and Refresher**

*Jamie Gower, Risk Manager,  
Sierra-at-Tahoe, CA*

### ◆ *Pyramid Peak*

Workplace safety is a top priority, yet incidents still happen. Being diligent and understanding the regulations helps areas create a safer workplace and also are invaluable tools in the case of an OSHA inspection. This session will give you insights about what you (or a new supervisor) need to know about OSHA, the reporting and recording requirements, and why this is important in case of an inspection. Industry experts and area leaders will provide specific strategies to help you ensure compliance and help you be prepared if you are inspected.

**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.

**4:00 p.m. - 5:15 p.m.**

**When the Unthinkable Happens:**

**Guidance and Best Practices in Active Shooter Situations**

*Chris Reidel, Protective Security Advisor, U.S. Department of Homeland Security  
Neil Colclough, Director of Risk Management, Inspirato*

◆ *Alpine A - Lobby Level*

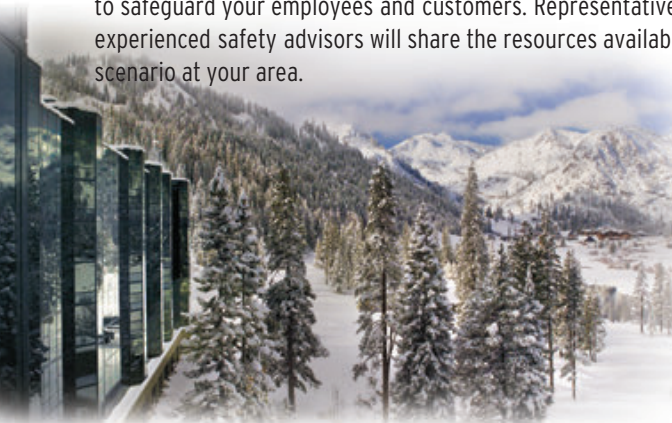
By some counts, the San Bernardino shooting was the 355th mass shooting of 2015. Just as you would train staff to handle a major lift incident, it only makes sense to be prepared in the case of an active shooter at your ski area. As much as we would like to think these incidents only occur in urban and suburban areas, ski areas are not immune from this kind of violence. In addition to having a crisis communication plan you also need to be prepared to act quickly to safeguard your employees and customers. Representatives from the Department of Homeland Security and experienced safety advisors will share the resources available to you to prepare for, and respond to, an active shooter scenario at your area.

**4:30 p.m. - 7:00 p.m.**

**Welcome Reception in Tradeshow Hall**

*Sponsored by Leitner-Poma of America and Cape Productions*

◆ *Grand Sierra Ballroom*



**WEDNESDAY, JANUARY 20**

**NSAA Registration**

**7:30 a.m. - 5:00 p.m.**

◆ *Grand Sierra Ballroom Foyer*

**7:00 a.m. - 10:30 a.m.**

**First Tracks and Hosted Breakfast at Squaw Valley**

*Sponsored by PistenBully*

◆ *Breakfast at High Camp*

Join Andy Wirth and Squaw|Alpine managers for a hosted breakfast at High Camp Olympic Museum from 7:15 a.m. - 9:00 a.m. (upload tram beginning at 7:00 a.m.) followed by skiing and riding with your peers and colleagues for a variety of guided mountain tours:

**TechnoAlpin Snowmaking Tour** - Tour Squaw's unique snowmaking control building hosted by; Mark Meyer, Snowmaking Manager, Squaw; Robin Smith, Business Development, TechnoAlpin; and Jean Petit, Liberty system engineer

**Squaw Dawn Patrol program** - Cape Productions will be offering a special demonstration of their drone video service. Space is limited, with sign-ups taken on a first-come, first-served basis. Visit the Cape Productions table by the NSAA registration desk to reserve your spot. Additional details will be available at the Cape Productions booth in the tradeshow and at registration.

**Tour to Siberia, followed by Headwall to view Gazex shelter and exploder** (Curtis Crooks on site) hosted by Mike Livak, EVP SV Ski Holdings, Exec Team members, and instructors (Detailed information sheet available at the NSAA Registration Desk)

**11:00 a.m. - 12:15 p.m.**

## **Lift Safety**

**(CLOSED SESSION—Ski area personnel and invited participants only)**

*Moderated by Thomas Aicher, Principal, Cleary Shahi & Aicher, P.C.*

*Mark Thorpe, Lift Maintenance Manager, Snowmass, CO*

*Nicole Lieberman, Risk Management Director, Sugar Bowl Resort, CA*

*Tom Scully, Director, Mountain Operations, Mt. Hood Meadows Ski Resort, OR*

### ◆ *Emigrant Peak*

Lift safety is one of our industry's highest priorities. Recommended for risk managers, ski patrollers, ski school staff, and lift operations workers, this session will bring you up to date on the latest information regarding ANSI B.77, current and past lift incidents, area lift safety programs, and the industry's lift safety education efforts. Our panel will feature ASDA attorney Thomas Aicher, industry experts, and area personnel providing valuable insights and takeaways for your area.

## **Employment Law Update: What is Important to Know Now**

**Sponsored by Safehold Special Risk**

*John "Jack" R. Merinar, Member, Steptoe & Johnson, PLLC*

### ◆ *Monument Peak*

Recent changes to the Fair Labor Standards Act are going to impact areas across the country significantly from an operational as well as financial standpoint, and it is essential that they fully understand the ramifications. Increases in federal and state minimum wages, and changes regarding who is entitled to minimum wage and overtime protection, are putting areas under pressure to evaluate and update their compensation policies. Our panel of human resources experts will discuss not only what you need to know to comply with the new rulings but also to remain competitive.

**12:00 p.m. - 1:30 p.m.**

## **Lunch in Tradeshow Hall**

**Sponsored by Mountain Uniforms & PNP Supply**

**12:00 p.m. - 1:30 p.m.**

### ◆ *Grand Sierra Ballroom*

## **Western Patrol Directors Meeting**

**12:00 p.m. - 1:30 p.m.**

### ◆ *Silver Peak*

## **Best Practices in Tubing Park Operations**

**Sponsored by Safehold Special Risk**

*Moderated by Wally Shank, Senior Risk Consultant, Safehold Special Risk Irving Scher, Ph.D., P.E., Guidance Engineering Mike Russo, Risk and Safety Manager, Copper Mountain, CO*

*Chris Stoddard, Mountain Management Services*

### ◆ *Castle Peak*

Tubing can be a lucrative addition to any area, driving increases in revenue and guest visits. While there are many different ways to design, construct, and operate a tubing area, certain best practices have been identified over many years of trial and error. Important design aspects include staging, lane design, and design of the runout. Operational considerations include staffing, signage, and risk management. Industry experts and area personnel will share what's working for them and how it has helped their tubing operation be more successful.



## **In-House Counsel Meeting**

**(Closed session, ski area personnel only)**

**12:15 p.m. - 1:15 p.m.**

### ◆ *Tinkers Knob*



**1:30 p.m. - 2:45 p.m.**

### **Unions at Ski Areas: How to Manage a Unionization Effort**

**(CLOSED SESSION—Ski area personnel and invited participants only)**

*Teresa Salerno, Employee and Labor Relations, West at ARAMARK*

*John “Jack” R. Merinar, Member, Steptoe & Johnson, PLLC*

◆ *Emigrant Peak*

Several resorts have recently faced unionization efforts by their ski patrols and ski schools. Featuring ASDA attorneys directly involved with these recent attempts, this session will highlight current unionization efforts across the country and what the implications might be for other resorts. A thoughtful analysis of the issues and the driving forces behind them will help prepare you on how to respond in the event your area is faced with a union vote.

### **Terrain Park Design: Building a Park for Your Guests, Not Your Staff**

*Moderated by Mark Petrozzi, Principal, AlpenRisk Safety Advisors, LLC*

*John Rice, General Manager, Sierra-at-Tahoe, CA*

*Irving Scher, Ph.D., P.E., Guidance Engineering*

*Michael Schipani, Terrain Park Manager, Northstar, CA*

◆ *Monument Peak*

Designing and building a terrain park is part science and part artistic endeavor. One of the most critical scientific elements is understanding who your guests are—namely, who is using your parks, their ages, their ability levels, and what features they like. The challenge comes when areas build parks and individual features for a very narrow user profile and don't account for guests that aren't in your park every day. Thoughtful park design needs to be based on a full guest profile and that accommodates a wide range of ability levels. Find out from our panel of area park managers what works for them, why it works, and how they know it's working.

### **Explosives Meeting & Avalanche Blasting Resource Guide Update**

**(CLOSED SESSION—Ski area personnel and invited participants only)**

*Peter Schory, Winter Operations Manager, Snowbird Ski & Summer Resort, UT*

*Dan (“Howie”) Howlett, Assistant Director Avalanche Office, Alta Ski Area, UT*

◆ *Castle Peak*

This session will combine NSAA's traditional Winter Explosives Meeting with an in-depth look at NSAA's newly released Avalanche Blasting Resource Guide (2015). NSAA Explosives Committee Chairman Peter Schory of Snowbird and Dan (“Howie”) Howlett from Alta Ski Area and RECCO will cover emerging topics in the explosives arena, new avalauncher recommendations, explosives requirements from the Department of Homeland Security (DHS), and how to maximize staff training with the new Avalanche Blasting Resource Guide. Snow safety, patrol, and mountain operations personnel are ideally suited for this educational presentation.

### **NSAA's Beginner Conversion Study**

*Rob Linde, Director of Business Development, RRC Associates, CO*

◆ *Pyramid Peak*

Surveying participants from across the US, the NSAA Beginner Conversion Study provides the most accurate picture of industry-wide retention ever. Now in its second season, the Beginner Conversion Study is delivering results from new participants and those in their second year of skiing or riding. Are they loyal to the area where they learned? Are they buying equipment? Are they still skiing or riding? And, how often? This session will provide analysis and recommendations for actions you can take to positively influence your beginners.



**3:00 p.m. - 4:15 p.m.**

## Legal Update

**(CLOSED SESSION—Ski area personnel and invited participants only)**

*Moderated by John Fagan, Partner, Duane Morris LLP*

*Andy Hensler, Attorney at Law*

*Ron Cohen, CAO / General Counsel, Mammoth Mountain, CA*

*Thomas Aicher, Principal, Cleary Shahi & Aicher, P.C.*

### ◆ *Emigrant Peak*

Each season brings a plethora of new cases, judgments, and decisions. In this session we'll discuss, in-depth, the most recent and relevant cases that will impact areas across the country, directly or indirectly. From releases in Oregon to avalanches in Colorado, each particular case provides a wealth of lessons to be learned. Open to all area personnel, this session will give you critical insights that will impact how you look at your area and operation going forward.

## Web Trends: Entice, Engage & Convert More Guests Online

*Dave Gibson, Propeller Media Works, VT*

### ◆ *Pyramid Peak*

Your website is your number one tool for marketing, customer service and direct sales. The challenge is keeping up with the evolution of technology, design, and consumer expectations. The opportunity is to entice, engage, and convert more web visitors into long-term guests. Join Dave Gibson of Propeller Media Works as he reviews the evolving trends, tools, and techniques that resorts and other successful brands are using to compete aggressively and move the needle.

## Terrain Park: What Gets Measured Gets Done

*Moderated by Michael Bettera, Director of Operations, Snow Park Technologies*

*Joel Rerko, Director of Mountain Operations, Seven Springs Mountain Resort, PA*

*John Rice, General Manager, Sierra-at-Tahoe, CA*

*Jessica Richitelli, Terrain Park Manager, Squaw Valley|Alpine Meadows, CA*

*Michael Schipani, Terrain Park Manager, Northstar, CA*

### ◆ *Monument Peak*

"What gets measured gets done" is a long-standing axiom in business. Yet parks and park operations are often treated like a different animal compared to other departments—revenue-generating or otherwise. Terrain park management is entering a new era with increased access to data that can inform all aspects of park management, not just the park design and build technique. There's no reason why you can't treat this like any other business venture—developing a deep understanding of your market, creating specific goals, tracking meaningful measures, and creating accountability for results. Join our panel of industry experts and park managers as they discuss what data they are tracking and how sophisticated analysis is revealing ways to maximize their park investment.

**4:30 p.m. - 7:00 p.m.**

## Cocktail Reception in Tradeshow Hall

*Sponsored by Doppelmayr and TechnoAlpin*

◆ *Grand Sierra Ballroom*

**THURSDAY, JANUARY 21**

## First Tracks at Squaw Valley|Alpine Meadows

**7:45 a.m. - 10:30 a.m.**

◆ *Busses will depart the Resort at Squaw Creek and Squaw Valley Village beginning at 7 a.m.*

Tour Alpine Meadows with Squaw | Alpine executive team leaders. (continuous shuttles provided)

## First Tracks & Hosted Facility Tours

*Northstar California*

**7:00 a.m. - 11:00 a.m.**

You are invited to join Northstar General Manager Beth Howard for first tracks at Northstar. With long sustained groomers, amazing tree skiing, and a beautiful resort village, see for yourself what makes Northstar a world-class destination resort and the most complete resort experience in North Lake Tahoe. *(Detailed information will be available at the NSAA Registration Desk)*

# TRADESHOW EXHIBITOR DIRECTORY

## **IRISK**

Booth 24  
2390 Mount Hope Road  
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(717) 759-0102  
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Fax: (575) 751-4166  
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Sylvie Dubois, Gregoire Guerin

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www.amlonticket.com  
Brandon Rogers

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Lewis Wemple

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www.axessnorthamerica.com  
Peter Dermutz, Larry Williams

## **Brunel Corporation**

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www.brunelcorp.com  
Randy Long

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Fax: (435) 227-9001  
www.campbellsci.com  
Doug Neff

# 2016

## SQUAW VALLEY CALIFORNIA

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822 Cassia, 2nd Floor  
Redwood City, CA 94063  
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www.capehq.com  
Thomas Finsterbusch, Louis Gresham,  
Jason Soll, Curtis Tischler

### Cascade Rescue Company

Booth 96  
1808 Industrial Drive  
Sandpoint, ID 83864-9060  
(208) 263-2484  
Fax: (208) 255-7460  
www.cascade-rescue.com  
Dana Jordan

### CCUSA Work Experience USA

Briefcase  
901 E Street, Suite 300  
San Rafael, CA 94901  
(415) 339-2740  
Fax: (415) 339-2744  
www.ccusa.com  
Rachael Rushton

### Chairkit North America, Inc.

Booth 70  
1919 Willamette Falls Drive  
West Linn, OR 97068  
(503) 780-9036  
Fax: (360) 838-1749  
www.chairkit.com  
Manfred Huber, Marc Wood

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Erin Olson

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www.cwa.ch  
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264 NH Route 106  
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Fax: (603) 267-7843  
www.demaclenko.com  
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