

BUSINESS UPDATE

We are thrilled to have Christopher Nicolson joining the CWSAA staff team as our new President & CEO. Christopher has tremendous ski experience and is no stranger to the staff team and many of the ski area management. Please find attached the announcement. Christopher began transitioning to his new role on April 4.

While it's been quiet in the office without a CEO, Dawn and the rest of the team have been busy planning the Spring Conference. We are once again returning to Whistler with a diverse selection of topics from May 3-5. Not only is the conference a great opportunity to learn and network, you can also Ski and Golf during your trip! Trade Show booths and preferred rate accommodation at the Whistler Hilton are going quickly. We hope to see you there. Attached is a schedule overview.

We want to hear from you - CWSAA continually strives to serve its members by focusing on the most important collective issues. Each Ski Areas is asked to have one manager complete the following brief survey. <https://www.surveymonkey.com/r/6V3GXTN>

MARKETING UPDATE

All of our winter marketing programs have now come to a close, and planning for 2016/17 has already begun.

Go Ski Alberta continues to develop its strong digital brand following. 15 Ski Areas participated this season. In addition to digital advertising, contests and social media, a new story component was executed this year. Five profile stories on non-stereotypical skiers were created to help break down the barriers and two of those stories were also captured in motivating videos.

In **BC**, coop marketing funding has been provided in past years by Destination BC for our Experiences BC Alpine and Nordic Program. Destination BC has overhauled its sector marketing program, and recently announced the new Ski Sector Coop Marketing program. The program(s) eligible for this funding must promote winter experiences with a primary product experience of skiing, including Alpine (ski resorts and ski areas), cat skiing, heli-skiing, backcountry skiing and Nordic. The purpose of the program is to drive overnight visitation guests from key regional markets and possibly Ontario. Investments made in BC must focus on overnight ski travel visits and can not include local skiers.

As coop funds, DBC funding would match stakeholder (ski industry) contributions up to \$600,000, for total program budget of up to \$1.2 million. Canada West Ski Areas Association is the only eligible applicant under this program, and will therefore facilitate the application through the marketing office at CWSAA. The submission date for applications is May 31, 2016 for 2016/17 programs.

To be a partner in the program, eligible stakeholders (ski areas, DMOs etc) must meet market ready standards – specifically they must demonstrate investment (i.e., marketing budget and marketing plan) focused on activities that encourage overnight destination skier visitation (i.e., non-local skiers). For further details on DBCs coop guidelines and 'market-ready' requirements for any BC stakeholder wishing to partner in this program, please contact Cynthia Thomas for the full document. Any stakeholders interested in participating should contact CWSAA prior to April 25.

Cynthia Thomas
Marketing Manager, CWSAA



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New President & CEO Announced

March 10, 2016 – Kelowna, BC – Canada West Ski Areas Association (CWSAA) is pleased to announce Christopher Nicolson as its new President and CEO.

CWSAA is a not-for-profit trade association that represents the ski areas of Western Canada. Nicolson’s primary role will be to represent the ski industry in the areas of government advocacy, safety & risk management, media relations, marketing, and industry conferences.

“Mr. Nicolson brings with him 30 years of direct ski industry and association experience,” describes Steve Paccagnan, Chair of the CWSAA Board of Directors. “He has worked at leading North American and European resorts as well as community ski hills, and is highly regarded by the industry. We feel pleased to have secured a CEO with his knowledge of association leadership, integrity, and infectious enthusiasm for our industry.”

“Serving the ski industry is an honour,” explains Nicolson. “We are privileged to work in some of the world’s greatest mountains. To the east, west, and north, are also community ski areas that provide essential social linkages to improve quality of life. We provide facilities to play in nature and teach healthy life skills. Skiing and snowboarding is more than a sport, it is an economic engine and an important part of our social fabric as Canadians.”

Nicolson comes to his role at CWSAA through many ski areas including Sun Peaks, Whistler Blackcomb, Silver Star, Forbidden Plateau and St. Anton, Austria. Most recently, he has been part of the leadership team achieving visitation and awareness objectives in winter and summer as the President of Tourism Sun Peaks. He has served as a Chair and or Director for many industry committees including the Canadian Ski Council International Marketing Committee, CWSAA Marketing Advisory Group, and BC Nordic Ski Society. Nicolson continues to be engaged with skiing at a grassroots level as a volunteer coach at a local ski club, sharing his childhood passion for sliding on snow first learned at the Kemano Ski Club in northern BC.

Nicolson will start with CWSAA on Monday, April 4, 2016.

CWSAA represents 275 members, including 133 ski areas and 142 suppliers to the ski industry. Its members in Western Canada generate 9 million skier visits and \$800 million in revenues annually, employs 19,000 people, and provides an economic cornerstone for the winter tourism industry.

-30-



CWSAA 2016 Spring Conference **Whistler Conference Centre, Whistler, BC** **May 3-5, 2016**

Program at a Glance

Monday, May 2

Pre-conference Activities:

- Reception at the Hilton Cinnamon Bear Bar & Grille. (Sold Out)

Tuesday, May 3

- Keynote Speaker: Steve Sammut (Rocky Mountaineer).
- Board Meeting, Division Meetings, Annual General Meeting.
- SnowSports Schools Workshop.
- Panels on Generating Tourism during the off-peak, Never Ever Days.
- Presentations on Consultation with First Nations, Pricing Models, CSC updates.
- Leitner-Poma: Review of Annual Maintenance
- Sessions on: NDT, Bike Parks, Building an In-House Training Program
- Amusement Devices at Ski Areas, BC Safety Authority & AEDARSA Updates
- Courses: Lift 151 Course (Surface Lifts), Doppelmayr Hydraulics: Brakes & Tension Units, Pisten Bully Snowcat Workshop
- Reception at Merlin's / Toast to Jimmie Spencer's "90th" Birthday

Wednesday, May 4

- Keynote Speaker: Mark Colgate (University of Victoria).
- Environmental & Climate Change Presentations.
- Destination BC update, Digital Marketing Presentation, BC Marketing Meetings.
- HeliCat Meetings, Small Ski Areas Workshop, H/R Labour Shortage, H/R Committee Meeting.
- Sessions on: Digital Tools, Snowcat, Electrical, Load Test.
- Courses: Lift 152 Course (Fixed Grip Lifts), Contd. Pisten Bully Snowcat.
- Trade Show Lunch, Trade Show, Trade Show Reception.
- Banquet & Awards Ceremony.

Thursday, May 5

- Keynote Speaker: David Coletto (Abacus).
- Trade Show Breakfast, Trade Show.
- Safety & Risk Management Meeting.
- Presentations on: Mental Illness in the Workplace, Overseas Market Update, Climate Change, Nordic, Real Estate, Ecosign Financial Analysis, RRC Industry Analysis.
- Sessions on: Rigging, Tech Talk, Snow-making, Pump Maintenance.
- Lift 153 Course (Detachable Lifts).
- Golf



Welcome to our New Members

CWSAA currently has 281 Members, including 133 ski areas and 148 suppliers to the ski industry.

Over the past six months, we've welcomed 10 new members to our association. Please join us in welcoming the following new members.

Heli/Cat Sector:

- Mountain Trek DBA Mountain Ski
- Silver Tip Lodge Heli-Skiing

ASM Division:

- Silver Summit

Associate Members:

- Mirus Resort Advisors
- Outlaw Contractors Inc.
- Canadian Restaurant Supply Ltd.
- Kootenay Rockies Tourism
- Algonquin College
- Lumiplan
- BC Adaptive Snowsports

INTRODUCING INTER-MTN'S NEWEST TEAM MEMBER!



HARRISON SCOTT MACDONALD (MUIRHEAD)
BORN MARCH 14TH 2016
7LBS 15OZ

Proud parents Leah & Scott MacDonald & Big Sister Alanna are doing well. Proud Grandparents Don & Debbie Muirhead are looking forward to you meeting him on the slopes!

Cheers!

**The Thirion-Beauregard group makes a seven million dollar offer
(\$7,000,000)
to purchase Mont Sutton**

Sutton, (Quebec), February 25, 2016 A group of investors composed of brothers Philippe and Daniel Thirion, both originally from Sherbrooke, and Louis Beauregard, of Sutton, has announced that it has submitted a superior offer to Ski Sutton Inc. and its majority shareholders, the members of the Boulanger family, in a bid to purchase the company, which owns the Mont Sutton ski hill. The offer submitted by the Thirion-Beauregard group meets the terms and conditions outlined in the arrangement agreement dated January 26, 2016. However, the price offered is 7 million dollars (\$7,000,000), which exceeds the original price offered significantly.

To ensure fair treatment for all shareholders, the Thirion-Beauregard group undertakes to pay over one million dollars (more than \$1,000,000) more than the initial offer to purchase Ski Sutton inc. The share buyback and disbursements to all shareholders will be made in the days following the Ski Sutton Inc. shareholders meeting regarding the proposed new agreement, which will be convened over the next few weeks.

Investments and a long-term commitment

The purchase of Mont Sutton represents a long-term investment for the Thirion-Beauregard group. This investors group wants to build on what has already been accomplished over the last 50 years by the Boulanger family at Mont Sutton and work with partners in the community as well as Town of Sutton authorities to revitalize Mont Sutton as a rallying point for shared identity and economic, social and cultural development throughout the area.

We believe in Mont Sutton s potential and have a long-term vision for this remarkable site s development. We decided to submit an offer to purchase Ski Sutton, because we want to make significant investments over the next ten years in order to preserve, and also promote, Mont Sutton all year around in order to attract more Sutton residents of all ages, as well as visitors and vacationers, says Philippe Thirion. We want to turn this site into an attractive location and offer a unique experience to all visitors all year round. The deployment of our strategic plan will make it possible to generate more jobs for the Sutton population, more economic benefits for business owners and artisans of the community, as well as more income for the Town of Sutton.

Environmental conservation

To preserve the environmental integrity of Mont Sutton as well as the beauty of its landscape, its forest resources and fauna, the Thirion-Beauregard group will negotiate an agreement with Nature Conservancy of Canada, with a view to allowing Nature Conservancy of Canada to purchase a part of the Dos de l original land and thereby conserve this territory s link to the Montagnes-Vertes nature reserve.

About the Thirion-Beauregard group

The Thirion-Beauregard group is composed of brothers Philippe and Daniel Thirion, who are originally from Sherbrooke and backed by their family, and Louis Beauregard, a Sutton-based entrepreneur.

Philippe Thirion worked as commercial director at a large Canadian bank for many years and prior to that was a controller at a multinational firm and an auditor for large accounting firms.

Daniel Thirion is a full clinical professor at the Facult  de pharmacie de l'Universit  de Montreal and pharmacist in infectious diseases at the McGill University Health Center.

Louis Beauregard is a dynamic entrepreneur whose family roots in Sutton date back four generations.



SROAM NEWSLETTER MARCH 2016

Winter Field Trip Part 1!

By Peter Rothery

Sunshine was our first stop and we were all excited as we pulled into the parking lot at the base of the gondola. We were welcomed by Kyle Urvold, 2nd year SROAMie doing his work term at Sunshine. We then boarded the gondola that would transport us from the base to our Hotel for the night. Staying on the hill was a fantastic experience



Heated Chairlift at Sunshine Village

whom had never stayed in ski-in ski-out accommodation. The morning came with 10cm of fresh Alberta dry and bluebird conditions; we were all in awe of the beauty of the Rockies. That morning half of the class went to open the new Tee Pee Town heated bubble chair lift, while the other half of the class went to open the terrain park. We were then treated to talks from Dave Riley, CEO, and Ralph Scurfield, the Owner of Sunshine, who gave us great insight into the operation and history of Sunshine. We were also treated to talks from Trish Hardy, Human Resource Manager, and Martin Papillon, who spoke to us about ski patrol operations. A big thanks goes to SROAM graduates Irina Smolina, Kyle Urvold, David Seidel and Ben Suurallik for the speeches that got us even more energized to be in this industry. We then had the afternoon to explore the mountain before jumping back on the bus for our next on hill accommodation at Panorama.



Snow Cats at Panorama

We arrived late, and some of us were lucky to discover we were staying directly on snow right next to the main chairlift. After an early night we were rejuvenated, ready for talks from Steve Paccagnan, the President and CEO himself, who laid out an absolutely detailed history of the Ski Resort industry while talking about his career. His career and the ski industry intertwine in so many fascinating ways! Adam Hopper talked to us about the interesting situation at Panorama in terms of the HR department. We had talks from C.J. Matthews-Dickinson and Ryan Stimming, both former SROAMies, about their path into the industry and their future career goals. Mike Groberman, also a former SROAMie, showed us the workings of the pulse gondola in the village. We then got to tour the Maintenance shop and snowmaking plant which was, as always, helpful in augmenting our in-class learning by getting some hands-on education. With the talks finished we were then able to explore the mountain and enjoy the spring sunshine. That afternoon we again boarded the coach to reach our third destination, Kicking Horse.

Winter Field Trip Part 2!

By Jon Taylor

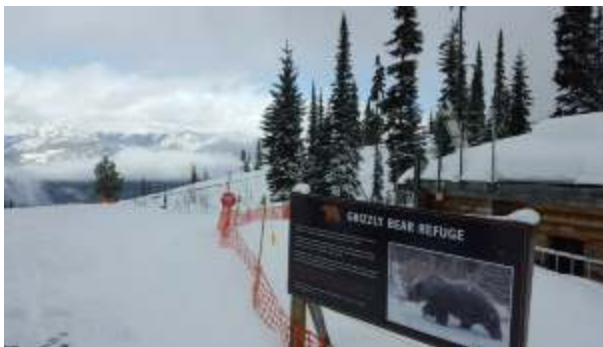
The second half of this year's field trip was just as exciting as the first. We visited Kicking Horse, outside of Golden BC, and Revelstoke Mountain Resort, outside of the town of the same name.

We were given the full tour of the facilities at Kicking Horse, and were given the opportunity to meet with important members of the staff there. We first spoke with their Employee Experience Coordinator, Isla Coombs, who walked us through just exactly who Kicking Horse, and by extension RCR, were looking to hire. Emile Lavoie, the Marketing, Media, and Events Coordinator, took us through an average day in his life, and exactly what it takes to keep a competitive advantage in today's marketplace. Next

on the list of speakers was Travis Jobin, the Senior Utility Operator. He took us through the unique challenges that Kicking Horse faces with having a restaurant at the top of a mountain.

After finishing up with all of our questions to the speakers, we were on our way to the summit to learn about, and dine at, the highest elevation restaurant in Canada, Eagle's Eye. The Director of Business Development, Max Cretin, gave us the full run-down on how challenging it is to run the Eagle's Eye restaurant.

After some much anticipated riding (it was a powder day after all) we were treated to a question and an-



Boo the Bear's Refuge

swer session with Safety Manager, Kyle Hart, and Director of Mountain Operations, Mike Rubenstein. There was a massive amount of knowledge between the two of them and the SROAMies did their best to get all of it, and of course there were many questions about Boo, the resident Grizzly Bear!

Next it was off to Revelstoke Mountain Resort to see what they had in store for the SROAM class. While we were lucky enough to get a powder day at Kicking Horse, Revelstoke made sure it gave us something to remember. First we spoke with Vice President, Peter Nielsen who gave us some valuable insight on different aspects of running a ski resort. We were able to speak to a large portion of the Revelstoke grooming team, many of which are graduates of the SROAM program. Most excitingly for some of the class, we were able to speak to Pat Monteith, the SROAM graduate responsible for designing and building Revelstoke's very first terrain park, it was awesome!

All-in-all the trip was a once-in-a-lifetime experience for the entire class. The SROAM program, and the



SROAMies check out Revelstoke's first park

class of 2016 would like to extend our sincerest thanks to Sunshine Village, Panorama, Kicking Horse, and Revelstoke. We had an amazing time and learned an incredible amount. You can guarantee that when work terms roll around, you'll find more than one SROAMie at all of the places we visited this spring. Can't wait to see where everyone ends up!

Contributing Members

- Jonathan Taylor – Editing, writing, and photos
- Peter Rothery – Writing
- Gabriel Douglas-Miron – Writing
- Julia Campbell - Writing





SPRING MEETING

MAY 2, 2016



PENTICTON, BC

It's been a busy season both in the field and behind the scenes, and we've got lots to share! Join us May 2nd in Penticton for our Annual Spring Meeting where we will gather to discuss common issues and challenges, learn from our shared experiences and explore exciting new trends that are shaping the future of our industry.

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2. TO HOLD HARMLESS AND INDEMNIFY THE RELEASEES from all liability for any property damage, loss or personal injury to any third party resulting from the use of the rental equipment.

3. This Release Agreement shall be effective and binding upon my heirs, next of kin, executors, administrators, and representatives, in the event of my death or incapacity.

4. This Release Agreement and any rights, duties and obligations as between the parties of this Release Agreement shall be governed by and interpreted solely in accordance with the laws of the Province of British Columbia and no other jurisdiction, and

5. any litigation involving the parties to this Release Agreement shall be brought solely within the Province of British Columbia and shall be within the exclusive jurisdiction of the Courts of the Province of British Columbia and no other jurisdiction.

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- snow farming / fencing
- avalanche control

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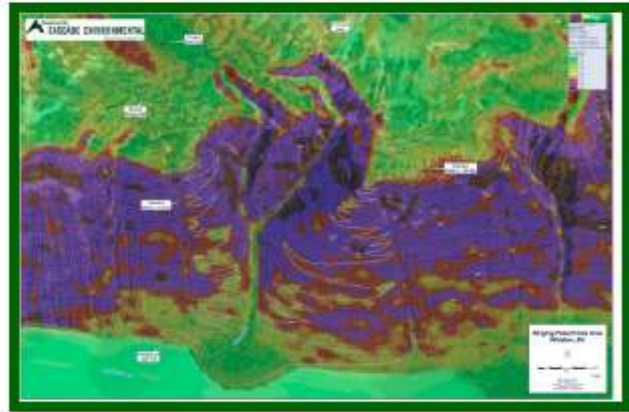
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Calendar

PNSAA 2016 CONFERENCE

April 26-28, 2016

Wenatchee Conference Center

Wenatchee, Washington

<http://www.pnsaa.org/>

HeliCat CANADA SPRING MEETING

May 2, 2016

Penticton, BC

www.helicat.org

CWSAA 2016 SPRING CONFERENCE

May 3-5, 2016

Whistler Conference Centre

Hilton Whistler Resort & Spa

Whistler, BC

SAVMI 2016

May 9-12, 2016

SAVMI Annual Conference

www.savmi.org/conference-tradeshow/

NSAA 2016 CONVENTION

May 18-21, 2016

NSAA National Convention & Tradeshow

Omni Hotel

Nashville, Tennessee

www.nsaa.org

EASTERN CANADA SKI AREAS CONFERENCE & TRADESHOW

May 31 - June 2, 2016

Ski Bromont, Bromont Quebec

www.maneige.com/en/ski-industry/convention.html

CWSAA ASM DIVISION MEETING

September 28-29, 2016

Mount Norquay

Banff, Alberta

www.cwsaa.org/

CWSAA BC-YUKON DIVISION MEETING

October 5-6, 2016

Sun Peaks Grand

SunPeaks, BC

www.cwsaa.org/