

The First 120 Days

The early days for a CEO is one of asking many questions and examining organizational and industry practices. It presents an important opportunity to connect with ski area operators and associate members to solicit unvarnished feedback on the industry and the best means for the organization to serve its members.

This process has and continues to include a self imposed objective to contact all 134 ski areas and many of our associates and peer organizations by the summer. A bold notion... and one that did not take into account the spring absences of many operators! Nevertheless, the phone calls across our membership, and the meetings with several northern and Island-based ski areas in May were revealing and inspiring. Visits to many prairie (ASM) ski areas are booked for early June, July and October to take advantage of easy travel conditions. My past roles with marketing alliances has allowed me familiarity with CWSAA destination ski areas, and I look forward to meeting their teams in the months ahead.

A parallel objective is to identify CWSAA's best alignment along side our peer associations. CWSAA shares some common objectives with partners such as HeliCat Canada, Canadian Ski Council and regional counterparts, Tourism Industry Association of Canada and its provincial equivalents, CSP, CSIA, CASI, and others. This process has commenced and will continue to seek out mutual support and efficiency. The findings from these and other processes will be reported to the Board of Directors in July at which time key organizational directives will be formalized.

While the weeks since the AGM are defined by exploration, significant activity has occurred and several items deserve to be highlighted:

CWSAA Annual Conference & Trade Show

A survey of the 500+ conference attendees is complete. Results report a very high level of satisfaction with Whistler as a host, but also communicated the importance to rotate the location periodically. Staff are compiling site options and cost analysis for the 2017 conference. The 2017 venue will be announced in July.

The trade show hours in 2017 will reflect a more condensed time frame and avoid overlap between trade show hours and conference sessions. The venue will determine the final look of the show.

Never Ever Day Program

Canadian Ski Council has identified new skier development as organizational directive and recently endorsed the Never Ever Days program as a key initiative. This program includes lift, lesson, rental beginner package and is promoted nationally. It permits ski areas great flexibility to select whatever dates it chooses to offer the package. CWSAA is fully supportive and further details will be communicated in the coming weeks.

Z98

Reminder that Clause 12.2.3 calls to ensure the communication of bulletins to relevant staff is documented. Please ensure this is actioned within your ski area. Doppelmayr has also eliminated mailed bulletins and replaced them with new digital bulletin notifications. This does require ski areas to register at www.ShopDoppelmayrCanada.com.

Wildfires

Kevin Grogan and the team at Vista Ridge Ski Area near Fort McMurray have demonstrated spirit and a heartiness that warrants admiration. Kevin's update is contained in this newsletter, but it is a testament to him that he declined assistance until he personally assessed the impact of the wildfires on his operation. We salute the industry comraderie and offers to support Vista Ridge, and await Kevin's recommendations.

BC Family Day

BC Family Day will remain on the 2nd Monday of February. The date was at risk due to attempts by two community Chambers of Commerce in British Columbia to advance a policy of moving the date. The motion was defeated in late May at the BC Chamber AGM in Kelowna. Appreciation is expressed to the many BC ski areas that encouraged their nearby Chambers to advocate for the status quo. In particular, thanks goes to Val Litwin of the Whistler Chamber of Commerce, and Stuart Mclaughlin of Grouse Mountain Resorts for their leadership.

As always, our team's primary motivation is to serve our membership. Please do not hesitate contacting the CWSAA office on any matter. I look forward to connecting with all members of CWSAA, and welcome any questions or concerns you have. I can be reached at 778.257.4155 (mobile), or by email at ceo@cwsaa.org.

Cheers,
Christopher Nicolson

Welcome CWSAA's newest Board Members

Between May 19 and June 1, 2016 an online election was held to elect the Associate Member Director. Five candidates stepped forward in this election and Debbie Muirhead was voted in as the new Associate Director.



Debbie Muirhead, Owner Inter-Mtn. Testing Ltd & Inter-Mtn.
CWSAA Associate Member Director

Debbie began her career in the ski industry at Grouse Mountain Resorts. There she met her husband Don, and together they worked in a variety of positions and resorts throughout Canada. As passionate ski enthusiast, Debbie and Don started Inter-Mtn. Testing Ltd in 1987 to specifically meet the non-destructive testing requirements of the industry. Through the years Inter-Mtn. evolved, with a line of specialty signs and products and in 2006, Inter-Mtn. Enterprises Inc. emerged.

Representing both companies, Debbie has been involved with a variety of committees and with them, many aspects of risk management applicable to this industry. In 2008-2010 she was the CWSAA Associate Member Representative. She has a business certificate from Simon Fraser University and is the CFO for both Inter-Mtn. companies. With the next generation transitioning into Inter-Mtn., the success of the Snow Resort Industry remains a vital and important concern.

Two new board members were elected at the May 3, 2016 CWSAA Board Meeting in Whistler - Thierry Keable from Whistler Blackcomb will serve as a BC Yukon Director, and Shawn Balog from Snow Valley Ski Resort will serve as an ASM Director. Andre Quenneville from Mt Norquay will be stepping into the ASM Division Chair role. Steve Paccagnan has graciously stepped up for another term as Board Chair.



Thierry Keable, General Counsel & Corporate Secretary
Whistler Blackcomb
CWSAA BC Yukon Division Director

Thierry Keable is General Counsel and Corporate Secretary of Whistler Blackcomb. In this role, he provides business and legal advice to all divisions of the company on the details of operational contracts and all new major business initiatives. He oversees the company's compliance with regulatory requirements and mitigation of risk exposure in daily operations, as well as managing claims by and against the company. Thierry is also responsible to provide guidance to the Board of Directors in the discharge of their fiduciary duties regarding corporate governance and other public company matters.

Prior to joining Whistler Blackcomb, Thierry worked with Osler, Hoskin & Harcourt LLP in Montreal and Farris, Vaughan, Wills and Murphy LLP in Vancouver where he advised public and private companies, venture capitalists, and private equity funds on a broad range of matters.

Thierry is originally from Quebec City but is now proud to call Whistler his home and to be raising a family in an active and positive environment. He has long been an avid downhill and backcountry ski enthusiast and took up mountain biking very early, spending his formative years racing on the Provincial (Quebec) and National mountain biking circuit. He currently sits as a board member for Cycling BC.



Shawn Balog, General Manager
Snow Valley Ski Club, City of Edmonton, AB
CWSAA Alberta, Saskatchewan, Manitoba (ASM) Division Director

Shawn has been the General Manager at Snow Valley since 2009. As a year-round recreation facility, under Shawn's leadership, Snow Valley offers programming and services for skiing and snowboarding, retail, rental, sport camps, catering and food services, and 85 campground sites. Snow Valley has been an iconic facility in Edmonton's River Valley for 68 years, employing over 400 seasonally with annual visitations on average of 185,000+ skier visits, 5,800 season pass members, 17,000 campground visitors, 30 – 40 weddings and many other business and catered functions.

Prior to joining Snow Valley, Shawn was the Sport Manager at Royal Glenora Club, worked for Canada Olympic Park, the Olympic Organizing Committee for Calgary '88 among other sport leadership roles. She brings experience from several board and committee positions including the 2011 55+ Alberta Winter Games, Edmonton Sport Council, Kids Sport Edmonton and Edmonton Prospects Baseball Club.



Retiring from the Board are Kevin Grogan from Vista Ridge, Brent Harley (Associate Director) and Dave Brownlie from Whistler Blackcomb. We'd like to thank Kevin, Brent and Dave for the important role they have played in this organization.

Board Photo taken at CWSAA Spring Conference



From left to right: Eddie Wood (Mt. Seymour Resorts), Stewart Laver (Sunshine Village), Peter Nixon (Sun Peaks Resort), Andy Cohen (Fernie Alpine Resort), Brent Harley (Brent Harley Associates), Christopher Nicolson (CWSAA), Shawn Balog (Snow Valley), Patric Maloney (Snowater Heli Skiing), Steve Paccagnan (Panorama Mtn Resort), Jason Paterson (Marmot Basin), Thierry Keable (Whistler Blackcomb), Andre Quenneville (Mount Norquay)

CWSAA 2016 Conference: May 3 - 5, 2016

CWSAA would like to thank everyone that attended the CWSAA 2016 Spring Conference at Whistler. We had over 550 attendees attending 63 different functions over 3 days. We would like to extend our sincere appreciation to all of the Conference Speakers and Sponsors for their contributions.

We would also like to congratulate our 2016 Award Recipients:

Lars Fossberg Award: Jurgen Grau

Jim Marshall Award: Jamie Tattersfield

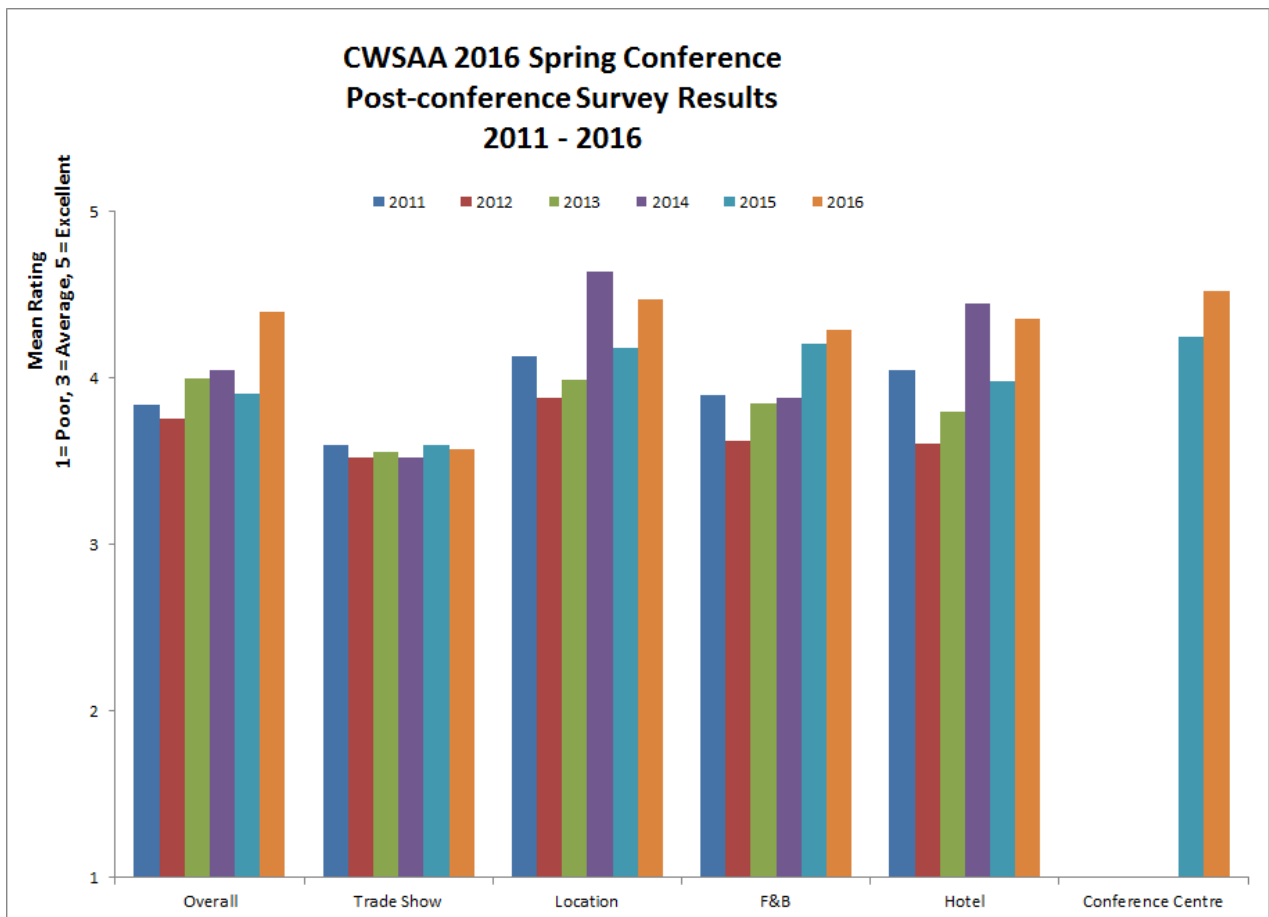
Jimmie Spencer Lifetime Achievement Award: Bob Dufour

Thank you again for those that supported the Small Areas Auction! We raised \$2460.00.

Presentations can be found in the Member's Only Area on our website in the downloads / 2016 Spring conference.

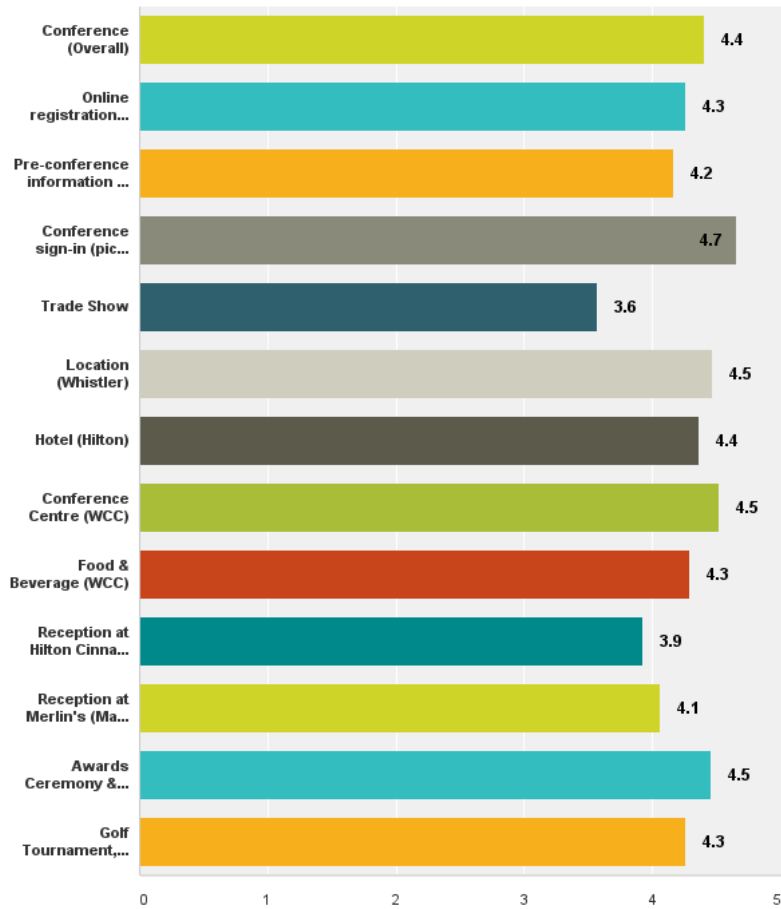
CWSAA 2016 Spring Conference Survey

We would like to thank the Spring Conference attendees that took the time to complete our post conference survey. We received a total of 98 responses. Your feedback is very helpful in terms of improving the quality and value of future CWSAA Spring Conferences.



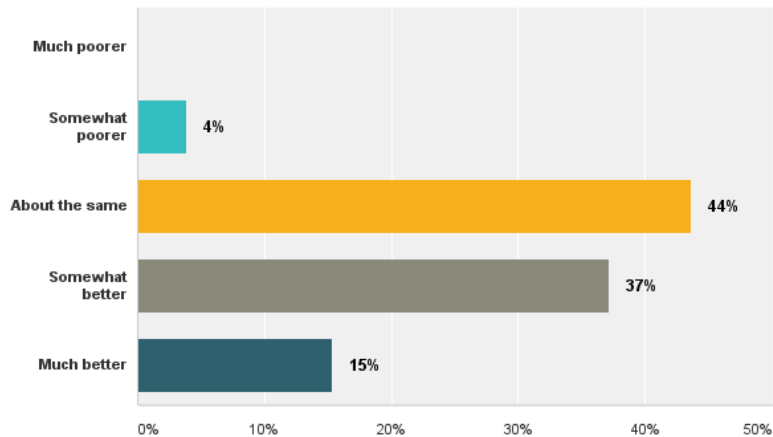
Q5 Please rate the CWSAA 2016 Spring Conference on the following:

Answered: 86 Skipped: 12



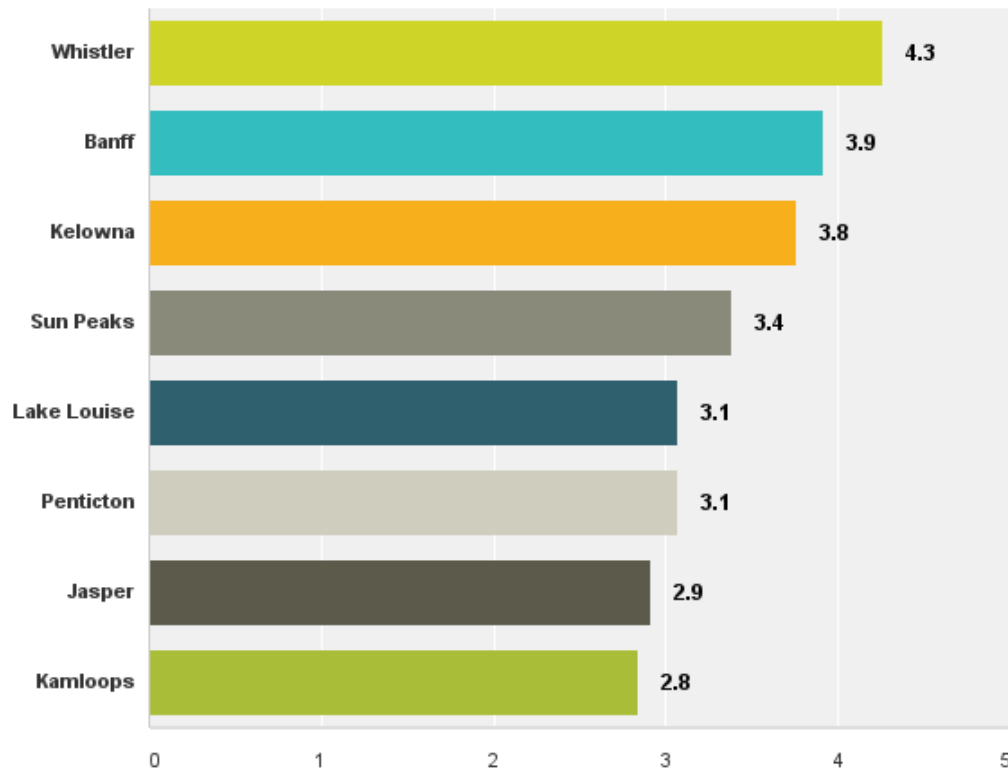
Q6 How would you rate the CWSAA 2016 Spring Conference relative to other CWSAA Spring Conferences that you have attended in the past?

Answered: 86 Skipped: 12



Q16 Please rate the following locations based on where you would like to see the CWSAA 2017 Spring Conference take place.

Answered: 88 Skipped: 10



Thank you again for attending the CWSAA 2016 Spring Conference and for taking the time to complete the Post-conference Survey. We value the feedback and look to improve the overall content of the conference each year.

We are in the process of securing a location for next year's conference. The main goal is to host the conference at a hotel or conference centre that gives us the best value so that all members have the opportunity to attend. We also try to ensure that we do not overlap with any other industry conferences as much as possible.

Some of the key elements in the decision are:

- Members preference on location
- Finding a location that can hold concurrent sessions with Trade Show
- Host location for on-hill operation & maintenance sessions
- Hotel room rate, guaranteed room nights at hotel, parking fee, meeting space rental fee, Food & Beverage pricing

CWSAA 2016 Spring Conference photo highlights

Photo Credits: David Buzzard

CWSAA 2016 Award Recipients



Jürgen Grau, Lars Fossberg Award



Jamie Tattersfield, Jim Marshall Award



Bob Dufour, Jimmie Spencer Lifetime Achievement Award

CWSAA Welcomes Jimmie and celebrates his 90th









Marketing update:

It was great to connect with so many people at our Spring Conference. Each of our Ski Areas are unique, yet there is an incredible amount of sharing and learning between the Ski Areas with the common goal of growing the sport of skiing. This comradery and meeting all of the wonderful people who operate our Ski Areas was a highlight of my first CWSAA Spring Conference.

During the conference several of Alberta's Ski Areas held a marketing brain storming session over lunch. During that discussion, there was unanimous support for continuing the Go Ski Alberta program's focus on skier development. This year, the Canadian Ski Council plans to roll out Never Ever Days program across the country. Never Ever Days has great alignment with the objectives of the Go Ski Alberta Marketing Program and will be integrated into our promotions. For more information on Never Ever Days, check out the presentation from the Spring Conference at: http://www.cwsaa.org/dl/cat_view/87-spring-conference-2016.html. The Spring Conference Presentations are within the members only section, so you will need your username and password to access.

BC Ski Areas are working on putting together a funding application to Destination BC to access up to \$600,000 in Ski Sector Reserved Pool funds. At this time, there are eleven Alpine Ski Areas working on a BC Destination Alpine Ski Marketing Plan, seven Heli/Cat operators potentially interested in participating in a Heli/Cat coop marketing program, and thirteen Nordic groups developing a BC Nordic Marketing program. CWSAA will be facilitating the funding applications and assisting with developing the marketing plans for these three marketing partnerships.

Cynthia Thomas
Marketing and Communications Manager

CWSAA 2016 China Trip

Check out the photos Bob Falle from Selkirk sent of the China trip in February. You can find them in the member's only area of the website in downloads / CWSAA 2016 China Trip.

Reminder

Check out our Safety Signage Catalogue (you can find it in the member's only area of the website in downloads) if you require any signage for summer operations & mountain bike park.

Vista Ridge damage assessment following the Fort McMurray fire

Over the last month the world has watched as the terrible events unfolded in the Fort McMurray region. A forest fire, which has become known locally as the beast, swept through the region destroying thousands of homes and displacing 90,000 people. The fire has become the worst natural disaster in Canadian history. Over 2400 structures were destroyed in town and over 360 more have been declared uninhabitable until further notice due to the contaminant in their immediate area.

Vista Ridge has been providing winter recreation to the Wood Buffalo region since 1996 and has developed into one of the best non-mountain resorts in Western Canada. Fortunately, the main lodge, two chairlifts, staff housing, garages and the Adventure Park escaped with minor damage. Most of the devastation and losses were incurred on the lower portion of the hill and include;

- Tube Park lift 600 foot conveyor
- Tube Park warm-up hut
- 14 poles with lights attached over the hill
- Booster pumphouse including, pumps skid, hoses, snowmax injection system and tools
- Two electrical distribution huts, transformers, panels and miscellaneous equipment
- Tree cover between most runs has been destroyed

The list will change after we complete a detailed inspection of every snowmaking pedestal and complete a non-destructive testing (NDT) on two chairlift ropes. There was a considerable amount of heat around both chairs and in the next few weeks we will remove chairs and complete a NDT on the main haul ropes. Re-entry into the area was delayed and therefore we were unable to do a detailed assessment of the damage. We knew Vista Ridge incurred considerable damage and this was particularly frustrating given that much of the destroyed equipment requires long lead time for delivery. While we waited in Edmonton, we pre-built two electrical huts at Snow Valley, this way we could hit the ground running upon our return. Big thanks to Marlin and Shawn at Snow Valley for hosting our crew and Rona for their assistance.

Since arriving back at Vista Ridge this week, we have assembled our pre-built electrical hut and have electricians wiring it up. This hut provides power to a number of our staff house as well, as hill lighting and other buildings. It was vital to have the houses re-energized so staff could return to start the huge tasks ahead.

The board of Directors and staff at Vista is fully committed to have Vista Ridge 100% operational for the 2016-17 season. Families of the region will need recreational outlets like Vista Ridge to rally around and help healing over the winter months.

On behalf of all the residents of Wood Buffalo and Vista Ridge I want to express our gratitude for the amazing outpouring of support from the ski industry. It is times like this that we realize why we are in this industry. (I thought it was the pension☺)

Kevin Grogan
General Manager
Vista Ridge

Before Fire (2015)



After Fire (2016)



Fire approaching on May 3rd



Evacuating



Building destroyed by fire



Tube Park lift 600 foot conveyor



Pumphouse transformer not touched



Siding damage



Snowmaking Pumphouse



So close...



Trees between runs



Trees between runs



Tube storage and warm up hut



Building at Snow Valley



Heading home



Erecting new hut



SROAM NEWSLETTER APRIL 2016

End of year 1

By Jonathan Taylor

The year has flown by for the SROAM program, with something always on the go, there has scarcely been time to catch our breath. So much has changed for the students in the class of 2015/16 from the time that we all walked through the door for the first time last September until now. We are certainly much more knowledgeable in a lot of different areas of ski resort operation than any of us ever thought we would be! We've also gotten the opportunity to ride in some of the coolest, most beautiful places many of us have ever seen! This year has been a truly memorable one for the students of the SROAM program, and one of the best ski seasons ever! Now that things are winding down, many of the SROAMies are heading back to their respective homes for the summer, we all get the chance to sit back and think very long about where we might want to spend next winter. It would be awesome if we could all stay in Nelson, but it will soon be time for us to pass the torch on to the next group of SROAMies to grace the halls of Selkirk College's 10th Street campus. The class would like to thank all of our instructors, and everyone who makes the SROAM program possible, thank you all so much! Have a great summer, and we'll see you again in the fall.

An open letter to the future women of SROM *

Dear woman entering the Ski Industry,

From here it only gets harder, but you can do it or you wouldn't be in this class. The first step you have already taken. So keep your eyes and ears open and

learn as much as you can! This year will be full of experiences you would have missed out on, if you didn't take the chance to enter a class made up of more than half males. You will be surrounded by a group of men who will act more like boys, brothers and be the best mates to go for a beer with. You'll meet the most interesting guys from around the world and share boring classes, and crazy adventures together. Oh the stories you will have to tell.

To the future women coming to the SROM class. A year ago did you know you'd be cat skiing for a class, learning how to build and operate a chairlift, and run around in costumes downtown Nelson on a scavenger hunt? Did you know how it would feel the first time you see Ymir Peak, the first powder day with your class? Did you know what the diameter of a haul rope was, how hard it is to sue a Ski Resort or how satisfying it is when your last two exams are done? Because a year from now you will. The Ski Industry is mostly male-dominated but you are one of the few who are brave enough to challenge that. Some of the boys will have jokes you don't get, and you might have no interest in how things work mechanically at a ski hill but know its all worth it! You'll walk away from this class with the most interesting knowledge and experience.

Take it from myself, done first year, that sometimes you won't want to wake up for class, or you don't know if this is the right thing to do. But know, every day you show up for class just proves your commitment to the industry and your education.

To the women entering the Ski Industry, I hope I meet you next year and welcome you to SROM!

Sincerely,

Julia Campbell



SROAMies in the fall



After the winter Field trip

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

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FOR OFFICE USE ONLY

1/2 DAY <input type="checkbox"/> FULL DAY <input type="checkbox"/>	CONDITION OF EQUIPMENT UPON RELEASE
BIKE INV. # _____	
NUMBER OF DESCENTS _____	GOOD <input type="checkbox"/>
INSURANCE _____	OTHER <input type="checkbox"/>
SAFETY EQUIPMENT	EXPLAIN _____
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SHIRT # _____	_____
ELBOW # _____	_____
GLOVE # _____	_____
HIKING POLE # _____	_____

SAFETY CHECK:

HUB/WHEELS <input type="checkbox"/>	GEARS <input type="checkbox"/>
BRAKES <input type="checkbox"/>	SEAT HEIGHT <input type="checkbox"/>
SAFETY EQUIPMENT SUGGESTED <input type="checkbox"/>	CHAIN <input type="checkbox"/>

CONDITION OF EQUIPMENT ON RETURN:
 GOOD OTHER

EXPLAIN: _____

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ASSUMPTION OF RISKS
 I agree as a competent, experienced participant of mountain biking. Mountain biking takes place on steep and rugged terrain and features that are both physically and technically challenging and will expose the rider to many risks, dangers and hazards including but not limited to mechanical failure of bicycles, icy/unstable or uneven terrain, sudden or unforeseen obstacles, sudden or unforeseen changes in trail conditions, loss of balance, collisions with man-made and natural objects including trees and rocks, collisions with vehicles, cyclists or other persons and RIDERS/BIKERS ON THE PART OF THE RELEASEE, INCLUDING FAILURE ON THE PART OF THE RELEASEE TO TAKE REASONABLE STEPS TO PROTECT OR SAFEGUARD THEM FROM THE RISKS, DANGERS AND HAZARDS OF MOUNTAIN BIKING.

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1. I AGREE TO WAIVE ANY AND ALL CLAIMS that I have or may in the future have against the Releasee and TO RELEASE THE RELEASEE from and all liability for any damage, expense or injury including death that I may suffer, or that may result from my participation in mountain biking, including but not limited to any aspect of my use of the rental equipment, DUE TO ANY CAUSE WHATSOEVER, INCLUDING NEGLIGENCE, BREACH OF CONTRACT OR BREACH OF STATUTORY DUTY OF CARE, INCLUDING ANY DUTY OWED UNDER THE OCCUPIERS LIABILITY ACT, in respect of the use of the rental equipment or in respect of my participation in mountain biking, including but not limited to my participation in mountain biking.

2. TO HOLD HARMLESS AND INDEMNIFY THE RELEASEE from all liability for any personal damage, loss or personal injury to any third party resulting from my 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 jurisdiction of the Courts of the Province of British Columbia and no other jurisdiction.

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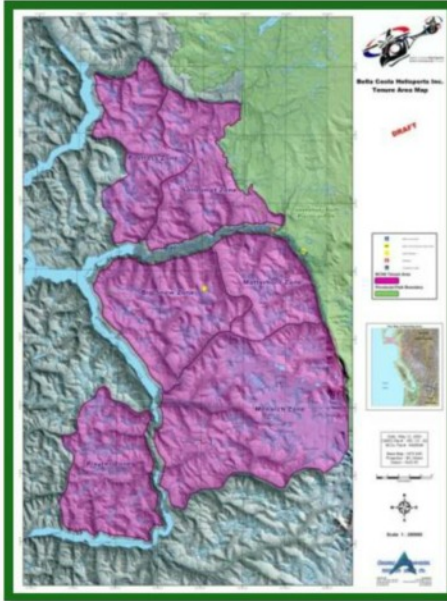
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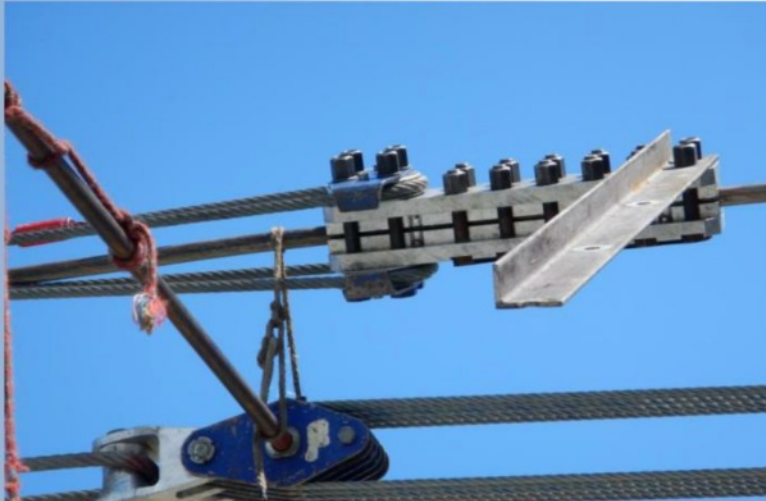
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Fax: 778.484.5536
Website: www.cwsaa.org

Calendar

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

Sun Peaks, BC

www.cwsaa.org

ISSW

October 3 - 7, 2016

Breckenridge, Colorado

www.issw.net

TORONTO SNOW SHOW

October 13-16, 2016

International Centre, Hall 5

Mississauga, Ontario

www.torontosnowshow.com/