



CWSAA
Canada West Ski Areas Association

Spring Conference
Fairmont Chateau Lake Louise
April 25 - 27, 2017 Agenda



JARDINE LLOYD THOMPSON CANADA INC., SUN PEAKS RESORT, CANADIAN SKI COUNCIL, SNOW VALLEY

CWA Constructions, Panorama Mountain Resort, World Cup Supply, Snomax International, Integro, MountainGuard, SMI Snow Makers, Canada Ticket, Inter-Mtn. Enterprises Ltd.



Monday, April 24, 2017

Tour of Sunshine's Holy Bowly Terrain Park

1:00 pm - 3:00 pm > Sunshine Village

Stewart Laver, Director of Snow Sports, Sunshine

Steve Petrie, Arena Snowparks



Tour the site where the Holy Bowly event took place at Sunshine Village. Meet at Sunshine Village by the Totem Pole above the Creekside Restaurant at the base of the gondola at 1:00 pm. Will proceed up the gondola to go to the site and look at the features. Share

stories about the design and construction of this facility. Please arrive **equipped to ski or ride**.



CWSAA Registration

3:00 pm - 5:00 pm > Main Foyer, Hotel Lobby

Please remember to check in at the registration desk.

Name badges must be worn at all times to access sessions, workshops, meals and social events.

Alpine Combined Event & BBQ

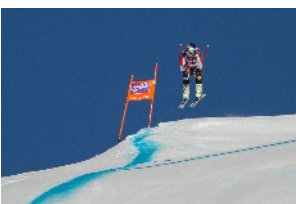
3:45 pm - 8:00 pm > Lake Louise Resort



Participants will compete in a combined alpine snow golf & ski race. Shot gun tee off at from Sunset Terrace. Tennis balls and golf clubs will be provided. After competing in

the race, ski / ride to North Face Bistro and start to mingle, tell lies and enjoy the BBQ. Dinner will be served at 6:00 pm.

*Pre-registration and ticket required



Tuesday, April 25, 2017

CWSAA Registration

7:30 am - 5:00 pm > Alpine Gallery, Conference Wing

Name badges must be worn at all times to access sessions, workshops, meals and social events.

Breakfast

7:30 am - 9:00 am > Lago Italian Kitchen

Sponsored by



ParkScapers / Day 1 of 3

8:00 am - 4:30 pm > Sunshine Village

Caleb Bosse, Bosse SnowParks

Wade Cose, Align Terrain and Events

Meet at hotel lobby at 7:45 am, bus leaves at 8:00 am



- **Indoor** – Introductions and agenda for three days and discussion on what participants would like to cover
 - Jump Shape discussion
 - **On-snow** - Tour of resort park features
 - **On-snow** --Jump feature construction, testing and identifying all the key components that make up a great jump for multiple users and abilities
- *Pre-registration required
-

Lift 151 Surface Lifts

9:00 am - 4:30 pm > Alpine Room

Dave Looney, Sr Safety Officer, BCSA

Rolf Lutje, Safety Officer, BCSA



Selkirk College

All CWSAA ski area members are encouraged to enrol in the Resort Passenger Ropeway Mechanic course. In BC this course is a requirement for lift mechanic licensing as specified by the BC Safety Authority. The course will include a tutorial on ski lift components and the applicable code requirements, followed by a one-hour, two-part exam involving ski lift components and the applicable Z98 Code requirements.

* Pre-registration required

TUESDAY, APRIL 25, 2017

Keynote Presentation: The Science of Fun - Growing & Retaining Customers

9:00 am - 10:30 am > Victoria Ballroom

Joe Hession, President & CEO, SNOW Operating

Sponsored by



Are we selling what our guests want? Delivering experiences that connect with your guests' motivations, needs and desires is the key to converting and retaining customers. In this session we'll take an in-depth

look at the beginner guests' wants and needs. Along the way we'll try to answer, how to manage these in your guest experiences and how to design experiences that put the guests' needs first.

Prinoth Winch Session

9:00 am - 4:45 pm > Lake Louise Cat Shop

Craig Montemurro, Service Coordinator, Prinoth

Meet at hotel lobby 8:15 am, bus leaves at 8:30am



This workshop will consist of five sessions total:

1. Presentation Space: General maintenance presentation and/or component/vehicle system presentation.
2. Shop: Troubleshooting/hands-on: PRINOTH vehicle system testing/adjustments, PRINOTH vehicle # 1. (Actual vehicle used T.B.D.)
3. Shop: Troubleshooting/hands-on: PRINOTH vehicle system testing/adjustments, PRINOTH vehicle # 2. (Actual vehicle used T.B.D.)
4. Yard: Tier 4 technology/new vehicle platform orientation/show and tell: NEW BISON Automatic Winch vehicle. (BR47_908930075.)
5. Yard/ upper paddock/ Piste above patrol / snow safety offices: New Bison X vehicle operation and functions. (BR48_908930077.)

Personal Protective Equipment (P.P.E.) and outdoor clothing will be a requirement to attend, and will not be supplied by PRINOTH, nor The Lake Louise Ski Resort.

* Pre-registration required

Visual Sheave Inspection of Ropeways

9:00 am - 5:00 pm > Agnes Room

Frederic Casoli, Technical Support, Doppelmayr

Iain McEvoy, Technical Support, Doppelmayr



During this one-day training session, qualified ropeway personnel will acquire a better understanding and inspection

skills related to ropeway sheaves.

The day will start with an introduction to the inspections which will then carry into a dissection of the sheave components and their functions. The history and evolution of the components will answer the which, why and where questions as they relate to lift vintages, today's safety standards and latest inspection instructions. Regular maintenance, inspection intervals and criterias will be reviewed in order to establish and incorporate them into every resort's yearly maintenance schedule. The day will end with a review of past and present sheave bulletins and the latest sheave inspection instructions **IN-05-082-1**.

*Pre-registration required

PistenBully Snowcat Maintenance Workshop / will continue on the morning of April 26

9:00 am - 5:00 pm > Fairview

Rod Elwell, Services Manager NA, PistenBully



- General maintenance recommendations and discussion
- Auxiliary hydraulics and electrical / theory of operation / maintenance / trouble shooting
- Winch theory, operation, hydraulic and electrical systems / trouble shooting
- Drive & tiller hydraulics, including cooling circuits, and brakes / theory of operation / maintenance / trouble shooting
- Mercedes and Cummins Engines

*Pre-registration required

TUESDAY, APRIL 25, 2017

Coffee Break

10:30 am - 10:45 am > Trails Foyer, Conference Wing
Sponsored by



Best Practices: Fat Bike & Tube Park

10:45 am - 12:00 pm > Plain of 6 / Saddleback
Moderated by **Andre Quenneville, GM, Mt Norquay**

A panel of ski areas with significant experience in tubing and fat biking will share their learnings and best practices on these two emerging trends. How do they integrate these activities into their ski areas? We will look at designs and operational processes that are key to the success of these on-snow activities.

2016/17 Season Overview

10:45 am - 12:00 pm > Beehive / Lakeshore
Nate Fristoe, Director of Operations, RRC Assoc.
Sponsored by **Canadian Ski Council**



This session will review key findings from the most recent Canadian Ski Council Snow Sports Survey and Model for Growth initiatives. Factors that will likely impact the 2016/17 season will also be highlighted, including key economic data, visitor participation, demographic trends, and insights regarding select international markets.

Lunch

12:00 pm - 1:00 pm > Lago Italian Restaurant
Sponsored by



CWSAA AGM

1:00 pm - 1:30 pm > Beehive / Lakeshore
Steve Paccagnan, Board Chair, CWSAA

- Approval of Agenda
- Approval of the Minutes of the May 3, 2016 meeting
- Presentation of the 2016/17 Annual Report
- Presentation of 2016/17 Financial Statements
- Election of Directors

Evaluating the Climate Conditions of the Winter 2016/17 for Ski Resorts in British Columbia -Yukon

1:30 pm - 3:00 pm > Plain of 6 / Saddleback
Dr. Michael Pidwirny, Associate Professor, UBCO
NOAA officially announced the presence of La Niña conditions at the start of November 2016. These conditions persisted for three months after which the sea surface temperatures at the equatorial Pacific Ocean returned to average conditions in February. Weather in British Columbia was 2 to 4°C warmer than normal in the month of November. In December, unseasonably cold temperatures occurred over most of the province. During January and February, the abnormally cold temperatures continued in southern British Columbia. However, in the northern half of the province normal to above-normal temperatures occurred. Snowfall came a bit late this winter for much of the province. Once it came warm ground temperatures, the result of the abnormally warm fall season, caused much of the late November snowfall to melt. Overall, snowfall accumulations from December to March were close to the climatological average in southern British Columbia despite a relatively dry January.

ASM Division Meeting

1:30 pm - 3:00 pm > Beehive / Lakeshore
Andre Quenneville, ASM Division Chair

An overview and discussion of province specific trends, issues, government priorities that impact ski areas in ASM Division.

TUESDAY, APRIL 25, 2017

Coffee Break

3:00 pm - 3:15 pm > Trails Foyer

Sponsored by



Evaluating the Climate Conditions of the Winter 2016/17 for Ski Resorts in Alberta, Saskatchewan, and Manitoba

3:15 pm - 4:45 pm > Beehive / Lakeshore

Dr. Michael Pidwirny, Associate Professor, UBCO

NOAA officially announced the presence of La Niña conditions at the start of November 2016. These conditions persisted for three months after which the sea surface temperatures at the equatorial Pacific Ocean returned to average conditions in February. Weather in Alberta, Saskatchewan, and Manitoba was 3 to 6°C warmer than normal in the month of November. In December, unseasonably cold temperatures occurred over most of the prairie provinces. During January and February, the abnormally cold temperatures continued in the south-western part of this region. In the north-eastern part of the prairies, normal to above-normal temperatures occurred. Snowfall came a bit late this winter for much of the Alberta, Saskatchewan, and Manitoba. However, several significant mid-latitude cyclones dumped large quantities of snow in specific areas of the southern prairies. Overall, snowfall accumulations from December to March were average in this region of Canada.

BC - Yukon Division Meeting

3:15 pm - 4:45 pm > Plain of 6 / Saddleback

Andy Cohen, BC - Yukon Division Chair

An overview and discussion of province specific trends, issues, government priorities that impact ski areas in BC - Yukon Division.

AGING ROPEWAYS – Another Year Older

3:15 pm - 4:45 pm > Lake Louise Ski Resort

Bruno Mannsberger, Division Mgr, McElhanney Consulting Services

Meet at hotel lobby 2:30 pm bus leaves at 2:45 pm

The intent of this year's discussion is to build on the topics introduced last year. The focus of this year's seminar will be on the steps required to update the maintenance plan for older ropeways and ropeways with limited maintenance support.

The following points will be addressed in detail:

- How to create and update a maintenance plan for aging ropeways
- How to use NDT records to help layout future maintenance projects and the life expectancy of components
- Evaluation of ropes and interpretation of rope NDT reports.

A theoretical lift will be used as an example to build

CWSAA Board Meeting (Board Members Only)

5:00 pm - 6:00 pm > Lefroy Room

Christopher Nicolson, President & CEO, CWSAA

Brewster BBQ & Casino Night

5:15 pm - 11:00 pm > Brewster Barn

Sponsored by



WHISTLER BLACKCOMB

Grab your cowboy hat & boots for the Brewster Barn's Western BBQ followed by casino night with fun money. Meet at the lobby by the hotel front desk for 5:15 pm. It's a short outdoor walk to the barn, please wear appropriate foot wear. A shuttle bus will be available. Bar opens at 5:30 pm, dinner at 6:30 pm and casino will open after dinner.



TUESDAY, APRIL 25, 2017

Wednesday, April 26, 2017

CWSAA Registration

7:30 am - 4:30 pm > Alpine Gallery, Conference Wing
Name badges must be worn at all times to access sessions, workshops, meals and social events.

Breakfast

7:30 am - 9:00 am > Lago Italian Kitchen
Sponsored by

INNTOPIA

Exhibitor Trade Show Set up

7:30 am - 11:00 am > Mt Temple Ballroom

Lift 152 - Fixed Grip Lifts

8:30 am - 4:15 pm > Alpine Room

Jeff Heikoop, Lift Maintenance Supervisor, WB

Laird Brown, Building & Electrical Manager, WB

All CWSAA ski area members are encouraged to enrol in the Resort Passenger Ropeway Mechanic course. In British Columbia this course is a requirement for lift mechanic licensing as specified by the BC Safety

Authority. This course will include a tutorial on ski lift components and the applicable code requirements, followed by a one-hour, two-part exam involving ski lift components and the applicable Z-98 Code requirements.

**Pre-registration required*

Developing New Skiers and Snowboarders:

The Quebec Experience

9:00 am - 10:15 am > Victoria Ballroom

Yves Juneau, President & CEO, ASSQ

For many years now, the Association of Quebec Ski Resorts (ASSQ) in Quebec has developed and managed sophisticated learn to ski and ride programs. From mobile learn to ski centres to consumer and ski school performance research, ASSQ President Yves Juneau will share how ASSQ proactively creates new skiers within the province and has increased skier retention.

Snowmaking: Fine Tuning Your System

9:00 am - 10:15 am > Beehive

Dave Kennedy, Sales Manager, TechnoAlpin

This session will look at several systems to see how they utilize the snowmaking plant to maximize effectiveness.

Best Energy Savings Practices

9:00 am - 10:15 am > Lakeshore

Kristian Haagaard, Lift Manager, Sunshine Village

Ski areas consume large amounts of energy to run lifts, make snow and operate vehicles. Ski area buildings such as day lodges, rental and retail shops, administrative offices, restaurants and ticket offices consume significant amounts of energy for lighting, heating, cooling and ventilation. As a result, energy use continues to be one of the largest expenses for a ski area.

In this session, we will discuss the following:

- Examples and challenges of energy saving practices that were incorporated into ski areas' day-to-day operations
- Rebate and incentive programs for installing energy-efficient systems at your ski area
- Sustainable Image: programs that will help you to market your green practices better both to your guests and employees

Non-Destructive Testing

9:00 am - 10:15 am > Plain of 6

Ross Muirhead, Technical Sales Representative, Inter-Mtn Testing

The NDT session will discuss aging and deterioration of wire ropes and the advancements in technology for wire rope inspection.

PistenBully Workshop / Continued from April 25

9:00 am - 12:00 pm > Fairview

Rod Elwell, Services Manager NA, PistenBully

PistenBully

- General electrical / main drawings / trouble shooting guides / 600 E3 drawings/CAN Systems
- Screens and menus
- Drive and tiller electronics / PSX inputs and outputs / using the screen to diagnose

**Pre-registration required*

WEDNESDAY, APRIL 26, 2017

ParkScapers / Day 2 of 3

8:30 am - 4:00 pm > Lake Louise

Caleb Bosse, Bosse SnowParks

Wade Cose, Align Terrain and Events

Meet in hotel lobby for 8:15, bus will leave at 8:30 am.



- **Indoor then On-Snow** – Look at terrain learning features and build features that will help instructors engage first time skiers and snowboarders
- Building Pods that incorporate FunSlope, cross course design/build to attract recreational skiers and riders

*Pre-registration required

Sheave Alignment 101

9:00 am - 10:15 am > Saddleback

Michael Weise, Leitner-Poma

Pat Boyle, GM Western Canada, Leitner-Poma

This session will discuss sheave train terminology, alignment and adjustment techniques for a variety of lift types. This will be an open discussion of techniques, input from class participants will provide practical knowledge for new and experienced mechanics alike.

Coffee Break

10:15 am - 10:30 am > Trails Foyer, Conference Wing

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CANADA'S ALPINE VILLAGE

Recruiting untapped Canadian Labour Pools

10:30 am - 12:00 pm > Lakeshore

Melanie Williams, Community Services Advocate,

Lil'wat Nation

Sponsored by



Cultural awareness/competencies - Relationship building and community bridging for creating meaningful connections and opportunities with First Nations, including resource tools and practical examples.

Detachable Technology

10:30 am - 12:00 pm > Saddleback

Michael Weise, Leitner-Poma

This session will discuss the history, theory and evolution of design of detachable aerial ropeways. Specific examples will be shown to give the participant a better understanding of these systems as we know them today.

Travel Alberta / Destination BC: Leading our Destinations on the Global Stage

10:30 am - 12:00 pm > Victoria Ballroom

Karen Ward, Director Consumer Marketing North America, Travel Alberta

Maya Lange, VP, Global Marketing, Destination BC

Travel Alberta and Destination BC are two of Canada's leading provincial marketing organizations. Both are great partners and work closely with the ski sector to drive domestic and international visits. This presentation shares how each organization is driving winter ski visitation, and how we position ourselves to compete for skiers and riders globally.

AEDARSA / BC Safety Authority Update

10:30 am - 12:00 pm > Plain of 6

Nav Chahal, Provincial Safety Mgr, Elevating, Ropeways & Amusements, BCSA

Dean McKernon, Mgr Safety Services, AEDARSA

The session will include industry statistics for the 2016/17 season and trends & observations from the field.

Trade Show Hours

11:30 am - 1:30 pm & 4:00 pm - 6:00 pm > Mt Temple Ballroom

Trade Show Lunch

11:30 am - 1:30 pm > Mt Temple Ballroom

Sponsored by



BC Marketing Committee Meeting (Committee Members Only)

12:30 pm - 3:30 pm > Agnes

Karla Grenon, GM Marketing, Whistler Blackcomb

Real Estate Trends

1:00 pm - 2:30 pm > Beehive

Peter Nixon, Mgr of Real Estate Dev, Sun Peaks Resort

Christian Dubois, Sr VP Sales, Sotheby's

Christopher Vincent, Sr VP Sales, B.A., Sotheby's

Real Estate plays a key role in the economics of the Western Canadian Ski industry. This session will cover the main economic indicators affecting real estates overall. An update on sales activity in the BC Interior (Sun Peaks, Big White & Silver Star), Whistler, Kootenays and Canmore and the challenges they face.

Tools to Help Employers Manage Mental Health in the Workspace

1:00 pm - 4:15 pm > Lakeshore

Bob Kerr, Provincial Workplace Mental Health Coord,
Canadian Mental Health Association, Alberta Division

Sponsored by



This workshop combines module one of the core workshop (Mental Health at Work) with elements of both module two (Mood & Depression) and module three (Stress & Anxiety). The result is a balanced half-day overview of workplace mental health. The first half introduces participants to the important overarching ideas and concepts, followed by a closer examination of two common mental health problems in the second half.

By the end of this session, participants will:

- Understand the important role of mental health in maintaining a healthy and safe workplace
- Consider strategies to address issues relating to health and safety from a mental health lens

*Pre-register at CWSAA registration desk on Tuesday.

Limited spots available

Electrical 101

1:00 pm - 2:30 pm > Saddleback

Laird Brown, Building & Electrical Manager, WB

Roy Atkins, Electrical Supervisor, WB

A look at basic troubleshooting techniques, an explanation of voltage and current and how the two work together to perform work. Some examples of things that have gone wrong and how they were resolved. Motor maintenance, battery maintenance best practices and questions that you may have. A quick look into the future of lift monitoring by WB's SCADA system.

Small Areas Workshop

1:00 pm - 2:30 pm > Fairview

Moderated by **Lawrence Blouin**, GM, Table Mountain

Identifying solutions to common challenges faced by smaller community ski areas is the objective of this session, these include:

- Board Governance
- Aging infrastructure and fundraising
- Operations & Maintenance training
- Small areas initiatives: insurance, marketing
- Recruiting / Retention

The formatted session will allow for brainstorming, sharing of best practices, and networking between ski areas.

Maintenance as a Profit Centre

1:00 pm - 2:30 pm > Plain of 6

Donald Jones, Managing Director, Maintenance
Desktop Solutions Inc.

Learn how to understand how maintenance can be managed more effectively utilizing data mining tools to provide cost saving opportunities and increase overall profits.

Coffee Break

2:30 pm - 2:45 pm > Trails Foyer, Conference Wing

Sponsored by



CANADA'S ALPINE VILLAGE

WEDNESDAY, APRIL 26, 2017

Go Ski Alberta

2:45 pm - 4:15 pm > Fairview

Hosted by:

Andre Quenneville, GM, Mt Norquay

Shawn Balog, GM, Snow Valley

Cynthia Thomas, Marketing, CWSAA

Learn about the background of Go Ski Alberta and the results from this past year’s campaign. Plus, review opportunities for 2017/18 and participate in developing the program strategy.

Financing the Ski Resort Industry

2:45 pm - 4:15 pm > Saddleback

Scott Meyers, SVP/Region Manager, Wells Fargo & Co.

This presentation provides a road map for ski areas seeking capital investment. It outlines criteria, and perhaps surprising insights, that financial institutions use to assess proposals. Different types of financing and potential sources are identified for both day ski area and destination operators.

Adventure Tourism Strategy

2:45 pm - 4:15 pm > Mollison

Dave Butler, Director, Sustainability, Canadian Mountain Holidays LP

Brad Harrison, Executive Director, Backcountry Lodges

CWSAA and HeliCat Canada worked closely over the past year as part of a 18-sector Adventure Tourism coalition to develop an “Adventure Tourism Strategy.” Co-chair Dave Butler and Brad Harrison will present a short overview of the coalition and the strategy, and discuss next steps.

Lift Mechanic Safety Best Practices / Operations Roundtable (Closed Session)

2:45 pm - 4:15 pm > Plain of 6

Ross Muirhead, Technical Sales Rep, Inter-Mtn Testing

Eric Bobert, Millwright Leadhand, Big White Ski Resort

This discussion session will focus on the safe practices used regarding maintenance tasks. This includes summer vs. winter operations. Work baskets, and operating on-hill equipment (snowmobiles, groomers) while the area is operating. The session will also cover the types of dialogue currently used in regards to planning and initiating jobs, risk and hazard assessments, and post job reviews. A Field Level Hazard Assessment (FLRA) form will be introduced and the pros/benefit of a FLRA system discussed.

Snow Sports School - Terrain Based Learning

2:45 pm - 4:15 pm > Beehive

Moderated by:

Stewart Laver, Director, Ski & Snowboard, Sunshine

Josh Foster, Director of Snow Sports, Big White

▪ **Terrain Based Teaching at Lake Louise**

Tony Brown, Kidski Supervisor, Lake Louise Ski Resort

Insight into creating and utilizing a variety of terrain features to assist in a student’s skill development and overall experience at a Mountain Resort.

- CSIA update
- CASI update
- CANSI update

Trade Show Reception

4:00 pm - 6:00 pm > Mt Temple Ballroom

Sponsored by



Banquet & Awards Ceremony

6:00 pm - 10:00 pm > Victoria Ballroom

Master of Ceremonies: **Steve Paccagnan**

Banquet Dinner sponsored by



Banquet Drinks sponsored by



Lars Fossberg Excellence Award Presentation

by Hildur Sinclair

Jim Marshall Leadership Award Presentation

by Dave Gibson

Jimmie Spencer Lifetime Achievement Award

Presentation by Darcy Alexander & Jimmie Spencer

Thursday, April 27, 2017

CWSAA Registration

7:30 am - 4:00 pm > Alpine Gallery, Conference Wing

Trade Show Breakfast

7:30 am - 9:30 am > Mt Temple Ballroom

Sponsored by



Trade Show Hours

7:30 am - 9:30 am > Mt Temple Ballroom

Operations Tour of Sunshine Village

8:30 am - 4:30 pm > Sunshine Village

Kristian Haagard, Lift Mgr, Sunshine Village

Rod Chisholm, Maintenance Mgr, Sunshine Village

Stewart Laver, Director, Ski & Snowboard, Sunshine Village

Bus will depart from hotel at 8:30 am. Please meet in the hotel lobby at 8:15 am.



Tour of Sunshine: heated bubbles/conveyors

- Operations overview of the state-of-the-art Teepee Town LX chair lift designed and built by Doppelmayr. This detachable quad is equipped with protective bubbles and - first in Canada - heated seats.
- Operations overview of the Chairkit loading conveyor paired with a fixed-grip quad by Leitner-Poma. This infrastructure enhancement provides increased comfort for the guests, decreases the number of stops which results in shorter ride times and shorter lift lines, and reduces employee injuries.

Grip Dismantle

Inspection of the critical parts and tear-down procedures for detachable grips (Leitner-Poma TB41 (1988, 1995, 1996) and Doppelmayr DT 104(2010, 2015)) and for fixed grips (Leitner-Poma Alpha (2000, 2002) and Omega (2000, 2001, 2003)).

Both the tour and the demo will be conducted by Sunshine Village Operations and Maintenance staff in collaboration with representatives from Chairkit, Leitner-Poma and Doppelmayr.

**Schedule is subject to change*

** Pre-registration required*

Good to Great: Rebuilding the Ski Industry One Skier at a Time

9:00 am - 10:30 am > Victoria Ballroom

Paul Pinchbeck, President & CEO, CSC

Cynthia Thomas, Marketing & Communications Mgr, CWSAA

Downhill skiing participation has experienced a downward trend. CWSAA, in partnership with CSC, have made growing the sport a priority initiative. This session will explore the opportunities, strategies, and goals for new skier and rider growth. Results and best practices from the inaugural year of Never Ever Days and other new participant development programs will be reviewed. Discover what programs and opportunities will be the focus for 2017/18.

ParkScapers / Day 3 of 3

9:00 am - 4:00 pm > Louise Room

Caleb Bosse, Bosse SnowParks

Wade Cose, Align Terrain and Events



- Sketch up session, bring your laptops to create parks, and build the rail platform.
- Creating a proposal that includes all the items management will look for to approve terrain purchases or changes at your resort.
- Terrain Learning.
- Park Management - How to keep staff motivated and happy, how to manage fatigue and burn out. Key manager skills and dos and don'ts.
- Documentation including key components and a breakdown of multiple ways to document terrain and terrain facilities efficiently and consistently.
- Risk management in parks, cross course and event venues what to look for and how to respond timely.
- Economics of Terrain.

**Pre-registration required*

Coffee Break

10:30 am - 10:45 am > Trails Foyer, Conference Wing

Sponsored by



THURSDAY, APRIL 27, 2017

Lift 153 / Detachable Lifts

10:45 am - 2:45 pm > Alpine Room

Dave Looney, Sr Safety Officer, BCSA

Rolf Lutje, Safety Officer, BCSA



All CWSAA ski area members are encouraged to enrol in the Resort Passenger Ropeway Mechanic course. In British Columbia these courses are a requirement for lift mechanic licensing as specified by the BC Safety Authority. This course will include a tutorial on ski lift components and the applicable code requirements, followed by a one-hour, two-part exam involving ski lift components and the applicable Z98 Code requirements.

**Pre-Registration required*

Three Safety Culture Tools / A hands on workshop

10:45 am - 12:00 pm > Fairview

Kymm Ducharme, Key Account Consultant, WorkSafeBC

This will be an opportunity to use/discuss practical and proven no-cost tools that will assist in improving your safety culture. We will discuss issues such as factors that contribute to risk taking and how to mitigate, the Safety Culture Survey – when to use it and why, and Caught Safe Cards – ways to reward safety behaviour. Come to the workshop prepared to share ideas and suggestions – how can we develop these tools to meet the needs of the ski industry?

Crisis Management - Communications

10:45 am - 12:00 pm > Lakeshore

Dan Markham, Director, Brands & Communication, The Lake Louise Ski Resort

There can be many communication impacts during a crisis at a resort – both internally and externally. Using case studies, review the essential components of a crisis management plan including roles and processes.

Human Resource Open Forum

10:45 am - 12:00 pm > Agnes

Alison Crick, HR Committee Chair, CWSAA

Roundtable discussion of HR topics. Ask the HR Committee questions and discuss current concerns. Everyone welcome.

Associate Member Meeting

(Associate Members Only)

10:45 am - 12:00 pm > Plain of 6 / Saddleback

Debbie Muirhead, Associate Member Director, CWSAA

Opportunity to communicate with CWSAA CEO/President; Christopher Nicolson and Associate Member Director; Debbie Muirhead.

Discussion topics:

- Review of the new trade show format
- Discussion on conference locations and timing
- Communication - post trade show feedback
- Benefits of being an associate member

Lunch

12:00 pm - 1:00 pm > Lago Italian Restaurant

Sponsored by **CSIA**



PR: Raising the Bar

1:00 pm - 2:30 pm > Lakeshore

Matt Mosteller, Senior VP, Marketing, Sales & Resort Experience, RCR

How to engage the media and excel at public relations through creating timely, worthy, nuggets to help people learn how to get inspired and find ways to get outside. Hear Powder Matt's story of how he took his passion as a ski bum to become a person of interest and further translated it into gaining awareness for his ski areas and snow-sports.

THURSDAY, APRIL 27, 2017

Safety & Risk Management Meeting

1:00 pm - 4:00 pm > Plain of 6 / Saddleback

Moderated by: **Ryan Stimming**, Safety & Risk Mgmt. Chair, CWSAA

Legal Update:

Robert Kennedy, Q.C., Farris, Vaughan, Wills & Murphy

Discussion of recent ski area litigation cases; Ontario Consumer Protection Act and its impact on the release defence in Ontario; on-hill guest collision incidents, including guest/snowmobile collisions; revised Mountain Bike Responsibility Code; minor revision to Alpine Responsibility Code; NSAA Jump Test Study update.

Insurance Sessions:

Craig Bolt, Account Executive, Gougeon Insurance Brokers

- Pack it up Pack it in – off-season housekeeping - a pro active approach
- Documentation review – if it is not documented, did it really happen ?
- Slip / Trip / Fall- accident investigations
- Snowmobile Identification – Best Practices.

Cyber Liability Insurance:

Sandy Millar, VP and **Martin Delaney Sr.** VP, JLT Canada Inc.

- “In today’s business landscape, cyber events are inevitable, impenetrability is a myth, and there are no silver bullets” – Scott Kannry, Axio Cyber Solutions
- Sound risk management, along with response capabilities and financial ability to react are critical to successfully addressing cyber threats and attacks.
- Who should be concerned?
- What are the key categories of cyber risk?
- Cyber risk examples and case studies
- Risk action framework for Cyber exposure – what to do about it

Fort McMurray Presentation:

Alan Westhaver, Forest Wise Environmental Consulting Ltd.

Alan Westhaver managed vegetation and wildfires in the Rocky Mountains for nearly 25 years, and continues to be a key figure in developing and promoting "FireSmart" risk mitigations for reducing wildfire losses across Canada.

Based on that experiences and his recent investigations into the survival/ ignition and destruction of homes during the 2016 Fort McMurray disaster (sponsored by the Institute for Catastrophic Loss Reduction), Alan will speak on wildfire risks and potential risk mitigations at ski area developments. He will review general characteristics of ski area developments that contribute to wildfire risk, outline some of the lessons learned from Fort McMurray and other research applicable to ski areas, and outline how pro-active FireSmart measures applied to structures, vegetation, and infrastructure could be helpful in mitigating the risk of wildfire losses at mountain ski resorts.

Coffee Break

2:30 pm - 2:45 pm > Trails Foyer, Conference Wing

Sponsored by



Ecosign Financial Analysis of Canadian Ski Areas (Closed Session / Participants Only)

2:45 pm - 4:00 pm > Beehive

Don Murray, VP, Ecosign Mtn Resort Planners

CWSAA and Ecosign have been working together since 1987 to produce an annual Financial Analysis of the Western Canadian Ski Industry. Don’s presentation will include Alpine Ski Area Financial Highlights for Western Canada and trends over the last three years.

Do more with Digital Marketing

2:45 pm - 4:00 pm > Lakeshore

Jim Barr, CEO, SnowSeekers

Following up on the popular CWSAA talk last year Doc Pow, aka Jim Barr - collaborates with industry representatives to dive into key opportunities to grow your digital footprint. As a small to medium sized ski resort come learn how you can “move the needle” in digital with tips delivered by a long time digital media expert. Learn how your industry colleagues have applied digital media techniques to their marketing plans and the results they’ve seen.

Growing Schools Visits

2:45 pm - 4:00 pm > Fairview

Christopher Nicolson, President & CEO, CWSAA

Introducing ski and snowboard lessons to Canadian youth is an important part of our industry's future. This session will review how CWSAA has been working with ski areas, provinces, and national organizations on common best practices to remove barriers and build support for school groups.

***All times and events are subject to change**

THURSDAY, APRIL 27, 2017