

Spring Conference
Fairmont Chateau Lake Louise
April 24 - 26, 2018
AGENDA

























Bishopsgate

ECOSIGN MOUNTAIN PLANNERS, LIFTOPIA, WORLD CUP SUPPLY, TECHNOALPIN, SNOW VALLEY, SUN PEAKS RESORT, JARDINE LLOYD THOMPSON CANADA

Canada Ticket, Inter-Mtn. Enterprises, Mueller Lifts, Selkirk College, SMI Snow Makers, MountainGuard, HUB International, Panorama Mountain Resort

A special thanks to the following members for their donations to support the following:

Small Areas Support:

Whistler Blackcomb Farris, Vaughan, Wills, & Murphy LLP SilverStar Mountain Resort

Rabbit Hill Snow Resort

Ski Industry Pioneer:

Mearl's Machinery Tiburon Lockers

Mueller Lifts

Canadian Association of Snowboard Instructors

Monday, April 23, 2018

CWSAA Registration

4:00 pm - 6:30 pm > The Lodge of Ten Peaks, Lake Louise Ski Resort 8:00 pm - 9:00 pm > Main Lobby of Fairmont Hotel Please remember to check in at the registration desk. Name badges must be worn at <u>all</u> times to access sessions, workshops, meals and social events.

Alpine Combined Event & BBQ

4:00 pm - 9:00 pm > Lake Louise Ski Resort

4:00 pm Racers check in Racers upload

5:30 pm Bar Opens in The Lodge of Ten Peaks

6:30 pm Dinner served

Sponsored by





Participates will compete in a combined alpine snow golf & ski race. Shot gun tee-off from Sunset Terrace at the top of the mountain. Tennis balls and golf clubs will be provided. After competing in the race, ski / ride to the lodge and start to mingle, tell lies and enjoy the BBQ. Dinner will be served at 6:30 pm.



*Pre-registration and ticket required

Tuesday, April 24, 2018

CWSAA Registration

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

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

Breakfast

7:30 am - 9:00 am > Mt Temple Ballroom Sponsored by



Confined Space

8:00 am - 5:00 pm > Mollison Room

Jason Wolsky, Instructor, Raven Rescue

This course will prepare you to work safely and efficiently in a confined space - one of the most challenging and dangerous environments in today's workplace. It will also prepare you to fulfill attendant and standby duties for others working in a NON-IDLH confined space. Participants will learn to identify confined spaces, assess the hazards and understand the requirements for entry including documentation, safety equipment, ventilation and monitoring.

* Pre-registration required

ParkScapers / Day 1 of 3

8:00 am - 4:30 pm > Sunshine Village Wade Cose, Align Terrain and Events Caleb Bosse, Beaver Valley Ski Club

- Tour of Resort Park Features
- Jump feature construction, testing and identifying all the key components that make up a great jump for multiple users and abilities.
- Look at Terrain Learning features and build features that will help instructors engage first time skiers and snowboarders.

*Pre-registration required

 Meet in hotel lobby for 7:45 am, shuttle will leave at 8:00 am





Lift 151 Surface Lifts

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

Cam Surine, A Regional Business Leader, PR/AM/ED, TSBC **Dave Looney**, Sr. Safety Officer, PR/AM/ED, TSBC

The primary purpose of the Level I Surface Lifts course administered by Selkirk College and Technical Safety BC is to verify and validate the experience and qualifications of surface lift passenger ropeway maintenance mechanics through a review of surface lift maintenance requirements and regulations, and a subsequent surface lift mechanic qualifying test. The workbook and class room session provides a framework to help you, other course participants and the course instructors to focus on important topics and concerns related to the safe operation of surface lifts, the essential maintenance requirements of surface lifts and British Columbia regulations related to these lifts, including the CSA Z98

Code. All ski areas welcome. *Pre-registration required

Updates from: Destination BC / Mountain Resort Branch / WorkSafeBC

9:00 am - 10:30 am > Plain of 6 / Saddleback Room **Kevin Birnie**, Occupational Safety Officer, WorkSafeBC

Will discuss updates on inspectional trends and current safety issues, injury statistics and overall WorkSafeBC outreach activities.

Jennifer Goad, A/ED, Mountain Resorts Branch Mountain Resorts Branch will discuss updates from over 2017-2018 season.

Jacqueline Simpson, Dir, Digital Marketing Strategy, DBC Destination BC will highlight the value of tourism, how it supports ski destinations, and provide an overview of the new Global ski strategy. Find out why tourism marketing is challenging, and how DBC and BC's tourism industry is rising to the challenge.

ASM Division Meeting

9:00 am - 10:30 am > Beehive / Lakeshore Room **Andre Quenneville**, ASM Division Chair

An overview and discussion of province-specific trends, issues, government policies that impact ski areas in Alberta, Saskatchewan & Manitoba.

CSA Z98 Changes for 2019

9:00 am - 10:30 am > Pipestone A Room

Dave Looney, Sr. Safety Officer, Technical Safety BC

The CSA Z98 is 50 years old in 2018. Find out what changes will be in the 2019 Edition of the CSA Z98-14 in advance of the publishing date.

Coffee Break

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



Alberta Ministry of Culture & Tourism/ Occupational Health and Safety

10:45 am - 12:00 pm > Beehive / Lakeshore Room Chris Heseltine, ADM, Tourism & Recreation Div. Darcy Brown, OH &S Officer, Labour - OH &S

Tourism Development Overview:

The Government of Alberta understands the significant impact that tourism has on the lives of Albertans across the province. Tourism remains a priority for growing and diversifying Alberta's economy and the government is committed to working with partners and stakeholders to grow the tourism industry to \$10 billion by 2020. Chris will provide an overview of the Tourism Division's strategic priorities and initiatives for growing Alberta's tourism industry.

Bill 30: Act to Protect the Health & Well-being of Working Albertans

An overview of Alberta Occupational Health & Safety legislation changes.

BC - Yukon Division Meeting

10:45 am - 12:00 pm > Plain of 6 / Saddleback Room Andy Cohen, BC - Yukon Division Chair
An overview and discussion of province- specific trends, issues, government policies that impact ski areas in the BC-Yukon Division.

Concerned about Aging Machinery?

10:45 am - 12:00 pm > Pipestone A Room **Neville Sachs, Engineer** Sponsored by



There are a lot of older ski lifts and older resort equipment and many people feel that their age leads to reduced reliability. However, in many cases, the

older machines were designed and built to very robust standards. This presentation will give the attendees a range of techniques and practices that they can use to maintain the reliability of those older machines.

Lunch / Keynote Presentation:

Mountains of the Future: Smart Travelers, Smarter **Destinations**

12:00 pm - 1:45 pm > Mt Temple Ballroom

12:00 pm - 12:30 pm > lunch service

12:30 pm - 1:45 pm > Nikolas Badminton, Futurist Sponsored by





Globalization, improvements in long distance travel, exponential technologies and inspirational content are making the world a smaller place. Destinations, and the businesses within them, are in a more competitive landscape than ever

before and vying for the attention and spending of the savviest travelers.

We will look at how traveler demographics and motivations are changing, how large and small destinations are getting smarter, how travelers and sports are going to evolve and what they will expect in creating peak experiences. We'll look at how technologies like artificial intelligence the internet of things Augmented and Virtual Reality, the sharing economy and other emerging solutions will change how we operate, engage and inspire.

Exhibitor Trade Show Set up

1:00 pm - 3:30 pm > Victoria Ballroom

Canadian Ski Market Segmentation Workshop: Tools to grow visits

1:45 pm - 4:00 pm > Fairview Room Jane Olser, Principle, PJ Osler and Associates Paul Pinchbeck, President & CEO, CSC Sponsored by



The 2017 Canadian Skier/Snowboarder Market Segmentation is one of the most important studies to be conducted in the last 20 years. This study will form the basis of our efforts to

grow the sport at all levels in the coming decade. This interactive case study session will explore a real world example of how segmentation was used in the ski business to achieve a winning result. (Current CSC research participants will be able to immediately apply learning to their business.) Resorts who don't yet participate will be able to understand the research and sign up to segment their customer database.

Operations Supervisor Workshop

1:45 pm - 4:00 pm > Plain of 6 / Saddleback Room Anne Terwiel, Sr. Lecturer, Tourism Mgmt, Thompson Rivers University

Specifically designed for ski area operations teams. Communicating effectively with staff is often the most challenging part of a Supervisor's job. This workshop will provide information on the reasons that communication can sometimes be difficult, even when we feel we are strong communicators ourselves and will provide tools to help facilitate effective communication with your staff. While the focus will be on making communication go well from the start, we will also look at navigating difficult conversations and de-escalating situations that threaten to become out of control. At the end of the workshop participants will be

able to:

- understand common communication barriers
- speak to staff in a way that will ensure staff understanding
- train staff so they remember what they learned
- utilize active listening to get to the heart of the story, in order to find appropriate solutions
- prevent difficult situations from escalating

Snowsports Meeting

1:45 pm - 4:00 pm > Pipestone B Room Josh Foster, Director of Snow Sports, Big White

Round table discussion covering:

- New skier/snowboarder experience
- New CSIA Apprentice program
- Small areas and school programs, opportunities for growth

Updates from:

CSIA, CASI, CANSI, CFSA

CWSAA AGM

1:45 pm - 2:15 pm > Mt Temple Ballroom Steve Paccagnan, Board Chair, CWSAA

- Approval of Agenda
- Approval of the Minutes of the April 25, 2017
- Presentation of the 2017/18 Annual Report
- Presentation of 2017/18 Financial Statements
- Election of Officers

TUESDAY, APRIL 24, 2018

Coffee Break

2:15 pm - 2:30 pm > Alpine Foyer, Conference Wing Sponsored by



Non-Destructive Testing

2:30 pm - 4:00 pm > Pipestone A Room **Don Muirhead**, President, Inter-Mtn Testing Ltd. **Kevin Clark**, Director, Ancam Solutions Company

Discussion on NDT of lift components tested in other jurisdictions, other than annual requirements of CSA Z98.

Senior Management Roundtable (Closed Session)

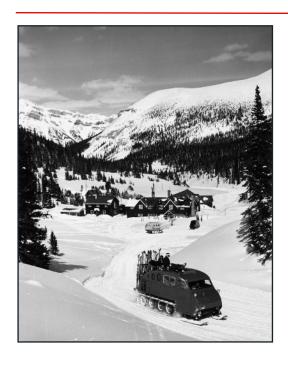
2:30 - 4:00 pm > Beehive / Lakeshore Room **Steve Paccagnan**, Chair, CWSAA

This session will include an open forum specifically for general managers from ski areas on industry topics, and breakout provincial discussions (if necessary) on selected topics.

Trade Show Reception

4:00 pm - 6:00 pm > Victoria Ballroom Sponsored by





CWSAA 50th Spring Conference Celebration Dinner

6:30 pm - 11:00 pm > Mt Temple Ballroom 50th Event Bars Sponsored by



50th Event Dinner Sponsored by



6:30 pm Door / Bars open

7:00 pm Opening remarks by MC

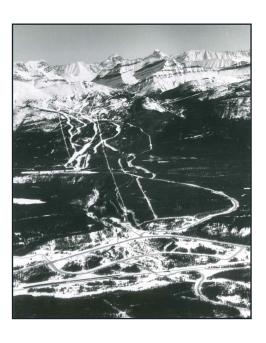
7:15 pm Dinner Buffet opens

8:00 pm9:00 pmJimmie Spencer Lifetime Achievement

Award Presentation by Steve Paccagnan

& Jimmie Spencer

(*Wear your favourite ski sweater)



Wednesday, April 25, 2018

CWSAA Registration

7:30 am - 4:30 pm > Alpine Gallery

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

Trade Show Breakfast

7:30 am - 9:30 am > Trade Show, Victoria Ballroom Sponsored by



Trade Show Hours

7:30 am - 9:30 am & 11:30 am - 1:30 pm > Victoria

Fall Protection Rescue Course Day 1 of 2

8:00 am - 5:00 pm > Mollison Room

Jason Wolsky, Instructor, Raven Rescue

This course is designed to give participants the skills necessary to perform the basics of self-rescue as well as assisting a fall victim. This course combines both theory and practical training using current, approved fall

protection equipment. The training includes instruction,

demonstration, hands-on activities and written exercises.

*Pre-registration required

ParkScapers / Day 2 of 3

8:30 am - 4:30 pm > Lake Louise Ski Resort Wade Cose, Align Terrain and Events Caleb Bosse, Beaver Valley Ski Club Meet in hotel lobby for 8:15, bus will leave at 8:30 am.

- Look at terrain learning features and build features that will help instructors engage firsttime skiers and snowboarders
- Building Pods that incorporate FunSlope, cross course design/build to attract recreational skiers and riders

*Pre-registration required





Lift Gears: Design, Operation, Maintenance & Troubleshooting

9:00 am - 4:15 pm > Fairview Room

John Amendola, President, Artec Machine Systems

Dereck Yatzook, Sr Project Mgr, Artec Machine Systems

Now in its 8th consecutive year, Artec Machine Systems

& Doppelmayr present a full-day seminar.

Lift maintenance crews will get a chance to learn a wide variety of diagnostic methods which can be taken back to the installations they operate and maintain.

Sessions will cover:

- Fundamentals of gear types and terminology
- Recommended forms of maintenance procedures
- Practical troubleshooting techniques related to gear toothing, backstops, bearings, couplings, alignments, gear failure modes and much more
- Oil sampling analysis
- Audio and visual inspection
- Vibration analysis
- The importance of load distribution, how to check for it and document to have a meaningful trend for analysis

Lift 152 - Fixed Grip Lifts

9:00 am - 4:15 pm > Alpine Room Laird Brown, Electrical/Building Mtce Mgr, WB **Jeff Heikoop**, Lift Maintenance Supervisor, WB The primary purpose of the Level 2 Fixed Grip Circulating Ropeways administered by Selkirk College and Technical Safety Authority BC course is to verify and validate the experience and qualifications of fixed grip circulating passenger ropeway maintenance mechanics through a review of fixed grip passenger ropeway maintenance requirements and regulations, and a subsequent fixed grip passenger ropeways mechanic qualifying test. The workbook and classroom sessions provides a framework to help you, other course participants, and the course instructors to focus on important topics and concerns related to the safe operation of fixed grip passenger ropeways, the essential maintenance requirements of fixed grip ropeways, and British Columbia regulations related to these ropeways, including the CSA Z98 Code. All ski areas welcome.

*Pre-registration required

Best Practices on Record Keeping & Maintenance Scheduling

9:00 am - 10:30 pm > Beehive Room

Melissa Hollis, Maintenance Planner, WB

Dean Roberts, Lift Maintenance Mgr, Sun Peaks

Randy Murphy, Director of Mtn Ops, Sasquatch

Peter Harding, Ops Mgr, Fairmont Hot Springs Resort

Panel discussion from different ski areas on their best practices for record keeping and maintenance scheduling.

Lift Maintenance Safety

9:00 am - 10:30 am > Saddleback Room

Ross Muirhead, GM, Inter-Mtn Testing Ltd.

Eric Bobert, Millwright Leadhand, Big White Ski Resort

Darcy Arnold, Millwright Leadhand, Big White Ski Resort

Bob Bell, Retired Lift Inspector / RM Consultant

Sponsored by



A general discussion on lift maintenance safety, personal safety and the importance of watching out for each other. Existing safe work procedures and how or why to improve them.

Preparation is Critical in Managing Cyber Risks

9:00 am - 10:30 am > Lakeshore Room **David Clark**, Sr Claims Counsel, Speciality Insurance,
Travelers Canada

Simone Vermette, Sr Account Executive, Travelers Canada Many business owners "freeze" at the thought of cybersecurity because it is complicated. Privacy leaks, fraud and data theft are just some of the many real risks that are covered through Cyber Liability coverage. Do you know what to do if there is a cyber incident? Do you know what to not do? Your cyber liability insurer can help. Whether you already understand cyber liability insurance or are exploring it for the first time, this session will explore the risks and provide practical solutions to help prevent and respond to a cyber incident.

Crisis Communication Workshop

9:00 am - 12:00 pm > Plain of 6 Room **Dan Markham**, Dir, Brands & Communications,

Lake Louise Resort

Matt Mosteller, VP Sales & Marketing, RCR Rebeckah Hornung, Sales & Marketing Mgr, Whitewater This session is designed for Ski Area Managers who act as spokespeople and key members of a crisis communication team. Review the critical components of a crisis communication action plan and managing your messaging. Then work within groups to build a plan and response to a specific crisis case study. Facilitators will provide support and guidance to help work through the case studies. Participants will have the opportunity to develop their skills and receive feedback when they present their case.

Small Areas Workshop

9:00 am - 12:00 pm > Pipestone Room 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:

- Small area marketing
- Volunteers
- Organizational charts
- Rental shops

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

Coffee Break

10:15 am - 10:30 am > Alpine Gallery, Conference Wing

Sponsored by



Failure Analysis of Ski Area Mechanical Equipment

10:45 am - 12:00 pm > Saddleback Room **Neville Sachs**, Engineer Sponsored by



Broken parts tell what caused them to fail, and most of the time that diagnosis isn't difficult. This class will review the most common failure

modes, describe how to diagnose them, and show examples of several failures from ski areas. There will be a selection of hands-on failed components for the attendees to look at.

CWSAA a Backward Glance - 50 Years of Moving Our Guests Uphill

10:45 am - 12:00 pm > Beehive Room **Bob Bell**, Retired Lift Inspector / RM Consultant **Bob Hall**, Sales, Murray Latta Progressive Machine

An interactive discussion on the early days of ski lifts, inspections and ski areas in Western Canada that have closed since 1977. It will include input from "pioneer attendees" present at the session and look back at lift technology and construction in 1968 vs present day. As well as the development of Operations and Maintenance programs within the CWSAA will be discussed.

On the Job Impairment - What You Need to Know

10:45 am - 12:00 pm > Lakeshore Room Tom Yearwood, President & CEO, Denning Health Group Sponsored by



Whether hung over from last night's activities or using on the job, impairment is a serious threat to the safety of everyone involved. Knowing how to legally and properly manage situations is key to dealing with them. Turning a blind eye only allows the problem to worsen and could attract legal culpability if someone was to be injured or killed as a result of on the job impairment. Employers have a legal obligation to ensure a safe workplace, and application of Bill C-45 could result in sentences of up to life in prison for supervisors, owners and managers who fail to respond to the threat posed by on the job impairment. The impending legalization of cannabis in Canada is going to put even more pressure on employers and supervisors who must manage the threat in a respectful and legal manner. A sound policy is the starting point of the process.

Trade Show Lunch

11:30 am - 1:30 pm > Victoria Ballroom Sponsored by



Partnerships with Competitive Snowsports Clubs

1:00 pm - 2:30 pm > Pipestone Room Stewart Laver, Director, Ski & Snowboard, Sunshine

Anders Hestdalen, GM, BC Alpine Ski Association

Penny Vincett, Valley Ski Club

Robyn Martel, Indoor Ops Mgr, Canyon Ski Resort Through a panel discussion explore opportunities to build relationships with clubs and community partners. Ski clubs embody passionate core skiers/riders, but they also have high demands – space, grooming etc, which can create a clash. The panel brings insight into what works well, conflict resolution best practices and opportunities.

Community partners are important and every ski area benefits in different ways from different partnerships.

AEDARSA / Technical Safety BC Update

1:00 pm- 2:30 pm > Lakeshore Room Nav Chahal, Provincial Safety Mgr, Elevating, Ropeways & Amusements, TSBC Dean McKernon, Mgr Safety Services, AEDARSA The session will include industry statistics for the

2017/18 season and trends & observations from the field.

RFID Technology within Ski Resorts

1:00 pm - 2:30 pm > Beehive Room Cailen Pratt, IT Manager, Big White Ski Resort Big White implemented an RFID ticketing system four seasons ago. This presentation will outline the technology from encoding/reloading the ticket to the Point of Entry. Will also address benefits and shortfalls which have been encountered during our seasons of operation.

The presentation is aimed at resorts potentially interested in implementing RFID. They will have a better understanding of what can and can't be achieved with this technology from someone in the field.

Sr Management: New Labour Code Regulation

1:00 pm - 2:30 pm > Saddleback Room Christin Elawny, Lawyer, Field Law

Senior Ski Area Management Only - All Provinces

The Fair and Family –Friendly Workplaces Act introduced profound changes to Alberta's Labour Relations Code. It's critically important for employers to understand the scope of the changes in order to remain in compliance with the law. This session will cover the amendments to the Labour Relations Code, including changes to certification and the powers of the Board and arbitrators as well as practical tips for complying with the changes.

Coffee Break

2:30 pm - 2:45 pm > Alpine Gallery, Conference Wing Sponsored by



WEDNESDAY, APRIL 25, 2018

Reputation Management in Social Media

2:45 pm - 4:15 pm > Pipestone Room

Kendra Scurfield, Media & Comms Mgr, Sunshine This presentation will look at how social media can be used to build your reputation online and communicate your key messaging.

It will outline the various social mediums and best practices on each.

There will be examples of ways social media management can regain control of potential crisis situations through constant communication with audiences.

Participants will be asked to engage in mock situations, where participants would need to work on crafting a short and simple media and social media message.

Ski Lift Communications

2:45 pm - 4:15 pm > Saddleback Room **Miguel Trigo**, Electrical Engineer, Leitner-Poma



The presentation will be focused on the different types of communication between the devices existing in a ski lift. It will review the most common

technologies used in the ski lifts and it will show some of the options to connect a ski lift to the internet in order to get faster service from the manufacturer. The audience will learn a general understanding and basic trouble shooting of PLC and computer networks.

Value of Mtn Resorts Report / Financial Overview (Closed Session / Participants Only for Financial Overview)

2:45 pm - 4:15 pm > Beehive Room

Eddie Wood, GM, Mt Seymour Resort

Don Murray, VP, Ecosign Mtn Resort Planners

CWSAA Alpine Ski Area Financial Analysis. Ecosign has conducted this benchmarking study for industry for over three decades. NEW-Value of Mountain Resorts economic impact study by CWSAA, Alberta Ministry of Tourism and BC Mountain Resorts Branch.

Associate Meeting (Associate Members Only)

2:45 pm - 4:15 pm > Lakeshore Room **Debbie Muirhead**, Assoc Member Director, CWSAA

Opportunity to discuss any concerns or questions with

Associate Member Director.

Banquet & Awards Ceremony

6:00 pm - 11:00 pm > Mt Temple Ballroom Awards Dinner sponsored by



Awards Bars Sponsored by





6:00 pm Doors / Bars open

6:45 pm Opening remarks from MC

7:00 pm Lars Fossberg Excellence Award Presentation

by Hildur Sinclair

7:15 pm Dinner Buffet opens

by Dave Gibson

8:40 pm Special Acknowledgements





THURSDAY, APRIL 26, 2018

Thursday, April 26, 2018

CWSAA Registration

7:30 am - 2:00 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 > Mt Temple Ballroom Sponsored by



Fall Protection Rescue Course Day 2 of 2

8:00 am - 5:00 pm > Lake Louise Ski Resort Jason Wolsky, Instructor, Raven Rescue

ParkScapers / Day 3 of 3

9:00 am - 4:00 pm > Agnes Room **Wade Cose**, Align Terrain and Events **Caleb Bosse**, Beaver Valley Ski Club



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.

Closing the Gap in Mountain Operations

9:00 am - 10:30 am > Pipestone B Room **Josh Nelson**, NA SNOWsat Mgr, PistenBully **Jeff Lancaster**, Western Canada Sales, PistenBully

There are so many unknowns in grooming and snowmaking operations – what was done overnight and how, how long does a particular trail take to groom and what are the associated costs, where did the snow we made end up, how will this trail hold up through a big weekend or a weather event, etc. The SNOWsat system provides factual answers to these questions and more. Get a detailed tour of the information available and start shedding light on the unknowns.

Lift 153 / Detachable Lifts

9:00 am - 3:00 pm >Alpine Room

Cam Surine, Acting Regional Business Leader,
PR/AM/ED, TSBC

Dave Looney, Sr. Safety Officer, PR/AM/ED, TSBC The primary purpose of the Level 3 Detachable Grip Passenger Ropeways course administered by Selkirk College and Technical Safety BC is to verify and validate the experience and qualifications of detachable grip passenger ropeway maintenance mechanics through a review of detachable grip passenger ropeway maintenance requirements and regulations, and a subsequent detachable grip passenger ropeways mechanic qualifying test. The workbook and classroom session provides a framework to help you, other course participants, and the course instructors to focus on important topics and concerns related to the safe operation of detachable grip passenger ropeways, the essential maintenance requirements of detachable grip ropeways, and British Columbia regulations related to these ropeways, including the CSA Z98 Code. All ski areas welcome.

*Pre-Registration required

Food & Beverage Services: Turning Challenges into Success

9:00 am - 10:30 am > Lakeshore Room **Geoff Wilson**, Founder, fsSTRATEGY **Jim Greenway**, Executive VP, Dana Hospitality

This presentation will examine key trends in the broader foodservice industry and their relevance to ski resorts, the range of options that ski resorts can explore for the management of their food and beverage services and key strategies ski area operators should put in place to optimize food and beverage revenues, return on investment and guest satisfaction.

Conveyor Update

9:00 am - 10:30 am > Beehive Room

Dave Looney, Sr. Safety Officer, PR/AM/ED, TSBC

Don Muirhead, President, Inter-Mtn Testing Ltd.

Russell Karp, President, Mueller Lifts Services Inc

Derek Uttenberg, Electrical Engineer, Derek Uttenberg

Panel discussion on conveyor safety, Technical Safety

BC new regulations and other conveyor jurisdiction issues.

^{*}Pre-registration required

Wellness in Schools

9:00 am - 10:30 am > Pipestone A Room

Scott Bailey, School Health Facilitator, EAS

Cathy Astofooroff, Exec Dir, BC Snowboard Assoc

Kim Wiersma, Riglet Coord, BC Snowboard Assoc

Snowsports in school curriculum are important for
student health. This session will include an update
on CWSAA schools initiatives and will share two new
school initiatives that are seeing great successes —
Ever Active Schools and Riglet Schools.

Ever Active Schools is an Alberta Education initiative that supports the Health and Physical Education curriculum through professional learning, mentorship and innovative projects. Ever Active will share resources being developed to support physical literacy in alternative environments, including the snow sports industry. Increasing teacher knowledge and confidence should result in getting more students active in winter activities.

BC Snowboard has visited 20 schools this year to teach primary aged children hands-on about snowboarding. Discover how the program works and learn how BC Snowboard has delivered so many successful programs.

Safety & Risk Management Meeting

9:00 am - 12:00 pm > Plain of 6 / Saddleback Room Moderated by **Ryan Stimming**, Safety & Risk Mgmt. Chair, CWSAA

This session includes overviews and updates on key Safety & Risk Management issues, legal outcomes, and insurance trends impacting the ski industry.

9:00 am - 10:15 am Industry Trends & Updates

Craig Bolt, Account Executive, Gougeon Insurance Brokers

- Considerations for imminent changes in cannabis law.
 Sandy Millar, Vice President, JLT Canada
- A review of the best practices regarding accident investigations.

Tim Hendrickson, Sr. VP, MountainGuard **Stephen Lawlor**, Claims & Loss Control Specialist, MountainGuard

 Discuss recent incident and claims trends and their effect on litigation and the ski industry. An analysis of the incidents and litigation process teaches us lessons learned and how to better prevent the incident and prepare for litigation.

10:30 am - 12:00 pm Legal Updates

A review of recent legal developments affecting ski area liability.

Robert Kennedy, QC, Partner, Farris, Vaughan, Wills & Murphy LLP

Todd Lee, Partner, Miles Davison LLP

Coffee Break

10:30 am - 10:45 am > Alpine Gallery, Conference Wing Sponsored by







Leica Geosystems Snow Depth & Snow Hold Fleet Management

10:45 am - 12:00 pm > Beehive Room

Craig Montemurro, Service Coord., Prinoth Ltd.

Allan Graves, Regional Mgr, Prinoth Ltd.

This session will cover the new Bison features and benefits. Will also discuss the Tier 4 emission engine information.

Snowmaking Panel & Industry Discussion

10:45 am - 12:00 pm > Pipestone B Room

Sam Oettli, Ops Manager, Mount Sima

Shawn Whitty, Ops Manager, Apex Mountain Resort

Steve Fellman, Sales, SMI Snow Makers

Greg Anderson, Sales, Mearl's Machine Works Ltd

Dave Kennedy, Sales, TechnoAlpin

Kevin Nichol, Nichol Solutions North Inc.

Panel members will be making short presentations on challenges and successes on snowmaking from small to medium resorts. Open floor discussion will follow to share ideas and information about snowmaking in industry today.

Growth Under Pressure - The National Program for Skier Development and Retention

10:45 am - 12:00 pm > Pipestone A Room **Paul Pinchbeck**, President & CEO, CSC

Canada is a winter country. Skiing and snowboarding are the best family winter sports. It's natural that they should go together.

But why are domestic visits not growing? What are we doing to get new skiers and snowboarders? What is being done to bring snowsports into the national consciousness?

Answers to these questions and more form the CSC perspective.

THURSDAY, APRIL 26, 2018

Lunch / Keynote Presentation:

50 Shades of Beige: How to promote wintergration on the ski hill

12:00 pm - 1:45 pm > Mt Temple Ballroom

12:00 pm - 12:30 pm > Lunch Service

12:30 pm - 1:45 pm > Keynote Presentation

Tina Varughese, President, tWorks

Sponsored by



Bishopsgate



There are myths surrounding the ski industry that newcomers to Canada fear winter and therefore 'hibernate' indoors for months at a time or do not feel they belong on the ski hill - all untrue! The truth of the matter is that immigrants embrace winter! Winter sports, including skiing, hockey and

tobogganing, winter activities, winter festivals, winter food and drink and winter fun are part of the newcomer experience.

How can we assist newcomers to wintergrate? How can ski hill operators assist newcomers upon arrival so that they are prepared, excited and adopt skiing as part of the Canadian experience?

Through three immigrants' perspectives, learn simple strategies that any ski hill can adopt to increase their ski hills' profile to the ever increasing immigrant population. When second and third generations are highly influenced by parental values increasing cultural awareness and understanding will assist in creating a sustainable, economic, flourishing and fun industry.

New Canadians Opportunities in Snowsports

1:45 pm - 3:00 pm > Lakeshore Room **Paul Pinchbeck**, President & CEO, CSC **Tim Dea**, Marketing & Communications Mgr,
Snow Valley

John Francis, Director of Marketing, WinSport **Eddie Wood**, GM, Mt Seymour Resort

Diversifying the profile of snowsports participants is core to the future of Canadian ski resorts. What is the current state of multiculturalism within Canadian snowsports? Learn about some national initiatives that are underway and engage with three ski areas that will share their wins, struggles and perspectives of opportunities to grow participation.

Recreational Real Estate Trends Update and Challenges Faced in Nightly Rental Market

1:45 pm - 3:00 pm > Beehive Room

Peter Nixon, Mgr Real Estate Dev, Sun Peaks Resort **Darcy Alexander**, General Manager, Sun Peaks Resort

The presentation will cover changes in BC's recreational real estate market over the last year, effects the new provincial government's housing policies may have on the market as well as the challenges faced in the nightly rental market by resorts due to the growth of on-line booking platforms such as VRBO and Airbnb.

Human Resource Open Forum

1:45 pm - 3:00 pm > Plain of 6 / Saddleback Room **Jennifer Dekkers,** CWSAA HR Committee Rep Sponsored by



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

Operations Roundtable (Closed Session)

1:45 pm - 3:00 pm > Pipestone B Room This is a closed session for Ski Areas to discuss key Operations & Maintenance issues and challenges.

Coffee Break

3:00 pm - 3:15 pm > Alpine Gallery, Confernce Wing Sponsored by







School Visits Best Practices

3:15 pm - 4:45 pm > Lakeshore Room **Anne Terwiel**, Sr Lecturer, Thompson Rivers University **Dr. Tracey Dickson**, Associate Professor, University of

Canberra

This session introduces tools for ski areas to incorporate into their school sales communications. These include a new video asset for ski areas and research study of educators on the benefits of skiing. The presentation will conclude with an update from CWSAA on school visit best practises.

Ski Areas and the Land Base

3:15 pm - 4:45 pm > Pipestone A Room

Darren Reeder, CEO, Banff Lake Louise Hospitality Assoc **Jennifer Goad**, A/Executive Director, Mountain Resorts Branch

Land is as essential as snow to ski areas. Increased user group demand and public perception regarding public land is pushing the regulatory environment. This session explores current and future trends that impact ski areas in western Canada, and looks at current initiatives to secure our future.

Gen Zen: Communicate, Collaborate & Cooperate in the Changing Workplace

3:15 pm - 4:45 pm > Plain of 6 / Saddleback Room **Tina Varaghuse**, President, tWorks Sponsored by



Successful leaders understand today's increasingly multigenerational, multicultural and multifaceted workforce brings both opportunities and challenges if not managed effectively. To create trust, collaboration and creative work environments, inclusive leaders need to effectively communicate, understand and listen to their fellow employees. Everybody wants to be seen, wants to be heard and wants to be acknowledged. Learning how to communicate and cooperate in the workplace leads to a healthier, happier, motivating and inspiring workplace where everybody benefits.



*All times and events are subject to change

Brewster BBQ & Margit Sky Project Band

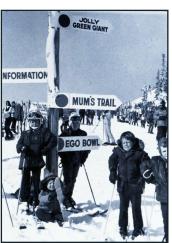
5:30 pm - 10:00 pm > Brewster Barn Sponsored by



Grab your cowboy hat & boots for the Brewster Barn's Western BBQ wrap up party. 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. Margit Sky Project will be playing before & after dinner.





*CONFERENCE SPONSOR

AEDARSA Booth 17

www.aedarsa.com Dean McKernon

ALL CAT SERVICES Booth 19

www.allcatservices.com Danny Hendrick

ARMSREACH PRINTING & GRAPHICS

Booth 15

www.armsreach.ca Byron Giraud

Axess Booth 39

www.teamaxess.com Peter Mermutz

AVALANCHE INC.

Booth 12

www.avalancheskiwear.com Murray Geddes

BRENT HARLEY & ASSOC.

Booth 54

www.brentharley.com Sue Clark

CANADA TICKET

Booth 47

www.canadaticket.com Steve Wengrowich

CARELTON RESCUE EQUIPMENT Booths 50 & 55

www.carletonrescue.com **Griff Carleton**

CENTURY SIGNS & AWNINGS Booth 8

www.centurysigns.com **Gary Taylor**

DB SANTASALO GEARS LTD

Booth 11

www.dbsantasalo.com Philippe Eck

DINOFLEX Booth 40

www.dinoflex.com Corey Shaw

DOPPELMAYR

Booths 59, 60 & 61 www.doppelmayr.com

Jim Anderson

E4SOFT Booth 13

www.e4soft.com Luc Huyghe

E-CARD ID PRODUCTS LTD

Booth 38

www.idexperts.com

Kyle Fairfield

ECOSIGN MTN RESORT PLANNERS

Booth 27 & 28

www.ecosign.com

Paul Mathews

EDGEAUDITOR

Booth 51

www.edgeauditor.com

Sean Rowe

FATZER AG WIRE ROPES

Booths 23 & 24

www.fatzer.com Alexander Strauch

HKD SNOWMAKERS

Booth 43

www.hkdsnowmakers.com Ian Jarrett

HTM

Booth 62

www.htmgroup.com **Brian Betts**

IMPACT CANOPIES

Booth 45

www.impactcanopy.com Jared TerMarsch

INTER-MTN ENTERPRISES

Booth 53

www.inter-mtn.com Leah Muirhead

INTER-MTN TESTING LTD. Booth 52

www.inter-mtntesting.com Don Muirhead

JET LABEL

Booth 2

www.jet-label.com Montana Cull

JOHN BROOKS COMPANY LTD

Booth 9

www.johnbrooks.ca Steve Faulks

KISSLING / ARTEC Booths 33 & 34

www.kissgear.ch **Bruno Pfister**



Booth 25

www.kuberapayments.com **Chris Browes**



Landquest Realty Corp.

Booth 67

www.landquest.com Rob Greene

LEITNER-POMA

Booth 35

www.leitner-poma.com

Dan Ouellette

LIFESKILL RESCUE SERVICES

Booth 10

www.lifeskill.com Rodney Gair



LIFTOPIA INC

Booth 58

www.liftopia.com Adam Lasky



LUMIPLAN NORTH AMERICA Booth 16

www.lumiplan-north-america.com Christian Lorenzi

MCELHANNEY CONSULTING Booth 44

www.mcelhanney.com

Brian Bain



MEARL'S MACHINE WORKS LTD Booth 41

www.mearlsmachine.com **Greg Anderson**

MI SAFETY Booth 31

www.misafety.ca Robin Postnikoff

MTN SNOW EQUIPMENT INC Booth 49

www.mtnequipment.com **Charles Stenger**

MUELLER LIFTS SERVICES

Booth 21

www.mueller-lifts.com Russell Karp



OAKCREEK ALL TERRAIN VEHICLES Booth 14

www.oakcreekgolf.com Jeff Lancaster



Outlaw Contractors Booth 65

www.outlaw.contractors Michael Barrett

PARADOCS MTN SOFTWARE Booth 7

www.paradocs.ca Lyne Rainville

PAT'S DRIVELINE Booth 3

www.patsdriveline.com Keith Hart

PRINOTH

Booths 36 & 37 www.prinoth.com Allan Graves

RIGGING SPECIALITIES Booths 29 & 30

www.riggingspecialties.com **Dorothy Gould**

SAF DRIVES Booth 5

18 Neville Street www.safdrives.com **Brent Clark**

SELKIRK COLLEGE

Booth 42

www.selkirk.ca/tourism Robyn Mitz

SKIDATA Booth 46

www.skidatausa.com John Keefe

SKIHILL MULCHER Booth 4

www.skihillmucher.com Nick Quail

SKYTRAC SERVICES CANADA Booth 26

www.skytraclifts.com **David Metivier**

SMI SNOW MAKERS

Booth 32

www.snowmakers.com Steve Fellman

SNOMAX Booth 57

www.snomax.com Wayne Palmiter

SPIDEX ALL TERRAIN **EXCAVATING INC.**

Booth 20

www.spidex.ca Domenic Frei

SPRUNG STRUCTURES Booth 63

www.sprung.com **Bob Krysak**

SUNKID / STAR LIFTS Booth 22

www.starlifts.com Joe Gmuender

SUMMIT LIFT COMPANY Booth 64

www.summitliftco.net Julien Bernard

TECHNICAL SAFETY BC

Booth 18

www.technicalsafetybc.ca Nav Chahal



TECHNOALPIN USA INC.

Booth 6

www.technoalpin.com Dave Kennedy



TEKSMED SERVICES INC. Booth 48

www.teksmed.com Andrew Zaborski

TIBURON LOCKERS CANADA Booth 1

www.tiburonlockers.com John Fisher

WAJAX Booth 56

www.wajax.com Clark Usher

WORK EXPERIENCE CANADA (CCUSA)

Booth 25A

www.ccusa.com

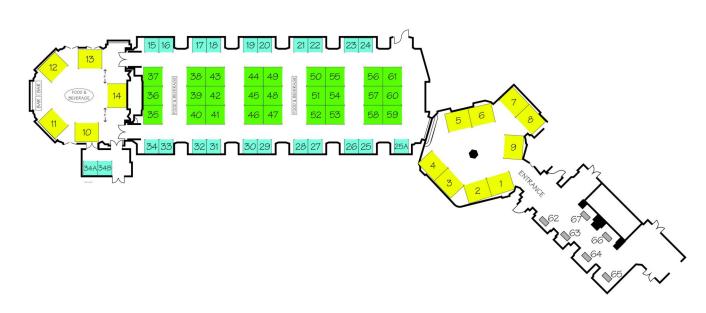
Ruth Callanan

Wyssen Avalanche Control

Booth 66

www.wyssenavalanche.com Lisa Dreier







90 YEARS OF CANADA'S BEST SPRING SKIING.

Wide open until May 21st, Slush Cup day!

Spring shines at Sunshine! Famous for Canada's Best Spring Skiing, our extended spring hours make it easier for you to soak up the fun at Banff Sunshine! All lifts are open 9:00 am to 4:30 pm with Jack Rabbit running until 5:00 pm.

During the conference we're giving all CWSAA registered delegates a taste of Canada's Best Spring Skiing. Catch the free Sunshine Express from Fairmont Chateau Lake Louise. Daily departures at 8:30 am and 1:30 pm with return trips departing Sunshine at 11:30 am and 4:30 pm.



SKIBANFF.COM 1.877.542.2633

