



Ski Resort Operations & Management

Monthly Newsletter

January 2021



This year's SROAM class is very fortunate to continue to use Whitewater Ski Resort as an extension of the classroom. Even during the unforeseen challenges facing the industry today brought upon by Covid-19, the team at Whitewater continues to help support the success of the SROAM program. During the first semester the SROAM class made a number of trips to Whitewater. Over the course of a few trips, Ross White and Kirk Jenson went over the key features in resort planning as well as facilities maintenance to ensure the success of a resort. The lift maintenance

team also went over the mechanical aspects of the lifts at Whitewater, to help the students complete their final lifts project.

Upcoming Events

With the start of the ski season comes the start of some exciting events taking place for the SROAM class. This includes field trips, training, and plenty of hands-on work that are designed to further their education in the industry. At the end of January, students will be taking their first AST course. The class will learn skills to promote safe backcountry skiing and snowboarding, as well as being to assist in avalanche rescue efforts. Students

also have the opportunity this semester to take part in a lesson in the opposite sport. Skiers will snowboard and snowboarders will ski, thus ensuring students have an understanding of both sports to help show the different needs in the customer markets. In the upcoming semester there will be plenty of day trips to "local" ski areas as well as a week-long adventure, as long as COVID permits it. All of the upcoming



opportunities and experiences will allow the students to see the successful business practices of various resorts to better prepare them for a career in the ski industry.

Learning in COVID times

During the first semester, the SROAM students had a more theoretical learning approach. With the travel restrictions in place, the class stayed around Nelson and limited their movements.

Students had in person classes around two days a week and had the rest of their studies presented online. Although learning during COVID has been challenging for students, they have been able to create positive work habits and time management

skills with the online curriculum. Students have adapted well and are certainly looking forward to getting into the field in the next few months now that more protocols have been put in place.

SROAM Student Profiles



Name: Simon Kelly-Norton

Age: 19

Home Country: BC, Canada

Local Hill: Salmo/Whitewater

Future goals in the industry: To learn the skills necessary to manage and operate a business centred around what I love to do. Skiing!

Name: Erin Quinn

Age: 19

Home Country: AB, Canada

Local Hill: Snow Valley Edmonton

Future goals in the industry: I was as a lift operator at Snow Valley. After 4 years I realized I wanted to make it my career and hopefully get to a place where I could be doing maintenance on lifts, working with lift operators and being around people with the same passion as me!



Name: Emerson Corduff

Age: 18

Home Country: BC, Canada

Local Hill: Silver Star

Future goals in the industry: With the knowledge I will during the SROAM, I am planning on becoming a cat and Heli ski guide. Then eventually down the road I want to open my own Heli ski business.