

## Monday, August 19

8:30 - 9:45 am

Evergreen Ballroom
General Session: Tapping Into Another Level <i>Jack Harkins</i>

### Certificate of Continuing Education

For those interested in receiving a Certificate of Continuing Education, simply mark the sessions you attended on **Record of Attendance** form found on page 40. Once you have attended at least five sessions, fill-in your personal information, sign, and hand the form in at the MSAA registration desk.

10:00 - 11:30 am

Loramoor A	Loramoor B	Loramoor C	Galewood B	Galewood C	Galewood D
Conveyor Safety <i>Sam Geise, Conor Rowan &amp; Audrey Paulus</i>	Beginner, Core, Lapsed, Revival - Which is the Right Segment for Growth? <i>Dave Belin</i>	NSAA - FES Industry Overview* <i>Dave Byrd, Mary Bozack &amp; Others</i>	The 10 Secrets of a Profitable Ski Area F&B Operation <i>Mike Holtzman</i>	TechnoAlpin Fan Gun Service Tips & Tricks <i>Kyle Lipscomb &amp; Stuart Clotworthy</i>	The Benefits of RFID Ticketing <i>Michael Bisner</i>

11:30 - 1:30 pm

Forum Ballroom
Lunch in the Trade Show Hall

1:30 - 3:00 pm

Loramoor A	Loramoor B	Loramoor C	Galewood B	Galewood C	Galewood D
The Nuts & Bolts of Bolts & Nuts <i>Mark Doman</i>	Lessons from Snow Tubing Case Studies* <i>Tim Bruce &amp; Chris Stoddard</i>	NSAA - FES Mountain Ops Part 1* <i>Dave Byrd, Mary Bozack &amp; Others</i>	25 Ideas in 90 Minutes to Increase Your F&B Profits <i>Mike Holtzman</i>	Understanding the Stages of Snowmaking Automation <i>Ian Jarrett</i>	Moving the Needle: Tackling the Perception Issue <i>David Gibson</i>

3:15 - 4:45 pm

Loramoor A	Loramoor B	Loramoor C	Galewood B	Galewood C	Galewood D
Snow Tube Construction & Safety <i>Tony Edmonds &amp; Sam Geise</i>	Who is Who: How Did This Happen? <i>Tim Kohl</i>	NSAA - FES Mountain Ops Part 2* <i>Dave Byrd, Mary Bozack &amp; Others</i>	Ski Area Restaurant 101-401: Profitable F&B from the Basics to Advanced <i>Mike Holtzman</i>	Terrain Park Construction, Current Trends & Industry Concerns <i>Elia Hamilton</i>	Effective Email Marketing Campaigns <i>Steve Pope</i>

4:45 - 6:45 pm

Forum Ballroom
Reception in the Trade Show Hall

\* Participation limited to MSAA Ski Area members only.

# Session Grid

Tuesday, August 20

8:30 - 9:45 am

Evergreen Ballroom
General Session: State of the Industry <i>Kelly Pawlak &amp; Dave Belin</i>

10:00 - 11:30 am

Loramoor A	Loramoor B	Loramoor C	Galewood B	Galewood C	Galewood D
Lift System Upgrades <i>Clyde Wiessner</i>	What's NXT? Marketing, Web & Social Media <i>Sam Rufo</i>	NSAA - FES Elevating Ski Patrol* <i>Dave Byrd, Mary Bozack &amp; Others</i>	Train the Training Director: Creating a Meaningful Calendar & Workforce Plan <i>Ron Shepard</i>	SMI Tips & Tricks for Snowgun Maintenance & Operations <i>Wes Cashwell &amp; Dan Triantafillou</i>	Terrain Park Double Trouble* <i>Mistica Walker &amp; Elia Hamilton</i>

11:30 - 1:00 pm

Forum Ballroom
Lunch in the Trade Show Hall

1:00 - 2:30 pm

Loramoor A	Loramoor B	Loramoor C	Galewood B	Galewood C	Galewood D
Ramp Design & Giving Ownership to Operations <i>Mike Lane &amp; Clyde Wiessner</i>	Digital Waivers and You! <i>Charles Mickley, Jonathan Davis &amp; Amanda Plummer</i>	OSHA Deep Dive: Analyzing Three Unique Employee Lift Safety Injuries* <i>Dave Byrd</i>	Frontline Mgmt: Simple Tools for Strengthening the Team <i>Richard Wren &amp; Ron Shepard</i>	Best Design Practices for Pumping Systems & Common Mistakes <i>Dan Duncan</i>	Using Factual Data to Streamline Mountain Ops: Digital Solutions from SNOWsat <i>Josh Nelson</i>

Wednesday, August 21

8:30 - 10:00 am

Loramoor A	Loramoor B	Loramoor C	Galewood B	Galewood C	Galewood D
NSAA Downhill Bike Park Summit Recap <i>Jeff Staley</i>	Drive Operational Efficiencies by Making Your Activities Bookable Online <i>Michael Stocker, Chad Hart &amp; Cheryl Uppling</i>	NSAA's Lift Maintenance Resource Guide <i>Mike Lane &amp; Earl Saline</i>	How Understanding Your Staff Helps You Retain & Grow Your Team <i>Nick Herrin</i>	Gaining Performance from Your Preventative Maint. Program <i>Bill Cox &amp; Dustin Goins</i>	Ecommerce Trends from Last Winter & Moving Towards a 100% Advanced Booking Future <i>Dave Madden</i>

10:30 - 12:00 noon

Loramoor C	Galewood B	Galewood C	Galewood D
NSAA's Lift Maintenance Resource Guide (continued) <i>Mike Lane &amp; Earl Saline</i>	GM/Senior Managers Roundtable* <i>Moderator: Jim Vander Spoel</i>	Managing Resources in Snowmaking <i>PJ Britz</i>	Ski & Ride School Mgmt. Forum <i>Ron Shepard, Roy Inglis, Tom Schulz &amp; Luke Williams</i>

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