

Lake Placid Agenda

Last Update 4/1/19

Monday, April 1

- All Day Optional skiing at Paul Smith's VIC. Those interested, please call Andy Testo at (518) 774-9806 to let him know you are coming
- 4-5:00pm Conference Arrival and registration **Lake House @ High Peaks Resort**
Sponsored by The SIG Agency
 (Directly across the street from High Peaks registration)
- 5:30-7:30PM **Welcome Reception and Curling** **Ice Arena**
 Group will walk/Drive from registration (extra curing fee, please pay in store)
- 7:30 Informal Dinner Gathering (price not included in registration) *TBD*

Tuesday, April 2

- 7:30-8:15 Breakfast *High Peaks*
- 8:15 CCSAA Welcome *Reese Brown High Peaks*
- 8:20 ORDA Welcome *Rebecca Dayton High Peaks*
- 8:45 Morning Activity Options *Van Ho*
- PSIA Skiing Improvement Clinic – classic *Van Ho*
 - With Demo Team Member Emily Lovett
 - Exploring the ski trails on your own *Van Ho*
 - 10am - Visit Josie's cabins for waffle samples *Van Ho*
 - Groomer demos - *Jumps*
- Industry Expo Set-up *Jumps*
- 9:00am **PRO ACADEMY (Advance Registration Required)** *Jumps*
- 11:45 Drive to jumps
- Noon Lunch *Jumps*
- 1:00 Silent Auction industry Expo Opens *Jumps*
- 1:00 – 5:00 **PRO ACADEMY (Advance Registration Required)** *Jumps*
- 1:00 – 1:40 **General Operations Session 1** – A panel discussion on engagement, public programming & attracting new audiences. The moderator will lead the group through best practice in the industry as we continue to work towards attracting the recreational skier and building the sport's sustainability from an outdoor rec perspective. (Kris Cheney-Seymour, Tim Burke, Matt Hudson)
- 1:40 Break
- 1:45 – 2:30 **General Operations Session 2** – Case Study in Building a Strategic Plan – Explore the ORDA 10-year vision and how it came to fruition. It will touch on big picture venue development and how decisions in one department impact other departments, the critical pieces of the plan, timeline, financing and more. It will also explore take ways from what ORDA has done and how it could apply to your ski area plan. (Kris Cheney-Seymour, Mike Pratt (ORDA CEO))
- 2:30 - 45 Break and Vendor Expo
- 2:45-3:30 **General Operations Session 3** – Budgets/Tracking/ROI - You have had the best season in the last 10 years, but your April bank account says differently. This session will discuss best practices for staying on top of your week to week and year to year accounting and record keeping. (Liz Mezzetti, ORDA Director of Marketing)
- 3:30 – 3:35 Break

3:35-4:15	General Operations Session 4 – Guest Experience, Evaluating the Guest Journey - You've got the grooming and rental thing covered, but what do your guests really think of your ski area? Learn from the experts on how to improve the guest experience. (Liz Mezzetti, ORDA Director of Marketing)	
4:15	Industry Expo, Silent Auction continue	<i>Jumps</i>
5:30 – 6:30pm	Happy Hour at Lake House	Lake House
6:30	Founders Dinner – Sponsored by 10 Week Winter	
7:30	Founders Award Presentation <i>CCSAA is honored to present its annual Founders Award to John Tidd</i>	<i>High Peaks</i>
Evening	Fireside Chat	<i>Lake House</i>

Wednesday, April 3

7:30-8:15	Breakfast	<i>High Peaks</i>
8:15	Quick Morning Meeting	<i>High Peaks</i>
8:30	Options <ul style="list-style-type: none"> • PSIA Skiing Improvement Clinic – skate <ul style="list-style-type: none"> ◦ With Demo Team Member Emily Lovett • Exploring the ski trails on your own • Groomer demos • Try biathlon – 9:30 Meet at Van Ho <ul style="list-style-type: none"> ◦ Sign up at reg so we have a number 	Van Ho <i>Van Ho</i> <i>Jumps</i> <i>Van Ho</i>
11am - 9:00am	Tour of Van Ho Shop Tour Snowmaking – <ul style="list-style-type: none"> • 1 on 1 Snowmaking session with HD <ul style="list-style-type: none"> ◦ Sign Up at Registration • Tour the SnowFactory 	Van-Ho Van Ho Van Ho
11am - Noon	Tour of Van Ho Shop Tour Lunch –	Van-Ho <i>Jumps</i>
1:00 – 1:40	State of the Market and CCSAA End of Season Research – Jump Complex Kelly Davis of Davis - Kaplan Insights (https://daviskaplaninsights.com/) has 12 years of snowsports industry research and has been an advisor to CCSAA for 5 years. She wrote the season end report from last season and will present on industry trends, CCSAA end of season and this year's end of season needs	
1:40	Break	
1:45	Silent Auction Ends	
1:45 – 2:15	Snowmaking Session 1 – Intro to Snowmaking and Trail Analysis – Mark Horton and Charles Pelkey from HKD will lead an intro to snowmaking with specifics on the small and scalable snowmaking systems.	
2:15 – 2:45	General Operations Session 5 – Ski Patrol/Search and Rescue - Review of a Written Plan – a situational analysis and breakdown of an incident that happened this year with a lost minor, their reaction and learnings from the successful rescue. (Deb Pica, ORDA Medical)	
2:45	Break	
2:50 – 3:30	Snowmaking Session 2 – Hands on Snow Gun Operation – Head outside and look at two options for the starter systems, hook up hoses, move guns and discuss specifics of building your system. Visit pump house/tour existing system. General Operations Session 6 – Hospitality/Guest Experience – You've got the grooming and rental thing covered, but what do your guests really think of your ski area? Learn from the experts on how to improve the guest experience	
3:15	Break	

3:20-4:15	General Operations Session 7 – Multiple 10-15 mini sessions	
	<ul style="list-style-type: none"> • Certificates of Insurance - Just about every ski center needs them for various entities but there is a great deal of confusion about what they mean. Also, learn exactly what they are getting themselves in to when they ask for another entity to be named as an Additional Insured. – Tom Lawrence • Building Incremental Sales, Coffee and Cookies – Look at what the Jump Complex has done simply with coffee and cookies and what those incremental sales bring in. - Rebecca • Education and Sport – Paul Smith’s College will discuss their unique strategy - John Morgan 	
4:30	Depart for Hotel	<i>High Peaks</i>
5:30	Happy Hour	<i>Lake House</i>
6:30	Closing Dinner	<i>High Peaks</i>
	Climate Engagement Presentation – Jen Krester, The Wild Center	
PM	Fireside Chat	<i>Lake House</i>

Thursday April 4

	Depart	
All Day	Optional skiing at Paul Smith’s VIC. Those interested, please call Andy Testo at (518) 774-9806 to let him know you are coming	