



Bogus Basin Agenda
Subject to Change

3/5/2020

Monday, April 6

All Day	Optional skiing at Bogus Basin or in Sun Valley	
4-5:00pm	Conference Arrival and registration <i>Sponsored by The SIG Insurance Agencies</i>	TBD
5:30-7:30PM	Welcome Reception	TBD

Tuesday, April 7

7:30-8:15	Breakfast		<i>Pioneer Lodge</i>
8:15	CCSAA Welcome	<i>Reese Brown</i>	<i>Pioneer Lodge</i>
8:20	Bogus Welcome	<i>Paul McNeil</i>	<i>Pioneer Lodge</i>
8:45	Morning Activity Options <ul style="list-style-type: none"> • Possible PSIA • Exploring the ski trails on your own • 10am - Snow School Ski Experience <ul style="list-style-type: none"> ○ Digging Snow Pits- Get hands on with snow pits as we dig to understand more about the snowpack. • Groomer demos - Ski & Fat Bike • Fat Bike Demos 		<i>Nordic Center</i> <i>Nordic Center</i> <i>Nordic Center</i> <i>Nordic Center</i> <i>Nordic Center</i>
	Industry Expo Set-up		<i>Frontier Point Lodge</i>
9:00am	PRO ACADEMY (Advance Registration Required)		
Noon	Lunch sponsored by HKD Snowmaking and Industry Expo		
1:00 – 1:40	Cloud Seeding, A Form of Weather Modification - Derek Blestrud, Sr. Atmospheric Scientist — Presentation on Idaho Power’s cloud seeding program to enhance rain and snow, reduce hail damage, and alleviate fog - and how it greatly benefits the ski community.		
1:40-1:45	Break		
1:45 – 2:30	SnowSchool, a Classroom Without Ceilings - Kerry McClay, National SnowSchool Director and Dirk Anderson, Bogus Basin Environmental Education – SnowSchool is a national education program designed to bridge snow science and recreation for kids. Discussed will be the national program and a case study review of the Bogus Basin curriculum.		
2:30 -2:45	Break		
2:45-3:30	Liability Waiver Round Table– Tom Lawrence, The SIG Insurance Agencies and CCSAA Insurance Agent – Tom will moderate a discussion on best practices for trail pass waiver, rental waivers, handling racers that don’t get trail passes and summer operations. Panel TBD.		
3:30 – 3:35	Break		
3:35-4:15	Attracting the Next Customer, Serving the Community and Programming – Bogus Basin Marketing Director will discuss how the Resort’s approach to consumer outreach and programming.		
4:15	Industry Expo and Happy Hour		<i>Frontier Point Lodge</i>
6:30	Founders Dinner		<i>Pioneer Lodge</i>
7:30	Founders Award Presentation <i>CCSAA is honored to present its annual Founders Award to John Morton of Morton Trails</i>		
Evening	Fireside Chat		TBD

Wednesday, April 8

7:30-8:15	Breakfast	<i>Pioneer Lodge</i>
8:15	Quick Morning Meeting	<i>Pioneer Lodge</i>
8am -	Tour of Bogus Maintenance Shop	<i>Shop</i>
8:30	Ski Options	
	<ul style="list-style-type: none">• 10am - Snow School Ski Experience <i>Nordic Center</i><ul style="list-style-type: none">◦ Watershed Maps- With snow as our medium, we'll create our own ski hill and discuss how watershed science is integral to understanding• Exploring the ski trails on your own <i>Nordic Center</i>• Groomer demos – Ski & Fat Bike <i>Nordic Center</i>• Fat Bike Demos <i>Nordic Center</i>	
11:30	Simple solutions for measuring snow temperature and snow depth (this is the lab for the 1pm presentation)	
Noon	Lunch sponsored by HKD Snowmaking and Industry Expo	
1:00 – 1:40	Predicting Melt Out of Key Areas of Your Trail System Utilizing Simple Measurements and Why This Matters – HP Marshal, Boise State University – Why NASA is mapping snow temperature and snow depth and why measuring this at your ski area with simple tools is more important than you think. (Please attend the 11:30am lab to learn about accurate measuring)	
1:40	Break	
1:45 – 2:30	Best Practices Marketing Workshop - Todd Walton, The Walton Works – Todd will lead a workshop on marketing solutions and case studies to real ski area questions. The presentation will be short, the conversation generated will be fascinating.	
2:30	Break	
2:35 – 3:15	Best practices for teaching and beginner area set-up including grooming and terrain selection -or-	
3:15	Break	
3:20 – 4:00	New Technologies in Fat Bike Grooming -	
4:00 – 4:30	State of the Cross Country Market and CCSAA End of Season Survey–	
5:30	Happy Hour and Industry Expo	<i>Frontier Point Lodge</i>
6:30	Closing Dinner & Silent Auction	<i>Pioneer Lodge</i>
PM	Fireside Chat	<i>Location TBD</i>

Thursday April 9

	Depart	
All Day	Optional skiing at Sun Valley, reservations required	