



CCSAA Annual Conference 2023
Presented by YTS
Agenda - 4/2/23



Monday, April 3



11:00am Conference arrival and registration
12 – 1pm **Snowmaking Workshop** – Join HKD and Rikert Outdoor Center for a presentation and discussion on scalable systems perfect for cross country ski operations and learn next steps in determining if a small system will work for you.

Grooming Workshop Presented by Prinoth

1 – 1:45pm **Tricks of the trade** - Equipment modifications, and techniques that work.
1:45 – 2:30 **Grooming Times** - When to start, how to adapt to changing conditions.
2:30-3:00pm **Internal Communications** - How to communicate between the groomers and the Staff. Who writes the grooming report and what is included in the report.
3:00 – 3:15 **Social Break**
3:15 – 4:00 **External Communications** - How to convey the trail reports and conditions to the consumer. When and how often to update the conditions page on your website. How to use social media to get information out to the skiers, snowshoers, and fat bikers.
4:00-4:30 **Equipment Expos** - Equipment will be on display along with other ski areas who are willing to demonstrate their equipment as well.
4 – 5:30pm Registration Continues
6pm Informal dinner at Bullwinkle’s Saloon and Eatery (Cost not included in Conference)

Tuesday, April 4



7:30 – 8:15 Breakfast and Registration
8:15am CCSAA Welcome
8:20am Host Welcome
8:45am Morning Activity Options

- Explore the trails on your own
- Group Ski
- Groomer Demos
- Visit the Grizzly and Wolf Discovery Center (fee not included)
- Biathlon experience
- Coffee at Freeheel & Wheel



Noon Lunch

1 – 1:50pm **Climate Presentation - Yellowstone's Past, Yellowstone's Future** – Dr. Cathy Whitlock – Climate change and increased human pressure are transforming Yellowstone's fragile ecosystem and the livelihoods that depend on it. Pollen and charcoal records from Yellowstone's lakes reveal the evolution of the ecosystem from the last ice age to the present day, including the connections between climate, vegetation, and fire over thousands of years. This information provides a framework for understanding current ecosystem dynamics and offers a historical baseline for evaluating the consequences of future climate change in the region.

1:50 – 2pm Social Break

2 – 2:50pm **Trail Reporting Roundtable** – Trail reporting can be challenging. Different ski areas use various software and services to get their message out. Listen to industry experts and other ski areas about what works, what is the best and what doesn't work.

2:50 – 3pm Social Break

3– 3:50pm **Summer Trail Prep for Early Season and Low Snow** – Challenges with limited early snow are increasing in many parts of the US and Canada. Learn from expert trail builders and others about their tips and tricks for summer prep for the coming season.

5:00 – 6:30 Industry Expo & Happy Hour

6:30pm Founders Dinner and Silent Auction

7:30pm Founders Award Presentation
CCSAA is honored to present its annual Founders Award to John Morton

8PM Fireside Chat

Wednesday April 5

7:30 – 8:15 Breakfast and Registration

8:15 Quick Morning Meeting

8:45am Morning Activity Options

- Explore the trails on your own
- Group Ski– Meet at the trailhead at 9am for a no drop tour by Melissa and Kelly from Freeheel and Wheel, bot classic and skate.
- Groomer Demos
- Visit the Grizzly and Wolf Discovery Center (fee not included)
- Coffee at Freeheel & Wheel

Noon Lunch

1pm **CCSAA Insurance Program** - Representatives from CCSAA Insurance Agency Nicholas Hill will discuss the CCSAA Insurance Program and how it has been created specifically for cross country ski centers, clubs and organizations. As a bonus, bring your declarations page of all your policies and learn about the coverage you have.



- 1:50 – 2pm Social Break
- 2 – 2:50pm **Season Passes vs Memberships** – A discussion on the benefits of selling Memberships over Season Passes. What do you do and why?
- 2:50 – 3pm Social Break
- 3:00 – 3:45 **How are you using activities and events programing to better engage your guests?** – Be part of this panel discussion and share what you are doing with activities and events. Learn from other ski areas about what works best.
- 3:45 – 4:30 **Struggling with your retail experience?** – Learn what makes a successful retail program and what does not. Listen to the expert discussion by industry reps as well as some retail operations and be part of the conversation.
- 5:00 – 6:30 Industry Expo & Happy Hour
- 6:30 Closing Dinner
- 8PM Fireside Chat

Thursday, April 6

Depart

Confirmed Expo Attendance

- TOKO
- Yellowstone Track Systems – **Sponsor**
- PistenBully
- Prinoth – **Sponsor**
- HKD Snowmaking – **Sponsor**
- Best Nordic Ski Great Escapes
- Morton Trails
- Inter-Mt Signage
- CHS Snowmakers
- Fast Wax

Confirmed Equipment for Outdoor Demo and Expo

- Yellowstone Track Systems - **Sponsor**
 - 96" Ginzugroomer
 - 2022 SkiDoo Expedition
 - 2022 SkiDoo Skandic
- PistenBully 100
- Prinoth Husky – **Sponsor**
- HKD Snowmaking – **Sponsor**

