



**Annual Conference – Park City, UT  
April 8 - 10, 2024 (primary dates)  
April 6 – 11, 2024 (extended dates)**

(last update 4/7/24)



**Saturday, April 6**

- All Day Skiing at local ski areas on your own or at White Pine or Bonanza Flats, free shuttle to Bonanza Flats – Make a reservation: <https://mountaintrails.org/transit-to-trails-schedule/>
- 4pm - Reception for those that have arrived at White Pine
- 6pm Dinner on your own – Possibly Main Street – or other

**Sunday, April 7**

- All Day Arrive & Ski
- Am Skiing at local ski areas on your own or at White Pine or Bonanza Flats, free shuttle to Bonanza Flats – Make a reservation: <https://mountaintrails.org/transit-to-trails-schedule/>
- 4pm Après /Special Welcome Reception – White Pine
- 6pm Dinner on your own – Road House/Bone Yard (walking distance)

**Monday, April 8**

- AM Crust Skiing at the Barn or White Pine
- 11am Eclipse Viewing Party with coffee & treats – White Pine
  - 11:25am Eclipse begins
  - 12:32pm Max Eclipse – 4min, 27 seconds
  - 1:41pm Eclipse ends

2 – 4:30pm Expo Open

**2pm Snowmaking Workshop**

Still thinking about snowmaking? This discussion is for you. Learn about small scalable systems, what is needed for resources, the ROI of that system and hear from ski areas that have recently added snowmaking.

*Panel: HKD, SMI, Sally Jones (Tahoe Donner)*



- 3:00pm **Grooming Workshop – Balancing Race, Recreational Grooming**  
What decisions do you make when creating your daily grooming plan to accommodate your core skiers and those new to the sport? When do you groom your entire network vs high traffic trails? These questions and others will be explored in a vibrant discussion led by the decision makers from Soldier Hollow, the 2002 Olympic venue and future home of the 2034 Olympics.  
*Bill Pierce, Operations, Soldier Hollow Nordic Center*
- 5:30pm Welcome Reception – Rossignol Ski Corporate Headquarters. **Address: 1413 Center Dr, Park City, UT 84098**
- 7pm Dinner on your own – Kimball Junction - Red Rock Brewing, Park City Brewing, etc. We will have groups going to many locations

## **Tuesday, April 9**

- 7 – 8:30am Breakfast  
8:15am CCSAA Welcome  
White Pine Welcome  
9am Ski at White Pine or other locations  
Grooming Demos at The Farm – 1505 White One Canyon Road  
PB100 & 400, Prinoth Electric Husky & Snow Rabbitt  
Rossignol Demos at White Pine  
Noon Lunch at the DoubleTree
- 1 – 4pm Expo Open  
1 - 2pm **Climate Discussion – How Was Your Winter?**  
With warming temperatures and a shortened winter season, hear from a world authority on what is happening, how it will affect the winter sports industry, and what should we be thinking about as we look to the future.  
*Brian McInerney - Hydrologic and Climate Change Consultant*

### **Social/Expo Break**

- 2 - 3pm **Adopting Technology to Meet Your Guests Where They Are**  
The world is becoming a more digital place, how are you reaching your guests and, more importantly, how are your potential guests using technology to determine if your ski area is right for them? Learn how to select technology and make it work for management and your guests.  
**Ryan Triffitt, Partner, Dirigo**

### **Social/Expo Break**

3 - 4pm **CCSAA Insurance Program and Risk Assessment Workshop**  
Hear from the CCSAA insurance partner on how their program benefits the cross country ski industry, followed by a risk assessment workshop led by a premiere attorney familiar with the cross country ski industry. Do you currently assess your daily risk, and what tools do you use?  
*Nathan Nicholas, Nicholas Hill Group and Adam Strachan Strachan, Strachan & Simon*  
[Risk Assessment Worksheet](#)

**Social/Expo Break**

5pm PistenBully Happy Hour at DoubleTree Lobby Bar



6:30pm Dinner at DoubleTree  
Dinner Presentation - 2034 Olympics

8pm Fireside Chat at Lobby Bar

**Wednesday, April 10**

7 – 8:30am Breakfast

8:15am Daily update

9am Ski at White Pine

Grooming Demos at The Farm

PB100 & 400, Prinoth Electric Husky & Snow Rabbitt

Noon Lunch at the DoubleTree

1 – 4pm Expo Open

1 - 2pm **Social Media Discussion and Hands On Workshop**

Social Media can be daunting to the ski area operator, but a simple understanding of the different platforms, how they work and who is the audience will be enlightening. Using themes and scheduling to create useful posts will make this task much more enjoyable. Bring your phone or computer as the workshop will have you posting about your educational experience at the Conference. And never forget to share the memorable location on your trail network for your guests to capture that memorable picture.

*Courtney Harkins – Director, Marketing & Communications, US Ski & Snowboard*

**Social/Expo Break**

2 - 3pm **Four Season Planning – A hanging Environment**

Participate in this four-season planning discussion for all ski area types, especially the small and medium sized ski areas that cannot afford a master planner. You will be provided with a methodology to assess your ski area with your internal team to understand 1) how you currently fare for four season offerings, 2) where you want to be in 10 years for four season

offerings, and 3) how to prioritize and logically implement improvements to intuitively fill gaps in four-season offerings that are realistic within your resources. Though the seminar handouts, ski area managers will be empowered to perform independent, simple planning with their members to understand four season preparedness, gaps, and strategies to implement improvements.

*Brett Rannow, CRO Planning and Design*

[Four Season Planning Exercise](#)

### **Social/Expo Break**

3 - 4pm

#### **Nordic Pulse Trail Reporting Platform with Workshop**

Nordic Pulse was born out of a desire to make grooming reports easier to find for skiers and to help clubs share their trail conditions. They believe strongly that deciding where and when to ski should be a quick, easy, and fun experience. Whether your ski area is large or very small, they have a solution for you. This session will key in on tips and tricks for getting the most out of this leading technology.

*Rob Mazenc, Club Outreach and Tech Support, Nordic Pulse*

### **Social/Expo Break**

5pm

PistenBully Happy Hour at DoubleTree Lobby Bar

6:30pm

Dinner at DoubleTree

Dinner Presentation - Bonanza Flats and the community aspect – Austin Weiss mentioned he loved the story of Bonanza Flats. Telling the story, transit to trails bus system, don't groom mid winter – too extreme and equipment is elsewhere,

8:30pm

Fireside Chat at Lobby Bar

### **Thursday, April 11**

Am

Ski on your own, last day of the season at White Pine or venture to Solitude Nordic Center.

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