



Cross Country  
Ski Areas Association

**NE Meeting 2024**  
**Waterville Valley – Nov 12 & 13 2024**



**Tuesday, November 12**

- 10- Noon     **Holderness School Snowmaking System Field Trip** – The snowmaking workshop will kick off at 10 a.m. at the Holderness School Nordic Facility. Over the course of two hours, we'll dive into a hands-on tour of a real Nordic installation. You'll walk the trails, explore the pump house, and even activate a fan gun equipped with an onboard compressor. It promises to be a highly informative and engaging session.  
**Location:** Holderness School Bartch Athletic Facility - (#7 on Map <https://www.holderness.org/about/map-directions>). Meet in the ice rink parking lot.
- Noon            Depart for Waterville Valley Base Lodge, you must provide your own lunch. The cafeteria will be closed due to the lift not running.  
**Location:** 1 Ski Area Road, Waterville Valley Alpine Ski Area, Waterville Valley, NH
- 1:30pm        **Shop Tour** - Following lunch, we will meet for a maintenance shop tour at the alpine area.  
**Location:** Waterville Valley Base lodge, parking lot #5, look for the open gate. You will pass the base area as you drive around and then will see the open gate for parking lot 5, drive through that and you will see the shop.
- (after Shop Tour)** Grooming discussion & Expo  
We will meet in the Waterville Valley Convention Center for a discussion of grooming transitions and other topics.  
**Location:** 56 Packard's Rd, Waterville Valley, NH 03215
- 5pm             Happy Hour at Hacienda Bar (Town Square at Waterville Valley – walking distance from Hotel)  
Please join us to reacquaint and meet other owners/operators of ski areas and vendors. This is where the work gets done!
- 6:30pm        **Dinner** – Dinner on your own, Hacienda is a great option.
- 8pm             **Fire Pit, Cornhole and Lighted Disc Golf Challenge, PB Blade competition** (weather dependent)



**Wednesday, November 13**

**Location: Waterville Valley Convention Center - 56 Packard's Rd, Waterville Valley, NH 03215**

8-9:30am **Registration, Continental Breakfast, Partner Expo and Silent Auction**  
– *Waterville Valley Conference Center (address)*

9:40am **Waterville Introduction** – *Ian Cullison, Nordic Director*

9:45am **Snowmaking, Can You Afford Not to Have It?** – *Ian Jarrett, Executive VP, HKD* - Following the hands-on snowmaking workshop, Ian will present a simple system install while also diving into the fascinating science behind snow crystals and the differences between natural and man-made snow. The presentation will conclude with examining the impact of snowmaking on a real ski area's budget. The final question? Can you afford *not* to invest in snowmaking?

Social Break

10:45am **Meet Your Guests Where They Are – Digitally** – *Ryan Triffitt, Owner of Dirigo* – Bring your ski area into the digital world and meet your customers where they are. Do your offerings change frequently? How many customers rent skis, but don't know how to put them on? Should they take a lesson? Providing simple digital imagery around your lodge can reduce questions, increase the fun your guests will have and increase revenue.

Social Break

11:45am **CCSAA Update** – *Reese Brown, Executive Director, CCSAA*

11:55am **Growing Your Business (Workshop)** - Your boss has challenged you to increase revenue by \$50,000 in the next two year, what will you do! Here is your opportunity to think 'outside of the box' and brainstorm in small groups.

12:45 **Lunch, Silent Auction and Expo** – *Lunch*

1:45pm **KEYNOTE – Interpreting the Forecast to Make the Right Decisions for Your Ski Area** - *Mallory Brooke, Owner and Chief Meteorologist of Nor'easter Weather Consulting* - Mallory will delve into the evolving weather patterns in the Northeast and explore recent non-traditional

temperature patterns during the winter season. She'll also shed light on the region's diverse microclimates and the importance of understanding where your weather data originates to accurately track storm timelines. Her insights will be invaluable for all Northeast ski areas.

2:45pm **Final silent auction cash-out and goodbyes.**

## SPONSORS



## CCSAA Fall Conference Expo Attendees

- HKD Snowmakers
- PistenBully
- Prinoth
- Track Inc, - Snow Rabbit
- YTS
- Mountain Grooming
- Morton Trails
- Rossi/SWIX
- PSIA-AASI
- Mountain Grooming