



Annual Conference – Soldier Hollow, UT  
March 31- April 2, 2025  
-DRAFT-

(last update 3/13/25)



**Monday, March 31**

- AM Arrival, skiing on your own, comped at White Pine  
Vendor Expo Set-up
- 1-2:30pm **Snowmaking Workshop**  
The snowmaking workshop will kick off at noon at the Soldier Hollow Nordic Center. Over the course of the afternoon, we'll dive into a hands-on tour of a real Nordic installation. You'll walk the trails and explore the pump house. It promises to be a highly informative and engaging session.  
**Location:** [Soldier Hollow Nordic Center](#). Meet at the lodge.
- 2:30- 4pm **Grooming Workshop**  
The grooming session will be on snow where the group will inspect and discuss the product the machines are putting down. The groups will view proper grooming and improper grooming and discuss technique challenges. We will also view interactions and proper track setting. Bring your questions and ideas. We will also tour the Soldier Hollow maintenance facility  
**Location:** [Soldier Hollow Nordic Center](#). Follows the snowmaking workshop.
- 5:30pm Welcome Reception – Ritual Chocolate Headquarters. **Address:** 2175 W 3000 S STE 100, Heber, UT 84032
- 7pm Dinner on your own – Suggestions coming  
We will have groups going to many locations  
Mercantile  
Galleria  
Lolas

Note: All meals, indoor sessions, vendor expo and socials will take place at Soldier Hollow. Arrive in the morning and stay all day, ski attire welcome.

**Tuesday, April 1**

- 7:30 – 8:30am Breakfast at Soldier Hollow  
8:15am CCSAA Welcome  
Soldier Hollow Welcome

- 9am Ski at Soldier Hollow  
PSIA Group ski with Scotty MaGee and a PSIA Demo Team Member  
Grooming Demos at Soldier Hollow  
PistenBully, Prinoth and Snow Rabbitt
- Noon Lunch at Soldier Hollow
- 1 – 6pm Expo Open
- 1 - 2pm **Session #1 – Snow Farming Roundtable**  
Low snow, temperature fluctuations and rain events are now a reality. This roundtable will look at the latest techniques for managing low snow and discuss the latest technology available including snowblowers, Mr Snow, Snow Secure, trucking, plowing, rubber track cat, fencing, shoveling and more.  
Panel – Bill Pierce – Soldier Hollow, Eric Rector – BCRD, more...
- Social/Expo Break**
- 2 - 3pm **Session #2 – The Soldier Hollow Story and the 2034 Olympic Preparations**  
The Soldier Hollow management team will share insights into their history, their current operational plan, and the greatest challenges to hosting the 2034 Olympics. What decisions are they making now and how are those decisions relevant to all cross country ski areas?
- Social/Expo Break**
- 3 - 4pm **Session #3 – The Storm Shift: How Extreme Weather is Reshaping Recreation and Industry**  
Weather patterns are no longer predictable, and the "norms" we once relied on are fading fast. From erratic storm cycles to unprecedented weather events, the recreation industry faces a new reality—one where snowfall density, seasonal consistency, and generational experiences are being rewritten before our eyes. What does this mean for outdoor enthusiasts, businesses, and the future of adventure? Let's dive into the data, the challenges, and the path forward in this shifting climate landscape.  
*Craig Gordon, Forecaster, Utah Avalanche Center*
- 4 – 4:30pm **Special Session – Short Topics**  
This last session of 30min will briefly touch on some important topics that were not scheduled for a full session this year. Use these as a conversation starter and an identifier of who to speak with to follow-up with over a beer, a meal or skiing

## Social/Expo Break

5pm Happy Hour and Ritual Chocolate tasting at Soldier Hollow  
6:30pm Dinner at Soldier Hollow  
8pm Fireside Chat at host hotel Best Western Heber



## Wednesday, April 2

7:30 – 8:30am Breakfast at Soldier Hollow  
8:15am Daily update  
9am Ski at Soldier Hollow  
PSIA Group ski with Scotty MaGee and a PSIA Demo Team Member  
Grooming Demos Soldier Hollow  
PistenBully, Prinoth and Snow Rabbitt  
Noon Lunch at Soldier Hollow

1 – 6pm Expo Open

1 - 2pm **Session #4 – Current and future challenges to running a Nordic center and what to do about them.**

Weather, politics, staffing, large capital expenditures and relevance in a warming planet. This session will be a round table sharing solutions to many of the issues facing our industry.

## Social/Expo Break

2 - 3pm **Session #5 – Retail Trends and How Your Shop Can Positively Impact Your Customer**

Learn what makes a successful retail program and how that program can help shape your customer's experience. Round table will include industry experts from both the supplier and retail perspective.

*Panel: Ian Harvey - TOKO, Sally Jones – Tahoe Donner, Richard Hodges – White Pine Touring, Robert Lazzaroni – Salomon*

## Social/Expo Break

3 - 4pm **Session #6 – Diversity Your Offerings to Stay Relevant in a Changing Landscape**

With weather issues and a changing customer base, this workshop will break the group down into smaller groups to discuss innovative ideas to

keep your ski area vibrant and fresh to attract your local community and those traveling from afar. Share your ideas and learn from others undertaking the same thought challenges.

### **Social/Expo Break**

4 – 4:30pm **Special Session – Short Topics**

This last session of 30min will briefly touch on some important topics that were not scheduled for a full session this year. Use these as a conversation starter and an identifier of who to speak with to follow-up with over a beer, a meal or skiing.

5pm Happy Hour at Soldier Hollow  
6:30pm Dinner at Soldier Hollow  
8:30pm Fireside Chat at host hotel Best Western Heber

### **Thank you to our great sponsors!**



### **Vendor Expo Attendees**

- PistenBully
- Prinoth
- HKD Snowmakers
- Ski Cat Snowcat Rentals
- Mountain States Snowcat – Snow Rabbitt
- Yellowstone Track Systems
- CHS Snowmaking
- DEMACLENKO
- TOKO
- Nordic Group International
- Best Nordic Ski Great Escapes