2019 New England Summit Keynote

**State of the Industry**

*Kelly Pawlak, President, National Ski Areas Association*

Kelly has crossed the country during her first year leading NSAA, observing the diversity of ski areas and meeting their passionate customers. Kelly will share her insights to grow the sport, address climate change, and outline the path being set by NSAA committees.

**2019 NSAA Fall Education Seminars**

*Presented by: MountainGuard*

**Industry Overview: Rulings & Releases, Cases & Claims, and their Impacts on New England Ski Areas**

**Mountain Operations Part 1: A Deep Dive Into Recent Mountain Ops Issues Impacting Your Risk Exposure**

**Mountain Operations Part 2: How Technology is Evolving Mountain Ops**

**Elevating Ski Patrol: Legal Exposures, Volunteers, Insurance, and Incident Investigations**

**Marketing & Communications**

*Featuring NASJA Communicator’s Camp, a 3-part series*

**Session 1: Developing a Behavior-Based PR Plan for the Ski Industry**

- A walk-through of the elements of a behavior-based strategic PR plan using examples relevant to the ski industry
- Introduction of the Behavioral Model and concept of triggering events
- Discussion of evaluation and the definition of success

**Session 2: Research-Based Branding: Stand Out from the Crowd**

- Model of a successful organization
- Quantitative & qualitative research techniques – Known for/Stands for & other perception tests
- Becoming a trusted brand
- Defining your ski resort’s USP
Session 3: Employees As Your Brand Ambassadors
• What behaviors can you expect from the 5%, 10% and 85%?
• Internal communication basics – speaking with OCV
• Engaging & involving employees at all levels

The Science Behind the Store Experience; How to Get a Customer from the Door to the Register
Karen Hawkins, Red Pony Creative

Social Media Case Study: Big Mountain Results with Small Mountain Budget
Paula Mahony President, Words@Work

What’s NXT? - Feeling Overwhelmed as a Marketer Today? You Are Not Alone
Sam Rufo, President, nxtConcepts LTD

Moving the Needle - Tackling the Perception Issue
Dave Gibson, Propeller Media Works

Ecommerce Trends From Last Winter & Moving Towards a 100% Advanced Bookings
Dave Madden, VP of Sales & Partner Success, Liftopia

Messaging. And Maximizing Customer Feedback Jeni Batte VP Guest Research

L.L.Bean Outdoor Discovery School - Another Look At Introduction And Retention Strategies
Gretchen Ostherr, Director, Outdoor Discovery Programs

NE Summit Leadership Program
Research and Stats and Numbers, Oh My! (AKA Kottke Session)
Dave Belin, RRC Associates

Let’s Get Back Together: Re-Kindling the Passion with Lapsed and Revival Skiers
Dave Belin, RRC Associates & Kelly Pawlak, Pres & CEO NSAA

NSAA Cookbook – New Focus and New Content.
Earl Saline from NSAA and Dave Belin from RRC Associates

Human Resources
Workplace Fatalities OSHA Deep Dive
Dave Byrd - Director of Risk and Regulatory Affairs, NSAA

NSAA Fall Workshop – Practices to Protect Across All Departments

Building Growth and Retention by Knowing Your Staff
Nick Herrin, CEO, PSIA/AASI

Exchange Workers. Update 2019
Steve Simas, Interexchange
Mountain Operations

Year Round Trails. From the New Nordic to Mt. Bike Explosion.
Steve Fuller, Board Member at K2/MDV/Madshus and Boyne
Kurt Hoeffler, Rossignol

North East Resorts...Providing a Great Guest Experience...We’re Not Just Ski Mountains Anymore
Panel with Mark Hamelin, Director of Land Planning & Landscape Architecture, VHB
Andrew Allison, AIA, Principal, AJA Architecture and Planning
Claire Humbler, Director of Resort Planning and Design, SE Group, Moderator

Do You Know Who Your Customer Is?
Mike Bisner, VP Sales East, AXESS America Inc.

Tangible Ways You Can Reduce Costs While Meeting Sustainability Goals
Tom Dyer, USource

Using Factual Data to Streamline Mountain Ops: Digital Solutions from SNOWsat.
Josh Nelson

Ski Patrol Fall Meeting

Annual Ski Patrol Meeting of Patrol Directors, Pro Patrol and National Ski Patrol
John Kane, NSP & Tait Germon, Ski Patrol Director, Killington/Pico Ski Resort Partners

Energy & Climate

Offering a Plug: What Ski Areas Should Know About Driving Electric
Barry Woods, Director of Electric Vehicle Innovation, Revision Energy, Panel Moderator

Panelist from NRCM and EVERSOURCE. Followed by a ride and drive of the most current plug-in SUVs from Bill Dodge Kia and Hyundai.

Climate Change Solutions
Presenters: Sam Saltonstall, President of Window Dressers and member Citizens’ Climate Lobby
Michael Jones, PhD Economist, Bowdoin College Emeritus and member Citizens’ Climate Lobby
Dodie Jones, Co-leader of Citizens’ Climate Lobby - Bath-Brunswick Chapter

Nsaa Climate Awareness Initiatives
Kelly Pawlak, President & CEO, NSAA
Snowmaking Operations
Benchmarking Your Snowmaking Systems Performance. Measure it, Compare it, Improve it!
Robin Smith, President Snowconsult

Establishing Control of Your Snowmaking System
Ian Jarrett, Vice President, HKD Snowmakers

Water Pump and Air Compressor System Upgrades: Trends and Implementation
Tim Wang, Senior Project Engineer, Ratnik

Lift Operations
Lift Certificates Issued for All Sessions

Lift Maintenance Resource Guide - 3 part series on Wednesday
Mike Lane, NSAA, Director of Technical Services

Gear Box Fundamentals, Inspection and Repair Procedures
Tim Brockett, Artec Machine Systems, Service Engineer

#1 PROTECT YOUR BEARINGS! Strategic Preventative Approaches
Steve Green, Bearings

Snowtubing. There’s A Lot To Know.
Sam Geise, Geise Engineering

Workplace Fatalities: OSHA Deep Dive
Dave Byrd, NSAA, Director of Risk & Regulatory Affairs

Doppelmayr Lift School
Lift School is a full day’s worth of hands on training of DC signals and circuits. Custom work stations are provided. Class limit is 20 individuals.

Registration Information
New England Summit Registration $159 per person
New England Summit 2019

Lodging Information
Rooms start at $120 per night, plus resort fees and Maine State Tax.
To book your lodging please call (800) 207-2365 and mention the New England Summit Group Booking Code 85R1CO | www.nesummit.com

Program and speakers subject to change. Please visit the New England Summit website for complete and up to date listings.