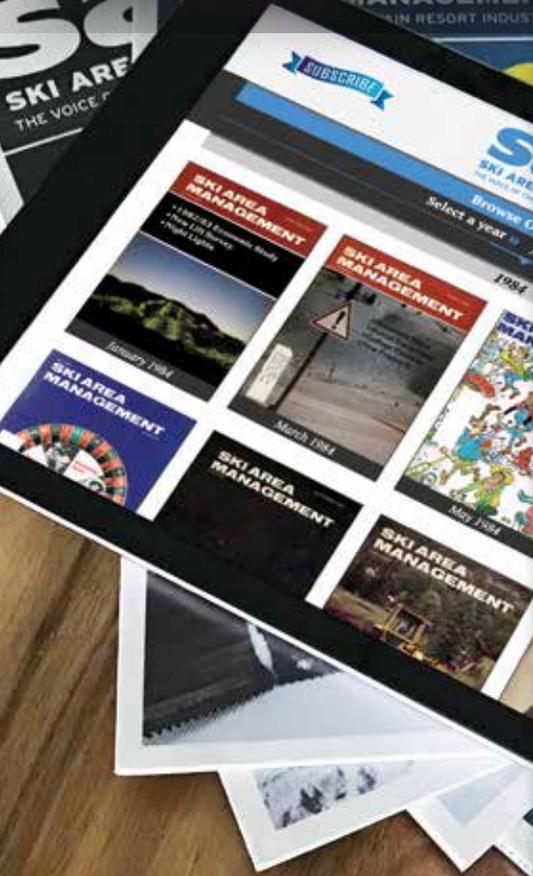


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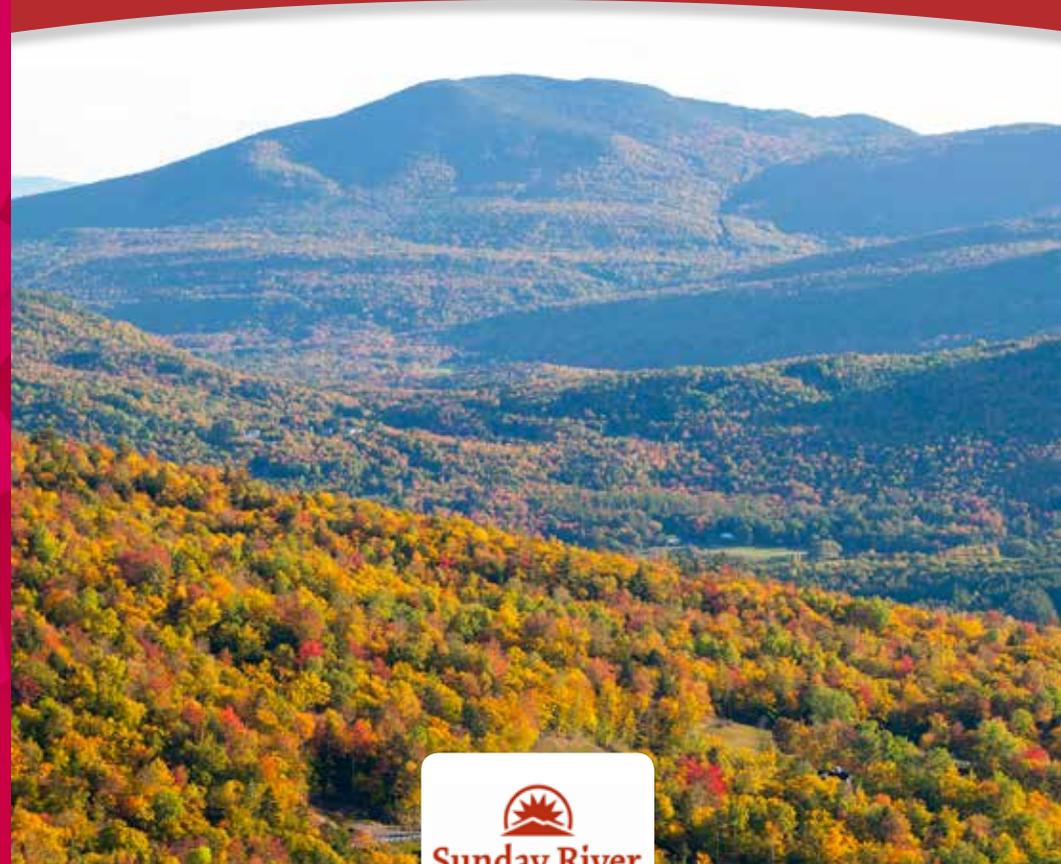
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"I want my staff to see what is currently going on in the entire industry—trends, comparisons to ourselves, etc. We often talk about articles in the latest SAM at our ops meetings. I feel that it's a valuable investment to be informed, no matter how the season was."

—STEVE KRUSE GM,
TIMBERLINE, ORE.



New England Summit 2019



September 10 & 11 | Sunday River Resort



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Schedule at a Glance

2019 New England Summit Show Schedule

All events take place at the Grand Summit hotel unless otherwise noted

Monday, September 9, 2019

4:00 pm - 6:00 pm Exhibitor Set Up

6:00 pm - 8:00 pm Vendor Reception

Tuesday, September 10, 2019

8:00 am Registration Desk Open

8:00 am - 11:00 am Exhibitor Set Up

9:30 am Session Block One

11:00 am - 1:00 pm Trade Show & Lunch presented by Coca Cola, SAM, Leitner Poma, Liftopia, AMI

1:15 pm Session Block Two

2:45 pm Session Block Three

4:15 pm Opening Keynote

5:00 pm - 7:30 pm Reception & Trade Show presented by Shipyard, Coca Cola, SMI, Doppelmayr, VHB

7:30 pm - 9:30 pm Patio Party, Buffet and Fireworks presented by Coca Cola, Atlas Fireworks, Shipyard; HKD, Prinoth

Wednesday, September 11, 2019

7:00 am Registration Desk Open

7:00 am - 8:45 am Breakfast

9:00 am Session Block Four

10:30 am Session Block Five

12:00 - 2:00 pm Trade Show & lunch Presented by Coca Cola, SAM; SnowSAT PistenBully, PNP Supply

2:00 pm Session Block Six

3:30 pm Session Block Seven

5:00 pm New England Summit adjourns



TUESDAY SEPTEMBER 10, 2019

Doppelmayr Lift School - 8:30 am to 4:00 pm

Introduction to DC Signals & Circuits

Ketchum

Ryan Brenenstuhl, Doppelmayr USA - Electrical Service

Ski Patrol Directors Meeting - 9:00 am to Noon

Annual Ski Patrol Directors meeting and roundtable

Ski Check Room

Tait Germon, Patrol Director, Killington/Pico Ski Resort Partners

John Kane National Ski Patrol



Seminar Block One - 9:30 am to 10:45 am

NASJA Communicators Camp Session 1:

Developing a Behavior-Based PR Plan for the Ski Industry

River Room

Robin Schell, Stacey Smith & Jayme Simoes of Jackson, Jackson & Wagner

- 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



How to Maximize/Increase the Value of Your Guest Feedback **Simmonds**

Jeni Batte, Vice President, Account Services, Guest Research, Inc.
Increasing competitive differentiation within the ski industry is being driven by the guest experience. Enhancing the guest experience necessitates collecting, analyzing and acting on good guest feedback. This session, designed for ski areas of all sizes, will highlight important opportunities to maximize the value of your guest feedback including both performance ratings and guest comments. Topics covered will include the impact of guest feedback on operational, capital and marketing decisions; trend analysis, benchmarking and data segmentation; advanced statistical analysis of quantitative data; and the use of artificial intelligence and machine learning in text and predictive analytics of guest comments.



Snow Tubing, There's a Lot to Know **Whittier**

Sam Geise, Geise Engineering
Site location, slope profile, different uphill transportation systems, different ways to slow and stop tubes, releases, and how to reduce tubing mishaps.

LIFT CERTIFICATE ISSUED



Benchmarking your Snowmaking Systems Performance. **Measure it, Compare it, Improve it!** **Grafton**

Robin Smith, President, Snowconsult
This session takes you through the process used to help create the most efficient snowmaking operations in North America. Understanding your historical snowmaking weather history, operating cost and performance, then comparing your performance to your comparables and the industry's best. Creating a road map for improvement.



Sustainable Slope Lighting – What You Need to Know to Improve Your Bottom Line **Moonstruck**

Philip Gotthelf, Managing Director, Ultra-Tech Lighting
This session will examine the top considerations for night lighting. Dark Sky Compliance issues (light pollution); Light Quality – Less intensity equals more visual acuity; Environmental impact upon wildlife; Sustainability – Energy and maintenance savings; Incentive programs you need to tap – Don't leave money on the table; New ways to install slope lighting – Helical piles, direct bury, and more; and The Payback – less operating cost, more top line revenue



New England Summit Lunch & Trade Show

11:00 am – 1:00 pm

Hotel Grand Ball Room

Sponsored by: Coca Cola, SAM Magazine, Leitner Poma, Liftopia, AMI





Seminar Block Two – 1:15 pm to 2:30 pm



NASJA Communicators Camp Session 2: Research-Based Branding: Stand Out From The Crowd

River Room

Robin Schell, Stacey Smith & Jayme Simoes of Jackson, Jackson & Wagner

- Model of a successful organization
- Quantitative & qualitative research techniques – known for/stands for and other perception tests
- Becoming a trusted brand
- Defining your ski resort's USP



L.L.Bean's Outdoor Discovery Programs: Strategies for Acquiring and Retaining Customers through Outdoor Activities

Simmonds

Gretchen Ostherr, Director, Outdoor Discovery Programs, L.L. Bean
Gretchen will share some of L.L.Bean's strategies, tactics, and systems for acquiring, retaining and measuring customers through their outdoor programs. She will provide insights into how ODP builds customer loyalty and engages with customers at different stages in their life cycle while breaking down barriers to participation and making new activities more accessible to potential customers. She will facilitate an interactive session in which attendees will leave with fresh ideas for attracting new participants and creating loyalty.



Workplace Fatalities OSHA Deep Dive: Analyzing the Consequences of Three Unique Employee Lift Safety Injuries Whittier

Dave Bryd, Director of Risk & Regulatory Affairs, NSAA

Last season, ski areas experienced a number of employee injuries and resulting OSHA inspections. This session will take a deep dive into three unusual lift-related incidents involving ski area employees—all involving catastrophic or fatal incidents—and analyzing the facts behind each incident, and how these ski areas and OSHA individually responded. The issues of employee misconduct, resort policies and procedures, OSHA compliance standards, drugs, even the media responses, will be addressed—and how the resorts prepared for OSHA investigations. This will provide a great exploration of what can happen with serious employee injuries, their prevention, appropriate workplace safety procedures, and the best approaches to minimizing serious OSHA fines and citations—not to mention future employee injuries.



Snowmaking. Establishing Control of Your Snowmaking System Grafton

Ian Jarrett, Vice President, HKD Snowmakers

Charles Santry, Founder HKD Nelson Santry, Product Manager
Making snow has evolved to be the lifeblood of operating a successful ski resort anywhere in the world. However, snowmaking is an animal that eats and can have an insatiable appetite for energy, time, capital and labor. HKD Snowmakers and iSno Controls will address the necessary tools, technologies, and strategies to tame this potential wild beast through the thoughtful application of system controls and informed decisions.



Ecommerce Trends From Last Winter & Moving Towards a 100% Advanced Bookings Future

Moonstruck

Dave Madden, VP of Sales & Partner Success, Liftoptia

As consumers move more and more to an online-first buying behavior, the ski industry will eventually follow hotels, airlines and concerts in having nearly all tickets and visits booked in advance. How is your resort positioned to support this trend? This year, in addition to sharing the online buying trends we observed last season, Liftoptia will discuss the continued shift toward online buying, the advantages of presales and why your resort can work toward the goal of 100% pre-sales. We will present tips and tactics for effectively growing your online ticket, pass and summer sales. We will also offer a season recap, regional trends, and takeaways from the past winter.



Research and Stats and Numbers, Oh My! (AKA Kottke Session)

Simmonds

Dave Belin, Director of Consulting Services, RRC Associates

The 2018/19 season was very different in many regions of the country, thanks to some new multi-mountain products and partnerships like the Ikon Pass. How did these products and other trends manifest themselves in the end of season results? NSAA's research studies, including the Kottke Report, are critical business tools that are available to member areas. These reports can help your ski area evaluate your success in the local, regional, and national market and inspire you with ideas for products and marketing that may not be readily apparent. While providing a high-level overview and analysis of this year's research results, RRC's Dave Belin will provide guidance and recommendations for how you can put this valuable data to use at your area. Highlights from the preliminary Kottke End of Season Study, the Beginner Conversion Study, and the National Demographic Study will all be covered in this session.



Afternoon Break

South Wing Lobby

2:30 pm – 2:45 pm

Sponsored by: Coca-Cola



Seminar Block Three – 2:45 pm to 4:00 pm

NASJA Communicators Camp Session 3: Employees As Your Brand Ambassadors

River Room

Robin Schell, Stacey Smith & Jayme Simoes of Jackson, Jackson & Wagner

- What Behaviors can you expect from the 5%, 10% and 85%?
- Internal Communication Basics – Speaking with OCV
- Engaging & Involving Employees At All Levels



North East Resorts.....Providing a Great Guest Experience... We're Not Just Ski Mountains Anymore. Examine the Essential Items of a Successful Base Area

Whittier

Mark Hamelin, Director of Land Planning & Landscape Architecture, VHB

Andrew Allison, AIA, Principal, AJA Architecture and Planning

Adam Portz, SE Group, Moderator

Ski Areas in the Northeast are changing in many ways. From expanding ski terrain and year-round activities, the base area has become the focal point of the guest experience. We have an experienced panel that will share compelling case studies of changes that are occurring and discuss best practices that your ski area can implement tomorrow as we embark on the next chapter of Mountain Recreation. What is the guest experience, beginning to end (Google search to selfie, and all that's in between)? New England's Unique and Authentic Experience.... why millennials want it, what does it mean. Long term planning, short term implementation...strategic thoughts on prioritizing goals. The panel will connect the dots for Housing, Food, Activities, Security, Service requirements, and the all-important Wayfinding from getting to the resort, to getting around within the resort.



Snowmaking. Water Pump and Air Compressor System Upgrades: Trends and Implementation **Grafton**

Tim Wang, Senior Project Engineer, Ratnik

Seminar will discuss market trends and types of improvements for air compressors and water pumping systems and considerations for implementing upgrades.



How to Inspect Your Gearbox and What to Look For? **Moonstruck**

Tim Brockett, Artec Machine Systems

This is a training about what you might find in your gearbox and what to look for when you open the inspection cover. Also, best practices and having the tools needed to inspect your gearboxes. If you could choose a time to pull your gearbox out of service to have it overhauled and re-installed, you would save money and reputation. If you could have a program set up that would give you more control over the condition of your gearbox and give you an educated guess as to the time frame of life left in it, would that be of value to your resort? What if you could have the parts ordered 6 months in advance of you scheduled service, wouldn't that save you money?

LIFT CERTIFICATE ISSUED



**NSAA President & CEO
Kelly Pawlak**

**Industry Update
River Room
4:00 pm – 5:00 pm**



**New England Summit
Reception & Trade Show**

**5:00 pm - 7:30 pm
Grand Ball Room**

Sponsored by: Shipyard, Coca Cola, SMI, Doppelmayr, VHB



**Patio Reception,
Fireworks, and Buffet**

**7:30 pm – 9:30 pm
Pool Patio Level**

Sponsored by: Coca Cola, Atlas Fireworks, Shipyard, HKD, Prinoth





WEDNESDAY SEPTEMBER 11, 2019



Continental Breakfast

7:00 am – 8:45 am

South Wing Lobby adjacent to Trade Show Hall



Seminar Block Four - 9:00 to 10:15 am

NSAA Fall Education Series Part 1: Industry Overview: Rulings & Releases, Cases & Claims, and their Impacts on New England Ski Areas

River Room

There has been a surprising amount of key legal rulings this past year in the ski industry. The opening session of the NSAA Fall Education Seminars will look at some of the of the high-profile rulings from around the country, and in the Northeast. With the assistance of ASDA attorneys (Association of Ski Defense Attorneys), we'll analyze how recent rulings affect the future of release and waiver issues, for both winter and summer activities in your region. We will also analyze some key contractual issues impacting resort operations, and how to avoid the same mistakes. From competition events and pond skims, to new educational grant opportunities for smaller ski areas, this session is an excellent preview of broader operational challenges to be addressed in later sessions.



LIFT Maintenance Series Part 1 PROTECT YOUR BEARINGS!

Strategic Preventative Approaches

Ketchum

Steve Green, Action Bearing

Bearings used in ski industry applications are subject to environmental extremes which require special considerations. In this seminar we will be looking at some unusual situations. State of the art analysis equipment will be demonstrated as a technique for uncovering and correcting destructive conditions which can and do lead to premature and unexpected bearing failures. Additionally, bearing basics and lubricant applications will be reviewed especially for mechanics, maintenance supervisors and operations directors who may be new to this discussion. LIFT CERTIFICATES ISSUED



Offering a Plug: What Ski Areas Should Know About Driving Electric

Simmonds

*Barry Woods, Director of Electric Vehicle Innovation, Revision Energy, Panel Moderator
Kevin Arritt, Clean Energy Strategy & Policy, Eversource, and Ski Area representative
Matthew Poli, Killington/Pico Ski Resort Partners*

The panel will discuss the role of transportation in carbon emission (and its impact on ski areas in the future), the state of the disruption to the car market, charging technology details, and the fed/state/utility efforts in New England engaged in hastening transportation electrification. This 60-minute panel will provide time for questions and be followed by a ride and drive of the most current plug in SUVs from Bill Dodge Kia and Hyundai.



NSAA Cookbook – New Focus and New Content

Whittier

Dave Belin, Director of Consulting Services, RRC Associates

Earl Saline Director of Education Planning at NSAA

This session will discuss updates to the NSAA Cookbook that are currently underway. The Cookbook is a central resource for ski areas to learn about best practices and great ideas related to new customers, but that also apply to all skiers and snowboarders – topics such as beginner conversion, customer service, lesson tactics and instructor training, rental shop ideas, marketing and follow-up communication, and partnerships with other organizations to build your business.



What's Nxt? Feeling Overwhelmed as a Marketer Today? You Are Not Alone

Grafton

Samantha Rufo, President, nxtConcepts

Changes are happening at lightning speed online, especially with social media, resort reviews, new privacy rules that affect ads and making sense of the mountains of data. This session will provide you with new insights and tools to use now and during the 2019-20 Winter season, including:

- Answer the question – how do all the changes affect me and my resort? Now, and moving forward.
- See Case Studies of the most effective and profitable ways to use your Social and Online Ad
- Reports. Find out just how much your social following is really worth.
- Get best practices for dealing with the good and the bad of online reviews.
- Find out how to use emerging new technology and advertising options.
- Learn from discussions, live demo's, and other resources.



Building Growth and Retention by Knowing Your Staff

Moonstruck

Nicholas Herrin, CEO, PSIA /AASI

In this presentation resort leaders will learn about statistics on what motivates their staff via PSIA-AASI membership Surveys as well as learn about a few key new programs PSIA-AASI is offering to schools in order to support growth and retention through their Snowsports education departments.



Morning Break

South Wing Lobby

10:15 am - 10:30 am

Sponsored by: Coca-Cola



Seminar Block Five - 10:30 to 11:45 am

NSAA Fall Education Series Session 2:

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

River Room

Recent incidents have shown a number of unique “on mountain” challenges that have been highlighted in recent claims, lawsuits, and guest safety. In this session, we’ll dive deep into these mountain operations challenges, using some current trials to emphasize the need for re-examining your mountain ops departments—grooming, snowmaking, ski school, lift operations, and patrol. We’ll examine some take-aways from two avalanche trial victories in the industry that apply to all ski areas, even in New England. We will address the need for significant improvements in how you close trails, parts of trails, or other areas of your facilities—including terrain parks and tubing venues—and marking and correcting hazards. Recent trials and near-misses highlight the constant need to stress more—and better—inter-departmental communications.



LIFT Maintenance Series Part 2

Ketchum

Mike Lane, Director of Technical Services, NSAA

The ANSI B77.1 Standard was approved by ANSI May 11, 2017. This session will review what is new in the standard and what steps you need to take to adjust to the new standard. The session will also discuss issues and recent interpretations on work carriers, and electrical major modifications and upcoming efforts. LIFT CERTIFICATES ISSUED



Climate Change Solutions

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

The Energy Innovation and Carbon Dividend Act, HR 763 is the first bipartisan climate bill to be introduced in the U.S. House in a decade. The National Ski Areas Association and other ski related businesses have endorsed it. Find out why this bill is the first best step towards mitigating climate change.

We will answer the questions: why do countries have to act on lowering carbon emissions quickly, why is HR 763 the best policy for keeping average global temperatures from rising above internationally agreed targets and why is it superior to other policies; who supports the policy; why work for a bill which will not get passed in the current administration; what skiers, boarders and ski resorts can do to combat climate change.

Simmonds



Social Media Case Study: Big Mountain Results with Small Mountain Budget

Grafton

Paula Mahony, President & CEO, Words@Work

In this session, we will look back at the 2018/2019 ski season to review the Ski Maine social media practices, budget, and results. Then we will take what we learned and apply it to ski areas. We'll discuss brand and how that leads to voice. We'll discuss building a customer profile and keying that into content for engaging posts. And we'll discuss hashtags: how to find popular tags, how to build your own tags, and what to do with them. This session will be useful for any attendee but will be geared specifically toward smaller alpine areas or Nordic centers.



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

Moonstruck

Josh Nelson, SNOWsat & PRO ACADEMY Product Manager

SNOWsat has collected data on Snow Depth and Fleet Management for almost 10 years. Now, in addition, the system collects and provides data on Fleet Maintenance, Resort Mapping, Task Management, Terrain Park Feature Measurement, Data Export of Statistics and more. Once the data is supplied, enlist PRO ACADEMY to help improve the operation overall with tailored training modules.

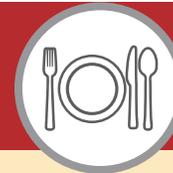


Let's Get Back Together: Re-Kindling the Passion with Lapsed and Revival Skiers

Whittier

Dave Belin, Director of Consulting Services, RRC Associates

They tried skiing a few times, but never fell in love. How can you re-ignite the passion for Snowsports with lapsed customers? Explore this untapped opportunity in this session that will feature an update on NSAA's Growth Committee, as well as a breakdown of the reasons why people leave Snowsports, what makes lapsed skiers different than the core, and what it takes to get these visitors to fall in love with skiing and snowboarding all over again.



New England Summit Lunch & Trade Show

11:30 am – 2:00 pm
Hotel Grand Ball Room

Sponsored by: Coca Cola, SAM Magazine, PistenBully, SnowSAT, PNP Supply





Seminar Block Six - 2:00 to 3:15 pm

NSAA Fall Education Series Session 3 Mountain Operations Part 2:

How Technology is Evolving Mountain Ops

River Room

It was a surprising year in unique challenges involving mountain operations, so we continue our deep dive into mountain ops. As part of this focus on area management—punctuated with unique claim and lawsuit examples—we will address additional considerations involving chairlift operations—a number of big ski states are currently pursuing formal regulatory changes involving lift safety, with the potential to spill over into all states. From a claims and regulation perspective, we will analyze some recent—and significant—lift incidents across the industry. And technology is rapidly changing overall resort management, especially in mountain operations—we will highlight some unique technological innovations that can be embraced by both small and large operators—and improve both guest and employee safety, while also mitigating exposures and protecting deductibles.



LIFT Maintenance Series Part 3: LMRG Implementation: Part 1

Ketchum

Mike Lane, Director of Technical Services, NSAA

The session includes a quick overview of what the LMRG actually is, and what it is not, plus an in depth look at how the guide is actually implemented with several separate examples from volunteers utilizing specific lift equipment for a Level I and Level II type employees. Examples will be discussed in detail with the final discussion involving what good documentation looks like, why it is so important and why it relates to the guide and everything we do. This three hour session will provide the beginning examples of where your training program should be heading.



Tangible Ways You Can Reduce Costs While Meeting Sustainability Goals

Simmonds

Thomas Dyer, Sr. Director, Energy Procurement and Analysis Usource, LLC

With increased pressure on companies to reduce their carbon footprint, how your facility uses that energy is also playing a bigger role. In this session we'll discuss real ways facility managers can leverage renewable energy and fund energy efficiency projects to meet sustainability goals and maximize energy supply purchases. Real life case studies will help illustrate how you can apply what you've learned to your company operations.

- Learn 4 ways you can get “green” power for your facility
- Understand how you can finance renewables and energy efficiency projects with and without capital investment
- Find out how best to combine renewables, energy efficiency and energy procurement to maximize money-saving opportunities



Do You Know Who Your Customer Is?

Whittier

Mike Bisner, VP Sales East, AXESS America Inc.

Come learn about the different types of RFID Technology and how resorts use this technology to track guest visits and behavior as well as build a database of the person buying a single day ticket. Do you know who your customer is?



The Science Behind The Store Experience: How to Get a Customer From The Door To The Register

Grafton

Karen Hawkins, Red Pony Creative

Every touch point a guest encounters on the Mountain contributes to their overall experience and impression of the Mountain. Every business operating on the mountain has a shared role in creating a positive and memorable experience for each guest. How are you engaging the customer that brings success to your business, and the collective success of the mountain? This workshop will reveal the strategies Brands use to create a powerful Retail experience; that gets customers in the door, to make a purchase...and to come back.



Exchange Workers. Update 2019. International Workers: Program Best Practices and Winter & Summer Staffing Solutions

Moonstruck

Marissa Quintero, Account Development Manager, Interexchange

Steve Simas, Senior Account Manager, Interexchange

International workers support our industry. Hear from this nonprofit J-1 visa sponsor with more than 50 years of experience administering the Summer Work Travel program. Students from over 60 countries have been matched with host employers in the Spring, Summer, and Winter. Online Matching Systems and Overseas Job Fairs are just two examples of how to find motivated students from around the world who will help make your peak season a success. We'll discuss program mechanics, housing, and best practices so host employers and program participants can have a rewarding exchange experience.



Afternoon Break

South Wing Lobby

3:15 pm - 3:30 pm

Sponsored by: Coca-Cola



Seminar Block Seven - 3:30 to 4:45 pm



**NSAA Fall Education Series Session 4
Elevating Ski Patrol: Legal Exposures, Volunteers, Insurance, and Incident Investigations**

River Room

This important session will dive deep into the use of volunteer and professional ski patrol, analyzing everything from liability insurance coverage, the legal use of volunteers, contractual protections under state and federal laws. We will address how ski areas can limit their exposures from employment and labor law issues and manage worker compensation challenges with volunteers—as well as the interplay with state Good Samaritan laws. In addition to underscoring the critical relationship and communications between volunteers and management, we will also examine the importance of effective procedures for improved and complete patrol investigations, highlighting some good, bad, and ugly examples of recent incident investigations, and the critical importance of elevating how ski areas manage investigations.



**LIFT Maintenance Series Part 4:
LMRG Implementation: Part 2**

Ketchum

Mike Lane, Director of Technical Services, NSAA

The session includes a quick overview of what the LMRG actually is, and what it is not, plus an in depth look at how the guide is actually implemented with several separate examples from volunteers utilizing specific lift equipment for a Level I and Level II type employees. Examples will be discussed in detail with the final discussion involving what good documentation looks like, why it is so important and why it relates to the guide and everything we do. This three hour session will provide the beginning examples of where your training program should be heading.



NSAA Climate Awareness

Simmonds

Kelly Pawlak, President/CEO National Ski Areas Association

NSAA has several initiatives underway to address climate change and the impact on winter sports. Kelly will discuss industry actions, Legislative discussions during her visit in Washington DC, and recent media coverage.



Moving The Needle: Tackling The Perception Issue

Whittier

David Gibson, President. Propeller Media Works: Accessibility. Works

We hear the phrase “perception is reality” often. Because it’s true. Perceptions powerfully influence how we interpret reality, and our subsequent actions. We lost the romantic image of the sport as an aspirational lifestyle. We had James Bond, adventure, hot tubs, and falling in love on the slopes. But the perception shifted to the risk, the cold, the cost. It went EXTREME. So, given the option to “go big or go home”, moms and risk-averse millennials started staying home.

The good news is that perceptions can be shaped. We have an extremely attractive product that delivers memorable experiences that invigorate and connect people. We have stories that are visually stunning, authentic and relatable. We also have new channels and sophisticated methods for delivering our stories so that they reach our target audiences with amazing accuracy... affordably. So let’s talk about how we move the needle by shaping perceptions to grow our industry.



Year-Round Trails: From the New Nordic to the Mountain Bike Explosion

Grafton

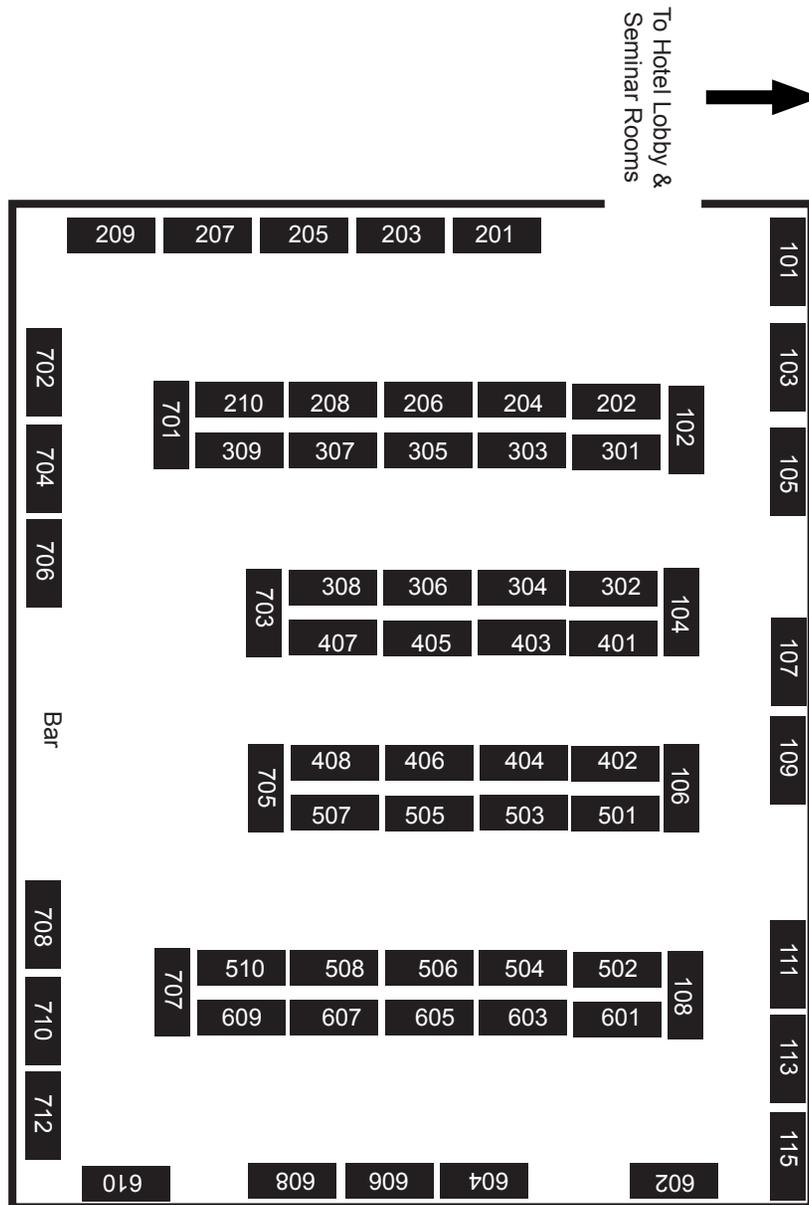
Steve Fuller, K2/Madhus, Will Masson, Eastern Sales Rep, Rossignol
Outdoor enthusiasts are taking to the trails year-round to explore all Nature has to offer. A growing number over participants are taking to XC skiing in the winter and trail riding in the summer at Nordic and Alpine Resorts. “We see a resurgence in the number of people who are taking advantage in the affordability and accessibility to local trails for exploring year-round. It is a great way to stay active, keep fit, and enjoy family time, all while keeping costs to a minimum.”

5:00 pm New England Summit, 2019 Adjourns





Trade Show Floor Plan & Exhibitor List



Company	Booth #	Company	Booth #
Amlon Ticket, Tag & Label	101	Groupify	403
AJA Architecture	102	Intouch Technology Group	404
Digital Dining, HDSNE, LLC	103	Skitude Corp.	405
Transaction Resources	104	Voila	406
CeAn Sports	105	DemacLenko	407
Action Bearing Co	106	Interexchange	408
Farrar Company	107	ONIGA - Avalanche Wear	501
Snowgage, By Juniper Systems	108	Geise Engineering Inc.	502
Snomax International	109	AMI Graphics	503
SMI Snow Makers	111	Star Lifts USA	504
Torrent Engineering and Equipment	113	Ratnik	505
Rossignol USA	115	Propeller Media Works, LLC.	506
MND America / Mountain & Snow Development	201	AXESS Americas	507
Doppelmayr USA	202	1RISK	508
TechnoAlpin USA inc.	203	Liftopia Inc	510
Aebi New England LLC.	204	HTM Fittings, Inc.	601
Centerplate	205	Landway	602
Hawill LTD	206	Concierge by Foodbuy	603
HEAD/Tyrolia Wintersports	207	BoltDepot.com	604
Artec Machine Systems	208	PSIA / AASI	605
VHB	209	World Cup Supply	606
Trask-Decrow Machinery	210	PNP Supply, LLC	607
Chameleon Inc	301	TrailHUB	608
SAM Magazine	302	AC Electric Corp.	609
Ultra-Tech Lighting, LLC	303	Tube Pro Inc	610
Mountain Uniforms	304	MountainGuard	701
e4Soft	305	Usource	702
Safehold / Wells Fargo	306	Leitner - Poma of America, East	703
SE Group	307	Coca-Cola of Northern New England	704, 706
Skytrac	308	Prinoth	705
Stevens Engineering	309	HKD Snowmakers	707
Guest Research	401	PistenBully	708
Pepsi	402	SNOWSat/Kässbohrer All Terrain Vehicles Inc.	710
PepisCo Foodservice	402	mSnow	712