

**2018 MSAA Session Grid**  
**August 19-22**  
**Boyne Highlands, MI**  
 (as of 7/12/18)

**Sunday, August 19**

1:00 - 2:30	West Champions
	Lift Maint.
	Tower & Sheave Assemblies <i>Donnie Martin</i>

2:45 - 4:15 Track	West Champions
	Lift Maint.
	B-77 Update <i>Mike Lane</i>

4:30 - 5:30 Track	West Champions	East Champions
	Lift Maint.	Lift Maint.
	Lift Electrical Session <i>Jim Vander Spoel</i>	Hands-On Rigging Skills <i>Sid Roslund</i>

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**Monday, August 20**

8:30 - 9:45

Track

Camelot Room					
ALL - General Session					
Communication & Connecting with Others <i>Ben Whiting</i>					

10:00 - 11:30

Track

Tailgate	Pleasantview	West Champions	East Champions	Walter Hagan	Gene Sarazen
ALL	Slope Maint.	Marketing	Lifts	Lifts	Mkt/Admin
NSAA FES: Part I	TechnoAlpin Service Sneak Peak <i>Kyle Lipscomb, John Dixon &amp; Peter Britz</i>	Latest E-Commerce Trends & What They Can Teach the Ski Industry <i>Dave Madden &amp; Cory Sacks</i>	NSAA Lift Resource Guide & Quality Assurance <i>Mike Lane</i>	Luff Rigging <i>Sid Roslund</i>	Smart Ski Areas: Are You Ready? <i>Samantha Rufo</i>

11:30 - 1:30

Track

Blue/Green Room					
ALL					
Lunch in the Trade Show Hall					

1:30 - 3:00

Track

Tailgate	Pleasantview	West Champions	East Champions	Walter Hagan	Gene Sarazen
ALL	Rental	Mktg/Ski School	Lifts	Slope Maint.	Marketing
NSAA FES: Part II	Mountain Bikes: Expanding Your Business to Year Round <i>Kurt Hoefler</i>	How PR Can Help You Attract New Customers <i>Mary Jo Tarallo &amp; Samantha Rufo</i>	Lift Staff Training & Documentation to Reduce Incidents & Increase Defensibility <i>Chris Stoddard</i>	Keep On Pumping <i>Todd Buchholz</i>	Keys to a Highly Effective Marketing Plan <i>Steve Pope</i>

3:15 - 4:45

Track

Tailgate	Pleasantview	West Champions	East Champions	Walter Hagan	Gene Sarazen	Conf Room DE
ALL	Ski School/Admin	Marketing	Lifts	Slope Maint.	Rental	MSIA
NSAA FES: Part III	Train-the- Training-Director <i>Chris Fisher</i>	Targeting, Measuring & Optimizing in a Data Driven Marketing Landscape <i>Josh Pauletic</i>	Work Carrier Safety <i>Sid Roslund</i>	Groomer's Workshop: Integrating Fleet Mgmt. Into Your Grooming Program <i>Bill Cox</i>	Making the Most of the SARA Rental Buying Program <i>Chris Stoddard &amp; Tim Kohl</i>	MSIA Annual Meeting <b>3 - 5 pm</b>

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### Tuesday, August 21

8:30 - 9:45	Camelot Room					
Track	ALL - General Session					
	<i>Olympic Medalist from Perfect North Slopes, Nick Goepper - Industry Update, NSAA President Kelly Pawlak</i>					
10:00 - 11:30	Tailgate	Pleasantview	West Champions	East Champions	Walter Hagan	Gene Sarazen
Track	ALL	Slope Maint.	Marketing	Lifts	Admin/All	Slope Maint.
	NSAA FES: Part IV	SMI Snow Makers: We've Got You Covered <i>Wes Cashwell &amp; Dan Triantafillou</i>	#WebTrends <i>Dave Gibson</i>	All About Conveyors <i>Conor Rowan, Sam Geise &amp; Audrey Paulus</i>	State of the Industry: Highlights from the Kottke End of Season Study <i>Dave Belin</i>	Terrain Parks Risk Management <i>Elia Hamilton &amp; Mistica Walker</i>
11:30 - 1:00	Blue/Green Room					
Track	ALL					
	Lunch in the Trade Show Hall					
1:00 - 2:30	Tailgate	Pleasantview	West Champions	East Champions	Walter Hagan	Gene Sarazen
Track	Marketing/Admin	Slope Maint.	Lifts/Admin	Lifts	Ski School/Mktg	Slope Maint.
	Mtn. Biking & Purpose Built Trails: Not Just for "Big" Areas <i>Jeff Staley &amp; Others</i>	Snowmaker Safety <i>Ian Jarrett &amp; Ben Siefert</i>	Digital Forms & Record Keeping <i>Charles Mickley, Jonathan Davis &amp; Jeannine Mogan</i>	Hydraulics Troubleshooting: Brakes & Tensioning Systems <i>Andy Pierce</i>	Creating Connections & Building Your Business: The Power of Why <i>Doug Daniels</i>	Terrain Park Panel Discussion <i>Elia Hamilton &amp; Others</i>

### Wednesday, August 22

8:30 - 10:00	Tailgate	Pleasantview	West Champions	East Champions
Track	Admin/GM	Slope Maint.	Lifts	Mktg/School/Admin
	Taking Advantage of the New Tax Reforms <i>Dave Byrd</i>	Auxiliary Hydraulics Troubleshooting & Maintenance <i>James Lindgren &amp; Others</i>	Brakes & Braking 101 <i>Mike Lane</i>	Your Current & Future Customer: Insights from the Beginner Conversion & Nat'l Demographic Studies <i>Dave Belin</i>
10:30 - Noon	Tailgate	Pleasantview	West Champions	East Champions
Track	Marketing/Admin	Lifts/Slope Maint.	Senior Managers	Ski School/Admin
	Challenges for the Marketing Department: Compliance & Risk Considerations <i>Dave Byrd</i>	Boyne Highlands On-Mountain Snowmaking Tour <i>Joe Breighner, John Lokker &amp; Peter Breighner</i>	GM/Senior Management Roundtable <i>Moderator: Jim Vander Spoel</i>	Gst Service & Front Line Mgmt: Staying True to the Vision <i>Ron Shepard &amp; Richard Wren</i>