



CAMP AGENDA

WEDNESDAY, SEPTEMBER 3

Registration

10:00 a.m. - 4:00 p.m. > The Lodge at Vail. Main lobby

Summer Ops Camp Product Demos & Themed Adventure Tours

1:00 p.m. - 4:00 p.m. > 2 LOCATIONS: Adventure Ridge & Base of Gondola One

Experience Adventure Ridge and demo other activities and products at the base of Gondola One in new and creative ways that get you thinking about programming and new revenue streams.

Adventure Ridge

Attendees are welcome to demo and explore Adventure Ridge on their own or join one of the tours below.

Zip 'N Sip:

Tour #1: 1:30 p.m. - 2:30 p.m.

Tour #2: 2:30 p.m. - 3:30 p.m.

Meet: Adventure Ridge Activities Ctr.

Shawn Lerner of ZipFlyer and Elizabeth Howe of Vail will guide attendees through Vail's four-line, Zip Runner experience that spans more than 1,200-feet at over 10,000-feet in elevation. After an exhilarating ride with peers on the Zip Runner attendees will reconvene on Talon's Deck for a wine tasting and a short Q&A session with Shawn and Elizabeth.

More than Just a Park!

1:30 p.m. - 3:00 p.m.

Meet: Adventure Ridge Activities Ctr.

Jamie Barrow of Bonsai Design will take a group on Vail's High Ropes Challenge Course in a competitive (but fun!) environment. Come solo or bring a team as Jamie shows you quick and easy ways to transform your high throughput aerial adventure park into team-building events that do more than just entertain! Attendees will regroup on Talon's Deck for a wine tasting and a short Q&A session with Jamie.

Product Demos at Gondola One Base Area

Attendees are welcome to demo and explore the products brought in exclusively for Summer Ops Camp or join one of the tours below.

Pump 'N Bump

Session #1: 1:30 p.m. - 2:15 p.m.

Session #2: 2:30 p.m. - 3:15 p.m.

Meet: Base of Gondola One

Meet Jason Stouder of Progressive Bike Ramps who will guide attendees through the pump track experience. Learn how to ride a pump track and see why they are sweeping the nation. Bumpin' sounds for everyone will play in the background as you experience the thrills of this progressive bike course.

The following companies will be offering product demos at the base of Gondola One and are open to all attendees with a badge.

mSnow Tubing, Sandy Creek Mining, Alpine Bike Parks (small skills park), Head Rush Technologies, Progressive Bike Ramps, WeatherPort Shelter Sytems, and Globe 3T's mountain scooters.

WEDNESDAY, SEPTEMBER 3



CAMP AGENDA

Zip, Swing and Climb Your Way to Success: Zipline and Aerial Adventure Park Innovation and Operations

4:00 p.m. - 5:00 p.m. > Eagle's Nest, Adventure Ridge

A panel of zipline and aerial adventure course experts will discuss the new trends in technology, products and design. The presentation will cover safety, new guidelines, operations, guest experience, and revenue opportunities. Moderated by *SAM*, the panel will include: Jamie Barrow, Bonsai Design; Bahman Azarm, Outdoor Ventures; Shawn Lerner, Zip-Flyer; Paul Cummings, Strategic Adventures.

Cocktails at Adventure Ridge

6:00 p.m. - 6:30 p.m. > Adventure Ridge

Mix and mingle with industry colleagues and summer ops suppliers.

Dinner at Adventure Ridge

6:30 p.m. - 7:15 p.m. > Adventure Ridge

Enjoy dinner at Adventure Ridge, sponsored by Outdoor Ventures.



Summer Market Intelligence

5:00 p.m. - 6:00 p.m. > Eagle's Nest, Adventure Ridge

Join Ralf Garrison, Destimetrics, and Claire Humber, SE Group, as they take an in-depth look at the summer marketing numbers—where we've been and where we're going. We will explore what is and isn't working and why, as well as where future summer business growth will come from for our industry.

Keynote Presentation

7:15 p.m. - 7:45 p.m. > Adventure Ridge

Chris Jarnot shares Vail's plans and vision for the future of summer business.

Last Call and Lighted Walk

8:00 p.m. > Cucina, The Lodge at Vail

After making your way down from Adventure Ridge, meet Petzl at the base of the Eagle Bahn Gondola and enjoy an optional lighted walk along Gore Creek back to The Lodge at Vail for last call at the Cucina fire pits.





CAMP AGENDA

THURSDAY, SEPTEMBER 4

Breakfast / Vendor Showcase

7:30 a.m. - 9:00 a.m. > International Ballroom, The Lodge at Vail

Mid-Vail Sessions

9:00 a.m.- 9:15 a.m. > Gondola One Ride Gondola One to Mid-Vail for morning sessions.

Dollars & Sense: The Financial Opportunities and Costs of Summer Activities

9:15 a.m.- 10:30 a.m. > Mid-Vail

Operators have years of experience in understanding the financial costs and opportunities of traditional winter projects. But, what about summer activities? SE Group principals Claire Humber and Kent Sharp will share their approach for identifying, costing and evaluating the broad array of summer amenities and activities that resort operators may be considering. This session will specifically discuss the anticipated capital expenses, expected levels of visitation, revenue potential, sources of capital and, ultimately, the financial performance of summer amenities. Additional topics will include a look at how summer activities may be able to capitalize winter projects and strategic ways to phase your projects minimizing capital outlay and maximizing return.

Morning Break

10:30 a.m.-10:45 a.m. > Mid-Vail

Small Breakout Sessions (PODs)

10:45 a.m.- 12:30 p.m. > Mid-Vail

RESORT OPERATORS ONLY PLEASE

The topics below will be arranged in small break-out pods led by industry experts. In each pod, operators will exchange ideas and pose questions to the pod leader. Four lightning rounds will ensure that attendees get to several of the pod discussions. Bring your burning questions to these sessions!

POD 1. The Forest Service & Ski Area Recreation: Join Don Dressler, Mountain Resort Program Manager for the Rocky Mountain Region, and Jason Marks of SE Group as they lead a discussion about the implementation of the Ski Area Recreation Opportunity Enhancement Act and the impact to your operations.

POD 2. Transitional Season Success:

Join Dan Edwards, Sr. Activities Manager at Breckenridge, and Nancy Heard, Mountain Ops Manager at Glenwood Caverns, as they lead a discussion with fellow operators about best practices for your summer operations—the gearing up, the shoulder seasons and the transition to winter business.

POD 3. Marketing to Your Summer Guests:

Dave Amirault of Aspen Snowmass will discuss ideas, challenges and marketing plans and give a fresh perspective on how to market your summer offerings and generate buzz.

POD 4. Summer HR Strategies:

Matt Jones, director of HR at Vail, will lead a discussion about creating a passionate community (employees) at your resort that will create a unique and memorable guest experience.

POD 5. Adding Water:

Join Ray Lauenstein and Lew Wemple of Aquatic Development Group as they discuss how different types of water will impact the guest experience, operations, market appeal and bottom line.

POD 6. Managing Hidden Risks:

Join a group of risk management specialists to discuss the details of summer ops. Do you have ample shade and water stations? Do you have controlled play areas for youngsters? Does your landscaping enhance your environment? Are your walkways and paths safe? What items are on your daily check lists?

POD 7. Feasibility of Challenge Courses/Ziplines:

Paul Cummings of Strategic Adventures will help you determine whether or not to get into the game, as well as how to make your existing challenge course/ziplines more profitable.

POD 8. Process Improvement:

Join Joe Hession as he discusses the methods of process improvement that can help bridge the gap from your resort's core business systems to new or expanding opportunities. This POD will cover tools that might help you and your team streamline your summer growth plans.

THURSDAY, SEPTEMBER 4



CAMP AGGENDA

Lunch at Mid-Vail

12:30 p.m. - 1:30 p.m. > Mid-Vail



Enjoy lunch at Mid-Vail sponsored by Wells Fargo.

Return to The Lodge at Vail

1:30 p.m. - 2:30 p.m.

Ride Gondola One to return to The Lodge at Vail.

Off-Site Trip to Glenwood Caverns

2:30 p.m.

Buses depart from The Lodge at Vail promptly at 2:30 p.m. for an off-site all camp visit to Glenwood Caverns.

3:30 p.m. - 6:00 p.m. > Glenwood Caverns

Ride the tram up to Glenwood Caverns Adventure Park and experience the many activities they offer including: Alpine Coaster; Cliffhanger Rollar Coaster; Giant Canyon Swing; Glenwood Canyon Flyer; Soaring Eagle Zip Ride, Fort Whereami Maze; Cave Tours; Gemstone Panning, and much more! Additionally, experts will be on-hand to answer questions about coasters, mazes, souvenir photography, safety and inspections.

Dinner at Glenwood Caverns

5:30 p.m. - 7:00 p.m. > Glenwood Caverns

Enjoy cocktails and a mountain-top dinner at Glenwood Caverns followed by a brief presentation by the owners. Sponsored by Wiegand.



Buses Back to The Lodge at Vail

7:00 p.m. - 8:00 p.m.

Buses back to The Lodge at Vail

Last Call

8:00 p.m. > Cucina, The Lodge at Vail

Wind down with a last call at the Cucina fire pits.



CAMP AGENDA

FRIDAY, SEPTEMBER 5

Breakfast / Vendor Showcase
7:30 a.m. - 9:00 a.m. > International Ballroom, The Lodge at Vail

Mid-Vail Sessions
9:00 a.m.- 9:15 a.m. > Gondola One
Ride Gondola One to Mid-Vail for morning sessions.

Mountain Bike Parks: Big and Small, Built for Success
9:15 a.m.- 10:15 a.m. > Mid-Vail
A roundtable discussion in bike park design and trail development led by Aspen Snowmass bike coordinator Kevin Jordan, with panelists Dave Kelly, Gravity Logic; Otto Kamstra, Alpine Bike Parks; Jason Struder, Progressive Bike Ramps; and Bob Holme, Trestle Bike Park. Each panelist will address a range of topics: progression, the challenges of operating on Forest Service land, and serving both families and core riders. Find out how a bike park can add to your bottom line.

Morning Break
10:15 a.m.- 10:30 a.m. > Mid-Vail

Hybrid Entertainment Models
10:30 a.m.- 11:15 a.m. > Mid-Vail
Attractions, experiences and emotions should all work together to create a collective experience with lasting memories for your customers. This guiding principle should be applied in winter and summer. However, summer sometimes requires a different approach. One such approach: a reinvention of our traditional resort model into a hybrid entertainment model. The ultimate goal is both customer satisfaction and generating additional revenue sources. Join Doug Wilkerson of Dynamic Designs Inc., as he shares his expertise on creating a fusion of present and future entertainment models. He has worked with many industries to help them adapt to changing times, customers and technology.

Risk Management: Summer Ops & Tots
11:15 a.m.- 12:30 p.m. > Mid-Vail

This session is presented by Jordan Lipp of Davis, Graham, & Stubbs LLP, along with Mistica Walker, Brian Rosser and Wally Shank of Wells Fargo. The group will view a resort through the eyes of a child—identifying the risks and discovering solutions. We will look at attractive nuisance and what duties may be owed children as well as premises liability, state statutes and regulations for summer operations.

Lunch / Outdoor Product Demo
12:30 p.m.- 1:30 p.m. > Base of Gondola One

Try out the latest summer product offerings and network with industry colleagues. Box lunches will be provided if you are short on time.

Breckenridge Fun Park Tour
2:30 p.m.
Meet the operators of the Breckenridge Fun Park and enjoy a complimentary demo of their summer activities. Attendees will need to provide their own transportation to Breckenridge.

Many thanks to all for participating in SAM's 2014 Summer Ops Camp. Look out for an e-mail from us with our camper survey. Your feedback helps us improve camp and address relevant topics.