

# 59<sup>th</sup> Annual General Meeting, Conference & Trade Show May 24 – 25, 2023 – Deerhurst Resort

## Wednesday May 24

- 8:00 – 9:00 am** Registration in the **Conference Hall** & continental breakfast in **Waterhouse 1-3**
- 9:00 – 10:15** Land Acknowledgement  
59<sup>th</sup> OSRA Annual General Meeting in **Waterhouse 4-5**  
Opening Remarks: OSRA Chair, Mark Rutherford, and introduction of our conference MC, Cheryl Crowther, Beaver Valley Ski Club
- 10:15 – 11:00** **KEYNOTE: The Weather Network – Matthew Grinter & Rachel Modestino**  
**Weather is a Steep Slope, Need a Lift?**
- 11:00 - lunch** **Industry Innovations & Development Panel Discussion**  
Moderator: Stacy Manning, Vice President, Sales, Marketing & Revenue Strategy, Blue Mountain Resort; OSRA Vice Chair  
**Panel Participants:**  
**Brian Bunch, GM, Calabogie Peaks** – major rebuild of a Snowmaking Plant and returning to successful operations after fire destroys their pump house during season  
**Sarah Huter, Assistant General Manager, Mount St Louis Moonstone** – new ticketing system, 8-person ski lift, form for traveling instructors/coaches and clubs  
**Eric Philipow, Mount Jamieson Resort; OSRA Board of Directors** - Northern ski areas report  
**Mark Rutherford, GM, Brimacombe; OSRA Chair, Teresa McKenna, Indoor Operations Manager, Brimacombe**  
Increasing their ability to provide Sit Ski experience for their guests  
**Marty Thody, GM, Boler Mountain; OSRA Past Chair** – We Snow and Media Relations
- 12:15pm** Lunch in **Waterhouse 1-3**
- 1:15 – 2:00** **Maria Wood, Project Developer, Commercial Charging – Canada and Diego Merino, Project Developer, Charging Infrastructure, Tesla**  
This presentation will cover Tesla's mission to accelerate the world's transition to sustainable energy showcasing the Tesla Charging Program product offerings, and benefits for Ontario ski hills in joining the Tesla charging network.
- 2:00 – 5:00** Trade Show with hors d'oeuvres in **Legacy** from 3-4pm
- 5:00 – 6:00** Suppliers' Reception in the **Rotunda**
- 7:00 – 9:00pm** Chair's Dinner, Awards & Yuk Yuks Comedians Adrienne Fish and Chris Quigley for your entertainment in **Waterhouse 4-5**

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## Thursday May 25

7:30 – 8:45 am

Full Buffet Breakfast in **Waterhouse 1-3**

Conference resumes

**Waterhouse 4-5**

8:45 – 9:30

**Paul Pinchbeck, President & CEO, Canadian Ski Council (CSC)**

### **Exploring the Snow Sports Market Post-Pandemic**

The Canadian snow sports market has seen unprecedented levels of growth over the Pandemic years. This session examines the sources of our growth, the market trends and implications for the future of our newest skiers and snowboarders.

9:30 – 10:00

**Carol Greenwood, VP, Operations & Partnerships, and Madison Simmons, VP of Public Affairs, Tourism Industry Association of Ontario (TIAO)**

### **TIAO: State of the Ontario Tourism Industry, Advocacy Updates, and 2023 Projects**

After three years of navigating a global pandemic, where does the Ontario tourism industry stand? What challenges do tourism businesses face ahead? Opportunities? How do we build sustainable tourism? What is TIAO doing to support the industry? This 30-min presentation will review TIAO's first ever State of the Ontario Tourism Industry report, the ongoing labour crisis, opportunities for economic development, how creating sustainable tourism benefits us all, how TIAO is advocating for the industry, and exciting new projects ahead for 2023!

10:00 – 10:15

Coffee break in **Waterhouse 1-3**

10:15 – 11:00

**Edward Chadderton, Carroll Heyd Chown LLP**

**Richard Donahue, Senior VP Claims & Loss Control, MountainGuard**

Claims Trends and Legal Update

11:00– 11:45

**Stephen Ilkiw MPC, Principal and Michael Colley, Principal, Bedford Hill Consulting**

Strategy Made Easy

11:45– 12:30

**Sandra Cooke, Ombudsman and Craig Durnan, Regional Supervisor, Technical Standards and Safety Authority (TSSA)**

Ski Lift Compliance Standards

12:30pm

**Closing Remarks**