

SEPTEMBER 3-5, 2019 ~ GATLINBURG, TENN.



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SCHEDULE AT A GLANCE

TUESDAY, SEPT. 3

10:00 a.m. - 4:00 p.m.
11:00 a.m. - 4:00 p.m.
4:00 p.m. - 5:00 p.m.
5:30 p.m. - 7:30 p.m.

8:00 p.m. - 9:00 p.m.
9:00 p.m.

Registration at Margaritaville
Activities at CLIMB Works
Opening Session at Margaritaville
Cocktail and Dinner Reception
in the Vendor Lounge, Margaritaville
Nighttime Coaster Fun at Rowdy Bear
Gatlinburg at Night - Music, Moonshine and More

WEDNESDAY, SEPT. 4

7:30 a.m. - 9:30 a.m.
8:45 a.m. - 9:30 a.m.
9:30 a.m. - 11:00 a.m.
11:30 a.m. - 12:30 p.m.
12:45 p.m. - 2:30 p.m.
2:30 p.m. - 3:30 p.m.
3:30 p.m. - 4:30 p.m.
5:30 p.m. - 8:00 p.m.

8:00 p.m.

Breakfast at Anakeesta
Session at Anakeesta
Interactive Tours and Activities at Anakeesta
Lunch at Ober Gatlinburg
Sessions at Ober Gatlinburg
Demo Break
Session at Ober Gatlinburg
BBQ, Beers, Moonshine Tasting, Music and SkyBridge
Presentation at the Gatlinburg SkyLift Park
Gatlinburg at Night - Music, Moonshine and More

THURSDAY, SEPT. 5

7:15 a.m. - 9:15 a.m.
9:15 a.m.
10:00 a.m. - 10:30 a.m.
10:30 a.m. - 11:30 a.m.
11:30 a.m. - 1:30 p.m.
2:00 p.m.

Vendor Lounge Breakfast
Bus Departs for Pigeon Forge
Lumberjack Feud Show
Session
Boxed Lunch and Activities at Lumberjack Feud
Optional On-Site & Off-Site Tours

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Rob Andrews, Seattle, WA
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Bill Curtis, Lakewood, CO
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Ryan Patrick, Portsmouth, NH
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CAMP ATTENDEES

Anakeesta

Bryce Bentz, Development Manager
Mike Canney, Zip Line Manager

Aspen Snowmass

Susan Cross, Snowmass General Manager
David Gray,
Snowmass Director of Guest Services

Bali Treetop

Jackson Leonard, Project and Quality Manager
Dewa Adnyana, Construction Manager

Blackwater Falls State Park

Matthew Baker, Park Superintendent

Blue Mountain Resorts LP

Rob Sheridan, Senior Director
of Mountain Maintenance
Chris Lewis, Vice President,
Resort Services & Marketing
Graeme Dugale, Senior Director,
Recreation & Programming

Bogus Basin Mountain Recreation Area

Brad Wilson, General Manager
Jamie Zolber, Director of Skier Services

Boyne Resorts

Richard Wren, Director of Adventure Sports

Canaan Valley Resort State Park

Stanley Beafore, Park Superintendent

Cataloochee Ski Area

Wayne Morgan, Southern Division NSP
Assistant Division Director

CLIMB Works Design

Nick Thompson, CEO, Owner
Kolby Oswald, CFO
Jesse McVey, COO
Charlie Deathridge,
Chief Development Officer
Reid Bieber, Chief Design Officer

Crystal Mountain Resort

Frank DeBerry, President & COO

Glenwood Caverns Adventure Park

Steve Beckley, Owner
Nancy Heard, General Manager

Grand Targhee

Mark Neff, Director of Mountain Operations

Gunstock Mountain Resort

Greg Goddard, General Manager
Robin Rowe, Resort Services Director
Sara Caveney, Adventure Park Manager

Mont Cascades

Yann Plouffe, Finance Director
Jarred Hupé, Asst Operations Manager

MountainGuard

Tim Barnhorst, Vice President
Ev Hatch, Claims & Loss Control

Mt. Hood Meadows

Josey Rice, Summer Operations Manager

Ober Gatlinburg

Kent Anders, Owner
Kate Barido, Director of Sales & Marketing



CAMP ATTENDEES

Outdoor Ventures

Bahman Azarm, President & CEO
Micah Salazar, Director of Operations
Candie Fisher, VP Sales & Marketing

Red River Ski & Summer Area

Walt Foley, Deputy General Manager
Linton Judycki, General Manager
Bob Henson, Aerial Ropes Course Supervisor

Revelstoke Adventure Park

Jason Roe, Chief Operating Officer

Snow King Mountain Resort

Ryan Stanley, General Manager
Sue Muncaster, Director of Sales

Snowbird

Tom Patton, Director of Tram
and Lifts Operations
Tish Lopez, Lift Operations Manager

Sugarloaf Resort

Axelle Dervisevic, Skier Services

Whitefish Mountain Resort

Mike Davies, Summer Activities/
Snow Sports Director

Wintergreen Resort

Serena Mays, Discovery Ridge/
Ski Rental Assistant Manager

Woodstock Inn & Resort/Suicide Six

Christina Mattsson,
Director of Outdoor Programs





CAMP AGENDA

TUESDAY, SEPT. 3

10:00 a.m. - 4:00 p.m.
Margaritaville Lobby

Attendee and Vendor Registration

11:00 a.m. - 4:00 p.m.
CLIMB Works

Field trips to CLIMB Works

Demo a QuietKat e-bike or one from the CLIMB Works fleet and ride the mountain bike flow trail. Campers can also choose to mountain bike with Dave Kelly and the Gravity Logic crew and learn about flow trail design—the most used trail in your mountain bike operation. Joel McCombs, Director of Training at Challenge Towers (Petzl Technical Partner), will also lead a 40-minute demonstration on the versatility of the Petzl JAG Rescue system.

*Time slots for zip lining and e-bike tours: 11:30 a.m., 12:30 p.m., 1:30 p.m., 2:30 p.m..
Challenge Tower/Petzl demo is at 2:30 p.m..*

4:15 p.m. - 5:15 p.m.
*Margaritaville
Lanai*

Connectivity and the New Era of Customer Experience

Claire Humber and Mark Kane, SE Group

You've heard it before—your winter business is not your summer business. In winter, you are the only game in town for skiing and riding. By contrast, your summer business may have dozens of customer touch points, experiences, activities, and attractions, all within the context of a larger tourism-oriented destination. How do you unify your summer components, and those of neighboring summer businesses, into one story that meets the summer customer's expectations and elevates their experience? It's all about connecting the dots. We will dive into multiple definitions of connectivity, and explore your opportunities to become the ultimate adventure.

5:30 p.m. - 7:30 p.m.
Margaritaville Ballroom

Cocktail and Dinner Reception in the Vendor Lounge

8:00 p.m. - 9:00 p.m.
*Rowdy Bear Mountain
Adventure Park*

Rowdy Bear Nighttime Coaster Experience

We will walk to the Rowdy Bear Mountain Adventure Park where campers will experience a nighttime Walltopia zip coaster and Wiegand mountain coaster. Beers and snacks will be served. A brief presentation by the Rowdy Bear operators and attraction suppliers will provide valuable insights about the operation.



Pop-Up Talk: Rising Above the Din - Claire Humber and Mark Kane, SE Group

When trying to connect with the broader audience, finding creative ways to be unique and different is key; but you still need to "fit in." Like many destination resort environments, Gatlinburg is blessed with a very diverse visitor. Rather than trying to be everything to everybody, establishing core elements that connect your business to the place (its aesthetic, music, culture, attitude) but offer a new spin can help you rise above the competition.



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CAMP AGENDA

WEDNESDAY, SEPT. 4

7:30 a.m. - 9:30 a.m.
Anakeesta

Overland Vehicle Ride to Anakeesta, Breakfast with a View

Campers will cruise up to the top of the award-winning outdoor adventure park, Anakeesta, where a hot breakfast and spectacular views of the Smokies awaits.

Overland vehicles pick up between 7:30 a.m. and 7:45 a.m. out front of Margaritaville.



Pop-Up Talk: Connecting the Dots - Claire Humber and Mark Kane, SE Group

Connecting with Nature is all about integration: can visitors feel that they are part of the scenery, and the scene? Just being "in" nature is not always enough. Visitors want Instagram moments AND to know where to go, what to do, and why this place is special. *Connecting the Experience* means elevating the interactions of visitors beyond the simple. Make mobility fun and interesting. Make food that helps tell the story of place. Create opportunities for interactivity and allow guests to connect more deeply. *Connecting with Community* is also vital.

8:45 a.m. - 9:30 a.m.
Anakeesta

Magic in the Mountains: Master Planning with Anakeesta Owners

Bob and Karen Bentz

The owners of Anakeesta will share stories about their road to success and the lessons learned since opening the park in 2017. They will share how—in a town loaded with activities for its 11 million annual visitors—they found a way to stand out thanks to a strong brand that is tied to both the landscape and history. Anakeesta owners will share tips on master planning and incorporating mountain activities with thoughtful profit centers, and detail the value of passive details such as shaded seating with views, garden walks, and more. They'll also share how the brand and operations are evolving in response to high demand and visitor demographics.

9:30 a.m. - 11:00 a.m.
Anakeesta

Interactive Tours and Activities at Anakeesta

Attendees will explore the park on their own and have the option to drop in on different stations throughout the park where experts will be discussing topics such as retail, kids play, landscaping, storytelling, food & beverage, and more. We'll also experience the park's activities, including the CLIMB Works zip line and tree canopy walk, Beanstalk Builders Treehouse Playground, Brandauer mountain coaster by Sunkid, Leitner POMA telemix lift, and Sandy Creek Mining.

11:00 a.m. - 11:30 a.m.
Walk or Shuttle

Next Stop, Ober Gatlinburg

We head to Ober Gatlinburg Ski Area for lunch, afternoon sessions, and demos. Campers can take the chondola or overland vehicles to the base of Anakeesta and walk through downtown Gatlinburg (about .5 miles) to the Ober Gatlinburg tram base. Need to stop at the hotel first? Meet in front of Margaritaville at 11:15 a.m. for shuttle service to the tram.

11:30 a.m. - 12:30 p.m.
Ober Gatlinburg

Buffet Lunch at Ober Gatlinburg

Welcome by Kent Anders, owner of Ober Gatlinburg. Kent will share a brief history of Ober Gatlinburg and its challenges and opportunities in a crowded market.

WEDNESDAY, SEPT. 4



CAMP AGENDA

Pop-Up Talk: Differentiation vs. Commodity - Claire Humber and Mark Kane, SE Group

Connecting with the Broader Audience. Here's a familiar scene: a ski area in a robust summer marketplace faced with the million-dollar question—how to differentiate? Having a captive audience doesn't guarantee success, but rather requires doubling down on establishing a strong brand and a unique experience.

12:45 p.m.- 1:45 p.m.
Ober Gatlinburg

Get Your Ride On

Dave Kelly, Paul Mutch, Peter Sutcliffe of Gravity Logic; Justin Roach of QuietKat

Whether it's mountain biking, cross-country, or e-bikes, it's never been a better time to embrace two-wheeled experiences. Led by the top experts in the fields of bike park design and construction, e-bikes, mountain bike coaching, and risk management, this session will dive into how to create a revenue-based business around bikes, what type of experience is right for your operation, and how you go about doing it successfully. Bring your questions and notepad as there will be a lot of useful information to help you start up or crank up your two-wheeled operation.

1:45 p.m. - 2:30 p.m.
Ober Gatlinburg

Summer Risk Trends and the Latest Incident Data

Tim Bruce and Justin Guth, Safehold Special Risk, and Cameron Annas, Granite Insurance

Insurance experts will break down the key summer risk areas and the latest incident data for participants and staff. Some of the key areas that will be discussed include contracts (manufacturer and third party), winter vs. summer protections, mountain bike programs—risk vs. reward, overall staffing numbers, patrol—have them or not, inspections, mountain coaster incidents and how to deal with them, and more.

2:30 p.m. - 3:30 p.m.
Ober Gatlinburg

Summer Ops Demo Break

Take a break, stretch the legs and go try some of the special demos we have on tap at Ober Gatlinburg.

- A Glisce® Eco-Rink™ creates a new way for guests to enjoy your mountain any time of year. Learn more and try it yourself at the Glisce demo in the ticket area at Ober Gatlinburg.
- Enjoy brews and baskets while demoing Innova disc golf products on the green at Ober.
- Take a ride on the ADG Ski Mountain Coaster at Ober and enjoy 2,750 feet of turns, dips, zig-zags, corkscrews and G-force adventures. The first batch of riders will also receive a free hat!
- A summer tubing park is a great revenue source. Try the new Neveplast tubing at Ober for more downhill thrills.
- Find your way through the Ropes Courses Incorporated's Amaze'n Mazes activity located in the Ober base area.



CAMP AGENDA

WEDNESDAY, SEPT. 4

3:30 p.m. - 4:30 p.m.
Ober Gatlinburg

How to Create True Differentiation

Paula Rea, Solidarity of Unbridled Labour

In the winter months, it's clear what experience we're selling. In the summer, it's less clear for many resorts. We often ask ourselves: What are we creating and what is its purpose? Are you going for a back-to-nature experience or full-on adrenaline adventure? What is your current mission, and how will that apply to your summer operation? How do you create moments that connect your guests to your area's emotional, rational, and cultural experiences? This presentation/workshop will provide tools to help you look at your summer branding and experience in a different way.

5:00 p.m. - 6:00 p.m.
*Ober Gatlinburg Tram,
Walk, SkyLift*

Next Stop, SkyPark

Take the Ober Gatlinburg tram back into town at 4:20, 4:40 or 5:00 p.m. and walk a short distance to the SkyLift. We'll ride it to the mountaintop SkyPark where there will be music, views, BBQ, and much more.

6:00 p.m. - 8:00 p.m.
SkyLift Park

Presenting the SkyBridge: North America's Longest Pedestrian Suspension Bridge

Live bluegrass music by the award-winning Misty River will serenade campers as they delve into local BBQ and enjoy games on the SkyDeck. Gatlinburg SkyLift Park general manager Randy Watson will take a break from the banjo and, along with the ERI planners and builders, will share why they created the SkyBridge, a jaw-dropping new customer experience. Hear about lessons learned along the way and what's planned next. We will then experience the SkyBridge for ourselves before we get into a little moonshine tasting.



Pop-Up Talk: Connecting on a Deeper Level and Creating (Postable) Moments - *Claire Humber and Mark Kane, SE Group*

Connect with nature, and differentiate by taking the experience to the extreme! The SkyBridge is an example of connecting with your guest on a deeper level—the aim: build on the original experience (here, the dramatic panorama of the Smokies) to keep it fresh, unique, and memorable!

9:00 p.m.
Gatlinburg

Gatlinburg at Night

Experience what brings 11.4 million people and \$3.4 billion in sales to the Great Smoky Mountains and the mountain town of Gatlinburg.

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CAMP AGENDA

THURSDAY, SEPT. 5

7:15 a.m. - 9:15 a.m.
Margaritaville Ballroom

Breakfast in the Vendor Lounge at Margaritaville

9:15 a.m. - 10:00 a.m.
Bus or Own Transport

Next Stop, Lumberjack Feud in Pigeon Forge

Meet out front of Margaritaville as we embark on another adventure to try some cutting-edge new technology, learn about theming, and experience the story-based adventure park at Lumberjack Feud.

10:00 a.m. - 10:30 a.m.
Lumberjack Feud

Lumberjack Feud Show

Enjoy an abbreviated version of the Lumberjack Feud show.



Pop-Up Talk: Connecting to Your Audience, Telling a Story, Shaping the Experience

- *Claire Humber and Mark Kane, SE Group*

Connecting to Community allows for the experience to have deeper relevance, and allows the guest to connect to the place on a more meaningful level. This venue creates a memorable experience by incorporating the unique culture and heritage of the area into the storytelling and entertainment. And *Connecting with the Broader Audience* sometimes means having more than one business entity, or several "businesses within the business." If "something for everyone" gets too noisy, focus on a sub-segment of the marketplace and own that. And if you can find an underserved gap, seize the day!

10:30 a.m. - 11:30 a.m.
Lumberjack Feud

Shaping the Experience to Your Target Audience

Nick Thompson of CLIMB Works, Anakeesta, and Lumberjack Feud, and Dan Brennan of Holmes Solutions

Nick shares insights into operating a park, diversifying destinations to stand out, and targeting specific demographics. Dan Brennan of Holmes Solutions shares background about the new, first-ever, zip-to-coaster Switchback technology recently unveiled at Lumberjack Feud.

11:30 a.m. - 1:30 p.m.
Lumberjack Feud

Boxed lunch and Activities at Lumberjack Feud

Grab a boxed lunch and try the activities and new technology at Lumberjack Feud Adventure Park, including the new Switchback coaster, ropes courses, log rolls, and more.

1:30 p.m.

Optional Tours and Activities

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THANK YOU!

Summer Ops Camp would not be possible without the support from the six operations we visited in our short time together. Thank you to the individuals on the ground that helped us pull these tours together: Nick Thompson, CLIMB Works Designs, Anakeesta and Lumberjack Feud; Michele Canney, Anakeesta; Kate Barido, Ober Gatlinburg; Julie Ard, Boyne Resorts / SkyLift Park; and Lisa and Mark Williford, Rowdy Bear Adventure Park. And, thank you to Margaritaville Resort for hosting the group and offering a comfortable home base. We hope to see you all at Summer Ops Camp 2020 in...



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PANELISTS

Kent Anders, Ober Gatlinburg

Kent Anders is a Vice President and Co-Owner of Ober Gatlinburg, Inc. Although the corporation has been in his family for more than 45 years and he has had ownership during most of that period, Kent has only been active in his current day-to-day role for the last decade.

Originally from Johnson City, Tenn., Kent began a 32-year career in the financial services industry at Sears, later moving into its Private Label division, which was the startup for the Discover Card. He later moved into banking as a consumer loan officer, then mortgage banker. He retired from Wells Fargo Home Mortgage in November 2008. After the passing of his eldest brother "Cy" in March of 2009 (who had run the family business for the previous 12 years), he assumed his present active role. Kent helps lead the corporation today with his three surviving brothers and is active in all facets of the business.

kent.anders@obergatlinburg.com

Bob and Karen Bentz, Anakeesta

Anakeesta's Managing Partner, Bob Bentz is no stranger to launching successful businesses having already grown two in South Florida. Land Design South, established in 1981, grew to be South Florida's premier Landscape Architecture / Land Planning firm employing up to 65 employees. In 1993, Bob founded Atlantic Land Real Estate Development, no Atlantic Land Companies, based in West Palm Beach.

Always passionate about the outdoors, Bob holds a Bachelor's degree in Forestry from the University of Tennessee and a Master's in Landscape Architecture from Louisiana State University. He worked as a park ranger for both Glacier National Park and Great Smoky Mountains National Park. He and his family have owned property in the Gatlinburg area for more than 50 years.

In 2011, Bob purchased the first parcel of the Anakeesta property and conceived a new project, an outdoor tree-based family attraction, in Gatlinburg. Today, Anakeesta is an award-winning outdoor family mountaintop theme park located in the heart of the Smokies. In September of 2018, just one year after opening, Anakeesta was awarded the Best Attraction of the Year by the Tennessee Hospitality and Tourism Association.

With an eye towards the future, Bob continues to expand his vision for Anakeesta with plans for an additional expansion in November of 2019 that will delight guests for years to come.

Cameron Annas, Granite Insurance

Cameron Annas, Vice President and National Adventure Sport Leader with Granite Insurance, is a recognized expert dealing with insurance and risk management solutions in the adventure sport industry. Cameron is involved in many adventure-related associations and organizations around the world. He is a member of the board of directors for the Association for Challenge Course Technology (ACCT) and also the North Carolina Aerial Adventure Association (NCAAA). Outside of work, you can find Cameron at his local CrossFit gym or enjoying the outdoors.

cannas@graniteinsurance.com

Tim Bruce, Safehold Special Risk

Tim Bruce has been in the ski industry for 30 years. He started at Sunday River, Maine, in patrol, working winters on the slopes and summers in the mountain bike park. He worked his way up the ranks and eventually became patrol director, overseeing patrol for winter and summer operations. In 2004, Tim was named risk manager for Sunday River and Sugarloaf, which encompassed general liability, property, and workers' comp.

In 2011, Tim took the position with Safehold as loss control, looking at operational aspects of ski resorts all over the country. Tim conducts training at resorts as well as NSAA and SAMtrade shows.

timothy.bruce@safehold.com

Todd Domack, ERI

Todd's career in the aerial adventure industry spans more than 25 years. He has been an owner of ERI for 20 years and is ERI's majority owner as well as Chief of Design & Development. Todd has served on the ACCT board of directors (including several years as vice chair), chaired the ACCT Zip Line Canopy Tour Standards writing committee, and has also served on the Professional Ropes Course Association (PRCA) board of directors. Todd is an ACCT Qualified Course Professional Designer and has designed and built hundreds of installations, from low ropes courses and suspension bridges to adventure parks, zip lines, and canopy tours. At heart, Todd is a guest experience designer and is known for his unique and creative designs as well as technological innovations. He owns and operates multiple adventure and tourism-based attractions that serve thousands of happy guests annually.

todd@experientialresources.net



PANELISTS

Justin Guth, Safehold Special Risk

Justin is a Specialty Claims Adjustor with Safehold Special Risk. He handles general liability, property, and auto claims, and has been a guest speaker at several industry events. Despite his short tenure as a Specialty Claims Adjuster he has already assisted with the successful litigation of several claims resulting in defense verdicts. He joins Safehold with more than 24 years of resort management and operations experience.

Prior to joining the Safehold team, Justin was the Risk Manager at Killington and Pico in Vermont for several years. He is also an active member of the National Ski Patrol and has served as both a volunteer and a pro ski patroller since the age of 15. In 2003, he became NSP/PSPA Certified and continues to patrol today.

justin.guth@safehold.com

Claire Humber, SE Group

Claire has been with SE Group for almost 30 years and has led both large and small mountain resort projects throughout North America, Scandinavia, Iceland, Korea, and Japan. This breadth of experience and expertise allows her to understand the interconnectedness and specifics of topics ranging from multi-season operations and development trends to guest services and branding. Claire is a sought-after thought leader, speaking at industry conferences and meetings, and publishing in *SAM*, *NSAA Journal*, and *Winter Sports Technology International*. She is a member of the Recreation Development Council of the Urban Land Institute (ULI), and the Vermont Climate Economy Action Team.

chumber@segroup.com

Mark Kane, SE Group

For nearly 20 years, Mark has worked with and led SE Group's Community Planning and Design practice. Whether in smaller mountain communities in the Northeast or destination recreation environments in the Intermountain West, Mark's focus is on finding creative ways to make good communities great. Mark's work emphasizes the importance of engaging core stakeholders, and building on the unique and authentic elements that make a place special. Mark regularly speaks at planning conferences and meetings on topics that promote the fusion of planning and design in charting a community's future. He is a member of the American Planning Association (APA) and the current president of the Vermont Planners Association.

mkane@segroup.com

Dave Kelly, Gravity Logic

Dave Kelly has been involved with the Whistler Mountain Bike Park since it opened in 1996. He was among the first to officially establish downhill mountain bike trails on Whistler mountain. In 2006 and 2007, Dave worked full-time for Gravity Logic, a former division of Whistler Blackcomb, offering trail development advice to resorts throughout North America and Europe. Dave also has 15 years' experience with the Whistler Mountain Ski Patrol. Because of his extensive experience in risk management, he has been called upon to offer expert advice on the safety, risk management, and construction practices of mountain bike parks around the world.

dave@whistlergravitylogic.com

Paul Mutch, Gravity Logic

Paul is a 20-year resort rental/retail veteran. During the early 2000s, he oversaw the development of the Whistler Blackcomb bike rental and retail business as it expanded from a few bikes to a multi-million-dollar operation. In 2003, Paul moved to Colorado with Intrawest Colorado as VP of rental and retail. From 2007 to 2012, Paul oversaw the development of the rental and retail business at Trestle Bike Park at Winter Park Resort, Colo., along with programming, sponsorship and partnership development. Paul left Intrawest in the fall of 2012 and now works primarily on bike park development and operations with Gravity Logic.

getmutchie@hotmail.com

Paula Rea, Solidarity of Unbridled Labour

Paula has been with Solidarity since 2016. As Brand Strategy Director, Paula has designed and facilitated collaborations that help partners from North America to Nepal identify and expand their unique cultural relevance. Collaborations have included Patagonia, 1% for the Planet, the dZi Foundation, Vermont Farm Table, and Intrepid. Paula joined Solidarity from her own boutique brand consultancy, which she started after leading brand and product portfolios for Ben & Jerry's and Green Mountain Coffee.

prea@designsolidarity.com



PANELISTS

Justin Roach, Quietkat

Co-founder and President of Quietkat, Inc., Justin grew up in the East. He was involved in alpine ski racing and attended Killington Mountain School. He attended the University of Vermont and then spent 10 years working and living in Boston, Mass. Justin moved to Vail, Colo., in 2007 and runs his business ventures with his twin brother, Jake Roach, in Eagle, Colo. Prior to starting Quietkat, Inc., in 2012, Justin ran a marketing/advertising firm, UrgeMedia, for 20 years. His passions are skiing, biking, rafting, hunting, fishing, family, and running companies.

jroach@quietkat.com

Mandy Stewart, ERI

Mandy has more than 15 years under her belt in the challenge course, zip line, and aerial adventure industry. She has worked with ERI on various projects since 2006, joined the team officially in 2016, and accepted the position of Chief Executive Officer in 2018. She currently serves on the Executive Committee of the Board of Directors for the Association for Challenge Course Technology (ACCT), and is an active member of ASTM International F24 Committee on Amusement Rides and Devices. Mandy is an ACCT Qualified Course Professional Trainer/Tester for Level I, II, and Course Manager practitioners and has an extensive background in operations. She specializes in creating systems to ensure that everyone's needs are met completely and efficiently, from owners/operators to regulatory bodies. In 2016 Mandy received the ACCT Community Award for Outstanding Service.

mandy@experientialresources.net

Randy Watson, SkyLift Park

Randy Watson, a Gatlinburg native, has been the General Manager of Boyne Resort's SkyLift Park for over 21 years, and is in his 42nd year of service. SkyLift Park's differentiating hospitality was developed under Randy's leadership. He strongly believes in demonstrating care for his team members, enabling and encouraging them to care for the guests. He's also the banjo player in the award-winning bluegrass band, Misty River.

Peter Sutcliffe, Gravity Logic

Peter has more than 20 years of experience in the resort management industry. Prior to working with Gravity Logic, Peter was the Director of Mountain Experience at Blue Mountain, Ontario. In this role, he modernized the winter and summer client experience, implementing new attractions and events such as the mountain coaster and the World Cup Ski Cross championships. Peter was integral to the development of new

winter ski and summer bike trails over his 12 years at Blue Mountain. He has a unique view of resort operations, having started his career as an alpine ski coach responsible for FIS athletes. He competitively raced in the Canada Cup downhill mountain biking circuit, and is a Lake Placid Ironman finisher, having never run more than 10 km previously. These days, Peter is enjoying a less active ride, as he now competes in enduro dirt bike races throughout Ontario. When Peter is not with the Gravity Logic team, he is the General Manager of Toronto Ski Club, located along the beautiful Niagara escarpment in Collingwood, Ontario.

petersutcliffe44@gmail.com

Nick Thompson, CLIMB Works Design

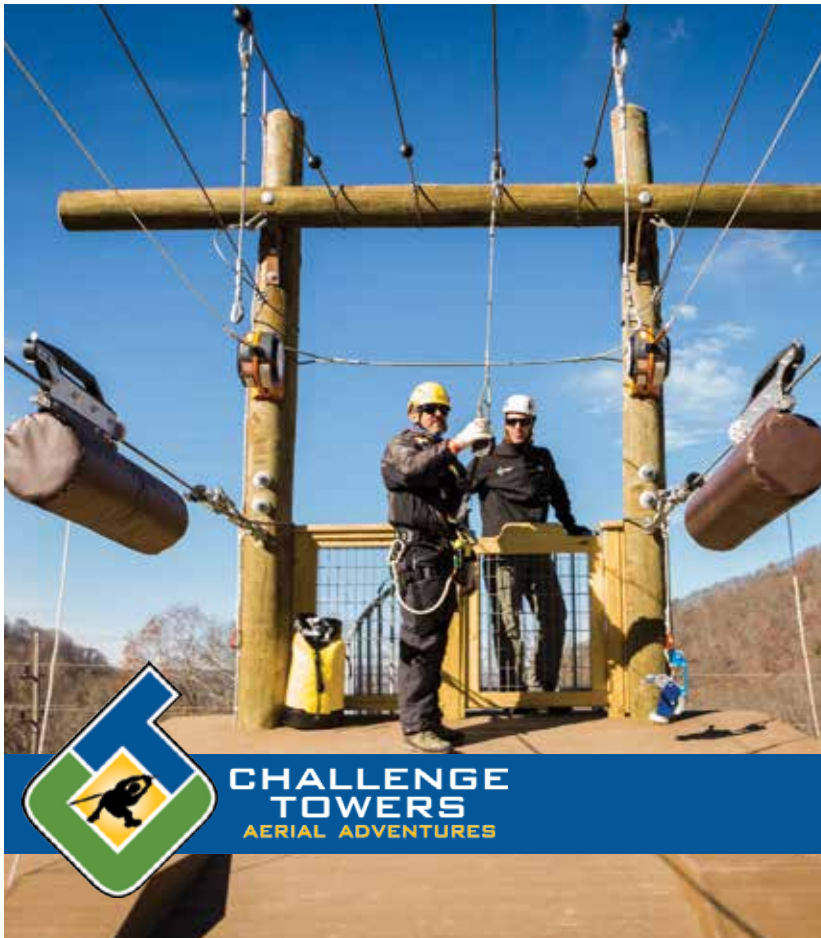
Nick is the founder and owner of CLIMB Works Design, a strategic partner in commercial adventure design, build, and operations. By creating a great and extensive team of professionals, Nick has opened and operates two successful adventure operations, CLIMB Works Smoky Mountains located in Gatlinburg, Tenn., and CLIMB Works Keana Farms located in Oahu, Hawaii. He is a partner in Anakeesta and led the design and build of the Treetop Skybridge and Dueling Zip Line. He is also a partner in Lumberjack Feud and led the design and build of the Lumberjack Feud Adventure Park with the first-of-its-kind zip-to-coaster Switchback system. Nick seeks to always be on the cutting edge of design and experience, and has created a team that can take an idea and turn it into a truly unique and custom adventure experience.

nick@climbworks.com

Mark and Lisa Williford, Rowdy Bear Adventure Parks

Following a 20-year career in commercial banking and residential home construction, Mark and Lisa developed a scenic chairlift and mountain coaster park, Rowdy Bear Adventure Park, in 2016. They opened initially with a Wiegand Alpine Coaster, then constructed the first Walltopia Rollglider in North America. In 2019, Rowdy Bear Properties opened a second Rowdy Bear park in nearby Pigeon Forge. This site includes Tennessee's first outdoor summer tubing hill and North America's first Wiegand Mystical Hex. The Willifords plan to bring additional exciting attractions to both Tennessee parks soon, and to expand to additional locations as well.

lisawilliford@hotmail.com; mwilliford@ymail.com



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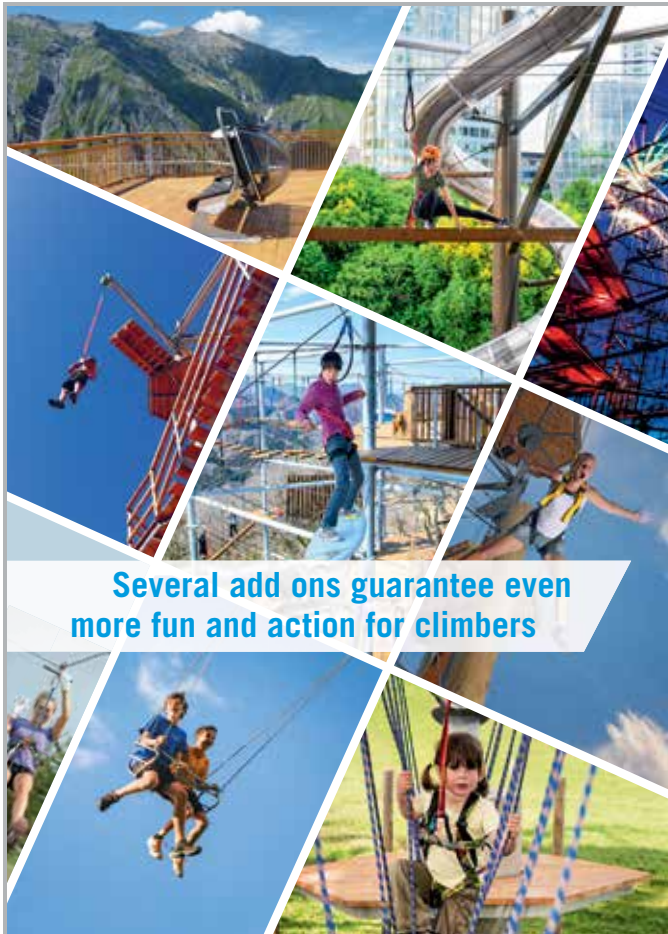
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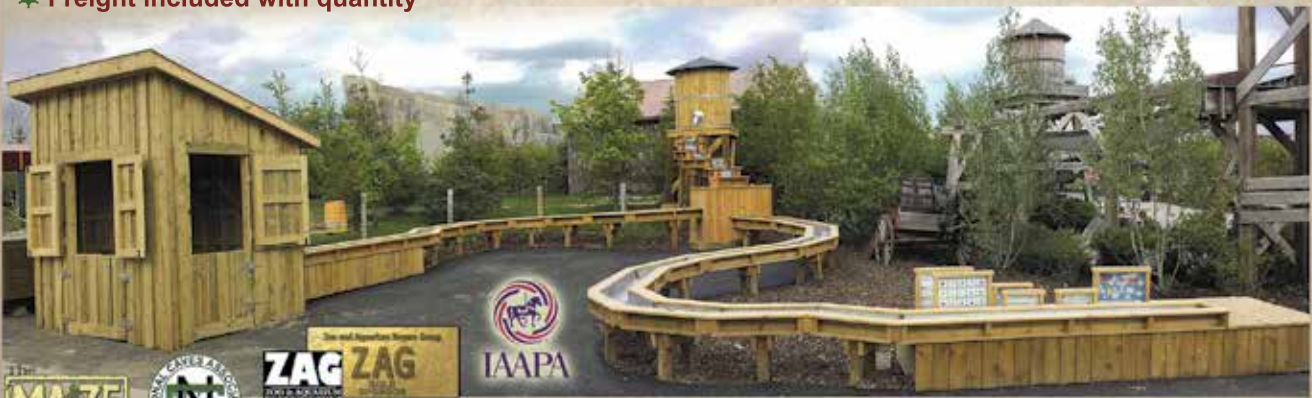
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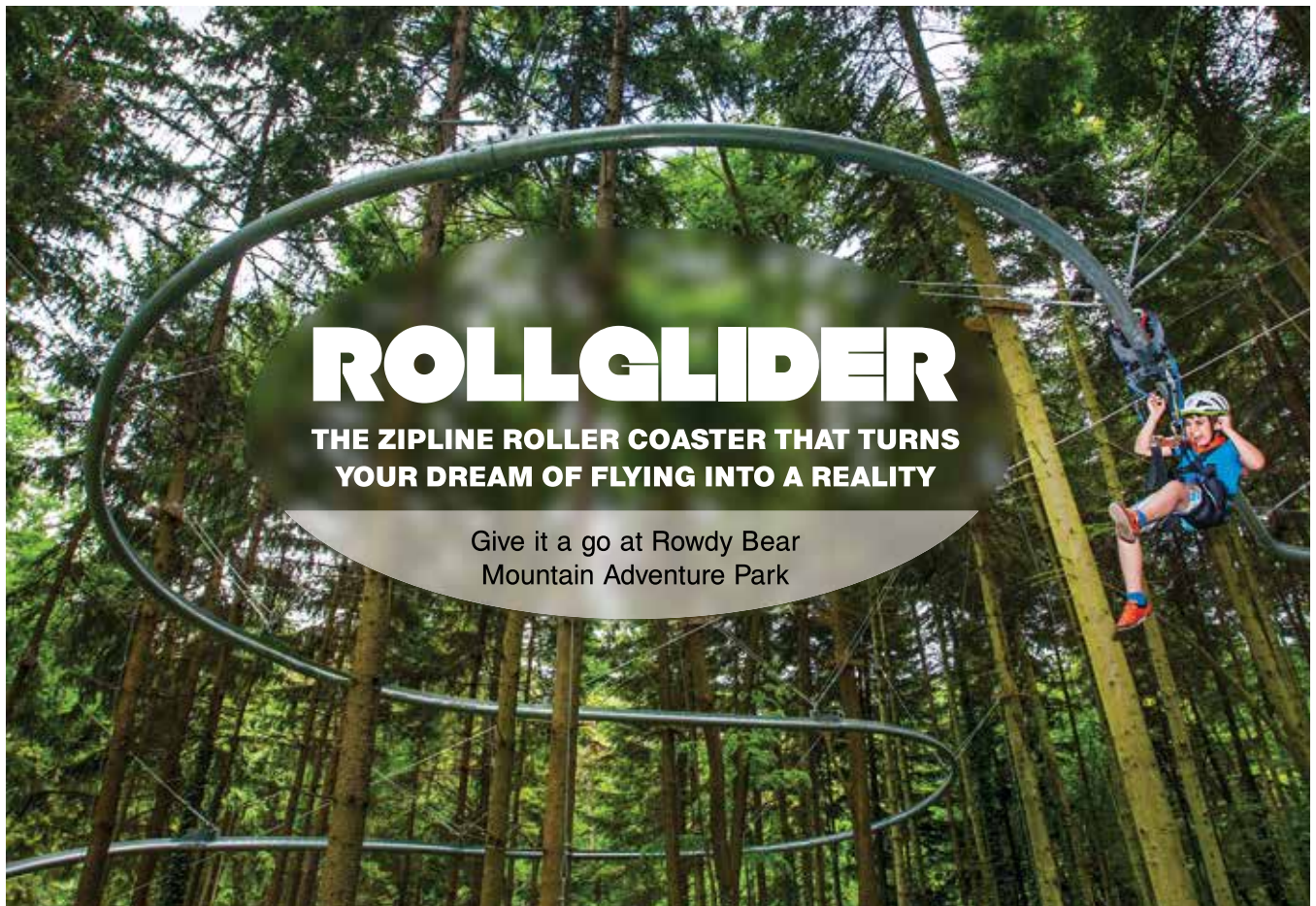
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The Gravity Logic logo is positioned at the top left of the section, featuring a stylized white triangle above the company name. Below the name is the website address. The background of this section is a dark, textured image of a mountain trail with a silhouette of a mountain biker in the lower left corner.

Gravity Logic
whistlergravitylogic.com

Paul Mutch
(970) 485-5358
Paul@WhistlerGravityLogic.com

Dave Kelly
(661) 713-3365
Dave@WhistlerGravityLogic.com

Tom Pro
(661) 713-3372
Tom@WhistlerGravityLogic.com

Rob Cocquyt
(661) 713-3296
Rob@WhistlerGravityLogic.com

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ADG Mountainsides specializes in Mountainside Water Attractions, Mountain Coasters and Alpine Mountain Slides that create summer and year-round destinations for mountain resorts.

Web: www.adgmountainsides.com

Vendor Contacts: Julie St. Louis, Matt Johnson



Aerial Designs creates and builds innovative aerial adventure parks featuring climbing towers, tree houses, and custom play structures, as well as zip line tours and challenge courses that allow clients to run high-quality, profitable adventures, leaving their loyal guests satisfied and excited to return.

Web: www.aerialdesigns.com

Vendor Contact: Emily Hawkins



Beanstalk Builders strives to give people outdoor adventures with positive experiences. The company aims to foster an appreciation for the environment, provide ongoing injections of self-esteem, development of physical and mental fitness, and revitalize the human spirit. In other words, Beanstalk seeks to make the world a better place through outdoor adventures.

Web: www.beanstalkbuilders.com

Vendor Contacts: Alex Garcia, Isaac Hoff



In 1977, Jake Burton Carpenter founded Burton out of his Vermont barn and has dedicated his life to snowboarding ever since. Burton has played a pivotal role in growing snowboarding from a backyard hobby to a world-class sport by creating ground-breaking products, supporting a team of top snowboarders, and pushing resorts to allow snowboarding. Today, Burton designs and manufactures industry-leading products for snowboarding and the snowboard lifestyle, including snowboards, boots, bindings, outerwear and layering as well as year-round apparel, packs/bags and accessories. In addition, Burton has pioneered numerous learn-to snowboarding programs and rental products for men, women, and children through Burton Learn to Ride and Burton Riglet Parks. Privately held by Jake and his wife, Burton Co-CEO Donna Carpenter, Burton's headquarters are in Burlington, Vt., with offices in Austria, Germany, Switzerland, Japan, Australia, Canada and China.

Web: www.burton.com

Vendor Contact: Dana Basch



Challenge Towers was founded in 1996 as an extension of Blue Ridge Learning Centers, whose mission is to create unique learning environments that promote critical thinking and conscious action. Today, the family of companies includes High Gravity Adventures and Aerial Adventure Tech, each providing comprehensive insight into building and supporting aerial adventure facilities. Challenge Towers combines smart design with high-quality materials and professional execution to build facilities right the first time and to last a long time. The team is stacked with industry experts who deliver top-quality services including ACCT accredited inspections, hands-on maintenance and repairs, comprehensive training and certifications, and independent operational reviews.

Web: www.challengetowers.com

Vendor Contact: Joel McCombs



Chameleon Inc. is a manufacturer and distributor of technical products for the ski industry. Chameleon is the exclusive North American partner for the Mr. Snow dry ski slope textile and the Safety Kid II aftermarket safety device for kids on lifts. Chameleon also manufactures and sells Linex sheave liners. Chameleon ships from a warehouse in the U.S. and can ship next business day on most products.

Web: www.chameleonparts.com

Vendor Contact: Matthew McBride



**CLIMBWORKS
DESIGN**

CLIMB Works Design is a strategic partner in commercial adventure design, build, and operations, supplying experience, expertise, and capital. Its operational expertise stems from two nationally ranked adventure locations, CLIMB Works Smoky Mountains in Gatlinburg, Tenn., and CLIMB Works Keana Farms in Oahu, Hawaii. CLIMB Works Design is on the cutting edge of adventure and technology; it worked alongside Holmes Solutions to install the first-ever zip-to-rail zip line coaster in the world at Lumberjack Feud. The company also led the design and build of the Treetop Skybridge at Anakeesta, the largest tree-based canopy walk in the U.S. With an extensive team of adventure professionals, CLIMB Works can take an idea and turn it into a truly unique and custom adventure experience.

Web: climbworksdesign.com

Vendor Contacts: Nick Thompson, Kolby Oswald, Jesse McVey, Charlie Deathridge, Reid Bieber



Deasonbuilt Inc. has become the standard in transporting mountain bikes uphill. With 45 bike carrier systems at 35 resorts across the U.S., Canada, and New Zealand, Deasonbuilt has sold more bike carriers for ski lifts and gondolas than any other manufacturer. Resorts choose these bike carriers because the system is incredibly user-friendly and durable. The carriers are the quickest and easiest to load/unload, simple to attach, and stackable at season's end, eliminating the need for a large storage space. Deasonbuilt constructed its first bike carrier in 2003, and continues to innovate and create the best product available. Order your free demo and experience how the best-performing bike carrier can work for you.

Web: www.deasonbuilt.com

Vendor Contacts: Kelly Deason, Jennifer Heitz



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Web: eldowalls.com

Vendor Contact: Tami Velasquez



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Experiential Resources (ERi) is both the designer and installer of the Gatlinburg SkyBridge, and has more than 20 years of experience in designing, installing, and consulting for all types of aerial adventure and zip line facilities. As an Accredited Professional Vendor Member of the Association for Challenge Course Technology (ACCT), ERI undergoes an extensive review process to ensure adherence to the world's most recognized standard for the challenge course and aerial adventure industry. The ERI team has the technical resources and operations experience necessary to design and install attractions that are impactful for guests, and that meet the objectives of owners and investors.

Web: www.eri-inc.com

Vendor Contacts: Mandy Stewart, Todd Dormack



The Flybook is the advanced booking software for ski areas that require an all-encompassing solution for their complex offerings. Recognized as the industry's thought leader for cloud-based reservation systems, it is designed for businesses that want to be deeply involved in their operations and finely tune all aspects, from availability to marketing. In business for more than a decade, The Flybook specializes in providing solutions for complex operations, sophisticated marketing programs, and even multiple locations. If you are interested in having a single software system that solves all your business needs, come by the vendor showcase for a free demo and let The Flybook help you streamline your business.

Web: www.theflybook.com

Vendor Contact: Casey Dixon



Glice is the leading manufacturer of synthetic eco-skating rinks that recreate the glide and performance of refrigerated ice—but require no water, power, refrigerant, or resurfacing. Glice Eco-Rinks typically cost less than 25 percent of a conventional ice rink to acquire, and operational costs are 80 percent less. The system's proprietary polymer panels use a molecular-level embedded lubricant that creates an extraordinary ice-like experience. Glice also offers a complete modular system of dashboards, skates, sharpening systems, surface cleaners, and other accessories. Eco-Rinks are easily installed, expanded, and removed for storage, and Glice offers its rinks or sale, rental, or with rent-to-buy options. Glice is presenting a 20' x 20' demonstration skating surface at Summer Ops Camp 2019, and invites attendees to experience what Eco-Ice is all about: an amenity to attract guests to your resort throughout the year, regardless of temperature, and a perfect complement to your resort's ski and board rental operations.

Vendor Contact: Mark Winter, Alan Zack



Granite Insurance is an elite provider of insurance and risk management solutions to the adventure industry throughout the United States. It is dedicated to its customers' success. Granite's experience in the adventure industry can help you become even more successful.

Web: www.granitestateinsurancecompany.com

Vendor Contacts: Cameron Annas, Ben Lowan



Gravity Logic was created to take advantage of the expertise gained building the Whistler Mountain Bike Park—the world's #1 bike park—and assist other businesses in the design, development, and construction of trails and facilities that will thrill a wide variety of riders with unparalleled park experiences.

Web: www.whistlergravitylogic.com

Vendor Contacts: Paul Mutch, Dave Kelly, Peter Sutcliffe

Holmes Solutions

Holmes Solutions delivers smart engineering and design through testing and innovation. Its latest Switch-Back technology blends zip lines and coasters into a unique and exciting addition to any location. Contact Holmes to learn more about this groundbreaking technology. With clients spanning the globe, the company's industry and engineering know-how will give you the competitive advantage. "We're Holmes Solutions, we do a lot of things, revolutionizing the adventure recreation industry is one of them."

Web: www.holmessolutions.com

Vendor Contacts: Dan Brennan, John Schaefer, Simon Lock, Ben Woods



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Web: www.innovadiscs.com

Vendor Contact: Levi Bennett, Josh Day



KOALA Equipment Continuous Belay is a trolley-style system designed and manufactured by Altus of France, which has been building ropes courses and adventure parks throughout Europe since 1997. The KOALA Continuous Belay has been tried, tested, and refined on aerial parks Altus owns and operates near its headquarters in the heart of the French Alps. The system allows for easy installation and requires limited long-term maintenance. Its precision components made with high-quality materials stand up to the rigors of heavy use. Components such as the Life Line and Y Swapper allow course designers to create escape routes, forks in the trail, and passing lanes. The Switch Station is perfect for vertical ascending or descending, free fall jump stations, and giant swings. This versatility makes the system ideal for building or retrofitting ropes courses, challenge courses, and adventure parks. Contact Aerial Adventure Tech, Koala's North American Distributor, for a free quote for your planned project or existing aerial course.

Web: www.aerialadventuretech.com/collections/koala-continuous-belay-system

Vendor Contacts: Ruthie Lile



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Web: www.kristallturm.com

Vendor Contacts: Nick Esposito, Christine Berry



Leitner-Poma of America offers a complete line of cable transport systems, including surface lifts, chairlifts, gondolas, MiniMetro urban transport, trams, inclined elevators, industrial trams, and more. Its experience and flexibility allow it to design, engineer, manufacture, and maintain transportation systems that are precisely adapted to the changing needs of customers, including electrical and mechanical upgrades, technical support, gearbox inspections and repairs, and installation for systems throughout North America. Leitner-Poma has installed aerial and surface systems all over the world and has established its position as a market leader. The company's worldwide network has installed more than 10,000 transportation systems in 61 countries. These systems safely transport 8,000,000 passengers each hour.

Web: leitner-poma.com

Vendor Contact: Scott Bierman

MOMENT FACTORY

Moment Factory is a multimedia studio based in Montreal with a full range of production expertise. The team combines specializations in video, lighting, architecture, sound, and special effects to create remarkable immersive experiences. Since its inception in 2001, Moment Factory has created more than 400 unique shows and destinations. Clients include the Los Angeles Airport, Microsoft, NFL, Sony, Mont Tremblant, the City of Barcelona, Madonna, and Royal Caribbean. Moment Factory has also developed its own signature shows, such as the Lumina Enchanted Night Walks, a series of award-winning multimedia night walks taking place in natural outdoor settings. Through Lumina, visitors are immersed in a magical environment where emotions are engaged through technology to discover a unique experience inspired by the local culture and the site's natural beauty.

Web: www.momentfactory.com

Vendor Contact: Sara El Bain



The mSnow surface was invented in 2010 by twin brothers Adam and Luke Schrab when they were unable to practice their freestyle tricks after the snow melted. It worked so well they launched the eponymous company. Made of recycled material, mSnow is an artificial ski surface used on chairlift loading ramps, summer tubing lanes, and on freestyle setups. In 2015, mSnow was awarded the resurfacing project for the mogul and freeride jumps at the Utah Olympic Park. mSnow's ultra-low coefficient of friction makes tubing fast and fun in the summer. It also provides a unique alternative to irrigation for summer tubing lanes: Tube Wax, which is rubbed directly on the tubes as needed, is a clean replacement for water and a low-cost alternative to more exotic lubricants.

Web: www.m-snow.com

Vendor Contacts: Luke Schrab, Amy Schrab



Neveplast was founded in 1998 and revolutionized the dry ski slope. The Neveplast artificial surface has the same slipperiness as snow. The innovative characteristics of Neveplast enabled the company to launch another year-round product, TUBBY, a summer tubing slide. Since it entered the market in 2002, there are now more than 1,900 Neveplast tubing locations worldwide. TUBBY is fun, safe, and easy to install. Also, TUBBY has very low management and operating costs that, combined with high hourly capacity, guarantees high return on investment.

Web: www.neveplast.it

Vendor Contact: Ryan Locher



OE is the culmination of 75 years of operational experience in outdoor recreation accumulated by Michael Valach and Bob Serfass. Their outdoor recreation advisory services can assist you whether you're creating a new business or expanding an existing one. The duo's operational expertise allows them to offer personalized, administrative, operational, and management perspectives that produce informed decisions. Their operational audit services provide a professional, hands-on review of your operation as viewed by your guest. OE revenue-sharing services provide the opportunity to generate revenue where none currently exists while avoiding the capital expenditures normally associated with added attractions, such as Segways, e-bikes, paddleboards, and kayaks. The revenue share options allocate a large percentage of revenue to operator partners to ensure profitability.

Web: www.oerecservices.com

Vendor Contacts: Bob Serfass, Michael Valach



QuietKat's all-terrain, electric mountain bikes are built for off-road travel. The rugged design provides low-impact access for hunting, fishing, camping, and exploring the backcountry. QuietKat enhances the outdoor recreation lifestyle by helping outdoor enthusiasts go further while continuing to enjoy the great outdoors. With a variety of models and accessories, QuietKat is ready for the next outdoor adventure.

Web: www.quietkat.com

Vendor Contacts: Justin Roach, Pete Scales,
Brian Walton



Revl is a turnkey video and photo solution for adventure park zip lines and Alpine Coasters. Its flagship product, Revl X, automates the process of providing customer videos and photos by using artificial intelligence, hardware, and software. Revl X increases sales, lowers overhead, and simplifies operations while providing high-quality videos and an excellent customer experience. Revl handles the entire process, including onboarding customers via an intuitive iPad app, automatically uploading and storing media on the Revl Cloud, automatically delivering media to customers through a custom-branded email and web page, and including a free iOS app that lets customers download videos to their iPhone and even change the soundtracks of their videos.

Web: www.revl.com

Vendor Contacts: Kirk Draheim, Eric Sanchez,
Bruce Pla, Nelson Vazquez



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Web: www.ropescoursesinc.com

Vendor Contact: Steve Morse



Safehold Special Risk is a ski industry specialist with in-depth knowledge and unique insight to enhance your operations. Its industry professionals are closely tied to your region so you have access to their experience and expertise when and where you need it. Safehold provides industry-specific casualty and property insurance products and risk management services, including: commercial general liability, excess liability, property, inland marine, machinery breakdown, crime, commercial auto, digital risk, and workers' compensation.

Web: www.safehold.com

Vendor Contacts: Tim Bruce, Justin Guth



The Sandy Creek Mining Company specializes in providing gemstone/fossil panning attractions and mining rough bags to ski resorts around the world. This family business has been supplying customers since 1991, with more than 700 locations in 26 countries. All equipment is customized to each resort and built to last. Mining rough bags include ID postcard, collection bag, and personalized labels for the mining rough bag and collection bag carrying your resort's logo. Delivery is included with quantity.

Web: www.sandycreekmining.com

Vendor Contacts: Justin Woodruff, Jason Woodruff



SE Group is a multi-disciplinary consulting firm specializing in the planning, design, and development of mountain resorts and tourism-based communities. Sno.Engineering, Inc., SE Group's corporate entity, was founded in 1958, and was the first company established for the sole purpose of designing ski areas. Since that time, SE Group has evolved to include multi-season recreation and trails planning, community planning and design, parks and open space planning, and public lands cooperative planning for mountain and recreation-based communities. In its 60 years, SE Group has successfully guided thousands of projects worldwide.

Web: www.segroup.com

Vendor Contacts: Claire Humber, Mark Kane



Singenuity is booking software for tour and activity operators that makes you money while also simplifying your operation. Its powerful all-in-one software includes online and onsite bookings, unlimited digital waivers, a full point-of-sale, and a complete photo solution. And the best part: at no additional cost for you. Now that's simple ingenuity.

Web: www.singenuity.com

Vendor Contacts: Nick Thompson, Grady Dycus, Adam Thompson



Founded in 2008 and based in Burlington, Vt., Skida designs and produces ski-inspired headwear and accessories. Skida believes in local production, limited-edition products, and a fresh perspective. Driven by a love for outdoor adventure, Skida's products match an active, playful lifestyle for women, men, and children. Skida features high-quality performance fabrics in the Vermont Collection, as well as a luxury Cashmere Collection sourced directly from family-operated factories and local craftsman in Nepal. Custom orders are available.

Web: www.skida.com



Star Lifts Summer World - Star Lifts USA continues to expand its line of leisure products, which now includes equipment to enhance summer operations with products for all ages. Fly through the air on the Sky Dive, jump from land to sea on the NauticJet, or take in the view from the top of the Tower. This new line of summer leisure products exhibits the same level of quality and service resorts have come to expect from Star Lifts USA.

Web: www.starlifts.com

Vendor Contacts: Conor Rowan, Larry Hays, Corey Patrick, Bob Dean



Treetop Trekking is one of North America's leaders in the aerial park industry. It operates 10 aerial parks of its own in Canada, under the names Treetop Trekking in Ontario, and Arbraska in Quebec. It also builds a variety of unique forest adventure products for clients to operate around the world. Aside from the aerial adventure parks, Treetop Trekking also builds Treetop Trail, TreeWalk Villages, zip lines, via ferratas, and urban adventures at heights. Its team works closely with you from day one to ensure the park that it builds for you surpasses your expectations.

Web: www.treetoptrekking.com

Vendor Contacts: Didier Bachaumard, Yannick Berger Sabatell



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WALLTOPIA

Walltopia is the world's leading climbing wall manufacturer. Founded in 1998, Walltopia has built more than 1800 climbing walls and adventure facilities in 76 countries on 6 continents. Following its passion for climbing and adventure spirit, in 2012 it created a line of amusement products: the Rollglider rollercoaster zip line; Walltopia Caves, artificial caves; Ropetopia ropes courses; Fun Walls interactive climbing walls; Ninja Course obstacle challenges; and the all-in-one entertainment station, the Adventure Hub. Its head office is in Sofia, Bulgaria, with sales offices in the U.S., China, Malaysia, UAE, Canada, Austria, Germany, Russia, and Australia.

Web: www.walltopia.com

Vendor Contacts: Stanislav Vidolov, Ivaylo Sotirov, Ethan Slawter, Nicholas Mullins



With more than 250 installations, the Wiegand Alpine Coaster is the world's leader in the mountain coaster industry. The brand creates outstanding revenue for customers worldwide and sets the standard for future resort installations. The Wiegand Alpine Coaster is the only mountain coaster that is designed and engineered to meet DIN, ASTM, CSA, and TUV standards requirements.

Web: www.wiegandsportsusa.com

Vendor Contacts: Jessica Wedel, Victoria Scothorn, Will Rockett

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