

# SkiTops 2011 University in Whitefish

## SCHEDULE OF EVENTS

*\* Please note that many of the events take place outside. Please dress accordingly. August temperatures typically range from high 80's during the day to high 40's at night.*

*\* The entire event is casual dress. Please wear comfortable shoes for the site tours and the Fish Olympics.*

*\* If you need assistance getting around the resort, please contact Guest Services at (406) 862.3687.*

### SUNDAY, AUGUST 14<sup>th</sup>

#### EARLY ARRIVALS

#### SKITOPS MEETING PLACE

Time: 6pm  
Location: Hellroaring Saloon (Main Village)  
Details: Serving dinner and drinks - on your own

### MONDAY, AUGUST 15<sup>th</sup>

#### ARRIVALS

#### BREAKFAST ON OWN

Time: 7:30am - 9am  
Location: Breakfast is available at the Base Lodge Café or continental breakfast at the Hibernation House

#### REGISTRATION DESK

Times: 2pm - 5pm  
Location: Lodging Check-in (Main Village)

#### WHITEFISH MOUNTAIN RESORT LODGING & KANDAHAR LODGE SITE TOUR

Time: 3:30pm - 5:00pm  
Location: Tour Operators meet at the Lodging Check-in (Main Village)

#### TRADE SHOW SET-UP

Time: 3:30pm - 5:00pm (Suppliers set up booths & display collateral)  
Location: Heaven's Peak Room (Base Lodge)  
Details: Items that were shipped will be stored at the Base Lodge

#### TRADE SHOW

Time: 5pm - 6:30pm  
Location: Heaven's Peak Room (Base Lodge)  
Details: SkiTops Staff will have boxes available for Agents to ship collateral back to their office

## **COCKTAIL RECEPTION**

Time: 6:30pm - 7pm  
Location: Base Lodge Patio

## **WELCOME TO WHITEFISH BBQ – *Sponsored by R&R Sports***

Time: 7pm -10pm  
Location: Base Lodge Patio  
Chair Lift: Chair #6 will be running between the Main Village & the Base Lodge till 10pm  
Sponsor: R&R Sports

## **SKITOPS ON-MOUNTAIN PUB**

Times: 10pm -  
Location: Bierstube Pub (Main Village)  
Details: Frabert Award Night

## **TUESDAY, AUGUST 16<sup>th</sup>**

### **HOSTED ALL-MEMBER HOT BREAKFAST BUFFET**

Time: 8am - 8:30am  
Location: Heaven's Peak Room (Base Lodge)  
Details: Chair #6 will begin running between the Main Village & the Base Lodge at 7:30am

### **GUEST SPEAKER, MICHAEL BERRY - President, National Ski Areas Association**

*This interesting and informative presentation will tell the story of how the ski industry has positioned itself over the last 10 years with regards to market research, demographic analysis and development of grass roots growth programs. Over the last decade the industry has grown from 52 million tickets sold annually to over 60 million. We will provide information on the strategic initiatives that allowed for a decade of sustained growth for the ski/snowboard resort industry.*

Time: 8:30am - 9:30am  
Location: Heaven's Peak Room (Base Lodge)

### **Q & A WITH MICHAEL BERRY/FREE TIME**

Time: 9:30am - 10:15am  
Location: Mt. Jackson Room (Base Lodge)

## **UNIVERSITY**

Location: Heaven's Peak Room (Base Lodge)

Schedule:	10:15am - 10:30am	1st presentation
	10:30am - 10:45am	2nd presentation
	10:45am - 11:00am	3rd presentation
	11:00am- 11:15am	4th presentation
	11:15am - 11:30am	5th presentation
	11:30am - 11:45am	6th presentation
	11:45am - 12:00pm	7 <sup>th</sup> presentation
	12:00pm - 1:00pm	Deli Lunch - <b><i>Sponsored by Waldorf Astoria, Park City</i></b>
	1:00pm - 1:30 pm	Free Time
	1:30pm - 1:45pm	8 <sup>th</sup> presentation
	1:45pm - 2:00pm	9th presentation

2:00pm - 2:15pm	10th presentation
2:15pm - 2:30pm	Break
2:30pm - 2:45pm	11th presentation
2:45pm - 3:00pm	12th presentation
3:00pm - 3:15pm	13th presentation

**FREE TIME**

Time: 3:15pm - 4pm

**GREAT NORTHERN BREWERY & FARMER'S MARKET**

Pick-up: Meet at the Kintla turn around in front of Lodging Check-in  
 Bus 1: 4pm tour operators  
 Bus 2: 4:15pm tour operators and suppliers  
 Bus 3: 4:30pm tour operators and suppliers

**GROUSE MOUNTAIN LODGE SITE TOUR & DINNER - *Sponsored by Le Bus***

Transfer: Meet at the Brewery  
 1<sup>st</sup> transfer 6pm tour operators  
 2<sup>nd</sup> transfer 6:30pm suppliers  
 Reception: 6:15pm - 7pm Cocktail Reception & Agent Site Tour  
 Dinner: 7pm - 10pm  
 Location: Outdoor Pavilion  
 Transfer: 1<sup>st</sup> transfer to town and back to the resort at 9pm

**PUB NIGHT - DOWNTOWN WHITEFISH NIGHTLIFE**

Time: Last bus back to resort at 12:00am, taxi after  
 Transfers: Meet at O'Shaughnessy Center for return to Resort

**WEDNESDAY, AUGUST 17<sup>th</sup>**

**TOUR OPERATOR BREAKFAST MEETING – *Sponsored by Ski n See***

Time: 8am - 9am  
 Location: Mt. Jackson Room (Base Lodge)  
 Details: Chair #6 will begin running between the Main Village & the Base Lodge at 7:30am

**SUPPLIER BREAKFAST MEETING**

Time: 8am - 8:45am  
 Location: Heaven's Peak Room (Base Lodge)  
 Details: Chair #6 will begin running between the Main Village & the Base Lodge at 7:30am

**UNIVERSITY SCHEDULE**

Location: Heaven's Peak Room (Base Lodge)  
 Schedule: 9:00am - 9:15am 1st presentation  
 9:15am - 9:30am 2nd presentation  
 9:30am - 9:45am 3rd presentation  
 9:45am - 10:00am 4th presentation

10:00am - 10:15am	5th presentation
10:15am - 10:30am	Break
10:30am - 10:45am	6th presentation
10:45am - 11:00am	7th presentation
11:00am - 11:15am	8th presentation
11:15am - 11:30am	9th presentation
11:30am - 11:45am	10th presentation
11:45am - 12:00pm	Break
12:00pm - 12:15pm	11th presentation
12:15pm - 12:30pm	12th presentation
12:30pm - 12:45pm	13th presentation
12:45pm - 1pm	Graduation

**BURGERS & BRATS ON THE DECK**

Time: 1pm - 2pm  
 Location: Base Lodge Patio

**FISH OLYMPICS**

Time: 2pm - 4pm  
 Location: Base Lodge Patio

**FREE TIME**

Time: 4pm - 6pm

**LODGE AT WHITEFISH LAKE SITE TOUR & FINAL NIGHT DINNER**  
**- Sponsored by Jackson Hole & Reno/Tahoe**

Transfer: Meet at the Kintla turn around in front of Lodging Check-in  
 1<sup>st</sup> transfer 6pm tour operators  
 2<sup>nd</sup> transfer 6:30pm suppliers  
 Site Tour: 6:15pm - 7pm Reception (outdoors) & Site Tour  
 Dinner: 7pm - 10pm (Lakeside Tent)  
 Transfer: 1<sup>st</sup> transfer back to the resort at 9pm

**THURSDAY, AUGUST 18<sup>th</sup>**

**DEPARTURES**

Time: Check-out time is 10am