

# What's up with SROAM?

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Since the beginning of the program our class has been fortunate enough to take two awesome field trips up to Whitewater Ski Resort. It started on the very first day of class with a hike up to the base of Ymir Bowl led by Ross White. It was great to see the awe in peoples faces and the enthusiasm towards experiencing this winter playground. At the end of the month, our class then hiked up the old access road to the summit chair. It was beneficial to see the concepts we were being taught via textbook applied in the real world. Ross highlighted key lift components such as the hydraulic tensioning system, tower types along the lift profile and sheave assemblies as well as key aspects of a site analysis including topographic mapping, watercourses, avalanche paths. On behalf of the entire class the Student Council would like to thank Whitewater Ski Resort for their continued and generous support of the SROAM program.

Continuing our studies, the SROAM class took our first field trip which was focussed on the mountain resorts and associated industries of the Okanagan. Fresh from classroom courses in resort planning, passenger ropeways and risk management, students were properly primed to appreciate Apex Mountain. Arriving with crisp conditions and a dusting of snow, we were welcomed by GM James Shalman who wasted no time in showcasing their winter facilities including the popular Okanagan run race area, half-pipe, and terrain parks. Hosting us in the Gunbarrel Saloon, Mr. Shalman held an AMA (Ask Me

Anything) and delivered his new-staff induction. It was clear that Apex prioritises delighting their guests, which resonated strongly with SROAM values. As he was passing, Chris Nason, SROAM graduate and previous GM of Phoenix Mountain, stopped in and shared his wisdom with our class. It was evident that Apex mountain staff are enthusiastic and fully engaged with the resort vision. Moving outside, the rest of our day was spent with Matt Koenig, another SROAM graduate with 30 years of expertise in mountain operations management. Matt led the class through Apex's ropeways, conveyors, run maintenance, snowmaking and the high importance of safety systems. Thank you, Apex mountain, we look forward to returning in the snow.



Spears, Connor. "SROAM at the Top of Summit Chair." 22 September 2021.

The second day of our field trip began with a presentation from Tourism Kelowna focused on sport tourism. It gave our class a broader understanding on the tourism aspect of the ski industry and the process for bidding on events such as world cups. We then further learned how off-season events are crucial and offer a huge market and profit opportunity. This was fascinating as when our class journeyed up to Big White that afternoon, we saw how resorts are expanding to incorporate summer operations. Big White was kind enough to host our class and lead a phenomenal tour of their new mountain bike trails and parks. Kris Hawryluik explained how the resort was taking a unique approach to mountain biking by building a large beginner park to get people into the sport and build their market base for future seasons. Our class then took an amazing and



Frank, Noah. "SROAM at Apex Mountain." 6 October 2021.

insightful tour of the drive station for Lara's Gondola. We were able to see the physical mechanics for everything we learned in class about detachables. It was an invaluable experience, as were the conversations SROAM students had with Bobo, Big White's lead lift mechanic. Our class truly appreciated them taking the time to answer all our questions and lead a fantastic tour.

On the last day, our class was fortunate enough to meet with Brent Carmichael, GM of Doppelmayr Canada. Ski lifts are one of the most integral components of resort operations and we were given insight on their new and advancing lift technology and design. The level of sophistication, customization and user comfort will change the way guests view aerial transportation. From the general publics' perspective, it is hard to imagine the quality engineering and manufacturing involved in all designs from the Omega V onwards. It will be genuinely incredible to see Canada adopt their urban lifts in the future. Sparking a keen interest of a few, Doppelmayr might have some recruits coming their way to work on upcoming lifts projects this summer.

On behalf of the SROAM class, the advisory committee would like to acknowledge and greatly thank everyone who hosted us and their generosity towards our class.

