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January 26th, 2023

Attn: The 82nd Oregon Legislative Assembly
House Committee on Economic Development and Small Business

The Pacific Northwest Ski Areas Association is the trade association that represents Oregon's ski area businesses. A significant part of our mission is to provide workforce education to our members and to develop the next generation of technical skills and leadership in our industry. We support the passage of HB 2910.

In 2021 we partnered with The Center for the Outdoor Recreation Economy at Oregon State University to develop workforce educational trainings specifically targeted toward growing a new generation of ski lift technicians. C.O.R.E. quickly developed an online training platform working with industry subject matter experts and experts from the university's faculty that exceeded our expectation. The training includes multi-media components combined with in-resort supervisor oversight. The training was first made available only to ski areas in the Pacific Northwest and Alaska and has now been expanded to include enrollments from ski area employees nationwide.

C.O.R.E. has demonstrated both the technical skills and the thought leadership needed to modernize our workforce trainings. We have since identified additional workforce development needs beyond ski lift technicians and we are actively developing future trainings throughout our lines of business because of the partnership between our association and the university.

The passage of HB 2910 will support the ability of Oregon ski areas to continue making significant contributions to our rural economies and provide world-class recreation experiences.

Kind Regards,

JORDAN ELLIOTT
PRESIDENT, PNSAA