MOUNTAIN ADVENTURE
SKILLS TRAINING PROGRAM
COLLEGE OF THE ROCKIES, FERNIE CAMPUS
ESTABLISHED IN 1995
VOCATIONAL TRAINING
ADVENTURE TOURISM INDUSTRY

- 9 MONTH COLLEGE CERTIFICATE PROGRAM
- 40% INDOORS 60% OUTDOORS
- 6 UNIVERSITY COURSES
- 7 INDUSTRY CERTIFICATIONS
- 800 HOURS ADVENTURE SKILLS TRAINING
- 14 YEARS IN OPERATION
NINE MONTHS OF
EXTREME EDUCATION

Standardized Core Curriculum is Supported By BC Tourism Industry
LET THE MOUNTAINS SPEAK FOR THEMSELVES
WELCOME TO YOUR CLASSROOM
GOALS OF THE MAST PROGRAM

- INCREASE EMPLOYABILITY
- ENHANCE FURTHER EDUCATION
- THE PROGRESSION WORKS
- CERTIFIED GUIDES SELECTED FOR THEIR TEACHING SKILLS
What makes MAST work?

Real Learning Environments + Real Guides + Right Courses = Real Jobs
REAL LEARNING ENVIRONMENTS

- Physically demanding
- Real risk to manage
- Real skills to learn
- Apply learning right away
“Spending so much time with ACMG guides has given me a new perspective on what the guiding industry is all about, and more importantly, what’s needed to become one.”

~ Colin Phillips ~ MAST 2006
The Association of Canadian Mountain Guides (ACMG) has been a member of the IFMGA since 1972.

IFMGA: The International Federation of Mountain Guides Associations

REAL GUIDES

- Focus on Mentorship
- Working in the industry
- Enjoy MAST groups
- Familiar with terrain
Committed to:

- The growth of a healthy industry
- The careers of program graduates
- High-standard adventure training
- Careful risk management standards
MAST COURSES

ACADEMIC

CERTIFICATIONS

SKILLS
ACADEMIC COURSES

- Risk Management
- Guiding and Leadership
- The Adventure Tourism Industry
- Wilderness Travel Theory
- Natural History
- Entrepreneurship

45 hours, university transferable, relevant to real jobs
TRANSFERABLE CREDITS

MAST Certificate

2 year Diploma

4 year Degree
INDUSTRY CERTIFICATIONS

- Avalanche Skills Training II
- Ski or Snowboard Instructor
- Swiftwater Rescue Technician
- Raft Guide Training
- Canoe Instructor
- Advanced Wilderness First Aid
- Mountain Bike Guide/Inst.

What the Adventure Tourism Industry Wants
Guide / Student Ratio : 1 / 6
Avalanche Skills Training
Ski or Snowboard Instructor
Ski Tour 1 – Local Day Tours
Ski Tour 2 – Hut Based Glaciated
Ski Tour 3 – Glacier ski Traverse
SKILLS COURSES

MOUNTAIN

Hiking
Rock Climbing 1 & 2
Mountaineering
Ice Climbing
Swiftwater Rescue Technician
Canoe Instructor Certification
Raft Guide Training
Whitewater Kayaking

SKILLS COURSES

RIVER
Safety and Risk Management

PROGRAM TRAINING STANDARDS

- Risk management focused
- Set by industry associations
- Proper management procedures in regards to occupational health and safety.
TOLERANCE FOR RISK

Is the exposure to a given risk necessary to achieve an educational outcome?

OPERATIONAL RISK BAND
"I am getting the training I need to make a career out of doing what I love."

~ Stephanie Sorensen ~
THE STUDENTS

Love adventure, being with people, love to ski and snowboard.
THE STUDENTS?

- Ages 19 – 50 years old
- Strong Intermediate Skiers
- Capable Swimmers
- From Lithuania, Slovakia, Norway, Chile, Switzerland, England, Japan, USA, Spain, Canada, Sweden
90% of the Adventure Tourism businesses in the Fernie area employ a MAST Graduate
“Most of all the MAST program has given me direction and the means to achieve my goals in the industry.”

~ J. Oliver Noble ~
MAST GRADUATES ARE WORKING...

- ACMG Assistant Alpine Guide
- Cat Ski Tail Guide
- Banff Hiking Guide Services
- Rafting Industry - Guiding and Operations
- Guide Book Research
- Environmental Centre Instructor
- Fly Fishing Guide - international
- Municipal Recreation Centres
- Ski and Snowboard Instructor
- National Youth Services Programs
- BC Parks Ranger
- Summer Mountain Sport Camps Instructor/Guide
- BC Coastal Eco Tourism Guide
- Professional Ski Patrol
- Ambulance Attendant
- Retail Gear Sales
- Canoe Instructor
- Interpretive Guide
- Sea Kayak Guide
- Mountain Bike Guide and Repair Specialist
“I’ve always hoped to find a job that would allow me to work, play and live in the mountains and after these nine months the possibilities seem endless.”

~ Kaleigh Fendley ~ MAST
2008
Mountain High Rafting is owned and operated by MAST graduates.

Mountain High River Adventures
2485 Lizard Creek Rd, Fernie, BC, V0B 1M1
Local call 250.423.5008 Long distance: 1-877.423.4555
info@raftfernie.com

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“The MAST program gives students solid skills to go into the backcountry with comfort and confidence. My future looks up and forever changed because of the MAST program.”

Ryan Angus – Mast 2008
Fernie, British Columbia
Population 4,800
Elevation 1000M
Best ski town, Best powder  Ski Canada Magazine (2006)
Top 20 Dream towns   Outside Magazine (2004)
Top 6 powder destinations on the planet”  Fall Line Skiing Magazine
“North America’s Coolest Town”
Rolling Stone Magazine
A small Canadian Rockies town… with epic mountain living.
CHALLENGES

Land Use Issues
Liability
Marketing
Similar Products
Budget
QUESTIONS?