

SNOWPRO

SUMMER 2004



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Eastern/Education Foundation

June Board Meeting Highlights

New **representatives** welcomed, **Organization Plan** approved

by Bill Beerman
PSIA-E President

Once again, the June meetings of the Executive Committee and Board of Directors in Albany, NY, resulted in three very full, challenging and productive days. First and foremost, we welcomed new Region 7 Director Steve Kling, Region 7 Representative Bill Cox, Region 4 Director Eric Jordan, Region 4 Representative Jay Minnicks, and returning (re-elected) Region 3

Director Ray DeVerri and Region 3 Representative David Welch.

With an assist from our Executive Director, Michael Mendrick, I have compiled a list of the key initiatives, proposals and action plans that were approved during the meetings. I thought you'd appreciate getting some insight on how your elected officials and committee represen-

tatives are carrying the flag on your behalf. What follows, then, is a summary of results from the June 11-13 meetings.

Approved Proposals, Policies & Procedures

- After more than four months of review and preparation by the Organization Plan Task Force, the Board voted to endorse the findings and recommendations of the Summary Report as presented by task force chairperson, Bill Hetrick. Those findings are summarized elsewhere in this issue. (See the Spring 2004 issue, pages 4-5, for earlier information regarding the work of the Organization Plan Task Force.)

- The Board approved a proposal to change the exam format for Levels 2 & 3, part one (skiing) to three (3) half-day segments, with two segments on the first day. In a related move, ratios for Levels 2 & 3 Alpine exams were changed to 8:1 for part one (skiing), and 6:1 for part two (teaching).

Budget/Financial

- The Board voted to place a yearly escrow in the amount of \$4,250 per season to support all Eastern Division demonstration team members for training and preparation for National Team tryouts in 2008. This will result in a \$17,000 total escrow that would be divided equitably, based upon the number of team members for each discipline.

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Kim Seevers Leaves Post as Director of Education & Programs

Moves on to Adaptive Sports Foundation at Windham Mt., NY

After six years of service as the PSIA-E Director of Education & Programs, Kim Seevers resigned from the position effective on June 30, 2004, for a position with the Adaptive Sports Foundation based at Windham Mountain, NY. At ASF, Kim will be the Assistant Program Director. In addition to assisting in the daily operations of the ASF summer and winter programs, she will also be responsible for volunteer recruitment, the ASF college instructor program, new program development, as well as researching and writing grants for the ASF programs.

Said Seevers in a letter to education staff, "I have decided to move on, having committed myself to making a lifestyle change for the future. I would like to thank each and every one of you for making my time at PSIA-E a great one. I sincerely appreciate the support and encouragement I received from you and will miss talking to so many of you on a frequent basis throughout the season. I truly believe that we have the best educational staff in the country. It is your hard work and dedication that makes the eastern division what it is, and I look forward to working side-by-side with you at events in the future."

During her time at PSIA-E/AASI, Kim served as the national Alpine Education Chairperson, chaired the Eastern Division's Alpine Steering Committee, and introduced such innovative programs as the Master Teacher Certification program and the Plus 1 Showcase. She oversaw some of the biggest and most successful events in the organization's history.

"In the three years that I've been here, Kim showed unwavering energy and commitment to the organization. It will be very tough to replace her dedication and passion for snowsports education," said PSIA-E/AASI Executive Director Michael J. Mendrick.

Kim will continue to serve as an active member of the Alpine Board of Examiners as well as chairing the Master Teacher Program Task Force. We wish Kim great success and happiness in her new position! ♦♦

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a working value system for his or her life that is based upon a meaningful and accepted set of rules that clearly define right and wrong.

Etiquette

After a student develops an acceptable value system for his or her life, the application of that value system to everyday behavior, and the acceptance of a code of etiquette for one's behavior, become important steps. The teacher has a major role to play in this development. The major challenge is to have the student understand that, although our values need to govern our lives at all times, the biggest challenge is to assure that our behavior adheres to our system of values and ethics under the two most challenging situations: The first is the situation of extreme pressure; and, the second is the situation of complete relaxation and comfort. It is at these two extremes that our value system is most challenged. In other words, when the pressure is really on, or when the pressure is completely off, it is easiest to abandon our value system to accomplish some personal goal or objective. A well-grounded value system will bridge all of life's challenges.

Accomplishment

Finally, a teacher has a social responsibility to develop in his or her students a recognition that life is most complete for those individuals who have meaningful accomplishments in their life. Obviously, the definition of accomplishment is different for each of us. It is based upon our own set of goals and our own value system. However, a truly great teacher is able to provide meaningful and constructive criticism, while at the same time providing meaningful and positive corrective action. This teacher can develop in a student a well-grounded ability to recognize when he or she is performing up to his or her abilities – and when not! (Remember the greatest teachers you had!?) This is the biggest challenge a teacher has, and the area of greatest opportunity to prepare a student for his or her future place in society. Only when a person is able to recognize, realistically, what he/she can truly accomplish within their given abilities, can they accomplish true satisfaction and enjoyment in their life – and, assume a meaningful place in their society.

So, what does all this have to do with ski teaching? We've talked an awful lot in the last few years about concentrating on teaching the "sensations" of our sport. And, I believe we have a common ground and recognition that this is truly where the fun and excitement exists for our guests. We're not teaching progressions, or lock steps, or particular movements, except for the way in which any of these will result in our guests experiencing, to the greatest degree possible, the sensations that we all

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Bill Hetrick, Editor

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Social Responsibilities of Teaching

When we look up "teaching" in the dictionary, we find a number of rather "cold" definitions, such as: "to show or help a person to learn to do something; to give lessons to a student, pupil, or class; to guide the studies of"; etc. etc. Of course, anytime you look up something in the dictionary you're going to get a rather cold definition and context for the word. Surely, there must be much more than this to teaching or we wouldn't do it.

I hope we would all agree that professional teaching also takes on an implicit, if not explicit social responsibility, by its very definition. What teacher who considers him or herself a true professional would not recognize a responsibility, and an accountability to the overall social setting in which he or she is teaching? Most likely, this social responsibility is not something that was learned by the teacher through his or her college training. Sure, there are courses taken in philosophy, ethics, sociology, psychology, etc. And, these all help to broaden one's perspective and knowledge regarding society and the human condition.

However, as a new teacher graduates from college and enters his or her first teaching job, the biggest challenge is to feel totally comfortable and confident about the subject being taught, probably without a lot of thought yet to the social context in which it's being taught. Usually, it's only after some years of experience that this teacher begins to fully appreciate the impact there can be upon the society in general by his or her actions and words. This is true no matter the subject being taught, and goes far beyond the subject matter. It's true of the mathematics teacher, the history teacher, the English teacher, the gym teacher, the coach, the science teacher. It doesn't matter what the subject, the truly professional teacher has certain social responsibilities that fall into the following categories:

Values

Perhaps the most important impact a teacher can have upon a student is developing a sensitivity to recognize the need to develop a well-grounded system of values and ethics. This does not mean that the teacher indoctrinates the student with a particular value system. It means that the teacher develops in a student a recognition of right from wrong, based upon the laws, regulations and codes that govern our lives. Whatever the base, it's important that the student recognizes the importance to develop

are able to experience with the mountain. To me it seems obvious that teaching is teaching, and, as snowsports teachers we have a very definite responsibility that fits all of the discussion above. Certainly, when people come to our resort we have a tremendous opportunity to develop in them a value system that recognizes the incomparable beauty and challenge of the winter season and the wonderful mountain environment. We have a tremendous opportunity and challenge to develop in our students the recognition of acceptable behavior in this environment, and the importance of developing a code of etiquette and ethics for one's personal behavior. Finally, we have the challenge of working with each and every one of our snowsports guests to develop in them a sincere sense of enjoyment and satisfaction from their time with us, assuring that each and every student is able to develop a feeling of accomplishment in the lesson and a recognition of greater things to be learned. From this will come a deep and mature love for our sports, and a need and desire to return often to our resorts.

In this context I believe we truly do have a social responsibility and accountability for the students in our snowsports lessons, just the same as any teacher has in his or her class in the traditional school setting. I hope that this little discussion might stimulate some further thought about our role in society. Please feel free to share your thoughts with us.

Best wishes for a safe and happy summer.

New Summer Issue

Please be reminded that this issue of the SnowPro, which is called the "Summer" issue, is now the first issue of the new year. The cover story in the Spring SnowPro described the five issues that we will now have, and outlined the new schedule for the SnowPro. We hope you enjoy this first new Summer issue, and find that it arrives at a time when perhaps you're ready to begin at least thinking about fall, and the great winter season to follow.◆◆

- The Board reviewed the 2003-2004 year-end financial report, which projected an operating net of \$39,972.00, and an accounting net (after depreciation) positive balance of \$4,793.00.
- The Board approved a proposed 2004-05 PSIA-E operating budget totaling \$1,633,092.00 in revenue, and including the planned 10% education staff pay increase, and an approved 8% average increase in event fees. This budget projected an accounting net (after depreciation) positive balance of \$4,250.00. Note: The 2003-04 year-end financial report and 2004-05 operating budget are available for review, upon request.

In addition to the action taken on proposals and policy initiatives, the Board reviewed and approved several "action plans" submitted by various committees to help them develop new programs and tools for members.

New Action Plans Approved by the Board

- Funding for the AASI Master Free-style Accreditation in the amount of \$500.
- Funding of the Alpine Freeride Manual editing and compilation fees in the amount of \$1,500.
- Renewed commitment to funding the Alpine DCL Outreach Program in the amount of \$2,000 for another season.
- A new initiative (without funding at this time) to develop an AASI Master Teacher snowboard track.

Note: Of the \$7,970 in available (budgeted) Opportunity Fund monies, \$5,750 was allocated, leaving a balance of \$2,220 for future consideration at the October 2004 BOD meeting.

Committee Appointments Approved by the Board

- Roni Mattiello as Region 4 Snowsports School Management Committee rep.
- Alan Highhouse as Region 4 Alpine Education & Certification Committee rep.
- Pete Stransky as Region 7 Snowsports School Management Committee rep.
- Reappointment of Peter Howard as Alpine Education & Certification Committee chairperson and Joan Heaton as Area Rep. Coordinator.

Bylaws Proposed Changes

To ensure that members in each region are appropriately represented on the Board of Directors, the Board approved a proposed change to the bylaws that states: "Members are eligible to run for election to the Board of Directors in the region of his/her snowsports work affiliation." (See separate item on the inside back cover of this issue)

Also, in response to the departure of Director of Education & Programs, Kim Seevers (see related sidebar), Michael Mendrick asked me, Bob Shostek, Marty Harrison and Ray Allard to serve on a Transition Advisory Group to assist him in the search for a new Director of Education & Programs, as well as season prep & planning efforts.

As you can see, the Board addressed a full menu of ideas, proposals, initiatives and action plans, at all times maintaining the goal of finding a balance between what is fiscally feasible and what best serves the needs of our members. More information on some of the recently approved initiatives is available throughout the pages of this issue of SnowPro. I encourage you to give us a call at (518)452-6095 if you have questions or comments.◆◆



More than thirty members of the PSIA-E/AASI Board of Directors, discipline coordinators, committee chairpersons and division office staff spent three days in June reviewing all elements of the organization including finance, budget, marketing and membership initiatives, operations, and proposed changes in policy.



administrative update

Transition Advisory Group and Task Forces Set Up

by Michael J. Mendrick
PSIA-E/AASI Executive Director

It is now a month or so since the departure of our Director of Education & Programs, Kim SeEVERS. I wanted to let you all know that good progress is being made during our transitional period this summer, thanks to a great volunteer effort. Here is a summary:

I asked President Bill Beerman for his support and, subsequently, I set up the Transition Advisory Group that is to help me with the search for a new Director of Education & Programs. The group held its first conference call to set priorities on Wednesday, June 16. During that call the following task forces were set up by President Bill Beerman to address season prep issues during this transitional period without a Director of Education & Programs on staff. The chairs and members of each group have since been confirmed and they have all made good progress to date.

Transition Advisory Group (to head up DOEP search, monitor transitional task forces)

Chair: Michael Mendrick
Members: Bill Beerman, Bob Shostek, Marty Harrison, Ray Allard

Alpine Task Force (to include training prep and event programming)

Co-Chairs: Bob Shostek / Ray Allard
Members: Peter Howard, Steve Howie, Charlie Knopp, Kristi Robertson

Marketing Task Force (to work on the new member campaign and other marketing issues)

Co-Chairs: Michael Mendrick / Mickey Sullivan
Members: Ray Allard, Liz Kingston

Children's Education/15 Below club Task Force (to address structure and leadership of the Children's Committee, 15 Below club and ACE squad)

Chair: Marty Harrison
Members: Ron Kubicki, Griz Caudle, Ellen Minnicks

Master Teacher Program Task Force (to address all issues related to the MT program and integration with disciplines)

Chair: Kim SeEVERS
Members: Liz Kingston, Bart Hayes, Rich Metcalf, Mickey Sullivan, Peter Lucatuorto.

Plus 1 Showcase (to address prep for the second event in March of 2005)

Chair: Ray Allard
Members: Kim SeEVERS, Liz Kingston, Ron Hawkes

Racing Programs Committee: (to address all issues related to the delivery and promotion of the racing program)

Chair: Charlie Knopp
Members: Brain Whatley, Brian Smith, Dave Wenn, Diane Roffe, John Jacobs

Please note that this just designates the formal task force members; other individuals with interest and expertise in these areas will be recruited as needed by the task force chairpersons.

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Education Foundation
and
PSIA/AASI - Eastern Division**

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Interim Director of Education & Programs

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Snowsports School Management Committee

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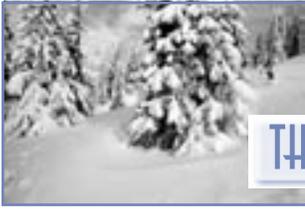
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Joan Heaton

"15 Below" Club Advisor

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THE ZIPPER LINE

straight talk from the association

Education–Certification Update

by Peter Howard
PSIA-E Alpine Education–Certification Chairman

This report contains information about educational concerns, educational projects, and certification changes that affect the Eastern Membership. In May, your elected representatives met in Albany. Discussions were wide-ranging and insightful. What follows are some general observations about the nature and perception of some of our educational offerings.

Workshop events tend to be a catch-all type of event that serves the need of a convenient update for members. It is often chosen because it is nearby. Because of the catch-all nature of

the event it is possible that the members attending the event may come with wide ranging experience levels and skills. If the event size is small, compatibility grouping may be impossible. The Workshop curriculum is designed to help members maintain contemporary skiing, teaching, and knowledge so that guests receive an up-to-date product from a PSIA instructor. If the group has wide ranging needs, the value of the event may vary from member to member as the course conductor does his/her best to

meet the needs of all. Possible suggestions to overcome or make the best of this dilemma are....Come to a Workshop with members you know. Come with a personal focus. Ask the Eastern office about the size of the event, or select another educational offering from the event calendar that has the specific content you are interested in.

First Tracks events are sometimes thought of, or treated like a specific preparation event for the Level I exam. It is understood that if you

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executive tracks, continued from page 4

The Alpine Task Force and Children's Task Force are already quite active, with several e-mails exchanged for both. The Children's Task Force has also conducted two conference calls and developed a series of recommendations relative to the delivery of children's education programming for the coming season.

Relative to the vacant staff position, a "position available" notice was sent out via e-mail and hard copy to all Eastern Division education staff in all disciplines on Friday, June 18. It was also sent to the national office and divisional offices. You'll find that notice in this issue as well.

Mickey Sullivan has agreed to work at the Albany office in a part-time interim capacity during the search process (see related story). He will be working in the office on Tuesdays and Wednesdays beginning July 6 & 7, to help handle inquiries, manage season prep deadlines, monitor task force progress, work on education and programming issues, communicate with staff and task forces – basically keep the work flow moving while we conduct a position search for a new Director of Education & Programs.

As you can see, we have enjoyed an awesome effort on behalf of both volunteers and staff to "step up" and keep things moving ahead in a positive fashion during this challenging transitional period. I thank all involved for their commitment and dedication to the effort. ♦♦

Announcing a **Dynamic Opportunity** at the PSIA-E/AASI Division Office in Albany, NY

We are now actively searching for qualified candidates to fill one of the most dynamic positions within the snowsports education field: Director of Education & Programs for the Eastern Division of PSIA & AASI. This position reports to the Executive Director, supervises our educational field staff as well as education & programs office staff, and works closely with discipline coordinators, committee chairs and volunteer leadership. The position is available immediately. The search will continue until the position is filled.

We are offering a salary competitive with such positions within the association management field and a full range of attractive benefits including health insurance, life insurance, retirement contribution plan and generous paid vacation and holiday periods.

As the largest independent division of snowsports educators within the framework of the American Snowsports Education Association (more than 11,000 members in seven regions up and down the East Coast), we are in a "high impact" position within the national association as well as the snowsports industry at large. As such, we are looking for a "bridge builder" who can serve both our own membership as well as reach out to partners in the snowsports industry. We are looking for someone who is, first and foremost, a team player, a team builder and a team leader. The ideal candidate needs to be a natural communicator with education field staff experience who looks to build consensus and convert challenges into opportunities. We need someone with an appreciation of the detail needed to manage a broad and deep educational program while integrating efforts seamlessly with division staff, discipline coordinators, education field staff, volunteer leadership, industry partners and the membership at large.

Ultimately, this position will be responsible for the oversight and management of all divisional education and programs in all disciplines and special interest areas. The initial focus for the 2004-05 season, however, will be the delivery of the division's considerable Alpine programming schedule. A series of transitional task forces led by experienced volunteer leadership have been set up as additional resources to assist in planning and delivering all major program elements for the coming season.

If you are interested in this opportunity, please request a position description summary and submit, via e-mail if possible, your letter of interest and a resume specific to the position, by August 1, 2004 to Michael J. Mendrick, PSIA-E/AASI Executive Director, at: mmendrick@psia-e.org or via postal mail at: 1A Lincoln Avenue, Albany, N.Y. 12205.

Thank you for your interest in snowsports education! ♦♦

are attending an exam in the near future there is concern about the outcome. However, it is worth remembering that the Level I National Standards are basic in nature. The combination of time on snow, area training, job experience, and some reading is usually enough for most people to attain the Level I standard. The First Tracks event has been designed as an entry path into the organization. Its focus is on the basics of teaching as outlined in the Core Concepts manual. Much of the focus concerns the teaching of guests in the novice zone. Basic Skiing technique is also covered. Participating in a First Tracks event will be beneficial for instructors pursuing their Level I Certification. The wide-ranging novice teaching focus is just what new instructors need. To turn the event into a coaching session on how to perform Wedge Christies, etc. for the Level I exam is missing the inherent value in the event and actually is an incomplete way to approach exam preparation.

Special events that have a specific focus occasionally get off track. Weather or group compatibility can create opportunities or complications that draw an event away from its specified curriculum. This is an Education Staff training issue, and it is also human nature. If it snows 2 feet, there will be more interest in tracking up the fluff than, say ... Movement Analysis. It is up to the course conductor to steer the event back to curriculum and for the membership to be cognizant of the group make-up and the weather that makes each of our events unique and special.

Following are some items that are shared so the membership knows their representatives are aware of issues involving our Educational events, Education Staff and the Profession in general:

- Members of the Education-Certification Committee expressed the thought that there is not enough advertisement to the general public about the value of certified instructors.

- A project, which the committee is presently working on, is creating a listing of books and educational materials that are out of print, little known, or hard to find. We hope to post the list on the Eastern website with some suggestions concerning how to find them. We are enlisting the assistance of the Area Reps Program to help locate some of the hard-to-find items. We hope that this will be of particular service to members aspiring to certifications, Master Teacher, or other accreditations.

- Our two-part **Levels 2 and 3 Skiing and Modules** exams have been in place for a few seasons now. Enough exams have been conducted to show trends in the strengths and needs for change in the process. The Alpine Steering Committee and the Education-Certification Committee have discussed ways to im-

prove the process and the following proposals were made to the Eastern Board of Directors:

1) It was proposed that the **Skiing portion** of the exam be shortened to 3 half-day sessions, doing away with the coaching aspect of an all-day first session. Initially, we believed that the coaching of tasks and tactics would be a benefit to candidates. Over time it has become apparent that the coaching can sometimes confuse due to different word choice, differing body builds and different conditions over the course of the 2 day exam. Since we are examining for efficient modern mechanical consistency, with the capability for tactical variation, it is a bit hypocritical of us to coach or run a maneuver-based skiing exam. So, the result of these thoughts were the suggestion that there be two evaluation sessions the first day (one in the morning, and one in the afternoon) and one session on the second day in the morning. The results would be posted by mid afternoon and everyone would have a bit more energy, less confusion and an earlier arrival home.

2) It was proposed that the **second portion** of the Levels 2 and 3 exams remain 2 days long with the same four module subjects. What we believe would improve the process would be to have slightly smaller exam groups. Members have expressed the sense that they were rushed and that there was not much time for spontaneous thought or replies. By adjusting group size and allowing a more spontaneous teaching approach in the modules we hope we can build upon the strengths of the modules format and further improve the process for the membership.

These proposed changes were approved by the Board of Directors at the recent June meeting. **Details concerning each module and the skiing portion of the exam will appear in an updated exam guide and in the Fall SnowPro.**

The members of this and other committees have great concern for our profession and PSIA-E.

I wish there was space to share the breadth and depth of knowledge and concerns these volunteers share on behalf of the membership. Reports like this tend to be bureaucratic in nature and do not give due justice to the vibrant nature of your representatives. Let them know your thoughts. ♦♦

Organization Plan Task Force **Summary Report**

Board Endorses Group Findings and Recommendations

by Michael J. Mendrick
PSIA-E/AASI Executive Director

Last October, PSIA-E President Bill Beerman appointed a new Organization Plan Task Force, with the following charge: To review the current (established in 2001) strategic plan and develop a new organization plan for presentation to the Board of Directors in June 2004.

Task force chairperson Bill Hetrick and members Marty Harrison, Ray Allard, and Mickey Sullivan, with ex-officio members Bill Beerman and Bob Shostek, made great progress during the course of four months of conference calls and meetings. What follows, for your benefit, is a summary of the Organization Plan Task Force findings, recommendations and strategies as endorsed by the Board of Directors at the June 11-13 meeting in Albany.

Organization Plan Task Force Findings, Recommendations and Strategies

Consensus Issue #1

We need to re-examine and reaffirm our focus as an organization to ensure that our membership is the number one priority.

Rationale: With a clear consensus and understanding of our mission, recommendations regarding membership development, marketing, program delivery, discipline management, finances, etc., will provide the directional guidance needed to make good decisions.

Recommendation: One hundred percent (100%) of what we do as an organization (whether membership, industry or consumer related) needs to measurably and positively impact our members as well as member benefits, programs and services. This supports our current Mission Statement as written: To provide professional development opportunities that continuously improve member fulfillment and guest satisfaction in order to strengthen the snowsports industry.

Strategy: As a philosophical statement, this consensus issue serves as a baseline for reference in guiding the specific recommendations developed throughout this planning process.

Consensus Issue #2

We need to strengthen and focus our marketing & communication efforts, with particular emphasis on membership retention and development.

Rationale: After years of steady growth, PSIA-E/AASI membership numbers have leveled off at between 10,900 and 11,200 between the 1999-2000 and 2003-2004 seasons.

Recommendations:

1. Our highest marketing priority should be to develop a direct membership sales and marketing effort (including the analysis of our association entry paths for all disciplines) and deliver it to Eastern resort management, snowsports school directors and snowsports staff.

2. We need to take the message we have (good people, good programs, good value, good times, good cause) and deliver it directly to potential members.

3. We need to get resort management to understand and appreciate the value of PSIA/AASI membership for their school staffs, as well as for their resort guests.

4. We need snowsports school directors to "buy in" and proactively promote the value of PSIA/AASI membership to their instructors.

Strategy: We believe a direct membership sales effort including personal presentations to targeted resort managers, snowsports school directors and their instructor staffs should be an integral part of the equation. Such an initiative would require a new commitment of budgeted funds estimated at \$5,000-\$7,500, but it should be viewed as an investment (to develop new members) rather than simply an expense.

Membership sales, marketing and retention is an ongoing, long-term commitment. This initiative is the first step in realizing that commitment and will no doubt evolve as more resources become available. Ultimately, the addition of a full-time Marketing & Communications Coordinator will be needed for the association to fulfill its promotional and membership potential.

Consensus Issue #3

We need to establish a financial equation that will stabilize and serve the organization for the future. In trying to diversify our membership reach and enhance retention, we potentially have segmented the membership more often than necessary or productive.

Rationale: We are already committed to certain budget elements (ed staff pay increases, general liability increases, fixed and variable operating expenses) that will require continued revenue support on an annual basis. If, as recommended relative to Consensus Issue #5, we also determine to increase our programming support (e.g. additional staff for education and programming department to allow more

proactive division office support, interaction and communication with all disciplines) or marketing efforts beyond current resources, the budgeting process and financial equations that drive the budget will need to be adjusted accordingly.

Recommendations:

1. We should develop and implement a budgeting process that incorporates and reflects the directional priorities we establish in this process.

2. As part of this process, we should conduct an evaluation of all current discounted membership segments to determine the value of these discounts in retained memberships and positive member relations versus foregone revenues (more than \$50,000 for all discount categories). We do not have solid evidence that illustrates these discounts have preserved our membership base, nor do we have evidence that the base would erode without these programs.

3. We should also evaluate the financial performance and profitability of individual disciplines and special programming segments.

Strategy: The focus team, with support and assistance from controller Sue Tamer, division office department heads and discipline coordinators, will work to develop a budget to support those strategies accepted for addressing the consensus issues.

Consensus Issue #4

We need to more effectively balance our programming relative to our available time and human resources, thereby maximizing productivity of division staff while maintaining a positive and healthy work environment. Such an equation is essential to maintaining both the desired level of productivity and quality of member service.

Rationale: Simply put, we tend to "bite off more than we can chew." It is born of creative minds, passionate spirit for the sports we represent and the noble desire to innovate for our members and the industry.

The ambitious programming decisions and broad responsibilities put a severe strain on human resources, including division staff, education staff and volunteer leadership. We expect considerable time and effort from our volunteer leadership and part-time field staff, a demand that can lead to inconsistent results and peaks and valleys of commitment and productivity.

Recommendations:

1. Ensure better, more consistent membership service and program delivery by finding a healthier balance in the working environment for division staff, field staff and volunteers.

2. Further, in order to achieve the desired balance of programming and available human resources, we need to pursue a combined equation that includes:

a. Expansion and reconfiguration of division staff to strengthen education and programming support;

b. Outsourcing of some current activities and responsibilities to free up existing staff for higher value efforts in marketing, promotion and discipline support;

c. Evaluation and potential reduction or refocusing of our programming and projects;

d. or, some combination of the above.

Strategy: Implement a moratorium on new projects in 2004-05, with the exception of those that support existing programs; and, concentrate on the development, fulfillment and delivery of programs already committed to, such as: Master Teacher, 15 Below, Plus 1 Showcase, new accreditations, etc. Implement more rigid decision standards (e.g. action plans not approved until/unless ownership and chain of command for implementation is clear and enforced) and ensure the commitment of adequate resources. Pursue the specific recommendations relative to staffing as presented in Consensus Issue #5.

Consensus Issue #5

We need stronger communications and better consistency in discipline management and oversight, monitoring of standards, and equity of practices.

Rationale: We continue to have varying levels of disconnect between disciplines, with challenges in determining and maintaining clear leadership, oversight and communication between the disciplines. This has created confusing situations for the members as well as issues between disciplines. In addition, there is limited consistency and clarity in the leadership structure of the disciplines.

Recommendations:

1. We should develop a more effective and efficient equation of division office staff/discipline coordinators to manage our snowsports disciplines, both individually and collectively.

2. We need to fulfill the potential of the organizational structure in managing the education and programming of all snowsports disciplines.

3. With additional staff support provided to the education and programming department, the division office can more effectively provide support to all snowsports disciplines and specialties, and fulfill the oversight role in coordinating multi-discipline programs and ensuring consistencies in policies and practices between and within the disciplines.

4. We need to ensure that our Director of Education and Programs is able to be fully responsible for the activities of all disciplines. Because of the program and office load, and not enough administrative staff, we have not been able to do that.

continued next page

Strategy: Create a second education staff-level professional position within the division office to fulfill our current level of programming and outreach, as well as strengthen interaction and support provided to our snowsports disciplines and the new "15 Below" club. Specifically, we recommend addition of an Education & Programs Associate Director to the division office staff as a full-time position. With this position, we would be filling a major gap in our current organizational structure and providing a valuable new resource for the benefit of the disciplines and the members while freeing up the DOE&P to function as a true DOE&P for the whole membership. (Note: With the departure of Kim Seevers as Director of Education & Programs in June 2004, this strategy has been delayed until the 2005-06 season. The priority for 2004-05 is to fill the opening for the DOE&P position.)

In addition to the above consensus issues, the OPTF also addressed strategies for most effectively dealing with the "15 Below" club, the SnowPro newsletter, the division web site and the Plus 1 Showcase.

As you can see, this was an extensive, comprehensive and very important effort. I thank Bill Hetrick, the task force members and our volunteer leadership for their commitment to this initiative. As always, your input is welcome at: mmendrick@psia-e.org. ♦♦



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Mickey Sullivan Named Interim Director of Education & Programs



PSIA-E/AASI Executive Director Michael J. Mendrick announced that Mickey Sullivan, of Canandaigua, NY, will serve as Interim Director of Education & Programs during the search process for a new, full-time director.

"Mickey is a longtime Alpine examiner and active clinician, and has served on our Board of Directors on two different occasions. He provides a valuable, broad view of the challenges facing us as we prepare for the coming season. He'll make a great contribution and we're fortunate he's available to help us out in the short term," said Mendrick.

Sullivan, who has been a member of PSIA-E for more than twenty-five years, will work two days a week in the division office in Albany as well as from his home office in Canandaigua. He will focus on managing season prep deadlines, monitoring task force progress, handling inquiries from members, and working with Melissa Skinner and Liz Kingston on education and programming issues.

Mickey can be reached at: msullivan@psia-e.org. ♦♦

More Successful Certification Exam News

The following members passed certification exams in other PSIA divisions after the release of the Spring 2004 issue of SnowPro, in which all other successful candidates were listed. Congratulations!

Alpine Level II Certification Examination
John Anthony Phillips

Snowboard Level II Certification Examination
Stephen Linne
♦♦

Division staff announcements

Delia Pyskadlo retires, Sue Tamer named Director of Operations

PSIA-E/AASI Executive Director Michael J. Mendrick announced the following changes in division staff roles and responsibilities:

Sue Tamer has been named Director of Operations. Previously the Controller, Sue will be responsible for overseeing the financial, operational and member service elements of the organization. Sue joined the division office in February of 1995.

Jan Pryor has been named Member Services Director. Previously the Member Service Coordinator, Jan will now be responsible for all membership dues, event and material fulfillment functions of the organization as well as member services staff supervision. Jan has been with the division office since August of 2001.

Jodi Bedson is now IT & Events Manager. Jodi will now be responsible for the management of office hardware and software, event information and database issues as well as web site updates and newsletter advertising. Jodi joined PSIA-E/AASI in September of 2002.

All of these changes result from the recent retirement of former Administrative Director Delia Pyskadlo, who left the division office in June after more than twenty years of dedicated service. We thank Delia for all her many years of hard work and first-class service to members and wish her much happiness and good health! ♦♦

Master Teacher Certification Indoor Courses Scheduled

The fall indoor core courses, optional courses, and mid-course and final testing for the Master Teacher Program will be held October 28–31, 2004. The fall selection of courses will be held at the Holiday Inn Saratoga Springs in Saratoga, NY. The schedule for courses (with their event numbers) is as follows:

Thursday, October 28th

1. Varying Student Populations
2. Outdoor First Care*

Friday, October 29th

3. Motor Learning
4. Communication Station
5. Stance and Alignment

Saturday, October 30th

6. At Your Service
7. Biomechanics
8. Communication Station

Sunday, October 31st

9. At Your Service
10. Exercise Physiology
11. Skiing With All Your Smart Parts (Using Multiple Intelligences to Teach and Learn)

Please go to the PSIA-E website (www.psia-e.org) for information on course content.

Application deadline is October 7, 2004. Please use the event application included in this issue of the Snow Pro to register.

*Outdoor First Care is a National Ski Patrol first aid course. NSP course materials required for this course cost \$20 additional to the course fee. Please include this with your application.

Cost: \$77 per course includes lunch and all course materials. (Outdoor First Care is an exception. Total cost for event #2 is \$97.) The minimum class size is 10 people. Enrollment for each class will be limited, so sign up early. The application deadline is October 7, 2004. All courses will begin at 9:00 AM and conclude at 4:00 PM. Registration is from 8:00–9:00am each morning. Please use the event application included in this issue of the Snow Pro to register for these courses. It is essential for you to include the specific date and event number (listed next to the course) of the class for which you are applying. If you are signing up for multiple classes, you will need to copy the application and complete a separate form for each course. Payment however, may be made with one check.

Testing: A Master Teacher candidate who has completed 10 or 11 credits of coursework by Sunday, October 31, 2004, will be eligible for mid-course testing. The candidate will be given a comprehensive test that includes 10 multiple-choice test questions from each course taken. Each exam will be individualized for that particular member. The candidate must score 7 out of 10 correctly for each course. If a member is unsuccessful on the quiz for any course, (s)he will be able to retake that quiz one time without retaking the course. After one failed retake attempt, the candidate will be required to retake the course. When the candidate applies for the mid-course test, (s)he will receive an exam based on the first 10 or 11 credits of coursework taken. Any candidate who has completed the entire MTC program (all 20 credits) by Sunday will be eligible to take the final exam. The same testing guidelines as outlined above apply to the final test. A member may not retake a failed quiz in the same testing session.

Test Schedule: Session 1: Sunday, October 31st from 7:30 AM -9:00 AM (Event #12)

Session 2: Sunday, October 31st from 4:30 PM – 6:00 PM (Event #13)

Testing Cost: \$10 (covers administrative expenses). Please fill out a separate application for testing (be sure to list the session). Payment may be made with one check if you are attending courses as well.

Please indicate on your application if you are applying for a mid-term or final exam.

Indoor testing will also be offered during the ski season at different sites throughout the division. Be on the lookout for a testing schedule in the Early Fall Snow Pro newsletter and on the website.

We have reserved a small block of rooms at the Holiday Inn Saratoga for the weekend. The rate is \$119 single or double occupancy per room per night, plus tax. You should identify yourself to the reservation desk as part of the PSIA–Eastern group to receive this discounted rate. Reservations must be made by September 28, 2004, to reserve a room from this block. Any remaining rooms will be released at that time.

IMPORTANT: Saratoga Springs is a popular fall visitor destination and weekend lodging fills quickly, so don't delay in making reservations if you plan to attend. There are many hotels and motels in the Saratoga area representing a wide range of cost. You may call the Saratoga Chamber of Commerce at 408-867-0753 or e-mail them at (info@saratogachamber.org) for additional lodging suggestions. ◆◆

Getting the Most out of Educational Events

by Michael Duricko

PSIA-E Dev Team

Elk Mountain Ski Resort, PA

The 2003-04 ski season was a memorable one for me. Being a first-year member of the educational staff, I was determined to hit the slopes up and running. My goal was to satisfy all 20 of my understudy/course conductor requirements in one season. I got close -18 of them to be exact - but reflecting on the season I realized that I saw a reoccurring trend at the events. Let me start by saying the obvious: Instructors attend educational events for a variety of reasons, whether it is to prepare for an exam or take a prerequisite for an exam; satisfy a requirement for the Master Teacher or Accreditation programs; to maintain their present certification; to stay current with developments in Alpine skiing and instruction; or, simply, to increase their proverbial “bag of tricks.”

No matter what the motivation to attend an educational event, here were some of the words I would use to describe various participants at the conclusion of the event: confident; overwhelmed; enthusiastic; nervous; refreshed; exhausted; energized; and dejected. What I noticed is that those who left confident, enthusiastic, refreshed and energized were those that arrived at the event with at least a basic understanding of contemporary skiing movements and how to help others attain them. Those that appeared overwhelmed, nervous, exhausted, or dejected seemed to feel that way, not because the event did not meet or exceed their expectations, but they felt their fellow participants had a little better foundation with respect to contemporary skiing movements, which allowed those people to maximize what they learned from the information shared during the event.

Looking back at the season, and in preparing for this coming season's events, I wanted to share some thoughts as to how to get the most you can out of some of the events being offered:

First Tracks: This is the introduction to PSIA. Although the majority of you reading this article have already taken either this event or its precursor, a registration clinic, this is an event that new instructors will be asking questions about. Personally, I would tell instructors thinking about attending the event to take ad-

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vantage of the staff training opportunities at his or her home mountain, to ask questions about anything they were unsure about, and to have some thoughts about how to apply the four basic skills to a variety of students of various ages and population. In other words, be inquisitive, ready to learn, and expand upon the concepts usually covered in the ITC.

Developmental Series Skiing: This is typically attended by Registered or Level I instructors looking either for a prerequisite for Level II, Part 1, or as a personal ski improvement course. The course is generally tailored to the needs of the individual participants, as well as common trends seen in the performance of the group. Before attending, have one or two specific items you wish to cover and develop over the course of the event. Make sure to communicate these items to the course conductor. This is truly the participant's opportunity to get feedback on his or her skiing. The more the participant interacts with the conductor during this event, the more progress that can be made.

Level II Teaching Seminar: This is typically attended by Level I instructors looking for a prerequisite for Level II, Part 2; however, this is a fabulous event for Level I instructors that simply want to become better teachers. Before you attend, read the modules that are set forth in the exam study guide. After that, practice assessing skier movements at your home mountain. Devise ways you can effectuate a meaningful change in someone else's skiing. Review the basic skiing skills and be comfortable sharing ideas of how to blend these skills beyond a novice zone class. Incorporate the creative teaching module in everyday lessons, just be sure the analogy used relates to modern contemporary movements. Finally, be ready to share rewarding or challenging experiences you have had as an instructor at the event.

Mogul Series: This is an extremely popular educational event. Most importantly, do not allow a possible lack of "doing bumps" dissuade you from participating in this event. Typically, the groups are split many different ways, from groups of participants who are rarely exposed to moguls to groups of participants that want to do nothing but ungroomed runs. The program will be tailored to the participants in your group, but the concept of "balance in motion", as well as various mogul skiing tactics and techniques, will undoubtedly be covered. One general observation: you will be pressed hard to find an event where you ski more, so be ready for some sore quads, and if you do not have many mogul runs at your home mountain, be sure to practice short-radius turns.

Master Series Skiing: This event is open to Level II or Level III instructors, and is similar to the Developmental Series Skiing - a true two-

day ski clinic. Again, the course is tailored to the needs of the individual participants, as well as common trends seen in the performance of the group, so be sure to let your motivations for taking the event be known.

Level III, Part 1 Exam Clinic: I highly recommend this event to anyone considering the Level III exam. Before you attend, refresh yourselves as to the effective visual cues of Alpine skiing as opposed to the ineffective visual cues. The more in-depth knowledge the participant has of these movements, the more he or she can fine-tune it to produce positive results during this event. Go ski. Explore a variety of turn shapes over various terrain

and conditions. Practicing one-footed skiing, "whitepass" turns, short-radius turns, moguls and lane changes, etc. would not hurt either.

This list is by no means comprehensive or all-inclusive, but hopefully it provides some additional guidance beyond just seeing the course description in the SnowPro. The bottom line is this: the more prepared you are before attending an educational event, the more you will take from the event. These events are the best way we as instructors have of continuing to grow personally and professionally in this sport. Get the most you can out of every one. ♦♦

Congratulations to Our New National Team Members!

The East was well represented at the National Team Tryouts in May at Snowbird, UT. In the end, two of our Eastern representatives made the final cut and were selected to serve on the PSIA/AASI National Teams for the next four years. Jeb Boyd of Loon Mt. Resort, NH, and KC Gandee of Stratton Mt. Resort, VT, made the Alpine and Snowboard teams respectively. Sincere congratulations to both! And, sincere appreciation to all of the individuals from all disciplines who represented the East so excellently at the tryouts.

Keep your eyes open for Jeb and KC. They're sure to make an appearance at events this season. You can also hire them to work with your staff at your home mountain - just contact the office at 518-452-6095 to make arrangements.

Jeb Boyd - PSIA Alpine National Team

Home Resort: Loon Mt., NH

Skiing and Teaching History:

1969-70 at Mt. Pleasant in Einkorn, PA, now known as Mountain View at Edinboro.

Began teaching in 1984-85 at Mt. Pleasant, where he eventually moved into the Ski School Director position at Snyder Ski School. After graduation from Edinboro University of Pennsylvania, he moved to Loon as a full-time instructor. After a few years he took over as the director at Loon, following the retirement of Tom Haas.

First Equipment: Jeb says: "Entirely too long (170ish). Used wooden skis with screw-in edges, and early plastic boots that didn't fit. All pretty amazing given today's standards - just ask Keith Brown and Heather Brown!"

PSIA-E History:

Level 1 cert in 1984

Level 2 cert in 1986

Level 3 cert in 1988

Joined PSIA-E Ed Staff in 1991.

Strengths: All-conditions skiing, ski coaching, solution development and industry growth initiatives.

Statement: "I'd like to give a big thanks to all those who have helped me get to this point in my career, especially those who got me interested in the sport back in the 'Boro! Anything can happen..."

Kevin "KC" Gandee - AASI National Team

Home Resort: Stratton Mt., VT

Riding and Teaching History:

1989 at Snowshoe, WV. Began snowboard career at Massanutten Resort, VA, as an instructor in 1996. Moved up the ranks to Snowboard School Director in 2001. Moved north to VT in fall of 2003, and, he says, "Spent the season discovering trees, superpipe, powder and the difference between training a staff of 45 and a staff of 100."

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ASEA (PSIA/AASI) National Report

by Ray Allard
PSIA-E/AASI National Board Representative
ASEA Communications VP

The American Snowsports Education Association (ASEA) Board of Directors met this May, in conjunction with the NSAA Convention in Savannah, GA. The NSP board also attended this event, and a first-ever joint session of all three boards was held, strengthening these important industry partnerships. Eastern's Snowsports Growth Project and the Plus 1 Showcase were recognized as programs contributing to the industry's Growth Initiative. Kim SeEVERS facilitated a session on the Showcase, ASEA president, John Armstrong, headed up a session on new trends in instruction, while I served on both panels. The convention issues of "Ski Area Management" (SAM) and the "NSAA Journal" also featured articles on the Showcase. Hunter Mt. received an award for its Learning Center, and general manager, Russ Coloton, was recognized with a "Sammy" award.

As Communications VP, I have worked with the editorial staff, primarily as a reviewer. The last two issues of "TPS" contained many excellent articles, prompting many complimentary comments from members. "TPS" and "TPR" compare favorably to commercial magazines in terms of quality and content, with limited commercial ad space. The Accessories Catalog continues to be a top quality publication and benefit. The Editorial Staff also plays a role in our written educational materials and web publications.

While I will continue my involvement in these areas, I have been elected to serve as Operations VP during the next term, overseeing the budget and financial activities. John Armstrong continues as President, John Peppler moves to Executive VP, and Eric Sheckleton (for-

mer Snowboard Team member) joins ExCom as Communications VP.

I attended Team training at Copper Mt. last fall as part of building a stronger connection between the Board and Team as we began the transition of coaches. The dynamics of these sessions provides a great start to the season. The AASI Examiner College overlapped this event.

I also participated in the selection process at Team Tryouts in Snowbird this spring. The talent pool from which we had to pick was the best ever, and there were hard choices to make. The new Team provides us with a great combination of veterans and new faces - like gold medal Olympian Deb Armstrong - that should greatly broaden the scope and appeal of that group. The Team also now includes an Adaptive member, Bill Bowness. Head coach Katie Fry and Rob Sogard (Alpine), along with returning coaches Randy Price (Snowboard) and Craig Panarisi (Nordic), did an outstanding job. Congratulations to Easterners Jeb Boyd (Alpine) and KC Gandee (Snowboard) for making the Team, and to all our other candidates for a great effort. Visit (psia.org) or (aasi.org) for more Team information.

The Education Advisory Committee (EAC), which I chaired during its inaugural year, has been a productive group, especially in terms of developing Freeride/Park and Pipe materials. We are seeking a balance between creativeness and productivity, while developing a stronger connection with divisional committees. Appointments for the next term include both incumbents and new members. Craig Albright of the Western division replaces me as Chair.

New educational offerings this year included the above mentioned Park and Pipe materials posted on the web site, a new version of the Adaptive manual, a new Snowboard Movement Assessment handbook, and a web version of the stepping stones, which will be followed by a pocket guide. A Children's photo shoot was completed to complement related materials. Revised national certification standards for Adaptive, including the new discipline of adaptive snowboarding, were approved.

Things in the pipeline include: more park and pipe, both web and print based; new Nordic materials (all disciplines have now published "new generation" manuals); a large undertaking, now undergoing final review, of a fully interactive web-based program covering all disciplines that will probably also be offered on CD; a new pocket guide of efficient/inefficient movements; plus ones for Children (Alpine & Snowboard); a web-based Parents' Guide on Children's instruction; an Alpine Technical manual on "beyond parallel" to fill the current lack of such material; and work is starting on a new Snowboard manual and video, plus a photo shoot.

Subaru will be marking their tenth year with us. Our new Patagonia partnership has been well received. After much feedback from members, a promotional campaign entitled, "Go with a Pro" is being launched this fall, in conjunction with NSAA.

Finances are in good shape, in no small part because we have developed sources of non-dues income, mainly from marketing activities and Catalog sales. Our unique NSP and NSAA partnerships continue to provide real savings. We will be upgrading to a new software platform, which will offer benefits to divisions and members. The Snowsports Growth Project was provided with a grant to assist in continuation of its activities and the Plus 1 Showcase.

This year's Educational Excellence awards will be going to some individuals who are considered to have been pioneers or significant players in the development of their disciplines. Among them is PSIA-E/AASI Region 2 Board member, Marty Harrison, for her role in Children's teaching. Former Eastern Ed-Staff member, Lowell Hart (Snowboard) will also be honored.

We have developed a closer working relationship with USSA this past year, with Finn Gundersen, director of coaches' education,

New National Team Members, continued

First Equipment: Blacksnow PS 135, duckboots, blue jeans, "Snowshoe" headband.

AASI History:

Level 1 cert in 1998

Level 2 cert in 1999

Level 3 cert in spring 2002

Joined AASI Ed Staff in 2002

Strengths: Staff motivation, leadership training, movement analysis, facilitation, terrain park coaching, getting wrecked in the pipe and trees.

Statement: "I'd love to thank: My wife, Courtney; my roots - AASI South and Massanutten; my friends at Stratton for supporting me; Rossignol Snowboards and Ryan Saylor, Burton and Shaun Cattanach; Eastern Ed Staff for training me; all of the people who encouraged me along the way."

A full listing of the new National Team members and coaches can be found at: (www.psia.org) under the "What's New" heading. ◆◆

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National Report, continued

participating in several of our meetings and functions. We are also becoming more involved with The National Ski Hall of Fame and the International Ski History Association.

A major survey of the entire membership was conducted last season that provides both national and divisions with valuable information on which to base future decisions and direction. Our Strategic Plan is continually being reviewed and adjusted as necessary. Growth and Retention of members has now worked its way up to the No. 1 issue, as divisions (and thus national) have flattened out in these areas. Filling out the top three are: providing adaptive, flexible programs and services to meet the needs of our increasingly demanding and diverse membership and industry; and, a need for more "transparency" and simpler access to information on the values of membership, our governance process, and the process for becoming involved in the association.

Feel free to direct questions or feedback to me at: (allardray@aol.com). Again, thank you for the opportunity to serve in this challenging, but rewarding position. ◆◆



Region 1 (ME & NH)

Ross Boisvert, Regional Director, reports: Here we are in the middle of summer 2004. I am writing this report in the middle of June and the Red Sox are 3 games down. I heard someone once say that working in the ski industry is like watching the Red Sox. You can always hope for a better season next year. Hopefully, it will be better for both. There are many areas under renovations and construction and planning for winter 2004/05, hoping for a better 04/05 ski season. Skier visits for the 03/04 season were slightly down this year in New Hampshire - at 2,051,422 - making this year the 3rd best in history. Talking with many directors and area operators this spring the thoughts and goals going into the 04/05 season were to continue with programs that introduce people to snow-sports, and trying to retain as many people as possible. Larger areas that partnered with smaller areas and created programs with each other had great success with their guests, and with keeping them skiing or riding for the season. Programs like these give our guests at smaller areas the opportunity to learn at a small non-intimidating area and then continue on and experience the big mountains.

Just before the June Board meeting in Albany, Kim Seevers submitted her resignation from her position as Director of Education and Programs. Kim's resignation was a huge shock to everyone. She has taken a new job at Windham as the Adaptive Director. Kim has served as our Director of Programs for 7 plus years, and has done a fantastic job implementing new events and programs, such as Master Teacher Certification. Her experience and knowledge will be greatly missed. Kim, from all of us in Region 1 and the Eastern Division, thank you for your years of hard work and dedication.

Joan Heaton, coordinator for the area rep program, continues doing an incredible job getting everyone's comments and ideas heard by the Board of Directors. This program has proven to be a great information network that has bloomed into something larger than anyone expected. If you do not know who your area rep is, or if your area does not have one, check with your Director and volunteer to become your area's rep., and then contact Joan at: jeheaton@nac.net. You will be glad you did.

I will be planning the Region 1 meetings for late September and early October. There will continue to be two meetings, one in New

Hampshire and one in Maine. The purpose of these meetings is to keep everyone in tune with what is going on in our organization, talk about new programs, and listen to any concerns that you may have. The times, dates and locations will be mailed to you as

soon as the dates are set. Watch your mailbox for the post card. Hope to see you there.

I hope everyone is enjoying the summer and I'll see you in fall. You can email me at: ross@mcintyreskiarea.com.

Region 2 (VT)

Marty Harrison, Regional Director, reports: The best thing about this winter in Region 2 was that it finally got warm in March. We had a large number of PSIA and AASI events in our region starting in December and running right through March. As always, it's a pleasure and a privilege to have so many members coming to our areas for these events.

News:

Congratulations to KC Gandee of Stratton for making the AASI National Team. He performed very well against some tough competition. Also, congratulations to all the other Region 2 members who were on either the Alpine, Nordic, or Snowboard eastern tryout teams. You might not have made the national teams but we're proud to have you and your skills available in our region.

Dwight Dunning, Snowsports Director at the Middlebury College Snow Bowl, has retired after 30 years of service there. We wish him a long and happy retirement.

We regret to announce that Perry Edgar, a long-time instructor with the Okemo Mt. Learning Center, passed away on May 26. Please see a tribute to Perry in the In Memoriam section of this issue.

Upcoming Events:

The annual James Leader Memorial Golf Tournament will be held on Thursday, October 7 at the Okemo Valley Golf Club. This event features great golf in a beautiful Vermont setting along with prizes, awards, and a scrumptious dinner. Although the prestigious James Leader trophy is reserved for the lowest-scoring team from Region 2, the tournament is open to members from any region, with other trophies and prizes being given to all winning teams. To register to play, please call Marty Harrison at 802-228-8522, or email at: mgone2sun@aol.com. Additional details appear in the article devoted to this tournament elsewhere in this issue.

The official Region 2 meeting will be held on Monday, November 22, at a location to be announced in the next issue of the SnowPro. This will be an on-snow day followed by a re-

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gional meeting. Plan now to attend to spend time with your winter friends, and to find out what's new with PSIA-E/AASI.

Region 3 (MA, CT & RI)

David Welch, Regional Representative, reports: Greetings, Region 3 members! It may seem like the off-season, but really it's not. Yes, maybe the gear that you're playing on these warm summer days is different, but that doesn't mean that the staff back at the office in Albany, the discipline coordinators, and the many others that make our event schedule happen haven't been thinking long and hard about the upcoming winter. By the look of the new schedule of events everyone involved has been busy planning, arranging and putting together another winning lineup! There's so much to choose from and our region has offerings from all the disciplines. Why not consider trying something different for a change? Any way you look at it there is something for everybody, so start making your plans now for a great learning experience.

Ray DeVerry, your Regional Director, and I would like to remind all Region 3 members that our annual meeting is your chance to be directly connected to your Board of Directors. The meetings generally include updates on what's going on, what's new or changed that's important, and an open forum that allows us to hear from you, our members. We will announce the meeting date, location and time in the upcoming SnowPro, and also by mail. Hope to see you there!

Get out and enjoy the rest of the warm weather, and have fun!

Region 4 (PA & NJ)

Eric Jordan, Regional Director, reports: First off, I would like to thank the members of Region 4 for their support in the recent election. Also, I would like to congratulate Jay Minicks of Blue Mountain, who is your new Region 4 Representative. Jay and I will be working closely to ensure that your voice is heard. The spring Board of Directors meeting took place on June 12th and 13th in Albany, and the Board approved the following nominations: Roni Mattiello of Hidden Valley, NJ, will represent Region 4 on the Snow Sports Management Committee; and Alan Highhouse of Elk Mountain will serve on the Alpine Education and Certification Committee. Congratulations to both, and a big thanks for representing Region 4.

We are planning to have two separate regional meetings during the course of the winter. One meeting will be held in Western Pennsylvania and the other in Northeastern Pennsylvania. Both meetings will be held in conjunction with educational events, and

each meeting will take place in the afternoon after all groups have finished skiing. Hopefully, this will allow more members to attend the regional meeting and express their thoughts and concerns.

I would also like to encourage everyone to take advantage of the scholarships that are available each year. These scholarships provide valuable financial assistance to offset the cost of attending an event. You can find more information on the scholarship program inside this edition of the Snow Pro or online at: (www.psia-e.org). Also, if your mountain does not currently have an area representative I encourage you to get involved in the Area Rep Program. This program allows you to network with other Area Rep's throughout the East as well as stay up-to-date with all the current events taking place throughout the organization. For more information on this program please visit the divisional web site.

That's all for now. I hope everyone has a great summer and don't forget to check the next Region 4 update for a listing of dates and locations for the regional meetings.

Region 5 (Western NY State)

Mickey Sullivan, Regional Director, reports: Congratulations to Region 5 member, Steve Howie. Steve was appointed as the Snowsports School Management chairperson. This is a very important position as much of the needs of the membership are communicated through the school directors. The committee will be working on continuing to make the Snowsports Management Seminar an exciting, informative and very educational event. This event is where your trainers and directors get much of their information regarding PSIA-E/AASI for the new season. Along with several other projects, the committee will also be working closely with several task forces on our efforts to retain members and increase our membership.

Now is the time to plan and to share your ideas. I know that many of our members have great ideas for PSIA-E/AASI, and for your snowsports schools. This is the time of year when your ideas should be made known. If you wait until the fall the wheels are already in motion and it's difficult to make significant change.

Whom should you contact with your ideas, needs, questions, problems and solutions? I suggest that you start with your snowsports school director. You should also communicate with your PSIA-E/AASI area representative. If you do not know who your area rep is, then ask your director. If (s)he doesn't know, then contact me. I'll be glad to help your area get set up with an official rep.

What is one of the largest current needs of many snowsports schools for this season?

New school – freestyle - free riding! Call it what you want, but the problem is the same. We need to recruit younger, hotshot skiers to our snowsports schools and to PSIA-E/AASI. If you know anyone that fits the profile, I suggest that you introduce them to your snowsports school director.

In closing, I would like to invite you to contact me, your Regional Director, or Ron Kubicki, your Regional Representative at any time with questions or concerns: Mickey at: mickeys2@localnet.com. Ron at: rkubicki@holidayvalley.com.

Have a great summer and keep in shape. The snow will be here soon!

Region 7 (States South of PA & NJ)

Steve Kling, Regional Director, reports: Several things of interest and importance to Region 7 came up during the recent Board of Director's meeting in Albany. Perhaps of most immediate importance to our snowsports schools is that the southern Snowsports Management Seminar is history. A consistent money loser in a tight budget year, the recent history of poor attendance marked its demise. At this time, to remain a National Member School, a director or other school management personnel must attend the Snowsports School Management seminar at Mt. Snow, Nov. 29-Dec. 1. Regional Representative Bill Cox is looking into the possibility of creating a new event for school accreditation in conjunction with a series of events scheduled at Snowshoe the first week of February. More on that as details may develop.

Overall, the upcoming season's event calendar is roughly 80 events smaller than last years list. Although members may not find the same geographic distribution of events, you will find the same substantive mix. Region 7 will have events at 8 different areas, in most cases multiple events. Last season several events scheduled in what is now Region 7 had to be cancelled. There's a simple fact at work here: if we want events close to home, they need to be supported when they are on the schedule!

Bill and I are working on a new time and place for a Regional Meeting, since in recent years the meeting has been held in conjunction with the southern snowsports management seminar. You will all be notified by mail of the details, but what we're hoping to do is hold the meeting in the early fall, perhaps in combination with a golf tournament and other "non-golf" activities. Anyone with suggestions, or who's interested in helping organize an event, can email me or Bill Cox.

continued next page

around the regions,
continued from page 13

Leader Tourney Returns to Okemo on October 7

One new project Bill and I are looking into is creating a scholarship fund within the PSIA-E Educational Foundation exclusively for Region 7 members. We have some preliminary indications of interest and support for a scholarship fund, and we're thinking that a Regional golf tournament could serve as a fundraiser. More info to follow.

Finally, the Board has proposed a change to our bylaws that would require future candidates for the Board of Directors to work in the region the candidate seeks to represent. There's more information on this proposal elsewhere in this newsletter.

Please feel free to contact me at: (Skling1@verizon.net), or Bill Cox at: (Bcox@skiwisp.com) with any concerns, complaints, suggestions or questions.

After a terrific and well-received event in 2003, the annual James Leader Memorial Golf Tournament will return to Okemo Valley Golf Course on Thursday, October 7. The event, held in honor of former instructor James Leader of Killington, drew more than 60 golfers last year and is expected to be even more popular this year. The Okemo Valley Golf Course is one of the finest, best-conditioned golf courses in Vermont, offering beautiful fall vistas of Okemo Mountain as well as challenging golf.

The event fee of \$80.00 includes golf, cart and a hearty post-round buffet in the elegant Willie Dunn's Grille overlooking the course. This fun event is for serious and social golfers alike, and features individual prizes, team trophies, the highly coveted souvenir baseball caps, and the Leader Cup—a beautiful trophy awarded to the winning team from Region 2. There will also be a brief informational meeting for attendees during the dinner.

The James Leader Memorial Golf Tournament is open to all PSIA-E/AASI members from all regions. This year a reminder postcard will only be sent to past participants. If you have not played in this tournament recently, please remember to make your reservation early. To reserve, email Marty Harrison at: mgone2sun@aol.com, or call 802-228-8522. The reservation deadline is Thursday, September 23, so don't delay—it will be a great day! ♦♦

Other Region(s), not Reporting:

Region 6 (Eastern NY State) ♦♦

In Memoriam

Perry L. Edgar, of Chester, VT, passed away unexpectedly on May 26, at the age of 74. He was an Alpine Level II member of PSIA-E, having joined in 1993. He taught at the Okemo Mt. Learning Center, VT, for twelve years, first part-time, and for the past eleven years as a full time instructor. Marty Harrison, Region 2 Director, states, "Perry was very proud of achieving Level II status in his late 60s, and wore his pin with pride. He will be greatly missed by all his friends at Okemo."

Romey C. Eisenhut, of East Greenbush, NY, has passed away at the age of 63. He was an Alpine Level I member of PSIA-E, having joined in 2002. He taught at Jiminy Peak Ski and Snowboard School, MA.

Hamako A. McIlroy, of Newry, ME, passed away on April 27, at the age of 71. She had been a member of PSIA-E from 1970 to 2001, having attained Alpine Level III in 1971. Born and raised in Japan, Hamako taught at Shiga-Kogen and was Ski School Director at Zao in her native land. In 1968, she was a Japanese Representative to Interski and an NBC Coordinator for the 1972 Olympics in Sapporo, Japan. She taught at Powder Ridge, CT, was a supervisor in the Greek Peak Ski School, NY, from 1969-1980, and directed the ski schools at Snowshoe, WV, 1980-87, as well as Sunday River, ME, 1987-1990. At the time of her death she was retired from skiing, but continued to be very active as a potter, exhibiting along the Eastern seaboard. Hamako was very active in Senior Skiing, having formed a club at Snowshoe and continued involvement annually. She is survived by her husband of thirty years, Jim McIlroy. (Thank you to Gordon Richardson of Greek Peak, NY, for contributing to this information.)

Paul L. Wershals, of Great Neck, NY, has passed away at the age of 61. He was an Alpine Level I and Adaptive Level I member of PSIA-E, having joined in 1997. He taught at Mt. Snow Ski School, VT.

Frank A. Wisner, Jr., of Holden, MA, passed away on July 2, at the age of 55. He was an Alpine Level II member of PSIA-E, having joined in 1989. He taught at Wachusett Mt. Ski School, MA.

PSIA-E/AASI extends its heartfelt sympathies to friends and families of our passing members. ♦♦

Can't Wait to Ski? Try In-Line Skating!

by Karin Kirk

PSIA-NRM Alpine Level III and Nordic Level III

Bridger Bowl, MT

This time of year do you find yourself casting longing glances up at the mountains, antsy to get back on the hill? Are you looking for a new way to get psyched and prepared for the upcoming season? Or, are you interested in working on some of your skiing skills during the off-season? If so, then training on in-line skates is for you. I first tried skating a few years ago as a new way to have fun and get ready for ski season, and I quickly found out that it's an ideal way to train. This article is geared toward training with in-line skates, but many of these training tips also apply to rollerskis and skateboards. "Wheeled training" can apply to any on-snow discipline.

Gear Up

If you have a pair of in-line skates gathering dust in the back of your closet, it's time to resurrect them. If they've got some miles on them, it's a good idea to get new wheels. I like to replace my wheels every year. Wheels come in different sizes and durometers. Get the same size as is already on your skates, and a durometer of 78 is good and grippy for street skating. Rotate the wheels (front to back and left to right) after every few sessions to keep the wear even. If you don't already own a pair of skates, now is a great time to get them because they are on sale. You'll find familiar brands like Salomon, K2, Tecnica and others. Skates can also be found at pre-season ski swaps. Don't forget common sense safety - wear a helmet and pads.

Beginner Tips

If you're new to in-line skating, you'll want to spend a few sessions working on easy terrain, just as you do with your beginning students. Find some flat roads with little traffic and good smooth pavement. Parking lots or new subdivisions are good places to look. Spend some time getting comfortable on your wheels. You will immediately notice that in-line skating uses the same skills as skiing, such as dynamic balance, foot-to-foot movements, steering and edging. Stopping is notably different as there is no such thing as a wedge on skates! It takes a bit to get the hang of dragging the rear brake, but after a few sessions it becomes instinctive.

When exploring with in-line skates the first few times, strive for a tall, centered stance. Try to avoid beginner pitfalls such as knock-knees and a hunched upper body. Instead, feel the

wheels under the center of your foot, rather than putting your weight mostly on the insides of your feet. To stay tall, keep your hips open and over your feet. Another common mistake is keeping the stance too wide and taking short, waddling strides instead of long gliding skates. When you push off with each new stride, make sure your foot comes all the way back under your body. This allows for a powerful push and a long glide. With the solid skiing skills you already have, you'll be amazed how quickly you progress and how fast your confidence builds. And, being a beginner again will give you fresh insights to how your beginner students must feel!

Intermediate Zone

Once you're comfortable with the basics of in-line skating, then you can get into more ski-specific training. Gentle hills are a great place to get the hang of turning. The movements are very similar to a basic parallel turn. You'll feel yourself tipping and steering both feet through the turns. You will also discover that there is absolutely no back seat on skates! This helps you train your movements and hone your balance. The uphill are a great place to build fitness. I like to use the climbs as intervals, focusing on efficient strokes and good technique, all the while looking forward to the next downhill ride!

After you have mastered basic turning, it's time to add poles. Because in-line skates are farther off the ground than skis (unless you have some outrageous risers!), use poles that are 1 to 2 inches longer than your normal on-snow poles. Using poles will allow you to coordinate your upper and lower body movements while turning. A pole swing and touch will help the timing of your turns. This is a great way to work on your technique. You can practice all of the movements of skiing in a very controlled environment. It's a great opportunity to clean out unwanted movements and explore new ones.

High-End Skating

There is a world of fun to be had on skates once you've mastered the fundamentals. All manner of interesting terrain can be found. Look for hills with changes in pitch and interesting fall lines. On steeper hills, the trick is to control your speed with very round, finished turns. This is harder than it sounds; if you get lazy for even a few turns, you will find you

accelerate immediately and it's hard to get things back under control without using the brake. This provides strong incentive to stay disciplined! To prevent the runaway train feeling, you need to make sure that your body is facing perpendicular to the fall line at the end of each turn. You can also use terrain for rhythm changes, using tight, round turns on the steepes and open turns on flatter slopes. Chalk marks or tennis balls cut in half are a good substitute for gates, and will help you become more disciplined in where you place each turn.

Angulation is a skill that is in high demand while skating down steeper hills. There's minimal skidding going on in the turns, so most of the turning is accomplished by tipping both feet and lower legs into the turn. See how far you can tip the skates (this is where fresh, sticky wheels come in handy) and work on tipping the inside leg, and striving to tip the little toe of your inside foot toward the pavement. Another useful exercise is to explore your full range of motion. Stand as tall as you can when you finish a turn, then flex all the way through the next turn. The sensations here are so much like skiing, it's eerie!

Plenty of high-end training can be done on gentler hills too. It's interesting to slow your movements down and explore just how cleanly you can turn. You can dissect your turn initiation. Are you starting a turn with your feet, or is your upper body leading the way? Are your movements symmetrical? The clicking of your pole touches on the pavement will tell you about your pole timing. Be curious - explore whatever movements and skills interest you. Think about the coaching you received last season, and see if you can resolve some of your movements now - before the snow even falls!

Wheeled training is a fun way to get ready for the winter season. You can work on skills, refine your movements, build fitness and have fun all the while. For snowboarders, most of these same concepts can be addressed on a longboard or a "Carveboard". And, Nordic skiers can skate, kick and glide all over town on roller skis. So give it a try. Just remember to be safe and have fun. If you're anything like me, you'll have dreams of epic powder days after every training session. ♦♦

This article is reprinted from the Summer 2003 issue of "The Northern Rocky News", with the permission of the author and the editor, Neil Hetherington. We appreciate the permission to reprint this article for the members of PSIA-E.



New for 2004...**the AASI Instructor Training Course**

Hey, Directors! Do you find yourself with a large number of new hires each fall, and a very few days to teach them everything they need to know to teach quality snowboard lessons during that early holiday rush? Are you a ski instructor who would like to cross over into teaching snowboarding and need some great teaching tips? Then, the AASI Instructor Training Course (or ITC) is just the course for you!

You may recognize the title "AASI ITC", but do you really know what it is? For the past few years fewer and fewer people have been taking advantage of this course, so we have reformatted it to focus in on what it was originally designed for: teaching new instructors and cross-over instructors the "nuts & bolts" of snowboard instruction. Send us your new staff and we'll teach them how to teach snowboarding, then send them back to you so that you can focus in on your specific operational procedures. The three-day intensive course, focusing on basic snowboard mechanics, educational theory, and the first three levels of snowboarding, will empower participants with a base knowledge of snowboard instruction, and will be taught by the AASI Educational Staff. This course will not only help bring uniformity to teaching snowboarding (therefore greater participation), but will also "set the stage" for people to attain additional training and certification in the future.

Additionally, if you let AASI take care of the "nuts and bolts" of teaching snowboarding, the resort's training can focus on operational procedures like where to meet, time clocks, releasing children to parents, and all those little, yet important items that are specific to each resort. As an added bonus, participants will receive written feedback that they can show their prospective employers (you). The

feedback will be based on three criteria: attendance, communication, and enthusiasm.

Most snowsports schools like, or even require, certification to be a hired. Yet, you can't get certified if you haven't taught 50 hours. This course will help resolve that "Catch 22." For those wishing to be nationally certified right out of the "starting gate," there is an optional Level I AASI Certification following the ITC. The ITC training course will substitute for the prerequisite 50 hours of teaching/training needed to qualify for the Level I Exam.

What's the "catch?" Well there is the course fee, but there is also an expectation of riding proficiency. Participants should be able to comfortably ride blue terrain making both toe-side and heel-side turns.

So, let us bear some of the weight in December. You can start that Christmas rush (and the rest of the season) with confidence in your new employees by sending them to the AASI Instructor Training Course. Please use the event application included in this issue of the Snow Pro to register.

When: December 6-8, 2004

Where: Okemo Mt. Resort, VT

Price: \$190 ♦♦

Nothing **"Mini"** About It

by KC Gandee
AASI-E ETS, AASI National Demo Team
Snowboard School Staff Trainer
Stratton, VT

For the past three seasons I have talked to a bunch of instructors with big grins on their faces after returning from the Eastern Academy, and one with a pretty significant black eye (from a tree - what were you thinkin'?). If you're like me, you've heard nothing but good things about the event: they get dumped on every year, tons of riding, meeting fun people from around the division, plenty of off-snow adventures, and a great way to start off a season. If you're like me, you probably really want to go, but can't afford the time away. Maybe you've got one of those "real" jobs, or are busy teaching lessons or training staff. If you don't live in a perfect world where the Academy can become a reality, there is new hope: the "Mini-Academy".

Please don't let the name fool you though. The only thing "mini" about this event is the time commitment. The event will be held on December 11-12 at Killington. Being held this year the weekend before the EA, the Mini-Acad-

emy is going to pack a huge punch. Just like its bigger brother, Mini is going to offer the same core: tons of riding, off-snow adventures, snow time with AASI National Team members, and, hopefully, a big dump! This event is going to be a fantastic opportunity to start your season off on the right foot. Content and format are left up to the clinicians and their groups, so you get exactly what you want out of the event.

After spending a week riding with the new National Team, I can guarantee that you'll leave Mini inspired, brimming with new ideas, new friends, and you'll definitely be tired. If riding the early season king with some of the best instructors and coaches in the country is something that you're interested in, start planning now. Since Mini is so early,

there's going to be an early event signup deadline, so get in your event app and your dollars ASAP. Normally, I'm like everyone else, scraping until three days after the deadline to sign up. But, because we're bringing in National Team guys, we've all got to be on point with this one.

There's one more bonus I should point out: Mini and EA are both being held in conjunction with the Alpine equivalent events, so there'll be even more people to hang out with and you can bring your two-plankin' friends. Start preparing now for Mini Academy or you might just be disappointed to the max. See you there.

Note: The AASI Mini Academy will be limited to 20 participants, and staffed by National Team members. The cost is \$165 per person. If you are interested in attending please send your application in with full payment by October 1, 2004. Please use the event application included in this issue of the Snow Pro to register. ♦♦

Memoirs of a National Team Candidate

by KC Gandee
AASI-E ETS, AASI National Demo Team
Snowboard School Staff Trainer
Stratton, VT

"Fire in the hole!" I heard it loud and clear, but I jumped on the grenade anyway. At the 2004 PSIA/AASI National Team Tryout orientation dinner on the evening of April 25th, I took one for the team. After a good meal and a few

words about the tryout process directed toward all three disciplines, we broke into smaller groups of snowboarders, nordis and alpiners. The snowboard selectors told us how the days were to be broken down. Days 1 and 2 were to be the riding days. Three groups would travel with three selection teams, each with a different focus: park, steeps and "impossible tasks on inappropriate terrain" (they weren't kidding about this one). At the end of Day 1 we would close with hot tub meetings. What? So, I asked the question, "Are you guys serious about the hot tub thing?" Everybody laughed, but I know there were others who thought it was a joke too. Turns out they were serious. And, it was necessary.

For those who haven't been to Snowbird – go! The whole mountain is steep. Nothing on the East Coast could've prepared me for the 'Bird, with the exception of Tuck's. Top that off with intense conditions - it was 70 degrees the day before tryouts began, 25 that night. These interesting temperatures produced what was dubbed "coral reef". The tracked-up powder moistened during the day, then froze solid at night, producing the most challenging snow that I've ever ridden. Although he was in a different group than Justin Pitnaro and me, we amused ourselves with thoughts of how much Dave Lynch was probably enjoying the coral. For the first two days of tryouts we rode with some of the best riders the country had to offer. Guys who ripped it in the steeps, hucked off the jumps and jibbed with mad steez. After two days, the first cut was made from 31 snowboarders down to 14. In the meeting directly following the results, the selectors congratulated us, but informed us that the hardest part was yet to come. Driving through the parking lot on the way back to our temporary home, I was struck with another dose of East Coast pride. A Subaru was marked with window paint "PSIA-E Rules!" on the side window, with "National Demo Team in '04 '08" on the rear window. See you there, guys.

Wednesday began with interviews by a selection panel and was followed by 2 hours of on-snow movement analysis in groups of 3-4. Wednesday night, snowboarders intermixed with nordis and gave 10 minute prepared presentations on everything from the history of the Snurfer to the history of the planet. Again in small groups on Thursday, we were given a topic and a lift ride before we delivered a 45-minute clinic to our peers. Topics ranged from multiple intelligence to the CAP model. Thursday evening was impromptu presentations where candidates pulled a topic from a hat, prepared for 10 minutes, and then presented for 10 minutes on topics such as board tuning and how equipment affects a beginner lesson. Friday began with a rotating interview session. I pulled an early interview. The rest of the day was spent freeriding with

the group and I doubt very much that I'll ever get a chance to ride with such an amazing gathering of talent again.

Friday night, after the biggest group shot of tequila I've ever been involved in, results were called out, handshakes and hugs exchanged, and some instructors' dreams were fulfilled. I don't think I'll ever forget my friend Luis jumping out of his seat and screaming when they called my name, or shouts of "South" from the back of the room.

The 2004 PSIA/AASI National Team Tryouts were the most exhausting, stressful and most fun trip I think I've ever had. Thanks to all of you who supported all of the Eastern Teams this past season, they did us proud! ♦♦

AASI Development Team **Selection** **Process** **2004-05**

Applicants for the 2004-05 AASI Development Team selection process will need to have done all of the following to be invited to interview for the team:

- Letter of introduction and personal resume.
- Three letters of recommendation.
- Two writing samples, each from 300-500 words.
- A written five-year personal plan within the snowsports industry.

You must also:

- Be a Level III AASI member in good standing with the Eastern office.
- Have attended the Resort Trainers Program within the last 3 seasons.

The deadline for all of the information to be postmarked is August 16, 2004. Mail all information packets to the PSIA/AASI Eastern office. Qualified applicants will be notified of their interview dates in late August, with actual interviews planned for mid-September. ♦♦

Reflections on National Tryouts

by Dave Lynch
Gould Academy Coach
AASI Examiner

WOW!! That sums it up, but if you must, the details are as follows...

The entire process was great. There is always room for improvement, but I did try out four years ago, and this was infinitely better. To start with, the weather was amazing. The week prior to the tryouts we were riding POWDER at Snowbird with old and new friends who all rip. The whole idea that there are no friends on a powder day only applies when somebody might not be able to keep up, but there was no waiting for anybody out here. We all would head off in separate directions. Out of the corners of my eyes I would see people going off, then within seconds everybody would arrive at the lift, stoked and ready to ride. It set up the week to come with a hugely positive note.

The Saturday before the tryout I discovered my board was broken. Everybody offered to help out, and offered me their spare decks. I ended up borrowing a board from Adam Kiessel from Breckenridge. All day Sunday I tried to dial in my riding to the board. It was frustrating, but everyone was helpful with tools and advice. That night we officially started. Beer and dinner helped break down the boundaries between the board, tele and ski sliders.

Although there was a lot of stress on Monday morning, it was exciting. Steeps, stupid (stupidly difficult) tasks, and park was how the day was divided. Riding in that environment, Snowbird, stress, and tremendous athletes to ride with, simply forces you to try things that you may not do on your own. Mixing ideas from all around the country was just amazing. For two days we did this. The old favorites showed their ugly heads like linked heel sides and switch down nasty snow, but there were a few new and fun ones, like expression sessions through bumps, and on crud. A chance to follow the guys at the tryouts is not a chance to be missed.

The hard part was seeing over half the guys get cut on the second day. There were lots of mixed emotions. I was mostly upset that I was going to have to get my mind off of riding and having fun in order to get focused on the indoor stuff. Interviews, indoor presentations, and improves are not my strong points. But, the guys that did it well did it tremendously well. There was a bit of riding during those three days, but it was not as much fun as when the entire group was there.

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Reliable Racing's **Race Series**

by *Charlie Knopp*
PSIA-E/AASI Racing Committee Chair

In synopsis, if you have a chance to ride with anybody who was involved in the tryouts, especially Justin and Luis from the East, you are going to be riding with one of the best around. If you get to ride with KC, our very own National team member, or any of the others, you are going to be riding with guys that can just get you stoked to ride more. Their personalities just add a spark to snowboarding that simply great riding or intellectual info won't give you. If you have a chance to try out in four years time, go. It is a blast. I am already planning to try again. I hope that I have the time, and that I can still keep up. But, if I can, I will see you there. Be ready, because I am going to be. ♦♦

AASI Team Elevations for 2004-05

New Examiners
Jim Pearce
Mark Garon

New ETS Staff
Holly Andersen
KC Gandee
Jason Schetrompf
Chandler Simpkins
Adam Steckler



What's new for the 2004-2005 Reliable Racing Series? More coaches, More course selections, and More equipment!

Returning as our proud sponsor, Reliable is on board as sponsor of the 2004-2005 race programs. Many programs this year will feature state-of-the-art wireless remote timing gear as a result of this partnership. Reliable President John Jacobs shared the company's passion for the development of solid skiing movements by working on fundamental race skills and drills. John's passion for racing and the partnership has culminated in his attending some events this year. So tune, wax and test your skills with John at one of this year's events.

PSIA-E continues to bring top-notch coaches to your local resorts. This year's "Who's Who" is growing, featuring Diann Roffe, Deb Armstrong, and Doug Lewis, all former members of the US Ski Team and Olympic squads. In addition, we will provide some of our own National Team squad members, such as Michael Rogan, Shawn Smith, Jeb Boyd, Mermer Blakeslee and Terry Barbour. Dave Gregory will again be adding his finely tuned eye and expertise as a complement to all the fine guest

coaches. The many talented Eastern Examiners who double as race coaches at their home areas will support all guest coaches.

In conjunction with the many guest coaches, the program will offer some programming changes. As requested by the valued participants in our programs we will be hosting an intro and advanced portions to racing as a part of the Hunter 3-day, December 8-10, and the 5-day, December 6-10, programs. Other areas that will host a similar format are Bristol, January 31-February 2, and Holiday Valley, February 28-March 2. So, whatever your fancies, choose at sign up which course best suits your needs.

The second change that you all have been waiting for is "BASHING GATES". It will be held first at Tussey Mt., PA, on January 30-31, and next at Labrador, NY, on February 10-11. This event will have training courses in conjunction with coaching at the bottom of each run, for those who want it. These events are not for the squeamish. If interested in these events you must come prepared. For GS, a suit, warm up shorts, and a helmet; for SL, suit, shorts, pole and shin guards, face protection (chin guard optional), and helmet.

Please see the Alpine event schedule on the PSIA-E website for a complete listing of Race Series events, with dates and locations. Also watch for updates on guest coaches for each Race Series event.

The Race Series is open to all alpine skiers, racers and coaches, regardless of experience. Participants should be able to ski parallel on advanced blue terrain and must be at least 18 years of age. You will be placed in a group with other skiers of your own ability. Running gates is an excellent way to develop the fundamental skills necessary to turn on demand with the type of turn YOU want to make. The examiners, guest coaches and speakers are there for you! They want to share the latest on racing technique and improve your personal skiing and speed. They will provide you with up-to-date information on skiing fitness, stance and alignment.

If you haven't tried it, and you're hearing the buzz from your friends, don't be one of those people who say, "I'll do it next time". Come on! Get an application, fill it out, and take advantage of the best race coaching there is out there. See you at the events. ♦♦



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THE SNOWPRO NEWSLETTER

The official newsletter of
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AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS
EASTERN DIVISION

Policies and Rates, Fiscal Year: July 1, 2004 – June 30, 2005

Closing and Issuance Schedule (Published five times per year)

ISSUE	AD CLOSING	DISTRIBUTION DATE
Summer	June 15, 2004	Mid July
Early Fall*	August 15, 2004	Mid September
Fall*	October 1, 2004	Early November
Winter	December 1, 2004	Early February
Spring	March 15, 2005	Early May

*Includes PSIA-E / AASI event schedule.

DISTRIBUTION:	PSIA-E / AASI Membership PSIA / AASI Officials News media / Ski Writers	Eastern ski areas & snowsports schools Officials of other PSIA Divisions Other ski industry organizations
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The average size of each issue is 32 pages. The average circulation of each issue is 11,500.

CLASSIFIED ADVERTISING POLICIES:

- Classified ads must be prepaid.
- Classified rate for MEMBERS is \$20.00 (minimum charge) for up to seven 36-space lines, and \$3.00 for each additional line. Maximum ad is 11 lines.
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- When submitting files electronically please attach native file, along with any necessary font files, and fax a hard copy of the ad to the attention of Jodi at 518-452-6099. You may also submit ads via disk accompanied by a camera-ready copy of the file.
- Costs of any necessary layout or modifications must be prepaid by the advertiser.
- Submit ads to: **Jodi Bedson, PSIA-E, 1-A Lincoln Ave, Albany, NY 12205** or by e-mail to: **JBedson@psia-e.org**.

Display Advertising Rates:

SIZE	PRICE	WIDTH X HEIGHT
1/12 pg	\$ 75.00	2.5" x 2.5"
1/8 pg	110.00	2.5" x 3.75"
1/6 pg	150.00	2.5" x 5.0"
1/4 pg	215.00	3.75" x 5.0" or 2.5" x 7.5"
1/3 pg	280.00	2.5" x 10.0" or 5.0" x 5.0" or 7.5" x 3.25"
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2/3 pg	525.00	5.0" x 10.0" or 7.5" x 6.63"
3/4 pg	585.00	7.5" x 7.5"
Full	725.00	7.5" x 10.0"

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(To qualify for discount, ads must be placed in same season)

1- 3 Issues	Full Price
4 Issues	10%
5 Issues	15%

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- All advertising material must be in the PSIA-E office by the closing date.
- No ad cancellations will be accepted after the closing date.
- All advertising material must be approved by PSIA-E.

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OFFICE USE ONLY

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SNOW PRO JAM – DECEMBER 13-17, 2004 ALPINE EVENT APPLICATION

Please print.

Member No: _____

Fill out all sections.

Primary Discipline/Level: _____ / _____

Application will NOT be accepted prior to September 27th postmark date.

Division: Eastern Alaska Central Intermountain Northern Intermountain
Circle one Western Northwest Rocky Mountain Northern Rocky Mountain

NAME: _____ Last First Male / Female
Circle one

ADDRESS: _____ Street/Box
Check box if a change _____ City State Zip

DAYTIME PHONE: (____) _____ E-mail address: _____

EVENT #: _____ EVENT: **Snow Pro Jam 2004**

PAYING BY CHECK CHECK #: _____ AMOUNT: \$ _____

OR, Please charge to my: MasterCard or Visa Exp. Date: _____
\$ Amount _____ Signed _____

Snow Pro Jam Applications MUST be mailed to:
PSIA-E / AASI, 1-A Lincoln Ave., Albany, NY 12205

- A postmark date is required to process the applications -
Call (518) 452-6095 for information only. No applications accepted via phone.

Registered / Level I Members

Please select one option below:

- _____ General Program
Personal Skiing Improvement
- _____ Level II Exam Prep
For Part I Skiing
- _____ Level II Exam Prep
For Part II Teaching
- _____ Race Program

Level II Members

Please select one option below:

- _____ General Program
Personal Skiing Improvement
- _____ Level III Exam Prep
For Part I Skiing
- _____ Level III Exam Prep
For Part II Teaching
- _____ Race Program

ADMINISTRATIVE CHARGES FOR NO-SHOWS, CANCELLATIONS AND RETURNED CHECKS

TRANSFERS: Up to one week prior to original event.....\$10.00
 During the week prior to original event (notice no later than 4:30 PM on last business day before event).....40 % of fee
NOTE: Transfers to another event must be before the three week deadline of that event.

NO-SHOWS: Regardless of reason.....75% of fee

CANCELLATIONS: Up to one week prior to event.....\$15.00
 During the week prior to event (notice given no later than 4:30 PM on the last business day before event)...50 % of fee

RETURNED CHECKS/DECLINED CHARGES: Checks returned for insufficient funds will not be redeposited.
 Registrant's application will be voided unless such checks or charges are replaced by certified check, money order or cash prior to the event. For returned checks, this must include a processing charge of \$20.00.



adaptive news

Adaptive Snowboard Level I

by Frank Williamson
Adaptive Examiner

Many adaptive programs teach snowboarding to adaptive students throughout the east. Starting this season these guests can receive their lessons from a Level I Certified Adaptive Snowboard Instructor. For the last 4 or 5 years adaptive snowboarding clinics have been offered at The Adaptive National Academy, which occurs in early December in Breckenridge Colorado. Adaptive Snowsports instructors from throughout the country gather at this week-long event. There have also been numerous adaptive snowboard events offered in recent years.

One question that has always been asked at the end of all of these events is, "when will we have an adaptive snowboard exam?" Last December at Breckenridge we were able to formulate a national standard. This meeting had representatives from the West, Rocky Mountain and East divisions. Last year, the Rocky Mt. division did the first exam clinic, and non-certification exam this past season. Our division will offer a certification exam this season at Windham Mt., NY, sometime in mid-February.

Listed below is a basic outline for the exam:

- The Adaptive Snowboard Level I is a two-day exam.
- A Level I candidate must choose a specialty category in which to be tested. These categories are: Stand-Up Snowboarding, Outrigger Snowboarding, and Sit-down Snowboarding.
- The candidate will see two different examiners - one each day. During the exam, the Examiner will coach and test a candidate's personal riding skills, teaching skills and professional knowledge (encompassing technical and mechanical knowledge, customer service, safety and risk management, disability understanding, cause and effect, medicines, and understanding and use of adaptive equipment).
- Each examiner will give a pass or fail score in 1) personal riding, 2) teaching, and 3) professional knowledge. A candidate must receive a passing evaluation from both of the examiners in the personal riding portion, teaching portion and professional knowledge section to become a Level I member.

In addition, here is an outline of the riding requirements for Level I:

FREE RIDING.

The instructor will be able to perform the following criteria and tasks in his/her personal riding and in the chosen specialty:

- General: The instructor will be able to determine and set up...
- Stance setup – Regular or Goofy.
 - Stance Angle – How the boots look when they are on the deck.
 - Stance Width – Distance between the feet.
 - Flats – Skating, walking, turning, sliding, introduce edges.
 - Heel & Toe Slips – Practice sideslips on both sides.
 - Able to use lifts and ride the bunny hill.
 - Directional Changes.

Linked Traverses (falling leaves).

Garlands (partial turns). Focus on twisting the board & pivot out of the fall line, then pivot in & out of the fall line etc...

Able to make turns on green terrain.

Movement Concepts.

Rotate - Promote leg rotation then promote pivoting.

Flex & Extend – Feel the sides of the boots and use ankles independently.

Maintain an upright body posture (watch for bending at waist or knees).

Performance concepts promote combination of rotation & torsional flex in board.

Twist the snowboard to lower the edge angle near the tip allowing the front of the board to enter the turn.

Pivot the snowboard throughout a series of turns. The pivot should be behind the front foot, ideally at the middle of the board.

Play with turn shape.

Twist the board to enter turns.

Comfortable riding blue terrain.

Introduce Basic Switch Turns.

Play – Explore – Skill blending – Play – Explore – etc...

Vary the type as well as the radius (did I mention play?!).

The board will begin to move further from the body while turning.

Reinforce body position (shoulders & hips point where the feet point). Remember to turn the head.

Ride skidded turns on groomed blue terrain.

Show sustained rhythm, consistent speed and a balanced stance throughout a series of 8-12 turns with no major flaws on groomed blue terrain.

Bumps are not applicable this level.

Versatility: "The instructor will be able to..."

Vary the turn shape in a series of turns on groomed blue terrain while maintaining consistent speed.

DEMONSTRATIONS.

The instructor will be able to perform the appropriate maneuver in each stage of the progression in his/her personal riding and in the chosen specialty.

A. Straight Run: The instructor will be able to ride a straight run in a balanced, athletic stance on terrain suitable for first time beginning snowboarders. You may begin with one foot out of the binding. Ultimately, you should have both feet in the bindings.

B. Toe and Heel Slips: The instructor will be able to demonstrate toe slips and heel slips on groomed green terrain.

C. Linked Traverse and Garlands: The instructor will be able to demonstrate linked traverse and/or appropriate skill blend throughout a series of 6-8 traverses on groomed green terrain, and demonstrate garlands on green terrain with 6-8 directional changes.

D. Turns on Green Terrain: The instructor will be able to demonstrate consistent heel and toe turns and appropriate skill blend throughout a series of turns on groomed blue terrain, demonstrate twisting board turns, pivoting board turns, and tipping board turns, and demonstrate basic switch turns.

We're very excited about this new certification level and educational opportunity. ♦♦

Test the Waters

by Gwen Allard

PSIA-E Adaptive Coordinator

Upon your arrival at the ski area you see a person on crutches (an amputee) standing in the ticket line. As you go into the base lodge you spot a person with a guide dog assisting that person through the crowded base lodge. A person, with an obviously developed upper body, spins by and beats you to the cafeteria line for your morning cup of coffee. He is in a wheel chair! As you wait for your coffee you might wonder what brings all these people with disabilities to the ski area - and how are they all going to accomplish their goals of skiing or riding?

Your preview of how it all happens will be offered through a new course, "Introduction to the Adaptive World". The examiner leading this course will answer all your questions as to who can ski or board, how do we set them up for success and utilize their strengths, what special considerations do they need to accomplish their goals, how do we instruct them and what specialized equipment is used. This is a "user friendly" course that provides you some basic knowledge relative to adaptive skiing and teaching.

Through simulation and role playing you will have an opportunity to experience some of the sensations of "skiing visually impaired", skiing on one leg with outriggers or utilizing those outriggers; you may experience the sensation of losing all the muscular power in your legs and still making those skis turn. Dependent upon group size and time, a ride in a mono ski may be available.

Test the waters, explore and have fun with members who are not afraid to experiment and have fun learning the fine art of adaptive skiing. ♦♦

To Tether or Not to Tether!

by Gwen Allard

PSIA-E Adaptive Coordinator

Just like the song in the Broadway musical, "Annie Get Your Gun", we have a shouting match going on relative to tethering bi skis from a snowboard. The logic and technical review of snowboard design, levering forces, mechanics and tethering techniques are actively being debated. There is a great deal of opinion being expressed by many on both sides, but there is no solid research or analysis of the efficiency and effectiveness of tethering from a snowboard!

We are offering two opportunities for you to join in this lively debate and be part of some type of conclusion. The process will include on and off snow discussions, demonstrations and analysis. An examiner will guide the group in exploring different methods of snowboard tethering, analyze "what if" cases, and lead the group through a complete review of all facets relative to snowboard tethering. Questions to be covered will include: "Can consistent tension be maintained on the tether lines when transiting from toe to heel turns?"; "Can this transition be smooth and not hinder the skier?"; and, "Can the board be used as an effective leveraging tool to stop the bi ski quickly?"

Yes, you can be part of a conclusion. Yes, you can be instrumental in developing snowboard methodology, and yes, you can be a member of this open-minded discussion that will determine our adaptive snowboarding tethering methodology.

See you at either Stowe, VT, (Jan. 6-7), or Wintergreen, VA, (Feb 12-13), where there will be plenty of action! ♦♦



"15 Below" Event Was Great!

Dear Mr. Mendrick,

I had a great time at the Spring Rally with the "15 below" club. The park was awesome! I was able to do tricks I had never done before. The instructors were very helpful. I have sent a copy of a picture of my group and our favorite instructor, Griz. I can't wait until the next "15 below" get-together.

Sincerely yours,
Samantha Stawarz ♦♦



From left to right: Stevie, Samantha, Griz, Jesse, Adam and Sean.

continued next page

Gary "Griz" Caudle Named New "15 Below" Club Advisor

PSIA-E/AASI President Bill Beerman has announced the appointment of Gary "Griz" Caudle as the new "15 Below" Club Advisor for the 2004-05 season. Griz's appointment comes with the endorsement of the Children's Task Force, headed up by Marty Harrison, and has been ratified by the Board of Directors. In his role Griz will serve as a liaison between the Children's Committee, ACE staff, the division office and club members in organizing and delivering the club events. There are two events planned for the 2004-05 season.



Griz Caudle, Newly Appointed "15 Below" Club Advisor

Griz is a snowsports teacher at Swain, NY, and also at Stratton, VT, where he assists in the training of children's instructors. He is a retired teacher, and presently is an adjunct professor of education at SUNY Geneseo, where he teaches education courses and supervises student teachers. He also works with Dirk Gouwens in SANY with the NYS fourth grade ski-for-free program. In addition he is an Adirondack Mountain Guide.

Griz offers his philosophy of working with kids: "As I see it, children today need as much, if not more, direction and guidance than at any time in history. Growing up, if that's what we've done, is no easy task today with all the choices kids have; we can help kids make better choices and offer a direction for their future. 'If life were meant to be easy, Michaelangelo would have painted the floor.' "

We thank Griz for accepting this appointment. His experience and education will bring an energetic and creative leadership to the "15 Below" club as it grows and builds new programs in the years to come. ♦♦



Update from the Children's Task Force

by Marty Harrison
CTF Chairperson

Greetings to all interested in children's snowsports education

...

Some of you are aware that a Children's Task Force ("CTF") has been created by President Bill Beerman and Executive Director Michael Mendrick to make recommendations regarding different aspects of the structure of the children's discipline. We've been hard at work since the June Board meeting and have made great progress, thanks to the efforts and energy of my CTF "team" – Ron Kubicki, Ellen Minnicks and Gary "Griz" Caudle. On behalf of the CTF, I'm pleased to announce the Board's approval of the first of the recommendations. Some of the other recommendations will be brought to the Board later; some are still in the developmental stage at this point.

One of the first things the CTF faced was the need to spread out the workload and get more people involved in the administration of the children's discipline. To that end, we're happy to announce that **Ellen Minnicks has been approved as the Children's Committee Chairperson.** Many of you know Ellen and her commitment to this committee. Her organizational skills, energy, and enthusiasm will provide good leadership for the Committee, especially during this time of transition. The CTF is also recommending that membership on the Committee remain regionally based, as it is now. In view of her increased responsibilities, Ellen plans to resign as the Region 4 committee representative. Her replacement will be named soon, as will the remaining regional reps for the committee.

Another recommendation of the CTF is that **Alison Clayton-Cummings be hired as the interim ACE coach for the coming year.** We're very glad that Alison has agreed to continue as the ACE coach, providing continuity and bringing her extensive experience and expertise to this position. As part of the overall organizational effort to bring all disciplines into a greater state of equality and consistency, the CTF is recommending that the ACE coaching

position be handled in the same way as other coaching positions. This means that an ACE coach will be hired next spring to serve a three-year term, in the same cycle as the other coaches. There will be more details on this at a later time.

Due to the success of the new "15 Below" club it was felt that there is a need for one person to be the "point person" specifically for this program. We're pleased to announce that Gary "Griz" Caudle has accepted the new position of "15 Below" Club Advisor for the coming season. Griz was involved in the development of the "15 Below" club from the beginning and has been an active as well as a pro-active participant in its activities. His extensive experience in working with children, in supervising outdoor activities, and his sense of fun should provide a good direction to this new program. Like Ellen, Griz is resigning his position as the Region 5 Children's Committee member. His replacement will be announced as soon as it is approved by the Board.

The remaining recommendations of the CTF revolve around efforts to bring the children's discipline more into line with others in PSIA/AASI, and to get better integration of children's education throughout the organization. We'll keep you posted on these as the Board approves them, which may not be until after the October Board meeting.

I know that many of you have had a natural concern about the future of the children's discipline. I hope the recommendations that you've seen here demonstrate our commitment to the program. The Board, Bill Beerman, and Michael Mendrick have all shown great interest and support for the Children's Committee and the importance of children's snowsports education. The administrative structure within the office is being revised so that the Director of Education and Programs, and, in the future the new position of Associate DOE&P, will be responsible for monitoring all disciplines. The new structure will allow for much better coordination and monitoring of all disciplines and opens up some great avenues for the world of kids' education.

The new leadership team of Ellen, Alison, and Griz will be needing your help to bring children's snowsports education to a new level. The opportunities are there. It's an exciting time to be involved, so take full advantage of it and enjoy the ride. ♦♦

Ellen Minnicks

Named New Children's Committee Chairperson

PSIA-E/AASI President Bill Beerman has announced the appointment of Ellen Minnicks as the new Children's Committee Chairperson for the 2004-05 season. Ellen's appointment comes with the endorsement of the Children's Task Force headed up by Marty Harrison, and has been ratified by the Board of Directors.

Ellen recently said, "Being the Children's Committee Chairperson will be an exciting adventure, I am sure. I'm looking forward to making new friendships; creating a children's program director's network; helping PSIA-E in their efforts to bring more awareness of and focus to the importance of children's education within the organization; and, providing the means by which our membership can become more comfortable with and proficient at instructing and working with children."

Ellen, a 4-year member of PSIA-E, and her husband Jay live in Lansdale, PA, a northwestern suburb of Philadelphia. She instructs at Blue Mountain near Allentown, PA, and has also taught at Spring Mountain. Ellen has earned both her Alpine Level II and Master Teacher Children's Specialist certifications. Her work experience includes teaching music in the public schools, customer service within the banking industry, and management positions within the pharmaceutical industry. She and Jay are now happily retired. ♦♦

Children's Committee

Meeting Report

by Jay Minnicks

Children's Committee Member-at-Large

Regional Representative – Region 4

On Saturday, May 1, 2004, the PSIA-E Children's Committee, chaired by ACE Member Alison Clayton-Cummings, met in Lansdale, PA, at the home of Ellen Minnicks, the Region 4 Representative to the Committee. This was the first time that the committee meeting has been held in Region 4. Other committee members attending were Gary "Griz" Caudle from Region V, an ACE Member, and his wife Deborah; Gary Vanasse from Region III; and Jay Minnicks, at-large member from Region 4. Four Children's Program Directors from Region 4 also were present: Carolyn Davis from Blue Mountain, Jim and Bobi McHale from Bear Creek, and Jill Wilkinson from Whitetail. We would like to thank these non-committee members for taking the time and showing the interest to attend.

After a lunch of real Philadelphia Cheesesteaks - with sauce & fried onions - and a large garden salad, we got down to business. We discussed last year's Children's Academy and worked on plans for this year's event. Part of that discussion dealt with the site, which again will be Mount Snow. We also discussed the dates, and whether to have it earlier. We look forward to: A children's equipment-centered trade show; Having a panel discussion on issues brought up by those attending the Academy; A dinner together; Evening activities; An early registration on Sunday evening with a get-together; and Inviting members of our new "15 Below Club" to participate.

For our on-snow activities we plan to ski by interest groups in the morning, and have choices in the afternoon. Because we are professional ski instructors we're asking participants to teach something they do at their home area. We did a "SWOT analysis" - Strengths, Weaknesses, Opportunities, and Threats - during which we talked about staffing, security arrangements for picking up the children at the end of the day, equipment, food, facilities, health and physical disability issues, age-related problems (usually the child is too young), bags of tricks and games and their purposes, putting children-related issues on our PSIA-E website, and the use of the Advanced Children's Educators (the "ACEs"). A special point was made of the desirability of having an ACE assigned to work in a certain geographic region containing two, three or more snowsports schools, and presenting clinics on each area's chosen topic on different days. This way the travel costs could be shared.

An ACE exam will be held later this year. Anyone interested in being on the squad can get the particulars, qualifications, etc., from the Albany office.

Determined to also have some leisure time, we took a trip to Valley Forge. There we saw the soldiers' huts, an artillery park, a small earthen fort, the original entrenchments dug there in the winter of 1777-78, a magnificent grove of dogwood trees in full flower, and literally hundreds of deer. We also visited the Memorial Arch and the Memorial Chapel. The visit was really quite moving. ♦♦

Members attending the PSIA-E Children's Committee Meeting in Region 4 included: Standing left to right, Griz Caudle, Carolyn Davis, Gary Vanasse, Jill Wilkinson, Jay Minnicks, and Jim McHale. Kneeling left to right, Deborah Caudle, Alison Clayton-Cummings, Ellen Minnicks, and Bobi McHale.



"On Any Gear" Jumping Event

Lake Placid, NY

Tuesday and Wednesday, September 14-15, 2004



PSIA-E would like to announce the first dryland training Jumping Clinic, Tuesday and Wednesday, September 14-15, 2004, at the Lake Placid Jumping Complex. To register, please fill out an application (found in this SnowPro or download on-line) and submit by the deadline of 8/26/04. The cost is \$140 for PSIA-E members, and \$160 for nonmembers. Applicants must be 16 years of age or above to participate. This event can be used for update credit for any discipline.

Preparation

You will be training on trampolines first for at least half the morning. Wear clothing appropriate to working out. No shoes allowed, so wear appropriate socks. Also, jewelry and sharp objects need to be taken off. These trampolines are outside, so we need to dress for the weather.

For the pool you will need:

- Boots that can get wet for telemark, snowboard or alpine.
 - Skis or boards, preferably short, 150-175, and it works best with less shaped skis, so your straightest shortest pair would be the best.
 - Helmet a must. A pro tec or ski helmet is preferred - no bike helmets because you need some type of soft or hard earflap in case you don't quite land right in the water. Strap must be worn.
 - PFD approved personal flotation device - not a seat cushion over your shoulders.
 - Mouthguard found at any sports store. One you put in hot water and form to your mouth.
 - Wax - paraffin only. No need for ski wax. Gulf wax found in the grocery store in the baking section. It is a white bar. Apply to sliding device twice daily.
- Optional:
- Wet suit, shorty, lycra suit, etc. Whatever you will be comfortable in during the temperature of the day. The water is not heated. It is cool - 70's.
 - Towels, sunscreen and cameras or video.

There's a lot of lodging nearby. Go to Lake Placid Lodging on the web. There are a lot of places to suit your style and wallet. Less expensive places we have used are the Jack Rabbit Inn, Holiday Inn, Howard Johnson and the Ramada. Make reservations ahead of time. You never know when a hockey tournament or something is coming into town.

Time period will be 9:00-4:00 each day, with a one-hour lunch break. Feel free to bring lunch. There is a snack bar with lunch at the pools, and it is a short drive to town.

Schedule

Tuesday, 9/14

Meet at the Complex Gatehouse (which is just above the pools) at 8:30 am. The jumping complex is located just east of Lake Placid on Route 86. Approaching it on 86W, the pools and jumps are on your left. You can't miss it. Just drive to the base of the 90-meter jump.

NOTE: Upon arrival we will need an additional \$15 and a signed waiver (which will be provided by PSIA-E), for the use of the pool. This is an additional charge above the base fee. Please be prepared with cash to make this payment.

8:30-9:30	Meeting/Organizing/Pool Payment/Waivers
9:30-Noon	Framing Safety and Training Groups
	* Trampoline Etiquette
	* Landing/turning/twisting/height
	* Advanced moves for those with past training
	* Viewing Canadian Freestyle Team

Lunch	
Afternoon	Gear Prep/Safety on Jumps/Into the water!
	* Approach/Takeoff/Maneuver/Landing
	* Adding tricks

Wednesday, 9/15

Continuation of above. Trampoline to warm-up and into pool when ready. The goal is to become more accurate with the basics and to add more tricks.◆◆



2003-04 Seasonal Review

by Mickey Stone
Nordic Coordinator

The 2003-04 season brought another increase in overall participants. There was a total of 288 participants, with 193 in Nordic Downhill and 95 in Track/Skate. There were 31 new members in T/S and 36 in ND. We've added 43 more participants per season since 2002. Once again, our off-piste and high end events posted higher numbers, as well as the "Learn To" events in the Nordic Downhill area. The Instructor Training Courses for both disciplines also continue to be well attended early season events. In Track/Skate the numbers were fairly consistent in each of the events regardless of titles or specific areas of concentration. It was interesting that the Intro to Biathlon event didn't go, nor did the Day Touring with Igloo Building. One would think that these non-mainstream events would have attracted some curiosity. Two large in-house clinics, one in each discipline (Bowden College in Maine and Lapland Lakes in NY), allowed us to meet the needs of our membership in far-out geographical areas. The successful event schedule and the continuing small growth we are experiencing confirms that we are on the right track when servicing our members.

A big thank-you to Sally Wilke, Paul Smith, John Tidd, Michael Mendrick, and to all that participated in the coordination of the Recognition Award presented to Larry Wilke of Garnett Hill. Please refer to the Spring 2004 SnowPro for article and picture. It is a well deserved award to Larry and his wife Sally, and the event was "Nordic Festival", with Aquavit, Norwegian cake and tall stories.

We would like to recognize Rob Bradlee of the New England Nordic Ski Association, Mike Kazmierczak of New York Racing Programs, and Dick Taylor of Gould's Academy, all of whom worked with us as outside trainers and facilitators for this past season. It's great to receive new information on techniques and philosophies of coaches directly connected to the racing world.

Surveys for SIA posted 32 million x-c skier days in the 03-04 season compared to 23 million in the 02-03 season. In 03-04 there were 1.9 million x-c skiers in the US, compared to 2.3 million in 02-03. This means there were fewer Nordic skiers this past year, but they were participating in more days skiing than the previous year. The mean average number of Nordic days skiing in New England was 9.01, while in the Mid-Atlantic it was 7.73. The number of Nordic skiers in New England this year was 287,000, while the Mid Atlantic had 447,000. These numbers represent 14% and 22.9% of the total Nordic skiers in the US.

An interesting statistic on first-time Nordic skiers in the east was that 57,000 in New England and 44,000 in Mid Atlantic tried skiing for one day. Nationally, in the 02-03 season, 756,000 skied one time only, and in the 03-04 season 460,000 participated one time. Now, if you were optimistic - and programs of growth were in place, snow was consistent for the year, consumer spending was favorable, and everything was aligned - you might think there were fewer first-time participants because of successful conversion into more days and more "core" Nordic skiers. However, I think it is safe to conclude that only a small percentage actually did this, since both year's snow was about the same and other numbers in the snowsports industry stayed fairly consistent. One conclusion we can reach is that there is a large majority of skiers who try Nordic and do not return.

What I do find interesting is that there is growth out there that could be tapped. According to "futurists" and demographic surveys, we know that 76 million of the "Baby Boomers" are 50 years of age, and by 2006, 60 million will be 60 years of age. Once again, these numbers support that these skier-types will be looking for alternative, less-impact ski sports to enjoy - certainly an area for us to expand in the future.

Nordic retail sales have seen the largest growth gross sales in years, but still way under the late 80s. This season's SIA audit reported an overall 35% growth in retail sales in Nordic, with a 70% spike in Telemark gear. There was actually a 90% increase in retail sales in Telemark bindings and boots, which allows you to believe that telemark skiers are mounting Alpine skis, and buying telemark ski less. The other growth area was in

performance skating equipment and the newer mid-length shaped combi backcountry skis. As we see the consumer market grow slightly, we also can see that reflected in our instructor numbers the past two seasons.

Still, our telemark industry will continue to have little growth until resorts embrace rental gear and programs for the crossover and new skier to try. Look for a program and education on telemarking at the Ski School Management Seminar this season.



Backcountry Accreditation

The Backcountry Accreditation event was a huge success. There was a total of 63 participants throughout the course, with seven completing the entire course. The names of these individuals were published in the 2004 Spring SnowPro. They accomplished a lot physically and mentally, as well as a huge financial investment. Well done! Also, we would like to thank Kyle Tyler, Roger Zimmerman, Bruce Hennessey and the Ed Staff that

taught and shadowed the events. Check the pics in the Spring SnowPro. Oh yeah, the majority of participants were from Alpine. Interesting!

Please mark your calendars for November 6-7, Saturday and Sunday, at Mount Snow for our indoor portion of the Backcountry Accreditation. A condensed 100 level Avalanche course will be offered - orienteering, use of transceivers, teambuilding in the field, equipment and clothing and packing for trips. This course was highly attended last year with a total of 29 people. Lets see if we can beat that this coming year. This course is very valuable for anyone - and for any discipline - wanting to learn more about off-piste exploration.

continued next page

Web Project/Ed Materials

Currently we have two of the five study guides up on the web. The final Nordic Downhill and all three of the Track/Skate guides are currently being edited and will be up by this fall. Other topics, like Telemark and Track/Skate Components, Beginner Pathways for both, Effective and Ineffective cues for ND, Experiential Teaching and New School Moves will be included. The interactive Spider Web we talked about will not be created at this time, but for the future, with the cooperation of National and some new projects they are creating, this type of educational material will be available. The new National Nordic piece will be out before the season - a long needed piece.

Staff

Once again, the Nordic Educational Staff did a wonderful job, and continue to stay current with the changes in the Classical/Freestyle world as well as meeting the needs of the new high end athletes coming into telemarking.



We are excited to announce Julie Stanistreet from Garnett hill, NY, Jim Tasse of Pico VT, Don Sensenig from Jack Frost, PA, and Bruce Hennessey from Mad River Glen,

VT, have successfully passed our Development Team exam. Congratulations to these talented individuals, and we look for their leadership in the future. Also, we would like to recognize Michael Beagan of Stowe, VT, and Andy Pearson of The Balsams, NH, of our current Development Team for their continual training and expertise in clinics this season.

Our Nordic Downhill squad is PROUD to announce the elevation of Shelley Kovacs of Timberline, WV, to Examiner. Shelley brings in an amateur mogul and jumping background as well as a Doctor of Chiropractics. She is well versed in training the body and maintaining your health through stretching, chiropractics, aerobic and anaerobic fitness. Shelley has nurtured our squad through injuries and improved our awareness of ourselves. She is a consummate coach, and we are pleased and fortunate to have her on this team. Congratulations for all your hard work!

Marketing

This season we partnered with Black Diamond/Scarpa/Garmont for the great Learn to Telemark day at the Sno Pro Jam. We look to continue that program for the future. Ski Trax and Backcountry magazine partnered with us to have free magazines at every Nordic event for our new members packets, and a discount lower than anyone can find elsewhere. This season we look to add X-C Skier to the list. We also received 800 Cliff bars and 400 shots for our events this season. A big thank-you to Liz Kingston for that contact.



We did a cooperative marketing agreement with Cross Country Ski Areas Association and participated in their Regional and National meeting. This season we plan on being at the Boston Ski Show with CCSAA.

National Team Tryouts

Special thanks go out to Darrel Hensley of Timberline, WV, Michael Beagan of Stowe, VT, and myself for taking the interest to participate in the National Nordic Demo Team try-out. After the skiing cut we placed two in the hunt-to-the-end to make the team. Extreme and accurate tasks, coral snow in the morning with wet soup in the afternoon, with two days of zero visibility with track demos at 10,000 feet made it a great time to test your skills. Though we did not place anyone on the team (very close though), the group was very competitive and we have the talent to get someone on the team in the future. I can't say enough about Michael and Darrel for their time, interest, training, motivation and fantastic attitudes that they maintained throughout the process. When you see them next year, bend their ear and give them a pat on the back. They truly are part of the "Best in the World". As Coordinator, it was a great opportunity for me to be with the best of the best. I believe it will help us to place people on the team in four years. Once again, it is a huge commitment in many respects. THANK-YOU to all disciplines who participated, and to all that supported in any way. To those of you who made specific contributions to the Nordic Discipline, it was greatly appreciated.

Once again, the Nordic Staff and I thank you for another great season together. Please communicate with us on further meeting your needs and ideas for the future. We look forward to serving our members again this upcoming season.◆◆



education foundation news

PSIA-E/EF **Scholarships** **Available** for All Disciplines

by Peter Lucatuorto, Scholarship Review Committee
Chairperson

and Michael Mendrick, Executive Director

Don't miss out on this great member educational benefit!

Each season, the PSIA-E Education Foundation makes monetary scholarships available to members who wish to further their education or certification status within PSIA-E, PSIA and AASI. The training that members receive as a result of the scholarship program increases their productivity and value as a member and as an instructor in their particular snowsports school. Scholarships are awarded based upon financial need, personal/professional goals, snowsports school experience, and ability and means to share the benefits of the scholarship with other staff members and snowsports area guests.

Scholarships are open to anyone who has been a **member in good standing for at least three years**, and who meets the requirements of the specific fund for which they apply. All scholarship applications are reviewed and awarded by the Scholarship Review Committee, which is made up of PSIA-E Board of Director members. Following are the different types of scholarships available:

Membership Scholarship

The Membership Scholarship is open to members of all disciplines and certification status. This scholarship can be used for all PSIA-E, PSIA, and AASI educational and certification events. (Thanks to the generous support of sponsors and members, the silent auction at the 2003 Snow Pro Jam, and a raffle at the 2004 Spring Rally, a total of \$3165.00 in new monies was raised to support the Membership Scholarship fund.)

Terry Fund Scholarship

The Terry Fund Scholarship is designated for members of all disciplines with at least a Level 1 certification status who desire to further their education in the area of snowsports instruction for children. This includes all PSIA-E, PSIA, and AASI educational events that specialize in children snowsports issues.

James Leader Memorial Scholarship

The James Leader Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in snowsports instruction. Applicants are limited to members from Region 2 (Vermont), with priority given to employees of the Killington Snowsport School. The James Leader Memorial Scholarship has a separate application form and different criteria from other scholarships (e.g. member at

least one year, requires a letter from your snowsports school). To obtain a copy of the criteria and an application form, please call the PSIA-E office at 518-452-6095, or visit the PSIA-E website at: www.psia-e.org.

CE Burbridge Memorial Scholarship

The CE Burbridge Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in adaptive snowsports instruction. This includes all PSIA-E, PSIA, and AASI educational events that specialize in adaptive snowsport issues. (Each year, the CE Burbridge Memorial race at the Snow Pro Jam raises monies to help support this fund.)

Board of Examiners/Development Team/Divisional Clinic Leader Scholarship

This scholarship is open to any member of the Board of Examiners, Development Team or the Divisional Clinic Leader squad. This scholarship is designed to help individuals in these groups to expand their knowledge and skills beyond regular training sessions, or to gain expertise in another discipline/specialty. This scholarship allows members of these groups to serve and educate PSIA-E members more effectively.

How to Apply

Eligible members can obtain a scholarship application by calling the PSIA-E office at 518-452-6095, or visiting the PSIA-E web site at: www.psia-e.org. You will find information on the scholarships under the "Membership" heading.

Complete the entire application and mail or fax it to the PSIA-E office, postmarked no later than Friday, October 8, 2004. If you fax your application, please call to confirm receipt. The PSIA-E fax number is 518-452-6099.

The Scholarship Committee will review, discuss and make determinations on applications at the October 16-17, 2004, Board of Directors meeting. Applicants will be notified of the committee's decision by mail, in early November.

You must register for the event (by the event deadline) by completing and submitting an event application card. You should apply well before the event deadline, and include full payment if you have not, at that point, been informed of a scholarship award. If you have received written notice of your scholarship, please indicate that on your event application. Anyone paying for an event and then awarded a scholarship will receive a refund in the amount of the scholarship following attendance at the event.

Applicants who are awarded a scholarship are encouraged to write an article relative to their event experience, or to relate how information gained from the event is being utilized. Submit the article, by e-mail if possible, to Michael Mendrick at the PSIA-E office at: (mmendrick@psia-e.org). Articles should be submitted within a month of the scholarship event, if possible. A limited number of scholarship articles will be selected for publication in the SnowPro newsletter.

Scholarship awards may be for partial or full event fee of an event. Please be aware that the number of applications always exceeds the available funding, so not all applicants can be awarded a scholarship. Thank you for your interest in continuing your snowsports education, and good luck!◆◆



members' opinions

Journey vs. Destination

by Diana Warhall
PSIA-E Alpine Level II
Pats Peak, NH

There is a saying, "It's not the destination but the journey". Yes, the destination is important, but you can't get there without the journey. Both are needed to make a quest complete.

The certification process of PSIA-E has taught me a great deal about skiing, ski teaching, and life in general. I passed my Level III, part 1, this past season and I am very excited to be half way to my goal. I am looking forward to continuing my quest for the gold pin.

The journey so far has been memorable. I have met many new people, made new friends, visited several different ski areas and improved my personal skiing and ski teaching. I dealt with setbacks, disappointments, frustrations, improvements and elation. I was forced to take a look at my shortcomings and became aware of my strengths on and off the hill. I gained inner strength I did not know I possessed. I grew personally and professionally while traveling on my way.

Certain legs of my journey I had to travel alone while other parts I needed help to complete. Many people had a hand in helping me along the way. Thanks to my husband and children for putting up with Mom's schedule. Thanks to PSIA-E. The examiners and educational staff members I had a chance to ski and chat with were personable and very knowledgeable. I learned a great deal and saw a friendly, open group of people who are helping to make PSIA-E a successful organization for all its members. Thanks to the scholarship committee for awarding me a scholarship to attend my exam at Cannon Mountain.

I especially want to thank my home mountain, Pats Peak, for all their support. We may only have 710 vertical feet, but we are the biggest small mountain around! From our general manager to our ski school director, staff trainers, instructors, race department and general staff we have so much to offer. I want to thank the people who spent countless hours preparing me

for this season's leg of my journey. After lots of hard work on everyone's part, I reached my destination of Level III, part 1 skiing at Cannon Mountain. I must say it was just as exciting as the journey itself! For those of you who were there, "Mario" says "Hello!"

As I gear up for Level III, part 2, I will reflect on my experiences and use them to help me on my way. Will my destination be important? Yes! Will the journey lend itself to new lessons and higher goals reached? Most likely!

What I take with me from last season is the notion that all parts are connected in skiing and in life. When you get it right you create rhythm and flow! Hope to see you on the slopes!◆◆

Teach It Because You Can

by Mark Batson Baril
PSIA-E Level II Nordic Downhill
Mad River Glen, VT

A few years ago I grabbed the bull by the horns and went up to our mountain for a go at teaching. I had skied it for years and thought it would be a blast to help others learn how to tame this white monster. After a season and a half of learning the lingo, sweating with the best of them on the beginner hill, falling through a bunch of my on-snow demos, and learning how to teach from some of the best in the business, I had my first "out-of-body" teaching experience; and boy, it was worth the wait.

Panic buying set in at the slopes on that weekend as everyone decided that ski lessons might never again be available here in Vermont. We took advantage and the result was hundreds of kids and adults following us Green Coats down the back, the sides, and the belly of the monster. My group was the perfect size, and as soon as we got away from the lift I suggested a new name for our group. No longer would we be the Green Chipmunks; we were now the Five Musketeers. "One for all and all for one!" Well, the "three vs. five thing" took its toll for a while but the group got into it, and hey, it was better than the Psychedelic Monkeys, the Pink Ravens, or the Black Turtles from previous classes. Off we went! Just two rules for the entire day: Rule number 1 – One for all. Rule number 2 – All for one. This took a little more explaining, as these were five and seven year olds, but the concept worked and the real rule - rule number 3 – "Always Have Fun", quickly took over.

About two hours, one pig pile, eighty-seven hockey-stop snow sprays, four runs, two snowball fights, three cold hands, one fogged goggle, two minor melt-downs (a "melt down" is where a

young child suddenly decides that life would be better anywhere else on Earth than right here, right now – they often occur without warning, can be severe in the emotional trauma delivered to all involved, and often times are gone again in the blink of an eye), five hot chocolates, thirteen fallen Musketeers, and a Partridge in a Pear tree, we were nearing the end of our adventure. At this point our man Joel had made the decision to be the lead scout for our group of fearless explorers and was far enough ahead of us (where the heck did Joel go?) that the decision was made that I would dash ahead to act as back-up support for Joel and to help thwart any enemies he may encounter. Mary, Erica and Keith would continue slowly, keeping an eye out for the monster while trying to catch up as soon as they could. It was a good plan! Catching our man Joel was important for several reasons, none of which I will mention here. In the area of the base lodge I caught up with our scout and he had obviously been approached by neither foe nor foul, as he was a smiling and happy young man. He looked at me and I looked at him - suddenly we both realized that the balance of our group was behind us. Possibly in danger! We turned to look for our fellow Musketeers and saw that one of the group members, Keith, had indeed been attacked by the monster resulting in a spill in close proximity to the lift line. Oh My! What to do? Yes! Within seconds we were safe and in capable hands, as Mary and Erica, feeling the urgent need to press on as a group, had stopped and were assisting Keith in his recovery from the attack. Joel lost interest as an adventurer for another expedition passing by us with a really cool hat, while I, on the other hand, rolled into laughter and smiles as our lesson in being a solid, safe group, came full circle. Not only had these kids responded when I was there, they had picked up on the concept and taken it to the next level when I wasn't there. I think we talked about skiing in there somewhere too!

My next biggest thrill of the day came when I whole-heartedly realized that I really enjoy watching other people learn something new. The double secret "out of body" whammy hit when I realized that I am fortunate enough to have the chance to help others learn. I've always heard that teachers "do it for the love of teaching," and more and more I am learning what that really means. I can hardly wait to take or teach my next class...

Conquering all sorts of Monsters - On Top of The Valley - at Mad River Glen – Fayston, VT – USA - Come on out and join us!◆◆

This section is utilized for the publication of articles from the membership, and we invite your active participation. Content reflects the opinion and knowledge of the writers only, and is not to be interpreted as official PSIA-E information.

**PROPOSED AMENDMENTS TO BYLAWS OF
PROFESSIONAL SKI INSTRUCTORS OF AMERICA - EASTERN DIVISION
Proposed for adoption effective October 17, 2004**

Notice – All Eligible Voting Members

Proposed Bylaws Amendment Questionnaire

The PSIA-E Board of Directors has proposed the following Bylaws amendments for your consideration and feedback. **The proposed Bylaws amendments will be voted on by the Board of Directors at their October 16-17, 2004 meeting for immediate adoption.**

Questionnaire Eligibility: Eligible voters consist of all Level II and Level III members, plus Level I members with at least three (3) consecutive years of membership as of October 1, 2004.

Amendment Process: This notice meets the Bylaws requirement to notify the membership prior to any final Board action on the Bylaws, and includes the required questionnaire which you are requested to return. Final Board action will take into account the response received from the voting membership. Eight (8) affirmative Board votes are required to amend the Bylaws.

Please return the attached questionnaire postmarked no later than October 8, 2004. E-mail, faxes or photocopies cannot be accepted.

Reason for amendments: All proposed amendments are intended to ensure compliance with organizational policies and programs as approved by the Board of Directors on June 13, 2004.

Important Notes: Only affected Bylaws articles and sections are listed. For space considerations, only language relevant to proposed change is included. (Strike-through text to be deleted, underlined text to be added, plain text is unchanged from previous Bylaws)

**ARTICLE X
GEOGRAPHIC REPRESENTATION**

SECTION 10.3 - ELECTION OF GEOGRAPHIC REGIONAL REPRESENTATIVES AND COMMITTEE MEMBERS (AMENDED 12/1/76, 4/13/79, 10/31/82, 4/4/92, 9/28/98, 10/22/01, 10/20/02, 10/19/03). Beginning in 2002, elections for geographic regional representatives and committee members shall be for staggered terms as follows: Region 1 and 2 will elect for a one (1) year term; Regions 3 and 4 will elect for a two (2) year term; Regions 5 and 6 will elect for a three (3) year term. Beginning in 2004, Region 7 members will elect regional representatives and committee members for three (3) year terms. All subsequent elections for regional representatives and committee members for all regions will then be for three (3) year terms. In the election for Board positions, that person securing the greatest number of votes within a region shall be the Regional Director, and that person receiving the second greatest number of votes within the region shall be the Regional Representative, except in situations covered by Section 10.3(b) below. Any decision regarding candidacy forms and tallying of ballots shall be made by the authority of the Board of Directors.

- (a) Qualified candidates for the Board of Directors, as defined under Section 12.3, shall be classified into two groups.
 - 1- Those not having an employment affiliation that results in an IRS W-2 with the Association.
 - 2- Those having an affiliation that results (or could result) in their receiving an IRS form W-2 from the Association.
- (b) At least one (1) Board member from each region must be from the group defined under (a)(1) within this section except, in cases where there are no group (a)(1) candidates, group (a)(2) candidates, if any, may fill the position(s).
- (c) A member is eligible to run for election to the Board of Directors in the region of his/her snowsports work affiliation.

Bylaws Return Questionnaire

This is YOUR association. We want to hear from you on how it is governed and managed! If you are an eligible voter, please take the time to fill out and return this questionnaire, to be postmarked no later than October 8, 2004. Mail to: PSIA-E Bylaws, 1-A Lincoln Ave., Albany, N.Y., 12205.

I agree with the revision to Bylaws Section 10.3 as proposed:

I am not in favor of the revision to Section 10.3 as proposed:

Comments: _____

Snow Pro Jam 2004 **Registration Policy**



The 2004 Snow Pro Jam and Masters Academy will be held December 13–17 at Killington, VT. THIS REGISTRATION IS FOR THE PRO JAM (Registered, and Level I and II members) ONLY! The event fee for the Pro Jam is \$325. Guidelines for registering for the 2004 Snow Pro Jam are listed below:

- We will begin to accept applications on Monday, September 27, 2004. Applications must be postmarked September 27 or later (e-mail cannot be accepted).
- No applications postmarked prior to September 27, 2004 will be accepted.
- No faxed applications will be accepted.
- Applications may not be hand delivered to the office.
- There may be only two applications per envelope and only one application per member. This may include one Pro Jam application with one guest package application.
- If a credit card is declined, that member must overnight a money order for the amount of the event fee or that spot will be given to the next member.
- The first 350 applications received (in order of postmark) will be admitted to the event. If the office receives more than 350 applications postmarked Sept. 27- October 1, 2004, the first 250 applications will be admitted to the event. All remaining applications postmarked within the appropriate dates will then be put into a lottery, with the remaining spots being filled from a random drawing of those applications. This will allow all members an equal opportunity for attending the event.

Note: Please use the Snow Pro Jam event application included in this issue of the newsletter to register. Applications will be accepted through the November 22nd deadline. If the event is not filled during the lottery week, the office will continue to process applications until the event reaches its limit.

PLEASE do not call the office to see if your application was received. A separate box is made for each day of the application period. As an example, all mail received with a postmark of September 27th is placed in the appropriate box in the order of delivery (even if it is not delivered until a week or so later). Confirmation cards will be sent in the mail in mid-October.

* Applications for the MASTERS ACADEMY will be taken first-come, first-served beginning September 27th. In recent years we have been able to accommodate all applicants for this event and hope to continue to do so. Master's Academy will cost \$370 this year.

A Guest Package will continue to be offered, but guests will sign up in a different way this year. Killington Perfect Turn will be taking care of registering any guests for the five all-day lift tickets as well as the five daily two-hour (AM) lessons. There will be no limit to the number of guests who may take advantage of this option. Cost of the package is \$200 and does not include a banquet ticket. Sign up by calling Killington Perfect Turn at 1-800-923-9444. Please identify yourself as a PSIA-E Pro Jam guest. There will also be 30 banquet spaces reserved for guests. Any member wishing to bring a guest to the banquet should include a separate application for the guest. Payment of \$30 must be included with the application and there will be absolutely NO refunds given once payment has been accepted.



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Eastern/Education Foundation

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