



Snow

The Official Publication of the
Professional Ski Instructors of America
Eastern / Education Foundation

Pro

SUMMER 2005

June Board Meeting Highlights

New “Registered Member” program approved to fuel association growth

by *Bob Shostek*

PSIA-E/AASI President

The June meetings of the Executive Committee and Board of Directors began as they have the past three years – with Bill Beerman serving as our President. This one was quite different at the end, though, as I suddenly found myself moved into the President’s role. I know it’s been coming for a long time, but it still feels a little strange to be serving as President instead of supporting Bill, as I had done during the years I was Vice-President.

I have to give Bill a lot of credit – his last Board meeting was one of our best, most positive and productive in a long time. He certainly went out “on top”, and we all thank him for his energy and effort during the past three years. The group of division officers newly elected to the Executive Committee will represent the membership well, I believe, and I welcome my colleagues Dutch Karman as Vice-President, Bill Cox as Treasurer and Ron Kubicki as Secretary. I look forward to working with each of these snowsports education pros on your behalf during the next three years.

We also welcomed two newly elected members of the Board of Directors representing the members of Region 6: Sue Moses as Regional Director and Scott Allard as Regional Representative. Re-elected Region 5 candidate Ron Kubicki was appointed Region 5 Director; and Region 5 candidate Nick Brewster was appointed as Regional Representative to serve the three-year term vacated by Mickey Sullivan, who is now a full-time division staff member (see article on page 7).

On the committee and discipline level, the Board appointed and welcomed Jeff “Jake” Jacobsen to serve as our new Children’s Education Committee Chairperson. We were also joined by new discipline leaders John Lincoln (Adaptive Coordinator) and John Hobbs (AASI Advisor). While having “new blood” in our leadership roles is a natural and healthy thing, I still felt sorry to be saying goodbye to the best “mother and son” snowsports ed duo in the biz, Gwen Allard, who wrapped up her long and accomplished run as our Adaptive Coordinator and Rob Bevier, who stepped up three seasons ago to lead our snowboard discipline through a challenging transitional period. We will be “officially” recognizing Gwen and Rob at the 2005 Snowsports School Management seminar, but “unofficially” let me say a huge THANK YOU right now!

Last and certainly not least in the leadership changes was Bill Hetrick’s completion of a three-year term as Immediate Past President. Bill is now retired from the Board and Executive Committee but his official service as SnowPro Editor continues as does his unofficial service as historian and wise but not-so-old sage! Thank you for all, Bill!

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, which took place on June 3-5 in Saratoga Springs, NY. I thought you’d appreciate getting some insight into how your elected officials and committee representatives are carrying the flag on your behalf.

Approved Proposals, Policies & Procedures

■ **Creation of a new entry process for Registered members** to include key elements as follows: No required entry level event; all Registered members are both national and divisional, paying full \$91 dues before President’s Day and \$61 after President’s Day; all Registered members to receive Core Concept Manual; Registered membership applicable to all disciplines. This is a dynamic new approach to attracting a bigger group of potential members in all disciplines. More details on this new program will be included in the Early Fall SnowPro.

■ **Creation of a new Alpine Examiner Coach position.** The Alpine Examiner Coach & Advisor (X Coach for short) will be a highly experienced and educated ski coach and trainer that works “in the field” and that will aid in the development and implementation of the educational needs of the Alpine Board of Examiners (ABOE). The new Alpine Examiner Coach & Advisor’s primary role and responsibility will be to aid in maintaining and improving the quality of the educational events and exams that PSIA-E provides to our members.

Budget/Financial

■ The Board reviewed the 2004-2005 year-end financial report, which projected an accounting net (after depreciation) positive balance of approximately \$35,000 as of June 30, 2005. Despite the difficult

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guest editorial

Four More Skills. . . . Inspired by a Ski Buddy

by Howard Harrison
PSIA-E Alpine Level II
Hunter Mt., NY

Four cheers for ATS and the basic skills concept. It's a time-proven and effective tool to advance our students' skill levels. Just convey the elements of balance, edging, rotary and pressure control, according to their needs and goals. Soon enough they'll become enthusiastic masters of the mountain.

Or will they? Obviously, there's a whole lot more going on. But, that gets ahead of the fun part of this story.

Turn back the clock a number of years to a failed Level II exam (3-day version). My enthusiasm and unpolished athleticism didn't overcome some imprecise terminology and fire drill style free skiing. Worse than disappointed, I felt as embarrassed as the kid who couldn't even spell "cat" in the second grade spelling bee.

Flash forward past many events and clinics and attainment of Level II. There I was, sharing an afternoon of free skiing with a very well known examiner. In fact, this was the very one whose accurate yet withering critique of my sorry performance left me so humbled.

We were sashaying down the near empty expanse of Stratton Mountain's Upper Standard, enjoying the sherbet-soft remains of winter. Suddenly, I stopped just as if a snow snake had launched me into a head plant. Ski buddies!! The examiner and I were ski buddies many years after that first upsetting encounter. Friends, not antagonists.

We had been up and down the trails for a couple of hours trading stories on lift rides and turns on the trails. We gabbed about equipment, summer pastimes, short cuts through the mountains. . . .hopes and dreams and skier's schemes. You all know the typical ski buddy yakkyety yak

The light bulb had popped. "Technique counts, but skiing friendships kindle the passion". After all, snow without people is pretty cold and colorless.

A lot had transpired between my first exam and that free-ski afternoon. I had crossed paths with that examiner at events, clinics, and, ultimately, another exam (successful this time). Greetings and hellos were exchanged. Over time, a relationship launched shakily off my technical shortcomings had evolved to a skiing friendship. The human side of the equation blended with the skiing skills.

Driving home that night I formalized a set of critical people skills to add to our ATS fab-four curriculum. They perform their magic under the cloak of the Social Dynamic. Sounds mysterious and scary at first, but the Social Dynamic simply recognizes that the human equation counts as much as the technical equation. Within the human equation the social skills to apply are Inspiring, Empathizing, Nurturing and Supporting.

Guests and instructors (examiners as well) are all just people. Unless we incorporate the human equation when we teach, the guests' outcomes will never attain the ideal. The better our application of social skills, the easier it is to transfer the technical skills.

Each morning we check the snow conditions. How about a quick appraisal of our human condition? The DIN setting on our smile scale should be high. Just as we adjust equipment or wax for the day's snow so should we tune our attitude to have a great day.

A few quick, happy turns off an early chair can be just the ticket. Nothing like some relaxed carving on fresh corduroy to create a lasting smile progression.

Fortunately, snow presents a common focus for our students and us. The mountain environment promises fun and challenge. When we are friendly and upbeat, the fun and learning develop simultaneously. More demos and more mileage deliver more fun. Less lecturing and more attentive listening bring more rewards.

We've all seen the bumper sticker, "Don't Postpone Joy"; or, maybe, read the Joy of Cooking or even the Joy of Sex. Well, what about the Joy of Snow? Honoring the social elements will deliver this joy and help project our passion for the sport.

It's critical to inspire our classes. Liveliness and animation are two valuable techniques. In bridge or chess it's OK to be plodding or introspective. Snowports provide and demand physical and attitudinal excitement. A spirited smile and active body language convey positive inspiration.

Some days we get lucky. Everything is in alignment. The sun shines warmly, the groomers and snow makers have toiled flawlessly through the night. The students are all motivated. Happens all the time, right? Sometimes? Maybe. What to do?

Try to project cheerful emotions. That boosts the students' motivation and guides them to a comfortable mindset. Every fall deserves a compliment for effort,

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Volume 32, Number 1

Bill Hetrick, Editor

The official publication of the Professional Ski Instructors of America-Eastern Education Foundation.

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Albany, NY 12205-4907
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Fax 518-452-6099
www.psia-e.org

General Information

Submission of articles, photos or other items for publication is invited. Computer generated documents MUST be in IBM-compatible format, and accompanied by hard copy. Send all materials directly to:

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Pro Shop header and Your Turn header photos by Scott Markewitz. Courtesy of PSIA.

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■ June board meeting highlights, continued from page 1

early season weather conditions and slow economy, the Board credited efficient expense and program management as contributing to the positive year-end result.

- The Board approved a proposed 2005-06 PSIA-E operating budget with projected revenues of \$1,668,211, a projected operating net of \$41,291, and a projected accounting net of \$446.00. This budget includes the planned 10% Board of Examiners staff pay increase in all disciplines (this is the third year of a planned five-year adjustment program), an approved 5% average increase in event fees, and action plan fund of .5% of the budget (estimated at \$8,100) to support new projects and initiatives and a 1% contingency fund contribution estimated at \$16,000. Note: The 2004-05 year-end financial report and 2005-06 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

- To reinstate the previously approved action plans supporting the Nordic web project, AASI

standards video and AASI freestyle accreditation as presented in the cumulative amount of \$1,900.

- To approve funding for the Alpine Standards DVD project as presented in the amount of \$4,000

- To approve funding of up to \$1,000 to support sending education staff reps to participate and present at the 2006 Eastern "Cutter's Camp."

Note: Of the \$8,104.00 in available (budgeted) Action Plan monies, \$5,000 was allocated, leaving a balance of \$3,104 for future consideration at the October 2005 BOD meeting.

Committee Appointments Approved by the Board

- Peter Howard as Alpine Education & Certification Committee chairperson.

- Steve Howie as the Snowsport School Management Committee chairperson.

- Joan Heaton as the Area Rep Program Coordinator.

- Charlie Knopp as the Racing Advisory Committee chairperson.

- Gary "Griz" Caudle as the "15 Below" Club Advisor.

- Debbie Goslin as the Region 5 representative on the Snowsports School Management Committee.

- To approve the proposal for the accelerated

elevation of Sue Wemyss to the Nordic Development Team.

- President Shostek affirmed the continuation of the **Finance Task Force**, with Chairperson Eric Jordan and members Bill Cox, Ray DeVerly, Ray Allard and ex officio Michael Mendrick.

- President Shostek appointed a new **Governance Task Force**, with Chairperson Marty Harrison and members Dutch Kaman, Steve Kling, Dave Welch and ex officio Michael Mendrick.

- President Shostek appointed a new **Children's Strategic Task Force**, with Chairperson Jeff "Jake" Jacobsen and members (confirmed after the meeting) Ron Kubicki, Ross Boisvert and Lisa Gouwens with ex officio Mickey Sullivan.

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. ■

■ guest editorial, continued from page 2

if nothing else...or a laugh, depending on circumstances. Humor, appropriately offered, counteracts the stress of learning new moves. Even if your area doesn't sport a trail called Broadway, remember, good teachers must be good entertainers as well.

Empathize and identify with your guests' efforts. Share and compare your own development challenges with theirs. We all need to succeed, whatever our level. In that sense, students and instructors are not so different after all.

When we nurture our students, their confidence expands and their challenges diminish in size. TLC and patience can help minimize the freak-out effect of ice and crud. That's the time to emphasize how the strategies and skills they have learned empower them to conquer their worst fears.

With proper evaluation you've prescribed functional drills to expand the students' abilities. Mileage and discrete coaching have anchored those newly acquired skills. Positive feedback, genuinely offered, brings inner smiles to kids of all ages. Encouraging words become verbal happy-face stickers.

Ongoing support shows we're dedicated to student success and growth. It reflects both our physical and spiritual presence. We're there to expand on each

success no matter how large or small; or, assist when progress turns into a yard-sale crash. When you show a student you're there for them, unconditionally, fear can melt to flow, and steeps can morph to manageable slalom.

Support isn't limited to trails and technique. We should share tips on everything from equipment and boot fit to exotic restaurants or hot discos. Our role projects us as mountain life gurus.

Active communication will generate warm feelings appreciated and remembered long after the lesson ends. The "Kodak Moment" of a great run doesn't have to be recorded on photo paper to be shared with the folks back home.

Reality warns us that not every student will succeed, in spite of our best efforts with either the technical skills shared or social dynamics applied. Still, when we're actively inspiring, empathizing, nurturing, and supporting, we're likely to accomplish more. Better yet, we'll have more fun in the process. Communicating the ATS principles, while emphasizing the social skills, makes for better skiers and riders and friends for snowsports.

Emphasis on the human equation demystifies

the technical and allows us to enjoy the "ski buddy" side. While making better turns we can make better friends. One of them (or many) might turn out to be an examiner from way back when. ■

Ed. Note: The above is a guest editorial. Members may feel free to contribute to this column. Please label the article, "guest editorial". Use of such articles for this column is at the discretion of the editorial staff.

Along with a new PSIA-E / AASI President, we are pleased to introduce our "new look" for the SnowPro with this issue, courtesy of our partners at Lane Press of Albany. We hope you like it!

President's Message



by Bob Shostek
PSIA-E/AASI President

On Sunday, June 5, Bill Beerman's three-year term as our President officially ended. As the incoming President, I, along with the rest of the Board of Directors, would like to thank Bill for his three-year devotion of time, leadership and insight and its positive impact on the future of our Division. Fortunately for us, Bill's expertise will be available for three more years as he will be serving on the Executive Committee and attending BOD meetings as Immediate Past President. He will also continue to chair the National Presidents Council (made up of all the divisional presidents).

As the newly appointed President I am privileged to have the opportunity to work with the dedicated members of the Eastern Division's voluntary leadership—BOD members, Discipline Coordinators, Committee Chairpersons and their respective committee members—all of whom donate countless hours of time to our Division.

I look forward to working with our Executive Director, Michael Mendrick, and our office staff who are each dedicated individuals that both protect and promote the best interests for our membership and Division.

As President I will support continuing with the philosophy of delivering the highest educational standards, value, and benefits for members of all disciplines. I believe this is vital for continued retention of your

valued membership. However, we cannot survive on this alone; we need to attract and retain new members for growth, which has leveled off for all divisions and disciplines for a number of years. We

also need to look and listen to what is happening in the industry, both on and off the hill, and adjust accordingly. With input from Michael Mendrick, I have outlined some highlights of the June Board of Directors meeting in the cover story of this issue of SnowPro.

Thank you for this terrific opportunity to serve you as President. ■



*All that's different about me
is that I still ask the questions
most people stopped asking at
age five*

~ Albert Einstein

Keep searching for the answers,
see page 30



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Race Programs Committee
Charlie Knopp
Area Rep Program Coordinator
Joan Heaton
"15 Below" Club Advisor
Gary "Griz" Caudle



administrative update

Reflections on a challenging season & looking ahead to 2005-06

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

The PSIA-E June 2005 Board meeting marked the beginning of my fifth year as your executive director. As it turned out, thanks to some big changes in weather patterns, economic conditions and personnel in the division office my fourth year was every bit as challenging as the first three. Overall, though, this past season was successful in many regards:

- We are projecting to end the fiscal year with a positive and healthy accounting net income of \$35,000-plus for the period of July 1, 2004 – June 30, 2005 despite a significant drop in event attendance and new members during that period versus budget. Conservative expense management (expenses for the year ran \$133,000 below the budgeted figure of \$1,633,000) contributed to this positive result.

- Our retention of existing members was 89%, impressive given the dues increase of \$2 implemented in 2004-05. This is also favorable compared to the national median for membership associations of 86% (according to the American Society of Association Executives 2001 survey; associations of 4,000-plus members).

- We overcame the departure of our long-serving Director of Education Kim Seevers just prior to the start of the fiscal year (in June, 2004) with a successful transitional period that saw significant contributions by volunteer leadership, committee representatives, education staff and division staff all “stepping up” to ensure preparation for the 04-05 season in a proactive, positive and professional manner.

- Our division staff continued to grow in experience and diversity in capabilities. Most staff have now been on board for a minimum of three years. Member service continued to be provided at a consistently high level.

- Event evaluations continue to show over-

whelming positive feedback on our educational programs and clinicians, a tribute to our educational staff in all disciplines.

- Our premier events enjoyed some of the strongest showings ever in attendance, with a record number (158) at the Children’s Academy and sell-outs at ProJam and the Spring Rally. The Snowsports School Management Seminar was both highly attended and the programming was well received by attendees.

- The “15 Below” club grew to 163 members (from 150) and enjoyed its largest event ever with 58 club members at the Spring Rally “Wrap it Up” event. The early season “Kick Off” event drew an additional 25 club members.

- The SnowPro newsletter continues to receive high marks for content and presentation from both members and the industry thanks to consistent efforts from outside contributors, solid editorial oversight and a great relationship with Lane Press in Albany.

- The Eastern Division web site at www.psia-e.org was significantly improved in depth, scope and timeliness of content due to more consistent staff oversight.

However, we did face some significant challenges throughout our operation this year:

- Of 525 scheduled events, 82 were cancelled due to low registrations or snow conditions. As a result, event attendance totaled 7,227; approximately 700 below budget.

- New members totaled 1,071, down from 1,298 in 03-04 and from a four-year average of 1,277 in 2000 - 2004.

- The introduction of the new “Become a Pro” membership campaign was only a moderate success with 97 new members from 14 snowsports schools enrolling via the program.

- In its second year, the Plus 1 Showcase, an industry outreach and education event supported by the Snowsports Growth Project, NSAA, ASEA and SAM magazine, was cancelled due to low registrations and vendor participation. The future of the program is dependent upon the stewardship of NSAA and SAM, whose leaders pledged to spearhead the program for 2006.

As I look ahead to the coming season, here are some of my targeted priorities and initiatives for our organization:

- Grow our membership above the healthy four-year average of 1,277 new members experienced in 2000-2004. The new entry process for Registered members (see this issue’s cover story) should make a dynamic and positive impact on that effort.

- Develop new member services and benefits to enhance perceived “value for the dollar” of Eastern Division ASEA members. Division office member services staff are spending the summer “planning season” investigating several options in the areas of

lodging services, skiing and riding discounts, business cards, ski industry publication deals for members and enhanced division web site tools and features. You can look for some announcements in your Early Fall SnowPro.

- Continue efforts to develop income opportunities and identify areas for increased operational efficiencies.

- Continue to partner with new Director of Education & Programs Mickey Sullivan on proactive outreach and development efforts with all educational disciplines.

- Facilitate efforts of the newly appointed governance task force to address important remaining issues related to association leadership and volunteer involvement.

- Continue to strengthen sponsor and vendor relations for all disciplines.

- Continue a positive and proactive relationship with the national ASEA office in all elements of operational and promotional activities.

Once again, I was proud to lead a team of terrific professionals who, day in and day out, did “whatever it took” to make the season work. I applaud Mickey Sullivan for stepping up, accepting and meeting a challenging scenario as Acting Director of Education & Programs. I look forward to his full-time contribution this coming season. I am privileged to work with true professionals such as Director of Operations Sue Tamer and Member Services Director Jan Pryor, whose leadership and dedication are unwavering even in the “heat” of a long, cold season. Melissa Skinner and Liz Kingston provided solid support to the education department and the member services team of Jo Ann Houck, Jodi Bedson and Eileen Carr showed tremendous energy, creativity and patience throughout the year. While not “full-time,” Trish Bianchini’s consistent contributions to Sue Tamer’s efforts were invaluable. Last but not least, Daisy, our office mascot and World’s Mellowest Dog, didn’t bark again. Not once again this season.

Finally, I want to acknowledge the energy, interest and efforts of our president Bill Beerman. He has been a great partner during the past three years; supportive when needed, unobtrusive when not and always broad-thinking and open-minded on association matters. I am sure Bill will follow the example set by his predecessor, Bill Hetrick, in providing valuable support and insight in his new role as Past President during the next three years. Incoming president Bob Shostek has proven his dedication for many years and I look forward to his leadership and energy during the next three years of service.

I remain impressed that this is an organization made up of dynamic, energetic, passionate, talented and dedicated people, and I look forward to continuing my service to the association into “year five” and beyond. ■



straight talk from the association

Education-Certification Summer Report

by Peter Howard

*PSIA-E Alpine Education-Certification
Chairman*

This is a brief report to the membership concerning projects and input from the Education-Certification Committee, and also some related activities regarding education and certification that involve The Alpine Steering Committee.

Last season work was done by the Ed-Cert Committee to create a reading list that nicely organizes many past and present publications. The list should be on the Eastern website this fall. It lists the name of the publication, the author, who might best benefit from the information, and where it may be found. Several of the publications many of us found meaningful are now out of print. There are websites listed as suggested search vehicles. In some cases it may not be possible to acquire a new copy of a publication. We hope this portion of the website will be updated periodically as new and old material is released or located.

This coming season committee members will be working on updating the cards that create the hypothetical students used in our modules exams. It has been asked why we don't use real students at exams. On the face of it, it seems like a great idea until some rather difficult concerns come forward: What if one of the real students gets hurt? Who is liable? What if the student realizes that their performance has to do with a candidate's future success, and behaves unnaturally? Perhaps one student has a hard time learning and another picks it up quickly. This may be, or seem, unfair. I share these thoughts to shed some light on why we use paper cards rather than real students. It's sort of like my childhood friend who came from a very large family. His dad took him to the Barber College for free haircuts. This would be similar to the real students who would come for free lessons given by candidates. Well, this kid's hair was a tangle of curls, and the barbers in training were blindsided – and, every time, the mirror told a different story.

Important Announcement - Either in this issue, or in coming issues, there will be detailed information concerning a significant change in the way people can become PSIA members. This change will end First Tracks events, and will change the Level I exam process. Ed-Cert Committee members were informed of these proposals concerning membership and restructuring of the Level I exam prior to the recent Board of Directors meeting. The Board gave final approval. Please note that these changes affect only membership and Level I. There will be more detailed information in the next SnowPro.

On another topic, one of the comments made by two committee members was that the 4 modules (Creative Teaching, Teaching Movements and Skills, Area-Industry "On the Job", and Movement Analysis) are still unclear to some. A suggestion was made that if update workshops had the module subjects as a guide it would provide a bit more structure and help with communication concerning these areas of our profession. As always, a hearty dose of skiing would be included. More on this later.

So, even though it's summer, the elected reps of PSIA-E are hard at it, imagineering the future of our organization. Board members, Committee Members, and Area Reps have listened to concerns about entry into the organization, how much it costs and the time it takes. Please continue to light our way with your voice. ■

PSIA-E/AASI Education and Programs Update

by Mickey Sullivan, *Director of Education and Programs*

For the past 10 months I have enjoyed the challenge of serving as your Acting Director of Education & Programs. I am pleased that, with the confidence of our executive director Michael Mendrick and endorsement of our Board of Directors, I can now delete "Acting" from my title.

It was an exciting 2004-05 season during which I learned a lot more about our dynamic and professional organization while being fully engaged in my passion -- the snowsports industry. In some regards it was a very fast and steep learning curve for me but having the PSIA-E/AASI office staff welcome me into their family made it possible and enjoyable. I also received a great deal of support from many PSIA-E/AASI members and I was able to attend numerous events and speak

with many of you regarding your needs, opinions and suggestions.

I can still vividly remember those first runs that I made down the slopes of Denton Hill, PA at the age of 13 and how I knew right then and there that this sliding thing was for me. I remember as a first year ski instructor the smiles that I received from a group of middle school students that were skiing for the first time as they were able to negotiate their first runs. I remember the "Thank You" that I received from a 45-year-old CPA dealing with MS and how great he felt to be able to ski down the "blue square" trail. We all have had these experiences and I expect that making this difference is what motivates us. I truly believe that as snowsport instructors we can make a positive difference. I am excited to serve in this role of preparing us to help others enjoy this passion we call snowsports.

It is my responsibility as your DOE&P to develop and deliver the best snowsport instruction educational events possible along with a fair exam system that maintains the PSIA/AASI national standard that is highly regarded throughout the snowsports world. Most importantly, the PSIA-E/AASI education staff and I will do our best to deliver high quality events that reflect the fun and excitement of snowsports. I intend to embrace all of our disciplines (AASI, Adaptive, Nordic and Alpine) and all of our "special interests" (Children's, Racing, 15 Below Club) with great enthusiasm as we continue to improve our programs and exams for our members.

We have a terrific schedule of events in store for the 2005-06 season as we work to provide great programs for members in ALL of our regions. The complete schedule of events will be posted in the Early Fall Snow Pro (online by August 30, in the mail mid-September) but here is a preview of some of our major events planned for this year.

Snowsports Management Seminar

Nov. 28-30, 2005, Mount Snow, VT

Children's Academy

Dec. 5-7, 2005, Mount Snow, VT

Mini Academy, 15 Below Club event

Dec. 10-11, 2005, Killington, VT

Pro Jam / Masters Academy

Dec. 12-16, 2005, Killington, VT

Race week

Dec. 19-22, 2005, Hunter Mt., NY

AASI Eastern Academy

Jan. 2-6, 2006, Okemo, VT

Spring Rally, 15 Below Club event

Mar. 25-26, 2006, Mount Snow, VT

In addition, there are more than fifty (50) Level 1 exams scheduled so that we can make it as convenient as possible for new members to get to an event near them. With more than 500 events/exams scheduled in

all areas of every region there is sure to be something to fit the needs for all of our members.

I look forward to serving you, the PSIA-E/AASI member and it is my goal as your Director of Education and Programs to provide the best snowsport instructor educational programs in the world for you, our members. ■

Converting Nerves into Confidence

by Frank Cartwright
Alpine Dev Team Member
Hunter Mt., NY

It goes without saying that many of us become quite nervous during any type of testing process. However, because of our unique profession I would wager we probably become more nervous during a ski exam than any other testing environment. Over the past several years PSIA-E, the Education-Certification Committee, and the Board of Examiners have made tremendous strides to make the exam process a more participant-friendly environment. Yet, as we all know, no matter how "friendly" they make the exams, we will always bring our own bucket of nerves. Ironically, these nerves affect the core of our sport that requires a relaxed state of mind to be effective...skiing and teaching. Over the years I have used a few simple steps to help minimize my nervous jitters during the exam process.

For skiing, I have found mentally re-creating the exam environment while skiing alone, or with friends, helps to identify errors in my skiing - which ultimately becomes the source of my nervous feelings. Once identified, I work to make these weaknesses into strengths... and with strength comes confidence.

When it comes to teaching, I think it's best to follow the suggestion of most examiners..."Keep It Moving". Whatever you're teaching, simply break it into parts where you have an opportunity to ski, make a few BRIEF comments, and ski again. Everyone has his/her own style of teaching. A great way to discover your own style would be to write your lessons on paper or in your computer. Write down everything - what you'll say, when you'll ski -everything! Eventually, you'll develop a rhythm and your lesson delivery will become second nature. ■

Cross Training All Year

by Gail Setlock
Dev Team Member
Gore Mt., NY

I am an avid cyclist, both mountain and road biking. I mountain bike because I love it. Finding a good line through the single track trails and rock gardens reminds me of skiing a good bump run. I road bike because I also enjoy it, but more so because it helps my pedaling techniques and keeps me in shape for mountain biking and skiing.

And, there are other benefits in biking that help me cross train for skiing - not just physical fitness, but tactics and skill builders. Mountain biking not only builds on my balance skills, but also timing skills. The timing of how and where my front tire hits the rocks and roots, as well as the position of my pedals, can make the difference between staying on my bike or going over the handlebars. Just like in ski turns, timing, duration, rate and intensity will affect my bike riding performance. In my skiing I have been working on the timing of my pole swing. An earlier swing starts my turn sooner, which affects the way I ski bumps, trees, steeps and more.

I also play golf. Last summer I worked on slowing down my swing, and it continually made me think of skiing. I don't want to rush the top of the ski turn, but, rather, slow it down - like my golf swing - for more effective results.

In water skiing I work on tipping the ski up on edge and pulling across the wake, rather than flattening the ski. I think of water skiing as linked turns, like snow skiing, and avoiding the "dead spot" of just hanging out until the next turn.

In the equestrian world I work on keeping my eyes soft, so I can relax and not tense up. In doing so, my horse will relax, as shown by his ears relaxing. This keeps me better balanced in a deep seat, ready for that unseen Partridge that might fly up from the ground and startle my horse and me. In skiing, I keep "soft eyes" and it helps to broaden my field of vision to see other skiers around me - important for safety. Soft skiing eyes also keeps me relaxed and better able to see and adapt to the change in terrain and conditions.

So, all summer I think of skiing while I enjoy summer recreation. And, when ski season rolls around, I work on soft eyes, tactics, and slowing down the top of my turn, thinking of how these things will apply the next summer to golf, biking, water skiing and horseback riding. ■

Mickey Sullivan named Director of Education & Programs

Served as "Acting" education director this past season

PSIA-E/AASI Executive Director Michael J. Mendrick announced that, after a season of serving in both an interim and "acting" capacity, Mickey Sullivan of Canandaigua, N.Y. has been named the permanent Director of Education & Programs overseeing all educational efforts for PSIA-E/AASI.

"Mickey stepped up and did an outstanding job while the organization was in transition, providing members with solid programs, education staff with top shelf training and the division staff with a positive new partner," said Mendrick. "I'm sure with the Acting title removed Mickey will dive in and develop new ways to provide our members with the best quality education and activities possible. His background in snowsports marketing and guest services provides some terrific versatility for us as well."

Sullivan has been a member of PSIA-E for more than twenty-five years and an Alpine Examiner since

1982. He has also served on the association Board of Directors in 1980-1984 and from 2002-2005. His snowsports resort experience includes stints as Director of Winter Operations at Mountain Creek, NJ and a long run as the Director of Marketing at Bristol Mountain, NY.



"I am very excited to serve in my new role as the Director of Education & Programs for PSIA-E/AASI," said Sullivan.

"This responsibility is much more than a job for me, it's a passion. I truly believe that as snowsports instructors we can make a positive difference with those that we teach and far beyond. I look forward to fulfilling my responsibility to deliver the best snowsports instruction educational events possible along with a fair exam system that maintains the highly regarded PSIA/AASI national standard."

You can reach Mickey at msullivan@psia-e.org. ■

continued next page

Master Teacher Certification Indoor Courses Scheduled

Don't forget to register!

Just a reminder that the fall indoor core courses, optional courses, and mid-course and final testing for the Master Teacher Program will be held September 22nd – 25th, 2005. 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, September 22nd

5. At Your Service
6. Conversation With Fear
7. Stance and Alignment **

Friday, September 23rd

8. At Your Service
9. Motor Learning
10. Exercise Physiology

Saturday, September 24th

11. Anatomy
12. Teaching Skiing in Spanish
13. Communication Station

Sunday, September 25th

14. Communication Station
15. Outdoor First Care*
16. 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 and an event application form.

Application deadline is September 1, 2005.

* 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.

** Bring your boots

Cost: \$85 per course includes lunch and all course materials. (Outdoor First Care is an exception. Total cost for event #15 is \$105) The minimum class size is 10 people. Enrollment for each class will be limited, so sign up early. The application deadline is September 1, 2005. All courses will begin at 9:00 AM and conclude at 4:00 PM. Registration is from 8:00 – 9:00am each morning. **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 on your event application.** 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, September 25th 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 seven 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, September 25th from 7:30 AM - 9:00 AM (Event #17)
Session 2: Sunday, September 25th from 4:30 PM - 6:00 PM (Event #18)

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 \$121.95 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 1st, 2005 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 518.584.3255 or check out www.saratoga.org for additional lodging suggestions. ■



Snowsports School Director

Great opportunity to join a growing resort and exciting expansion that will set up apart from the rest! Wintergreen Resort in the Blue Ridge Mountains of Virginia is seeking a Snowsports School Director to lead us through change into the next phase of Wintergreen's capital plan. Large hotel and learning area project currently being implemented. High energy level, proven ability to lead, strong verbal communication skills and a passion for the sport are just a few of the characteristics that will secure this job. Level three certification is required. Full-time benefits; job can be from five months to year round depending on qualifications. Please submit resume at jobs@wintergreenresort.com.

Rental Shop/Adventure Center Manager

Creative year round position at Wintergreen Resort that will manage a bustling rental shop operation in winter and oversee the Out of Bounds Adventure Center in the summer. Large scale rental operation with 2000 skis and 500 snowboards. Staff of 100 and day/night operations. Summer to include mountain biking, bungee trampoline, paintball, mini golf and climbing tower. At least 5 years industry related experience, outgoing dynamic attitude and a willingness to solve guest issues. Please submit resume at jobs@wintergreenresort.com.

The Journey toward Dev Team

by Jay Barranger

PSIA-E Alpine Dev Team

Director, Snowsports Learning Center

Catamount Ski Area, NY

Story Part 1 - March 22, 2005

As I sit here in my office on the eve of my third attempt at Dev Team, I am compelled to write about how I got here. I thought I would get it down now **before** the results of the tryout have an influence. Last night, as I was tuning skis in the basement, it occurred to me that I had had a pretty good season, skiing-wise. So I started to think, why? It dawned on me that it started at the Snowsports Management Seminar this past December at Mount Snow. I was sitting in on an indoor seminar that was supposed to be on-snow, but the rain had us inside. I don't recall the topic (I think it was certification-related), but Jeb Boyd led it. I've known Jeb since we both completed our Level III certification at Sugarloaf in March of 1988. While sitting there listening to Jeb and the other examiners speak with their expertise and passion for their chosen sport, I realized that I was missing something. When I was involved in my own certification process, I was fully immersed in the learning aspect. I realized that with each completed phase of certification there was a lot I still had to learn. I also became a bigger sponge each time, just soaking up the information. I missed that!

So, at that seminar I started thinking maybe it was time to try out again for the Dev Team. I had tried two previous times, making it to day two on both occasions. Those attempts were a long time ago, the first in 1989 and the second in the early to mid-nineties. At the second attempt, my friend and fellow employee Pam Greene was successful. Then, the job of being a ski school director kind of got in the way for me. The thought of trying out again at the age of 51 was kind of frightening; how would my skiing compare to those half my age? I decided to attend the Dev Team Prep at Hunter Mountain in February. Bob Shostek, a great skier and clinician, led the 2-day prep. I feel my skiing is better than it has ever been; some of that may be due in part to technology (aren't shaped skis great!), but the pilot still has to have some input. Bob led us through some awesome skill drills that had us all skiing even better. His simplistic approach really made it easy to understand and learn. I came away from those two days feeling pretty good about my skiing, and Bob strongly urged me to make the trip in March. He also invited me to join him at Killington the following week, which I did. I got to ski with Kristi Robertson and her group of Dev Team hopefuls. I got a

lot of good feedback that day, as well as a "you better go" from Kristi.

Okay, so my skiing is doing pretty good, but that was my strong suit in the previous attempts. How were my teaching/clinician skills going to match up? Well, my friends and former fellow employees at Jiminy Peak heard that I was thinking about Dev Team and offered me the opportunity to take part in a mock exam as an evaluator for their candidates for Level II. I was invited to bring any of our candidates from Catamount to also take part. It was great! I got a good opportunity to watch skiers performing various tasks, as well as score them. The feedback that I got from Jiminy's trainers was very encouraging. They invited me back to do another mock exam for their Part 2 candidates. In between those two mock exams was the deadline for the Dev Team Tryout. I sent in my application!

So, I'm now closing this segment of "the journey". I promise, I'll write a conclusion after the completion of the tryout, regardless of the outcome. I wish to say thanks to all the people who have had an influence on me in the skiing world over the last 21 years. There have been a lot over the years and to list them all would take up a lot of space, so I'm going to thank those who have most recently been of inspiration.

Thank you to: Jeb Boyd, for making the National Team and for the inspiration; Bob Shostek, for improving my skiing, keeping it simple, and for giving me a little push; Kristie Robertson, for the encouragement the few times we skied together this year; Pam Greene, for helping all those years at Jiminy and being a role model; Bill Gilbert, President at Catamount, for giving me a chance to continue doing what I love; Rich Edwards, Vice Pres. at Catamount, for standing by me and allowing me the time to pursue this endeavor; Brian Dolin, Tech. Dir. at Catamount for the good eyes and feedback, as well as the letter of recommendation; Mike Bigley and Rick D'Elia, both of Jiminy, for your encouragement, guidance and letters of recommendation.

I know that I'm omitting some individuals; I apologize. You were all important in this journey. It has been a journey; the destination is in sight. I hope I reach it successfully. Well, tomorrow this 51-year-old ski teacher and Snowsports Director takes another crack at it. Maybe the third time will be a charm. I feel I'm skiing better than ever and have a greater confidence in my clinician skills. Only time will tell, but it has been a great journey to this point. More to come....

Story Part 2 - March 27, 2005

...well as promised, here is the conclusion of this journey. I arrived on Tuesday night and got a good night's sleep. I got to the mountain a little before 8:00am, signed in and got my nametag with my number. I drew number 3, not a particularly significant number - or so I thought. After determining which group we would be skiing with, we were out the door to meet

each other and the first set of examiners. One change in the format this year over past years was there were no current Dev Team members skiing with us. This allowed the Examiners to ski with the group and ski the tasks, getting a good feel for how the terrain and snow conditions might affect the performance. I think this is an excellent change and hope that it continues this way in the future.

Talk about snow conditions - oh my! It had been warm the day before, then got cold overnight and everything froze up. I heard the conditions described as "skiing on coral". It was some of the toughest and roughest skiing I've ever encountered. We had twenty-eight people in three groups skiing around the mountain, performing twelve different tasks. At the end of the day they posted the names of all the people that were going to get a chance at a second day and the teaching segment. Those that survived the first day got to take a fifty-question test a few minutes after the posting. I got to take the test. I had made the skiing cut!

Day two dawned gray and with a few snowflakes still in the air - twelve inches of snow had fallen overnight. Great for skiing, maybe not the best for performing teaching tasks, but that was what we were there for. We were fifteen people now in three groups of five. We each had three separate teaching tasks, for which we would draw our particular topic. One task was working with instructors in a First Tracks type clinic, another was teaching in the Advanced Zone, and the third was Tactical skiing situations. For each task you drew a card, which gave you a teaching scenario, much like at a lineup at your home mountain. The biggest difference being we were to treat these tasks as if they were clinics that we were running with fellow instructors - which we were.

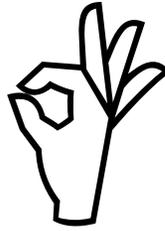
I was so nervous on the first one that I started playing head games with myself. I caught myself and said, "Listen, you know how to do this; it's just like a clinic back home". I was the last to go in the first draw, and got through. It was nerve-racking and wound up being my worst score of the day. With the second draw I did much better and managed a decent score. After lunch it was time for the last task. As we stood at the bottom of the lift we drew numbers. These numbers were the order in which we were to do our presentations; the order also dictated what your topic was going to be. I drew number 3. Now, the number on my name badge was 3. It was the third task and my third attempt at Dev Team. I was born on 3/3. How much better could it get? (Some of those realizations didn't come till later.) Well, it got better. When we got off the lift I was handed the card with my task. It was a topic that I was extremely comfortable with and had been working on at Catamount. I did a pretty good job and scored really well. I never really put much stock in superstitious stuff, but maybe I should pay more attention.

continued next page

■ zipper line, continued

Well, it was over, and time to wait for the results while trying to stay relaxed. At last the results were final and it was time for the announcements. There was an ACE exam going on at the same time, and those results were announced first. Oh, the nerves were really acting up. Finally, they announce six successful participants. My name is called, and I've made the team! I can't believe it! All the hard work and all the help along the way have paid off. Success!

To all those that didn't have the results you were hoping for, congratulations for trying and don't give up! Remember, the third time can be a charm. Congratulations to the successful ACE candidates. And congratulations to my five fellow new team members: Heather, Marsha, Nick, Mark and Keith. See you at fall training! It's been one heck of a journey, and, as one journey ends, another is just beginning. ■



Congratulations to these new Alpine Examiners. Their exceptional skills and continued efforts are greatly appreciated.

Matt Boyd
Sue Kramer
Troy Walsh
Dave Wisniewski

ASEA (PSIA/AASI) National Report

by Ray Allard, National Board Eastern Representative & Operations V.P.

The ASEA Board of Directors met in Golden, CO June 9-12. While this meeting is traditionally for the consideration of proposals and budget approval, time was also spent addressing some major topics of current interest.

Governance: Results of a self-evaluation survey of the board have indicated areas of strengths and weaknesses that will be addressed over the coming year. The Governance task force submitted a report with proposals and suggestions. While a proposal to change board structure was not accepted, several areas have been targeted for future study, in particular the interface between national and divisions. Our organization Strategic Plan will be reviewed again this fall.

Marketing: The board reviewed our current marketing plan and strategies. While we frequently get input about marketing more to the public directly it is obvious, after considering all the factors, that such a campaign would require money and manpower far beyond our means, with few indications that it would actually be effective. The fact is that we have been very successful in getting our message out by working with strategic partnerships that have resulted in very high media exposure. The "Go with a Pro" campaign has been well received, especially in the East.

A large part of our income is derived from non-dues income generated by the marketing department, which is also responsible for providing many member benefits. The board did approve a project to research and develop a nationally unified campaign for increasing recruitment and retention of members, one of our primary strategic objectives.

Education: The recent National Academy was one

of the largest ever. As previously reported, several new or updated educational materials were produced this year. Currently, the new Nordic manual was released this spring. The new Freeride/Park and Pipe manual is going to press as this is written. An advanced Alpine technical piece is in process, as is a revision to the Snowboard manual and video. Coming up in education pieces: a revision of the current Alpine Technical manual, a revision of the Children's manual, a best practices piece on teaching, revised Nordic standards, and updates for the Online Learning Center.

Finance: We are projecting another year in the black, with income exceeding expenses by about 4% despite an off year in several divisions, which adversely affected dues income and catalog sales.

Affiliations:

A) National Ski Hall of Fame: We have attended three meetings or events since being asked to become affiliated with this group by filling one of their board seats. Look for more information and membership offers later this year.

B) 10th Mountain Division: Still serving our country today, this unit provided some of the most influential players in the snowsports business in this country after World War II. They now have an active veterans group who use our office for periodic meetings and business.

C) USSA Coaches Education: Our Executive Committee met with several principals from this group in the spring. We have had program and personnel exchange at the Demo-Team level. We are looking at ways to make the materials and programs of both our organizations available to members of the other

20 Year AASI pin: Although AASI has only been in existence for about ten years, snowboard as a recognized discipline goes back further than that. Also, many current members who consider snowboard their primary discipline joined 20 or more years ago as alpine members. Therefore, I proposed and the board accepted a motion to create a 20 Year AASI pin as an option that members may choose when they reach that milestone.

Other newsworthy items: The national office building had a rooftop fire recently, but no one was injured, no data was lost, we are insured, and business is being conducted as usual.

The new national database software upgrade is now scheduled to completely replace the current system in the spring of 2006.

Divisional Presidents, Executive Directors and the Snowsports School Managers committee are groups that have been funded for fall meetings.

Proposals: Approved were some wording changes to the Bylaws (first reading), creation of two levels of member schools, opening it up to more schools (final reading), and additions to the web site. While many projects were approved as noted above, not all could be funded this year. The board discussed at length the reality that there are many worthwhile projects competing for support, but only so much money and so much manpower to support them. Requests are prioritized based on need, feasibility, and their impact on operations or services.

As always, feel free to contact me at allardray@aol.com with your input on national matters, and thank you for the opportunity to serve at this level. ■



Region 1 (ME & NH)

Ross Boisvert, Regional Director, reports:

Well, by now everyone should be enjoying the end of spring and the beginning of summer. It's June 6, and I just returned from the spring Board of Directors meeting. I'm pleased to report that Dutch Karnan, your Region 1 Rep, has been elected as the new Vice President of PSIA-E. Many of you in Region 1 know Dutch well, and I am sure you will agree with me that he will do a fantastic job as VP. Dutch will serve a 3-year term as VP, then a 3-year term as President, and finally a 3-year term as Immediate Past President. Bob Shostek is now our President, after serving 3 years as VP. Bill Beerman's term as President ended, and he now begins serving as immediate past president. Bill has done an incredible job during his term. We, as an organization, are very fortunate to have such great leaders.

During the two-day Board meeting many topics were discussed. One topic of great importance is the new Registration level into PSIA membership. There will no longer be a First Tracks entry-level event into the organization. There will not be a clinic or event for the Registration level. The requirement for Registration membership will be a minimum 25 hrs of training done at the home area, which the director signs off on. The Level I exam has been changed to a 2-day combined educational and exam process. This new policy shortens the entry-level membership into PSIA by one day, a request from members and non-members for years. This gives the Directors of schools an easier path for their employees to enter membership into the organization. The Registered members will receive the Core Concepts manual, the Snow Pro, The Professional Skier/Rider, and access to our website. The new members will get all their materials when they join, not when they attend their first event. I'm sure new members will appreciate the lead time, immediate benefits, and the information they need to prepare for their Level I exam.

I hope everyone has an enjoyable summer. The Region 1 membership meetings will be scheduled in late September and early fall. Please watch for a postcard in your mailbox this summer giving meeting details. If you have any questions or comments please feel free to e-mail me at (ross@mcintyreskiarea.com).

Region 2 (VT)

Marty Harrison, Regional Director, reports:

Summer is here, the June Board of Directors meeting has just ended, and we in PSIA-E/AASI have a new set of officers. Congratulations and the best of luck to our new leaders. I'd like to recognize and thank Bill Beerman, our Past President and Region 2 member, for his positive leadership over the past three years. He has guided us through some difficult times as well as some good times, and we all owe him a big thank-you.

I have a few interesting statistics for Region 2 members. Including all disciplines, there are only 1,164 of us, which is roughly only 10% of the total eastern membership. And, we have the second smallest number of Alpine members of all of the seven regions. If you're thinking of all the large snowsports schools in

region - not Region 2. The association bylaws (Section 10.8) allow you to designate the region in which you are employed as a snowsports instructor as your region of record for voting. However, unless you have specifically asked to be a Region 2 member, your membership defaulted to your state of residency at the time you originally joined the organization. This means that you cannot vote for your colleagues in Region 2 in our next regional election, which is being held in January of 2006. So, if you teach in Vermont and want to be listed as a Region 2 member, you need to e-mail the office to the attention of Jodi Bedson (jbedson@psia-e.org), or send written notification by Postal mail, and request that the change be made. I encourage you to do this now if you are interested in participating in the Region 2 elections in 2006.

Many members assume they are Region 2 mem-

bers because they work here, not realizing that, in fact, they are not. With Region 2 being the home base for so many influential members and large snowsports schools, we are vastly under-represented with only 1,164 members. Plus, the region has this important election coming up next year and needs your support. So, if you teach in Vermont but don't live here, and you want to vote for representatives of your work region, please take the time to make sure that your voting status allows you to do so.

DATES TO REMEMBER:

Thursday, October 6 – The James Leader Memorial Golf Tournament will be held at the Okemo Valley Golf Club. All members are invited. There is a shotgun start at 12:30pm, with all players playing their own ball. Bring a team, or simply come as an individual player. The price of \$85 includes golf, cart, dinner, and all prizes including the traditional baseball cap. Please see the article elsewhere in this issue for additional details.

Monday, November 2 – The annual Region 2 meeting and ski/ride day will be held at a loca-

tion to be announced in the next issue.

May all of you have a safe and happy summer!

James Leader Memorial Tourney Returns to Okemo on October 6

After a terrific and well-received event in 2004, the annual James Leader Memorial Golf Tournament will return to Okemo Valley Golf Club on Thursday, October 6, 2005. 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 Club is one of the finest, best-conditioned golf courses in Vermont, offering beautiful fall vistas of Okemo Mountain, and challenging golf.

The event fee of \$85.00 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 James 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. You can enter either with a team or as a single player. This year a reminder postcard will be sent only 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 29, so don't delay. It will be a great day!

Vermont, and thinking that those numbers don't sound right, read on....

Even though we have many, many more PSIA/AASI members than 1,164 teaching in Region 2, a large percentage of them are residents of another state. By default, this makes them voting members of another

Region 3 (MA, CT & RI)

David Welch, Regional Representative, reports: Even though summer is here, it's not too early to start thinking about some important events that will be taking place this fall in the Division. The first event will be the "On Any Gear" Jumping Event, which will be held at Lake Placid, NY, September 14-15. Next up will be the Indoor Master Teacher Courses, held in Saratoga, NY, on September 22-25. All of the details concerning these events were in the Spring SnowPro. Who said you need snow to learn something new about snowsports?

Next, I'd like to remind everyone about the Education Foundation Scholarships that are available annually in the Division. All of the necessary information concerning the scholarships that are available, and the eligibility requirements, are posted on the Eastern Division website (www.psia-e.org). The deadline for applying is early October, so don't delay!

Lastly, our annual regional meeting will be held this fall at a time and place to be announced in an upcoming issue of the SnowPro, and by mail. Remember, this meeting is YOUR opportunity to meet with your Board representatives to discuss matters that concern us all regarding our region and division. Regional Director Ray DeVerri and I hope to see you there.

Have a great summer!

Region 4 (PA & NJ)

Eric Jordan, Regional Director reports: It's finally summer in Region 4, and I am sure everyone has traded in their skis and boards for their golf clubs, tennis rackets and bikes.

I just returned home from the Spring PSIA-E/AASI Board of Directors meeting that was held in Saratoga Springs, New York. The meeting, which lasted two days, was very productive with many new ideas coming forward. One of the main topics of discussion was membership growth and how to motivate snowsports instructors to join our organization.

I submitted a written and verbal report to the Board that was directly related to the feedback I received from the membership during our regional meeting at Elk Mountain. Plans are already well underway to build on the success of last year's meeting, and a date and location for next year's meeting will be finalized in the coming weeks. If anyone has any suggestions on a location for the meeting, please do not hesitate to contact me at (enj5050@yahoo.com).

That's all for now from Region 4. I hope everyone has a safe and enjoyable summer.

Region 5 (Western NY State)

Ron Kubicki, Regional Director, reports: Hey, Region 5, I hope everyone is enjoying the mid-

summer type temperatures we are experiencing. Quite a change from some of those minus-20 wind chill nights in February!

Well, even though we are in our **off-season**, the business of PSIA-E/AASI goes on. We have just completed our June BOD meeting — look for an update in this issue. An item of note is the changing of the leadership. This meeting was the end of Bill Beerman's term as President. It has been a pleasure working with Bill and he will still be a member of the Board as Immediate Past President. Bob Shostek now begins his term and I am confident Bob will lead with a fair and objective point of view. At the meeting the elections were then held for the remaining Officers: Dutch Karnan was elected as Vice President, Bill Cox was elected Treasurer, and I was elected Secretary. With Mickey Sullivan as Director of Education and Programs, Steve Howie as the Snowsports School Management Chairperson, Nick Brewster as a member of the Racing Advisory Committee, and now my new role on the Executive Committee, Region 5 is well placed in PSIA-E/AASI.

As far as the Region is concerned, I feel we had a varied and full menu of events available in all disciplines. We have an active and involved membership in this region and by us attending these events we can be reasonably assured we will continue to have them offered in our area. We again hosted two separate Regional meetings — one at Greek Peak and another at Kissing Bridge. If you are interested in hosting a meeting this coming season have your Director contact me at (rkubicki@holidayvalley.com) or Regional Rep Nick Brewster at (nickb@bacagency.com).

Please feel free to use these e-mail addresses anytime to contact either Nick or me about any concerns or issues you have. We are your representatives on the Board, and we are there to express your thoughts and concerns. We would both be pleased with any member taking the time to contact us.

Even though the season is months away yet, don't miss the opportunity to keep current with your reading and training. Consider going "the next step" in your teaching career.

That's it for now. Have fun and stay safe.

Region 7 (States South of PA & NJ)

Steve Kling, Regional Director, reports: The biggest news for Region 7 is that Bill Cox, our Regional Rep., was just unanimously elected for a 3-year term as Treasurer of the Association. This is a great honor for Bill, and important for our Region. (It also means we'd be silly not to re-elect Bill in 2 years.) As Treasurer, Bill is a member of the Executive Committee of the Board, which is very useful. ExCom works to set the tone and agenda for the entire organization. One thing

I've learned in my time on the Board is that efficiently running an organization with the geographical diversity of PSIA-E requires many compromises. Having Bill on ExCom will not mean that Region 7 will get everything it wants, but it will provide one more opportunity to make certain that our issues and concerns are heard. Congratulations, Bill!

New subject, event scheduling: For much of last season I encouraged strong support for educational events held in our Region; in past years, several events had to be cancelled for lack of interest. This past season, Region 7's support for "at home" events was on a par with other regions, with no cancellations except for the "summer" of early January. That's good news. I don't know what events will be offered in Region 7 next season, since the overall schedule is still a work in progress. However, we will probably see fewer total events for next year for both AASI and Alpine. Mickey Sullivan, our new Director of Education and Programs is responsible for the entire event schedule, and this the first schedule he will have prepared. Mickey has indicated that he plans to reduce the total number of events offered next year, in part because overall attendance at events last year was down significantly, in part because First Tracks will no longer be offered or required, and in part because larger events are more cost-effective for the Association than smaller events. However the schedule turns out, let's again focus on supporting the events that are on the calendar for Region 7.

Other Region(s), not reporting this issue:

Region 6 (Eastern NY State) ■

Let us think of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream which, fulfilled, can be translated into benefit for everyone and greater strength for our nation.

~ John F. Kennedy

Develop your greatest ability through an Accreditation course, see page 30



How Can You Make a Difference?

by Steve Howie
Snowsports School Management
Committee Chairman
PSIA-E Educational Staff

When I started to think about the NSAA Growth Model and what could be done to have a positive effect on it, I looked at the customer's goals and worked my way back. The ultimate goal was, and is, for every customer to have a safe and fun learning opportunity and experience enough of the same excitement that makes us the skiing/riding fanatics we are (I know, it sounds like an answer someone might give on an exam). The short answer is, **the quality of the experience.**

Areas continue to provide better terrain, easier to use lifts, better equipment, affordable entry-level packaging, and guest service programs to meet every need of our customers. So, I started to look at snowsports schools and our potential impact on the quality of the experience.

The simple solution is to put the most experienced instructors out with our new guests. There is no question that our most experienced instructors will provide a more positive experience. It sounds so easy, but preparing new instructors to teach entry-level students in the limited amount of time available is difficult enough. Can you imagine preparing them to teach advanced classes? Wouldn't it be great if we did not need to have such a large number of new instructors every year?

When I question many instructors about the benefits of being an instructor, pay, equipment deals, and skiing privileges for the instructor and their family and courtesies at other areas are often mentioned. I guess you could call them benefits, although many might say these benefits are shrinking.

What was also mentioned, but not as often, was the impact becoming a ski/snowboard instructor had on us as individuals. I know that the first thing I noticed was how much my skiing had improved. How could that be when all I did was teach beginner skiers - and kids at that? But, when I added the hours of clinics and the time I spent skiing with some of the best skiers around,

it's easy to see why I improved. What was even more noticeable for me was my communication skills and the comfort of speaking in front of a group. Being in sales, I was involved in many presentations in front of large groups, and it was not always comfortable for me; but, the experience from clinics and teaching provided me with the skills and experience to feel comfortable and gain confidence. When I look at some of the younger instructors I have had the opportunity to work with (high school and college age), I see similar changes that I know had a positive impact as they entered the working population. Although we would all like to see an increase in our benefits and wages, most of us are enthusiasts that see the rewards of introducing and sharing our sport with others.

I know this is starting to sound like a sales pitch for becoming an instructor, but you already are, and hopefully still enjoy being one. So, why all the hype on being an instructor? Let's back up a little to where I said, "Wouldn't it be great if we did not need to have such a large number of new instructors every year?" One of the most difficult jobs for any school is attracting qualified new instructor candidates. Certified instructors would be great, of course, but what I mean by "qualified" is candidates that are, at a minimum, good skiers and riders, have good communication skills, and are enthusiasts that will generate excitement about our sport.

As a snowsports director I have tried many different approaches to market becoming an instructor, but the best one so far comes from you. As an instructor you have the opportunity to ski/ride with many potential staff members, and have the experience to recognize the qualities needed. If we could hand pick our candidates each year we would most likely have a smaller turnover. At the very least, if every instructor on our staff would search out someone they feel would make a great candidate we would have a greater number to select from.

So, let's look at the proposed process:

- 1) Find someone that would make a great candidate.
- 2) Provide them with the information on how to become an instructor, and the benefits.
- 3) With more and better qualified candidates to choose from, it should have a positive impact on the quality and retention of new staff.
- 4) More retention means fewer instructors hired each year.
- 5) Fewer positions to fill means we can be more selective, and, again, the quality goes up.
- 6) As we provide a more qualified instructor, the customer receives a better introduction to our sport.
- 7) With the quality of instruction on the rise, we should see conversion and retention rates start to increase.

8) Hopefully, with greater customer retention the profitability of our school will rise and have an impact on our benefits.

It sounds like an easy solution. What I guarantee is it takes work to search out that one candidate each year to bring to tryouts, but, if you do, the benefits down the road for your school and yourself will be positive.

Thanks to all those that have worked hard in the past to search out new staff members and introduce them to our profession; and, in advance, thanks to all of you that will help out in the future. You can make a difference! ■

*Knowledge is of two kinds.
We know a subject ourselves,
or we know where we can
find information upon it.*

~ Samuel Johnson

Find the information about Accreditations
on Page 30

Classy-fied



WANT TO BUY: Old ski books, pins, patches, postcards, posters produced before 1970. Natalie Bombard-Leduc, 69 Mount Pisgah Ln., Saranac Lake, NY 12983. 518-891-4781

JOB VACANCY, Title: Performance Director, British Adaptive Ski Team (BAST), Main Objective: Integrated performance and coaching plans for BAST athletes. Support selected athletes for Turin 2006 Paralympic Games. Salary: GBP10,000 for 6 months (Nov-April) plus a fee for out of season programmes Location: Flexible, but large part of the season will be spent in Europe. Contact: Fi@uphillskiclub.co.uk Website: www.Britishadaptiveskiteam.org

EFFECTIVE SKI COACHING: Text by Tom Reynolds For: Instructors, Coaches, Parents+Competitors. Price: \$24.95+\$4.00s/h VISA/MC accepted. Phone: (207)778-3471 Write: PO Box 883, Farmington, ME 04938 ■



Tuckerman's Ravine...a Rite of Passage that Deserves Respect

by Dave Lynch

AASI Examiner

Gould Academy - Bethel, ME
Sunday River, ME

Heading to Tuckerman's Ravine (a.k.a. TUX) in the spring is a Northeastern tradition. The long slog up to HO-JO's can either be excruciating or an enjoyable hike, depending on your fitness level, your hiking partners, and your ability to pack right. Then, the steeper jaunt up to the bowl can be cold and intimidating, or exciting. Then, once in the bowl, assuming you make smart choices, you can have the ride of your life, or an absolutely terrifying experience that you will be lucky - and I stress lucky - to walk away from. I have had just about every type - good and bad - of experience up there; I hope some of this advice will be helpful. It is your choice most of the time to make your trip to TUX as safe, fun, and respectful as possible.

The first and best piece of advice is that you should go with someone who at least kind of knows what's going on. The next best advice is to get rid of your entire ego. Check it at the bottom, leave it in your car. Given that, here are a few other ideas that will help you on your way.

The first thing that you are going to do before you go is check the weather. This is critical. You are about to enter the area of "The World's Worst Weather". Be sure that there will be visibility. Riding in a whiteout at your hill is very different from riding in a whiteout above tree line in an area as steep as TUX. You have to also worry about wind and temperature. Hiking and riding in high wind that can normally gust to well over hurricane force is not advisable for anyone. The temperature is something that you can dress for, and be sure to be

ready for a solid 20-30 degrees lower than that. The weather at "TUX" is UNPREDICTABLE!

Once you've determined that the weather looks like it will be OK, it's time to pack. Pack smart! A six-pack of beer not only is a bad idea for safety sake, but it also weighs a lot. Bring what you need, and what you need to be safe. That means clothing, non-cotton clothes. Bring something to hike in, and something to be ready to spend a night in - just in case. You never know. Bring food and water. I would not want to drink stream water up there, with so much human traffic all in one water basin...you do the math. And, to make the hike not completely unbearable, be sure that your board is well secured to your pack. There is nothing worse than a board that is slipping and sliding around while hiking.

Assuming that you have now made it to Ho-Jo's, and you can see the actual Bowl, it is time to get some last minute info about the day. Talk to anyone and everyone about the conditions. Even at that, when you are looking for where to ride you should hike up where you're planning to ride down. The snow changes nearly inch by inch up there. If there is a shadow, a crevasse, a rock, or just an odd texture, you should know before you ride on it. It is steep enough up there; making last minute changes can be difficult, if not impossible. Also, you need to look around. There can be falling rock, ice, and even people. No matter what it is it can be terrifying, and you do not want to be in the way. So, be aware!

You have made it to the top. You are strapped in and ready to head down. Now, you have to respect everything - yourself, your ability, the snow, the people you're with, and the people below you. This is where the checked ego can be critical. TUX is a "no fall zone". Period! Assuming you are smart about your abilities, you should be aware of where everybody else is. This is one-at-a-time terrain. Nothing would be worse than having a killer run and be taken out by a fool above you, right? So, don't be that fool. Also, turning above hikers is terrifying for them; not only scary because you may fall, but also because every turn you make will drop plenty of snow, ice and other debris on their heads. This should be expected by them, but you should be respectful and minimize it.

Lastly, assuming you have made it and are healthy enough to get yourself out safely, help out everyone else. There is litter up there; not a lot, but any is too much. Please pick some up and bring it on down. It is far too beautiful up there to trash it up. Also, when you get back to Ho-Jo's there is a donation box there for the volunteer patrol that saves many people a year at TUX. Throw them a bone or two if you can. They could be saving you someday (hopefully not).

Anyway, good luck! It is a tremendous experience, and you should do it. Following these guidelines and learning many others will help make your trip exciting, memorable, and, most importantly, safe. ■

Staring down the wall at "TUX" are, starting with farthest person in background, and named clockwise: Eric Rolls - far distance (Ed Staff from Gould Academy, formerly Jay Peak); Dan Simmonds - riding (Level II from Sunday River, formerly Stowe); Josh Sawtelle (Level II from Sunday River); Anna Cooper (Level I from Sunday River); Skier - Bonnie Kobler (Level II from Stowe); Sitting - Bonnie's boyfriend, Will (snowboard patrol from Stowe); Standing foreground - Tristan Brooks (Level I from Sunday River); Sitting nearest - Eben Dingman (Level I from Sunday River).



Rob Bevier passes the torch (or board) to John Hobbs as AASI Advisor



Bevier



Hobbs

After a three-season stint that proved both challenging, successful and (we hope) rewarding, Rob Bevier has stepped aside as the AASI Advisor. Rob wrapped up his service at the June Board meeting in Saratoga Springs, N.Y. John Hobbs of Killington, VT attended as well in his first meeting as the new AASI Advisor.

"Rob came in as a diplomatic and dedicated leader at a tough transitional time for AASI in the Eastern Division," said Executive Director Michael J. Mendrick. "We couldn't have asked for a better person to step into that role and guide us through some tricky waters."

Rob worked closely with AASI office coordinator Liz Kingston as well as the AASI Steering Committee and has much to be proud of during his service. Some of the key AASI accomplishments during the past three years include:

- Revised the AASI Assessment form used at all exams, the Level 1 Training Guide, the Level 2/3 Study Guides and the Staff training programs.
- Reinstated the DEV team exam
- Brought in 12 new staff members
- Developed the successful Freestyle Accreditation
- Compiled course descriptions for all AASI events
- Attended the first ever AASI Examiner College
- Held National Team tryouts for the Eastern Division
- Clearly defined the exam standards for our membership
- Implemented a defined training program and accompanying training budget.
- Improved the communication & moral within the AASI Ed Staff
- Improved retention (especially at the higher levels) and growth within the AASI membership

The track record of John Hobbs with AASI made him a natural choice as the new AASI Advisor. He has served as the Perfect Turn Supervisor for snowboard programs at Killington, VT since October of 1997. John has been a member of the AASI education staff since April of 1997, on the AASI Steering Committee since October of 2002 and the AASI Dev Team Coach since 2004.

Rob Bevier will continue to serve in a volunteer capacity as the Chairman of the AASI Steering Committee and contribute as a positive partner to John Hobbs for the coming season and beyond. Thanks for all Rob and welcome John! ■

continued next page

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Use a “Trigger” to Focus

by KC Gandee

AASI National Team Member

AASI Eastern ETS Member

Okemo/Stratton, VT

A pretty hot topic on the Eastern Division AASI forum (www.aasi.org), as well as instructor break rooms and bars up and down the east coast, seems to be Level 2 and 3 exams. Stories are shared, insights gained, and sometimes confusion is put to rest. I have seen and heard many different strategies for studying in an attempt to pass an exam, but the most common has been the quick tip form: “What’s your best tip for riding (bumps/ice/park/steeps)?” Although this is a great form of studying, there’s one that I haven’t heard yet and would like to offer up: “What’s your best tip for passing the riding part of an exam?”

The obvious answer is ride your butt off. Ride everything. Have fun, play with the mountain. I can’t remember how many times I’ve heard that one. This tip, however, is non-specific (and you know how bad that is) and often easier said than done. Two weeks before my Level 3 exam, I was riding with an AASI group at Montage, PA. It was about 55 degrees out, with minimal snow coverage. The riding level of the group was outstanding; everyone was ripping it. Everyone, that is, except for me. The Ed. Staff member that was leading the group was using me for demos of different riding tasks, putting me in the spotlight as a way of helping me prepare for my exam. I fell down more times that day than in my last four years of riding. I just couldn’t get it together. The whole thing culminated in a crash right before lunch. The group had just ridden to a meeting point above a pitch. I was trying to get my riding back, doing a long, drawn-out nose butter about 50 yards above the group when I caught my heelside edge. Down I went, and I continued to slide on my back for 45 yards through a 15-yard puddle. It was actually more of a lake than a puddle. I tried to play it off as a test of the DWR on my jacket, but everyone in the group knew the truth; I just wasn’t handling the pressure. The worst part was that it wasn’t even the exam yet. The afternoon continued in much the same fashion as the morning, and by that night I had decided that there was no way I would go to the Level 3 exam.

That night, a cold front moved in and froze everything solid. Needless to say, the riding the next morning was quite different. On the first chair up, I rode with Tom, the group’s ed staffer, and he asked me what I had thought about the previous day’s riding.

I muttered something about excrement, to which Tom laughed at me and said that I just needed a trigger. Great, I thought, he’s ready to hand me a gun while I was under the impression that he was supposed to encourage me. Turns out, “trigger” is a psychological term. It’s physical action that athletes, musicians and just about anyone who performs use to focus themselves. For instance, some ski racers will spend five minutes finding the perfect spot to plant their poles at the starting gate even though they only need a probe or two. Some musicians will warm-up by playing the same licks before each performance. A trigger is a physical motion that clears the mind of outside influences, allows the performer - in this case the rider - to focus on the task at hand and its positive outcome. Tom said his trigger was to stand hunched on his heelside edge, hands on his knees, and visualize success at the given task for a moment. Then, just before riding, he would clap his hands together. I thought of a trigger that morning and used it in the day’s riding, with limited success.

I signed up for my exam and over the course of the next couple of weeks, built my trigger mechanism from the ground up. I would stand at the top of my favorite run on a perfect day on my heelside edge, hands on my knees, visualizing my line. Just before riding, I rolled my head around my shoulders twice counter clockwise. Then I’d shred my best. I went through the same routine in the park, off small features, performing tricks that I knew I could handle, developing my trigger around moves that I already knew; that way, I knew I could be successful.

My trigger turned out to be my best friend at my exam. I think the results of the three days at Hunter would have been very different if I hadn’t gone to Montage that weekend in early March and embarrassed myself in front of those rippers. The point is, no matter how hard we train and study, sometimes our minds can get in the way. Developing a trigger can prepare a rider to push those barriers away when the time comes, allowing the task to be completed. If you find yourself having difficulty focusing and dealing with the pressure of riding while others are watching and evaluating you, find yourself a trigger. Start small, with tasks that you know you’ll be successful with, and then work your way up slowly. Once you have a trigger, you may end up like me, using it every time you want to push yourself. In fact, Tom is the same way. The last time I saw him he was perched just above a pretty good-sized tabletop, on his heelside edge, hands on his knees. He stared at the lip of the jump, then clapped his hands together. I don’t remember exactly what happened next, only that I saw his head drop below his board in the air - on purpose! Talk about pulling the trigger! ■

Notes from Your New AASI Advisor

by John Hobbs

Eastern AASI Advisor

Killington, VT

While spending a rainy Vermont weekend flipping through past issues of snowboard magazines, I came across a *Burton* advertisement claiming, “Summer snowboarding, some are not”. For those of you fortunate enough to enjoy summer snowboard camps, I’m envious. Although most of us have to rely on magazines and memories for our summer snowboarding fix, here at AASI the summer is entrenched in scheduling and planning for next season.

Before knowing where we are going, however, we need to recognize where we have been. I would like to begin by thanking Rob Bevier for his commitment as AASI Advisor these past three years as we went through some tough transitions. Rob will now continue as the AASI Committee Chair, and I will assume the responsibilities of AASI Advisor. I would also like to thank all our members. Although the weather gave us a slow start, the season ended very well. Indeed, our end-of-the-season Level II-III exam at Killington was a record event, warranting the creation of a second exam in order to satisfy the demand of over 125 candidates. Additionally, our Level I exam drew nearly 60 people. In between these two successful events was our Development Team exam, which not only involved great talent, but also yielded two new staff members: Bryan Fielding from Snowshoe, WV, and Dan Munn from Stratton, VT. Congratulations and welcome to each!

At the request of our members we will have a few schedule changes this next season. To begin with, there will be more weekend events. In the past, Level I exams were more available on weekends than our other educational and feature events. This has been addressed and changes made. Yet another member-driven change has resulted in additional educational offerings to our prerequisites list. Finally, the majority of our members requested we change the dates of the Eastern Academy event to fall after the busy holiday season. While we understand those members who saw the pre-holiday scheduling as a great warm-up and refresher, the demand for the schedule change was too great to dismiss. Therefore, we now have our feature Eastern Academy event scheduled for Jan 2-6, 2006 at Okemo Mountain, VT, with an additional three-day option also running from Jan 2-4, 2006.

Another AASI addition for next season concerns the Registered member status. “Registered” will now accommodate snowboard instructors who wish to become part of the organization but do not want to jump right into the Level I exam. The new Registered

status will incorporate new 100 level educational event offerings, namely *Teaching Foundations* and *Riding Foundations*. More information will appear in future issues of SnowPro.

There are two more new educational events on the schedule. Safe Coaching for Freestyle Venues, an event previously offered only as a consult, will be added to our schedule. The second new event is a cross-discipline freestyle event. In the early days of snowboarding we witnessed the influence of modern skiing technology on snowboard gear, followed by the influence of snowboard gear on shaped skis. We want to continue in this cross-influencing to discover what kind of creativity, brotherhood and solidarity can come from mixing disciplines in the freestyle arenas. This event will be staffed with an ed. staff member from both disciplines.

One final change and addition for the 2005-2006 season is an exciting new standards video. In an effort to help better define riding standards, this video project will focus on the range of riding abilities, as well as examples of varied riding arenas and styles. The video will not pinpoint specific tasks and expected outcomes, but rather will give visual clues to better understand the Eastern Division's interpretation of the fluid standards set forth by the National organization.

I'm excited to be your new AASI Advisor. I look forward to meeting the challenges of this role. I welcome any comments, questions, and/or requests regarding the direction and operation of AASI. You can reach me at (onetracksmine@aol.com).

Hope you all have a great summer!

(PS: If you should be one of the lucky ones to be summer snowboarding, tell us about your adventures. Write an article and send it to Liz Kingston in the office.) ■

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In Memoriam

Jay Emery, of Hanover, NH, passed away on March 26, 2005, at the age of 66. He was an Alpine Level II member of PSIA-E, having joined in 1981.

Steve Pavlica, of Chantilly, VA, passed away on Friday, May 6th, 2005, at the age of 47. He was an Alpine Level III member of PSIA-E, having joined in 1989. He taught at Ski Liberty Mt., PA. Fellow member Mike Durkee passes along the following thoughts regarding Steve:

"Steve Pavlica passed away after a 2-year battle with cancer. Steve's passing was deeply felt by those who knew him. Steve was one of those guys who knew how to motivate a pack of snow and ice hounds. His never-ending push for quicker feet, or higher energy, or his laser-like focus on problems were Steve's style. His heart was always in the right place, offering help to anyone who sought insight into how to ski better. Steve contributed to and energized many people over the years at Ski Liberty. His presence had a positive and lasting effect on friends and colleagues. Steve had a great run in life, and he left us all better off by his company and friendship. Steve's memory will always leave a smile on the faces of people who were lucky enough to have had him as a close friend."

Paula Scoville, of Canton, CT, has passed away at the age of 38. She was an Alpine Level I member of PSIA-E, having joined in 1997. She taught at Sundown Ski and Snowboard School, CT.

Nancy Warner, of New Milford, CT, has passed away at the age of 71. She was an Alpine Level I member of PSIA-E, having joined in 1993. She taught at Mohawk Mountain Learning Center, CT.

David L. Valenstein, of Bridgewater Corners, VT, has passed away at the age of 66. He was an Alpine Level II member of PSIA-E, having joined in 1997. He taught at Killington, VT.



THE SNOWPRO NEWSLETTER

The official newsletter of
THE PROFESSIONAL SKI INSTRUCTORS OF AMERICA
AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS
EASTERN DIVISION



Policies and Rates, Fiscal Year:
July 1, 2005 – June 30, 2006

Closing and Issuance Schedule (Published five times per year)

<u>ISSUE</u>	<u>AD CLOSING</u>	<u>DISTRIBUTION DATE</u>
Summer	June 22, 2005	Mid July
Early Fall*	August 10, 2005	Mid September
Fall*	October 1, 2005	Early November
Winter	December 1, 2005	Early February
Spring	March 15, 2006	Early May

*Includes PSIA-E / AASI event schedule.

<u>DISTRIBUTION:</u>	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 36 pages. The average circulation of each issue is 11,500.

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- ⊗ All advertising material must be approved by PSIA-E.

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Adaptive Committee Report

by Gwen Allard, Adaptive Steering Committee and John Lincoln, Adaptive Coordinator

The 2004-2005 season was a good one for Adaptive, but there were some negative aspects as well. Our new member target was met, our expense to revenue ratio was ahead of target, and we were under budget for ABOE training. On the other hand, we had to cancel several events because of the lack of participation. We will have to work harder to get our staff in front of more prospects in order to fulfill our educational-based mission.

Our entire written exam questions for Level I (three different exams), Level II (four) and Level III (four) were updated, based upon the current Core Concepts Manual, Alpine Technical Manual and the Adaptive Snowsports Instruction Manual. For each exam the correct answers and their specific page references have been recorded so any discrepancy can be dealt with.

As Adaptive certification allows for different exam modules (four each for Level II and III) to be taken over a three-year period, our scoring and record keeping can be cumbersome. The office staff did a wonderful job of providing us with all the necessary information to make things run smoothly and we established a protocol that now works well at our exams.

Additional revisions and updates were made to the Adaptive Workbook and Exam Guide. Having it available on CD and on the website has made communication with candidates much easier and more current.

The bi-ski continues to gain popularity in adaptive programs and tethering is one of the more difficult aspects for instructors. Two fact-finding workshops last year gave us basic information for tethering on snowboards. Much was learned about being safe and effective and this summer we will prepare written guidelines based upon the workshop results. These guidelines will help programs expand their tethering instructor numbers by including riders with the appropriate skills.

We have proposed some structural changes to the ABOE structure to emphasize our role as educa-

tors. The addition of an ETS status - as differentiated from the existing Adaptive Clinic Leader group - will let an ACL individual remain on the educational staff and not become an examiner. This will enable us to better serve, communicate and promote PSIA-E over our entire geographic region.

Three new one-day clinics are being developed, which the ABOE will "market". The idea will be to go directly to ski schools and adaptive programs and make our staff available for their training on a consulting basis. One is targeted to Alpine ski schools and provides them information on how to recognize and handle the minimally involved student in a group setting. The other two programs target more advanced needs of Adaptive programs. We will still have a schedule of events as in the past, but will use these programs to get in front of as many new Level I prospects as possible.

The Board ratified the following as the Adaptive Steering Committee for 2005-06: John Lincoln-Chief Examiner/Chair, Gwen Allard, Kathy Chandler, Pat Crowley, Frank Williamson.

Also, in order to gain more members, we will do some summer homework on how to better market our expertise. Our success rate goes up when we can get in front of prospects and we need to figure out how to do more of that. Please forward any of your great ideas to either Gwen or John. Happy summer! ■

Gwen Allard retires as Adaptive Coordinator

John Lincoln now "flying solo"

After a long and accomplished career with PSIA-E, PSIA-E Education Foundation and the Adaptive Sports Foundation, Gwen Allard "called it a wrap" as Adaptive Coordinator at the June Board meeting in Saratoga Springs, N.Y. During this past season, Gwen served as co-coordinator along with John Lincoln of Sunday River, ME. John now begins his "solo flight" as the Adaptive Coordinator as Gwen continues on in her role as an Adaptive Steering Committee member.

"If you have ever been to L.L. Bean, then you have seen the giant Bean Boot outside the front entrance. Well that boot isn't even close to the size of the ones I need to fill now that Gwen Allard has elected to step down as the Adaptive Coordinator," said John Lincoln.



Allard

"I am excited about helping lead the ABOE in its important mission of adaptive skiing education. And, I will continue to rely on Gwen's vision and wisdom. Our collective hats are off to her for being such a terrific role model."

Gwen has been in the ski teaching industry for more than 30 years. Her accomplished career has included (so far, that is) long runs as the PSIA-E Executive Director, Director of the PSIA-E Education Foundation and, in recent years as the President of the Adaptive Sports Foundation at Ski Windham. On December 8, 2001, Gwen Allard was inducted into the National Disabled Ski Hall of Fame at the DS/USA Ski Spectacular at Breckenridge, Colorado.

At the time of her award, Gwen stated, "My dream was to open the on-slope facilities and make adaptive ski teaching a respected profession in the snowsports industry. I've been fortunate enough to put people together to make my dream come true, and I've been able to get to know some great people."

Gwen will continue to stay involved in supporting the adaptive programs of PSIA-E/AASI as a member of the Adaptive Steering Committee. Congratulations, Gwen! We're very proud of you and thankful to you for your many years of service and dedication to snowsports education!

By his own admission, John Lincoln started skiing in 1955! He first taught skiing with the Dartmouth Outing Club in college and started volunteering with Maine Handicapped Skiing twelve years ago in 1993. John joined PSIA and got his Level I Adaptive certification in 1995. He became Adaptive Level III in 1999 and made the ABOE Development Team in 2000. For his own 60th birthday present, he tried for and attained Alpine Level III in 2002 (60th birthday present). John has participated in four PSIA National Academies, four PSIA National Adaptive Academies (the DSUSA/Hartford Ski Spectacular) and five or six PSIA-E Snow Pro Jams as well as numerous PSIA-E educational events along the way. John describes himself as, "a little bit of a PSIA junkie."

Sounds like we found the perfect match to be our new Adaptive Coordinator. Welcome, John! ■

continued next page

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Never Too Early to Start Thinking

by Gwen Allard

PSIA-E Adaptive Steering Committee

The summer season and its great weather have finally arrived. It's the time for golfing, sailing, tennis, reading and relaxing! It's the time to take it a little easy and enjoy a slower life. It's also the time to start thinking: "What are my goals for the next skiing/riding season? What books do I want to read that will improve my skills and knowledge base? What events and training do I want to attend so I can better enjoy my lifetime snowsports?" Pre-season planning is, frankly, where the action is. It's the beginning of next season. It's the motivator and driving force of what will happen once the snow is on the ground.

From year to year, the PSIA-E/AASI schedule of events really does not change that much. The overall philosophy is to offer courses that fulfill the membership needs and to locate them as conveniently as possible. These offered courses (development courses, Master Teacher curriculum, etc.) are pretty consistent, with only slight modifications and location changes. Pull out the old schedule and see where these were held last year and project where they might be held this season. Could something of interest be close to you or at your area? If so, will you sign up, giving yourself the opportunity to share ideas and knowledge with others? Will you apply for a scholarship? Money is available to you as a member of this organization. Look at last year's Alpine, Snowboarding, Nordic and Children's schedules to see if there was a course there that you would have enjoyed. It will probably be offered again this season. For the Adaptive sector, our focus is reaching out to schools, agencies and organizations to fulfill their membership needs. We introduce new courses, offer old favorites and hopefully stimulate some thought on how to better serve our skiing/snowboarding clients.

The bottom line of this article is to get you to start thinking NOW on what you want to do this coming winter. The Adaptive sector will have early and late all-modules Levels I-II-III exams, and there will be some Intro to Adaptive Skiing courses, a snowboarding exam, specialties events focused on specific topics, etc. And, please, don't forget the Academy. The PSIA National Adaptive Academy (Dec 4-11) provides the opportunity to start the year with the latest and most current information from world experts.

So, now's the time to start thinking! Hope to see you at an event – or several events – next season! Have a great summer! ■

Welcome to New Adaptive Development Team Members

by John Lincoln

Adaptive Coordinator

The PSIA-E Board of Directors accepted the recommendation of the ABOE to add three new members to the Development Team. Congratulations are in order for Mary Lane,

Mary Ellen Whitney and Michael Zuckerman.

Mary Lane is Level III Adaptive and Level II Alpine certified, and a Snowsports Coach at Loon Mountain, NH. With more than sixteen years of experience working with athletes with disabilities at the White Mountain Adaptive Snowsports School, as well as five of those years administering the program, Mary will bring a great deal of expertise and enthusiasm to our Board of Educators.

Mary Ellen Whitney is Level III Adaptive and Level II Alpine certified, and is the Chief Executive Officer of Stride, Inc., where she has been winning awards from local, county, state and national organizations for her volunteer contributions. Mary Ellen runs an extremely active year-round program for people with disabilities and will bring her wealth of snowsports teaching to our cause.

Michael Zuckerman is Level III Adaptive and Level II Alpine certified, and is the founding and present Executive Director of the Wintergreen Adaptive Skiing program in Virginia. I had the pleasure of working with Michael some dozen years ago when he came to Maine Handicapped Skiing to see what an adaptive program was all about. Since then he has created, managed and been the guiding light for a highly successful endeavor.

These three individuals will greatly strengthen the ABOE, and we welcome them with open arms and great expectations. If you get a chance, please welcome them as well. ■

Tell me and I forget. Teach me and I remember. Involve me and I learn.

~ Benjamin Franklin

Get involved in something new, see page 30

An Adaptive Challenge for Our Riders!

by John Lincoln

Adaptive Coordinator

If you are a rider and have worked with individuals with disabilities, this is for you: Take the challenge and start preparing now for the Level I Adaptive Snowboard Certification Exam, to be held next February.

If you are a rider and haven't worked with individuals with disabilities, this is for you too! Take the challenge and find an adaptive program, volunteer to help and then start preparing for the exam.

The Level I Adaptive Snowboard exam will be held at Loon Mountain, NH, on February 11 and 12, 2006. The full details of the certification criteria are listed in the Adaptive Workbook and Exam Guide, which is posted on the PSIA-E website (www.PSIA-E.org). Go there now and plan to take the challenge! The rewards are worth it! ■

More successful certification exam news

The following members also passed certification during the 2004-05 season. Congratulations to all!

Alpine Level III Certification Examination

Donnamarie Colasurdo

Alpine Level II Certification Examination

Martha Cloutier

Snowboard Level III Certification Examination

Leigh Ann Battista

PSIA National Adaptive Academy...Get this on your calendar now!

by John Lincoln
Adaptive Coordinator

If you have ever been to the PSIA National Adaptive Academy I'm sure you are already planning on attending again this coming December 4th through the 11th. If you haven't been there, then now is the time to start.

This premier event is part of the Disabled Sports USA Ski Spectacular, and is held at the Beaver Run Resort in Breckenridge, CO. In addition to Learn to Race and Learn to Ski programs that bring hundreds of disabled athletes to this high mountain venue, there will be about 125 adaptive instructors from all over the world attending five days of continuing education as part of the Academy. As those of you who have attended will attest, there is no better way to begin the season.

A staff of PSIA examiners and clinicians from all parts of the country offers more than sixty different half-day clinics covering all disabled disciplines, all the adaptive equipment, personal skiing/riding, Nordic, and administrative issues. There is something for everyone, and participation can be for one day or multiple days, whatever is best for your schedule.

All of the details will be posted on the DSUSA web site at (www.dsusa.org). Go there now and sign up for the best season starter you have ever had. ■



“15 Below” is Growing

...Let's grow more!

by Gary “Griz” Caudle
“15 Below” Club Advisor

As the “15 Below” club enters its third season, we now have 163 active members spread throughout the Eastern Division. Many of these young people have attended one of the premier events held each season at the Mini Academy in December to start the season, or at the Spring Rally, held as a culminating event each season.

Although these events are well attended, I believe that we can reach an even greater number of young people by holding similar events in several regions next season. A survey of members shows that many club members are grouped in “pockets” around the Eastern Division. In these locations, and a few select others, “15 Below” Chapters may be started, where a one-day consulting event might be held. These events would be like the “in-house” events held throughout the division, where “15 Below” club members could congregate near home for a day of learning and fun.

Ski Ward, in Shrewsbury, MA, hosted an event such as this on March 6, 2005. Mark “Campi” Campaniello, the Director of Snowsports Services, was a wonderful host and invited twelve of his junior instructors to ski and ride for the day. A great time was had by all, and I left thinking that this type of an event is just the way to increase membership in “15 Below”, and provide the spirit and direction offered by membership in PSIA-E/AASI. More later as details develop!

See you all next season...perhaps at an area near you! ■

Junior instructors at Ski Ward, MA, surround director “Campi” during a “ski and learn together” day last March.



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Children's Education Committee Update

by Jeffrey W "Jake" Jacobsen

Children's Education Committee Chairperson

ACE Team Member

My name is Jeffrey W. "Jake" Jacobsen. I am a member of the ACE team and have just been named the Chairperson of the Children's Committee for PSIA-E/AASI. I am director of business services at Gunstock Area in Gilford, NH, which includes guest services and the snowsports school.

As Children's Committee Chair, I am following in the footsteps of immediate past chair Ellen Minnicks. I would like to thank Ellen for her dedication and hard work as chair of the Committee during a season in which a record number of participants attended the Children's Academy held in early December at Stratton.

Since I work at a "ski & ride" resort I am typically asked (about this time of year) if I am enjoying the "SLOW" season. While it is true we are not running lifts and putting out clinics, this time presents many new challenges for snowsports resorts. At Gunstock, for example, we open our 300 site campground, camp store, summer camps, skate park, mini golf course, mountain bike & board rental business, and prep for upwards of 60,000 attending special events and functions.

PSIA-E/AASI has a busy year ahead and the Children's Committee will soon be getting to work helping to plan clinic topics for events such as the Snow Sports Management Seminar and, of course, the Children's Academy. It is a pleasure to see the energy being put forth to bring Children's Education to the members of our division. This energy is emanating from the Board and is working through the Educational Staff. To that end the following initiatives are ongoing:

- During the 2004/05 season, the ACE Team worked with the Development Team and the DCL staff during training, and we look for this to continue.
- We plan for continued focus of children-specific coaching methodology through the Accreditation program and inclusion in the exam process.
- A new Children's Strategic Task Force is being formed to develop the means to get information on teaching/coaching children to as many members as possible. The task force will begin by creating a mission statement to solidify its scope and purpose. Details will follow on the web site and in subsequent issues of the Snow Pro.

Many resorts (if not the majority) provide lessons, clinics, or programs primarily to people under the age of 16. The ability to target your audience with your lesson plans, the activities you use, and the words you choose will help you improve the experience for your guests. An improved experience increases the likelihood of a return visit. The

benefit is universal; the pro, the resort owner/operator, and the guest all win when a pro is versatile enough to teach ages from children through seniors.

The Children's Committee, the ACE Team, and the new Children's Strategic Task Force are committed to playing a key role in delivering quality children-specific educational opportunities to the members of PSIA-E/AASI.

LEARNING... The Process Never Stops! ■

Whoever touches the life of the child touches the most sensitive point of a whole which has roots in the most distant past and climbs toward the infinite future.

~ Maria Montessori

Touch the life of a child, try a Children's Accreditation course. See page 30

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with loose heels

Nordic Technical Manual Hits the Track

by Mickey Stone
Nordic Coordinator

The previous National Demo Team of Dan Clausen, Urmars Franosch, Steve Hindman, Jim Ludlow, Scott McGee, Deb Willets, and team coach Craig Panarisi, along with Laura Landrum from the Northwest Nordic Committee, should be congratulated and supported for all their efforts, time and expertise in putting together the new Nordic Technical Manual. The last manual the Nords were slated to create was when I was on the team in 1999. So, this is long overdue.

You will remember that the Core Concepts Manual supports this Technical Nordic Manual. Core Concepts should be in all Nords' possession, as well as this new tech manual. Core Concepts presents the Art of Teaching, the American Teaching System, and, basically, our

teaching principles. It is very comprehensive and great for new and seasoned teachers alike.

The new Nordic Technical Manual comprises three major components: Visual Cues, Skills Concept, and Stepping Stones. Included with these are smaller topics on Movement Analysis, Equipment, Etiquette and Skier Responsibility, What is PSIA?, and a Physics and Biomechanics section.

The **Visual Cues** section is a description of good movements that can be used by the teacher to observe and describe how a student is skiing. It is an easy reference for effective skiing movements. You can also use the cues as a checklist for personal improvement. Under each topic there are individual descriptions to further explain the cue:

Track - The Visual Cues are: Ski-to-Ski Balance, Poling, Extension/Flexion, Relaxation, Rhythm, and Edge Control.

Telemark - The Visual Cues are: Balancing Movements, Edge Control Movements, Rotary Movements, and Flexion/Extension.

The next section describes the **Skills Concept**, which has made PSIA famous through the years. It reflects our biomechanical philosophy. By developing the component skills of skiing, the performance of the maneuvers follows in turn. From these skills, a variety of tasks, exercises, activities, progressions, etc., can be derived to tailor a teaching lesson for the student.

It's important to note that this manual describes a different set of skills for Track. The traditional skills concept that has been around for 30 years or more has not fully described Track skiing skills.

This team has changed the original skills concept and made a short list for Nordic skiers.

The Track skiing skills are the same as their visual cues, but are the basic movements that are used to create maneuvers for skiing. The Telemark skills are also the same as the telemark visual cues, except flexion/extension is deleted and pressure control movements are added instead.

The last major section is dedicated to the **Stepping Stones concept**. Basically, this is nothing new, but an attempt to have teachers understand how to target a lesson plan to a student, and how to be one step ahead as your students progress. By definition, "Stepping Stones" is a variety of individual activities from which teachers choose to customize lessons and help students reach their goals. They emphasize that students' learning paths are rarely straightforward and consistent. Simply put, it is the "How To Teach" section. Listed in this section are sample progressions and lists of activities in each discipline that can help in mostly beginner and intermediate levels.

The **Movement Analysis** section describes how to use the **Visual Cues, Skills Concept** and **Stepping Stones** together in an effective manner. I think the most interesting part in this section is a method of looking at the **core** and how it moves and reacts in skiing. Most teachers are used to the whole/parts method and the top/down method, so this adds another way to proceed. Both Mickey Sullivan (our new Director of Education and Programs) and I commented on how this is a very contemporary approach, and has sound roots with new workout routines and the strength of your center being the active area of movement.

One of the best sections is the **Equipment** section by Jimmy Ludlow. It's very extensive and has up-to-date equipment categorized across the board. It still has a good shelf life even though new things are out since the Manual has been published.

Etiquette and "What is PSIA?" are geared more to the entry-level teacher and the **Physics and Biomechanics** section is a succinct piece for both disciplines that describes the forces involved with our equipment and our body.

We would like to thank PSIA and the National Team for this updated manual. Great Job!

Eastern Applications

In the East we have Telemark Components and Activities, along with Good and Bad Skiing. The Visual Cues and Skills Concept reflect what we have been using the last 5 years for telemarking. For Track we have created the same thing, to be out this year: Track Components and Activities with Good and Bad Skiing. I think it has come time in our evolution as teachers and coaches to understand that there are many ways to look at describing and teaching skiing. PSIA National has usually always taken a parts approach to dissecting skiing. Our Telemark and Track components in the East kind of combine what National has done and put the text in words that the guest can understand. It's nice to have a large pool to grab from when teaching.

For example, Dick Hall of NATO has taught more telemarkers than anyone and he uses a very simple approach and a modified simplistic skills concept that is somewhat older, using a lot of what-to-do-in situations. He has also added a lot of Nordic maneuvers to his telemark philosophy. The U.S. Nordic Ski Team uses a combination of skills and movements along with stretching/flexibilities, strength exercises and endurance workouts. Dick Taylor of Gould's Academy and the U.S. Ski Team uses fundamentals somewhat like our skills concept, but not quite the same. He has used what has worked with racing kids of all ages over a 30-year period.

There is a lot out there. The goal is to be able to teach your students effectively in a fun and safe manner. I guess I feel that as long as the lesson produces a product with correct biomechanics, then any approach and tools can be used; especially for Nordic Track since there are many more references, historical teachings, methods and organizations out there that have been doing it a long time. The components and activities here in the East for telemark and track are sound in physics, and have taken our teaching here to another level. So, buy the new PSIA manual and use the information to further craft your own methods. Be sure your movement analysis is coupled with a lesson plan and effective delivery in a manner that moves your students correctly to higher skiing levels.

continued next page

Summer Highlights

We would like to congratulate and introduce Bart Howe of Mad River Glen, NSP Senior Patroller and Mountain Rescue. He will be joining our Backcountry Staff throughout the year to assist and guide. Bart's home area is the Camel's Hump, Lincoln Peak and Bolton area, which is where we base most of our BC Accreditation. We look forward to his expertise and to see what kind of equipment he is wearing. Welcome aboard, Bart!

Also, we would like to welcome and congratulate Sue Wemyss from Great Glenn Nordic Center, NH, to our Development team. The Board of Directors elevated Sue to our Nordic Dev Team because of her extensive racing, coaching and teaching background. She will be a great addition to our solid team.

Don't miss the second **On-Any-Gear Jumping Event**, Sept 14-15, Wed-Thurs, at Lake Placid, NY. See pages 20-21 in the Spring 2005 issue of SnowPro for details.

Also, don't forget the **Backcountry Accreditation Event**. The off-snow portion is November 12-13, Sat-Sun, at Mount Snow, VT. This year we will be having the two-day class mostly outdoors, along with the avalanche criteria and snow sense indoors. Hope to see you at both events!

I would like to mention the retirement of two great long-standing individuals who helped carry along the newly created Nordic section - Track only at that time - from EPSTI to PSIA-E: Bill Gabriel from Northfield Mt., and Bruce Lindwall from traveling ski school. Both of these men are icons in Nordic teaching and are well known for their humor, athleticism and great teaching/coaching. Their expertise and antics will be greatly missed. The Nordic Squad and the Coordinator want to thank them for their 15-plus years of dedication and expert coaching.

Finally, in passing, there are four pictures here of the 2004-05 skiing season winding down to a close near Smugglers' Notch, VT. There is nothing more fun and rewarding than skiing with friends and family late in the spring. I hope these shots can carry you to the beginning of the 2005-06 season. ■



Getting in the last turns of the season



What used to be a skiable pitch is now a beautiful waterfall? Glad I didn't go that way!



So you have to walk a little. It's worth it!



Nice outfits! Guess that's what we call ski-in and ski-out for Nords.

“On Any Gear” Jumping Event

Lake Placid, NY

September 13-14, 2005

P SIA-E would like to announce the third dryland training Jumping Clinic: Tuesday and Wednesday, September 13-14, 2005, at the Lake Placid Jumping Complex. To register, please visit the website at (www.psia-e.org) for an event application, fill it out, and submit by the deadline of 8/26/05. The cost is \$180 for PSIA-E members, and \$200 for nonmembers. Applicants must be 16 years of age or above to participate. This event can be used for update credit for any discipline. Price includes coaching by PSIA-E Educational Staff and ORDA Freestyle Coaches, daily pool fees (\$15/day), trampoline usage, handouts and facility usage.

Preparation

You will first be doing a fun warm up and stretching/flexibilities each day prior to training on trampolines for at least half the morning (depending on prior background). 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 be prepared to dress for whatever 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/boards, 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 land quite right in the water. Strap must be worn.
- PFD-approved personal flotation device - not a seat cushion over your shoulders.
- Mouth guard 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, Spruce Lodge B&B and the Ramada. Make reservations ahead of time. You never know when a hockey tournament or something is coming into town.

The schedule 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.

The specific training schedule for the “Jumping Event” will closely follow the July 11-12, 2005 event. For details you can refer to the Spring 2005 Snow Pro

This is an excellent event to begin or expand your Freeride career. It allows you to learn how to become more aware of your body in the air and what movements affect you during approach, take-off, performing the maneuver and landing. Trampoline maneuvers will be performed before any tricks are added. The basic and simplest maneuvers will be experienced before adding any more difficult. We look forward to your participation. ■





education foundation news

PSIA-E/EF Scholarships Available for All Disciplines

by Ron Kubicki, 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 2005 Spring Rally, a total of nearly \$3000.00 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, September 30, 2005. 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 15-16, 2005, 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! ■

Only the educated are free.

~ Epictetus

**Why not try a Freeride Accreditation?
See Page 30**



members' opinions

Learning from Fear

...Try in-line skating!

by Joe Brevard
PSIA-E Alpine Level I
Blue Hills, MA

I take a deep breath and a pause at the top of the slope. I check my boots, look over the terrain, and scope out the traffic. I skate off into my first turn, the low morning sunlight casting my elongated silhouette down the slope in front of me. In order to establish a good rhythm with my first run, I review some technique: keep my center of mass moving down the hill, let my feet pass under me at turn transition, and manage speed with turn shape. Before long I am cruising in good arcs across the terrain. I focus on maintaining a quiet upper body, smooth edge change onto the new inside foot, erect posture, and pressure on the mid-point of my foot. From wide, slow turns, using the full width of the slope, I graduate to shorter, quicker turns, and then to "railroad tracks," sweeping my feet crosswise under my center of mass with a smooth lateral knee motion. With a good rhythm going, I have a chance to examine the terrain. I begin to look a couple of turns ahead, picking out good turning spots and checking for irregularities in the surface. I make a mental note to steer clear of a manhole cover here, and to keep an eye on the UPS truck over there...

Hold it! Manhole covers? UPS truck? Oops, forgot to tell you - It's 6 a.m. in the middle of May and I'm taking a run down the gentle slope of my street on in-line skates. I am experiencing athletic sensations so close to skiing that, despite the scary prospect of a fall (pavement in place of snow), I am hooked on this sport as an off-season pursuit for the ski teacher seeking to stay in trim for next winter's PSIA-E events. And, once I gained sufficient skill - after, say, 8-10 outings - I reduced the incidence of falling to one or two per outing; and, with corresponding improvement in falling technique, I have reduced my trepidation to the point where I am comfortable taking the athletic risks that one needs to take in order to improve technique.

At my home area, Blue Hills, 10 miles from Downtown Boston, the season normally straggles to an end by early March. I like summer as well as the

next person, but, like a lot of sliders, I feel deprived when I have to forego the sensations of skiing for long periods. It seems that the enthusiasm, anticipation, and athletic satisfaction that we share with our learners is at its highest point right when the season is running out of gas.

How can we maintain our learning momentum and stay in skiing condition at the same time? After discussions with fellow teachers, a search of the PSIA website member forum, and reading a couple of articles in ski magazines, I began to realize that in-line skating - a sport I had previously ruled out due to my visions of injury - deserved a second look.

So, I consulted with a younger colleague at work. Following his advice, I ordered name-brand skates that appeared to be appropriate to my needs and skill level. The skates arrived promptly, and the next morning I was on wheels. My initial approach was, and continues to be, to coast down the slope of the street, using the entire width of the "trail" to simulate skiing movements and maneuvers, followed by a vigorous skate back uphill. Although I am still very much a novice, I can say that in-line skating has exceeded my expectations in terms of its skill correspondence with skiing. In addition, it offers an excellent aerobic workout and the satisfactions that come with a new athletic challenge.

But, there is a profound, and unexpected bonus of in-line skating: the insights that it brings to my ski teaching. Specifically, by re-acquainting me with the fear of falling, skating has put me in the boots of many learners. It has reminded me that the fear of falling is a deeply ingrained human emotion, with significant implications for the craft of snowsports teaching. The PSIA student-centered approach requires snowsports teachers to recognize, validate, and respond to different learning styles - for example, kinesthetic learners, watchers, and thinkers. It also touches on the degree to which the fear of falling needs to be considered in the teaching process. Of course, a critical ingredient of all teaching is the capacity of the teacher to discern the issues that define the individual learner's point of departure as they enter the lesson. And, most of us are proficient at observing an entering learner, gauging their skill level and developing an appropriate learning plan. But, as a practical matter, it is almost impossible to truly understand influence of fear in the learning process short of experiencing it first-hand. Unfortunately, most of us are far removed from the level of fear that puts obstacles in the path of our learners.

Here's an example: You are coaching a level 6 to execute turn transitions by focusing on smooth edge change of the new inside ski, and then to initiate carving by quickly engaging the new set of outside edges, keeping momentum flowing down the hill. But, the student stubbornly persists in skidding the skis im-

mediately after edge change and before the fall line. In effect, he is making a partial hockey stop dump speed before engaging the edges to begin his carve. His insistence on skidding presents an impassable and frustrating obstacle to moving up to Level 7. This stubbornness may be due entirely to fear; in particular, it is the instinctive fear that leaving the skis in the fall line long enough for the ski sidecut to initiate the turn will produce acceleration to unmanageable speeds. Just as fear is identified in this case as the obstacle to learning an important maneuver on the path to parallel, a practical understanding of this fear is an essential tool for the teacher in the application of the student-centered approach.

Behavioral research has established that babies are born with only two instinctive fears: fear of certain noises and fear of falling. It has also been shown that the fear of falling is universally experienced across all cultures. While my ice skating skills are sufficient to enable me to have fun at a rink or pond, I quickly found that the extremely low rolling resistance of in-line skates makes them feel significantly less stable than ice skates. As a result, my first foray on wheels was characterized by an exhausting tension that came from a fear of falling. I was instantly transformed into a never-ever, instinctively preoccupied with falling to a degree that visibly interfered with the process of skill development. Similarly, we as teachers are often confronted with this fear when we try to coach a learner to execute a critical breakthrough that can be the key to stepping up to the next level. Until I figured this out after the second or third time out, my skating experience put me right into the boots of many learners.

Obviously, most of us have skied or ridden for many years. Although we strive to be the best teachers we can be, we may have long forgotten how much the raw fear of falling can interfere with learning a sport that is fundamentally all about the controlled descent of a very slippery surface on very slippery boards. Whether a new snowsports student is a kinesthetic learner, a watcher, or a thinker, we are well advised to remember what may be uppermost in that person's mind: the fear of a sudden collision with the planet. You can be sure that the next time I utter the words, "trust the new uphill ski in your baby steps," or "match your skis before the fall line," I will do so with a greater

continued next page

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.

■ **your turn, continued**

appreciation for the infusion of courage that these maneuvers may require in those who may be trying a sliding sport for the first time.

So, in addition to helping us prolong our enjoyment of some of the sweet sensations of skiing into the summer months, in-line skating can also help us become better teachers. Give "hard surface skiing" a try - just keep an eye out for those UPS trucks! ■

A Moving Experience

by *John Lacey*
PSIA-E Alpine Level 1
Killington, VT

One of the most satisfying sides of ski teaching at Killington is working in our "Discovery" program for never-evers. To introduce someone who (often) has never even seen snow to the fun, adventure and joy of skiing in all its aspects can be truly rewarding.

In early April I took out a group of five - 2 women and 3 guys. One woman, who absolutely did not want to be there, left at the earliest possible opportunity. The remaining four were a dream team - enthusiastic, quick studies who really wanted to learn it all.

Each exercise in our progression from straight glide, to wedge and wedge turns, to bicycling, to skating, to finding the edge and sliding to parallel, the group mastered on the first or, at most, the second try.

Needless to say, all of us - pro included - were absolutely dazzled. Seldom does any group do so well so quickly, and we all really hated to see it end. Less may be more, but we were able to weave the exercises together to accomplish the "more", without overload.

As we parted, the lady of the group caught up with me to again thank me for the experience and, perish the thought, present me with a generous contribution to my retirement fund. After more thanks, I commended her on how well she had done and encouraged her to return soon. Clearly, she was hooked; but then she told me that her family was totally opposed to her trying to ski. When I asked why, she dropped a bombshell and replied: "Well, I usually walk with a cane. I have MS."

I was speechless. In all my years of teaching I have never had such a truly moving experience. I honestly believe that her success in skiing has not only been fun and rewarding, but may actually have changed her life for the very, very better. ■

What's in Your Pocket?

by *Kim Holzer*
PSIA-E Alpine Level II
Wintergreen Resort, VA

I know an instructor who carries a stuffed animal named Turnip, which reminds students to "turn up" the hill in order to slow down, rather than using an abrasive wedge. Your pockets can house a host of props and lesson aids, even a small digital camera to capture singular teaching moments. Among other things, I carry an animal footprint guide and it proved to be a savior once. Embarking on an animal tracking adventure provided just the distraction my student needed to overcome his fear of being away from his parents, and to learn how to move around on skis. Pocket props present a host of opportunities to be creative on the hill.

Publicity

There is nothing wrong with a little publicity. It is always fun for me to arrive at the lift line to inquiries by a suspense-bent guest: "Pardon me, but do you mind if I ask you what you two are doing with that orange trail-marking tape?" Bewildered, another person once asked me, "I know this is none of my business, but why are you ladies all riding with inflated balloons in your parkas, and laughing?" This interest by others often makes students feel special. As instructors, we should aim to make our students feel "special" or good about themselves, and also to render them successful as they reach toward their snowsport goals. That is why it remains important to keep sight of learning objectives when you add accessories to your lessons. Make sure students can still answer, Why? My "balloon belly" example emphasizes leading with your core to initiate each turn. How else might a balloon be useful during your teaching? The blaze orange marking tape finds its way into many lessons. For instance, try abandoning your poles on a steep pitch, bend your elbows to 90 degrees, and ski with a strip of tape, shoulder width in length, pulled taut in front of you. Mirror the contour of the hillside without dropping your shoulders and let your skis edge, edge, edge. Sure, the tape is not mandatory here, but it creates a clear visual image; it is fun to play with bright orange tape; and, it may generate some positive slope side attention.

Novelty

Trying something creatively new is not only refreshing for your students, but also invigorating for you. It is very easy to cling to the familiar and to what works on the slopes, but challenge yourself to dip into

your pockets, taking risks by adding a fresh twist to your favorite progression. It may be your students' first experience with Thumper Turns, Pizzas or French Fries, but how many times have you used that analogy or taught that skill the very same way? Yikes! As always, know your students and design a lesson to appease their learning preferences. There is nothing wrong with asking your students how they learn best, and then you may or may not want to pull out your animal tracking guide, marking tape, balloons, pliable figurine, bells, movement analysis laminates, or other pocket-sized accessories. ■

First Powder Experience Provides Insight

by *Susan Zangrilli*
PSIA-E Alpine Level II
Ski Roundtop, PA

In the Early Fall 2004, issue of *SnowPro*, Sooz Watson described how the challenge of learning to snowboard for the first time will help her become a better Alpine teacher. I had a similar learning experience this past April as a skier guest in a powder lesson at Snowbird, Utah.

By the time I arrived at the mountain and headed to the ski school, Snowbird had received 18" of fresh powder, and it was still snowing. I am an Eastern skier, and all my previous western ski trips over a period of more than 20 years were mostly sunny. The number of inches of any new snow on each trip could be counted on one hand. Today, I knew a challenging, brand new experience was ahead of me. Admittedly, I was feeling some trepidation (an understatement!)

The powder lesson was a reminder to me what many of my students at Ski Roundtop, PA, could be feeling as they embark on their learning experience, either as beginners, or when they are about to ski their first steeper terrain. The three of us in the Snowbird lesson were all comfortable on groomed black terrain; we were, however, admitting to each other that we were apprehensive about skiing this mountain of nearly 3,000 ft. vertical, no groomed areas this day, and deep powder snow. We were hoping to stay "low", but our instructor took us right to the top via the tram.

When we reached the top, with swirling snow and low visibility, I immediately thought, "This is just what my beginner students must feel when they embark on their first lesson!" Just getting into my equipment, I felt awkward. Why is it taking me so long to get the snow off the bottom of my boots so I can get into my bindings?

On the saddle which heads to Chips Run (easiest way down!), our instructor gave us tips on being in balance, which she said is essential for skiing powder. We were then on our way down the catwalk towards Chips – hey, not so bad, the edge of the catwalk was visible, the snow fantastically soft. Whoops! Where did that deeper snow come from that stopped me in my tracks?

We bypassed the main part of the Chips bowl and began the deeper snow part of the lesson. “Pretend it’s not there,” our instructor said. Stand tall, turn your feet, chin down the hill, stay balanced over the outside ski. One turn at a time. This is amazing – the snow is so deep and so soft and our skis move right through it. The “new” student in me is still apprehensive and in awe. Why isn’t this easier? How many times have I heard, “This is harder than I thought it would be!” from a beginner skier?

Onward, down the mountain. Altitude, aha! A couple of turns, then rest. Legs are getting fatigued, must be sitting back (I know I’m sitting back, my legs just won’t let my skis start parallel). In our beginner lesson at Ski Roundtop, in straight glides on our “discovery” terrain, students “sit back” in a defensive posture, afraid to move forward down the hill. Hmmmm... seems to be happening to me here. And... other ways I recognized a fearful student: Not talking very much. Might be distracted and have trouble focusing on what the instructor is saying. Might be thinking, “Can I get through this?”

Our first run at Snowbird took more than an hour. After a short break to get refreshed, we went back up again, with tips from our instructor on how to ski crud or cut up powder. So, my first experience skiing deep powder was fatiguing, challenging, and left me somewhat disappointed that I didn’t ski like in the videos. However, I felt a real sense of accomplishment. I am looking forward to skiing deep powder again and becoming more adept at it the next time.

In my powder lesson I was a “beginner” student, a fresh reminder of what my guests at Ski Roundtop feel sometimes. We have to continue to make our students’ challenging situations fun and relaxing so they will want to keep becoming better skiers. ■



You Never Know

by Dave Roche
PSIA-E Level 1
SkiBradford, MA

At SkiBradford we have a very active after-school program (yellow bus syndrome). We have everything from little bee program 4-6 year olds, to adults. I have taught the after-school and evening programs for three years

and this year an amazing thing happened in one of my programs.

I had a group from New Hampshire in a beginner group. After the first one-hour lesson the monitor can up to me and mentioned that Tyler is autistic. I had wondered during the lesson why he seemed a little detached from the class, but figured it was just him. Fortunately, my wife is an art teacher who worked with special needs kids, so the questions began.

I was lucky in some ways because his dad always showed up for the classes; if there was any kind of melt down, I had support. Well, as the weeks progressed Tyler slowly picked up the skills, occasionally better than the other kids. At about week four we try to move the kids from the beginner area to the main trails. This created a dilemma for me, as I know that Tyler may not make the cut as well as a couple of other kids.

So, week four comes around and I have had a full week to prepare my speech that informs all the kids that they have done a wonderful job preparing for the main trails, but may need a little more practice on the beginner area before getting on the chair. I spoke with the monitor and Tyler’s dad before the class and informed them of what I was going to do. They were both OK with my plans, so off I went to meet the class.

Well, everyone does a really nice job with the wedge turns, controlling speed and turn shape. So, off we go to the main trails. The first run down was a long one, everyone being very careful. But, we made it safely. It was not the prettiest run for sure, but everyone was rather happy they finally skied the “big hill”. We made a couple more runs, with about the same results and a little improvement. I congratulated the kids on their achievements and said I would see them next week. Week five went along fairly well with some improvement. Tyler and two other students were still crashing some, but improving.

Week six comes along and I meet my class as usual. Tyler’s dad takes me aside before class and informs me that they had gotten there early that day. They had gone to the top, and, while skiing down, Tyler takes a Dixie that really rattles him. Dad took him over to the beginner area for some confidence building that had not helped much. OK, what do I do now?

I proceed to meet the class to see how everyone is doing today. Everyone is really excited to go skiing, including Tyler. Off we go. Knowing that Tyler took a bad fall I have no idea why I did this, but, at the top, after my usual, “Remember the position we ski in” speech, I say to Tyler, “Please lead us down”. He says “OK”. I ski down about one-third of the way and Tyler leads the class down with the most perfect Wedge Christie turns. Right now I figured dad had set me up and had gotten Tyler some private lessons with an Examiner somewhere. So, I look back up the hill with a big, “What’s up with this, Dad?” look, and he responds with the same. Tyler is clearly the best skier in the class, and knows it. We make a bunch more runs and Tyler is still throwing down beautiful turns. At the end of class

and program I wish all the kids a great season and thank them for coming out and playing with me for six weeks. High fives everywhere and I am off.

I never gave up on Tyler. I may have given him a little more attention than the rest of the class, but not that much more. In talking this over with fellow instructors and my wife, the best reason Tyler did so well actually came from another student in another class. She thinks Tyler just crashed himself out! As simple as that! The big Dixie he took with dad was his last.

As instructors we all work hard trying to teach skiing. You live in some disappointment when the student does not get it, and an incredible high when they do. My only hope now is that Tyler stays with it. Hopefully, he will avoid doing more Dixies. ■



A Switch Decision

by Jim Kapp
PSIA-E Nordic Downhill Level III
AAI Level I
Seven Springs Mt. Resort, PA

Finding the correct foot position for my riding took about a dozen tries, with experimentation. My Bakota multitool was a handy thing to have in my jacket pocket, while trying for the right feel - which foot to put forward and what degree of angle to put on the back foot. I’m sure you have done the same and are riding with what feels right. What follows is a suggestion that you may want to try for riding switch with more panache.

Decrease the degree of forward angle on the back foot; that is to say, point your toes perpendicular to the board as opposed to toes facing forward a few degrees in the direction of travel. Underfoot that would be ‘0’ degrees, or you could go to a duck stance and rotate the foot position to negative ‘3’ degrees. Why change a comfortable riding position? All levels of certification require varying degrees of competence with riding switch. In a recent certification exam I attended, participants were varied in their comfort level of riding switch, from those who were versed and comfortable to those who never ride that way.

I try to take a proactive approach and work on my weakest tasks to bring them up to a level of confidence. So, my trick is to ride switch for an entire ride down the mountain, rather than just short sections after a 180-degree flat spin. This full immersion for one entire run tests my competence, or lack thereof, over much more varied terrain.

Give these two items a try and see if your switch riding improves. ■

Teachers open the door, but you must enter by yourself...

(Chinese Proverb)

Is your update clinic giving you what you really need or want? Did you know that an **Accreditation course** would fulfill your educational credit requirements? Try an Accreditation course or set your sights on completing one of the Accreditation Programs. The opportunity awaits you...

Most courses are open to all members Level I or higher in all disciplines. Some courses require specific equipment and/or have Alpine focus, so check our website for more detailed info. Each full accreditation program consists of three, two-day events. Upon completion of the three required courses within six seasons, you will receive an Accreditation Certificate in your field of study! No testing* involved, no special enrollment procedures, no long-term commitment! You may complete one or several of the programs if you choose. There are six different Accreditations to choose from – check out our website for more detailed course descriptions or call the office for more info.

Backcountry

These courses are open to members who want to learn how to be safe and have fun in the backcountry. It is highly recommended that you take the courses in the order they are offered if you are not an experienced backcountry skier or rider.

Snow Sense and Planning
Collecting Data
Putting it All Together

Children's Specialist

These events focus on all aspects of childhood development; how to relate theory to practice and strengthen skills. Learn how children move, think and feel at different ages and stages of development

Childhood Development: Cognitive
Childhood Development: Affective
Childhood Development: Physical

Special Populations

Learn to address the challenges, hazards, achievements and satisfaction of teaching women, young children and the aging adult through these educational events.

Adult Development and Aging
Teaching Women
Childhood Development: Physical

Teaching Beginners

Address every aspect of successfully teaching first-time skiers/riders. These events are for all ski/snowboard teachers - all levels – looking for new angles and new approaches to develop the art of teaching beginners.

Assessing Beginners Movement
Communication Loop
Working the Learning Environment

Sport Science

These offerings focus on identifying the mechanical principles affecting muscular activity and human movement. Provides an intro to the aspect of psychology related to the ski industry.

Biomechanics
Exercise Physiology
Sport Psychology

Freeride

These courses explore basic tricks in the park and pipe and identify safety and instructional concerns for participants as well as instructors/coaches in terrain parks. Participants must attend the courses in the order they are offered and must have twin tip skis.

Basic Skills and Safety
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SNOW PRO JAM – DECEMBER 12-16, 2005 ALPINE EVENT APPLICATION

Please print.

Member No: _____

Fill out all sections.

Primary Discipline/Level: _____ / _____

Application will NOT be accepted prior to September 26th postmark date.

NAME: _____ Last _____ First _____ Male / Female
Circle one

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

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

Snow Pro Jam 2005 (\$342 includes 5 days instruction, banquet & video analysis)

Guest Banquet Tickets are available on a limited basis at \$30: Guest Name: _____

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.....\$15.00
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 deadline of that event.

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

CANCELLATIONS: Up to one week prior to event.....\$20.00
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 \$25.00.

SNOW PRO JAM 2005 REGISTRATION INFO

The 2005 Snow Pro Jam and Masters Academy will be held December 12th – 16th at Killington, VT. **THIS REGISTRATION INFO IS FOR THE PRO JAM (Registered, Level I and Level II members) ONLY!** The event fee for the Pro Jam is \$342. Guidelines for registering for the 2005 Snow Pro Jam are listed below:

- We will begin to accept applications on Monday, September 26th, 2005. Applications must be **postmarked** September 26th or later.
- **No applications postmarked prior to September 26th, 2005 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.
- 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. 26- 30, 2005, 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.



Please note: Applications will be accepted through the November 18th deadline. If the event is not filled during the lottery week, the office will continue to process applications until the event limit is reached. PLEASE do not call the office to see if your application was received. A separate file is made for each day of the application period. As an example, all mail received with a postmark of September 26th is placed in the appropriate file in the order of postmark (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 on a first come, first served basis beginning September 26th. In recent years we have been able to accommodate all applicants for this event and hope to continue to do so. The **Master's Academy will cost \$389 this year.** Please use the event application form available for download at www.psia-e.org.

A **Guest Package** will continue to be offered through the Killington Perfect Turn Snowsports School. Guests need to register directly with Killington for the five-day lift ticket and five, daily two-hour (AM) lesson package. There will be no limit to the number of guests who may take advantage of this option. Cost of the package is \$220 **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 the guest name and payment on their application where indicated. 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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