



# SNOW

# Pro

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

WINTER 2008

## Eastern Division Teams Make Final Preparations for National Tryouts

What began at divisional tryouts back in March of 2006 with 38 Alpine participants and continued on through tryouts for Nordic, Adaptive and Snowboard team members has led to this – the final months of preparation for the National Team Tryouts at Mammoth Mountain, CA in late April.

We thought you'd enjoy getting to know your fellow members that will be making the trip and giving their all to make the National Demonstration Team. To all of you that have lent support to the team members; whether financial or inspirational, as they have made this journey we say THANK YOU.

### 2008 Eastern Team Profiles

#### Alpine Eastern Team

**Name: Matt Boyd**

Years teaching: 19 years

Home snowsports resort: Cannon Mountain & The Arc2Arc Alpine Training Center

Current snowsports position with home resort: Trainer/Instructor

Current snowsports position with PSIA/AASI – Eastern: Examiner

Why I teach: Years ago I began noticing that ski instructors seemed to all possess a certain passion and camaraderie. I wanted to be a part of that. I love the idea of introducing people to it and the magic that happens when someone has a “breakthrough moment”.

Why I am trying out for the National team: Aside from an inherited drive to be the best at what I do, I am looking forward to have the opportunity to help steer the future of our organization.

What I hope to accomplish if chosen to serve on the National team: I hope to share the art of skiing



The PSIA-Eastern team gathers after a rewarding training session at Snowbird, Utah last April 16, 2007. Not pictured are members of the AASI team (Dave Lynch, Tom Morsch, Chandler Simpkins).

**Front row (L-R):** John Swartwood, Matt Boyd, Terry Barbour, Lani Tapley, Steve O' Conner, Mickey Stone, Geoff Krill

**Back row (L-R):** Mickey Sullivan, Peter Howard, Kathy Brennan, Brian Smith, Troy Walsh, Eric Lipton, Matt Erickson, Mike Beagan, Sue Kramer, Mark Lacek, Darrell Hensley

**Eastern Adaptive Team:** Geoff Krill, John Swartwood

**Eastern Alpine Team:** Matt Boyd, Kathy Brennan, Matt Erickson, Peter Howard, Sue Kramer, Eric Lipton, Steve O' Conner, Brian Smith, Lani Tapley, Troy Walsh  
Terry Barbour (coach)

**Eastern Nordic Team:** Mike Beagan, Darrell Hensley, Mark Lacek  
Mickey Stone (coach)

**Eastern Teams Manager:** Mickey Sullivan

and coaching with our membership to help create more life long skiers and instructors.

**Name: Kathleen Brennan**

Years teaching: 20

Home snowsports resort: Waterville Valley, NH

Current snowsports position with home resort: Technical Director

Current snowsports position with PSIA/AASI – Eastern: Examiner

Why I teach: Skiing has been connected to all the best things in my life. I teach because I want to

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Guest Editorial

# Teach Other Stuff

by Chris Dayton

Middlebury College Snow Bowl School, VT  
PSIA-E Alpine Development Team

**A**re you skiing well enough to progress to the next PSIA level? Are you worried that your teaching skills are holding you back? Are snowsports the only things you actively teach? Then, these ideas are for you!

At our home mountains most of us exude great confidence and enthusiasm for teaching skiing and/or riding. We are comfortable in our local environment, can rely on the assistance of peers and supervisors, know the terrain like the backs of our hands, and, in all likelihood, know many of our guests from previous visits. We, therefore, allow for a comfortable, approachable persona to develop. Guests sense our mastery of the situation and trust us to take them to new experiences and heights. But, if you only teach one activity, in one location, to one kind of guest, you may be hurting your chances to perform well on exams. You need to expand your teaching base.

My suggestion: Teach Some Other Stuff.

I haven't been teaching skiing for very long - a grand total of nine years to be exact. Some right after college, and most of them more recently. However, I have been fortunate enough to have spent most of my adult life teaching all kinds of things. I have taught four high school subjects and two in middle school. I have coached soccer and lacrosse to kids from kindergarten to twelfth grade. I have been a personal trainer and a Spinning® instructor to adults of all ages, sizes and fitness levels. Currently, in my day-to-day job as a Realtor®, I "teach" people about forms, contracts, inspections, mortgages, taxes, negotiation, and (of course) septic systems. All told, I seem to be teaching something, to somebody, every day.

I think I'm pretty lucky: It has made exam time a little less scary and stressful than I know it is for many people.

I'm not suggesting that every one of you who wants that Level II or Level III pin drop everything you do and become a youth minister, a volleyball coach and an adult knitting instructor. But it wouldn't hurt. Learning style differences, Maslow's needs, analogies, anecdotes, transferal, and genuine good teaching are all reinforced by actual teaching, not by reading about it, listening about how to do it, or even shadowing someone doing it well. Better teaching comes from doing lots of teaching. Dig a little deeper into your "bag of tricks" and find some other avenues to be a teacher.

So, if you don't get enough hours on the hill, or you're feeling a plateau in the quality of your teaching, or the thought of facing examiners causes your mouth to dry up - or all three - find something else to teach. You're already good at teaching skiing and riding; share that skill with some other people in another way. They'll benefit from you, while you benefit from them. And, your snowsports teaching will be better...guaranteed!

And, it will give you something to talk about on the lift, too. ■

**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.**

## Opportunity! . . . . . Be a Writer for SnowPro!!

**I**f you've been thinking about writing an article for the "Your Turn" section of *SnowPro*, now's the time to get it done. We have been able to work down some of our backlog, and will have more room in upcoming issues for you to get your thoughts and ideas out to your fellow members. It's a great way to express yourself to the membership on topics and philosophies that you feel strongly about. Many of the best articles we have had in the newsletter over the years have come directly from the general membership. Go for it!

We ask that you do the best you can, but don't be preoccupied with whether you think you're a good writer or not. Commit your ideas to the keyboard and send them in. We'll do the rest! Some guidelines and thoughts about submitting articles are:

- Should not exceed about 1000 words.
- Include your name as you want it to appear, and your discipline, membership level, and snowsports school.

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Bill Hetrick, Editor

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### General Information

Submission of articles, photos or other items for publication is invited. Articles should not exceed about 1000 words. Receipt of submissions will be confirmed to the writer. Upcoming deadlines are published in each issue of *SnowPro*. Material should be sent to "SnowPro Editor" at: psia-e@psia-e.org as an MS Word document attachment. If it is necessary to mail material, it may be sent to:

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

All submitted material is subject to editing. Its use, whether solicited or not, is at the discretion of the editorial staff. All published material becomes the property of PSIA-E/EF. Articles are accepted on the condition that they may be released for publication in all National and Divisional publications.

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administrative update

# Pro Jam once again breaks records for attendance, fundraising

## “Super Raffle” raises more than \$5,700 for Eastern Team, Education Foundation & C.E. Burbridge Scholarship Fund

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

Nearly 600 members, guests, education staff and suppliers attended yet another record-breaking ProJam under snowy skies during the week of December 10-14, 2007 at Mount Snow, VT. Our first visit back to Mount Snow for this event in many years was a huge hit thanks in no small part to the efforts of the staff at the mountain as well as the Grand Summit Hotel who did an exceptional job of hosting us. With more than 15 inches of new snow during the week and a solid base beneath it, the conditions and terrain variety were “mid-winter”. As a result, the National and Eastern education staffs led their groups through an awesome week of learning and fun and, once again, we raised a record amount of money to support some important causes.

The annual Pro Jam Education Foundation SuperRaffle at the Thursday night banquet raised a record amount for the evening, totaling \$5,720 raised in just TWO hours by members of the PSIA-E Eastern teams. That means that nearly half of the members attending the banquet bought raffle tickets – an impressive tribute to the generosity of our members. As a result, monies were raised to support the tryout efforts of the PSIA-AASI Eastern Teams as they prepare for national team tryouts in Mammoth, CA in late April, the membership scholarship fund of the Education Foundation as well as the C.E. Burbridge Memorial scholarship fund to support adaptive snowsports education.

A HUGE thank you goes to the All-Star Sales Team of Matt Boyd, Kathy Brennan, Matt Erickson, Pete Howard, Sue Kramer, Eric Lipton, Steve O'Connor, Doug Stewart, Lani Tapley and Troy Walsh.

Thanks to the following donating companies for supporting our organization, contributing product and helping to generate a fun, festive and fruitful experience for members: **Killington Outfitters** (K2 skis); **Northern Ski Works of Killington** (K2 race skis); **Basin Sports of Killington** (Leki poles); **Sierra Trading Post** (Spyder ski jacket); **Choice Hotels** (\$100 voucher); **Hot Gear** (Boot Bag); **Salomon** (Tornado skis); **Ski-Pal** (training hoop); **Avalanche Ski Wear** (ski jacket); **Green Mountain Orthotic Lab** (Stance and Balance Package which includes footbed and balancing); **Global Degree** (back pack); **Surefoot Orthotics** Killington Shop, (custom ski boots & orthotics); **Volkl** (skis). And a special thanks to **Matt Boyd, Kathy Brennan, Doug Daniels and Steve O'Connor** for obtaining many of these items for the raffle.

Last and certainly not least, we thank Steve Kling's Master's Academy group for pulling together an additional \$500 donation for the Eastern Teams along with the delegation of nearly 70 members from Ski Liberty for their donation of \$500.

The total of nearly \$7,000 raised at ProJam is a testament to the generosity of our sponsors and passion our members. Thank you to all for your support! ■

## ANNUAL MEMBERSHIP MEETING NOTICE

The PSIA-E/AASI Annual Membership meeting will be held at the Base Lodge at Whiteface Mountain near Lake Placid, NY on Sunday, March 30, 2008, during the Spring Rally. The meeting will begin at 8:00 am and will include an organizational update and announcement of election results. Complimentary coffee, tea and pastries will be served. No groups will go on-snow until the meeting is adjourned. Meeting room location will be posted at the Rally Registration area. Please plan to attend. ■

## Eastern Division Dues Notice for 2008-09

Division dues to increase \$2...National dues goes up \$10 to \$50

Dues invoices for the fiscal year July 1, 2008 through June 30, 2009, will be mailed to all members in May. National dues will increase to \$50.00; PSIA-Eastern Division dues will increase by \$2.00 to \$59.00. Total combined dues for regular members will be \$109.00 for 2007-08.

The divisional dues increase will help support the normal annual increases in operational costs, educational program and staff support, a continued commitment of investment into a fiscally-responsible contingency fund, and technology tools such as web site enhancements and division-specific IT needs.

Senior and student discounts will remain in effect for 2008-09: For any Eastern Division student member age 16-23, and seniors age 75 or more with ten consecutive years of membership, the division discount for 2008-09 will be \$20.00 and the national discount \$10.00. Therefore, total combined dues for qualifying students and seniors will be \$79.00 in 2008-09.

The national dues increase of \$10 was announced in the Early Fall 2007 *SnowPro* in an article by PSIA-AASI national operations vice-president Craig Albright. As noted by Craig, it represents only the second such national increase in the past 17 years. The winter 2008 issue of *The Professional Skier*, which is now reaching members, has three articles on this subject: one on the increase, one on last year's financials, and one on member benefits.

Payment is due by June 30, 2008. A late fee of \$25.00 applies after June 30, 2008. Once again, most members with Internet access may pay both National and Divisional dues “online” safely, securely and conveniently through the national website at [www.psia.org](http://www.psia.org). If you have any questions regarding dues payments, please contact the Albany office at your earliest convenience. If you have any questions relative to the national dues increase, we suggest you contact the PSIA national office at (303) 987-9390.

PSIA-E/AASI dues may be deductible as an ordinary and necessary business expense (check with your tax advisor). If you choose to add a donation to the PSIA-E Education Foundation, that donation is deductible as a charitable contribution. ■

■ **editor's desk, continued**

- Send to psia-e@psia-e.org as an MS Word attachment, to the attention of the *SnowPro* Editor. Receipt of submissions will be confirmed to the writer. If you must send a hard copy (not necessary if you send an attachment), send it to the Editor at the State College, PA address in the masthead on Page 2.
- Upcoming deadlines are published in each issue of *SnowPro*. All deadlines for the year are listed in each Summer issue.
- Additional submission policies can be found on page two under General Information.
- Please be aware that not all articles will be published, but a very high majority are. Some primary reasons for not being published are: Too long; unacceptable content; duplication of other articles; outdated material.

Thanks! Join in!  
Bill Hetrick, Editor ■

# Gift Certificates

Looking for a fun, unique and very useful gift for a friend, parent, spouse, or child who is a member of PSIA-E/AASI?

## How about a Gift Certificate?

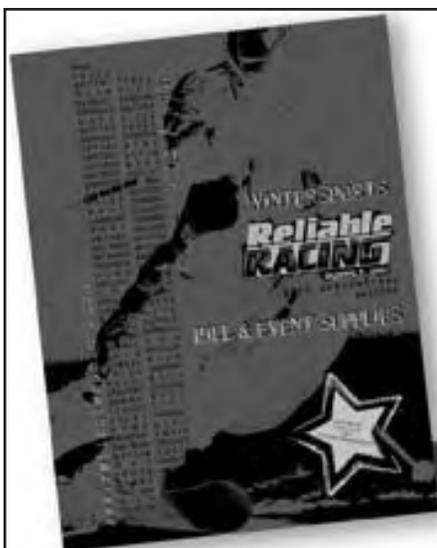
*Yeah, that's right, we now have two types of Gift Certificates available!*

- PSIA-E/AASI Event Gift Certificates are available in increments of \$50 and can be used toward Eastern Division events. They can be designated to be used during the current season when purchased, or can be designated for the immediate upcoming season.

Please note: Once designated, certificates cannot be carried over to another season.

- Or, purchase a PSIA-E/AASI Dues Gift Certificate for the exact amount of the recipient's dues. Please contact the Office to obtain this amount!

To purchase a Gift Certificate, please call the PSIA-E/AASI office at 518-452-6095 and ask for Colleen Plante.



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straight talk from the association

# We're Looking for a Few Good Men and Women!

## Alpine DCL Team tryouts in March!

**H**ave you ever thought about being on the PSIA-E Education Staff? The Divisional Clinic Leader (DCL) is an important part of our education staff; the position serves many needs for our members, and gives the team member a great opportunity for professional growth. If you're an Alpine Level III certified instructor, then you may want to consider trying out for the DCL Team. We're looking for a few exceptional men and women who are dedicated and passionate about teaching skiing and coaching ski instructors.

### What is a DCL?

- » DCL Team members serve a four-year term on the team. During this term you are an important and integral part of the PSIA-E Education Staff.
- » You are considered by your fellow PSIA-E members and our ski schools to be a highly trained and up-to-date snowsport educator. Our PSIA-E members and our ski schools look to you to provide them with valuable information regarding personal skiing and ski teaching.
- » The training and understudy experiences, in which DCLs participate, provide a level of comprehensive information that is not readily or inexpensively available elsewhere.
- » educators and coaches in the country to become better skiers and ski teachers at almost no cost, other than travel and lodging.
- » The DCL tryout will require advanced skiing skills beyond the basic Level III requirements, with a significant focus on the candidate's Teaching and Presentation skills.
- » The DCL is not a prerequisite or path to the ETS or Examiner status.

### So, why would you want to be a DCL – Educational Staff member?

- Access to a more advanced and contemporary level of educational training.
- Event understudy opportunities
- Work possibilities at some events.

### Requirements to try out for the Alpine DCL Team are as follows:

- Must have been an Alpine Certified Level III member for a minimum of 18 months.
- Be actively teaching skiing.
- Submit your application and event fee by the registration deadline
- Submit a resume and two letters of recommendation with your application (one letter should be from your snowsports school director or immediate supervisor)

### There will be two DCL Tryouts in 2008

(you must choose one to attend):

Whitetail, PA: March 4-5, 2008 (registration deadline February 12, 2008)

Stratton, VT: March 12-13, 2008 (registration deadline February 20, 2008)

**NOTE:** You must decide to sign up for one tryout or the other. You may not register for or attend more than one of the 2008 DCL tryouts.

If you have further questions, please contact DCL Head Coach, Rick Metcalf, at: (ram2ski@verizon.net), or Director of Education & Programs, Mickey Sullivan, at: (msullivan@psia-e.org). ■

## It's That Simple, but not That Easy

by Peter Howard

*PSIA-E Alpine Education-Certification  
Chairman*

What is PSIA-E's core product?

What does the Eastern Team practice?

What is often missing in marginally successful athletes?

**T**hat's right, it's fundamentals. Practicing and coaching fundamentals may not be flashy, but it is very necessary. Golfers hit thousands of balls, musicians practice scales, and yet, many skiers and TEACHERS try to take the physical work out of learning. Once a half-baked parallel turn is under the belt it's time to move on to more exciting things.

Fundamentals taught to kids create great skiers of the future. Teachers and coaches infused with the

fundamentals are insightful teachers and good visual models for others.

At a training session earlier this season the Eastern Team practiced entering turns one at a time for the better part of a day on oversized skis to amplify the need for accurate movement. Even though I have heard the suggestion once in a while, I never really equated bowling with my ski technique until this season. It's as though you use your leg muscles and the motion of your body segments to precisely lead your core (the bowling ball) so that the turn is entered perfectly, the ski arcs cleanly, and the skier is in balance enough to tighten the arc and continue to shape the turn. Practice this by shallow traversing on the little toe edge of the uphill ski. Without touching the poles or the other ski to the ground, roll the uphill ski over and enter the turn. Try to ride a clean edge right away on what is now the inside edge of your outside ski. Try to tighten and shape the turn while maintaining a clean running ski. Chances are there will be a few gutter balls, as evidenced by dragged poles, turns that went straight, and stepping on the other ski to keep from falling over. And then, through practice, the strike zone will appear along with a few fundamentals.

It is no coincidence that motivated people appreciate teachers who know what works and then ask their students to practice. Mermer Blakeslee runs a very successful program called "Power Learn" that focuses on perfecting a variety of key skiing movements. National team member Mike Rogan is working on an images DVD that highlights key skiing fundamentals like what it takes to balance on the outside ski.

The National Team concepts and the Visual Cues to Effective Skiing are fundamentals we all should know and practice. People by nature want to get it right. It is said that if it is easy to learn, it is easy to forget. If it is hard to learn it is hard to forget. Do not equate basic and fundamental with easy.

Skiers with strong fundamentals can be successful at racing, big air, zipper line moguls, extreme skiing, and the park and pipe. PSIA-E offers the membership coaching in some of these areas. However, our organization is not really equipped to coach competition acrobatics, speed events, and difficult park and pipe activities. PSIA-E is uniquely positioned to provide fundamentals to present and future skiers, teachers, and coaches. This may not always be flashy but it is a most necessary product we offer the skiers of America. ■



# VIP *rivileges*



Want to know what PSIA/AASI privileges you get as a member? Look for this column in each *SnowPro* and we will let you know what is new – or remind you of things you should be sure to take advantage of.....

## CONGRATULATIONS!!!

The winner of the Green Mountain Orthotic Lab (GMOL) Promotion is.....

Les Bucher, Region 4

Les is an Alpine Level 2 member who teaches and skis at Sno Mountain in PA as well as Belleayre Mountain in NY. He is also very active with ASIA (Amateur Ski Instructors of America). Les was rebated the cost of the footbeds he purchased at GMOL early this season. \$160 back into his pocket! Nice! GMOL honors pro-form discounts for our members – so going to GMOL is a great deal for anyone!

Thanks to Green Mountain Orthotic Lab for being such a great PSIA-E/AASI sponsor and supporter!

Here is an update and reminder about some other programs running this season:

### BJ's Wholesale "Fund Your Fundraiser" Program

This program was a great success and one we will run in the future.

A total of 183 members took advantage of the program and became members or renewed membership resulting in a check from BJ's for \$915 to our PSIA-E Education Foundation. Each member saved money and got an extended membership while the scholarship foundation received \$5 per membership. A win-win for all! Thank you to all participating members (and friends of members!)

### Ski-Pal Teaching Tool

75 Eastern Division schools were lucky enough (and fast enough!) to submit to receive a free Ski-Pal earlier this season. Ski-Pal also joined us at the Snowsports School Management Seminar at Killington and was busy demonstrating how their tool might be a helpful teaching tool for instructors.

### EESA – Lift to Lounge fashions – at 50% off retail

Many of our AASI members (and some others too!) have requested and received a Golden Ticket which allows them to receive 50% off high-tech, high-fashion clothing from EESA.

### SmartWool – 50% Pro-discount

SmartWool is also reporting that many Eastern members have signed up and have ordered through their pro program. Not just socks, SmartWool offers many great products to keep you warm out there!

### Choice Hotels International – our hotel partner

Our usage numbers keep increasing! Many members are taking advantage of this program which you really should not miss out on. With 15% off all bookings and many ways to ring up points toward free stays, there is nothing to loose with this deal!

Check out all of our great EASTERN ONLY member benefits at <http://www.psia-e.org/ms/eastbenefits/promotional/>

### Have you heard about.....The Movement Matrix?

Brought to you by the PSIA/AASI National Education Department and starring the PSIA Alpine Team, the Movement Matrix currently features alpine video clips, with development beginning soon on Nordic, adaptive, snowboard, and children's education sections.

Perfect for all learning types, the Movement Matrix has visual impact, offers auditory feedback, provides simple cue statements, gives a technical explanation, has a conversational voiceover, and includes a downloadable PDF document for each situation.

Members may purchase an annual subscription fee of \$14.95. Logon at [www.psia.org](http://www.psia.org) and look for the Movement Matrix in the left hand column.

## ■ eastern team profiles, continued from page 1

share my good fortune and to help people, young and old, to feel the same sense of joy and mastery for our sport.

Why I am trying out for the National team: I'm trying out to share my passion and experience with our membership and to inspire people to continually develop their skiing and coaching skills.

What I hope to accomplish if chosen to serve on the National team:

If I'm selected to serve, I hope to combine my instructing experience with my business consulting experience to develop new ways to easily create and deliver educational materials in various traditional and emerging formats.

### Name: Matt Erickson

Years teaching: 25 years

Home snowsports resort: Sunday River, Maine

Current snowsports position with home resort: Coach / Trainer with Gould Academy Snowsports at Sunday River. Instructor /Trainer at Perfect Turn Sunday River.

Current snowsports position with PSIA/AASI – Eastern: Alpine Examiner with PSIA. Level 1 AASI certified. USSCA level 2 Coach.

Why I teach: Teaching for me is a way to share my lifelong passion of skiing with others.

Why I am trying out for the National team: The opportunity to compete with some of the best ski professionals from around the country is certainly one of the big draws for me.

What I hope to accomplish if chosen to serve on the National team: The one accomplishment I would strive for would be a closer working relationship between PSIA and USSA. The combined resources of these two organizations will only benefit skiers from the elite competition level to our entry level guests.

### Name: Peter Howard

Years teaching: 29

Home snowsports resort: Sugarloaf Maine

Current snowsports position with home resort: Training manager

Current snowsports position with PSIA/AASI – Eastern: Alpine Education & Certification Committee Chairperson, Alpine Examiner

Why I teach: Foremost I teach because I enjoy seeing the expressions of accomplishment and joy in my students. Also I believe there are valuable life-altering lessons that can be derived from skiing. These poignant moments entwine both the student and the teacher. They may have nothing to do with technique yet change a person for the better over a lifetime. Every lesson taught affects our profession. I hope the lessons I teach uplift the value of taking a lesson from a professional.

Why I am trying out for the National Team: Certainly a place on the National Team is a great accomplishment, however I do believe the journey is as important as the arrival. On the journey with me in a direct sense, are nine friends (alpine team members). I want to support them. In an indirect sense I hope to "trickle up" the experience of this journey to all Eastern Education Staff and all Eastern Members.

I have watched many members strive for various certification levels over the years. My certification memories have faded somewhat and it seems that it is good for an examiner to walk in the candidate's shoes once in a while to keep perspective. In general I hope to play a role in the leadership of our organization at the national level.

What I hope to accomplish if chosen to serve on the National Team: The answers to this question are really contained in my motivation. I want to teach in a larger venue. This would include personal contacts, the written word, and technology based products like the Movement Matrix. I hope to use the inherent vitality of our sport to change lives for the better. I would like to work with the rest of the Team to make certification as fair, consistent, and relevant as it can be

across the country. Thus improving the perception of certification in the industry, the nation, and internationally. I hope to be in a position to make decisions that uplift the value of taking lessons from professionals.

**Name: Sue Kramer**

Years teaching: I'm in my 22nd season of teaching.

Home snowsports resort: Bromley Mountain, Peru, Vermont

Current snowsports position with home resort: J4 coach and Alpine Trainer

Current snowsports position with PSIA/AASI – Eastern: Alpine Examiner and ACE Team

Why I teach: I feel that learning how to ski and being involved in snowsports touches people physically, mentally, and spiritually. For this reason I want people to love it as much as I do.

Why I am trying out for the National team: Always wanting to have a deeper understanding of the sport and of teaching the sport, qualifying to try out for the National team is the result of many years of being the student. It is time to give back.

What I hope to accomplish if chosen to serve on the National team: I would like to be involved in a national campaign that focuses on educating new parents and grandparents on the positive aspects that involvement in snowsports can have their children's and grandchildren's lives.

**Name: Eric Lipton**

Years Teaching: 12

Home snowsports resort: Blue Mtn, PA

Current snowsports position with home resort: Staff Trainer

Current snowsports position with PSIA/AASI-Eastern: Alpine Development Team

Why I teach: To share my passion for skiing and to help others realize that same love for the sport.

Why I am trying out for the National Team: I'd like to play an active role in bringing information to the members; information that members can use to make their guests life-long skiers.

What I hope to accomplish if chosen to serve on the National Team: If chosen to serve on the national team, I'd like to continue the organization's ability to deliver dynamic skiing images to the members and the public. I would also like to help market and promote PSIA/AASI to the skiing public, so that ski area guests can see the value of a lesson from a PSIA/AASI certified pro.

**Name: Steven K. O'Connor**

Years teaching: 30 years

Home snowsports resort: Killington, VT

Current snowsports position with home resort: Instructor / Trainer / Coach

Current snowsports position with PSIA/AASI – Eastern: Examiner / Region 2 Director

Why I teach: Many years ago my mother instilled a quiet confidence in me. She told me I had the ability to communicate just the right words to get her through the most challenging situations on the slopes. That nurturing has matured and stays with me today. I have strived to stay current in my understanding of the sport and love the feeling when my students begin to see the light.

Why am I trying out for the National Team: I have tried before and was humbled. I have had much time to reflect on what it takes to be a National team member. Being on the team would allow me to reach a larger cross-section of our membership. I look forward to coaching on many levels and in many different locations around the country and the world.

What I hope to accomplish if chosen to serve on the National team: If chosen I would like to contribute to a process that would bring skiing back to an affordable sport for young families. I know how it has affected my life, those times with my

## Eastern Team Adoption Update

### Three team members to go!

Thank you for the support of so many that have adopted Eastern Team members. Team members will be traveling to and compete at the National Team tryouts in Mammoth Mountain, California this April.

There are still three team members that need to be adopted. There are also three Eastern Team coaches that can be adopted. By adopting the team members and the coaches you are supporting our limited budget for this team and allowing PSIA-E to cover a greater amount of each team member's expenses.

Specifically, we are looking for members with transferable airline miles to host one team member or coach from the east to Reno, NV this April for the National Team tryouts.

If you can help please contact Melissa Skinner at mskinner@psia-e.org or 518-452-6095 x107 ASAP.

The experience of this Eastern Team at the national tryouts will go a long ways to benefit our Eastern Division and its members. ■

brothers and parents were priceless. Today it seems as though only truly wealthy families are experiencing what I had. Let's bring back the small home town hills that were just a short drive from home.

**Name: Brian C. Smith**

Years teaching: 22

Home snowsports resort: Gore Mountain Ski Resort. North Creek, NY.

Current snowsports position with home resort: Training Director/Alpine Supervisor

Current snowsports position with PSIA/AASI – Eastern: Alpine Examiner/ Race Committee Member

Why I teach: I enjoy meeting new people each time I teach or coach instructors. It is interesting to talk with people from all walks of life and learn something about them that affects the way I teach their lesson. Making personal connections with people is very rewarding for me. In addition, I find it to be an art form creating lesson plans that are as unique as the people I'm teaching or coaching. Using the correct ski activities, games, exercises, mental focuses or terrain selection that best suits the individual or situation is challenging. However, when the plan works and I see people smiling and enjoying skiing, it reminds me every time why I teach.

Why I am trying out for the National team: My parents who taught for over 40 years together always said, "If you're going to do anything in life, do it well". Trying out for the national team has been a personal goal of mine and is my way of doing something I love well. The national team forum is an opportunity to for me to meet people across the country and share the passion for skiing. Having the opportunity to represent a fun association within the snow sports industry on a national level is a major factor in why I'm trying out.

What I hope to accomplish if chosen to serve on the National team: I wish to create excitement and passion for teaching skiing in every instructor with whom I ski. Working with other national team members to create new ideas that will help get people interested in skiing and teaching skiing is something I hope to accomplish given the opportunity. Being part of developing and representing the national image of all ski teachers is important to me. There is room to grow as a professional organization as far as increasing the national awareness of the role ski

*continued next page*

## ■ eastern team profiles, continued

teachers play within the snow sports industry. I look forward to doing my part in accomplishing this.

### **Name: Lani Tapley**

Years teaching: 31

Home snowsports resort: Sugarloaf, Maine

Current snowsports position with home resort: Children's Program Director, Staff Trainer

Current snowsports position with PSIA/AASI – Eastern: Board of Examiners

Why I teach: I like it!!!!... I like the challenges and the rewards it provides. There is nothing like seeing the expression on someone's face when they look over their shoulder at a challenging run they have just skied for the first time.

Why I am trying out for the National team: The path to the tryouts, the training, and the experience of developing with other skiers is a rare opportunity. This is a goal in itself and is proof that the learning potential is never ending.

What I hope to accomplish if chosen to serve on the National team: I originate from a small ski area, where I started teaching at a young age and made it my career. I would like to influence and build the retention of our young members throughout PSIA.

### **Name: Troy Walsh**

Years teaching: 15 years including 2 summer seasons at Perisher Blue Australia

Home snowsports resort: Sunday River, Maine

Current snowsports position with home resort: Trainer and line coach

Current snowsports position with PSIA/AASI – Eastern: Examiner

Why I teach: Ski teaching has taken me so many places physically and emotionally. Being able to travel around the world doing what you love makes waking up and going to work fun.

Why I am trying out for the National team: I am trying out for the National Team because it deserves a second shot. I have worked on my skiing and presentations over the past 4 years and feel good with the changes I have made.

What do I hope to accomplish if chosen to serve on the National team: Growing up in the East and skiing at many small ski areas has shaped my views on the industry. I will work at becoming a more direct conduit of information to help these smaller areas grow the sport and stay in business.

## **Current Alpine National Team member**

### **Name: Jeb Boyd**

Years teaching: 25 years

Home snowsports resort: Cannon Mountain, Franconia NH

Current snowsports position with home resort: Instructor / Staff Trainer & Training Advisor

Current snowsports position with PSIA/AASI – Eastern: PSIA Alpine Team Member 2004-2008 / Eastern Examiner / PSIA Eastern Division Examiner Coach

Why I teach: I get great pleasure out of helping others achieve their goals. I also do a great deal of learning for myself when I teach and present information to others.

Why I am trying out for the National team: To make the National Team is perhaps the greatest challenge within our profession and I am personally at my best when working towards a goal. It's the by-product of this work that keeps me moving – developing new and more effective ways to inspire others to ski!

What I hope to accomplish if chosen to serve on the National team: If selected, I hope to continue work on the Matrix project which has been said to be one of the most influential pieces that the organization has ever produced. I also look forward to continued travel to ski with, coach and train members across the country. Specifically for this next term, my goal is to spend more time writing for the Professional Skier to hopefully inspire other members to continue working as a Professional Ski Teacher.

## **Adaptive Eastern Team**

### **Name: Geoff Krill**

Years teaching: 13

Home snowsports resort: Loon Mountain, NH

Current snowsports position with home resort: Snowsports Director, White Mountain Adaptive Snowsports School

Current snowsports position with PSIA/AASI – Eastern: Adaptive Board of Education, Examiner Training Squad

Why I teach: I teach so that I can give back the gift of skiing to other disabled athletes. Skiing has changed my life and I love the impact that skiing can have on peoples lives. You can take what most would consider a negative life altering situation and turn it into one of the most positive life changing experiences.

Why I am trying out for the National team: The National Team is the next step in my professional progression. I feel that I have a fresh energetic perspective on the sport of skiing. I look forward to sharing my concepts and ideas with other coaches at the national level.

What I hope to accomplish if chosen to serve on the National team: I really look forward to bringing a "new school" approach to adaptive ski teaching; focusing on where the movements come from on adaptive skiers and how it affects the outcome of the ski on the snow. Contributing to the adaptive section of the new online teaching Matrix will also be a high priority. Remember: a ski is a ski is a ski no matter how someone sits, stands or rides on it.

### **Name: John Swartwood**

Years teaching: 12

Home snowsports resort: Adaptive Sports Foundation (Windham)

Current snowsports position with home resort: Instructor, Trainer

Current snowsports position with PSIA/AASI – Eastern: Adaptive Examiner

Why I teach: To give the joy and freedom of skiing. In most cases skiing allows someone with a disability to move on the snow with freedom they may not find in any other sport.

Why I am trying out for the National team: I truly believe in the PSIA process, having only tried skiing once with a friend teaching me proved to be a disaster. Many years later I tried skiing again but this time it would be different in two ways, it would now have to be mono skiing and with professional instructors. As we all know professional instructors make the difference and I would like to be part of ensuring our sport grows and instructors are trained with the most current information.

What I hope to accomplish if chosen to serve on the National team:

Having taught at several National Adaptive events over the past few years I have seen variations in how and what is being taught. One goal would be to have more consistent teaching across the country and getting the most current information to our membership in a timely manner. Developing the Matrix for the Adaptive sector would be one way having the most current information available.

## **AASI Eastern Team**

### **Name: David Lynch**

Years teaching: 18 seasons coaching on snow

Home snowsports resort: Gould Academy, Sunday River, Maine

Current snowsports position with home resort: Snowboard Team Coach

Current snowsports position with PSIA/AASI – Eastern: Board of Examiners

Why I teach: I began teaching because of my passion for snowboarding. Now I still love to ride, but also love the smiles that others get through their own learning.

Why I am trying out for the National team: Snowboarding is not about who you are or how big you go. It is about the freedom on the mountain and helping others feel that same freedom. I want to stand on the highest platform (National team) and shout this message out.

What I hope to accomplish if chosen to serve on the National team: I would like to spearhead ways to open snowboarding to more people. We are in a crunch now where few can enjoy our sport. I want to open it to as many people as possible.

**Name: Tom Morsch**

Years teaching: Teaching snowboarding since 1997

Home snowsports resort: Bristol Mountain, NY  
Current snowsports position at Bristol Mountain: Snowboard Supervisor, Terrain Park Manager

Current Snowsports Position with PSIA/AASI – Eastern: AASI Level 3, AASI Eastern Development Team

Why I Teach: Honestly, I started teaching when I was 18 years old thinking it was a great way to get a free pass. Within the first year I realized how much I could help people enjoy the sport I loved so much. Sharing my experiences with others and helping them to reach their goals as snowboarders has been very satisfying to me.

Why I am trying out for the National Team: Recognizing the level of talent on the National team and being able to work and grow as a snowsports instructor for the next four years would be a challenge and an honor.

What I hope to accomplish if chosen on the National Team: Areas I would focus on would be; continuity at all exam levels within the divisions, the Freestyle accreditation programs and how to get them to the next level, and to participate as an active member of the team on all projects, training and events.

**Name: Chandler Simpkins**

Years teaching: 20

Home snowsports resort: Sunday River, Maine  
Current snowsports position with home resort: Staff Trainer/Instructor

Current snowsports position with PSIA/AASI – Eastern: AASI Examiner

Why I teach:

I love the sense of accomplishment an instructor or student gains with a new way to look at an idea, or understanding a little bit more of how their equipment and body work for them to give them joy in riding.

Why I am trying out for the National team:

Training is part of the teaching experience that I love, and having a goal motivates me to try new things and continue to improve. This year I've spent more time on rails and boxes than I have during my whole time on snow combined. That probably wouldn't have happened without a goal of being a more "well rounded" rider/coach necessary to make the National team.

What I hope to accomplish if chosen to serve on the National team:

To me the National team is the cutting edge of development of new ideas about teaching and understanding of how we slide. I believe we are ready for a new snowsports model that encompasses all the disciplines, rather than the individual discipline models we have today.

**Current AASI National Team Member****Name: K.C. Gandee**

Years teaching: 10

Home snowsports resort: Okemo, VT  
Current snowsports position with home resort: Staff Clinician/Instructor

Current snowsports position with PSIA/AASI – Eastern: Snowboard Examiner

Why I teach: To share what I love and get others as stoked as I am for the sport.

Why I am trying out for the National team: I'm not finished yet ☺ I still want to contribute at the national level and help shape the future of our organization.

What I hope to accomplish if chosen to serve on the National team: Continue to write, film and promote AASI to the general public. I want riders all over the world to recognize the AASI logo! The Snowboard Team is working on our own version of the Movement Matrix and I would like to play a lead role in that continuing project as well! I would also like to continue to travel and provide inspiring clinics to members everywhere.

**Nordic Eastern Team****Name: Michael Beagan**

Years teaching: 11 Years.

Home snowsports resort: Stowe, VT  
Current snowsports position with home resort: Just a plain ol' ski instructor

Current snowsports position with PSIA/AASI – Eastern: Nordic Downhill Examiner

Why I teach: Ski teaching gives me an opportunity to share a positive experience with people. Help people interact with their environment and develop a love for the natural world.

Why I am trying out for the National team: The national team tryouts are a chance to teach to and learn from the top ski coaches in the country.

What I hope to accomplish if chosen to serve on the National team: Develop new educational materials to help continue the growth of Nordic skiing across the country.

**Name: Darell Hensley**

Years teaching: 16

Home snowsports resort: Timberline 4 Season Resort, WV

Current snowsports position with home resort: Coach Canaan /Timberline Jr. Race Team

Current snowsports position with PSIA/AASI – Eastern: Nordic Downhill Examiner

Why I teach: A favorite quote of mine is from Seneca: "Men learn while they teach" Women also. I enjoy passing on the passion for Nordic skiing to anyone willing to try it or improve to their next level. The benefits of learning that I receive through the

teaching process I consider to be the next levels for me in my attempted mastery of my sport.

Why I am trying out for the National team: I think it has been 12 years since we have had an Eastern Division member on the National Nordic Team so perhaps first is to bring National Nordic team representation to the Eastern Division (as well as some eastern representation to the National Nordic Team).

What I hope to accomplish if chosen to serve on the National team: I hope and want to be a sound contributor in the on-going education process of PSIA.

**Name: Mark Lacek**

Years teaching: 15 Years

Home snowsports resort: Gore Mountain, N.Y.  
Current snowsports position with home resort: Snowsports supervisor/trainer, Mtn. Host supervisor

Current snowsports position with PSIA/AASI – Eastern: Nordic Downhill educational staff, and Classic/Freestyle development team

Why I teach: Snowsports continue to have a lifelong allure. Sharing an experience in a frozen world, generating enthusiasm for gravity-driven sport, giving voice to some of the more intangible benefits of "flow on snow", all remain compelling reasons to teach.

Why I am trying out for the National team: I've learned a lot while skiing, and from many fine friends met on the mountain. For me, this is a remarkable opportunity. Limitations are often self-imposed. The unattainable can become attainable.

What I hope to accomplish if chosen to serve on the National team: Our organization has demonstrated a commitment to the guest-centered experience and I would like to contribute in that realm. Also, I would like to work with other members to develop programs or materials which keep our organization both vibrant and relevant.

Good luck and GO TEAM EASTERN! ■

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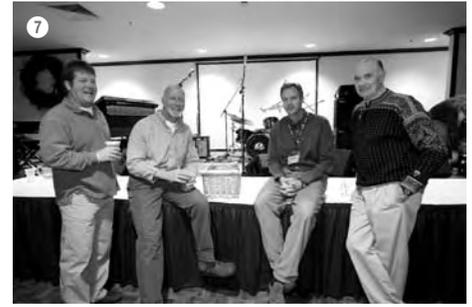


Photo credit: Courtesy of Sharpshooters, White Plains, NY



## ProJam 2007 Highlights. . .

Nearly 600 PSIA-E members, staff, sponsors and guest enjoyed an awesome week of learning, laughing and enjoying the SNOW at ProJam 2007 this past December 10 – 14 at Mount Snow, VT.

**1. The 2007 edition of ProJam featured a welcome commodity – SNOW! In fact, members enjoyed more than 15 inches of new snow during our week at Mount Snow, VT.**

**2. Business was as brisk as the outside temps as members lined up for educational materials at the "company store."**

**3. PSIA/AASI Eastern Division Vice-President Dutch Karman demonstrates the perfect stance for listening to a question from one of his inquisitive group members.**

**4. PSIA National Alpine Team member (and Eastern Division Examiner Coach) Jeb Boyd enjoys a moment of camaraderie with his Master's Academy group before another great day at Mount Snow.**

**5. Amelie Cote of ProJam (and PSIA uniform sponsor) Avalanche helps a member pick out the perfect addition to his winter wardrobe.**

**6. Demo vans from Blizzard, Tecnica and Volkl were there to support members that wanted to try out new gear on the hill at ProJam.**

**7. An illustrious group of "raffle ticket collectors" (PSIA-E past president Bill Beerman, current division president Bob Shostek, PSIA/AASI Eastern Division executive director Michael Mendrick and PSIA national president Ray Allard) stand ready to serve at the ProJam banquet.**

**8. Raffle "MC" Michael Mendrick proudly displays some of the more than 5,000 raffle tickets sold during the ProJam banquet. A record amount of \$5,720 was raised to support the PSIA Eastern teams, the Education Foundation and the C.E. Burbridge scholarship fund.**

**9. ProJam banquet attendees enthusiastically recreate the seventies by dressing for the "Saturday Night Ski Fever" costume theme. We can only hope these are borrowed (and not owned) ensembles!**

**10. More than \$5,000 in snowsports gear was up for grabs at the annual ProJam "Super Raffle."**



Photo credit: Courtesy of Sharpshooters, White Plains, NY



Photo credit: Courtesy of Sharpshooters, White Plains, NY



# ASEA President Ray Allard Appoints Three to New National Task Forces

**Cherisse Young, Steve Howie and Sue Tamer asked to serve**

National association president Ray Allard recently announced that three Eastern Division representatives have been asked to serve on recently approved new national task forces.

Cherisse Young, executive director of the Adaptive Sports Foundation and the current PSIA-E Region 6 Board Representative, was named to the new Membership Marketing Task Force. Cherisse served as chair of the Eastern Division Membership Marketing Task Force in 2006.

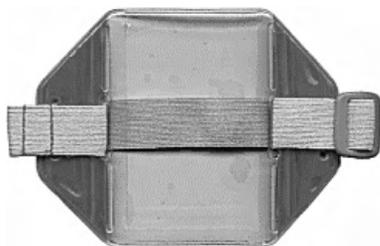
Steve Howie, the current Snowsports School Management Committee Chairperson for PSIA-E, was asked to serve on the new national Snowsports School Management Task Force. That group will be exploring issues and opportunities related to the partnership between snowsports schools and ASEA.

Sue Tamer, the Eastern Division office Director of Operations, was named to the Association Management Software Task Force to help ensure a timely and successful transition to an all-new database system that will integrate national and divisional membership data and information management.

"We're very pleased that three such talented and dedicated division representatives were asked to serve on these important national working groups," said Michael J. Mendrick, Eastern Division executive director. "It is a testament to the reputation and respect they have earned and I'm sure they will all make a valuable contribution to the collective effort." ■

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# In Memoriam

**Alex S. Friedman**, of Longmeadow, MA, passed away in September at the age of 54 as the result of a heart attack. He was a Nordic Level I member of PSIA-E, having joined in 1995. He taught at Northfield Mountain XC Ski School, MA.

**Harvey Poirier**, of South Royalton, VT, passed away on December 31, 2007, at the age of 73. He was an Alpine Level II member of PSIA-E, having joined in 1980. He taught at Suicide 6, VT. Charles Reeves, Director at Suicide 6, offers the following thoughts: "Harvey had been a full time instructor at Suicide 6 in Woodstock, Vermont since 1994, coming from Killington. He was a proud member of PSIA-E for more than 20 years, and will be remembered as a kind and nurturing mentor, instructor and coach to hundreds of students, as well as clinician to many instructors. He taught his last lesson on March 15, 2007. Harvey will be greatly missed by his friends at Suicide 6 and Killington."

**Paul S. Valar**, of Franconia, NH, passed away December 25, 2007, at the age of 87. He was a member of PSIA since 1950, when the eastern association was known as USEASA (the United States Eastern Amateur Ski Association). Paul founded the Paul Valar ski school. Of Swiss heritage, he was a pillar of PSIA, having been one of the Founding Fathers of the association in 1961, and National Technical (Education) Committee Chairman for nearly a decade. He was one of the early PSIA Examiners. He was one of the authors of "The Official American Ski Technique" (the famed "White Book") in the early 1960s. Paul was a PSIA Life Member, and was inducted into the National Ski Hall of Fame in 1985. Paul's wife Paula (deceased) was also an examiner and a former Olympian.

NOTE: See the separate "Tribute" to Paul Valar below.

*PSIA-E/AASI extends its heartfelt sympathy to family and friends of our passing members.*

## In Tribute to Paul Valar

Paul S. Valar, 87, skied across the finish line on December 25, 2007, dying as a result of complications from advanced prostate cancer.

Paul was a pioneer and leader in ski instruction on the local, national, and international levels. From the 1940s to the 1980s, he was a founding force and guiding light in directing several New Hampshire ski schools, creating the Professional Ski Instructors of America, developing the Official American Ski Technique, and establishing the New England Ski Museum.

Paul was born on August 15, 1920, in Davos, Switzerland. Davos was one of the incubators of modern skiing, so Paul decided to follow in his father's footsteps by becoming a certified Swiss ski instructor and mountain guide - goals he achieved in the 1940s. In order to communicate with foreign clients, Paul studied languages, becoming fluent in German, Italian, French and English.

Paul had a very successful ski racing career, and from 1943 through 1948 was a member of the Swiss National Alpine Ski Team. Paul first visited the United States in 1947 when the Swiss Team was invited to compete in the U.S. National Ski Championships in Ogden, Utah. There he placed second in both the downhill and the combined, but, of greater importance, he met a beautiful Austrian-born member of the U.S. National Ski Team, Paula Kann, of North Conway, NH. Paul and Paula were married on June 10, 1950. During their incredible partnership, Paul and Paula made a life together doing what they loved most: skiing and farming. They were both certified ski instructors and examiners for the United States Eastern Amateur Ski Association, which became Professional Ski Instructors of America - East (PSIA-E). Paul founded the Franconia Ski School at Cannon Mountain, and he and Paula also ran the ski schools at the Mittersill and Mt. Sunapee ski areas in New Hampshire through the 1970s.

The strength of their partnership afforded Paul the time to become a leading proponent for, and one of the seven incorporators of PSIA in Whitefish, Montana,

in 1961. He was elected founding PSIA Vice President, and Chair of the Technical Committee, serving for 10 years. In 1963 he was one of the three co-authors of "The Official American Ski Technique," which laid out the first unified ski teaching technique utilized throughout the United States, thus making it much easier for the American public to learn skiing. He represented PSIA at five international Interski meetings and served on Interski's Board.

In 1977, Paul became the founding President of the New England Ski Museum. For his manifold contributions to the sport of skiing, Paul was honored with lifetime membership in PSIA in 1974, and elected to the National Ski Hall of Fame in 1985.

Paul was preceded in death by his beloved wife of 51 years, Paula Kann Valar, and two brothers, Hans Valar and Christian Valar. He is survived by four daughters: Stefanie B. Valar, Victoria Valar, Pia Valar, and Christina Valar Breen; and three grandchildren, Annina, Cannon and Quinn Paul Valar Breen.

For his family and friends, Paul was a devoted and loyal husband, father, and companion. He was a masterful storyteller, and a man of firmly held convictions. A lover of good food, good wine, and good cheer, all could always be found in good measure in his company.

The family asks that any desired contributions be made in Paul's memory to the New England Ski Museum, P.O. Box 267, Franconia, NH 03580-0267. A celebration of his life will be held at 2:00pm on Saturday, April 19, 2007, in The White Mountain School's Great Hall, 371 West Farm Road, Bethlehem, NH 03574.

*The above information was excerpted from the obituary for Paul, provided by his daughter Stephanie Valar, and submitted by the U.S. National Ski & Snowboard Hall of Fame. We appreciate their sharing of this information honoring Paul's outstanding contributions to ski teaching and the ski industry. ■*

# Around the Regions



## Region 1 (NH & ME)

**Tom Butler, Regional Director, reports:** Happy New Year, Region 1. For this edition I thought that it would be appropriate to include the notes that Ross Boisvert (Regional Representative) and I jotted down at the two Region 1 meetings that took place this past fall. The meetings were held on November 3rd and 4th at Pat's Peak and Sunday River, respectively. Nearly 60 of you attended and brought superb questions and ideas. Ross and I commented that these meetings were exceptional, so thank you for making the effort to attend. I would also like to thank the education staff members, Troy Walsh, Bill McSherry, Luke Martin, Chandler Simpkins, Kevin Trinward, and Steve McGrath for participating. Their knowledge and experience enhanced both meetings.

Now for the blow-by-blow. As it is written is pretty much as it was said, so if you were looking for a lovely, narrative, sorry. I did combine the notes of both meetings though for this piece.

### Dues increase a concern:

- What is National really doing with \$\$? Discussed the National unity initiative, "go with a pro", and membership growth drive, new computer systems at National, and Matrix web initiative.
- One member, coming from an insurance background, wondered about the number of guest accidents with a member vs. non-member. If membership has a better incident record, shouldn't that translate into lower insurance rates for the organization, thus potentially keeping operating costs/dues lower? One member questioned if this accident-to-member ratio should be public knowledge?
- Canadian system and liability insurance discussed, along with their national unity.
- Dues discount for younger members should be itemized already on their bill. Let's not leave it to someone to inform them or for them to remember. Automatically put it on there and show them that they are special and valued.

### "Graying" of PSIA-E concerning to members:

- Younger ed. staff members should be rotated through exams to mix it up a bit and give younger candidates motivation to seek this path (e.g. Luke Martin, Troy Walsh, Matt Boyd...)
- Coordinate with local schools to have teaching skiing and snowboarding become a for-credit

activity, with certification by graduation required.

- How do we entice younger kids to not only be a member, but to aspire to go through the levels? Have we thought of organizing a task force to entice and retain kids? One member mentioned Knights of Columbus and their efforts to recruit new members
- Pay is an issue, which led to discussion of PSIA's role as instructor advocate, or educational organization.
- Talked about "winter feels good" DVD.
- PSIA-E send ed. staff to smaller areas gratis to do informational meetings and clinics of their choosing, with aim of recruiting new members. (Eastern Team members possibly?) Non-members welcome in clinics first.
- For recruitment and potential retention purposes, could PSIA-E target smaller areas that don't have any ed. staff members and send them to do educational/informational ski or snowboard days at their resort. Kind of like an army recruiter.
- Is PSIA-E looking at the culture of younger generation and designing events for them? (Concern for younger members was just as important for members in attendance at Sunday River as it was for Pat's Peak.)
- Recruitment should also target the "30-40 something" mothers who have kids at school and some free time during the day to teach and join.
- What is the % of members vs. ski pro population per division? National avg.?

### Member benefits discussed:

- One member suggested that PSIA-E offer a season pass for events. A member could pay one price for a certain number of educational events or block of exam-related events, culminating in the exams.
- A member who is also a member of USSA inquired about a discount for those who pay for both.
- For those members who travel to other mountains to ski, could PSIA-E assemble a directory of areas that offer deals to PSIA-E members and what those discounts are? Place discount listing on web?

### Events and Training:

- Master Teacher Certification: A member brought up the proximity of MTC indoor courses to the region. Several echoed this sentiment. A closer venue (Boston area?) would be big help.
- What is the National team doing for training in preparation for the tryouts?
- Send education staff to smaller resort (factories)

to learn how these areas teach their kids. Ed. staff then could use info and build clinics on how to better educate these coaches on providing memorable experiences. (i.e. McIntyre is very different from Sugarloaf.)

- Education staff feedback mentioned Need to be clearer with our members. They need/want to know what they need to work on and they are not afraid to hear it if it is clear and constructive. (I forgot to mention the card-writing training that was done at examiner training this year.)

### Other Topics:

- PSIA-E business cards should have skier and rider responsibility code printed on the back.
- One member brought up the DVD "Legacy", which details the Austrian influence on American skiing and the importance of that influence in Region 1.
- As always, thank you for reading, and if you have any comments or concerns regarding the topics mentioned above, please contact me at (delbocavista98@yahoo.com).

## Region 2 (VT)

**Steve O'Connor, Regional Director, reports:** A tribute to past, current, and future great coaches of our profession:

As I reflect back to seasons past I am constantly reminded of some seriously effective tools that I have learned. They pop into my head as if I was flipping through an old dog-eared recipe book. I quickly ask myself, "where did that come from?" Here is an example: at Pro-Jam last week, my group and I were examining some tracks we had just laid down. Some shapes were elliptical, some were c-shaped, and others had straight lines connecting shallow arcs. At that instant, a female voice quietly whispered: you're commuting! It was as if Holly La Fontaine was standing right next to me. When a skier has a pause or lapse of steering activity with the legs, the skis stop responding, the shape suffers, and speed generally increases. Here is the secret to those words: never stop guiding those skis and you will have a much smoother and consistent ride.

Ever start telling a story and someone leaks the ending before you get to it? They mess up the illusion (imagination) you were trying to set up. Every time I set up a series of drills with a specific outcome intended, I think of Cathy Wood. I was her understudy at an event at Bolton Valley. She was patiently setting up an elaborate guided discovery program, and I single-handedly messed it up for one individual in the group: he was frustrated, so I let him in on the outcome. Cathy pulled me aside and explained that it would have been better for me to

let him figure it out on his own. Cathy, I have never forgotten your advice, and I'm careful in how I set up those scenarios.

The magic of voice inflection and accents has always got my attention, even if it were only for a moment to help anchor a point. When I first began teaching skiing at Mt. Snow there were many European instructors on staff. They were not the most student-centered in their approach, but they always got my attention. When I hear that little voice in my head say: stem it, step it, arrrrc it, I will always remember Bob Murran. Was it his tone, the accent, or the animation in which he presented? Depending on the individuals you are with, it can be fun to interject different cultures in one's delivery.

On another well worn page in my recipe book I am reminded of two individuals I understudied at Killington in the early 90s. On the second day, two groups merged and we played with variations of pole use. The atmosphere was charged with energy because of the freedom those two coaches allowed in their respective groups. Mr. Toons and the infamous Pete Palmer got the group to experiment openly with all kinds of options. When the rules are loose, the imagination runs wild.

I could go on for pages reminiscing, but I think you all probably get the point. I thank all the great coaches I have known. One never knows when they will return, a voice from long ago, or ten minutes ago. Of course, if you take notes, organize, and re-read them often, you won't have to rely on the little voice to remind you what to do next (not my strong suit).

## Region 3 (MA, CT & RI)

**David Welch, Regional Representative, reports:** With winter in full swing, and your coaching skills having been dusted off after a long off-season, it's time to sign up for that clinic you've been thinking about taking. The new format for the division's Calendar of Events that your school has posted makes it easy to very quickly find an event close to home here in Region 3 - or in any other region. Simply find the region you're looking for and pick an event. It's that simple!

Speaking of clinics, does a clinic that you could attend anytime, and almost anywhere, appeal to you? If it does, check out the MOVEMENT MATRIX at ([www.psia.org](http://www.psia.org)) and see the newest educational resource our organization has to offer. One look and I think you'll agree that this really is a great learning tool.

That's it for now. Ray DeVerly (Regional Director) and I hope to see you out on the slopes soon.

## Region 4 (PA & NJ)

**Steve Kling, Regional Director, reports:** This winter is at least starting out significantly better than

last season. Hopefully, Mother Nature can hold global warming at bay for a few more months so we can enjoy ourselves and actually make some money.

The first bit of news is that we're having two regional meetings this year: The first at Elk Mountain on Monday, January 28, and the second about a week later at Whitetail. Both are in conjunction with a pod of educational events. So, if you are considering an educational event this season, consider those in our Region, and one that will let you attend a regional meeting. You should have already received formal notice from the office of both meetings. We hope to see you at one or both.

On the subject of educational events, anyone who is involved in (Alpine) instructor training, or perhaps wants to become involved, should seriously consider attending an Alpine Resort Trainer workshop (ART). These events were instituted last season, featuring our strongest clinicians and addressing both personal skiing/training and exam prep activities. We are fortunate to have two ART workshops in our Region this year. Any Level 3 can attend. Level 2 members need a sign-off from their Director.

Now is the time to meet the newer instructors at your hill and encourage them to join our Association. New members can join without taking an event (that's not new, just a reminder) and anyone who has finished the hiring process and is teaching should qualify for membership. The more members we have, the more we can do to keep down both our dues and our event fees. So, take a new instructor under your wing, and encourage them to join the Association. The new instructor will benefit, and so will you.

Please feel free to contact either myself or Eric Jordan (Regional Representative) anytime you have issues or concerns about your Association. You can email me at ([Skling1@verizon.net](mailto:Skling1@verizon.net)).

## Region 5 (Western NY State)

**Nick Brewster, Regional Representative, reports:** Lots of snow here in western NY. Events are being held as scheduled. Resorts are open. Shops are busy and enjoying a brisk sales season. Great December conditions, thanks to the help from Mother Nature!

Our Region is having elections shortly, so make sure you follow the instructions on HOW to VOTE. Exercise your membership right to VOTE (almost all members now qualify).

Fort Drum, NY, is home to the fabled 10th Mountain Army Division. They are completing their 3rd or 4th deployment in Afghanistan/Iraq. If you get a chance to say "thank you" to them, or help out their skiers/boarders - especially their disabled skiers - please do! The 10th's survivors from WW2 literally built the current ski industry in America. The first

chair lift was used to haul injured down the mountain and fresh supplies/ammo back up. Many trails today bear the name of the legendary battles and places they fought. We are lucky to have them protect us and honored to have their home base in NY.

**Ron Kubicki, Regional Director, reports:** I can only echo Nick's sentiments about taking the time to exercise your right to vote; there are a number of candidates from our region this election, so you will have a choice to make for your favorite. If you do not vote, you relinquish your basic opportunity to participate in our organization.

We are enjoying a refreshing taste of early season winter here along the coast of the Great Lakes; cold temps and natural snowfall have all resorts open and adding lifts and terrain daily.

Hopefully, this will hold through the season for the entire East. Take this time to get in the runs you need to get you on top of your game. Our guests will be anxious to live the "mountain experience". Let's be on top of our game and give them the time of their lives. Ski and ride safely!

If you have any questions or concerns about the region, please feel free to contact me at ([rkubicki@holidayvalley.com](mailto:rkubicki@holidayvalley.com)).

PLEASE VOTE!

## Region 6 (Eastern NY State)

**Scott Allard, Regional Director, reports:** The northeast is very white and the temperatures are great for snowmaking. The season looks to be off to a strong start and we all could use a good year.

Again, we are hosting membership meetings North and South. The North meeting is January 30, at Gore Mt. The meeting will be at 10am in the base lodge. The South meeting will be at Windham, in March (TBD). A post card with the times and dates of the meetings, along with more information will be out soon. Any questions, feel free to contact me.

The "member-gain-a-member" campaign is off and running again this season and our hopes are to double last year's numbers. Many mountains are now finished with their instructor training courses, and there are a lot of new instructors out there. Here is your chance to grow our membership as well as earn some Ed. Bucks. If you have any questions about the campaign, please contact your Snowsport School Director, or Eileen Carr in the office at ([ecarr@psia-e.org](mailto:ecarr@psia-e.org)).

The member benefits have improved yet again. Check out the Internet Learning Center on the PSIA/AASI web site, as well as all the sponsor deals and promotional offers. You will be surprised how much you can save on your professional equipment needs.

*continued next page*

# Region 5 and 6 Candidate Profiles

## Region 5

### Region 5 Election (Central & Western NY): Candidate Profiles & Voting Rules

Use the ballot on the inside back page of this newsletter to cast your vote. There are six (6) candidates running in Region 5 for Board seats, no candidates for either the Snowsports School Management Committee or for the Alpine Education & Certification Committee. The Board candidate receiving the most votes will be elected Region 5 Director; the candidate with the second-most votes will be elected Region 5 Representative (within compliance of the association bylaws provisions relative to board elections). No write-in votes for any positions are accepted on the ballot form.



#### Region 5 Board of Directors:

##### Nick Brewster, A3

*Greek Peak Ski Club, Program Director*

#### Statement of Background & Qualifications:

Father of two girl skiers ages 18 & 15.  
Region 5 Ski Teacher & Coach since 1975.  
Region 5 PSIA-E current/past member of the Board of

Directors (1999-2002)(2005-2008)

PSIA-E Division Clinic Leader

USSA National Level Certified Coach

USSA Level 3 TD & Ref

Owner of BAC Insurance Agency, an independent Property & Casualty Agency  
Certified Insurance Counselor and NYS licensed Insurance Agent in all lines

Head Coach and Program Director at Greek Peak

Alpine Racing Coach at Mt. Hood and Copper Summer/Fall Camps.

As a board member:

I have authored five action plans that focused on member retention, growth, promotion & advertising for the member.

One of those plans is still in use today (The "early admissions" program).

I chaired the committee to streamline the member reinstatement process and make sure a member's certification was "NEVER" taken away from them.

Organized a summit meeting between the top US Ski Coaches & PSIA-E leaders at the US Ski Team Congress in the fall of 2000 at Killington. Much cooperation and good work has come out of that meeting.

#### ■ around the regions, continued

Again, I would like to remind you all that this is an election year for Region 6. Our goal is to help the membership see and understand our vision, which will help drive us in a positive direction with awesome results. Your input and interest in our region is very important. Cherisse and I have enjoyed hearing from you and appreciate the opportunity to serve you on the Board.

You can contact us at: Scott Allard – Regional Director (allardc@frontiernet.net); Cherisse Young – Regional Representative (cyoung@mhccable.com)

### Region 7 (States south of PA & NJ)

**John Cossaboom, Regional Director, reports:** Well, the season is finally here! All R7 member areas are open and things are looking up. We have certainly

Member of Marketing, Scholarship, & Award/Membership Committees.

Have run many regional meetings and outings, authored region 5 reports, several other articles for the *SnowPro*, and run tech days in the region.

#### Statement of Philosophy & Direction:

PSIA needs passionate people that are willing to put the members' needs first. I am running again because much more needs to be done for the member in the area of promoting the benefits of taking a lesson from a certified pro. We need to increase demand for lessons from a certified pro to increase the income level of members; this is a mission I will continue to work on if elected.

If elected I will:

Work with fellow Board/Members to make the organization STRONGER.

Be an advocate for the member and put member needs 1st.

Look for ways to better promote the member in their skiing/riding profession.

Continue to find ways to get PSIA & USSA to work together.

Carry out the duties of an elected Board Member.

Promptly return phone calls & e-mails.

#### Region 5 Board of Directors: Debbie Goslin – A2

*Kissing Bridge, NY; Snowsports School Director*

#### Statement of Background & Qualifications:

My home resort is Kissing Bridge. I began teaching lessons there in 1976. In 1989, I achieved my Alpine Level II. I spent 12 years as Children's Programs Director and currently am the SnowSports School Director and have been in this role the last 10 years. I have been a member of the SnowSports Management Seminar committee the last two years. As are all directors from New York State, I am dealing with the new requirements set forth by the NYS Department of Labor and am consulting with many SnowSports Schools on this delicate issue.

Outside of the Snowsports School, I have been employed in Snowsports marketing. I have had the opportunity to attend the ski trade shows, NSAA and SANY meetings. As a voting member of the PSIA-E board I would bring experience and ideas from outside of the teaching end of Snowsports.

#### Statement of Philosophy & Direction:

My interest in running for this office stems from my desire to be involved with the many changes facing the SnowSports industry now and in the future. Our organization, PSIA-E, is faced with the tough task to move forward with these changes. Our customer base is changing. We also face the challenge of maintaining the passion that so many of our instructors have for the sport that is diminishing.

been challenged, however, as everyone has experienced the early roller coaster of temperatures, from low 20s and snow to mid-70s.

I want to remind you about our Regional meeting being held at Massanutten, VA, on January 16th. This is your best opportunity to provide input into the direction of our association, as well as discuss any concerns you may have. The meeting is being held in conjunction with a number of events taking place at Massanutten, so I expect a great turnout. Will you be there?

Speaking of events, Region 7 again has a wide variety of educational opportunities taking place this season. Why not try something new, such as the ART program, or one of the accreditation events? Your participation in the events in our region is appreciated. I hope to see you on the hill. ■

To be effective in PSIA-E we must solicit new ideas for our organization from our members, not only examiners. I will make it my top priority to listen to the members of Region V. It is my belief that a voting member of our board should have a good understanding of the industry as a whole.

I ask for your support when voting for Region V Representative.

### **Region 5 Board of Directors: Steve Howie – A3**

*(Education Staff Employee)*

*Bristol Mountain, NY; Snowsports School Director*

#### **Statement of Background & Qualifications:**

2004 to Present PSIA-E Snowsports Management Committee – Chairman  
2004 to Present PSIA-E Umbrella Steering Committee  
2000 to 2004 Snowsports Management Committee – Member at Large  
1984 to Present Alpine Board of Examiners  
1979 to Present Snowsports School Director, Bristol Mountain Winter Resort  
1974 to Present Certified Member of PSIA  
1971 to Present Full-time Ski Teacher

#### **Statement of Philosophy & Direction:**

As a Ski Teacher I understand the commitment each of us must make to become a snowsports pro. As a Director I understand the operational challenges facing resorts, from the economy, to the changing climate, to labor issues. As an Examiner I have had the opportunity to share experiences and Ideas with many of you from the region, as well as hear your comments and concerns about the organization. As the Chairman of the Snowsports Management Committee I have drawn on my experiences, not only as a director, but as an examiner, and ski teacher while drafting yearly outlines for the Snowsports Management Seminar. I believe it is important to provide quality training for all discipline trainers, not just alpine trainers, and continue to work closely with all discipline coordinators and committee chairs to provide that training. As a committee chair I have had the opportunity to attend the Board of Directors meetings over the past four years. During that time I have become familiar with the process and procedures and believe I have been effective in representing the issues and concerns of snowsports school management to the BOD. I have been strong supporter of new member programs but I am painfully aware that we must first attract new members to the nucleus of our snowsports school staff. The operational trends at resorts are changing and as an organization we must continue to adapt to those changes. The challenge is, can we continue to provide an increase in service and keep it reasonably affordable?

One thing I would like to share is how much I appreciate the time and effort spent, commitment, and passion for our profession each member of the BOD contributes. They have worked hard in our behalf. If elected, your concerns and issues will be heard and I will work passionately to represent the region. Thank you in advance for your support.

## **Call for Committee Chairs**

All committee chairs are recommended by the President to the Board of Directors for ratification at the June Board meeting each year. The Chairperson of the Snowsports School Management Committee must have had experience as a snowsports school director. The chairperson of the Alpine Education & Certification Committee must be an active member of the Alpine Board of Examiners at the time of appointment. If you are interested in serving (or continuing) as chairperson of any committee, please submit your interest in writing (e-mail acceptable) by March 21, 2008 to the attention of Michael Mendrick, Executive Director, at [mmendrick@psia-e.org](mailto:mmendrick@psia-e.org). Thank you in advance for your interest in serving PSIA-E and AASI.



### **Region 5 Board of Directors:**

#### **Ron Kubicki – A3**

*Holiday Valley, NY; Snowsports School Director*

#### **Statement of Background & Qualifications:**

Hello Region 5. I am Ron Kubicki, Director of the Snow-Sports School at Holiday Valley in Ellicottville NY and your current Region 5 Director. Having served two terms as a Board member and being a member of the Executive Committee; as the Board Secretary the last 3 years; I have developed a strong sense of duty and obligation to our organization. In my terms of service to PSIA-E/AASI, I have headed up the Scholarship committee, been a member of the Membership Retention and Growth Task Force, been the chair of the 14-15 Year Old Membership Task Force and member of several other committees. I have a network of friends and colleagues throughout our Division that serves us well. I am pleased to have a solid and professional relationship with our Executive and Educational Administrators and Directors at our Albany office, as well as the chairs and committee members of the varied disciplines our Division represents.

#### **Statement of Philosophy & Direction:**

PSIA-E/AASI is evolving and looking for new ways to serve the membership and to stay proactive and vital by staying in the forefront of education in our changing mountain sports. In this effort, I would again seek your support to be your Region 5 Director.

Being in the ski industry since 1959 and having loaded lift, built and maintained lifts, groomed, made snow and now 20 years a teacher and 10 years Director at Holiday Valley I feel I have an intimate knowledge of our tradition and our direction as an industry and towards the role PSIA-E/AASI will contribute. More than ever now we need to solidify our ties with resort management. Maintaining a strong partnership; that is current and beneficial to resorts, our guests and to us as an organization, is the ultimate goal.

I look forward to growing in my role as your Director and I thank you for your past support. Please consider me again with your vote and I will pledge my duty and energy again to Region 5, PSIA-E/AASI and ASEA.

### **Region 5 Board of Directors: Mark Marino – S3, D1**

*HoliMont, NY; Snowboard Director*

#### **Statement of Background & Qualifications:**

AASI Member since 1997  
Level I Nordic Instructor 01  
AASI Level III Instructor 05  
AASI Dev Team Member 07  
Level II USASA Coach

As HoliMont Snowsports School Snowboard Director since 1998, I have developed many new snowboard programs, supervised our snowboard staff, and developed our training clinics. Outside of the snowsports industry, I have been an employee, now owner, of Custom Countertops, a small successful fabrication company for 32 years in western New York.

#### **Statement of Philosophy & Direction:**

Over the past ten years as a member of PSIA/AASI, my desire to be more involved with the direction of the organization has been ongoing. If elected your representative, I will work hard to ensure that the needs of our members will be heard. I believe my ability to listen, empathize and understand is what I can best offer the snowboard/skiing industry along with my ability to communicate other's needs as well. Communication between members and management is the key to success in any organization. If elected, I hope to bridge the gap between members and management in all disciplines.

*Region 5 Candidates, continued next page*



### Region 5 Board of Directors:

#### Larry Robinson – A2

*HoliMont, NY; Instructor*

#### Statement of Background & Qualifications:

Currently an Alpine Level II member of PSIA, I have over thirty years of ski teaching experience. The last twenty years have been at HoliMont in Ellicottville, NY as a Children's Program Instructor, Adult Program Leader and Instructor, Ski School Training Coordinator, and Racing Program Coach. I have been a past PSIA Area Representative and have served as an At-Large Member of the Education and Certification Committee. In addition, I facilitate the "Communication Station" sessions for the Master Teacher Certification Program.

My background has been diverse and varied, having studied, worked and taught in the fields of Strategic Planning, Leadership Development, Team Building and Organizational Behavior, as well as Architecture, Facilities Management, English, and Theater. As an independent trainer and consultant, I have developed a reputation as a resourceful problem solver, skilled in facilitating teams and engaging participants. I work with a diverse customer base and maintain long term relationships with educational organizations, service, manufacturing and not-for-profit firms. These associations have resulted in enhanced customer satisfaction, increased employee satisfaction, improved processes, and improved financial performance.

#### Statement of Philosophy & Direction:

I teach skiing because I love to create memorable learning experiences for those with whom I have the privilege to work. Serving as a member of the Board is an opportunity to build on this philosophy and, with my background in organizations, to support the development of our sport and PSIA-E. My responsibility as a Board member is to represent the interests of our members, and while actively supporting and promoting our organization's Mission, Vision, Strategic Goals and positions.

Most importantly, serving on the Board provides me with the opportunity to give back to our sport and PSIA, because it has given so much to my family and me. Thank you in advance for your confidence and support.

## Region 6

### Region 6 Election (Eastern NY): Candidate Profiles & Voting Rules

Use the ballot on the inside back page of this newsletter to cast your vote. There are two (2) candidates running in Region 6 for Board seats, no candidates for either the Snowsports School Management Committee or for the Alpine Education & Certification Committee. The Board candidate receiving the most votes will be elected Region 6 Director; the candidate with the second-most votes will be elected Region 6 Representative (within compliance of the association bylaws provisions relative to board elections). No write-in votes for any positions are accepted on the ballot form.

### Region 6 Board of Directors:

#### Scott Allard – A3, S2, D2

*West Mountain, NY;  
Snowsports School Director*



#### Statement of Background & Qualifications:

- 1981–Present PSIA-E Member
- 2004- Present PSIA-E Board of Directors Region 6
- 2000- Present PSIA-E BOE Alpine III
- 1999-2005 PSIA-E Regional Rep.  
PSIA-E Snowsports Management Committee  
Nordic Downhill Level II  
AASI Level II  
West Mountain Assistant/ Snowboard Director
- 2006- Present West Mountain Director of Snowsports/ Human Resources

#### Statement of Philosophy & Direction:

It has been an honor as well as educational being your Region 6 Director for the past 4 years. I developed a greater understanding of our organization and how what we do directly affect the member as well as the general public. I will continue to stay abreast of the new trends in our industry, continue to support and be instrumental in the development of new programs in all of our disciplines, member benefits programs, and resources to help support you the membership.

As a member of the BOE and as your Region 6 Director I have developed on hill relationships with many of the members of Region 6 and have helped address your personal development and professional needs. As a Director of a snowsports school as well as having multiple discipline backgrounds I do hear and feel the needs of the member.

I will continue to support the Board's mission to "Create lifelong skiers and riders. Connect our guest to our lifestyles and passion. Challenge ourselves to innovate. And to Celebrate success."

With your support, I assure you your input and wishes will continue to be heard at the board level. I would be proud to continue to represent the members of Region 6 on the PSIA-E AASI Board of Directors. Thank you for your consideration.

## Important Note on Open Positions:

Important Note on Open Position: The Snowsports School Management Committee Representative and Alpine Education & Certification Representative positions for Regions 5 and 6 are currently open positions, with no applying candidates. The PSIA-E Board of Directors will approve the appointment of these unfilled positions at their June 19 – 21, 2008 meeting. If you are interested in being considered as a designate for these open positions, please send written notification via e-mail to the attention of Michael Mendrick, Executive Director, at [mmendrick@psia-e.org](mailto:mmendrick@psia-e.org).



### Region 6 Board of Directors: Cherisse Young – A2

*Adaptive Sports Foundation, Windham, NY;  
Executive Director*

#### Statement of Background & Qualifications:

I have been skiing for 25 years and ski teaching for 13 years and have experience working at both small and large resorts (Thunder Ridge, NY and Windham, NY). I began my career teaching alpine skiing and then moved on to teach adaptive skiing for the Adaptive Sports Foundation at Windham. I joined PSIA-E in 1996 and currently hold Alpine Level II and Adaptive Level I certifications. I have a Master of Science degree in Nonprofit Management and a Bachelor of Science degree in Marketing Management. From 1996-2000, I was employed by PSIA-E/AASI as the Marketing Specialist and then the Director of the Education Foundation. I have worked at the Adaptive Sports Foundation at Windham Mountain for the past nine years as an instructor, supervisor, trainer, administrative supervisor and fundraiser. In December 2003, I was promoted to the position of Executive Director for the Adaptive Sports Foundation. As Executive Director, I am responsible for a \$865,000 annual budget (85% of which is raised each year through extensive fundraising), \$3 million investment fund, six full time staff members, 180 instructors, both winter and summer sport programs and have completed a successful \$4.5 million capital and endowment fundraising campaign. I have been serving as the Region 6 PSIA-E Board Representative for the past two years. I sit on the PSIA-E Finance Committee and chaired the New Member Marketing Task Force.

#### Statement of Philosophy & Direction:

As with most associations and non-profit organizations, the cost of doing business continues to rise at a significant rate. Organizations are either forced to pass that cost on to their members through dues increases or try to find “non dues” revenue to off set increasing expenses. PSIA-E is no different and is not immune to the financial challenges of today’s business world. If elected, I will continue to support programs that will allow PSIA-E to become more cost effective, continue to provide exceptional educational programs, and increase membership benefits. I pledge to search for additional ways to raise non-dues revenue so the organization does not have to pass all the increases in expenses to the member. I am committed to making the member feel they are getting the most for their dues while continuing to provide our membership with the most up to date information and education on ski and snowboarding instruction. ■

## Classy-fied



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

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Lake Placid, NY Brookhill Condo  
Sleeps 6 with 2BR + queen sofa bed  
LR- lake, mountain views, fireplace  
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Inside ski storage, 3 HD LCD TV's  
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## Snowsports Management



# So...You Want to be a Snowsports School Director!

*by Steve Howie*

*Snowsports School Management Committee Chairman  
Snowsports School Director - Bristol Mountain, NY*

**S**taff shortages, labor and payroll issues, the economy, lodging, budgets, staff training. ....why would anyone want to be director of a snowsports school?

At this year’s Snowsports School Management Seminar I had the opportunity to be a presenter for one of the indoor sessions, “Twenty Things You Need to Know About Kids, Women and Seniors”. It started out as a request from the SSM Committee to the Education and Programs Director, Mickey Sullivan, and went something like this: “Mickey, we would like a session that focuses on the different customer profiles. It should be geared toward snowsports school trainers, and it should also have reference materials that could be taken back and shared with staff.” Mickey’s reply was, “That’s great, but who’s going to provide the reference materials to go with this session?”

Well, I thought someone on the education staff would, or maybe the committee chairs could do it, but it never occurred to me that I also fit into that category, and that I would be the one to put it together. How’s that old saying go?....“Be careful of what you wish for. ....” Well, about forty hours later, with some help from Mermer Blakeslee and Jake Jacobsen, I had a program put together that I thought would work.

About now you might be thinking, what does this have to do with the question, “Why would anyone want to be a snowsports school director?” Every day is a new challenge, facing one of the issues mentioned above, but while participating in my own session there was a shared energy and excitement about teaching snowsports that answered the question. As we worked our way through the session, the smaller work groups were having fun and sharing experiences. You could tell that everyone there was a teacher with many years of experience, and, although they now mostly teach their staff, they still love to teach. It’s exciting to see that much enthusiasm for our profession. I have seen first year instructors when the light bulb first comes on, and they would say, “Now I get it!” ....and, the seasoned pros that keep coming in with great success stories. It’s that excitement we all seem to share.

I love to ski, teach skiing, share experiences, and so far the fun of it all outweighs the not so fun issues that go along with the job.

Thanks to everyone in my sessions for making it so easy to want to come back and do it all over again. Maybe next year I should recommend a session to Mickey that requires skiing out west. ■

# Thanks to the following companies for supporting our 2007 Premier Events!

2007 Snowsports School Management Seminar

2007 Snow Pro Jam

2007 Pro Jam Educational Fund/Eastern Team Super Raffle



# 2007 Snowsports School Management Seminar

The Tuesday night Sponsor Cocktail Party was a great time for attendees to catch up with old friends and to meet with the many “old” and “new” sponsors. Our sponsors provided us with some great raffle prizes which some lucky attendees won at the banquet which followed! Thanks to all!



*Amelie Cote and Mike Minnerly of Avalanche had many new items for the schools.*



*Stephen Cleary and Agatha Kessler of Vermont based EESA couldn't have been happier!*



*The Karbon team, Phil Fraser and Keith Smith, were busy as always!*



*Our attendees got the first US preview of Halti from Finland as presented by Ed Chappee.*



*Stephen Falter had a lot of fun displaying and demonstrating his new Ski-Pal Teaching Tool.*

# Snowsports Management Seminar Highlights

Nearly 250 snowsports school directors and staff from more than 100 eastern snowsports schools enjoyed two days of education, camaraderie and even some good early-season skiing (thanks to the efforts of the Killington resort staff) at the annual Snowsports School Management Seminar on November 27-28 at Killington, VT.



**PSIA national president Ray Allard presents the prestigious "Lifetime Achievement Award" to a proud Herbert Schneider at the annual Snowsports School Management banquet. This is the highest honor bestowed by PSIA. Congratulations to Mr. Schneider!**



**PSIA-E/AASI president Bob Shostek and Jay Minnick share a moment and a smile at the podium after Jay was recognized for his many contributions to the organization during his three-year term on the Board of Directors**



**PSIA-E Alpine Education & Certification Chairperson and award nominator Pete Howard presented the Divisional Life Award to Natalie Terry of Sugarloaf, ME.**



**PSIA-E Nordic Coordinator Mickey Stone and Nordic Examiner John Tidd enjoy a moment with new Divisional Life Award recipient Paul Smith of Gore Mountain, NY.**



**Jiminy Peak snowsports school director Sherrie Bradway presents a Divisional Life Award to long-time Jiminy Peak V-P Paul Maloney.**

**Former Army National Guard veteran of the Iraq War Ed Salau, now an ambassador for the Wounded Warriors Project, delivered an inspirational, humorous and unforgettable keynote address to a packed room during the Snowsports School Management Seminar. Thanks so much Ed! To donate or learn more about the Wounded Warriors Project check out their website at: [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org).**





**PSIA-E/AASI  
2007-2008  
Event Application**



**OFFICE USE ONLY**

Date Rec'd _____	Event\$ _____
App Num _____	Other _____
Event Num _____	Total\$ _____

Please print and fill out all sections. One event per form. Application with payment must be received by event deadline. Applications not received by event deadline are subject to a \$25 non-refundable late processing fee.

Mail or fax to: PSIA-E or AASI, 1-A Lincoln Ave, Albany, NY 12205 Fax# (518) 452-6099  
Call (518) 452-6095 for information only. No applications accepted via phone.

Member No: \_\_\_\_\_  Primary Discipline/Level: \_\_\_\_\_ / \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
If a non member, check box.

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

NAME: \_\_\_\_\_ Male / Female  
Last First Circle one

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

DAYTIME PHONE: (\_\_\_\_\_) \_\_\_\_\_ ALTERNATE PHONE: (\_\_\_\_\_) \_\_\_\_\_

EVENT #: \_\_\_\_\_ E-mail address: \_\_\_\_\_

EVENT: \_\_\_\_\_ Alpine / Adaptive  
Event Name Event Location Event Date Nordic / Snowboard Race / Children's Circle one

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

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

**OFFICE USE ONLY**

Date Proc \_\_\_\_\_  
Auth # \_\_\_\_\_  
Initials \_\_\_\_\_

Please note: Current members wishing to change region must notify the office in writing; change is not generated from this form.

**All applicants must sign the following Release Form:**

Recognizing that snowsports can be hazardous, I hereby release PSIA-E, PSIA-E/EF, AASI, the host area, and agents and employees of each from liability for any and all injuries of whatever nature arising during, or in connection with the conduction of the event for which this application is made.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**If applying for any certification level, your Ski/Snowboard School Director must complete the following:**

As Director, I attest to the following: This applicant is a member of my staff. If a candidate for any level of certification, the candidate has received exam training and preparation. If a candidate for Level I, the applicant has completed the PSIA/AASI minimum entry level requirements, including a minimum of 50 hours of teaching/training.

Director's Signature \_\_\_\_\_ Name of School \_\_\_\_\_

**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
<b>NOTE: Transfers to another event must be before the three week deadline of that event.</b>	
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
<b>RETURNED CHECKS/DECLINED CHARGES: Checks returned for insufficient funds will not be redeposited.</b>	
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.	

# Absolutely AASI



## AASI Dev Team Tryouts

by John Hobbs  
Eastern AASI Advisor  
Killington, VT

**D**ue to some AASI staff career opportunities and changes, we have decided to hold a Dev Team Tryout this season. So.....are you interested in becoming a member of the AASI Education Staff and Dev Team?

There will be a tryout on March 27-28, 2008 at Hunter, NY. These tryouts are open to any AASI Level III member in good standing.

Any AASI Level II member who is taking the April Level III exam may also apply for the Dev Team tryout. Should you not attain your Level III, your application fee of \$215 will be refunded. Pretty safe bet, there.

But, before you start ordering new business cards, you need to know the skizzy. First of all, you should enjoy traveling. If you make Dev Team, you will be understudying other Educational Staff members at various mountains. You also need to commit time - approximately fifteen days per season. Quality coaching and bettering your own skills through training and understudying is your compensation; the Dev Team position does not come with a paycheck...to start.

Still interested? Candidates will need to submit an event application (For event #475, signed by your School Director) by the March 6, 2008 deadline. We will also need your resume, along with a blurb outlining your five-year goals/plans, two letters of reference, and a 500 word writing sample (part of the responsibilities for Dev Team is to write articles for Snow Pro and/or Pro Rider). In addition to this paperwork, the evaluation process includes on-snow teaching and riding, and a 10-20 minute presentation, followed by a brief interview. The topics for your writing/presentation need not be confined/limited to snowboarding, unless you so choose.

The possibilities are exciting and we look forward to seeing you at the tryouts.

Hope you are all enjoying this great season! ■



Burton wants to recognize and reward AASI Eastern Division members who strive to attain and succeed at attaining their level II and level III certifications.

### AASI Eastern Member – Level II and Level III Recognition Program

AASI Eastern Division Members who attain their Level III during the 07/08 season will be automatically entered to win a Burton snowboard (estimated retail \$500). The winner of the snowboard will be selected after the Level III exam at Hunter where the board will be awarded. The winner of the Burton snowboard will also be announced in the Spring *SnowPro* issue.

AASI Eastern Division Members who attain their Level II during the 07/08 season will be automatically entered to win a pair of Burton bindings (estimated retail \$200-\$250). Successful Level II candidates from all of the Season 2007/2008 AASI Level II exams will be entered to win this recognition award. The winner of the Burton bindings will be selected after the last Level II exam of 2008 (Hunter) where the board will be awarded. The winner of the Burton bindings will also be announced in the Spring *SnowPro* issue. ■

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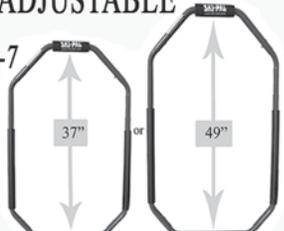



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- ✓ HARTFORD SKI SPEC- Dec 2-7
- ✓ SIA - Jan. 29-Feb 1

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## Calling all Level III Certifieds. . . .

Adaptive, Alpine, Nordic, and Snowboard -- and Children's Specialists

by Mac Jackson  
ACE Team Coach

**ACE Team Tryout:**  
March 4-5, Whitetail, PA  
March 12-13, Stratton, VT

The Advanced Children's Educator Team is an important part of the PSIA-E/AASI Education Staff. The ACE Team needs to fill its ranks with a few more exceptional, dedicated Children's Specialists.

The ACE Team is an elite group of instructors who conduct children's and youth snowsports education clinics for instructors all over the East. These clinics include: Children's Academy, Master Teacher courses and accreditation, SPARK clinics, and In-house consulting, to name a few.

If you have an interest in joining this fun, innovative, elite team, send in your event application and required materials by February 12 for Whitetail, February 20 for Stratton. Include with your application:

- Personal Resume.
- Two letters of recommendation (suggest School Director and an additional snowsports educator).
- A written statement on, "What I would contribute to the ACE Team" (maximum 500 words).

The tryout will consist of:

- On-snow skiing/riding tasks
- 15-minute on-snow presentation (bring your own)
- 15-minute on-snow presentation (out of a hat)
- 20-minute indoor presentation on Children's & Youth issues, coaching, etc.

Send your application to the PSIA-E office: attention Mickey Sullivan.

We look forward to seeing you there! ■

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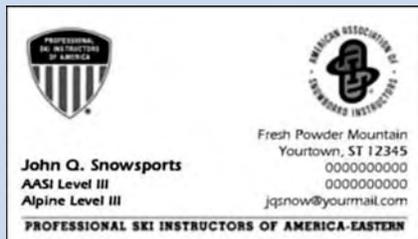


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## Personalized Business Cards



Available through PSIA/AASI Eastern Division  
and Keystone Printing



- Ordering on-line is quick and easy at [www.psia-e.org](http://www.psia-e.org)
  - See a preview before you place your order
    - High quality stock
    - 2-color or 1-color with official logos
  - Great pricing on quantities of 250, 500 or 1000

If you have questions, call the PSIA-E office at  
518-452-6095

## "15 Below" Essay Contest

**H**ey gang...once again, you have a chance to win a FREE pass\* to attend the 15 Below "Wrap-It-Up" event held during Spring Rally!

This year's event is at Whiteface, NY on March 29-30.

Here's how!

Write a one-page essay on, "Why I want to teach skiing/snowboarding."

That's all there is to it.

A select group of college English majors will read your essay. These readers will all be teachers some day, so it will be good practice for them. I'm doing this so that each entry is judged without any bias.

Send it to: Griz Caudle  
50 Madore Farm Rd  
Tupper Lake, NY 12926

Include: Name and Age  
Full Address and phone number

Deadline: Must be postmarked by February 29th

Good Luck!  
Sapere aude, Griz

\* Two \$100 scholarships toward the \$115 registration fee will be awarded. ■

Join us at Western Division Convention  
April 18-20 – Mammoth Mountain, CA

Come ski the  
**'BIG ONE'**  
with the people who know it best.

**MAMMOTH**

Mammoth will be the venue for the National Team tryouts,  
April 27- May 2. Clinics, camaraderie, fun!  
For registration information, see our website,  
[www.psia-w.org](http://www.psia-w.org).



**"15 Below" Event  
Sign-Up Form**

Participants & sponsors -  
please read & complete  
all sections.

EVENT: "WRAP IT UP" RIDE & SLIDE EVENT

EVENT FEE: \$115.00

EVENT DATES: March 29-30, Whiteface, NY

SIGN-UP DEADLINE: March 7, 2008

NOTE: This event is open to all youth aged 10 – 15 and sponsored by a PSIA-E member. Participants must be able to comfortably ski/ride blue terrain (at minimum) at the hosting resorts to participate in "15 Below" events.

ATTENDEE NAME: \_\_\_\_\_ Date of Birth: \_\_\_\_\_ Male / Female  
Circle one

ADDRESS: \_\_\_\_\_  
Street/Box  
\_\_\_\_\_  
City State Zip

HOME PHONE: ( ) \_\_\_\_\_ E-MAIL \_\_\_\_\_

WILL YOU BE SKIING OR SNOWBOARDING AT THIS EVENT? **Skiing** **Snowboarding** Please circle.

WHAT IS YOUR HOME MOUNTAIN? \_\_\_\_\_

PAYING BY CHECK  CHECK #: \_\_\_\_\_ APPLICATION DATE: \_\_\_\_\_

**OR please charge to: MasterCard  or Visa  Exp. Date: \_\_\_\_\_**

Cardholder Signature \_\_\_\_\_

Make payment to PSIA-E/AASI. Mail or fax to: PSIA-E/AASI, 1-A Lincoln Ave, Albany, NY 12205  
Fax# (518)452-6099 Ph: (518) 452-6095

**All event attendees & sponsors must sign the following Release Form:**

Recognizing that skiing can be a hazardous sport, I hereby release PSIA-E, PSIA-E/EF, AASI, the host area, and agents and employees of each from liability for any and all injuries of whatever nature arising during, or in connection with the conduction of the event for which this application is made. **As the sponsor, I agree to be responsible for all elements of the participant's attendance at the event.**

Attendee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sponsor Name & PSIA/AASI Member #: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent Signature (if different): \_\_\_\_\_ Date: \_\_\_\_\_

**Sign-up form must be postmarked by event deadline. Sorry, no walk-ins.**

**CHARGES:**

**NO-SHOWS:** Regardless of reason .....50% 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.



with loose heels

by Mickey Stone  
PSIA-E Nordic Coordinator

## Paul Smith Honored with Divisional Life Membership Award



Divisional Life Membership Award to Paul Smith - Mickey Stone, Paul Smith and John Tidd



New England Telemark Founding Fathers Chris Downing, Biff Higginson and Matt Dibenadetto

On November 27, 2008, at Killington, Vermont, Paul Smith, Nordic Downhill Examiner of 16 years, and ski instructor from Gore Mountain for 28 years, was awarded the Divisional Life Member award. This award is given to Examiners who have given 25 years of service or to a member who has provided outstanding performance. The Nordic Downhill program has only been around for 18 years; it started in 1989 with the first exam. Paul Smith was there and received Level III. Two years later he became the first official Nordic Downhill Examiner. The Nordic Staff and community would like to celebrate and congratulate Paul on his many years of service, stories, dedication, and constant pursuit of improving our discipline. We would also like to extend best wishes to Paul and his wife Pat on their retirement and to being able to do what they want every single day.

### Featured Events

In Nordic Downhill please don't forget to look at the Event schedule throughout the year. Our popular Jackson Hole Trip, Backcountry Accreditation courses, Off-piste events, Bumps at Stowe and Okemo, Tree events, and our regular updates are all a lot of fun and offer the more experiential and student-centered approach adopted by the Nordic Staff.

Also, our Cross Country Track events are geared to specific topics so the trainer can maximize the time in these specific areas. Our events are geographically located throughout our membership area at locations that are noted for having snow. Don't forget to look at the event schedule after the Holidays.

The Cross Country Track Skiing Exam Guide has been updated with the new National Standards. Check it out on the website! ■

## Jackson Hole Backcountry Event 2007

by Peter Bergh

If ever there was a winter to take up backcountry skiing or riding, the winter of 2007 was it. Skiing and riding existed across much of New England long after many of the region's resorts closed for the season.

Traveling safely in the backcountry - whether with friends or clients - requires skills that go beyond those needed for the groomed trails. It's for exactly this reason that four skiers and one rider took advantage of PSIA-E's Backcountry Accreditation course this past February in Jackson, Wyoming.

Combining a blend of group leadership, skiing, and safety skills - with a particular focus on avalanche awareness - the five-day course gave participants a healthy dose of "what it takes" to lead backcountry ski trips. Just as important, the course offered a week of fresh powder, stunning scenery, and great instructing from Backcountry Guru Bruce Hennessey - PSIA Examiner, professional guide, and former long-time Jackson Hole resident.

Each day offered a healthy dose of instruction - working with avalanche transceivers, digging snow study pits, and practicing navigation skills. Mornings typically began with checking avalanche reports and reviewing area maps, then gathering gear and lunches. Often, we'd head up to Teton Pass, either into bowls with names like Thanksgiving Bowl or Powder Reserves - though mid-way through, we climbed 10,800-foot Mt. Glory - then skiing and riding through miles of backcountry on the backside.

Of course, there was hardly a day that went by where we didn't do at least one victim transceiver exercise - a drill that involves searching for one or more avalanche victims over a 50 to 75 yard area, using your transceiver set to "receive", then digging your "victim" out of a drift that might be waist high or deeper - all in eight minutes or less, about the maximum time an avalanche victim can survive when buried.

Of course, like any good PSIA course, there was plenty of fun mixed in with the work -like weaving through towering pines in knee-deep powder, two-stepping at the local cowboy bar - and some great side trips, like a cross country adventure into a hot springs area in the southern end of Yellowstone.

There are lots of good reasons to get your Backcountry accreditation by visiting Wyoming this



### Upcoming SnowPro Copy Deadlines

Spring 2008 - April 11, 2008

### Writing Guidelines

General member submissions to the SnowPro should not exceed 1000 words and should be sent to psia-e@psia-e.org as an MS Word document attachment. Please see additional submission guidelines on page two under General Information.



**Advanced Backcountry Group at Jackson Hole - February 2007**

coming February 2-9: It's a great skill to have, even if you're not planning to lead trips; it's a great value - the cost is less than you'd pay a professional outfitter, and here you're getting extra credentials; and, the leaders are some of the best in the country, with years of experience and an in-depth understanding of the terrain.

So, if learning how to really handle the backcountry steep and deep is something you've thought

might be cool, check out PSIA's Backcountry Accreditation course this February at [www.psia.org](http://www.psia.org)

*Peter Bergh is a longtime member of PSIA and works as an outdoor educator/wilderness guide for L.L. Bean and Appalachian Mountain Club. He got his Backcountry Accreditation in Wyoming during the winter of 2007. ■*

## Shaping Telemark Turns

*by Don Sensenig  
PSIA-E Nordic Downhill Dev Team  
Jack Frost/Big Boulder, PA*

*"Turn shape could arguably be one of the broadest topics for discussion in ski teaching, but more importantly, shaping has one of the broadest applications in skiing."*

I've been skiing for the better part of my life, and the last eight years have been dedicated solely to telemark skiing. The telemark technique has evolved tremendously over the years and continues to grow even to this day. More and more snowsport enthusiasts are trying their skills at this truly exciting and challenging sport. With the onset of shaped skis, active bindings, and plastic boots, the telemark technique has become both refined and efficient, enabling skiers to apply precise movements unheard of 15 years ago. The outcome is true bliss when you can carve-up the mountain on



**Dave Boreland shaping up some powder in Argentina**

one run and float through powder on the next. But remember, the skier still controls the outcome of his/her performance, and shaping consistent telemark turns can still be an arduous task for some.

A skier's turn shape tells us a tremendous amount of information about the skier, from their skill level, to their physiological makeup, to the terrain choices they make and the equipment they ride. In order to define shaping, one must first understand there are many factors that govern and dictate how one shapes turns. There are internal factors that af-



**Dave Boreland - Look at my tracks to see how shapely I am.**

fect shaping, such as conditioning, stress or tension, as well as external factors like terrain, speed and snow conditions. Turn shape could arguably be one of the broadest topics for discussion in ski teaching; but, more importantly, shaping has one of the broadest applications in skiing. Simply understood, one could basically describe shaping as the skier's active blending of skill movements coupled with tactical choices for the desired turn situation. In general, there are three common turn shapes that relate to skills application:

- "Coma" shaped turns have high edges, strong rotary and greatest pressure at the turn beginning and then diminish toward the turn completion, causing acceleration in speed.
- "J" shaped turns have low edges, weak rotary and little pressure at the turn beginning and then drastically increase toward the turn completion causing slowing in speed.
- "C" shaped turns have progressively increasing edge/pressure to the fall-line, and decreasing edge/pressure through to turn finish. Rotary movements are continually steered and guided throughout the entire turn to completion, enhancing overall balance, rhythm and flow. This type of turn could be categorized as a turn that maintains speed.

For the purpose of this article, we will focus on specific components that affect how one shapes telemark turns. Though the listed items represent most points encountered while telemark skiing maintained terrain, there are endless possibilities to every skiing situation.

### **Release Movements/Turn Entry (how one directs body movements from turn-to-turn)**

- Moving the body upward (vertical extension) or forward toward the ski's direction of travel (longitudinally), at turn finish/turn entry will flatten skis and transfer momentum forward across the hill and away from the next turn, causing a hesitation in rhythm and flow. The lead change is slowed and becomes sequential (UN split-parallel-split). The new turn will lack

*continued next page*

early shaping because of minimal edge engagement. Pressure is lost and misdirected. Turning is weak to fall-line and shaping doesn't really develop until the end of the turn.

- Conversely, moving the hips to the feet laterally across the skis (more down the hill) and turning at the same time with a quickened lead change will create high early edges and pressure at the beginning of the turn causing sharp shape entry. Consequently, the body can separate from the ski's travel direction causing the movement flow to be disjointed until the skis catch up by turning them back underneath your hips.
- By moving the hips to the feet across the skis (diagonally) toward the new turn, and turning legs to torso at the same time, will facilitate a functional lead change which allows progressive edge and pressure movements resulting in smooth deliberate shaping.
- Generally, we can summarize forward directional movements work better with large radius turns, diagonal cross-over movement's work with medium radius turns, and lateral cross-under movement's work with short radius turns.

#### **Body Movements in Relationship to Skis (the relationship of body positioning to skis)**

- Targeting center of mass – Forward/lateral/diagonal (see above release movements/turn entry)
- Square (facing forward) body relationship to skis vs. countered (off-set) body relationship:
  1. A square relationship with hips and skis will inhibit an effective telemark stance. It will be difficult to maintain a functional split position for the duration of the turn sequence causing the skis to converge back to a parallel relationship at turn finish.
  2. Countering the torso (twisting the torso, shoulders and arms to the outside of the turn) to the hips and legs at turn entry and allowing it to develop through to turn finish will help neutralize the tendency for hip rotation caused by the telemark position. The skier is better able to maintain the split position throughout the turn sequence. As dynamics increase, the hips are free to angulate (bend) toward the inside of the turn which allows the skier to compensate for turning forces. This body positioning helps transfer pressure to the skis enhancing control and shaping.
- Stacked body position vs. inclined/angulated body position:
  1. A stacked body position over the skis will produce good fore/aft balance, poor lateral

balance, shallow edging, pivoting or push off direction changes and deficient pressure control. Shaping is therefore weak, inconsistent and limited.

2. A body that creates lateral angles in relation to skis will produce both strong fore/aft balance as well as lateral balance. Edging movements are strong and progressive. Turns are guided with better accuracy and pressure is managed through maintaining lateral balance over the skis. Shaping is smoother, precise and purposeful.

#### **Tilting or Tipping Skis (the interaction of skis edges and the snow)**

- Edged skis can carve an arc or create a smear in the snow. An edged ski allows a skier to control turn shape, radius and speed. High early edges can accelerate a turn like a racer does. High late edges effect abrupt slowing or braking. Progressively increasing edges and decreasing edges throughout the desired turn will cause smoother rounder turn shapes.
- Gross edging movements come from the hips, while fine edging movements come from ankles, knees and lower spine. Contemporary skis allow a skier to use less gross edging movements to achieve the same outcome as traditionally waisted skis once required.
- Body angles (closed/small – open/tall):
  1. A compact overly flexed skier relies on muscular strength, but lacks lateral body angles, which reduce edge angles.
  2. A tall upright skier utilizes skeletal support, which enhances stronger body angles and edging.

#### **Bending/Unbending Skis and Extension/Flexion Movements in Relationship to Terrain/Speed/Snow Conditions (the action of reducing and generating pressure while skiing)**

- Flexing (shortening/softening) and extending (lengthening/pressuring) movements of the legs allow the skier to manage turning forces generated from momentum and gravity, speed and terrain changes, as well as snow conditions by actively absorbing. The active flexing/extending and unbending/bending of the skis help the skier maintain contact with the snow. Edging and turning movements are directly related and dependent on the constant interaction between the skis and snow.
- Changes in terrain, such as differences in pitch, convex surfaces (bumps-knolls-berms), concave surfaces (wash boards-half pipes-gullies) and double fall-lines will all affect shaping. In order to maintain ski-snow contact, the skier actively absorbs, extends and levers. Convex

terrain can assist turning movements while concave terrain can assist edging and pressure movements. When skiing on double fall-line terrain, the uphill turn is generally longer while the downhill turn is shorter. This terrain scenario can easily be duplicated by skiing diagonally down the hill vs. directly down the fall-line.

- Snow conditions play a tremendous roll in turn shape. When skiing hardpack snow, one can apply movements consistently and with confidence that the shaping outcome will be reflected. However, when they step outside the safe zone and enter the multiple types of snow conditions, their skill blending approach will change accordingly. For an example, precise edging on hard pack is virtually eliminated, when skiing powder. Subtle pressuring movements on ice become strong pressuring movements in crust and corn conditions. Turn shapes in variable snow conditions are generally dictated by external factors rather than precise skill blending.
- How fast or slow one skis is typically the skier's decision. However, snow conditions will certainly affect speed too. When skiing through varied terrain, the skier changes turn shapes in order to maintain, slow or accelerate speed.

#### **Steering/Active Guidance of Skis (how one changes direction "turns")**

- Turn initiation (see turn entry above).
- Countering of torso (see body movements in relationship to skis).
- The front foot dictates the turning direction and receives the majority of the turning forces.
- The rear foot complements the arc and desired path of the front ski.
- Efficient turns are achieved by actively guiding the skis throughout each turn. The feet and legs are turned against a stable mid-section (body core). The result is a turning force that is controlled, stable and precise.
- Exploring different turning methods:
  1. Whole body/hip rotation coupled with the lead change, could cause the turn to over rotate. Weight is generally shifted to a dominant front foot and the result could cause you to spin-out and loose balance.
  2. Twisting your torso and arms in the opposite direction of the turning legs, like twisting a pop-cycle stick, will store torque until released. The pole plant is sometimes used to block the body's tendency to unwind. This extreme offset relationship between the upper and lower body will produce abrupt direction changes, sometimes suited for short quick turns on steep terrain or moguls. Another example is an abrupt hockey stop.

## Lead Changes (the exchange between the front foot and back foot)

- **The Sequencing of movements** – how one creates a lead change.
  1. Striding the front foot forward (lunging) will put the skier's weight on the front foot/ski and move them quickly into the fall-line. The front foot turns more strongly than the rear foot/ski causing a "T-bone" relationship with the back ski. This compromised position blocks the skier from being able to effectively turn and edge the skis together in the beginning of the turn. As a result, the skier puts on the brakes at the end of the turn in order to regain control, producing a "J" shaped turn).
  2. Pulling the rear foot back can place the skier's weight all on the front foot unless fore/aft balance adjustments are made. This movement causes an abrupt direction change similar to a "Z" shaped turn. Turns tend to be pivoted with strong edging again at the bottom of each turn. The skier's balance is compromised and flow is often misdirected.
  3. Striding the front foot forward and then pulling the rear foot back is a sequential lead change. Though this movement is closer to a proper exchange, it can cause a hesitation in turn development and flow.
  4. The goal is to stride the front foot forward while pulling the rear foot back (splitting) at the same time simultaneously. The skier's weight is evenly distributed over both feet, allowing the skier freedom of movement. The skis are tipped onto their edges precisely while both legs are free to guide the skis through the desired arc, creating smoother controlled turn shapes.
- **The Timing of movements** – how fast or slow the lead change and where in the turn the exchange occurs.
  1. (High intensity vs. long duration) - A quick lead change for shorter turns and a slowed lead change for longer turns. The intensity and duration of movements need to match the turn radius.
  2. (Abrupt and misdirected vs. progressive and smooth) - Whether movements are quick or slow, they should be progressive/smooth and not abrupt/misdirected).
  3. An exchange at the initiation phase (before fall-line) can cause a quickened direction and edge change with little shape at beginning of turn.
  4. An exchange in the shaping phase (near or at fall-line) allows skier to release and engage edges, maintaining better interaction with snow which facilitates early shaping)

## Ski design/Turn radius (ski designs that enhance shaping)

- Traditional vs. Contemporary:
  1. Traditional skis which are consistently narrower along the entire ski length, resulting in minimal side cut, will cause a skier to use more pressure and rotary movements. The resulting turn shapes would reflect pushing/absorption (up and down movement) and pivoting or push-off to an edged ski for control of speed.
  2. Contemporary skis generally have drastic side cuts and stiffer torsional strength. Some are narrow waisted and some are just downright fat. The technology has allowed the rider to produce precise movements with less effort; tipping the skis onto their edges earlier in the turn is made easier as a result, allowing the skier better control and shaping of turns.

In conclusion, whether you are skiing at your home mountain resort on groomed terrain or tree skiing powder in the backcountry, there are specific skill movements required for you to be successful. Depending on the given situation, the skier needs to actively make adjustments in order to produce the desired turn shape. So, by appropriately applying some of the outlined telemark components to your skiing, you will begin to experience more consistently shaped telemark turns, and what was once considered a difficult task may be replaced with instilled confidence. ■

## Components of X-C Skiing

The following components can be thought of as the application and transfer of forces, the direction of those forces as they relate to the direction of travel, and the range of movements necessary to maintain and control momentum.

Listed below are the five components of classical and freestyle skiing that, when effectively blended together, create efficient Nordic skiing. The components are a slight digression from the skills concept and emphasize a more holistic approach to teaching Nordic skiing.

The components can be used linearly, but don't need to be. You can start anywhere in the list and jump around where you need to, depending on the needs of the students. The Nordic skiing image we are referring to in the components is the base for efficient skiing. There will be adaptations and different movements according to terrain, conditions and tactics for specific situations. This document

is a template of the essential parts of a good skier. We will also use this template in the Movement Assessment section.

These components support the ATS skiing model and allow for the skier's individual style, expression, and performance.

- ❖ Balancing and Moving on Skis
  - Gliding on skis
  - Body Position
  - Being in a position to make a desired change
- ❖ Propulsion
  - Flexion/Extension
    - Push-off
    - Weight Transfer
  - Momentum
    - Swing
    - Drive
  - Direction of Movement
  - Ski-2-Ski (Link to Poling)
- ❖ Poling
  - Body Utilization
    - Arm position
  - Compression
    - Core utilization
  - Variations
    - Timing
    - Positions (Link to Propulsion) (Link to Timing Rhythm)
- ❖ Rhythm
  - Tempo
    - Cadence
  - Timing
    - Synchronization
  - Transitions
    - Fluidity (Link to Poling)
- ❖ Turning and Speed Control
  - Slowing
  - Stopping
  - Turn Types ■

# Telemark Ski this Summer in Argentina

Make this the coolest summer ever. Join Mickey Stone and Randy French on a ski adventure to South America. While your friends are at home sweltering in the heat, you can be enjoying spectacular views, awesome snow, and exciting skiing at Cerro Catedral near Bariloche, Argentina. This international resort, located in the Argentine Andes near the border of Chile, is famous for its commanding overlooks of Lake Nahuel Huapi. Comfortable lodging and well-coordinated logistics make this an outstanding trip.

During the five days of skiing you will receive expert instruction from some of the East's best instructors (note above) while still allowing plenty of time for free skiing. Flights leave the USA on Saturday, arriving in Buenos Aires on Sunday morning. Then, we will transfer to the domestic airport to finish traveling to Bariloche on Sunday evening. This allows for Monday to Friday skiing, and a Saturday to Sunday return home. Lodging will be two people to a comfortable room, with a private bath. There are great restaurants and plenty of shopping to round out a complete vacation. You won't want to miss a chance to eat fresh chocolate after a day of exhilarating skiing.

#### Itinerary:

- Depart USA Saturday, August 9th
- Arrive Bariloche Sunday, August 10th
- Ski August 11th through 15th
- Return to the USA on Saturday and Sunday August 16th and 17th

\$1199/person includes 6 nights lodging (two people per room, with a private bath), 5-day lift ticket, group ground transportation to and from airports and slopes, breakfast, ski instruction, organization and information. Additional costs are: airfare (estimate \$1500-\$1700 round trip to Bariloche), lunches and dinners (estimate \$100-\$200) and exit tax (about \$20). You will need a valid passport. \$300 non-refundable deposit due to register. The first 10 lucky people to register get to go! Don't delay. You can use this trip to Argentina as your 2-year educational credit for PSIA-E, as well.

For more details and a complete information packet contact Mickey Stone at 802-434-4152, or e-mail at: (CPage3@aol.com). ■

## Foundation News



education foundation news

## Education Foundation Donors

The PSIA-E Education Foundation expresses its sincere appreciation to the following members who have contributed at least \$50.00 to the Foundation. Since no dues or program fees go to the EF, contributions are the primary source of support for the Foundation and its scholarships. Thank you!

Dominick DiDonato  
Stanley C. Heidenreich  
Joe-Pete Wilson ■

## Sierra Trading Post comes through for the C.E. Burbridge Fund

Our sincere appreciation goes to Bill Burbridge and to Tim Schuh of the Sierra Trading Post in Cody, WY for providing a number of terrific items for our ProJam SuperRaffle. Items included such things as both men's and women's ski jackets from Spyder and a beautiful classic red and white ski sweater. The C.E. Burbridge Fund raised \$570.00 via a portion of the overall Super Raffle earnings of nearly \$6,000.00 during the ProJam banquet at Mount Snow, VT.

Thanks Bill and Tim (and members!) . . . ■



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# Nutrition for the Sports Person

by Joseph Darmofalski

PSIA-E Alpine Level II

AASI Level I

PSIA-E Area Representative

Snow Sport School Management Committee

Wintergreen Resort, Virginia

**A**s snowsports instructors we think about edging, pressure, balance, carving, equipment, etc. But, nutrition is one important subject that we seem to forget during the season, or maybe we just might not think it is important enough. Whether our skiing/riding ability is beginner or expert, or whether we are young or old, our nutrition during the off-season, and, more importantly, during our skiing/riding season is vital for our body and mind to function as a well-tuned machine. Look around the snowsports school and see what some folks are eating; you will observe chips, cookies, candy, soda, and coffee being consumed in large quantities.

Young people, especially, should examine their nutritional needs. Unfortunately, since many are bound by financial limitations, the best intentions for a good diet get swept under the carpet. There are those who think that because they are young and invincible, their health is bullet proof; and, attention to diet, vitamins, and fitness is something they will consider later in life.

The sport of skiing and riding has unique demands on our bodies. We don't have to be competing on an Olympic level to feel the stress and strain on our bodies after a long day on the slopes. So, let's talk about how a more beneficial diet can help us and even give us the extra boost of energy that we need to finish the day. Such a diet could mean that throughout the season we could avoid the flu, colds and, especially, injuries. It is a known fact that most injuries occur in the late afternoon hours when our energy stores are low and fatigue is setting in.

Let's start with one of the most important substances our body needs - WATER. If your snowsports school does not provide a water fountain or water cooler in the pro room, suggest to management that it is needed. It is one of the most important fluids our body needs to keep us going throughout the day; but, of course, who doesn't know that??

## Vitamins

Let's talk vitamins, starting with, you guessed it, the big **C**. In the winter, **Vitamin C** is one of the most important vitamins our immune system needs. It is known to fight off colds and flu. Some sources of Vitamin C are from vegetables such as spinach, romaine lettuce, tomatoes, broccoli, brussel sprouts, and, yes, sweet potatoes. These vegetables are not only a good source of Vitamin C but are some of the best nutrients and cancer fighting phytonutrients for your body.

Of course, large amounts of any good thing can be harmful to your body. Your body can absorb only a limited amount of certain vitamins and **Vitamin B** is one to watch. Your body will just discard the excess as waste, so the best suggestion is to examine one's individual needs, age, and, of course, diet to

determine how much Vitamin B you should be taking. In many cases, the *one-a-day vitamin* that supplements your food intake is the best. Believe it or not, Flintstone vitamins are excellent.

Vitamins play a major role in catalyzing energy production reactions from body fuel stores. For instance, Vitamin B is needed to convert carbohydrates into energy for muscular contraction. Thus, the B Vitamins, especially B12 and B6, play an important role in the development of red blood cells. Other important vitamins are Thiamin, Riboflavin, Pyridoxine, Niacin, and Folic acid.

**Vitamin E** is another important vitamin to be considered. The best sources of Vitamin E are wheat germ, sun flower seeds, almonds, and brown rice. Wheat germ is available in pill and oil form, or even in the organic state. Search for it in the cereal aisle. Also, Vitamin E should receive much attention from athletes because of its major role as an antioxidant. It prevents the oxidation of unsaturated fatty acids in cell membranes and protects the cell from change. It can also be beneficial in areas of high-pollution because of the benefits of the antioxidants. Vitamin E may be recommended for possible prevention of chronic diseases, especially those of the heart.

## Protein

Protein, vital to our health, can be converted to fat (either directly or indirectly) and stored just as carbs are stored; however, protein contains Nitrogen, an important chemical essential for the production of antibodies. The body prefers to hold onto Nitrogen; thus, protein is more likely to be converted into carbs rather than fat. These complex chemical reactions use up extra energy and help burn more calories even while we are at rest. We all need and use protein; and some of the best protein sources that we can eat are cooked white fish, cooked white meat of chicken, cooked LEAN pork. Of course, milk, cheese, and some lean red meats are also good sources of protein.

## High Protein Foods from Natural Sources

HIGH PROTEIN FOODS	QTY	PROTEIN	CARBS
EGGS	2 eggs	6 GRAMS	0 GRAMS
MILK	8 oz.	6.3 GRAMS	8 GRAMS
LOW FAT YOGURT w/FRUIT	150 g	6 GRAMS	27 GRAMS
FISH	3 oz.	21 GRAMS	0 GRAMS
LUNCHMEAT	3.5 oz.	15 GRAMS	3 GRAMS
POULTRY	3 oz.	21 GRAMS	4 GRAMS
BACON	3.5 oz.	25 GRAMS	0 GRAMS
SAUSAGE	3.5 oz.	12 GRAMS	13 GRAMS

This is just a short list of some high protein foods. There are many more, such as peanuts/nuts, navy beans, certain cereals, some breads, some rices, etc.

## Foods to Include in a Healthy, Daily Diet

- Fruits: Vitamins A, C
- Vegetables: Vitamins A, C, Calcium
- Milk, Yogurt: Vitamin A, D, Calcium
- Poultry, Fish, Lean Red Meat: Iron, Zinc, Niacin
- Whole Grains: Thiamin, Iron, Niacin
- Fats, Oils: Vitamin A, D, E

We need to make the effort to eat foods from whole grains. Do this for both optimal health and a top winter sports diet. The whole grains that we eat come from the entire grain, which includes the endosperm, germ, and bran protein. So, in contrast with eating a non-whole grain product, eating whole grain products

will provide the desirable and needed nutrients. Whole grains are packed with minerals, vitamins, and photo chemicals. They have powerful antioxidants and disease fighting properties that you will not receive from those foods that do not contain the whole grain. Replace such foods as white bread and white rice with whole grain bread and brown rice. Make that effort to eat right and stay healthy!

These are all suggestions as to how you can get started on the road to a daily diet that will help keep you healthy and strong during our skiing/riding season. Eating correctly, especially during the winter, provides you with adequate vitamins and minerals for optimal performance. Ample amounts of vitamins and minerals, with quality carbohydrates, provide high energy levels for the athlete. If we as sports people do nothing else for our mind and/or body, we need to eat wisely. So, take the time to design your diet to your specific needs.

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## Slippery Sticks

by Ed Chernosky

PSIA-E Alpine Level II and Adaptive Level II

Nashoba Valley Ski School, MA

Waterville Valley, NH

“**H**! My name is Ed and I will be your instructor for the next hour. I am going to ask each of you why you are taking this lesson today.” The responses we hear invariably lean toward having fun. What is this, “to have fun”? At what level do we teach this fun thing? Consider the feelings of the novice skier, new to the sport, and still trying to stay upright on the skis. He/she has heard that skiing is fun, and wants to partake in the experience. He came today in his rental equipment, and wants us to teach him how to delight in this sport of slippery sticks. She is ready; we can now teach fun.

What is it that makes our skiing so much fun? As experienced skiers, we ski comfortably on any terrain we find. Through practice, we have increased the confidence level in our own skiing, while reducing the levels of fear and apprehension which most novice skiers experience. This leaves more room for fun and enjoyment; that richness and fulfillment of inner smiles and warm glowing feelings. When we are having fun, we relax. In our minds, we are absorbed by the feel of the skis through the snow, driven by the carve of the last turn, consumed by the rhythmic flow of extension, enveloped in the snowscape around us. Meanwhile, our student is trying to remember how to start the next turn, maintain balance, not trip over the poles, and keep the ski tips from crossing. Is it fun yet?

Our task is to teach the skills used in skiing. Beyond those skills are the thoughts and ideas we, as experienced skiers, express to our students. During the lesson, students gain from us some of the feeling for skiing. We exude our passion for the sport as we teach. It is important to not lose sight of these residual effects of teaching. A big smile, positive reinforcement, and the flow of knowledge we share with the class all go far in relaxing the teacher-student relationship. The students may not directly connect with your attitude, but it will provide a base for the rest of the lesson to build upon.

Mannerisms may be powerful, but the student also needs to ski to allay the fears of skiing. As our students follow us down the slope, each student has a chance to watch and compare his movement patterns to those of the instruc-

tor. “Hey, this does feel better. I can do it.” Emphasis on the word can! Building confidence through repetition at the skier’s current ability level gives the student a chance to examine his/her own inner thoughts, without Fear and Apprehension to cloud vision. This is the level of skiing that we need to solidify. Before we move on to the next skill, this is an opportunity for us to introduce fun. As the student feels more comfortable with skiing, give more time to lateral learning. The lesson itself can now be fun.

In the summation, express to the student what you witnessed during the past hour. Be sure to emphasize the difference in how the lesson started and the ease in which the lesson progressed. A reminder of those tasks that changed the balance from fear to fun may stay with him/her until the next lesson, during which there will be new challenges to explore. Perhaps those skis aren’t quite so slippery, after all. ■

## Today I Failed

by William McSherry

PSIA-E Alpine Level III

Alpine Dev Team

Gunstock Learning Center, NH

**T**he results were unimportant, except for the irrefutable fact that I had not succeeded. Curiosity quickly overcame morbidity, and I had to know. How badly had I failed? The line was drawn. The first name below that line was mine. The vice presidency was once described, by a holder of that office, as: “a warm cup of spit”. That’s how I felt about being second place today.

Fourteen valiant contenders had risked their pride, if not life and limb, to take a shot at the Eastern Team. One candidate was skillful, and graceful, enough to make it. All but one of my colleagues must have had feelings similar to mine; “I was not good enough.”

None of us would have entered into this endeavor had we not thought we had a chance. At some point each candidate may have felt some doubt. Doubt; when do we begin to doubt ourselves? For me doubt came at an unexpected moment. Another candidate had been asked how they felt about leading the next task. The reply: “I’m nervous.” The course conductor responded with the following (paraphrased): “Good. Nervousness is the natural response of your body and mind preparing to fight. If you were not experiencing the effects of increased adrenaline flow I would be worried.” I was not nervous. Should I have been worried? Was it hubris? Am I so full of myself that I thought I could not possibly fail? No. I was pretty sure I could. Was it defeatism? No. I was not sure I would fail. Why was I not nervous?

After the event was over, and I was driving home, I began to compare this event to the Dev-Team tryout last spring. During that event I was nervous. And, my ski performance was significantly impaired. It was good enough to make the team, but only just. And yet, after the try-out, I experienced a performance breakthrough and went significantly beyond a plateau I had not realized I was on.

Today I was not nervous and I was just good enough not to make the team. The conclusion I have drawn from the question, “Should I have been nervous?” is, NO. Today I have experienced a mental performance increase and moved beyond a plateau I had not realized I was on.

I was not good enough...today. ■

*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.*

# What's Your Motivation?

by David Hoyt  
PSIA-E Alpine Level III  
Greek Peak, NY

**W**hy are you involved in snowsports education? Ever ask yourself that question? Ever ask, "Just exactly why do I do this?" The answer or answers can lead to some revelations that yield significant self-improvement.

So, what are some possibilities? Status, helping others, a sense of accomplishment, being part of something, a season pass, becoming a more skilled skier/rider, a pin, wearing a uniform, attracting the opposite sex, business contacts, developing a full time career. The list can go on and develop into some important sub-lists. Maybe you are a snowsports educator for several reasons.

Possibly some outcomes of being a coach - for example, becoming more skilled at your sport, achieving certification level(s), or finding a lifetime partner - are merely that, only those outcomes. They never were, or are, reasons why you teach. Knowing the difference between a reason and an outcome is important.

The suggestion is that if a person figures out what the motivating factors are for them to do and continue to do anything, that knowledge will aid them in doing that activity at a higher quality level; or, at the other end of the spectrum, realize there really isn't any reason to do it at all. Every decision we make, and therefore the reason we do anything, is based firstly on emotion, and then supported/defended with rationalization. Remember, it's the sizzle that sells the steak, after which we convince ourselves that we need that steak.

So, considering this hypothesis, take a look at your motivations. Make an honest evaluation, then compare it with the quality of your efforts as a snowsports instructor. Then, ask if things are consistent. Would you want to pay for lesson from you? If things are in balance, or inconsistent, students know.

Spending time think-tanking these ideas has allowed me to become a more skilled helper of my clients. Identifying my personal motivators - and exploring the sub-lists - has helped me grow professionally more than any one-ski improvement clinic or certification step.

There aren't any bad or wrong motivators, because they are personal. What can bring some negative impact to bear is when one's reason for

doing something is grossly inconsistent with a given mission. However, any reason why we coach can yield fantastic results for our students providing we afford the necessary efforts to marry goal achievement with the motivating factor(s).

Many snowsports professionals lather about student-centered ideals, but don't consistently practice them. So, figure out what spurs you on. If you are one that cares about quality of product, this exercise will provide you with significant growth in this industry as well as other aspects of your life. This is a process not unlike any other personal and professional development we undergo in our sport. It takes due diligence and desire. Now, there's a motivator to consider. Are you filled with the desire to be excellent, a cut above, the best you can be? ■

## A Failed Lesson? Maybe not!

by Kathleen Ford  
PSIA-E Alpine Level 1  
Sno Mountain, PA

**I**t was the first lesson of the season. Yet, it was also early in the season. My resort had only had the bunny slope, a beginner slope and an intermediate slope open; and, even with that, conditions were iffy on the beginner slope. Still, it started out promising - a Level 5 ten-year old.

I headed out to the bunny slope to evaluate the child's real level. He did well. He had nice controlled turns and finished them parallel. He seemed to be enjoying skiing and was ready to try the real hills. He told me he had done the beginner hill last year and was fine with it. But I had skied it earlier and it was icy and thin in spots. The intermediate hill was well groomed, wide and well covered with snow. It was only slightly more difficult than the beginner slope. So, weighing all the factors it seemed like the better choice to go to the intermediate hill.

He was excited as we went up the chairlift and told me all about his skiing last year. We skied our way over to the intermediate hill, then Michael saw it. The view! The view from the hill gave the illusion that the hill went on forever, and that the hill was very high up. Fear set in.

I explained that there was a short hill, then a flat area. It was no more difficult than what he had already done. We made one turn. Then another. Then, just as he was stopping on the third turn, he decided he couldn't go any further and just fell over to his side. Getting him up, I showed him how he was one turn from the flat area. We successfully completed

the first head wall. But, his confidence was shaken and he still was scared. I tried having him ski to me and only look at me for each turn, with varying success. Other instructors came by and offered help and encouragement. After a long period of time he finally completed the second headwall.

When Michael got to the third headwall, he had had it. He was in tears. I felt like such a failure to have brought him to this hill. I knew he had the skills, but his fear of hills kept him from being able to use his skills. So, we sat in the snow and talked. He told me through the tears that it was his grandparents who wanted him to ski, and that they would call him a baby for failing. He kept slapping his knee like they would as they would berate him. This lesson was about more than skiing!

I encouraged him by pointing out the positives: He was trying. He was skiing. He was never out of control. His grandparents couldn't see us where we were skiing and they would never know he cried or ended up walking down the hill. All I could do was try to help this poor child's self esteem.

By this time we were already very late in getting back, and the only way back was to ski down the beginner slope. So, up the lift we went. Michael assured me he would be fine on the beginner slope. But, when we got to the first pitch, I asked him if he wanted to ski or walk. He chose walking. Same for the next pitch. But he did ski the gentle sloping bottom of the hill. He did very well. And, that's all the grandparents saw!

I was sure after this lesson the child would never, ever, want to ski again. I was sure I had ruined it for him. I suggested to the grandparents that they put him in a lower level lesson so he could ski where he was more comfortable. They seemed to understand.

Several weeks later I saw Michael waiting for a group lesson. I went over to him. His grandparents said he was excited to come back because of our lesson a few weeks before!

So, Michael was back trying. Maybe the lesson wasn't such a failure. I guess Michael did learn something - about himself. I guess he did gain some confidence. Hopefully, that is what I did instill - a little bit of self confidence and accomplishment. Sometimes that is what teaching is about. Sometimes it is about personal growth in our students rather than wonderful technique and skill advancement. ■

# Too Old to Snowboard?

by Marianne Neuber

AASI Level I

Belleayre Mt. Snowsports, NY

I have had students lying in the snow after a slam, telling me: "I am just too old for this!" Then I take a good look at them and smile. No, you are not; anybody can learn it.

I was 60 when I took up snowboarding. I had been skiing all my life; in the Black Forest in Germany with my mother at the age of 7, later in the Alps with friends, never missing a winter. When I saw the first snowboarders, I could not imagine riding down a steep slope with both feet strapped on to a board. But boy, did that look cool - and girls did it too.

One day, after the twelfth run down the slope on skis, my friend and I decided to rent a snowboard. She was a good skier too, and ready for a new adventure. And, an adventure it was. Without any instructions we took the chairlift up to the intermediate run. Bang - off the ramp we fell. No clue what to do on a snowboard, we tumbled down the mountain. In the ditch, into puddles, into each other. Laughing! But, it was not funny; it was utterly frustrating. That evening I made a decision to learn this sport the right way - with an instructor.

My first lesson was a group lesson together with two 10 year-old boys and a very enthusiastic instructor. Heel-edge slip, traverse and stop. Now toe-edge, lean in the direction you are going, relax your upper body, don't look down at your feet. You can do it! It worked. The board reacted, I felt in control. I could hardly contain my excitement. I knew now that I could learn this with practice and patience (and bruises and sore muscles, as it turned out.) The professional instructor made all the difference.

- 3 years later I passed AASI Level 1, and this season I intend to do Level II.
- I want to give back to new snowboarders the same excitement I felt when I started.
- I want to inspire middle-aged people to take up the sport.
- I want to show older women that this sport is not just for young dudes.
- I want to instill the confidence that anybody who wants to snowboard badly enough can learn it and have the time of their life. ■

Find  
"Your Turns"  
on the web at  
[www.psia-e.org](http://www.psia-e.org)



## Prime time for Member-Gain-a-Member Campaign

Program runs through April 1 -- don't forget to sign 'em up and go after those prizes!

### Campaign Eligibility Timeframe:

Membership applications postmarked or faxed **between November 1, 2007, and April 1, 2008**. Each application MUST have BOTH the sponsor name and membership number to qualify.

### Lots of prizes and awards for Individual Members!

1. Every member that sponsors 3 or more members gets a *SnowPro* mention, plus PSIA-E/AASI commemorative premium item.
2. Top FIVE producers in EACH REGION gets \$100 "ed bucks" credit, plus a commemorative premium item. Must have minimum of SEVEN new members to qualify.
3. Anyone bringing in 10 or more members qualifies for GRAND PRIZE and FIRST PRIZE drawing, plus gets *SnowPro* mention and premium item.

**Grand Prize is a 2008-09 ProJam registration** (or equivalent education registration fee credit of \$375, if chosen) plus *SnowPro* highlighted mention and premium item.

**First Prize is \$200** in "ed bucks" credit for the event(s) of your choice during the 2008-09 season, plus *SnowPro* highlighted mention and premium item.

**For PSIA-E and AASI education staff**, the top three producers (number of new members sponsored) will be awarded \$300, \$200 and \$100 scholarships (respectively) from the Education Foundation for attendance at the 2008-09 National Academy or other approved events of interest.

If you have any questions about the campaign, contact Eileen Carr at ([ecarr@psia-e.org](mailto:ecarr@psia-e.org)). Have fun, think snow and get the word out there

**Members, GAIN A MEMBER!**



# 2007-2008 PSIA-E/AASI - NEW MEMBER APPLICATION

Mail or fax to: PSIA-E/AASI, 1-A Lincoln Ave, Albany, NY 12205-4907

Fax# (518) 452-6099

Call (518) 452-6095 for information only. No applications accepted via phone.



Rev. 08/27/2007

As a Registered Member of PSIA-E/AASI, you will become a member of the American Snowsports Education Association (ASEA), the largest organization of professional snowsports instructors in America. PSIA and AASI operate under the umbrella of ASEA. You will soon receive a Welcome Kit including an introduction to the association, an explanation of your benefits as a member, our Core Concepts manual, and have immediate access to the national website, [www.psia.org](http://www.psia.org) and the division website, [www.psia-e.org](http://www.psia-e.org).

### All new members must read and sign the following:

As a member of PSIA/AASI National and Eastern Division, I agree to be bound by all PSIA-E/AASI bylaws and regulations including educational update requirements. Educational updates are required every 2 seasons for most members; students and those over the age of 65 have differing requirements. I am aware that Membership runs from July 1<sup>st</sup> through June 30<sup>th</sup> of each year and that the enclosed dues are for this membership period and are non-refundable.

Applicant's Signature \_\_\_\_\_ Date \_\_\_\_\_

Member Sponsor \_\_\_\_\_ Sponsor Member #: \_\_\_\_\_

(Note: If a current member of PSIA-E/AASI personally influenced your decision to join, clearly print their name and member # above)

**Please print clearly and fill out ALL sections. This application must include payment and must be received before or at the same time as registering for a PSIA-E/AASI event to ensure the member event price.**

### Please check your PRIMARY discipline:

Alpine       Snowboard       Adaptive       Nordic Downhill       Nordic Track/Skate

The Eastern Division of PSIA & AASI is divided into seven geographic regions (listed below). As a new member, you may choose to be affiliated with one region – the one in which you work as a snowsports instructor or the one in which you live. This affiliation is for regional mailing and voting purposes. You should affiliate with the region in which you are most active as a snowsports instructor. Please check the appropriate region below. If you do not choose, the region in which you live will be assigned as your designated regional affiliation by PSIA-E Bylaws, Section 10.8. You must then notify the division office in writing, should you choose to change your affiliation to the region in which you work.

1 – ME, NH       2 – VT       3 – MA, CT, RI       4 – PA, NJ      Male / Female  
 5 – Western NY       6 – Eastern NY       7 – DE, MD, VA, WV, NC, SC, GA, FL, DC      Date of Birth: \_\_\_\_\_  
Circle one

NAME: \_\_\_\_\_  
Last First M.I.

MAILING ADDRESS: \_\_\_\_\_  
Street/Box City State Zip

SHIPPING ADDRESS: \_\_\_\_\_  
Street/Box City State Zip

DAYTIME PHONE: (\_\_\_\_\_) \_\_\_\_\_ ALTERNATE PHONE: (\_\_\_\_\_) \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

SNOWSPORTS SCHOOL NAME: \_\_\_\_\_

TOTAL AMOUNT INCLUDED: **\$97.00 (or \$67.00 after Feb 1, 2008)**

PAYING BY: CHECK  CHECK # \_\_\_\_\_ OR charge: MasterCard  or Visa

Signed \_\_\_\_\_ Exp. Date: \_\_\_\_\_

### OFFICE USE ONLY

Date \_\_\_\_\_  
Proc. \_\_\_\_\_ Initials \_\_\_\_\_  
Auth \_\_\_\_\_  
Num \_\_\_\_\_  
App \_\_\_\_\_  
Num \_\_\_\_\_  
Mem \_\_\_\_\_  
Num \_\_\_\_\_

### Applying as a new member, your Snowsports School Director must complete the following:

As Director, I attest to the following: This applicant is a member of my current staff. The candidate has received training and preparation, as addressed in the American Teaching System. As a candidate for Registered Member status, the applicant has completed the PSIA/AASI entry level requirements, including 25 hours of teaching/training.

Director's Signature \_\_\_\_\_ Name of School \_\_\_\_\_

## Notice for Members in Regions 5 & 6

**Eligibility to Vote:** Eligible voters are all members in their second year of membership (that is, after paying dues for a second membership year). Voters are eligible to vote in only one region. Your designated region for voting is the one in which you live, unless you have specifically instructed the PSIA-E office, in writing, that you wish to be recognized as a member of the region of your snowsports school work affiliation.

**Voting Process:** Please review the election candidate profiles and voting rules on preceding pages to determine the contests within your region. Then use the ballot on the bottom of this page to cast your vote. You must return this original ballot with your mailing label attached on the reverse side. Photocopies and faxes will not be accepted.

**Board Candidate Eligibility:** Please note that in compliance with PSIA-E Bylaws Section 10.3.A, only one candidate having

an education staff employment affiliation with PSIA-E may be elected in each region. Candidate employment with PSIA-E/AASI is indicated where applicable.

**Return of Ballots:** Completed ballots are to be mailed directly to: PSIA-E Election c/o Dorfman-Robbie Certified Public Accountants, P.C., 6 Wembley Court, Albany, N.Y., 12205-3831. Ballots must be postmarked no later than March 7, 2007 to be valid.

**Results of Voting:** Election results will be announced at the Spring Rally during the Annual Meeting on Sunday, March 30 and in the Spring issue of the *SnowPro*. The PSIA-E Board of Directors will approve the appointment of any unfilled positions at their June 19-21, 2008 meeting. If you are interested in being considered as a designate for an open position, notify Michael Mendrick, in writing, at the PSIA-E office as soon as possible.

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## PSIA-E/AASI BALLOT FOR REGION

(Please enter your region number)

Mail to: PSIA-E Election c/o Dorfman-Robbie, 6 Wembley Ct., Albany, N.Y. 12205-3831

Instructions:

- 1) Print the name of the candidates of your choice on the lines provided.
- 2) Vote for only one candidate per position.
- 3) Write-in votes will not be considered for any position.
- 4) Only this original ballot, with mailing label attached on reverse, will be accepted. No faxes.
- 5) Ballot must be postmarked by March 7, 2008.

### Board of Directors

First Representative \_\_\_\_\_

Second Representative \_\_\_\_\_

### Elected Committees

Alpine Education & Certification \_\_\_\_\_ No candidates – To be appointed

Snowsports School Mgt. \_\_\_\_\_ No candidates – To be appointed

# Whiteface is the Place to be This Spring!

PSIA-E Spring Academy - Whiteface, NY

March 27-30, 2008

**T**he Spring Academy for Alpine members is sure to be a season highlight at Whiteface. A great mountain and great skiing will make this event one to be remembered. This event was a huge success last year, and this year the spring skiing at Whiteface and the ambiance of Lake Placid will make this event special.

If you are looking for a fun, dynamic and educational event for the end of the season, then this is it. Four days of skiing with our new Eastern Team members and additional members of our Eastern Education staff! The groups will be small, with a maximum of 8 members per trainer. You will be skiing with two different trainers during the 4 days to give you an exciting experience, with great input and feedback on your skiing.

The Spring Academy will include participation in the Spring Rally weekend activities. And, you won't want to miss the Thursday afternoon cocktail party on top of the 90-meter jump. There is no better way to finish your season than this.

## **PSIA-E/AASI Spring Rally – Whiteface, NY**

**On Any Gear!**

**March 29-30, 2008**

Most everyone knows by now not to miss this event. After all, Whiteface is the "Olympic Mountain." The Spring Rally is for all disciplines. Great sun, great snow, great mountain, great friends, and Lake Placid is a great town! A super weekend of skiing, riding, training and skill improvement!

This year there will be an "Après-Ski Party" and spring celebration on Saturday afternoon at the Whiteface Mountain Lodge. This party will include a terrific raffle with great prizes to support the Eastern Teams and their trip to the National Team tryouts. And, be sure to remember the Hannes Schneider Memorial Race held on Sunday. This year marks the 100th year anniversary of the birth of the Hannes Schneider Ski School.

Mark your calendar and meet your colleagues in March at Whiteface!

See the Event Schedule in the Fall issue of *SnowPro* for registration deadline and cost of both events.



Professional Ski Instructors of America  
Eastern/Education Foundation

1-A Lincoln Avenue  
Albany, NY 12205-4900  
Phone: 518-452-6095

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