



# SNOW

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

# Pro

SUMMER 2011

## 2011-12 Division Budget Highlighted by Reduced Expenses, No Event Price Increase

**Board approves budget with new operating efficiencies and \$140,000 less spending than 2010-11 budget**

*By Eric Jordan, PSIA-E Treasurer\**

**A**t the PSIA-E June 2011 Board meeting the 2011-12 operating budget was reviewed, discussed and passed. The following is an overview of the key elements of that budget for the fiscal year July 1, 2011 – June 30, 2012. This budget was prepared by our executive director and staff, reviewed by the Finance Committee and Executive Committee and then presented to the full Board of Directors at their meeting on June 25-26. The budget was developed to make significant steps in reducing costs and improving operating efficiencies in order that our members would see no increases in the pricing of events for the 2011-12 season.

If you have any questions on the budget, feel free to contact your Regional Director. A copy of the complete approved budget (along with the 2010-11 year-end financial report) is available for review upon request.

**The approved 2011-12 budget is based on the following income scenarios:**

- 1,250 new members. This is under the three-year average of 1,269 new members.
- Existing member retention rate of 87.5%. Last three-year average is 87.8% and five-year average is 87.7%.
- 6,310 event registrations. This is an increase of only 123 over 2010-11 results of 6,187. Last four-year average is 6,398; No increases in event pricing for 2011-12 should help performance.
- \$2 divisional dues increase (as approved in January 2011).
- Zero percent increase in event fees over 2010-11. First time in more than five years with no proposed increase.

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## Meet Your New Association Officers

**A**t the June 2011 Board meeting your volunteer leadership elected “its” leadership for the next three years – the members of the Executive Committee. I am pleased to announce that serving as your new President is Ron Kubicki (elevated to President after his three-year term as Vice-President), Vice-President is Eric Jordan (Regional Director for Region 4). Eric will now be the “president-designate” to begin service in June 2014 per our bylaws regarding volunteer leadership succession.

Serving as the Board’s new Treasurer is Steve Kling (Regional Representative for Region 4 and a former Treasurer). Dave Welch (Regional Director for Region 3) was elected to the position of Board Secretary and is new to the Executive Committee. In addition, Dutch Karnan will serve in a non-voting capacity as Immediate Past-President and Bill Beerman will continue his non-voting role on the Executive Committee as our Eastern Division rep on the ASEA national Board of Directors.

Now, in their own words, “meet” your officers:



**Name:** Ron Kubicki  
**BOD Position:** President

**Statement of Background & Qualifications:**

I have just completed my 3rd consecutive term on the Board. During the past three years it has been my pleasure to serve as Vice-President and assist our association president, Dutch Karnan.

During this tenure I have chaired a committee concerning youth membership and have served on the Member Retention Committee as well as a member of the committee promoting Children’s aspect of the certification process with Marty Harrison.

In addition to my role on the Board I am a year-round employee in the resort business and the Director of the Holiday Valley, NY snowsports school which I

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## A Tribute to Bill Hetrick



Longtime *SnowPro* editor and former division and national president Bill Hetrick passed away on May 6, 2011 after a long, courageous and private battle against cancer. Below are tributes to Bill in appreciation for all he did for his organization, his family and his many friends.

## A Man of Thoughtful Words

By Michael J. Mendrick, Executive Director

The man sitting at the end of the table looked like that was where he belonged – presiding over the gathering of our association leaders. His hair was white and the eyes looked through wire-rimmed glasses with an air of quiet, measured authority. At first I was slightly intimidated by this man until, as the interview began, his eyes brightened and his face broke into a warm smile that was both welcoming and comforting.

It was April of 2001 and I was interviewing for the position of PSIA-E Executive Director. I had just met Bill Hetrick for the first time and from the opening moments of our collaboration and friendship I felt like I had found a new home for my career and my professional aspirations.

As the sitting president of PSIA-E at the time, Bill was my “first boss” though it never really felt that way. From the beginning it felt like a partnership. He was the perfect person to help me transition into this new role and he (along with Ray Allard) formed my professional and personal support network in those opening months and years on the job.

Even in my early days here I was struck by the words and tact that Bill would choose with me. He was a long-serving president and volunteer leader with decades of experience; I was the professional staff executive with only days of experience. Still, he would say, “Are you comfortable with this situation?” or “How would you like to handle this?” versus, “This is what you should do.” He inspired confidence in my actions, showed support for those actions and never intruded on my management decisions or strategies. In short, he was the perfect president, collaborator and friend to help guide me (and the organization) through a challenging time of leadership transition.

In the years that followed we formed a fun and comfortable partnership; he as “editor” and me serving as “publisher” of the *SnowPro*. His dedication to making this publication the best it could be each and every issue was amazing and amazingly consistent. We worked on nearly 50 issues of the *SnowPro* together and I can guarantee you he never took one issue “off” from his duties.

I was gratified for Bill when in 2006 the Empire State Society of Association Executives presented PSIA-E with their annual Association Award for Excellence in Publications in recognition of the *SnowPro*. Bill attended the awards ceremony and beamed with pride as he often did when attending any function having to do with PSIA. I wouldn’t know until a month before we lost Bill to cancer in May of 2011 that his battle against the disease had already begun by the time we celebrated that editorial accomplishment in 2006. It was a battle he chose to fight privately and without complaint about discomfort or compromise to his duties. In fact, two weeks before his passing he was sending me edited articles for the spring 2011 issue.

I will miss Bill Hetrick as a boss, a mentor, a friend and as a collaborator. I pledge that we will do our best to uphold the quality and value of the *SnowPro* as Bill would have ensured as our editor. I am pleased that the PSIA-E Board of Directors has agreed to honor Bill with a new Education Foundation scholarship called the “William Hetrick Editorial Scholarship.” The scholarship will reward those that contribute to this publication and help keep Bill’s legacy where it should be – right here on these pages.

Bill contributed dozens of thoughtful columns to this publication over the years and edited and improved hundreds of articles and columns written by others. Amongst his favorites were the “Your Turn” submissions by our members. He greatly appreciated that members took the time to share their ideas and thoughts and he pushed to get their submissions published on a timely basis to be shared with all.

I always considered myself a good writer (that’s what writers of limited talent do) but there wasn’t a time I showed him something that he didn’t send me back an improved version. I won’t have that luxury this time around so Bill, if you’re reading this somehow, I hope I got it right. ■



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Michael J. Mendrick, Editor

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1-A Lincoln Avenue

Albany, NY 12205-4907

Phone 518-452-6095

Fax 518-452-6099

www.psia-e.org

### General Information

Submission of articles, photos or other items for publication is invited. Articles are not to 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.

*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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Bill Hetrick came to the table with a high level of professionalism and talents in organization and fiscal responsibility with which, in his various roles at Eastern and National, he was able to make significant improvements to both organizations. We shared a strong dedication to PSIA/AASI, and a desire to make it better. To me, he was a supportive mentor, friend, boss, associate, and kindred spirit who was a major force in shaping my career.

*Ray Allard, PSIA-AASI Past President*



**Kim Seevers holds up a “Bill-for the glory” sign in Penn State’s Beaver Stadium**

When I first heard that Bill Hetrick was ill, it hit me like a ton of bricks and I couldn’t quite put a finger on why. The next few days I spent a good bit of time thinking back to the first few years of my ski teaching career. If you’re like me, you don’t really want to admit you’re far enough along in your career to be able to say that someone was the influence that created your life’s path...but I am. Bill and I had been in and out of each others’ lives for over 30 years, mostly connected by two things; ski teaching and PSIA (and Penn State football, but that’s another story). Bill hired me as a new ski instructor at Tussey Mountain (then Skimont) in central PA in 1980. Skimont had just reopened and the Hetricks had been charged with putting together a ski school. Bill and his wife Norma ran a tight ship, creating a school that prided itself on professionalism. We were deeply grounded in the American Teaching Method and PSIA, and took training and certification very seriously. As an impressionable new ski teacher, I soaked up Bill’s knowledge and advice eagerly and soon came to look up to him. I was front row, center for every indoor skull session and every on-snow clinic, and was out teaching every minute I could spare. I had found something I loved to do and that I was good at, and I knew then I wanted to make ski teaching my life. I’ve had some starts and stops along the line but skiing, ski teaching, and PSIA have remained a constant in my life. Every step of the way, Bill was there as an influence. As I moved through the ranks to the education staff, as I developed programs for PSIA-E, and when I moved to Colorado to work with

the national office, I always hoped that Bill was watching and that he realized he had shaped me into what I had become. I’ve realized now why Bill’s passing hit me so hard. I can honestly say that every acquaintance I’ve made, every friend I have, every mile I’ve traveled, and every trail I’ve skied can be linked back to Bill Hetrick’s influence. Because Bill and Norma showed me that this life is a good one, I have been blessed beyond words. For the glory Bill!

*Kim Seevers, Director of Operations,  
Adaptive Sports Foundation*

Bill Hetrick was a towering figure in PSIA and a mentor to many of us. Most people aren’t aware of the significant role he played in the development of children’s ski/snowboard education. Back in 1986 when I suggested that we create a Children’s Committee in PSIA-E, Bill was one of the strongest supporters on the Board. As the President of PSIA National, two years later Bill pushed for the creation of the National Children’s Committee and made me the first chairman. Bill was very aware of the importance of children in the future of our industry. He was always supportive of our efforts to improve children’s education. Bill was always there to listen to me, to give advice and encouragement when I needed it. I doubt if children’s education would be as fully integrated into PSIA as it is today without Bill Hetrick’s influence. Thank you, Bill, from all of us.

*Marty Harrison, Former PSIA-E Board Member  
and Okemo Snowsports School Director*

The Nordic BOE would like to acknowledge the support, dedication, leadership, friendship and the relentless passion that Bill Hetrick had for all of PSIA-E and PSIA. I had the pleasure of working with Bill and Norma in Pennsylvania with Special Olympics

for 5 years I was on the National Team while Bill was the PSIA President and always marveled how he was trying to improve and strive to make the organization the best it could be for the members and the Vision of PSIA. He was a mentor, dedicated leader and we will miss him very much.

*Mickey Stone, PSIA-E Nordic Coordinator*

I’m sad at Bill’s passing. When we began the PSIA tele division, Bill was a very strong advocate of us Nordis. His influence literally made it possible for Nordic to survive in PSIA. I miss his strong, but always kind leadership.

*John Tidd, PSIA-E Nordic Examiner*

My memories of Bill go back to 1970 when Bill first got the bug to teach skiing. We worked together at Blue Knob in Claysburg, Pa. at a time when all staff were assigned a room in the old Air Force barracks at the top of the mountain (top – down skiing) to insure that we would be there on time for the all-important weekend mornings. Bill and Norma became the surrogate father and mother for a number of us college students staying in the barracks, helping with food, hangovers, and miscellaneous advice. As Bill’s first “trainer”, I remember being impressed by the enthusiasm and passion which he put into learning how to teach skiing. This passion, as we all know, carried him far in the professional ski instruction world and was just a part of who Bill was. “Anything worth doing is worth overdoing.” People like Bill, who make a place in others’ memories, come as close to immortality as possible in this world.

*Dick Fox, PSIA-E Region 5 Board  
Representative*

## Announcing the William Hetrick Editorial Scholarship

The William Hetrick Editorial Scholarship was created by the PSIA-E Education Foundation Board of Directors in June of 2011 to provide a long-term legacy for Bill Hetrick and recognize his passion for both snowsports and writing about snowsports and the mountain experience. It will be an annual program that awards five (5) scholarships in the amount of \$200 in education “dollars” that recipients may use to register for PSIA-AASI education events.

The scholarships will be awarded to contributors to the *SnowPro* and judged by an editorial review group that will read and evaluate submissions made to the Your Turn and Guest Editorial sections of the *SnowPro* each season. It is the hope of the Board that this scholarship encourages members to contribute articles and editorial pieces to the *SnowPro* via the Your Turn and Guest Editorial sections and to reward them with professional development funding to continue their professional and personal growth. 2011-12 will be the first submission and review season with scholarship awards beginning in 2012-13. All Your Turn and Guest Editorial submissions in 2011-12 will automatically be entered into consideration for the following season.

For more information contact executive director Michael J. Mendrick at [mmendrick@psia-e.org](mailto:mmendrick@psia-e.org). ■



administrative update

By Michael J. Mendrick  
Executive Director

In May I completed my tenth year as your executive director. We had a year of mixed results; positive financially and from a member service standpoint but a disappointment in terms of key statistical areas in membership growth and event attendance. Some specifics:

- We are projecting to end the fiscal year with a positive Operating Net income of approximately \$146,000 and an Accounting Net of \$103,000 for the period of July 1, 2010 – June 30, 2011. Income is projected at 96.4% of budget and expenses are projected to finish at only 91.1% of budget (\$170,000 under budget). I attribute this significant positive financial result to a number of factors:
  - Overall expense management was able to overcome the negative impact of not hitting key revenue goals in new members and event attendance
  - Office wages were lower due to less hours needed from part-time staff (database effectiveness) and less staff needing health benefits (\$22,000 combined less than budget)
  - Database related consulting and training expenses were not realized as budgeted
  - We continue to save considerable dollars (close to \$10,000 combined) vs. budget in Board, committee and regional meetings
  - Worker's comp costs were greatly reduced (\$24,000) by a positive track record resulting in a lower risk ratio for us
  - The office construction project was not completed by mid-year when the budget was set to absorb loan and utility costs
  - Less dollars were spent on pro fees and expenses due to lower event attendance
- This marks the eighth consecutive year of operating net revenues for the division ranging from a low of \$36,504 in 03-04 to this year's result of \$146,000.
- Since 2002 (when a contingency fund budgeted contribution was initiating) the division has grown that fund from 0 to an estimated \$200,000-plus after 2010-11 year-end final adjustments, with-

drawals for the construction project and new contributions to the fund (both budgeted and from additional positive accounting net balance).

- Regarding membership, we ended up considerably below the new member target of 1,328 with a total of 1,254 new members. This is slightly under the three-year average of 1,269 members but disappointing given the aggressively promoted "Up 10 in 10-11" campaign.
- Our retention of existing members in 2010-11 was 87.5% -- slightly below the five-year average of 87.7%.
- In events, our 6,187 total event registrations in 2010-11 was down by 353 (5.4%) vs. the 10-11 budget of 6,540. Our four-year average has been 6,398 event registrations per season.
- Alpine, Nordic and Snowboard event registrations were down vs. budget but up slightly (50 or less registrations) vs. 2009-10 results.
- An online membership survey conducted via Survey Monkey generated 1,312 completed surveys (considerably less than 2010 – 3,800 responses).
- The PSIA-E Division office staff achieved a score of 94.3% rating member service as either "excellent" (60.6%) or "good" (33.7%). This is an improvement of 6% in "excellent" rating over 2010 survey results. I credit these results partially to what I believe was the strongest year of inter-office collaboration and teamwork by the staff that I have witnessed in my 10-year tenure. It is an excellent group of people and professionals with diverse skills, broad knowledge and a terrific demeanor for association work. I believe they provide the organization with an excellent "value for the payroll dollar" and I am proud to serve as their staff leader.
- We successfully planned and oversaw the major construction and reconfiguration project at the Eastern Division office to provide a more efficient workplace for staff and more valuable asset for the membership. After nearly three years of discussion, planning, approvals and implementation the project was completed and the staff moved from upstairs to the new section in early July. Total construction costs for the project totaled \$268,967 and is being financed by a combination of contingency funds, a 15-year commercial loan and an endorsed transfer of funds from the the James Leader Memorial Fund in the EF to the Eastern Division operation. A new wood carved sign stands sentry to the division office now and includes the wording "Leader Center for Snowports Education" as part of our address name. This name is also included on our letterhead, envelopes and e-mail signatures.

## New Membership Results & Revelations (based on 1,254 new members in 2010-11)

- 60.2% of new members (755) joined February 15 or later and will receive benefits without additional dues until June 2012. 47.7% of new members (611) joined after February 15 (and will receive benefits through June 2011). This is up significantly from 47.7% in 2009-10 and only 34.5% joining after February 15 in the 2008-09 season.
- 86% of new members moved on to Level 1 certification in their first year of membership (vs. 82% in 09-10).
- 53% of new members joined within the Alpine discipline; 26% in snowboard; 4% in Nordic; 4% in Adaptive and 14% registered (no discipline certification).
- 65% of new members are men; 35% of new members are women (64/36 in 09-10).
- More than half of new members (668; 53%) joining are LESS than 30 years old.
- 86 new members are MORE than 60 years old (5 are more than 70 years of age)!
- Region 4 (231; 18% of total) again led in new members with Region 2 in second place with 198 new members (16% of total).

## Active Member Demographics (based on 10,321 active members; not counting 508 inactive)

- 69% of current certified members are male; 31% are female. This has remained constant for the past five seasons and varied little before that time.
- Region 4 is the largest with 2,156 members (21%); Region 5 is the smallest with 942 members (9%).
- While 53% of new members joining in 2010-11 are under the age of 30 only 19% of current certified members are under the age of 30.
- The largest age segment of our certified active members are in the 50's (3,049; 30%).
- The second largest age segment of our members are in their 60's (2,021; 20%).
- Therefore 50% of our new members joining are in their teen's and 20's yet 50% of our current certified members are in their 50's and 60's.

Finally, I would like to congratulate our new Board Officers: Ron Kubicki, President; Eric Jordan, Vice-President; Steve Kling, Treasurer and Dave Welch, Secretary. They join past president Dutch Karnan and ASEA Board representative Bill Beerman as our Executive Committee. It's a great leadership group and I look forward to working with them in the coming year and beyond. ■

## ■ division budget, continued from page 1

- Overall projected revenue is \$1,884,400 in 2011-12 vs. \$1,886,266 actual 2010-11 (essentially flat from last year due to primary factors of only \$2 dues increase, no event fee increase (typically 3 - 5%) flat new members, flat retention, reduced manual sales).

### The approved \$1,884,400 budget incorporates the following elements:

- CRM division services agreement & Great Plains (\$27,000) and related expenses
- Funding for electronic online voting for regional BOD elections (\$2,000).
- Office salary line item at 2% increase over 2010-11 budget. Salaries and benefits combined lower than approved 2010-11 budget by \$1,984.00.
- Changed health insurance provider and plan saving approximately \$7,000.
- 2% cost-of-living increase in BOE wages.
- Food per diem for ed staff increased to \$48 from \$46.
- Ed staff mileage BUDGET increased by 2 cents/mile to \$.40/mile from \$.38/mile in anticipation of upward IRS adjustment. Actual mileage paid will remain at current formula of 75% of current IRS

rate of \$.50/mile = \$.38/mile until an adjustment is announced.. Subject to change within budget year if IRS rate increases (we do not decrease within budget year). Allows for IRS rate of up to \$.56/mile.

- Ed staff training budget of \$114,300 essentially level with 2010-11 budget (\$113,500).
- Action Plan budget at \$9,422 (1/2 of 1% of projected revenue budget)
- Four print issues of SnowPro; no paid editor (savings of \$12,000)
- Reduction in committee expense line from \$7,350 to \$4,850 based on five-year average of \$2,948 per year; savings of \$2,500.
- Conversion to new worker's comp plan & carrier with projected savings of \$32,000 vs. 10-11 budget and \$11,500 vs. 10-11 actual.
- Contribution to contingency fund at year-end 11-12 at 1% of budget (\$18,844).
- Abbreviated fall Board meeting (Sat. noon – Sunday noon); savings of \$2,500
- \$30,000 capital expenditure line to support Nordic uniform purchase (\$3,500) improvements to existing office (window and door replacements, removal of kitchen area, storage system) plus typical computer upgrades and an irrigation system for the new office lot (\$2,000).

## Summary

- On projected revenues of \$1,884,400 and projected expenses of \$1,771,493 this budget will result in a projected operating net of \$112,907 and an accounting net of \$68,453. 2011-12 year-end member equity impact after deducting \$4,250 Eastern team escrow assignment to EF and adding dedication of contingency fund is projected at \$64,203.
- The 2011-12 budget includes expenses approximately \$140,000 less than the 2010-11 approved budget.

I would like to thank our Finance Committee members (Steve Howie, Steve Kling and Dave Welch), the division management staff (Michael Mendrick, Sue Tamer and Mickey Sullivan) and the Board of Directors for their efforts in developing, discussing and approving a budget that I believe represents the best interests of the members by minimizing expenses without cutting member programs or services. Good work, all!

\* Eric Jordan served as Treasurer through the June 2011 Board of Directors meeting; Steve Kling was elected Treasurer at that meeting to serve a three-year term. ■

## ■ new association officers, continued from page 1

feel gives me a well-rounded view of our association's and industry's challenges, from the members perspective to the larger partnership we seek with resort management.

My most pertinent qualification I believe is; I am above all a teacher and a member of PSIA-E, I am this before any of my other roles.

### Statement of Philosophy & Direction:

The direction of our association needs to be more then proactive, we need to be in the forefront of gaining and retaining a membership that is evolving. We came to age with the Baby-Boomers, but are now attempting to appeal to a more untraditional population.

These include our AASI members, our freeriding members, a growing and more dynamic Nordic presence and renewed energy in Adaptive.

We can do this. We can manage and empower and appeal to all these facets by being receptive and accountable as a Board.

We are proven to be creative and resourceful, and can adapt and attract this new excitement. We face fiscal and operational challenges and I am willing and enthused to serve before you as the new President.

I have been a member of the Executive Committee as Secretary and Vice President and have a strong working relationship with the sitting Board,

Executive Committee and Executive management of the Division. In addition I am networked through our National office and other Divisions with professional contacts.

I thank you for your support so I can continue in service to an association, an industry and life long pursuit for which I continue to have a passion.

**Name:** Eric Jordan

**BOD Position:** Vice President; Region 4 Director

### Statement of Background & Qualifications:

I am currently serving in my 3rd term on the Board. I have been on the Finance Committee since its inception and have served as the Treasurer of PSIA –E. I have a bachelor's degree in both Accounting and Finance with a minor in Business Management. I am the managing partner of several family owned businesses' that service the entire of the East Coast. Collectively, we employ more than 150 people.

### Statement of Philosophy & Direction:

I firmly believe in our current direction. I feel like we have become much more proactive versus reactive in meeting the needs of our members while being fiscally responsible. There is no doubt that we will have to strengthen this trend in order to boost membership levels and event attendance.

In order to grow and prosper as an organization, we need to focus our energies on the younger generations and get in tune with what they want and expect from us. We need to continue to develop and strengthen our communication and marketing outreach so that we connect with this younger demographic in ways that they can relate to.

I will actively work with our professional staff to insure that our division remains the leader in both Snow Sports Education and member services.

**Name:** Steve Kling

**BOD Position:** Treasurer, Region 4 Representative

### Statement of Background & Qualifications:

I have served previously as Treasurer and have been a member of the Finance Committee as long as we have had a Finance Committee. I am familiar with our budgeting process and the issues we face in balancing the budget while striving to minimize dues increases on the membership. I have a long back ground in non-profit financial issues in addition to my involvement with PSIA-E.

### Statement of Philosophy & Direction:

I want to continue our responsible fiscal policies of striving to improve efficiency and service to the membership while keeping dues increases to a minimum, fully accepting that periodic dues

*continued next page*

■ new association officers, continued

increases are essential. I believe like many of us I have come to appreciate that more frequent smaller dues increases are preferable to less frequent, larger increases. I look forward to working with Michael and Sue, who are highly competent and efficient in managing our finances to keep PSIA-E on a very sound financial footing, including increasing our reserve fund to its full targeted amount.

**Name:** Dave Welch  
**Current BOD Position:** Secretary; Region 3 Director

**Statement of Background & Qualifications:**

Snowsport School Director at Ski Sundown in New Hartford, Ct.

Region 3 Representative (2002-2010)

Region 3 Director (Present)

My other duties as a board member have included serving on the Education Foundation Scholarship Review Committee, the Governance Task Force and the Strategic Planning Committee. I am currently a member of the Finance Committee and Chairperson of the Membership Recognition Committee.

**Statement of Philosophy & Direction:**

Since being elected to the board almost a decade ago I have been a part of many challenging issues and have seen a lot of very positive changes take place, not only in the way our association does business, but also in what we offer to our membership. It is my belief that in that time we have become much more efficient in our business practices and are more in tune with who our members are and what we can offer to help them with their personal and professional growth.

As a member of the Executive Committee I plan to rely on my prior board experiences to help guide my decision making process in helping our association remain healthy and able to move forward in a positive direction. I will continue to support the development of new programs, services and educational opportunities for each of the disciplines and their respective Education Staffs while keeping in mind that our success also depends on how we conduct ourselves on the business front. Here I will continually weigh the financial health and needs of the organization and its people vs. what is in the best interest of our membership. Because in the end, our product (our people and our message) and those we serve (the membership) need to meet the many challenges that lie ahead to remain a viable asset to the Snowsports Industry.

Congratulations and good luck to all of our new association officers! ■

## The Zipper Line



straight talk from the association

## PSIA-E Division Office now “Leader Center for Snowsports Education”

By Michael J. Mendrick  
*Executive Director*

Though you will still hear “PSIA & AASI” when you call the division office our formal name has now been changed to the Leader Center for Snowsports Education in recognition of a \$35,000 family-endorsed transfer of funds from the James Randall Leader fund of the Education Foundation to PSIA-E. As reported in the spring 2011 SnowPro, we have been planning and implementing a major construction and reconfiguration project at the Eastern Division office to provide a more efficient workplace for staff and more valuable asset for the membership. After nearly three years of discussion, planning, approvals and implementation the project was completed and the staff moved from upstairs to the new section in early July. Total construction costs for the project totaled \$268,967 and is being financed by a combination of contingency funds, a 15-year commercial loan and an endorsed transfer of funds from the James Leader Memorial Fund in the EF to the Eastern Division operation. A new wood carved sign stands sentry to the division office and includes the wording “Leader Center for Snowsports Education” as part of our address name. This name is also included on our letterhead, envelopes and e-mail signatures. Our thanks go to Pam Leader for her role in facilitating this important contribution that made the construction project possible without any measurable financial impact on the membership. (See picture on opposite page) ■

### PSIA - Eastern Education Foundation and PSIA/AASI - Eastern Division

**Staff**

Michael J. Mendrick

*Executive Director*

Mickey Sullivan

*Director of Education & Programs*

Sue Tamer

*Director of Operations*

**Board of Directors**

*President*

Ron Kubicki

*Vice President*

Eric Jordan

*Immediate Past President*

Dutch Kaman

*Region I*

Director – Tom Butler

Representative – Ross Boisvert

*Region II*

Director – Steve O’Connor

Representative – Curtis Cowles

*Region III*

Director – David Welch

(Secretary, PSIA-E)

Representative – Dave Beckwith

*Region IV*

Director – Eric Jordan

Representative – Steve Kling

(Treasurer, PSIA-E)

*Region V*

Director – Steve Howie

Representative – Dick Fox

*Region VI*

Director – Brian Smith

Representative – Jack Jordan

*Region VII*

Director – Paul Crenshaw

Representative – Walter Jaeger

**Committee Chairpersons**

*Umbrella Steering Committee*

Eric Jordan

*Alpine Education & Certification Committee*

Peter Howard

*Snowsports School Management Committee*

Deb Goslin

*Alpine Education Staff/BOE*

Mike Bridgewater

*Children’s Committee*

Jeff “Jake” Jacobsen

*PSIA Representative*

Bill Beerman

*Adaptive Advisor*

Kathy Chandler

*Nordic Coordinator*

Mickey Stone

*AASI Advisor*

Ted Fleischer

*Race Programs Committee*

Brian Smith

*Area Rep Program Coordinator*

Joan Heaton



A new carved cedar wood sign welcoming members to the Leader Center for Snowsports Education stands sentry in front of the new PSIA-E office addition. This was made possible in part by an endorsed use of the James Randall Leadership fund of the Education Foundation.

## PSIA-E/AASI Education & Programs Update

By Mickey Sullivan

Director of Education & Programs

The summer weather has been as good as this past winter so far. I hope you are finding plenty of time to enjoy your favorite hobbies, recreation and sports. Your Education and Programming Department has been busy preparing for a great 2011-12 event season and working on details for education updates.

### Event Scheduling

The support of the eastern ski areas and resorts continues to be outstanding as we plan over 500 events for the 2011-12 season. We try very hard to meet the needs of all of our members in each discipline and region as we consider the geography, dates and event types across the divisions. We have events scheduled in every state from Tennessee and North Carolina in the south to Maine in the north.

The Alpine “one day” continuing education events were well received last season and we will continue to offer them. Your PSIA-E membership still requires 2 days of continuing education every two years; however you can now choose to take 2 one-day events instead of 1 two-day event.

### 2011-12 Feature Events

As we construct the event schedule for the 2011-12 season there are many factors that shape our decisions. First and foremost we try to deliver what the membership wants. In addition, each snowsports area that hosts our events has certain requests, needs and requirements that we must consider. It's like putting a big, three dimensional jig saw puzzle together. We are very fortunate to receive the support and cooperation that we get from all of the resorts that host our many events. Following is the schedule for our feature events. The full schedule of events will be available on-line by September 1.

Event	Dates	Location	Disciplines
Snowsports School			
Management Seminar	Nov 30, Dec 1	Mount Snow	All disciplines
Children's Academy	Dec 05-07	Mount Snow	Alpine,AASI,Nordic
Rider Rally	Dec 10-11	Killington	AASI
Mini Academy	Dec 10-11	Killington	Alpine, Nordic
Snow Pro Jam	Dec 12-16	Killington	Alpine, Nordic
Race Week	Jan 9-11	Hunter Mt.	Alpine
Spring Academy	Mar 22-25	Mount Snow	Alpine
Spring Rally	Mar 24-25	Mount Snow	All disciplines

### Online Professional Knowledge Exam

Alpine: The alpine online exam (formerly known as the written exam) for Level II and III was a huge success last season! We will continue to offer this format in the coming season. Exam candidates will have two attempts to score 70% or higher prior to registering for the Part 2 Teaching evaluation. Should a candidate be unsuccessful at both attempts, that individual would not be eligible to attempt the exam until the following season. So study up before taking that step in the exam process! Refer to the required reading list in the Alpine Exam Guide for appropriate reference materials.

AASI and Adaptive: Adaptive and Snowboard members can look for their Professional Knowledge exams to be offered online this coming season. These exams will be ready for the membership by November 1. Details of the online exam process will be in the next *SnowPro* newsletter.

National: We are working with other divisions and our National education department to eventually have a national online exam for this portion of the professional knowledge requirement. These exams would not be any easier or harder but would give us a greater bank of questions and resources to work from.

*continued next page*

## Extreme Make Over

By Peter Howard, Alpine Education & Certification Committee Chairperson

Yes the rumors are true, the Eastern Alpine Exam and Study Guide has checked in to rehab for a complete make over. A panel of skilled volunteers has already begun trimming the fat, nipping and tucking, and actually rein visioning the purpose and look of this guide.

Perhaps of all the informational publications around, this is the one that gets read the most. It explains our exam process for all the certification levels. It also contains information about other PSIA-E programs and policies. And it contains several articles about teaching.

It appears over time this publication lost its purpose a bit. Gained a bit of excess and was looking a little dated. In short it called for a little typosuction. The make over it needed was to be exactly what an exam candidate needed to know to go to a specific certification exam. It needed to be a study guide that was more of a directory to the information than snippets of advice. And lastly it needed to have information about the path and process of certification.

After careful consideration it was decided to dismember the guide and create guides that focus only on the exam and exam process, and a guide that's only purpose is to be a directory to educational information. The Exam guides will be downloadable for Level 1,2,3 exams and will contain only the information a candidate needs to understand about what to do and how that exam will be conducted. The Study guide will be divided into these content headings.

- Teaching / learning theory
- Science of Skiing: biomechanics, equipment, physics
- Conditions: tactics, technique
- Specific populations: children, seniors, special needs
- Industry: customer service, safety, risk management, history
- Movement Assessment

These categories cover the wide range of knowledge needed to function in our profession. These headings happen to be the categories for the national exam questions test bank. This study guide will give readers a sample writings about these subjects, followed by a few questions to challenge and prompt the reader to find out more. Followed by reference reading or visual media that will deepen the reader's knowledge of the subject and quite likely answer the previous questions. It is not the intent of the study guide to contain all that is needed to know to pass an exam but rather to direct candidates to where the information can be found.

Your elected Education – Certification Committee is the panel of experts performing this makeover. They hope you will like the functionality and look of the new guides. We expect to release them from rehab by early fall.

Enjoy your summer! ■

■ **zipperline, continued**

This would also provide us with the resources needed to provide some practice exams, which many members have asked for over the years.

**Alpine Exam Process Evolution**

Several Divisions, including the Eastern Division, are actively working to improve the exam process with the ultimate goal of creating “best practices” and a PSIA cross divisional exam. An examiner exchange program instituted last season between the Eastern, Rocky Mountain and Western divisions was extremely valuable from the information shared along with the experiences gained. It is hoped that other divisions will become involved in the coming seasons. Each Division will be making recommendations to their appropriate Board of Directors to suggest adjustments/changes in an effort to improve the exam process for the members. So how does this affect you – as an eastern member? Some requirements will change for the Alpine Level II Certification beginning the 2012-2013 season and the Alpine Level III Certification beginning the 2013-2014 season. This will allow ample time for members seeking these certifications to satisfy these requirements. There will be no change to the exam requirements for this coming 2011-12 season. In addition to the current online exam requirement and Part 1 and Part 2 exams, here are the new alpine requirements approved at the June 2011 Board Meeting:

2012-2013 Season; Alpine Level II Candidates will be required to:

1. Have successfully completed Children’s Specialist 1
2. And obtain either a Nastar Silver medal or participate in the USSA Level 100 Course.

2013-2014 Season; Alpine Level III Candidates will be required to:

1. Have successfully completed Children’s Specialist 2
2. And obtain either a Nastar Gold medal or participate in the USSA Level 200 Course.

Note: A Children Specialist course may be taken as the prerequisite course that is required prior to taking the Alpine Level II, part 2 exam. Additional information will be covered in the 2011-12 Alpine Exam Guide and the Early Fall *SnowPro* ■

# Amp Up Your Movement Analysis Skills!



Don't miss the most important off-snow educational event of the season. Boots are the key component of every ski and snowboard set-up. Learn to identify and understand how a boot should fit—as well as how it affects stance, balance and alignment. Improve your movement analysis abilities and make an immediate impact on your customer's skills!

**Master's \$425; Master's Plus \$440**

Includes training manual, lunch daily, free pair of custom insoles and socks. Master's Plus not available at Kitzbuhel location.

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Reno, NV Nov. 7-8**

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\*MFU credit may be applied once every four years



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# Fall Master Courses Announced!

We are pleased to announce the selection of fall indoor educational events for September 2011. Here are the courses being offered at Seven Springs Resort in Pennsylvania:

FALL MASTER TEACHER EVENTS					(Open to all Certified Members)	
Key	Num.	Event	Dates	Notes	Price	Deadline
	003	Communication Station	Friday, September 16	Required for MTC	\$115	08/29/11
	004	A Conversation with Fear	Friday, September 16		\$115	08/29/11
* &	005	Outdoor First Care	Friday, September 16	Limited to 10	\$135	08/29/11
	006	At Your Service	Saturday, September 17	Required for MTC	\$115	08/29/11
	007	Motor Learning	Saturday, September 17		\$115	08/29/11
	008	Teaching Skiing in Spanish	Saturday, September 17		\$115	08/29/11
*	009	Functional Movement Screen	Sunday, September 18	Limited to 14	\$115	08/29/11
	010	Anatomy	Sunday, September 18	\$115		08/29/11
* #	011	Stance and Alignment	Sunday, September 18	Limited to 10	\$115	08/29/11
*	012	Functional Movement Screen	Monday, September 19	Limited to 14	\$115	08/29/11
	013	Skiing with all your Smart Parts	Monday, September 19		\$115	08/29/11
* #	014	Stance and Alignment	Monday, September 19	Limited to 10	\$115	08/29/11
		Online Exam Registration	Includes all eligible exams for 2011-2012 season		\$25	04/15/12

## KEY:

- \* = Events have limited attendance - may fill prior to deadline date
- & = Outdoor First Care is a National Ski Patrol first aid course. NSP course materials required for this course cost \$20 – This is included in the \$135 course fee
- # = it is recommended participants bring their ski boots for analysis, however it is not a requirement

## NOTES:

- These events are open to all Certified Members in any discipline however the main focus will be Alpine
- Attending two indoor courses will satisfy your PSIA-E continuing education units (CEU) requirement
- You may register online at [www.psia-e.org](http://www.psia-e.org) or complete a separate [event application](#) for each course and fax to 518-452-6099 or mail to 1A Lincoln Avenue, Albany, New York 12205.
- Lunch is provided for all attendees (sorry no spouse package is available at this time)
- Please see course descriptions below or visit [www.psia-e.org](http://www.psia-e.org) for more info
- Registration will begin at 8:00a.m., classes run from 9:00am to 4:00pm.
- Discounted lodging is available at Seven Springs Resort – please call 800-452-2223 and mention PSIA Fall Master Teacher participant.

## COURSE DESCRIPTIONS AND INSTRUCTOR

### Communication Station

**Mark Absalom**

**Required for MTC**

To sensitize instructors to the range of roles that communication plays in ski teaching, and to ensure that the messages sent are the ones that are meant to be sent. Participants will participate in a variety of group exercises involving many learning/teaching styles.

### A Conversation with Fear

**Mermer Blakeslee**

**Open to all Certified Members**

Designed to help instructors discover how to deal with the psychological diversity that goes along with leading a group of students in the mountain environment.

### Outdoor First Care

**Richard Frear**

**Limited to Ten Participants**

A basic First Aid / First Responder Course appropriate for snowsports teachers. Learn basic first aid practices for dealing with accidents and injuries in the outdoor classroom environment. Required course for those interested in Backcountry Accreditation, qualifies as optional session for all others.

### At Your Service

**Mark Absalom**

**Required for MTC**

Explore the affect of public perception on the snowsports industry, as well as the instructor's role as a public relations arm of the home resort. To improve the ski teachers understanding of guest service and its relationship to the teaching model and the resort business.

*continued next page*

## ■ **zipperline, continued**

### **Motor Learning**

**Richard Frear**

**Open to all Certified Members**

Designed to familiarize participants with the structure and function of neural tissue. To introduce principles of neurophysiology that are vital to an understanding of the nervous system's capabilities, how it coordinates the activities of the body's organ systems, and how these activities are adjusted to meet the changing situations and environmental conditions of the alpine world.

### **Teaching Skiing in Spanish**

**Amy Sten**

**Open to all Certified Members**

Course content will provide a very general guide for ski instructors with no knowledge of the Spanish language interested in teaching Spanish-speaking people to ski. Course will present basic ski vocabulary, simple phrases, and names of ski equipment and parts of the human body. Class instructions based on ATS phraseology. This is NOT a course for Spanish speakers.

### **Functional Movement Screen**

**Brian Mieczkowski**

**Limited to 14 Participants**

A ranking and grading system created to document movement patterns that are key to normal function. Basic movement pattern limitations can reduce the effects of functional training, physical conditioning, and distort proprioception (body awareness). The scoring system is directly linked to the most beneficial corrective exercises to restore mechanically sound movement patterns.

### **Anatomy**

**Richard Frear**

**Open to all Certified Members**

Study the normal structure of the human body. Special attention is given to the skeletal, muscular, and nervous systems to increase the ski teacher's understanding of how the skeleton and muscles line up for maximum efficiency in skiing specific movements.

### **Stance and Alignment**

**Bill Haight**

**Strictly Limited to Ten Participants**

Course content will help participants break down and understand the skier system, leading to improved movement analysis. Course conductors will examine lower extremity anatomy and function, varying boot constructions, footbed casting techniques and different nuances of each system. Course leaders will also discuss heel lifts, toe lifts, Q-angle, and cant measuring protocols, and help participants understand how to assess a guest's equipment needs. It is highly recommended participants bring their ski boots for analysis; however it is not a requirement.

### **Skiing with All Your Smart Parts**

**Ellen Arnold**

**Open to all Certified Members**

Participants discuss the use of multiple intelligences in their lessons and explore ways to adapt the model to their own teaching!

### **Online Exam**

**Required for MTC**

After your application for the online exam has been processed, you will receive an email with a link for each exam you are eligible for. You may access the exam immediately after your course or anytime thereafter until April 2012. ■

## **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 ■

## **James Randall Leader Memorial Golf Tourney Returns to Okemo on September 29**

After a long run of terrific and well-received events, the annual James Leader Memorial Golf Tournament will return to Okemo Valley Golf Club on Thursday, September 29, 2011. The event, held in honor of former instructor James Leader of Killington, is expected to draw more than 60 golfers from throughout Region 2 and beyond. The event fee remains unchanged at \$85.00 and includes golf, cart, and a hearty post-round buffet in the elegant Willie Dunn's Grille overlooking the course. This fun event is for serious and social golfers alike, and features individual prizes, team trophies, the highly coveted souvenir baseball caps, and the James Leader Cup - a beautiful trophy awarded to the winning team from Region 2.

The James Leader Memorial Golf Tournament is open to all **PSIA-E/AASI members from all regions**. You can enter either with a team or as a single player. Please remember to make your reservation early. To reserve a spot for yourself or a team, e-mail Marty Harrison at (mgone2sun@aol.com) or call 802-228-8522. The reservation **deadline is Thursday, September 22**, so don't delay. It will be a great day! ■

## Around the Regions



### Region 2

This past season was a great one if you measure in inches and a triumphant one if you reached and surpassed a goal. The season was ok if you got to ski/ride where and when you wanted and with whom you wished. It was also ok if you made some money doing the thing we all love to do. Some of us may or may not have made that goal we set out to beat. Personally I fell a bit short. Initially I was in denial, I was angry and swore to myself that I was misunderstood but after a little time and more teaching (coaching others) I had a better feel for myself again. With the good and bad behind us it's a good time to get ready to kick some butt for 2011-12. What events will help prepare for your goal? Some racing or freestyle? Children specific courses like CS1 and CS2? Snowsports Management Seminar? Dropping-into the half-pipe or grinding a rail, how about bouncing in and around some trees? Learning to tele could make a refreshing change in your attitude and will take you where you have never been before. All these things are going to cost some dineros \$\$\$\$\$. Now is the time to think scholarship. There are plenty of funds available to those that plan make sure you check out the website for what is available, get on it! (Deadlines are in September)

With \$\$\$\$ on the mind I feel the need to let you know how responsible our division is with respect managing your dollars. We are lucky to have the executive staff (Sue Tamer and Michael Mendrick) and current finance committee members on our side. While I do not profess to completely understand the budget process every season, it is clear to me that these folks do. Rest assured that every effort is being made to cut costs and save for contingencies that are unforeseen. Some cool things have happened in the last couple of seasons: registering online, voting online, paying dues online taking written exams on line and hopefully in the near future a way to have anniversary billing to help reduce the impact on our wallets in June every year. What we do in the Eastern Division is not always done the same on the national level and some frustrations do exist. I am confident that with the current leadership positive things will happen.

Curt Cowles and I would like to announce early our intentions for an early season ski/ride fun day and membership meeting for Vermont. The colder and nasty our weather is this October and November

the better the chances we can make this happen at Killington. As always please contact me with questions and concerns [occonnor@together.net](mailto:occonnor@together.net) or 802-234-4032. Have a great summer!

**Steve O'Connor and Curt Cowles**

### Region 3

#### David Welch, Region 3 Director reports:

First off I would like to introduce Region 3's new representative to the Eastern Divisions Board of Directors, his name is David Beckwith. David, a 23 year member of PSIA, is the Training Director at Mount Southington in Connecticut where he has also been the Area Representative for many years. Like so many of us he is very passionate about our organization and I welcome him to his new position on the board and look forward to working with him in representing all of our regions members.

Next I'd like to acknowledge the other Region 3 members who serve on operational committees here in the Eastern Division, they are Jay Barranger (Snowsport Management), Rick D'Elia (Alpine Education / Certification) and Gary Vanasse (Children's Education). These committees and their members put in a lot of effort and hard work to keep us at the forefront in snowsports education, thanks to all!

In other news, Mt Southington will host its 5th annual golf tournament to benefit the Connecticut Children's Hospital Medical Center Adaptive Ski Program on July 24th at Southington Country Club. Let's hope they have a great day to benefit this important program!

As always, if you have any news you'd like us to pass along or questions, comments and concerns please contact me at [dbwelch317@att.net](mailto:dbwelch317@att.net) or David Beckwith at [davelee26@sbcglobal.net](mailto:davelee26@sbcglobal.net)

Hope you are enjoying all that summer has to offer!

### Region 7

Walter and I recently attended the June Board of Directors Meeting in New York. The budget was approved for next year and every penny which could be saved was. I am always impressed with how hard the board works to keep the members costs as low as possible. The addition to the PSIA-E/AASI office is now complete and we were allowed to visit it for an Open House. I again repeat that it was a very much needed improvement for the office staff to be able to better serve our members. The office staff was very happy to be able to move in the week after our meeting.

Every season the Educational Foundation has scholarship money available for members to attend events and exams. These scholarship applications MUST be completed and sent in early every year. Watch for information in the *SnowPro* about the process or go to the web site and print out an application. A little effort on your part early might be what will allow you to attend that event you have wanted to attend.

All of Region 7 is pretty hot right now so it is hard to think about snow and winter activities. Take this time to continue your snow sports reading and conditioning to be better prepared for next season. Walter and I are always interested in your concerns and welcome your comments and questions.

**Paul Crenshaw:** [pcrenshaw@massresort.com](mailto:pcrenshaw@massresort.com)

**Walter Jaeger:** [wjaeger1@mac.com](mailto:wjaeger1@mac.com)

No reports for this issue from Regions 1, 4, 5 and 6 ■

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 1-A Lincoln Ave., Albany, NY, 12205-4907 Fax: (518) 452-6099  
 No phone orders, please. Orders can be faxed, mailed, or e-mailed to psia-e@psia-e.org



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MANUALS AND VIDEOS (PRICES SUBJECT TO CHANGE)		PRICE	QTY	TOTAL
126	Core Concepts Manual - <i>For all disciplines</i>	\$24.95		
152	Park & Pipe Instructor's Guide	19.95		
	Exam Guides ( <b>please circle choice</b> ) Alpine - AASI - Nordic D/H - Nordic T/S - Adaptive (Copier duplicates)	5.00		

All exam guides (and recent change history) are available FREE at [www.psia-e.org](http://www.psia-e.org).

ALPINE				
176	Alpine Technical Manual, 2 <sup>nd</sup> Edition	24.95		
149	Tactics for All-Mountain Skiing	<del>24.95</del>		
174	Movement Analysis Pocket Guide, 2 <sup>nd</sup> Edition (Cues to Effective/Ineffective Skiing)	5.00		
17208	Alpine Cues to Effective/Ineffective Teaching	5.00		
148	Alpine Stepping Stones Pocket Guide	5.00		
328	PSIA-E Alpine Standards DVD	15.00		

NORDIC				
308	PSIA-E Nordic Standards DVD	15.00		

AASI / SNOWBOARD				
183	AASI Snowboard Instructor's Guide	19.95		
129	AASI Snowboard Movement Analysis Handbook	14.75		
160	AASI Snowboard Focus on Riding DVD	15.00		
309	AASI-E Riding Standards Indicators DVD	15.00		
162	Vail Children's Snowboard Teaching Handbook	15.95		
173	Vail Adult Snowboard Handbook	15.95		

ADAPTIVE				
131	Adaptive Snowsports Instruction Manual	<del>49.50</del>		
QC	The Quick Check Pocket Guide: Managing Behavior for Success on the Slopes - <i>Adaptive Sports Foundation</i>	5.00		

CHILDREN'S/KIDS				
264	PSIA/AASI Children's Instruction Manual, 2 <sup>nd</sup> Edition	<del>24.95</del>		
161	PSIA Children's Alpine Handbook	<del>49.95</del>		
107	Captain Zembo's Guide For Kids, 2 <sup>nd</sup> Edition	9.75		
153	Children's Ski & Snowboard Movement Guide	5.00		

PINS				
	PSIA or AASI Registered Lapel Pin	(please circle discipline)	3.00	
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<b>Orders delivered to CT, NJ &amp; NY are subject to state and local sales taxes.</b> For CT residents, please add 6%. For NJ residents, please add 7%. For NY residents, please add 8%.	<b>TOTAL</b>	

Rev. 2011-0418





## Use it or lose it

By *Burleigh Sunflower*

*Snowboard Level 3*

*AASI Examiner*

*Bromley Mountain Snowboard School;  
Supervisor*

Early this winter my wife and I were getting ready to have our first child. Besides all the reading and planning, we also thought it would be a good idea to attend a birthing class. The class started with building rapport: introductions and the standard first-timer “hi nice to meet you” pleasantries. Then, immediately after introducing herself, our teacher started pretending to have a sixty second contraction (for those of you unfamiliar with childbirth that’s the part where there is lots of screaming, moaning, and heavy breathing). My wife and I sat there wide eyed and more than a little uncomfortable watching this person whom we had just met mere minutes ago writhe on the floor in mock agony. I looked around and saw that every other couple in the room had the same look of shocked horror, not necessarily at the idea that this is what labor looks like, but that we just paid an apparent lunatic \$275.

The class went downhill from there: she asked the group questions like “why did our unborn child love us”, she gave us a chance to meet a stuffed fairy who would be sprinkling us with fairy dust during labor... it went on like this for 2.5 hours. During the car ride home my thoughts were: “Wow do I wish I had an extra AASI exam scorecard that I could have given her.” Throughout the class I was taking mental notes on her teaching. As I drove, I thought about how a couple of teaching tips like building trust, and knowing your demographic combined with her passion for teaching and her knowledge of the subject matter, could make it into a class worth going to. We ended up only attending the first class though because our child was born a couple days later (5 weeks early.) So I never got the chance to write a scorecard for her.

Later this spring I settled on the idea that even though I didn’t get the chance to give my birthing

instructor any feedback at least it would make a good article about taking what we know as snowboard teachers and applying it to something out of the snowboard realm.

So this is how I’ve been keeping my brain sharp and turning the AASI exam scorecard on myself.

My wife and I live on and run a very small farm in southern Vermont. We raise chickens, turkeys, bees, pigs and veggies. With the new addition to our family we decided to bring in an intern for the summer to help with all the jobs and endless projects that come along with farming. She has been super helpful and has great energy so it’s even a little easier for us to get motivated to do extra stuff that we never would have done in the past. Besides all the help I also get to practice my teaching. Here are some lessons that relate very well to snowboarding.

Lesson one. I can’t just say to my intern, “Hey can you get rid of the grass and weeds from around the blue berries.” At the end of the day I went out to inspect the plants, shocked to see that they had been hacked up something fierce and all of this year’s new growth was gone. When I asked her how she weeded them she said smiling “with the weed-whacker.” Trying to smile back, while imagining I was packing her bags for her I said something along the lines of “oh...ok”. But in fact the whacked bushes were my fault because I didn’t teach her “how” I only told her “what”.

Lesson two. We butchered chickens the other day, and my wife and I together make a pretty good team when it comes to teaching people how to kill, pluck, eviscerate, and package a chicken. My wife is very good at explaining solid step by step instructions, while I tend to be a little less focused on the details and try to give more demos as well as making the student do more with less explaining. When our intern was trying to catch a chicken I suggested grabbing the legs and holding the bird upside down. She accomplished that, but the bird was flapping and getting a little crazy. I suggested that she gently hold the birds head straight down, and showed her how I did it with the bird I was holding, an instant calm came over the chicken and a look of great relief came over her face as she tried it with hers. With something like that I could have explained it all I wanted, but she needed to see it and try it for herself before she had ownership. She caught a couple more, and as she got more confident I suggested a couple different things to make it easier, while pointing out how her technique had improved. I couldn’t help but notice that between my wife and I we explained, demonstrated, gave her plenty of practice and gave feedback.

Lesson three. When beekeeping there is lots of little things I do that I always take for granted.

When I brought my intern into the bees for the first time I really wanted to make sure she didn’t miss these small things that make a huge difference when dealing with 60,000 stinging insects. Some of the things that I often take for granted are: where to stand, which hive to open first, where to put parts of the hive as you go through it, and when to smoke the hive. These things and so many more are just automatic, but the reason for them is to keep the beekeeper sting free. So while not kicking the hive over is important, so is not pulling the first frame from the sunny side of the hive. All the little things add up to a good overall experience, which she had.

You don’t have to have an intern to practice teaching, you just need to think about teaching while doing whatever it is you do in the summer and you will start to make the connections. Getting the perfect grill marks on a burger, landing a new skate trick, or just taking the perfect nap in a hammock... even if nobody is around to teach it to, think about it and how you might teach it. When you get back on snow you will be that much more prepared for teaching snowboarding. ■

## AASI/Snowboard Report

By *Ted Fleischer, AASI Advisor*

### National News:

National Standards for LI-LIII Exams were approved and implemented into our Eastern Exam Guide this past season. These are the standards that we tested to this past season and will for the coming season and beyond. Additionally, there is an active group of individuals working on creating a national database of exam questions so that all divisions will have “online” testing capabilities for the written (professional knowledge) portions of the certification exams.

The eastern division will have online testing available for this coming season. Additional information will be available in the early fall *SnowPro*.

### Regional News:

**Exams** - Overall exam pass rates were as follows for 2010/11: 99.71% for LI, 51.67% for LII, 31.25% for LIII. Numbers passing were: 339 for LI, 31 for LII, 5 for LIII. Additionally, next season will see the first year of on-line written exams for AASI.

**Event Schedule** - This season brought several positive changes to our AASI schedule. We offered

new Intro courses to some of our more popular clinics such as Trees and Steeps. We also offered a new three-day "camp" styled format for three of our most popular clinics, Trees, Steeps, and Freestyle. All of these camps met with success and received excellent feedback from the members. We plan to continue these on the 2011/2012 calendar. Offering many of our other clinics at "smaller" resorts didn't have the impact we desired. The number of members signing up for these courses was not as high as expected. Originally the thought was that it would drive interest in AASI at these mountains as well as provide lower travel costs to our members near these mountains. This was in response to members asking for events that were closer to home. However, it seems that many members would prefer to go to a

destination resort when attending AASI clinics than would prefer to be close to home. The Steering Committee suggested including more destination resorts as hosts for these events in the future. As we plan this year's events we will offer a mix of both local and destination resorts on the schedule.

**Droppin' In Clinics** - This has been a very positive program that the board approved funding for the upcoming season. We will offer several of these clinics at various mountains spread across our division. The intent continues to be jazzing up non-members in the hope of driving membership, in addition to continuing to infuse our passion of teaching and riding into instructors who are already members. These clinics are essentially run as a one-day, in-house consult with much of the expense

being covered by the division through the approved action plan funding. Resorts interested in hosting a Droppin' in Clinic can contact the Albany office for more information.

**Eastern Team Tryouts** - We held the Eastern Team tryouts at Stowe Vermont on March 31- April 1, 2011. We selected Brian Donovan from Peek n Peek and Joe Jones from Stowe and Jay Peak as new Eastern Team members. Bonnie Kolber from Stowe and Chris Marcoux from Sunday River were chosen as alternates. As current National Team members, Tommy Morsch and Dave Lynch are already on the Eastern Team. This team will be very active this season as they train and prepare for the May 2012 National Team tryouts. ■

## Adaptive Airtime



## We are ALL Adapting

By Kathy Chandler,  
PSIA-E Adaptive Advisor

**A**s a professional snowsports instructor, how many times have you had a class with a child or adult who you were not able to reach? At the end of the lesson you thought, 'Now why wasn't (s)he was not doing what I said? Didn't (s)he hear me? Didn't (s)he understand that when (s)he puts her feet here, the skis will slide better? Or what came over him/her when we started moving faster and going up the lift? Was (s)he scared? Was the lift too loud? Why wasn't (s)he excited to be going on the lift, its fun.?' Or did you think with this student's behavior, you were not able to control the class and teach them much of anything that day? These are all

questions you should ask when your lessons don't go as planned. Take an inventory. Think about your presentation. And don't rule out a person in the class may have had a disability.

Parents and families learn to live with their kids with disabilities and work hard to make their lives as "normal" as possible. Many parents will not disclose that there is a learning or behavior problem when they sign them up for lessons. If they do, you are lucky and hopefully can address the issue, but more often than not you don't know until you get out there. Then what? What are the red flags that tell you there might be a problem? (S)He won't look you in the eye. New things or places or transitions are difficult, but some of those are difficult for people without any disability as well. Sometimes they will "act out" and be difficult to handle. They may refuse to participate, "shut down; or be belligerent. , There is no one clear cut visible clue, just lots of little signs. We all need to be aware and ready to meet any learning challenges these students have.

Adaptive teaching touches every side of Snowsports instruction. We teach children, alpine, snowboard, Nordic, seniors and it is so clear that we, in Adaptive need to help ALL instructors improve their skills in dealing with people with disabilities in their classes. They are in our classes now. It is estimated that 12% of all children have an Individual

Development Plan (IDP) to guide their educational progress. That is one out of eight (1/8), so by pure statistics, there is a good chance that in your class of 8 students there will be one with a learning or other disability.. Its here, its now and the numbers of people with some special needs that are jumping into "regular" classes is growing.

There will always be a need for Adaptive Programs for those people who need specialized equipment or one on one instruction, but so many of our students could or should be integrated into the regular snowsports school. We need to ensure that there is adequate training and support for all instructors The Adaptive Board of Examiners is reaching out to your alpine/snowboard/nordic/childrens programs. We can train your staff to use some of the tools and tactics that we use to help people learn. It will only help you grow and enlarge your 'bag of tricks'. Inclusion and mainstreaming is the direction of the future. It is the new "normal" and we ALL need to be ready to handle learning challenges. Hire an adaptive clinician for a "Consult Day" or two days for your regular staff and address some of the teaching and learning challenges they are facing. Contact the PSIA-E Office (518-452-6095) to schedule a day or days that work for your school. Stay tuned for additional educational programs from the Adaptive Division that may help you. They are not just for the adaptive sector. ■

## xx-ploring



with loose heels

By Mickey Stone  
PSIA-E Nordic Coordinator

### 2010-11 SEASON IN REVIEW

**What an enjoyable snow year for Nordic members.** When it snows we definitely see more of our Cross-Country membership take events. Our Instructor Training Course, Light Backcountry and our special topic courses were well attended this season. Thanks to all who participated and we look forward to another season of doing the same.

We are seeing more Nordic Adaptive clinics wanted by the membership; we had one with 23 Nordis at Dexter's in NH. This new upcoming discipline has just exploded with inquiries on setting up Nordic Adaptive Programs. A big thanks to Kathy Chandler (Adaptive Coordinator) and Laurie Gullion who lead us in this venue. This season our Cross-Country BOE will participate in some specific training on Developmentally Disabled, Blind and assisted skiing equipment for next season. We look forward to expanding our educational offerings in this growing field. If interested in resort specific events please contact the Nordic Coordinator

This year totals for all Nordic event participation was up 9% from last season which made for a great season. We also showed growth in new members. Nordic skiing continues to be popular.

The Backcountry Education program continues to receive high attendance and high praise after 8 years on the schedule with the Master Teacher Program. We also saw a nice spike in X-Country Nordic event attendance due to an especially good snow year. More X-C areas were open longer and more time for Instructors to think about attending clinics.

Our Off piste, Backcountry, Pro Jams, Rallies, Instructor training courses and our Tele Exams saw excellent attendance. Nordic Education Staff Team training once again was split up into early season and late season, which proves to be the best delivery of training for our staff. A review of event content, standards, teaching creativity and admin were covered in the early season. At our second Norwegian Tele Fling we had 70% of the staff participate in 2 days of training along with 21 members. This proved to be a great time for all. Members enjoyed skiing with different examiners each day and also relished skiing side by side an eastern examiner as one of their group. We will look to continue this tradition for next season

A hearty thank-you to the ND and T/S staff for another well communicated and hard working season during a GREAT snow year. Also, we would like to thank the office staff and Mickey Sullivan for all their support and guidance through the year.

### NATIONAL

Information on the next National team has been shared on a big picture level to date and later this summer the National office will release the specifics on team make up and size.

Congratulations to Mark Lacey and Mike Beagan for making our Eastern Demo Team and myself as the coach. We are all looking forward to the experience and trying to get Eastern representation on the National team in 2012.

### Telemark Teaching DVD and You Tube Website Posting

Finally the Telemark Teaching DVD/Website is done we are currently researching to place it on You Tube for all members to view and utilize as a teaching aid. Great job done by the Nordic BOE, Mike Beagan and Mickey Stone on this project.

For the first time an educational material will be on the Nordic portion of our PSIA-E website with a link to You Tube and you can view it directly in three sections; beginner, intermediate and advanced. By September 15 there will be an article, stills and the links up on our website. We look forward to your feedback and thank the Board of Directors for their support and the office staff for their expertise in making it available for our members at any time. We also will be selling hard copies, DVDs at events and through the office.

### Staff

Rejoining our education staff is Dave McGraw, former Nordic Examiner. Dave has been a Nordic Coach for Holderness Private School, he has skied in North America and Australia for over 15 consecutive years, is a math teacher, orienteer and long distance runner. Welcome back Dave.

The Board of Directors also confirmed the elevations of Keith Rodney and Karen Dalury to our Telemark Development Team and Jay Nation to our DCL Staff. Congrats to all on a job well done.

Thanks for all you do, enjoy the summer and soon we will be back together sliding and enjoying the winter wonderland. We appreciate your support and attendance! ■

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education foundation news

## \$15,000 in PSIA-E/EF Scholarships Available for All Disciplines

**Don't miss out on this valuable member educational benefit!**

*By Dave Welch, PSIA-E Board Secretary,  
Scholarship Review Committee Chairperson  
and Michael Mendrick, Executive Director*

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

In an effort to expand the reach of our scholarship program, at the fall 2009 Board meeting a new policy was passed opening up scholarships to any member in good standing (previously you needed to be a member in good standing for at least three years). You still need to meet the requirements of the specific fund for which you apply. All scholarship applications are reviewed and awarded by the Scholarship Review Committee, which is made up of PSIA-E Board of Director members. Following are the different types of scholarships available:

### Membership Scholarship

The Membership Scholarship is open to members of all disciplines and certification status. This scholarship can be used for all PSIA-E, PSIA, and AASI educational and certification events. Thanks to the generous support of sponsors and members via donations of items and dollars for our "super raffles" each season, this fund now has a balance of nearly \$30,000. One-third of that balance (approximately \$9,800) is available for scholarships this coming season. This fund has increased available scholarships more than four-fold from just \$1,600 in 2003 and can now support up to 65 scholarships each season (based on an average of \$150 each).

### Terry Fund Scholarship

The Terry Fund Scholarship is designated for members of all disciplines with at least a Level 1 certification status who desire to further their education in the area of snowsports instruction for children. This includes all PSIA-E, PSIA, and AASI educational events that specialize in children snowsports issues. Approximately \$750 is available for awarding from this fund in 2011-12.

### James Leader Memorial Scholarship

The James Leader Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in snowsports

instruction. Applicants must be a member of PSIA – Eastern, with first priority given to employees of the Killington Snowsport School. Second priority will be given to members from Region 2 (Vermont), and the remainder available to all members of PSIA – Eastern. The James Leader Memorial Scholarship has a separate application form and different criteria from other scholarships (e.g. member at least one year, requires a letter from your snowsports school). \$1,000 is available for awarding each season. To obtain a copy of the criteria and an application form, please visit the PSIA-E website at [www.psia-e.org](http://www.psia-e.org).

### CE Burbridge Memorial Scholarship

The CE Burbridge Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in adaptive snowsports instruction. This includes all PSIA-E, PSIA, and AASI educational events that specialize in adaptive snowsport issues. The fund supports both the subsidy of Adaptive consulting programs and \$500 in individual scholarships each season.

Board of Examiners/Development Team/Divisional Clinic Leader Scholarship

This scholarship is open to any member of the Board of Examiners, Development Team or the Divisional Clinic Leader squad. This scholarship is designed to help individuals in these groups to expand their knowledge and skills beyond regular training sessions, or to gain expertise in another discipline/specialty. This scholarship allows members of these groups to serve and educate PSIA-E members more effectively. Approximately \$2,700 is available for awarding this season.

### Announcing the William Hetrick Editorial Scholarship

The William Hetrick Editorial Scholarship was created by the PSIA-E Education Foundation Board of Directors in June of 2011 to provide a long-term legacy for Bill Hetrick and recognize his passion for both snowsports and writing about snowsports and the mountain experience. It will be an annual program that awards five (5) scholarships in the amount of \$200 in education "dollars" that recipients may use to register for PSIA-AASI education events. The scholarships will be awarded to contributors to the *SnowPro* and judged by an editorial review group that will read and evaluate submissions made to the Your Turn and Guest Editorial sections of the *SnowPro* each season. It is the hope of the Board that this scholarship encourages members to contribute articles and editorial pieces to the *SnowPro* via the Your Turn and Guest Editorial sections and to reward them with professional development funding to continue their professional and personal growth. 2011-12 will be the first submission and review season with scholarship awards beginning in 2012-13. All Your Turn and Guest Editorial submissions in 2011-12 will automatically be entered into consideration for the following season.

### How to Apply

For all funds, eligible members can obtain a scholarship application by calling the PSIA-E office at 518-452-6095, or visiting the PSIA-E web site at: [www.psia-e.org](http://www.psia-e.org). You will find information on the scholarships under the "Member Services" heading and "Eastern Benefits" tab.

Complete the entire application and mail or fax it to the PSIA-E office, post-marked no later than Friday, September 30, 2011. If you fax your application, please call to confirm receipt. The PSIA-E fax number is 518-452-6099.

The Scholarship Committee will review and evaluate applications at the October 15-16, 2011 Board of Directors meeting. Applicants will be notified of the committee's decision by mail, in early November.

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

*continued next page*

following attendance at the event. Scholarship awards may be for partial or full event fee of an event. Please be aware that the number of applications always exceeds the available funding, so not all applicants can be awarded a scholarship.

Applicants who are awarded a scholarship are encouraged to write an article relative to their event experience, or to relate how information gained from the

event is being utilized. Submit the article, by e-mail if possible, to the PSIA-E office at: (psia-e@psia-e.org). Articles should be submitted within a month of the scholarship event, if possible. A limited number of scholarship articles will be selected for publication in the *SnowPro* newsletter.

Thank you for your interest in continuing your snowsports education, and good luck! ■

## 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 through the annual dues "add-on" program. 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!

Mr Ronald E. Adinolfi	Robert J. Deutsch	Patricia King	James Polinchok
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William Deriscavage	Joseph Kennedy	George B. Phalen	Sander Zangardi
		JoAnn Pietro	Roger Zilliox

# Team Elevations

Congratulations to our current AASI and PSIA-E education staff members that were elevated to new positions! The following elevations were approved at the June 2011 board meeting.

## AASI Examiner

Burleigh Sunflower

## Alpine Examiners

Chris Ericson  
Brian McVicker  
Tom Riford  
Gail Setlock  
Ken Sauer

## Nordic Examiners

Dave McGraw (reinstated)

# Congratulations

# More successful certification exam news

The following members also passed certification exams and were not included in the spring issue of *SnowPro*. Congratulations to all!

## Alpine Level II Certification

Martin R. Chenery  
Martyn Court  
Norman Galbraith  
Jan Hrkal  
Kenneth King  
Martin Machacek  
Andrew Merriken  
Gregory Price  
Andrew J. Scott  
Jocelyn Trayler-Clarke  
Lygia Uchoa

## Snowboard Level II Certification

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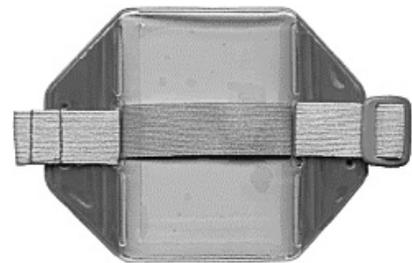
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AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS  
**EASTERN DIVISION**



Policies and Rates, Fiscal Year:  
July 1, 2011 – June 30, 2012

### Closing and Issuance Schedule (Published five times per year)

<u>ISSUE</u>	<u>AD CLOSING</u>	<u>DISTRIBUTION DATE</u>
Summer	June 24, 2011	Mid July
Early Fall*	August 19, 2011	Mid September
Fall*	October 14, 2011	Early November
Winter	December 16, 2011	Early February
Spring	April 13, 2012	Early May

\*Includes PSIA-E / AASI event schedule.

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	PSIA / AASI Officials	Officials of other PSIA Divisions
	News media / Ski Writers	Other ski industry organizations

The average size of each issue is 40 pages. The average circulation of each issue is 11,500.

### **CLASSIFIED ADVERTISING POLICIES:**

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

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1/8 pg	\$125	\$ 31	2.5" x 3.75"
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1/4 pg	\$225	\$ 56	3.75" x 5.0" or 2.5" x 7.5"
1/3 pg	\$295	\$ 74	2.5" x 10.0" or 5.0" x 5.0" or 7.5" x 3.25"
1/2 pg	\$425	\$106	7.5" x 5.0" or 3.75" x 10.0"
2/3 pg	\$550	\$138	5.0" x 10.0" or 7.5" x 6.63"
3/4 pg	\$600	\$150	7.5" x 7.5"
Full	\$750	\$188	7.5" x 10.0"

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2011-2012  
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**Mail or fax to: PSIA-E/AASI, 1-A Lincoln Ave, Albany, NY 12205 Fax# (518) 452-6099**  
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Circle one Western Northwest Rocky Mountain Northern Rocky Mountain

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Circle one

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Street/Box  
Check box if a change   
City State Zip

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

**EVENT:** \_\_\_\_\_ Event Name Event Location Event Date **Alpine / Adaptive**  
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 MasterCard **or**  Visa

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Date Proc _____
Auth # _____
Initials _____

<p>_____ - _____ - _____</p> <p><b>Exp. Date:</b> _____ <b>Signed</b> _____</p>
---

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 .....\$10.00  
During the week prior to original event (notice no later than 4:30 PM on last business day before event).....40 % of fee

**NOTE: Transfers to another event must be before the three week deadline of that event.**

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

**CANCELLATIONS:** Up to one week prior to event .....\$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.

# On-Any-Gear JUMPING EVENT at Lake Placid, NY

Wednesday and Thursday, September 7 & 8, 2011

FEATURE EVENTS					\$220
Num.	Event	Dates	Location	Deadline	
002	Jumping Event	Sept 7-8, 2011	Lake Placid Jumping Complex	08/19/11	

**To Register:** Please visit the website ([www.psia-e.org](http://www.psia-e.org)) for an event application, fill it out and submit by the deadline of August 19, 2011. The cost is \$220 for PSIA-E/AASI members; \$245 for non-members. **Non-members, Registered and Level I Members must interview with Mickey Stone prior to registering.** Please e-mail him at: [cpage3@aol.com](mailto:cpage3@aol.com). Applicants must be 16 years of age or above to participate. This event can be used for update credit for any discipline. Price includes coaching by PSIA-E/AASI Education Staff and ORDA coaches, trampoline usage, facility storage, pool fees, and handouts.

Fax your completed application to 518-452-6099 or...

Mail your completed application to 1A Lincoln Avenue, Albany, NY 12205

**Location:** The jumping complex is located just east of Lake Placid, NY, on route 73. Approaching from 73 west, the pools and jumps are on your left. Meet at the Complex Gate house, which is just above the pools, at 8:15am each day. You can't miss it - just drive to the base of the 90-meter jump.

**Lodging:** There is plenty of lodging nearby; go to "Lake Placid Lodging" on the web where you'll find a lot of places to suit your style and wallet.

**Schedule:** Training Time period will be 9am-4pm each day, with a 1-hr lunch break. Feel free to bring lunch. There is a snack bar with lunch at the pools, and it is a short drive to town.

**Snowboarders:** You must be at least AASI Level II. If you have participated in the past events, and are not Level II but could negotiate the ramp-sliding portion effectively, please contact Mickey Stone via e-mail at: [cpage3@aol.com](mailto:cpage3@aol.com). Wrist guards, kneepads and full clothing from head to toe is required for your safety.

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

**For the pool you will need:**

- Boots that can get wet for Telemark, Snowboard or Alpine.
- Skis or boards, preferably short, 150-175 cm. It works best with less shaped skis. So your straightest, shortest pair would be the best.

- Helmet a must. A Pro Tec or ski helmet preferred; no bike helmets because you need some type of soft or hard earflap in case you don't quite land right in the water. Strap must be worn.
- PFD approved personal flotation device; not a seat cushion over your shoulders.
- Mouthguard found at any sports store (Play it Again, etc). One you put in hot water and form to your mouth.
- Optional
- Wet suit, shorty, Lycra suits, etc. Whatever you will be comfortable in during the temperature of the day. The water is not heated; it is in the cool 70s.
  - Towels, sunscreen and cameras or video.

**Schedule:**

**Day 1**

- 8:15-8:45 Meeting/Organization/Handouts/Waivers
- 8:45-Noon Framing Safety and Training Groups
  - \* Warm-up flexibilities
  - \* Trampoline etiquette and instruction
  - \* Landing/turning/twisting/height
  - \* Advanced moves for those with past training
  - \* Viewing National Teams who are there

Lunch

- 1:00-4:00 Afternoon Gear prep/ Waxing/Safety on jumps/Into the water
  - \* Approach/Take-off/Maneuver/Landing
  - \* Adding tricks

**Day 2**

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

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



# In Memoriam

**William (Bill) L. Hetrick**, 74, of State College, PA, passed away on Friday, May 6, 2011 at Mount Nittany Medical Center.

Born on May 10, 1936, in Johnstown, PA, he was the son of the late Vincent L. and Edith Hetrick.

Surviving him are his wife and best friend, Norma and two daughters and their husbands, Deborah and Edward Molin of Pacific Grove, CA and Cheryl and Thomas Gallagher of Boalsburg, PA. Also surviving him is a granddaughter, Lauren Amanda Molin. Lauren was a joy in his life. He and Lauren enjoyed many happy and memorable times together. He also loved his grand-dogs, Abby Marie Gallagher and Lexie Molin.

Bill is also survived by a sister and her husband, Linda and Gabe Zippilli of Martinsburg, WV and a sister-in-law Marjorie Hetrick, wife of Vincent F., of Johnstown, PA, who preceded Bill in death. In addition, many loving nieces and nephews live throughout the country. Jim and Cathy Polinchok of Port Matilda, PA are an extension of Bill's family as well.

Bill received his undergraduate and graduate degrees from Penn State University and was a lifetime member of the alumni association. He retired from Penn State with 30 years of service. Most of his work years with Penn State were spent as an administrator with the Office of Physical Plant. During his years at Penn State he hired and mentored many young professionals. Besides spending time with his family, Bill enjoyed hunting, fly fishing and spending time at the beach in Sea Isle City, NJ. His primary passion was his lifelong involvement in the Professional Ski Instructors Association (PSIA). His association with PSIA began in 1970. Bill and Norma received the highest honor of the PSIA when they were acknowledged for their decades of service and dedication by being awarded National and Eastern Division Life Memberships; surely this was one of Bill's proudest moments

**James Patten Hyde** of West Dover, VT, affectionately known by many as "Pat" passed away due to complications that arose during heart surgery at Albany Medical Center in Albany NY on June 4th, 2011. Pat had been a PSIA-E member since 1976 and had achieved both his Level II and Master Teacher Certifications in alpine ski teaching.

Pat was an integral part of the Ski and Snowboard School at Mount Snow, beginning his Ski Instructing career in 1973. For many years he was the supervisor for the Sundance Base Area, which specializes in teaching our group business how to learn to ski or ride. Pat was "The face" of Mount Snow" as he often acted as the greeter and then guide to get many groups through the ticketing and rental process and then got them out the door and into their lesson groups. Always with a smile and that big booming voice that could cut through the hum of the base lodge activity. Pat guided easily 100,000 or more folks through their first experience at Mount Snow and he always made each group feel like they were getting special treatment, but it was Pat that was special in so many ways as the consummate ski teaching professional and mentor to many new instructors through the years

Pat was addicted to education, for himself and others. He held various degrees from Mitchell College, East Stroudsburg University, and Ryder College. Pat was always lurking around ski school clinics and in particular, enjoyed Mount Snow's Boot Works Bootfitting shop where he would observe Nick Blaylock's skills and was always good for at least a few questions. Pat was also one of the founding board members and President of the William Y. Cooper foundation at Mount Snow, which grants financial aid to coaches and instructors who need some help to attend education events to make them better.

Pat cherished time on the hill with his family, each New Year's morning was set aside for the famous "Hyde Family Ski", where four generations of his family would take some runs together and just enjoy being together. Not usually the first guy down the hill Pat would often ask "what's your hurry? You gotta slow down and enjoy this great snow".

Pat leaves a legacy of passionate skiers and ski teachers as he is survived by his wife Barbara, also a long time ski pro at Mount Snow and avid Master Teacher and PSIA educational event participant. His two daughters and their husbands, Becky and Paul Miles of Waterford, NY (Becky is also a ski teacher at Mount Snow and Paul is a Freestyle Coach). Sarah and Doug Daniels (Sarah taught for many years and Doug is a manager at Mount Snow and a PSIA-E Examiner). Pat was also Grandfather to three nationally ranked freestyle skiers, Nick, Abby and Hannah Miles and future Freeskier, Cooper Daniels.

Like many ski and snowboard schools, Mount Snow's has a sense of family to it and without a doubt, Pat was our patriarch, He will be deeply missed and always remembered as a teacher, mentor and friend. We will miss you dad.

*Submitted by Doug Daniels  
Loving son (in-law)*

**Steven A. Rubin**, 50 years of age, of Glastonbury, formerly of Hamden, CT, died early Thursday (January 6, 2011) following a brief but courageous battle with cancer. With family at his side, he passed peacefully leaving behind his beloved wife April S. Reitman, formerly of West Hartford, CT and son Jacob "Jake" Scott Rubin, an 8th grader at Smith Middle School. Steve is also survived by three brothers: Arnie Kamrin of Los Altos, CA, Louis Rubin of Cross Hill, SC and his wife Robin, and Larry Rubin of Southington, CT; as well as his father Allan Rubin and wife Carol of Hamden, CT. Steve was predeceased by his mother Elaine Michel of Palm Beach Gardens, FL. Steve, a natural teacher, took to the fields of Glastonbury to coach lacrosse and football and will be well-remembered by the youth and coaches who shared the love of the game and his kinship by the other parents who will continue to feel his presence each time Jake stands in front of the net defending the goal. Steven was a member of the Army National Guard and earned his PSIA Alpine Level 2 certification. Earning a B.S. degree in Chemistry from SCSU, Steve went on to achieve a life-long dream of starting his own company, Complete Solutions Technology, Steven was a member of the Army National Guard HHC 1-102. Earning a B.S. degree in Chemistry from Southern Connecticut State University, Steve, the perpetual idea man, went on to achieve a life-long dream of starting his own company and was able to enjoy spending his days with his wife April who has been his best friend for the past 20 years.

**Daniel E. Grant**, 84, passed away Memorial Day at home after a very courageous battle with cancer.

Dan was born Jan. 28, 1927 in Melrose Mass. to Ernest and Katherine Grant. As a senior he left school to join the Navy and served as a helmsman until the war was over. He then came up to Bridgton Academy for a post graduate degree and to play another year of hockey.

By the winter of 1951, he was head of the ski patrol at Thorn Mountain in Jackson, where he met his soon to be wife, Nancy Taylor. In September they married and traveled to Sun Valley for the winter, where Nancy had been in the Olympic tryouts the winter before. Dan's life was then devoted to the ski industry. He began teaching for Hannes Schneider at Cranmore, then directed the Wildcat ski school for many years, ending back at Cranmore for the next 40 years. Summers were enjoyed in Kennebunkport where he was assistant dock-master for many years and where they spent time on their boat "freestyle."

This March, Danny was awarded the prestigious 50 year membership of the Professional Ski Instructors of America with a heartfelt thanks for all that he has contributed to the sport of skiing.

Danny leaves his wife of 60 year in September, Nancy; his loving daughter, Kathy, good friend and son-in-law, Arnie Beveridge and their boys, Cooper and Boden; grandson, Daniel Taylor Grant; granddaughter, Kimberly Grant; great grandson, Tristyn. Dan and Nancy were predeceased by their son, Danny, almost 25 years ago. He is still dearly missed.

Donations may be made to the Danny Grant Ski Foundations and mailed to P.O. Box 268, North Conway, NH, 03860. ■



now online at [www.psia-e.org](http://www.psia-e.org)

## The new Children's Specialist "CS" experience

By Steve McGrath (with an assist from Corey McGrath)  
Mount Sunapee Learning Center  
PSIA –E Children's Committee Region 1A3, SB1, CS2.

Looking for a new challenge? Do you work with children? Of course that is a rhetorical question as we all do. Have you thought about the new CS1 and 2 experience? Duh, have you heard about the new experience, if not let me help you out.

Nationally children's education in snowsports accounts for 69 % of all of the snowsports school business. At my resort Mt Sunapee it is 79 % of the business. In part due to the demand for quality children's educators, PSIA has put in place 2 new national certificate programs called Children's Specialist 1, and Children's Specialist 2. These are not exams. They are instead certificate programs, and yes, they are evaluative but they are a bit different than your Level 1, 2 and 3 exam.

Just how are they different? First they are national in scope (the content of them is the same from division to division) and they can be taken in any division. I took my CS 1 at Ski Windham, and my CS 2 at Jackson Hole but more on that latter. The process is also similar, both have a workbook that must be completed prior to attending the course and both have an on the hill portion that is spread out over two or three days or some combination thereof.

Ready to jump in; want to hear more? Here is my journey from CS 1 to CS 2 in one season. First, I went to the Eastern division website found the event and downloaded the 15 page workbook for CS1. After I reread all my children's reading materials, I answered all the questions, both short answer and true false as well as matching and fill in the blanks. At the CS1 course at Ski Windham, with completed workbook in hand, I met up with 15 other candidates and the two course conductors, Alison Clayton Cummings and Lisa Gouwens. We split into 2 groups, mixing levels 1 through 3 of certification, and skied together for 2 days. Peers reviewed and corrected our workbooks with a mandatory passing grade of 80% .On the hill, participation was required, and we all lead the group for a short time and did an on hill presentation on a children's topic drawn from a hat. We needed to be prepared to discuss and have a strong understanding of the CAP model, Multiple Intelligences, Maslow's Hierarchy of Needs, Kohlberg's Ideas, Piaget's Stages, PDAS, learning styles, teaching styles, VAK, and of course the real and ideal movements of kids, I think you are getting the idea. We had to be familiar with a lot of information, apply it to kids ages 3-18 in the snowsports environment up to level 5 skiers or riders. We moved and skied a lot especially on day one, worked together as group and had a great experience.

I wish I could say that everyone met the certificate requirements, but that was not the case. There is an evaluative part to the process, while I am sure all had a positive learning experience some did not achieve CS 1.

Now, on with my quest for CS2, as they can be taken in the same season. A number of variables aligned for my CS2 in the Intermountain division. My son was teaching at Grand Targhee, I had some vacation time, and Intermountain was offering a CS 2 at Jackson Hole Wyoming 2/28-3/1. Again, I started on the Intermountain website, downloading a 36 page workbook and saw that they required a 1000 word essay on a children's teaching experience where I played a role. I redid my reading, read more, worked on the workbook and essay and made the deadline of getting them turned into my evaluator, Rich Mc Laughlin from Intermountain, two weeks BEFORE the course. The day of the event I met Rich and the two other participants (yes, we were a tight bunch of four). Two of us were on snowboards, Rich and a candidate, as CS 1 and 2 are OAG (on any gear). Day one we skied and rode all over Jackson Hole. For CS 2 you need to be Level 2 or 3 and MUST be comfortable teaching children of all ages on all terrain to level 9. While the content of the course is similar to CS1 the level of understanding and application is, as you would expect, much higher. Day one we rode, skied, discussed, and applied all of the content that I covered in CS 1 but much more in depth. We even were given the option to drop into Corbet's Couloir (Jackson Hole's signature steep, intimidating run). I passed on that. Day two we, the candidates, ran the group. We each did a 30-45 minute indoor presentation, I drew "Pros and Cons of Helmets for Children" and then a 30 -45 minute on the hill clinic. For the on-hill clinic I drew Movement Analysis and the CAP model, and my target clinic group was Level 1 and 2 new hires that did not have a lot of experience teaching children.

Well, that was my quest, and I hope that I have whetted your appetite to begin yours. With the direction that the ski industry is going, the issues that we face, and the resources that we have, we are in a great position with these certificate courses to be in the forefront of children's education, not just in snowsports but in other sports as well. While the process looks daunting, it is really only recording and applying what we as good children's educators do every day, TEACH KIDS.

Oh yeah the outcome, well let's just say that I was the first CS 2 from PSIA –E, as PSIA-E did not have a CS 2 exam until three weeks later. ■

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



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.

# The Evolution of a Ski Instructor

By Jack Farrell  
PSIA Alpine Level II

Four and a half years ago I walked into the base lodge at Sugarloaf, Maine in early November. I was killing time, looking around to see what was new for the upcoming season, checking out the new gear in the ski shop. As I passed by the Ski School desk, Mountain Experience Director, Bob Tripi walked out of the rear office. On an impulse, I walked up and asked him what it took to be a ski instructor. Instead of answering the question, he invited me into the office and we talked for a while. An hour later I was signed up for orientation on the next day. A couple of weeks later I had my jacket and was registered as a member of PSIA.

The first few weeks were pretty rough. There were regular clinics with staff trainers. My ego was taking a huge beating and it hurt. I had thought I was a pretty good skier, but I was quickly learning that I had a lot to work on, and it was difficult at first to take the criticism that flowed freely from well-meaning trainers: How about getting some movement out of those ankles? Try to open up your stance a little more. Don't tip your shoulder into the hill like that. Get your hips up over your feet. Suck up that outside leg when the turn is completed. It was way too much to think about. At the end of the first two weeks, I was getting tired of it. My head was spinning with too much information. My skiing was ragged and confused. I doubted myself, and started to wish that I had never signed up for this.

And then one Sunday morning I skied in a training group with our top trainer. There was a lot of skiing that morning, and not much talking. But what he did say made a lot of sense. He prefaced every suggestion with a bit of praise or encouragement. I could feel things beginning to change in my skiing. He told Bob later that I skied badly really well. That backhanded compliment said a lot, and it renewed my hope. I decided to keep showing up.

The first time I stood in front of a class I felt like an impostor, certain that I'd be exposed as soon as I began to speak. But I managed to get through the first few classes of struggling greens and never-ever's without too much embarrassment. Some of the students even thanked me. I started to loosen up a little.

And then came the day in late January when I was assigned to a Blue group. I was gripped with fear. They'll know right away that I'm a fraud, I thought. What was I going to talk about? Turn shape, they told me. And balance. Look at the way they stand in their skis. Watch how they start the turns. Ski more, talk less. Get them to tell you about themselves. Find something you like about their skiing and focus on that. And keep them moving. You'll be fine.

Are you nuts, I thought? An hour and a half lesson with decent skiers, and that's it? But as I look back on it I can see that my new friends had already given me all I needed. So I talked a little about balance, stance and turn shape, of course. We talked about the snow, looked around at the mountains and the sky. We skied a lot. I mentioned the things I liked about their skiing. They were actually skiing better at the end, and they knew it. I was on my way.

As that season progressed, and through the ones that followed, my confidence grew with every clinic I lead. When I got in a bind and ran out of ideas, there was always someone on the staff to help out with an exercise to try, or a new approach to a problem. Instead of holding back, long time veterans gave freely of their experience and shared many of their tricks. I started to really enjoy myself. The more I learned about teaching, the more I wanted to get in front of a class and see what could be done.

As a result of this experience I have discovered a whole set of skills that I

didn't even know I had, and now I am applying them to other areas of my life as well. That's probably what motivated me at the beginning. The hidden benefit, which I didn't expect at all when I started, is what all of this has done for my own skiing. The frustration that started in the early clinics was the beginning of a wonderful process of discovery which has me skiing better and better every year, and enjoying the sport more than ever.

As we start to think about a new ski season, let's be grateful for the veteran coaches everywhere who share their knowledge, and help new recruits grow into good teachers. Here's to Bob who took a chance on me, and to Earl and Gary and Beau and Lee and Fred and Terry and Rocky and Tom and Roland and Marie and Harold and Coach and both Linda's- and everyone else who helped me out along the way. And here's especially to Peter Howard, who went on to help me stop skiing badly really well.

To this year's new crop of budding ski teachers who have no idea what may be about to happen to them: I hope you all find the satisfaction and personal growth I have found in this work. Find some good mentors, and stick with it. It will be worth the effort in more ways than you can know.

Bob Tripi never did tell me what it takes to be a ski instructor, but he sure showed me. ■

## OOPS!

### Haven't paid your dues yet?

The easiest way to renew your membership is online at [www.thesnowpros.org](http://www.thesnowpros.org). Your member number is both your log in name and password (unless you have recently changed your password).

You can also pay your dues by mailing a check with your dues renewal to the Albany office at:

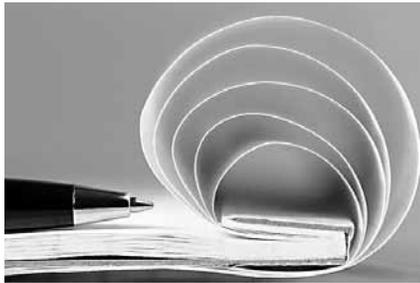
PSIA-E/AASI  
1-A Lincoln Ave  
Albany, NY 12205

Or, fax your dues renewal with credit card information to (518) 452-6099.

Be sure to renew ASAP, and take advantage of all your PSIA/AASI benefits!

If you have questions about your bill, please call the office at (518) 452-6095.

Watch for the event schedule to be posted at [www.psia-e.org](http://www.psia-e.org) by the beginning of September, or in the Early Fall *SnowPro* Newsletter.



## Upcoming *SnowPro* Copy Deadlines

If you are submitting articles, information or ads for the *SnowPro* please note the following deadlines for upcoming issues:

**Early Fall 2011: August 26, 2011**  
**Fall 2011: October 21, 2011**

## Writing Guidelines

General member submissions to the *SnowPro* should not exceed 1,000 words and should be sent to [psia-e@psia-e.org](mailto:psia-e@psia-e.org) as a MS Word document attachment. Please see additional guidelines on page 2 of this issue under General Information. Thank you! ■

# Find your Dream Job Today

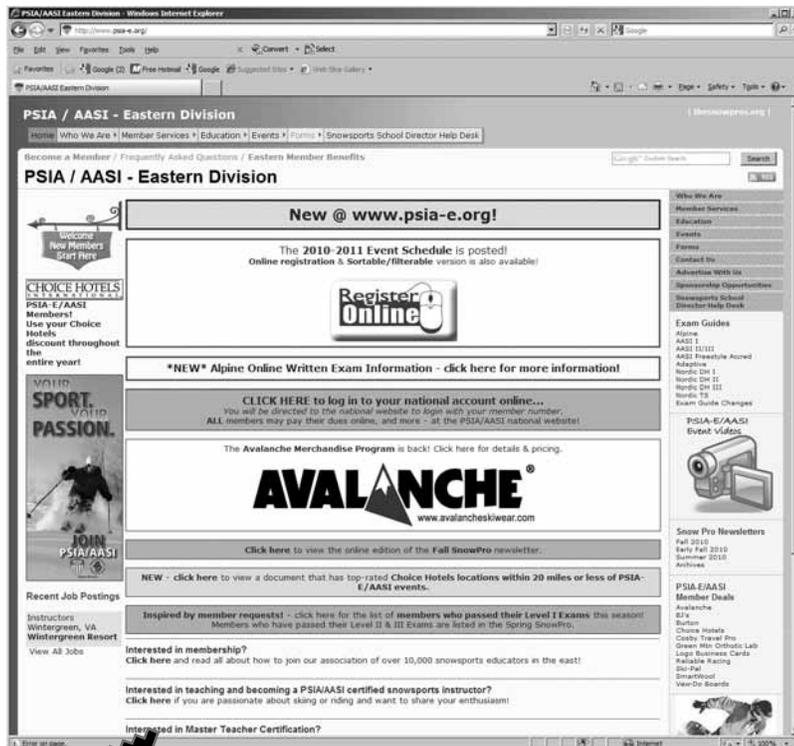


## AT THE PSIA-E EMPLOYMENT CENTER



The Employment Center is now on-line on our Eastern Division website at [www.psia-e.org](http://www.psia-e.org)

# [www.psia-e.org](http://www.psia-e.org)





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

**Alpine Snow Pro Jam - Alpine Master's Academy  
December 12-16, 2011 – Killington, VT**

**Alpine Snow Pro Jam & Master's Academy applications MUST BE MAILED**  
(postmark date is required for processing applications)

Note: The standard event application should be used for Tele Snow Pro Jam and will be accepted anytime – cost is \$340

**PSIA-E/AASI, 1-A Lincoln Avenue, Albany, NY 12205**

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

**Application will NOT be accepted prior to September 19<sup>th</sup> postmark date.**

Member No: \_\_\_\_\_  Primary Discipline/Level: \_\_\_\_\_ / \_\_\_\_\_ Date of Birth: \_\_\_\_\_

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

ADDRESS: \_\_\_\_\_ Street/Box \_\_\_\_\_

Check box if a change  \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

HOME PHONE: (\_\_\_\_) \_\_\_\_\_ WORK PHONE: (\_\_\_\_) \_\_\_\_\_ CELL PHONE: (\_\_\_\_) \_\_\_\_\_

E-mail address: \_\_\_\_\_

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

<p><b>OR, Please charge to my:</b> MasterCard <input type="checkbox"/> or Visa <input type="checkbox"/> \$ Amount _____</p> <p>_____</p> <p>Exp. Date _____ Signed _____</p>
--

**ONE APPLICATION PER PERSON PLEASE**

**Snow Pro Jam – Registered & Level I Members**

Snow Pro Jam Cost - \$429 - Please select **one** option below:

- |  |  |
|--|--|
| _____ General Skiing Improvement         | _____ Senior Program (for ages 55+)        |
| _____ Level II Exam Prep – Part 1 Skiing | _____ Level II Exam Prep – Part 2 Teaching |
| _____ Race Program                       | _____ With Established Group _____         |

EXAMINER NAME

**Snow Pro Jam – Level II Members**

Snow Pro Jam Cost - \$429 - Please select **one** option below:

- |   |   |
|---|---|
| _____ General Skiing Improvement          | _____ Senior Program (for ages 55+)         |
| _____ Level III Exam Prep – Part 1 Skiing | _____ Level III Exam Prep – Part 2 Teaching |
| _____ Race Program                        | _____ With Established Group _____          |

EXAMINER NAME

**Masters Academy – Level III Members Only**

Masters Academy Cost - \$489 - Please select **one** option below:

- |                              |                                     |
|------------------------------|-------------------------------------|
| _____ Skill Improvement      | _____ Senior Program (for ages 55+) |
| _____ With Established Group |                                     |

**Guest Banquet Ticket - Available on a limited basis at \$40**

*If paying by check, please submit separate checks for guest banquet tickets and event application.*

Guest Name: \_\_\_\_\_

PLEASE REFER TO THE PSIA-E / AASI WEBSITE FOR ADMINISTRATIVE CHARGES  
[WWW.PSIA-E.ORG](http://WWW.PSIA-E.ORG)



Professional Ski Instructors of America  
Eastern/Education Foundation  
1-A Lincoln Avenue  
Albany, NY 12205-4900  
Phone: 518-452-6095

NON-PROFIT  
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Albany, NY  
Permit No. 249

## Time Valued Material

# 2011 Snow Pro Jam – Masters Academy Registration Info

The 2011 Snow Pro Jam and Masters Academy will be held December 12th – 16th at Killington, Vermont. We will begin to accept applications on Monday, September 19, 2011. Applications must be postmarked September 19th or later. No applications postmarked prior to September 19, 2011 will be accepted. Registration guidelines are listed below:

Note: The standard event application should be used for Nordic Snow Pro Jam and will be accepted anytime.

### **ALPINE SNOW PRO JAM - Registration Information Registered, Level I and Level II members ONLY!**

- The event fee for the Alpine Snow Pro Jam is \$429 (same as 2010) and limited to 350 participants.
- Complete the Snow Pro Jam - Masters Academy Application in this issue
- No faxed applications will be accepted.
- Applications may not be hand delivered to the office.
- There may be only two applications per envelope and only one application per member.
- If a credit card is declined, that member must overnight a money order for the amount of the event fee or that spot will be given to the next member.
- The first 350 applications received (in order of postmark) will be admitted to the event. All remaining applications will be processed on a first come, first served basis based on postmark and availability.
- Applications will be accepted through the November 23rd deadline.

### **Alpine MASTERS ACADEMY - Registration Information Level III members ONLY!**

- The event fee for the Masters Academy is \$489 and limited to 70 participants.
- Complete the Snow Pro Jam - Masters Academy Application in this issue
- No faxed applications will be accepted.

- Applications may not be hand delivered to the office.
- There may be only two applications per envelope and only one application per member.
- If a credit card is declined, that member must overnight a money order for the amount of the event fee or that spot will be given to the next member.
- The first 70 applications received (in order of postmark) will be admitted to the event. All remaining applications will be processed on a first come, first served basis based on postmark and availability.
- Applications will be accepted through the November 23rd deadline.

PLEASE do not call the office to see if your application was received. A separate file is made for each day of the application period. As an example, all mail received with a postmark of September 19th is placed in the appropriate file in the order of postmark (even if it is not delivered until a week or so later). Confirmation cards will be sent via e-mail in mid-October.

### **Regarding guests for the Snow Pro Jam & Masters Academy:**

- A Guest Package will continue to be offered through the Killington Snowsports School. Guests need to register directly with Killington for the five-day lift ticket and five, daily two-hour (AM) lesson package with a maximum group size of five. There will be no limit to the number of guests who may take advantage of this option. Cost of the package is \$235 and does NOT include a banquet ticket. Sign up by calling Killington Snowsports School at 1-800-923-9444 after October 10, 2011. Please identify yourself as a PSIA-E Pro Jam guest.
- There will also be a select number of banquet tickets reserved for guests. Any member wishing to bring a guest to the banquet should include the guest name and payment on their application where indicated. Payment of \$40 must be included with the application and there will be absolutely NO refunds given once payment has been accepted. If paying by check please use two separate checks; one for the event registration and one for the guest banquet ticket. ■