

A Historic Season for Education Foundation Scholarship Awards

Record number of awards and money granted to assist members in the most challenging of seasons

By Michael J. Mendrick, CEO

I am happy to report that for the first time in our history we were able to award 100% of eligible Eastern member scholarship applicants with scholarship assistance for 2020-21! Members were eligible for awards if they are in good standing, did not receive and use awards last season and were applying for on-hill events this season)

In total, a record \$26,085 was awarded to the 237 applicants for an average of \$111 each. The 237 awards was also an all-time high and, for the first time ever, 100% of eligible members that applied for funds received scholarship assistance.

This included the following:

Phase 1 (applications by November 2, 2020)

- 102 awards for \$10,265 from the general Member Scholarship Fund
- 70 awards for \$7,550 (\$5,700 designated plus \$1,850 additional from Member Scholarships) from the “NextCore Next Steps” segment of the Member Scholarship Fund
- 12 awards for \$1,050 from the Terry Fund to support Children’s Snowsports Education
- 9 awards for \$1,000 from the James Leader Memorial Scholarship Fund
- 5 awards for \$500 from the C.E. Burbridge Memorial Scholarship Fund
- 4 awards for \$1,800 from the Ed Staff Scholarship Fund

Phase 2 (applications by December 31, 2020)

- 32 awards for \$3,320 from the general Member Scholarship Fund
- 2 awards for \$400 from the Promising SnowPro Scholarship
- 1 awards for \$200 from the Russell Fleming Memorial Scholarship to Support Diversity in Snowsports Education

By contrast, in 2019-20 \$14,280 was awarded in total to 145 members and five seasons ago (2015-16), \$12,015 was awarded to 89 members.

As such, in five years our Eastern Education Foundation scholarship awards have more than doubled in value (117%) and nearly tripled in the number of members receiving awards (from 89 to 234).

A big shout-out and thank you goes to the volunteer Scholarship Review Group Chair Dave Beckwith and “review crew” Katie Brinton and Dave Capron for their generous time and energy spent on reviewing and determining awards for applicants this season! ☞

Education Foundation scholarships provide the means for members to pursue their professional and personal goals in snowsports education!



The Women’s Virtual Summit registration is open!

By Leigh Pierini, Planning Committee Chair

Last summer, the Women’s Summit Planning Committee realized we were not going to be able to recreate the magic of the 2020 Summit held at Snowbird, UT here in the East this season at Stowe, VT as we hoped. We could either abandon the Summit altogether or go virtual or build on the energy, education, and community that been growing since the Summit began. The decision took less than a minute. And then we received an unexpected blessing. The Nancy Oakes Hall Women’s Scholarship committee decided to subsidize our virtual Summit to make the event affordable and accessible to all women. We started planning with even more fervor and imagination. Now, in the spirit of Nancy’s vision, we have planned a program that is comprehensive, in-depth, illuminating, inclusive, and inspiring.



The Summit will start on the evening of Sunday, February 28th, at 7:30-9:00 EST, with a Keynote by Soccer Hall of Famer, author, and ESPN commentator Julie Foudy!

On Monday, March 1st, from 11:00 to 4:15pm EST, we’ll offer an interactive program with coaches from all around the country and around the world. There will be something for everyone— skiers, riders, patrollers, teachers, clinicians, and coaches.

The themes will be centered around personal and professional development including what it means to be a woman in the industry. Whether you are a leader or passionate learner, whether you are focused on your own development or on paying it forward to others, we’ll have something for you. From 4:30 to 5:30 our closing keynote will be delivered by US Freestyle Team athlete and two-time Olympian Devin Logan!

Thanks to the Women’s Virtual Summit Planning Committee: Chair: Leigh Pierini, Mermer Blakeslee, Sue Kramer, Alison Cummings, Amy Gan Bailey and Karen Haringa

For more info: [Women’s Summit – PSIA-AASI \(thesnowpros.org\)](https://thesnowpros.org)

Follow our hashtags #womencrushwinter and #slidewithnancy. ☞

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view from the chair

ROSS BOISVERT,
BOARD CHAIR

Change on the Horizon



As I write this in early February, I have less than five months remaining to serve as your Eastern Division Board Chair. If it seems to you like I've been around a little too long it's because I have! My term was

originally due to wrap up in June of 2020 but as we were in the midst of our governance transition to the Policy Governance model the Board determined it best for the organization if all seats were frozen for one additional year. This allowed those in place to complete their involvement in the transition discussions and process.

In retrospect, it was a prudent decision by the Board as the transition process has been hugely important and occasionally quite challenging but I believe it has resulted in a new model that will serve our members which much greater efficiency, diversity and at less cost to the organization as well.

Case in point: For the 2021-2022 operating year that begins on July 1, we will have a Board of Directors consisting of 12 total members (10 voting plus the Chair and Past Chair). That compares to 20 board members – 17 of whom were voting members – for the past two years. In 2022-23 the Board will downsize further to 10 total members (8 voting) – completely the evolution to half the size of the previous governing body for the Eastern Division.

Not only is the Board getting smaller in numbers but it is getting stronger in composition and broader in representation of our membership. As we reported this fall, we'll now have 4 member-elected board seats from four different "election zones." Then, depending on those election results, the Board will oversee a nomination process for four additional

at-large seats with the intent of rounding out the Board in terms of expertise, interest, skill set, age, gender and any other criteria to ensure we have both the knowledge base and diversity of perspective to best represent our members in the years to come.

Right now the Mid-Atlantic Zone election is underway with a record NINE candidates that either live or teach snowsports in the states of NY, NJ and PA. This includes three members of the Alpine education staff, two members of color (one also an ed staff member), one member from the NextCore demographic (who is also a woman AND a snowboarder), one snowsports school director and one former school director. That's a great start for our first new zone election and to date more than 325 votes have been cast (voting closes on March 1).

On April 1 the term of the new member-elected director from the Mid-Atlantic zone will begin. This spring the Board will be accepting nominations for two at-large seats. So going into the new operating year you will have three new board members in place.

The other big changes on the horizon is that our National PSIA-AASI Board Rep Tom Butler will be wrapping up his service in June and newly elected Eric Jordan will be stepping up to take his place as our liaison to the national association's volunteer leadership. A huge thanks goes to Tom for his contributions and service to both National and the Eastern Division during the past three years and good luck to Eric trying to fill those big shoes!

Last but not least, after "waiting in the wings" for the past four seasons long-time Eastern Alpine Examiner Pete Howard will be taking the reins as your Board Chair for a two-year term at our late June Board meeting. More about that as well as the rest of our board members finishing their terms in the spring issue of the SnowPro!

Enjoy the rest of the season, be safe and "see you" in the spring issue! ☺



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Michael J. Mendrick, Managing Editor
Karen Haringa, Assistant Editor

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5 Columbia Circle
Albany, NY 12203
Phone 518-452-6095
Fax 518-452-6099

www.psia-e.org

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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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executive tracks

MICHAEL J. MENDRICK,
CEO

How to Get Involved & Stay Engaged



Your membership experience in PSIA-AASI can include much more than taking an occasional clinic or certification exam. Available to you is the support of your professional staff, education staff and the shared passion of more than 9,500 fellow Eastern Division members (and 32,000-plus nationwide). I encourage you to explore the many avenues available to you for involvement and engagement as listed below.

Engage with social media sites and groups

We have a number of social media interactive options for you – from “official” division sites to member-moderated special groups. Come explore and share!

Official Eastern Division FB page: The place to see updates from the Eastern Division on events, programs and other items of interest: 3,948 followers: <https://www.facebook.com/PSIA.E.AASI/>

PSIAEast: NextCore initiative and moderated by-request Facebook group with a focus on Alpine snowsports education and issues; 1,515 members: <https://www.facebook.com/groups/PSIAEast/>



AASI East

Private group · 898 members



AASIEast: AASI ed staff initiative and moderated by-request Facebook group with a focus on snowboard education and issues; 873 members:

<https://www.facebook.com/groups/AASIEast/>

Women of AASI: Open to all AASI women:

www.facebook.com/groups/WomenofAASI

NextCore Advisory Group: A by-request group site for members interested in providing ideas and discussing issues related to the 16 – 39 year old demographic of membership. <https://www.facebook.com/groups/NextcoreEast>

Serve on an Action Group

NextCore Action Group: The NextCore Action Group was created in 2018 with the goal of engaging our youngest segment of members (age 16 – 39) and providing them with a venue to work together on projects and initiatives of interest and value to them and other “next core” members. The group has spearheaded special events, social media campaigns and created the PSIAEast Facebook group. Advisor: Katherine MacLauchlan, katherinemaclauchlan@gmail.com.



Area Rep Program: In existence since 2002, this grass-roots group of more than 125 members serve as liaisons between the Eastern Division, individual members and snowsports school management at their respective resorts. The group actively promotes awareness of PSIA-AASI to the skiing and riding public as well as Eastern Division programs and opportunities to our members. Open to any member in good standing that would like to volunteer.

Chairperson: Joan Heaton, jheaton@optonline.net.

Run for the Board of Directors

Any member in good standing and in his or her fourth year of continuous membership may run for one of four elections in designated election zones (Northern New England, Southern New England, Mid-Atlantic and South) as well as be considered for one of four at-large positions. Details on how the board is structured and works are found here:

<https://www.psia-e.org/who-we-are/governance/>.

Write for the SnowPro

SnowPro “Your Turn” section: Love to write and have a story, experience or helpful tip to share? Submit your article and you may just see it pop up in the next issue of the SnowPro! If your submission is published, you also automatically qualify for consideration for a scholarship award via the William Hetrick Editorial Scholarship fund! Submissions to: Editor at psia-e@psia-e.org.



Attend an event (even when you don't have to)!

There is no greater value in your member experience than getting out there on the hill with your snow pro colleagues and some of the best educators in the country! Check out the huge variety of on-hill events we have planned for you each season.

The event schedule is updated continually online at:

<https://www.psia-e.org/ev/schedule/>.

For the complete list of options for getting and staying involved, visit:

[GetInvolved-StayEngaged.pdf \(psia-e.org\)](#)

As always, if you have any questions or comments feel free to contact me at mmendrick@psia-e.org. ☞

zipperline

Everything You Wanted to Know about Education Credits (CEUs), but Were Afraid to Ask

By Karen Haringa, Director of Member Services

Do I have education requirements?

Every active certified member has education requirements.

Why do I have education requirements?

PSIA-AASI maintains minimum continuing education requirements for members to stay current with contemporary teaching, riding and skiing skills and to protect the integrity of our National Standards.

What are my education requirements?

All active certified members regardless of age are required to do a 1-day event or the equivalent every season OR, a 2-day event or the equivalent every other season.

Am I due for education credits? How can I tell?

If you go to <https://members.thesnowpros.org/> and log in, you can click on My Education History. You'll see the last few years of your Education History there.

How many education credits do I need?

If your last education credits were earned in the 2018-19 season or if you only earned 6 credits in the 2019-20 season, then you are likely due for at least 6 credits this season which is a 1-day event or the equivalent. Generally, you don't have to do more than 6 credits, but if you only do 6 credits this season, you will be due for credits again in the 2021-22 season.

How can I find the right event for me?

Our event schedule <https://www.psia-e.org/ev/schedule/> allows you to filter events by discipline, location and event type. Just click on the event in the calendar to get more information or to find the links to register.

What if I'm unable to take an on-snow event this season?

We offer lots of online options for members who need credits. You can find several live and/or recorded webinars here – many of which offer credit: <https://www.psia-e.org/ed/webinars/>.

You can also find several new online courses which can be done at any point before June 15th to earn credit: <https://www.psia-e.org/ed/online-courses/>.

Are there categories of membership that don't require me to keep up my education?

Yes. Members in the Registered category are not yet certified, so there are no education requirements. The Alumni Category also does not require continuing education credits and therefore, former certifications are not considered active. You can read more about categories of membership here: <https://www.psia-e.org/ms/categories-of-membership/>

As always, if you have any questions, feel free to call the office at (518) 452-6095 or email us at psia-e@psia-e.org. ☞

Call for At-Large Board Nominations

In compliance with the new Eastern Board of Directors structure, two at-large board seats are available and will be filled to serve a three-year term beginning June 1, 2021. An individual must be a certified level 1, 2 or 3 member in his/her fourth year of continuous membership to be qualified to serve on the Board of Directors.

Interested members should review:

Eastern Board Structure:

www.psia-e.org/download/ms/NewBoardStructure-November2020.pdf

Eastern Board Policy Manual

www.psia-e.org/download/ms/EasternDivisionBoardPolicyManual-04-23-2020.pdf

The two at-large board members will be found via a nomination process. At-large board members will be selected for presentation to the membership based on the board's assessment of its needs for diversity of thought, experience, demographics, disciplines, age, gender, race, and expertise, etc. The nomination committee of the board will identify and solicit suitable candidates through board outreach as well as member nominations (including self-nominations) received during an open nomination period. All candidates will be vetted, and then a candidate (or candidates) will be presented to the membership for a vote to fill the available number of at-large spots in a given year.

The Eastern Nominating Committee is accepting nominations for the board seats through March 31, 2021. To request a Nomination Form send an e-mail to: elections@psia-e.org. ☞

Know Your P's and Q's and CEU's, too!

In a continuing effort to standardize policies across all of the divisions, ensure the highest level of instruction and professionalism for our guests and clients and keep the value of certification high, the National PSIA-AASI CEU policy was redefined in 2018 and is now in practice across all eight PSIA-AASI Divisions. Here's the scoop:

Every Active Certified member, regardless of age, needs to obtain a minimum of 6 CEU's every membership year (July 1 – June 30) or 12 CEU's every other membership year. If you obtain more than 6 CEU's in a membership year, then up to 6 of the excess credits will be applied towards the CEU requirement for the following membership year only.

Any questions? Give us a call at 518-452-6095 or send a note along to Member Services at psia-e@psia-e.org. ☞



PHOTO CREDIT: BRETT MILLER

The Notebook

By Chris Ericson, Alpine Education and Certification Chairperson

If you have been in this industry long enough, you have probably compiled a big binder (or several binders) of information, notes, manuals and guides through the years. If you have taken the path from Level 1 to Examiner, your notebook tells a story of your journey which includes the growth of your educational and technical understanding. For me, these notebooks and binders document Ed Staff Training days, personal coaching and debriefing sessions, evaluations (done on me) and notes to *myself* about breakthroughs (Aha Moments). Several years ago, I can remember having one of my four-inch three-ring binders out in the locker room and letting a fellow instructors look at it. “Did you buy this?” “This is all your notes?” “Can I copy it?” You of course know my answer to *that*.

Recently, I pulled out one of the binders and started looking at it, reminiscing of those days when coaching could be done without a mask on or making sure that we had a good distance between us. Below are some excerpts from my notebook from some familiar names. Although some years have passed since some of these notes were written, there continues to be valuable lessons in all of them, so enjoy.

Demos Z to A – Peter Palmer

This was a fantastic training on how to give better *Demos* by taking away some of our refined skills. Peter wrote, “Being an accomplished skier with highly developed skills can be a problem, this is, if you are trying to demonstrate a lesser development of skill. When we try to do something with less actual skill than we possess, we often reduce one activity in greater proportion than we reduce another. Many of our demos are much too slick or appear to be forced, ill-timed and awkward. This session will include some ideas on detuning each of the skills proportionately so that your Ferrari will drive more like a RAV 4 when you want it to.”

The on-snow training then went into taking away skills as we moved from Dynamic Parallel turns to Wedge Turns to achieve the desired outcome and be more visually accurate with our demonstrations.

DCL Team Training – Mermer Blakeslee

“Encourage our skiers’ natural development through expanding their repertoire of movements (i.e.: racing and terrain park)”

“Rather than *correct*, add to the movement pool. DO THINGS: tasks, exercises, activities, drills.”

In describing the *Learning Process*, we went from: Uncomfortable Sensations – Awareness of Skis and Body - Enhanced/Replaced Movements – New Comfortable Sensations. The result is, the student can self-coach.

DEV Team Training – Doug Daniels

“Key points in skill development – focus on movements that go vs. movements that break and use activities instead of altitude to challenge guest.”

“Use the task as the vehicle, not the destination. If we do a White Pass Turn, what is the bonus in our skiing?”

Journal entry: Doug said to me; “I am not sure what that was that you were doing, but I know it wasn’t a *Performance Short*. Let your skis hang out in the fall-line another ski length. Ericson, you need to put some *Errrrr* into it and bend that ski.”

DEV Team Training – Bob Shostek

Primary focus of the day was learning how to teach more effectively using tactics instead of technique. In other words, getting someone to make a change in their skiing, without giving that person the technical “jargon” to accomplish the goal. “Ericson, do you know what “jargon” is? It’s all that stuff that you’re saying while you are standing around telling me all the stuff you want to do.”

ETS Team Training – Matt Boyd

Journal entry: Matt said to me; “Develop more conviction and clarity – especially for a 10-minute shot. Break the task into parts. Do you even know why you are coaching this to us?”

“You should write a letter to yourself and post it somewhere – This is why I want to be an Examiner” On a chairlift ride Matt gave me an index card that was supposed to have bullet points on what I should focus on. Mine only said – “Do what you do and bring it back to skiing.” He looked at me and said, “You got this.”

Examiner Training – Peter Howard

“We should encourage and explore tactical variations to simulate the skiing required for the real job of teaching.”

“We score on what a candidate does habitually. We all screw up these mechanics some of the time and to our dying day, our ineffective (bad) tendencies will reappear when we’re under stress or at the top edge of our skill.”

“Skiing is a sport and at some point, you need to participate – and that’s all I have to say about that.”

For many, the notebooks that you have gathered through your educational development represent years of dedication to your craft. Many of you who have taken Pro Jam events or Management Seminars leave with a weeks’ worth of notes painstakingly writing down every activity, progression or highlight that your Examiner conducted with your group. It can be fun to look back at our notes and see what “trendy phrases” were being used at the time (i.e. skiing into the future, push ‘til failure, let the snot drip over your toe piece, etc.). For me, the notebook represents more than just a reference of the development of my technical understanding. It is confirmation on how few things change over time and that going back to your personal notes every now and then will bring more than just a smile to your face. ☞

Alpine Dev Team and ACE Team Tryout Updates

New date and location for DEV Team tryouts; ACE tryouts postponed to 2021-22

If you are planning to try out for the Alpine Development Team, please note that due to COVID-19, the location and the dates of the event have changed. The new location is Cannon Mountain, NH, and the dates are March 30-31. Also, please note that the application process has changed significantly, and will require a video, so

please plan ahead.

For all of the information you need to apply for the event, please visit [Eastern Staff Tryouts/Development Teams](https://psia-east-aasi.org/development-teams) « [PSIA-EAST-AASI \(psia-e.org\)](https://psia-east-aasi.org).

For anyone interested in the ACE Team tryout, due to the COVID-19 related travel restrictions we are postponing the tryout until the 2021-2022

season. We apologize that we are postponing the event, but we feel that our current need for new ACE Team members will allow us to wait until those who wish to try out for the team may do so without having to worry about the travel restrictions and the possible need to quarantine before or after the event. ☞

A Year of Challenge, Change and Growth

By Sue Kramer, Alpine Examiner Coach, ACE team member

A heavy snowfall adds to the three feet accumulated on my deck from the last storm. As the month of January goes, this has been fairly wintery. That's a good thing. Due to the pandemic, my schedule is a little looser during the day, but much busier in the evenings. ZOOM calls, prep for virtual meetings and trainings seem to fill the après hours. I've been surprised at how much time it takes on the backend to produce just an hour worth of virtual anything. This, as opposed to walking out on snow, greeting my group and going skiing.

While delving into various online educational projects has filled the need for intellectual stimulation and has improved my IT knowhow, I've noticed a huge social chasm. Who hasn't? Today while on a beautiful cross country ski, I found myself thinking about people I'd usually see on the road. I'd be updated on how they are, how events are going, how their bodies are holding up. I should text them. The problem is I'm tired of texting and tired of ZOOM. Tired of having a screen between me and the world. But based on the oh-so-slow rollout of the vaccine, I better get used to it.

On the up side, I've gotten much better at navigating various streaming "platforms," and I even know what that word means. We're approaching a calendar year since the beginning of this pandemic, and looking back I can say that I've never been busier. Within a few weeks of the season shut-

down last March, the Alpine Steering Committee and the Eastern E-learning Task Force started discussing relevant and interesting topics to deliver to our membership. Various task forces and teams established weekly meetings, setting a calendar of educational webinars. Reflecting on the past 10 months, I realize we've just scratched the surface of what's possible.

We delivered a five-week fitness program during the fall, and are approaching a first ever ("Why would we have done this before?") Women's Virtual Summit on February 28 – March 1. It may not have the same appeal as the on-snow version but looking at the lineup of speakers and topics, who wouldn't want to hang out with these gals for a few hours! We have the ongoing TOTAL PLAY series; a 5 part series that will deepen your understanding of learning and leave you inspired to teach. This is a sampling of what's been offered via tele-education.

In the fall, the National Teams delivered educational webinars to all divisional educational staff throughout the country, addressing the Learning Connection Model and the individual Teaching, People and Technical Skills. If you didn't catch the point here, let me rephrase this. NEVER has there been a unified educational initiative to simultaneously bring ALL educational staff from ALL



Sue Kramer in her preferred environment (outside).

divisions, to be trained by the National Teams. A massive effort on their part and a brilliant use of the opportunity created by the pandemic.

It is my understanding that this type of broad reach for training is happening within snowsports schools regionally and divisionally. Following up with the national team training, the East participated in what was called the People Skills Webshop, which was a multi-discipline approach to

understanding the People Skills. It was awesome to train with ed staff from other disciplines. It helped me feel more connected with the organization, and gave me a sense of pride in our division, collaborating with fellow leaders in snowboarding and Tele.

Navigating technology and all that it can provide for learning will stay with us. We've discovered there are so many topics to explore virtually, but with all that said, remember that we all got involved because we like winter, and we like being outside and being active. Even though we're doing what we can to deliver a range of educational events online, the magic really happens on snow. It's where we actually feel the equipment respond to our movements. It's where we learn about different snow textures and degrees of slope. It's where we celebrate first tracks with a group of friends. Without experiencing the doing, it would be impossible to talk about it online.

Well, it's really dumping now and I'm feeling grateful. I hope you are too. Mask up and ski (or ride) my friends! ☄

national report

Women's Initiative Task Force Assesses 2020 Survey Findings

Report Aims to Support Women's Professional Paths in Snowsports

PPSIA-AASI's Women's Initiative Task Force (WIT) – which advises the association's operational leaders on the needs of women in the organization and advocates on their behalf – recently finalized a report on its analysis of the 2020 Women's Survey. Baseline data collected over the years indicates that women traditionally make up only 30% of the total PSIA-AASI membership. Likewise, female members are underrepresented in both leadership and higher levels of certification. The WIT designed a survey to collect current data that would inform and guide its mission to increase the number of women in leadership roles throughout PSIA-AASI.

In January 2020, PSIA-AASI partnered with Colorado-based research firm RRC Associates to send a 23-question survey to the association's 9,200+ female members. The first comprehensive survey specifically designed to examine women's experiences within PSIA-AASI, it received a 45% response rate and, in addition to specific data points, included 5,372 open comments from respondents.

Over the last year, the WIT has analyzed the survey data and responses. The task force shares its findings in a "Women Belong on the Mountain" report, which will be highlighted in the spring 2021 issue of 32 Degrees – available in print and digital editions in late February.

Members of the Women's Initiative Task Force are: Chair Jeffra Clough, Heidi Etlinger, Karen Haring, Carol Levine, Maggie Loring, Leigh Pierini, and Kirstie Rosenfield. ☄

around the east

Region 4 Report

By Bob Shostek, Eastern Board of Directors

Greetings fellow Region 4 members!

As I am writing this report the most recent snow storm has just wrapped up and left about 6-8 inches of fresh snow overnight. For mid-January, this was a much needed snow fall, as the East has had some tough weather for skiing and riding.

I am hoping everyone is enjoying the season even though the effects of the worldwide pandemic have changed almost everything we do and how we do it for safety concerns. Your Eastern Division leaders has been doing everything possible to bring members the safest and fun-filled educational experience allowed by national, state and resort restrictions. Our plans have been updated several times on how we are conducting our on-snow events. These plans continue to evolve weekly as protocols change.

Our Member Customized Events (MCE) are becoming popular with members wanting to take an educational event and be as safe as possible doing so. The Eastern Division has also developed a revised schedule of certification exams to accommodate member requests. The revised schedule for exams was put together with the member location in mind



and exams are strategically scheduled at areas and zones to allow day travel to the event for many members near that zone. GREAT JOB by our education and programs team led by Don Haringa for keeping our events/exams running as safely as possible! You can find more specific information about on-snow events/exam revisions in this newsletter and on our web site.

The outline for the “New Board Structure” was announced in the fall of 2020 and that is starting now in 2021. Specifics of the new Board of Directors (BOD) structure can be found on our web site under: www.psia-e.org/download/ms/NewBoard-Structure-November2020.pdf. In a nutshell, the new structure is taking us from 17 voting members to 10 voting members and from 7 Regional elections to 4 Election Zones. The transition timeline for the new BOD starts now and will be completed in July of 2023.

With the new changes in BOD structure and elections my position on the BOD will end at the con-

clusion of our Board meeting in late June of 2021. I have been an elected member of your BOD since 1991 and within that timeframe held many positions on the Board. The position that I “cherished” the most was being your Region 4 voice to the BOD! I feel honored & privileged to be elected since 1991 to represent your concerns, thoughts, suggestions, and issues to fellow BOD members. To this day, with pleasure I speak with several members a week answering questions or listening to concerns related to the region, division, events, and exams. Although my time as a voting member on the BOD will end in June, my phone number or email address will not change, so please feel free to continue to contact me if you think I could help in any way!

In closing, I give you a “**HEARTFELT THANK YOU**” for your support and confidence and the honor to represent you all these years!!

All the best for the rest of your season,
Bob Shostek” <<



Congratulations to Eric Jordan

Elected by the Eastern Board to serve as the new Eastern Representative on the PSIA AASI National Board of Directors for a three year term beginning June 2021.

COVID Can't Stop Us!

That seems to be the rallying cry of many of our members in this strangest and most challenging of seasons!
Congrats to all for not shelving your goals this year!



Thanks to AASI Examiner Amy Bailey for sharing this pic from the Snowboard Level I Exam at Bromley Mountain on January 7-8. Also there were Rich Weiss and Rick Svencer who conducted the Alpine exam.



New PSIA Level 1 candidates enjoy a great day at Plattekill, NY with Alpine Examiner Suzy Chase-Motzkin.



Courtesy of Nordic Ed staffer Greg Paquin, here are 8 new Tele Level 1 achievers at Mt. Southington, CT.



From Alpine Examiner Kathy Brennan: Congrats to this wonderful group of newly minted PSIA Level 1 instructors. They all brought their A game and we had a great two days at Gunstock.

Mid-Atlantic Board Seat Election

THE ELECTION FOR THE MID-ATLANTIC ZONE BOARD SEAT IS NOW LIVE!

If you are an eligible voter (living in NY, NJ or PA) or you designated a snowsports school in one of those states as that of your snowsports teaching affiliation) you would have received an e-mail and personal invitation (including login instructions) to vote in the Mid-Atlantic zone election for the PSIA-AASI Eastern Board of Directors for a three-year term beginning spring 2021. If you believe you should be an eligible voter and did not receive an e-mail with log-in instructions please contact Director of IT Jodi Bedson at jbedson@psia-e.org.

We have nine candidates running for the Mid-Atlantic seat. Candidate profiles are displayed in alphabetical order on the election website and reverse alphabetical order here. Voting concludes on March 1, 2021.

Candidate Profiles

Mid-Atlantic Zone Board Candidate: Thomas "Mickey" Sullivan

State of Residence: NY

Snowsports Affiliations: Hunt Hollow, NY

Certifications:
Alpine Level 3

Background & Qualifications:

I appreciate the opportunity to be on the voting ballot for election to the PSIA-E Board of Directors. I feel that my background and extensive professional experience in and out of the snowsports industry have prepared me well for this role. These experiences will help me work with the current and future board members to serve the needs of the organization and its members.

I am currently an active ski instructor and the Training Manager for the Hunt Hollow Snowsports School in Naples, NY and an Examiner/Trainer for PSIA-E.

My related professional experience includes: Director of Education & Programs for PSIA-E/AASI; Director of Winter Operations for Mountain Creek, NJ; Director of Marketing for Bristol Mountain, NY; Ski School Supervisor for Greek Peak, NY; Ski Instructor at Loon Mt, NH; Owner & General Manager of Crystal Lanes Bowling Center, Corning, NY.

Statement of Philosophy & Direction:

As an active ski instructor and instructor trainer coupled with my professional background, I am



aware of the needs and challenges of the PSIA-E/AASI members and the role of the Board of Directors to serve its members. I believe that our organization's newly adopted Policy Governance Model along with the restructuring of the board seats serves the organization and its members well as we face the current needs and challenges.

If I were to be elected, I would represent all our PSIA-E/AASI members. My eight years as your Director of Education & Programs (2004-2012) provided me with the opportunity to visit and understand our entire division from Maine to North Carolina. I have lived and worked my entire career in the Mid-Atlantic region. My role as a PSIA-E examiner/trainer and being an avid, enthusiastic skier has allowed me to visit nearly every ski area in New York, New Jersey, and Pennsylvania. I understand what it is like to work and teach skiing and snowboarding at the ski areas and resorts across the Mid-Atlantic zone and the entire eastern division. Because of this you can be assured that your needs would be well represented, and your voice will be heard.

As we look forward, it is important that we continue to work with the ski resort owners, operators, and managers to grow our sports along with creating partnerships and growing relationships that will increase our members' value to the ski area and resort owners.

We must also embrace a more diverse membership and create more opportunities for all those interested in snowsports and snowsports instruction to join our ranks.

It is important that the organization makes the best use of the membership's finances and that all members and prospective members can experience high-value education for professional development along with personal growth and community achievement.

Thank you for your consideration and I hope to represent you and all members of PSIA-E/AASI for the next Mid-Atlantic Zone Board of Directors 3-year term. <<

Mid-Atlantic Zone Board Candidate: Shannon Rucker

State of Residence: PA

Snowsports Affiliation: Liberty Mountain, PA

Certifications:
Alpine Level 2, Snowboard Level 1

Background & Qualifications:

I am an 11 year member who proudly calls Liberty Mtn in Pennsylvania home. Currently an Alpine L2, AASI L1, CS 2, FS1 who continually looks to improve my abilities and understanding as



an instructor. I want to contribute to the Organization that's been such a powerful force in my life. I am fortunate to call so many members of this Organization my friends and would welcome the chance to give back. I've been an active member of NextCore for the last several years. This ultimately sparked my interest in the Board.

My previous leadership and governance experience includes: serving as the President of my sorority, being a staff trainer at my home mountain, being a member of the school improvement task-force at Liberty, and managing teams of 8-20 in my mortgage industry career.

Statement of Philosophy & Direction:

I've listened in earnest over the last 2 years as the Organization has evaluated (and made) big changes in our governance philosophies and long term strategies. I'm eager to be a part of those conversations.

My biggest strengths are my abilities to prioritize, communicate, and my adaptability.

Heading into the next 3 years, my philosophies/direction of support would be primarily:

1. Encourage additional interaction/engagement between the membership and the leadership of the organization
2. Encourage collaboration between disciplines
3. Effectively communicate the rationale for strategic decisions made at the Board level <<

Mid-Atlantic Zone Board Candidate: Mitch Rotbert

State of Residence: MD

Snowsports Affiliation: Whitetail, PA

Certifications:
Alpine Level 2

Background & Qualifications:

I grew up in Rockland County, New York, skiing weekends at the now defunct Silvermine in Harriman State Park and at Sterling Forest Ski Center, enjoying winter holidays with family at Whiteface



and, as a teen, Hunter Mountain (where else?). I taught my children to ski at Whiteface, where my large extended family has a small home.

I am a graduate of Columbia University (1982), where I earned a bachelor's degree in English and history; I earned my law degree from Georgetown University (1988). I am a practicing lawyer, and I appear regularly in courts in New York, Maryland, and D.C., the three jurisdictions in which I am admitted to practice, and in the federal courts there

as well. I have been teaching at Whitetail in Pennsylvania for six seasons. Teaching skiing is one of the great

joys of my life; I regret, but only a little, that I started so late in life; I am grateful to teach skiing at all.

Statement of Philosophy & Direction:

I would like to help steer PSIA-AASI East in the following directions:

1. Enhanced profile of who we are and what we do, e.g., highlighting that PSIA-AASI instructors teach at a resort, with a link on a how to prepare for your first day on the slopes. I expect that increased recognition may produce a better teacher-student relationship.

2. Enhanced diversity in the sport. How do we work with communities of color to make sure that the opportunity to enjoy snow sports is there, is consistent, and reliable?

3. Climate change progress. We need to be vocal in support of renewable sources. Without consistently cold winters, no snow; no snow, no skiing or riding, without a great expenditure of energy fabricating snow. ☞

Mid-Atlantic Zone Board Candidate:

Brandon Pearce

State of Residence: NY

Snowsports Affiliation:

National Winter Activity Center, NJ

Certifications:

Alpine Level 3

Background & Qualifications:

I have been an Instructor for 26 years first at Windham Mountain and now at the National Winter Activity Center, I currently teach Alpine,

Snowboard and Nordic. I am the Director of the Snowsports School at The National Winter Activity Center- Winter4Kids (formerly Hidden Valley Ski Area).

In addition to being a Windham Mountain Race Program Coach in 1999, I was a volunteer Coach to the NBS Youth Race Team in 1999 & 2000. I was the Head Coach of Seasonal Youth Performance Program called "Masters" at Windham Mountain, it was renamed to the "Set No Limits" Program- we combined Race and Freestyle skill to develop high performance All-Mountain Skiers. It ran for 11 seasons from 2002-2013. I earned my PSIA-AASI Alpine Level 3 Certification April 2009. I have taken PSIA-AASI East Resort Trainer 101- event completion 2017, as well as PSIA-AASI East Resort Trainer 201- event completion 2019.



I am a member of the National Brotherhood of Skiers Snowsport School #400771, and I act as a moderator on a group called Black Ski and Snowsports Professionals.

Currently I am Member of the National PSIA-AASI Diversity Equity Inclusion and Justice Task Force.

I was the Lead of Training and Curriculum Development for the National Winter Activity Center from 2017-2020.

I am the currently Snowsports Director of National Winter Activity Center also named Winer4Kids in Vernon NJ since 2020.

Statement of Philosophy & Direction:

I believe in supporting the goals of the the membership to reach and achieve advancement and fulfillment in their work. We are all in the process of gaining and refining skills, I believe that every individual should have a good experience in not only doing a quality job, but especially in finding role-models and attaining leadership skills.

I believe that the best approach is to maintain great communication with every member school and resort, and excel at sharing the practices that are leading to success. I believe the standards should be something every member feels is supported in their organization and that it is reasonable to find direction when there is a desire and will. I am also committed to promote the ideal that pursuing additional knowledge, finesse and skill is what we seek to stoke in every member, prospective member and channel to clientele. ☞

Mid-Atlantic Zone Board Candidate:

David Koehler

State of Residence: NY

Snowsports Affiliation: Killington, VT

Certifications:

Alpine Level 1

Background & Qualifications:

A Lifelong outdoors enthusiast, Skier since age 5, exploring most every resort of the North East on and off trail, I know and have seen the amazing progression of skiing over the years and our beloved area. Appalachian Trail Thru hiker (Georgia to Maine), Firefighter with several training specialties in wilderness search and low angle rescue, Hike leader and former board member of Adirondack Mountain Club I have a lifelong love and passion for skiing and nature and am no stranger to using technologies to enhance our natural experience where appropriate, but also step back and connect with nature and our heritage.



Statement of Philosophy & Direction:

While we embrace modern technology, we wish to keep sharing a focus and continued appreciation on the outdoors being wild. With a continued push towards new methods of learning, such as TBL, we must keep what makes skiing so special in our hearts and pass on that to the children and adults we instruct. Merging what we know with our natural environment that allows the expression of freedom we enjoy. ☞

Mid-Atlantic Zone Board Candidate:

Joe Hazard

State of Residence: NY

Snowsports Affiliation:

Bristol Mountain, NY

Certifications:

Alpine Level 3

Background & Qualifications:

I have been a snowsport's instructor for most of my life. I started formally teaching at Bristol Mountain while in college and then continued as a part time instructor for over thirty years.



During that time, I attained Alpine Level III status, Children's Specialist 2 and, in addition to instructing, my roles have included Technical Director (at Ski Valley), staff trainer, supervisor, children's programs directors and snowsports school director.

In my parallel world, I worked in sales, marketing, and management roles at Apple, Microsoft, and American Express. My foundation has always been that to be good in sales or managing you needed to be a good student, listener, and advocate for your staff and customers.

During the past ten years, I have moved into full time positions as an instructor and trainer (Bristol), Children's and Assistant Director (Swain), and Snowsport's School Director (Greek Peak and Hunt Hollow). I have been truly fortunate to be able to work with the fine staffs at each of these areas. At each juncture, it is safe to say that I have learned far more from my peers than they have from me.

Four years ago, I was appointed to the position of Representative for Region 5 on the PSIA AASI Eastern Board of Directors. It is both an enlightening and humbling experience to participate as a Board member. More recently, I accepted the nomination as the Eastern representative for a three-year term on the PSIA AASI National Board Awards and Recognition Committee.

As a thirty-year member of PSIA AASI, I have benefited greatly in each engagement within our organization and our industry. And as a Board mem-

ber, I have been honored to participate and to be able serve our membership. One of the more recent highlights was to collaborate on the nomination of Katie Britton in the effort to have her recognized nationally as the 2020 Angus Graham Rising Star Award.

Statement of Philosophy & Direction:

I am immensely proud of my association with PSIA AASI. It is not simply about my certification. It is about a relationship with people who are so passionate about their calling to be instructors and their commitment to that endeavor. We all know it is not easy but, if you are reading this, you share in that pride and exhibit the passion associated with it. We do affect people's lives.

As with life, change happens. Our PSIA AASI organization is about affecting that evolution. As instructors we introduce change in behavior and movement patterns to enhance the personal experience of our students. Sometimes that effort takes us on different paths to achieve the outcomes that we seek. What we might have done in the past may or may not work in the future. Certainly, we have all learned that one size does not fit all in our lesson progressions. The members of the Board guide the directions of the organization at the highest level. Our industry, our customers, and our own capabilities dictate that we adapt to ensure the viability of our mission to provide an outstanding education experience for our membership and for the customers we serve.

Even with the best intent, we cannot always control this evolution. Sometimes situations change so rapidly that all we can do is adapt just as quickly. That is another aspect of our Board, where we need to refocus efforts maintain our commitment to you, our resorts, and our customers to provide a catalogue of services. This does not happen in a vacuum. As a Board we need to continually seek input from our members, our resorts, our industry partners, and our customers. It would be easy if it were as simple as analyzing survey results. However, it is also observing, asking questions, listening, researching, and formulating options that are relevant and timely. My goal as a Board member will be to keep the membership engaged and ensure the relevancy our products, messages, and strategies to promote your efforts in providing snowsports education.

Relatedly, as an organization, PSIA AASI is striving for greater diversification and inclusion of all current and next generation members and to focus efforts on strategic planning initiatives which insure viability and relevance in our future. Recently our Eastern Board completed a major effort to restructure that is designed to enhance its capabilities to provide governance to the practice of providing instructor directed benefits of the highest quality in snowsports educational services, enhance the value of PSIA AASI membership, and to provide a framework for greater diversity in the presentation of our

community. Our goal is to generate greater diversity in thought as well as in practice. As a current member of the Eastern Board, I was directly and intimately involved in the process of defining the objectives and strategies we need to address now and in the future. My goal as a future Board member is to continue and expand the effort to affect this evolution of our organization to a more diverse and strategically focused entity.

The other key component of participation on the PSIA AASI E Board of Directors is to perpetuate and promote the highest quality in the services that we offer to our community of instructors, resorts, and guests while striving to enhance the value of the PSIA AASI relationship experience for every member of this constituency. My promise as a Board member is to represent the needs of the entire PSIA AASI membership by being accountable and expecting excellence in the performance of ourselves as Board members, our executive and staff, and in the partnership with our National organization. My tenure on the Board is not unlike teaching and coaching. As professionals we need to continually engage, listen, evaluate, react, adjust, prioritize, and communicate within our sphere of influence while leading the effort to insure what we do now is a 'stepping-stone' to a more beneficial experience both in the immediate engagement but also for future goals and expectations of the organization. Just as in a lesson, defining goals and outcomes for the organization is a collaborative effort and as a Board member my goal is to assure an approach that is relevant to needs and expectations of our entire membership to maintain the value of being PSIA AASI.

Thank you for considering me to be of service to you. <<

Mid-Atlantic Zone Board Candidate:

Robert Gallo

State of Residence: NY

Snowsports Affiliation:

Mt. Peter, NY

Certifications:

Alpine Level 3

Background & Qualifications:

My passion for skiing began at the age of seven when my parents took me and my family to Gunstock Ski Resort in New Hampshire. This is where my brother and I took our first lessons. Since then I have enjoyed many skiing vacations with my father and brother and have passed this legacy to my children. I am proud to say my three children were all



put on skis at the age of two and all of them worked as instructors at Mount Peter, one being a current member of PSIA/AASI Eastern Division.

I have been a Snowsports industry professional for over 25 years. My experience and achievements include the following:

- 1991: Began work at Mount Peter as a ski instructor under the direction of Tony Lanza, Ski School Director (and later Superintendent of the Belleayre Ski Center in New York);
- 1993: Achieved Level I certification at Mount Snow;
- 1997: Achieved Level II certification at Ski Windham;
- 2002: Achieved Level III certification at Whiteface Mountain;
- 2004: Became Director of the Mount Peter Mountain School;
- 2010-2016 Ski Instructor, Mount Snow, West Dover, Vermont; and
- 2013: Selected for the Eastern Division Development Team at Hunter Mountain
- 2014: Achieved Children's Specialist 1 certification at Mount Snow

As Director of the Mount Peter Mountain School, I have been able to grow the school significantly. On Martin Luther King, Jr. weekend of this year, we set a record for private lessons over a three-day period. We've introduced new programs such as Basin Camp for beginners and Kids Camp for children who are ready to ride the lift. These three-hour group lessons have been very successful.

I believe the success of the Mount Peter Mountain School is due to a focus on training. I'm fortunate that Mount Peter's ownership has been supportive of my ideas about enhancing the training of our instructors. I've arranged for Maureen Drumme and Tina Buckley, Eastern Division Advanced Children's Educators, to come in and give clinics on teaching children to our instructors. This year, Amy Gan, AASI National Team Member, and Heidi Ettinger, PSIA National Team Member, visited Mount Peter to conduct clinics with our instructors.

We've hosted many PSIA/AASI events at Mount Peter, including Level I exams in both skiing and snowboarding, Children's Specialist 1 and workshop clinics.

I believe it's important for the Snowsports industry to give back to the community. As part of our community involvement, Mount Peter and I have partnered with Venture Up, an organization that brings inner city youth to Mount Peter for a multi-week ski and snowboard development program.

I've also been involved with industry organizations, including Ski Areas of New York Inc. (SANY), the National Ski Areas Association (NSAA) and the U.S. Ski and Snowboard Association (USSA).

For many years, I have trained with Doug Daniels, past Examiner, chairperson of the Snowsports Management Committee and ETS Coach on the Alpine Steering Committee, and Matt Boyd, a current Examiner, Examiner Coach on the Alpine Steering Committee and a PSIA National Alpine Team member. Their coaching and guidance has been invaluable in helping me to get to where I am today.

Statement of Philosophy & Direction:

In thinking about what I can bring to the Eastern Board, what comes to mind is my experience as the Mountain School Director at a local mountain that, while small, has an overall large impact on the industry. This experience has given me the opportunity to work with new skiers and riders as well as to develop a new generation of Snowsports Instructors. A majority of the instructors at Mount Peter are young people, high school and college age. Many of these instructors may at some point move on to larger mountains, and it is rewarding to me to know that their start in the industry began at Mount Peter. It is important to me that each new instructor receives an appropriate foundation when they start down the path of becoming a Snowsports teacher, and I believe we've achieved that at Mount Peter. The chance to wear many hats, attend seminars throughout the country, not only for the Mountain School but also administrative, loss prevention and human resources, has given me the opportunity to understand multiple aspects of the industry and made me a well-rounded Snowsports professional.

I enjoy working with smaller mountains and resorts as we share the grit and passion for skiing and understand what the smaller area brings to the overall success of the industry. I believe that Mount Peter is one of the best surviving examples of the "once and future" foundation of the ski industry--the local feeder mountain. Mount Peter is also family-owned and operated, an increasing rarity in the industry.

As a result of my experience as a Snowsports instructor, mountain school director, member of the PSIA-E Development Team and association with industry organizations, I have developed many ideas to bring to the PSIA about growing its membership. At Mount Peter, we have been successful in hiring and retaining young instructors and getting them involved in PSIA/AASI through achieving their Level I certification (both skiing and snowboard), most often at events held at Mount Peter. Just recently, I was at the Central Park Winter Jam in New York City handing out PSIA/AASI information and swag. I would look forward to elaborating on my ideas during an interview for this position.

My experience through the years in the Snowsports industry has seen many ups and downs. Although there were failures, I always felt I fell forward and not back. I look forward to the next chapter in my Snowsports career.

For all of the reasons I've mentioned above, I believe I would bring a valuable perspective to the Eastern Board. ⚡

Mid-Atlantic Zone Board Candidate:

Michael Duricko

State of Residence: PA

Snowsports Affiliation: Blue Mountain, PA

Certifications:

Alpine Level 3

Background & Qualifications:

Member of the Board of Directors for the Maxwell Football Club, the oldest football club in the United States. Affiliated with the Club since 2002 and actively participated in all decisions as the non-profit organization transitioned from an operational to a governance Board.

Within the ski industry, started as an instructor at Elk Mountain Resort in 1988; a member of PSIA-E since 1993; Educational Staff member since 2003; Alpine Board of Examiners since 2009.

Education background includes a J.D. from Widener University Commonwealth Law School and a B.S. (Finance) from Penn State University.

Statement of Philosophy & Direction:

I support our ongoing pursuit and refinement of PSIA-AASI as the "gold standard" for education, irrespective of industry; our continued effort to diversify the organization; and will serve as an advocate for all members regarding how critical the organization is to the success of the snow sports industry as a whole.

Having joined the organization at the age of 22, I have first-hand experience of the needs and priorities of our younger members. This, along with having maintained an unwavering passion for PSIA-AASI for over 30 years and bringing a multi-division perspective (e.g. having worked in both Eastern and Intermountain), I feel I bring the right mix of competency, experience and vision to help guide the organization at this juncture. ⚡



Mid-Atlantic Zone Board Candidate:

Frank Cartwright

State of Residence: MD

Snowsports Affiliation:

Hunter Mountain, NY

Certifications:

Alpine Level 3

Background & Qualifications:

- Over 25 years as a teaching professional with PSIA
- PSIA Examiner since 2005
- PSIA Eastern Team member
- PSIA National Demonstration Team Candidate



Hunter Mtn Trainer and Head Coach/Program Manager for the Hunter Mt Race Competition & Development Program

Active member of the PSIA HQ Diversity Equality and Inclusion Task Force.

Extremely familiar with Board Policy and Procedures as a long-time member of various Condo Board associations (positions held... Treasurer, Member at Large and President).

Statement of Philosophy & Direction:

Over the past 20 plus years as both a member of PSIA and an Examiner, I've watched this organization evolve and grow. As an active participant in the organization, I'm very excited with the direction we are going with our education and our current service model, but I also recognize many opportunities for us to adapt more appropriately to the economic and social challenges we are faced with during these unusual times. This is where I'd like to step up and help not only the Mid-Atlantic Region, but also PSIA as a whole thru this milestone transition or our next stage in this evolutionary process.

The Board of Examiners, the Eastern Division Leader and my connection with our membership have all played a part in my philosophy for growing this organization (e.g. compensation, membership retention, growth & education, etc...). I recognize the need to build strong collaborative relationships will be a key component to getting things done, and I'm well equipped to meet that challenge. As a potential new Board Member, my first priority will be to listen to the Examining Board, the membership and other committee members to identify the needs, prioritize them & execute the resolution in a logical approach, while remaining transparent to my community." ⚡

we got next!

NextCore News

The Wheels of Inevitability

By Katherine MacLauchlan, NextCore Advisor

The call for *SnowPro* articles came in over MLK weekend, a time when many of us ponder the bigger picture of our society and our contribution to it. Well, in between lessons and at least in Vermont, quick trips to our favorite powder stashes that us (it was a great weekend for sliding in New England). So I give you two quotes from Martin Luther King Jr to consider:

“The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.”

“Change does not roll in on the wheels of inevitability, but comes through continuous struggle.”

How do these quotes relate to snowsports? What are they doing in the NextCore article?

NextCore started as an idea to help push the Eastern Division forward. To help align the organization with the wants and needs of the next generation of instructors and snowsports industry leaders. There are all sorts of doom and gloom stats about how many millions of hours of experienced instructors are going to retire in the coming decade. Change is coming.

And push we have. It hasn't always been comfortable. It hasn't been convenient. As expected, the group has lost a little steam when faced with the herculean task of connecting to the established generation that thought they knew and got uncomfortable when they realized maybe they didn't. It can be unnerving to realize that the status quo isn't going to cut it. Change is hard, especially if the system has worked for you for years.

Then, 2020. Pandemic. George Floyd.

Focus shifted to online learning. Diversity became the buzzword at the board meetings both at the divisional and national level.

PSIA-AASI National hosted an incredible three-part diversity training with an outside facilitator. The training itself was well done - defining terms, interesting group discussion, and sending us into Zoom breakout rooms to talk about our own struggles and experiences. It was striking how many people in the group seemed uncomfortable and I'll go on a limb and say it - unfamiliar - with some of the topics. One participant had a lightbulb moment and confessed he'd never considered his gender because it had never negatively impacted him. Fellow Eastern Board and NextCore member Dave Isaacs noted “It was a great opportunity to have some very meaningful and candid conversations with leaders all across our association. Learning that just like the path to certification, we are all on a journey and no one has truly arrived was both eye opening and motivating. It gives me a lot of hope for both PSIA-AASI and our industry in general that there is great drive among members to get better every day, not just at sliding on snow but in recognizing opportunities to break down barriers and make the spot we love more inclusive to more people.”

Around this time, NextCore had a conversation about certification pass rates by gender and discipline. If you're an Alpine level III woman reading this, it's you, me and 301 others in the entire Eastern Division of 9,500 or so members. That includes all examiners, teams, and full certs who have since retired but maintain dues.

We had an open conversation about why on our NextCore Basecamp site. Was it biological? Psychological? Timing? One woman said she'd never go for an exam before she thought she was 100% ready - she didn't want to waste the examiner's time. One of the guys confessed he'd gone to an exam for the ed credit and if he passed, great. He didn't feel like he'd be judged for failing. We talked about the struggle of asking your supervisor for harder and different class assignments to prepare for an exam. We talked about the physical

demands and about having mentors and role models.

These are the conversations we need to be having and receptive to. They should be hard. Diversity in our organization needs to include race, gender, age, discipline - all of it. We need to point out to the education leaders that the manuals are mostly white, the chairs of committees are mostly men, and the images of teaching children are mostly of our younger members. Alpine dominates snowboarding and the poor Nordis commiserate with the Adaptive folks in their little corner of the membership.

However, we need to point it out kindly. We need to help people grow. We need to grow from our shortcomings as an organization even if it's uncomfortable. We need to be OK with something being undone - with sitting in the messy struggle for a while.

So that's why we're here. To continue the struggle. To push the organization to get uncomfortable. To work through things.

So this spring, grab a socially distanced lift ride, or swap cell numbers and text with a younger person in your school. Ask them about their experience. Ask if they've felt welcome. If any parts of the school's culture is off putting. Resist getting defensive. Resist trying to solve it. Examine your role in the answers. Attend our NextCore Happy Hours to learn, not teach. You're about to retire (many of you at least) so to end with a last quote by Dr King: “Life's most persistent and urgent question is, ‘What are you doing for others?’” ‹‹

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Who's Got Next?

By Shannon Rucker, NextCore Action Group
Alpine L2, AASI L1, CS 2, FS1

An important theme in snowsports instruction is passing on our knowledge and passion to others to share our love of sliding on snow. In our organization, we also share our knowledge with other pros. One of the focuses of NextCore is to help ensure there are future pros to continue this mission. With that in mind, I decided to check in with a few of my NextCore peers at my home mountain (Liberty Mountain, PA) to see what they're enjoying about their membership and the industry, what they're trying to accomplish, how their membership is helping, and how they got involved. I encourage everyone to do the same to #ShareTheStoke and help Who's Got Next!



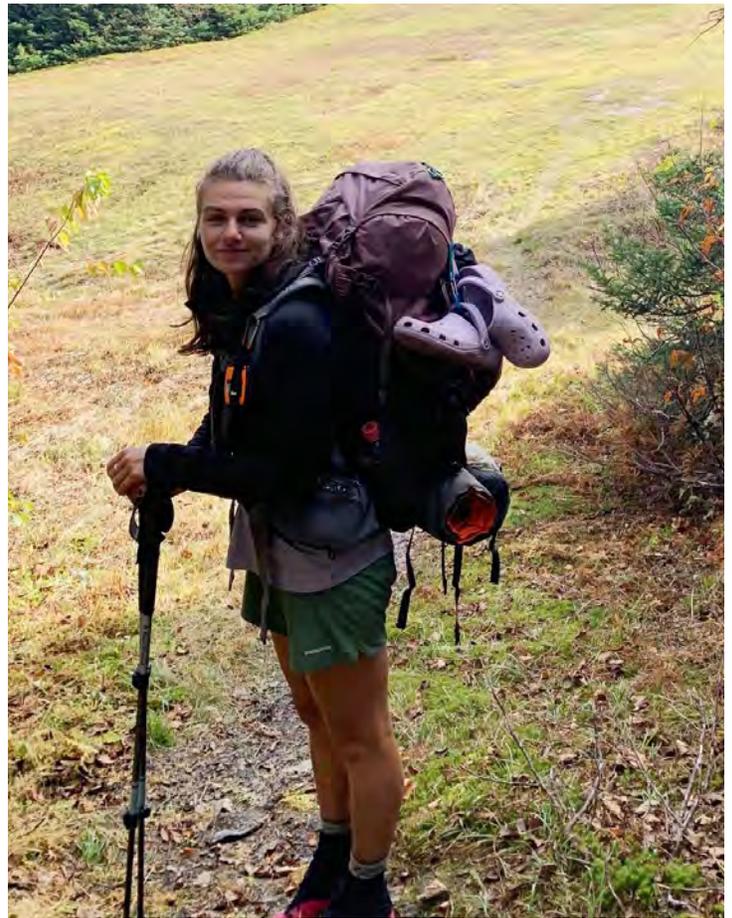
Davie Cool: AASI L1, FS 1

- I heard about it through Liberty Mountain. The opportunity for great benefits, like pro deals, and learning experiences is what got me to join.
- I'm enjoying the learning of how to teach and ride better.
- I'm pursuing my level 2. The scholarships, clinicians, and amazing information we have access to is helping me with that.



James Billingslea: PSIA L2, CS 1

- My favorite part of membership has been the PSIA training I have received at events and through clinics. With my local resort being a small mountain, skiing was beginning to feel repetitive. When I joined the PSIA it opened up an entire new world for me in skiing. It gave me goals and a purpose for skiing that has helped give me a renewed passion for the sport. It made skiing fun and exciting at a whole new level!"



Mary Davis: PSIA L1

- I first heard about PSIA while at lineup one day at work. I then was encouraged by my supervisors to join and work towards getting my level one. I was receiving praise as a first year instructor so I felt competent to give it a go.
- I am loving getting to be outside all day long. I am someone who thrives in the outdoors, so the fact that I am lucky enough to work outside is amazing.
- I am enjoying learning from new and old instructors who have much more experience than I do. I can bounce ideas off of other people to have more effective lessons. The days are sometimes long but turning a scared new skier or snowboarder into a lover of sliding down the slope is one of the greatest rewards. Being a snow pro has given me connections to instructors and professionals all over the country. I feel like I could be in another state and run into someone with a PSIA or AASI pin and immediately have something to talk about with them.
- I am aiming to pass my level 2 skiing this season. I am also hoping to get more involved in programs that aim to grow the connection between snowboarding and skiing because I think understanding both sports is a crucial part of being an effective teacher and communicator of how we can have fun on the hill. By being a part of PSIA and AASI I have access to learning and preparatory materials to improve my skills as well as connect me to both snow sports. The articles written and sent out to members are always great reads to spark new ideas and challenge the way we do our sport. <<

Did you know? NextCore Efforts & Impact

- NextCore was proposed by Eastern CEO Michael Mendrick and approved by the Eastern Board in September of 2018 to become the “action & idea group” that will help the Eastern Division grow its “next core” of members in the 16 – 39 age group.
- The current members of the NextCore Action Group include Austin French, Breezy Grenier, Brian Donovan, Charles Roy, Chris Schneider, Dave Isaacs, Emily Absalom, Josh Yates, Katherine MacLauchlan (Advisor), Katie Brinton, Katie Chong, Matthew Iyerly, Michael Breeden, Ryan McSwain, Sarah Phelps, Shannon Rucker and Stephanie Zimmers.
- The current Eastern Division Board of Directors includes three NextCore members: Katherine MacLauchlan, Dave Isaacs and Katie Brinton.
- NextCore member Shannon Rucker is running for the Eastern Board Mid-Atlantic zone seat for a three-year term 2021-2024.
- The NextCore Action Group created the PSIAEast Facebook Group for Eastern members to share conversations, photos, questions, ideas and observations. It launched in March of 2019 and now includes more than 1,500 members!
- NextCore has its own Facebook group as well with 59 members.
- NextCore members Matt Iyerly, Emily Absalom, Shannon Rucker and Stephanie Zimmers met with and made presentations to the PSIA-AASI National Board of Directors in February of 2020 at Sugarbush, VT to express observations, concerns and ideas about how to best enlist and engage younger (16 – 39) snowsports educators. Eastern Board member Dave Isaacs also attended and played double-duty for both the Board and NextCore.
- NextCore members Matt Iyerly and Shannon Rucker presented to the Eastern Division Board of Directors as part of the Board’s “Education & Insight” webinar series in September of 2020.
- NextCore promotes Eastern Division members, ed staff and events via continual posts on social media sites. Just since the beginning of the 2020-21 membership year NextCore has posted on average every two days to Eastern Facebook and Instagram accounts (more than 100 items in all) including such regular features as Women of the East, TeamTuesday profiles of education staff, Fit Fridays and dozens of other updates and info blurbs.
- NextCore Action Group members Katie Brinton and Katie Chong were both featured in the winter 2021 edition of *32 Degrees* magazine. Katie Brinton

was honored last spring with the national Angus Graham “Rising Star” Award for her outstanding contributions to the Eastern Board of Directors and Eastern Alpine Development Team. Katie Chong was profiled and interviewed for the “Lineup” section of the magazine. Congrats to both!

Interested in getting involved in NextCore? Join the NextCore Facebook group at: [NEXTCORE Advisory Group | Facebook](#). <<



Katie Brinton received the Angus Graham Rising Star Award in June 2020.



NextCore member Katie Chong was featured in the winter 2021 issue of *32 Degrees* magazine.

Looking to stay connected with your fellow members throughout the year?

Check out our “member-to-member” Facebook groups and join in on the conversations with more than 2,500 of your friends and snowsports colleagues at

www.facebook.com/groups/PSIAEast/ and www.facebook.com/groups/AASIEast/



Craving Smooth Transitions? Practice DF-PE (Deliberate Finish and Patient Entry)

By Dave Berger, Telemark Level III, Blue Mountain, PA

Prior to my start in ski instruction 15 seasons ago, I had skied Telemark exclusively for about 14 seasons. In fact, I had never skied on “shaped” skis until I bought a pair to begin ski teaching, which has been almost exclusively alpine. Like most people I’ve met who are certified in Telemark, I get few opportunities to teach or coach Telemarking at the areas where I work. In fact, most work days I don’t even find time to put on my Telemark boots.

I am very lucky that my weekend employer has a serious commitment to training. Each instructor squad has a period of about 2 hours reserved each day for training, and our training staff at Jack Frost-Big Boulder is tremendous. Because all of my in-house training is focused on the alpine discipline, I am always thinking about ways to translate what I learn on alpine skis into my Telemark skiing. A few seasons ago, I participated in a video clinic led by Matt Ellis. Matt asked us to focus only on skiing in such a way that a person who spotted our turns from the lift might think to themselves, “Wow, that looks like fun! I’d like to learn to do that!” The big takeaway I had when Matt reviewed the video with me is that I should think about allowing my skis to keep turning on the old arc just a little bit longer before starting into the new turn. I have been practicing this off-and-on over the last several seasons, both in Alpine and Telemark skiing, and I think I have been making progress in small increments. Over the course of thousands of turns, it may be to the point where my skiing is noticeably more fluid.

At last season’s Tele Pro Jam at Mount Snow, for one of the segments we worked in pairs. Our clinician, Keith Rodney, matched me up with Chip Ziegler, another veteran of many Pro Jams. Our task was to describe something we’re trying to improve in our own skiing, and then have our partner ski behind us to check how well we’re doing on that focus. Chip said that he wanted to be able to ski more “like Lenny,” another friend in our group. Lenny rides a bit lower than Chip and also achieves a very pronounced tipping of the new inside ski at the top of the turn with a “bowlegged” move. While following him down Snowdancer, I noticed that Chip was sometimes turning the new inside ski abruptly at the top of the turn. This move was more prevalent when he was turning to his left but it also occurred on a few right turns. I told him that turning the inside ski so early actually makes it harder to get it onto the new edge, making it less likely that he would be able to ski “like Lenny.”

*On top of the
mountains is where
everything makes sense.*

I probed a bit deeper, trying to get Chip to focus on what outcome he really wanted. Ultimately he reasoned that his real goal was to get to the new edge of the lead ski earlier in the new turn. The bowlegged look was just a symbol of getting to that new edge. I told him that we could explore ways to get to that result more naturally, using different mechanics that did not require a “bowlegged” move. This was the moment I hatched my theme for this year: Deliberate Finish - Patient Entry (DF-PE). If we deliberately allow the skis to continue turning toward the edge of the trail or slightly uphill as our body continues forward and down across the skis, the skis will automatically release their old edges and tip to the new edges as the turn starts. Patiently allowing the skis to begin turning in the new direction will produce a smooth, round arc at the top of the turn.

Originally I was describing this movement pattern as “patient entry - deliberate finish.” After reflecting on it for a few days, I realized I had it backwards. It makes more sense to me if I think about it in reverse order. Doing a good job at the end of the turn sets me up in a strong position to let the new turn happen without forcing anything.

It wasn’t until I got back to Big Boulder and I saw Matt Ellis that things came full-circle in my mind. I remembered that video clinic from a few seasons ago and recognized how it launched me down this path. Certainly I have received similar coaching from many others, both in Nordic and alpine clinics, but as I looked back over the notes in my ski journal, I really believe that video session was the origin of what became my practice focus for the 2019/2020 season.

I have been practicing the smooth transition “harder” this season than I ever have. By “harder,” I simply mean that I have been more focused than ever on making those smooth, patient transitions. In fact, it might be more appropriate to say I’ve been practicing “softer.”

I have had a few opportunities to coach this skill this season, first with my friend Fred Weiss (the 2019 Kåre Andersen Award winner at Pro Jam) after we got back from Pro Jam in December. I was fortunate to have a chance to ski with Fred in Pennsylvania one day during the week following Pro-am. Fred’s situation was a little different in that he was being impatient with the new outside ski, causing some convergence at the top of the turn. But in my mind, exercising some patience to delay turning the ski and focusing more on lengthening the new outside leg at the beginning of the turn (and thus moving his center of mass into the new turn) would make a performance change.

In February, I went to Mark Lacek’s Tele Trees and Steeps clinic at Gore. Mark gave me an opportunity to coach a short session on DF-PE, and I got a lot of good feedback both on my delivery and demos. Our group included Jay, a Level III alpine skier from Sugarbush who has also been developing as a Telemark skier. After observing his first attempt at DF-PE, my suggestion to Jay was to think about cross-under, just as he had most likely done many times in alpine skiing. On his next series of turns, Jay looked much more fluid and “connected,” getting to the new edges earlier and more smoothly. He also demonstrated more patience at the top of each turn. Jay said that thinking about cross-under really helped him perform differently.

Not all my demos were good in that coaching segment at Gore. It’s still hard for me to exhibit the necessary degree of patience in shorter turns. It is much easier to be deliberate in longer turns because things don’t happen as quickly. The very best skiers are good at getting to that new edge even in shorter turns. I hope I will get there one day. In the meantime, I’ll take satisfaction in the small, incremental gains I’m still making.

Practicing DF-PE makes my turns rounder, my transitions smoother and my smile bigger. Isn’t that last thing (the “smileage”) the real reason we ski? ☺

The New Year is Here

By Mickey Stone, Nordic Coordinator

We made it to 2021. It seemed like we would of never got through the 2020 season even when it was cut short. We hope all our Nordic friends are safe and enjoying the out of doors. With the new current snow in New England in late January we are all loving life with the Nordic centers all open, backcountry trails skiable and some off piste adventures at our local areas opening up. It took a while but it is finally here.

Events have been going on with only two XC events canceled as of January 15. The rest of the events have 6-8 participants and have gone very smoothly and safely. It sure is weird wearing a mask or neckie constantly, but it is the easiest thing to do to be able to ski next to others. You have probably noticed that are event list is not large this year due to some areas unable to host due to their own personal restrictions. Also, there is a financial component and some felt it better to take a year off. This will hopefully allow us to have a full slate for next season (hoping the new vaccine roll out plan moves along faster than now). So if anyone has any suggestions on place, dates and topics for next year that you will need to get back to where you use to be please reach out to the office and make a suggestion.

Currently our Telemark Exam is still slated for Killington VT on Monday and Tuesday, March 22-23. The XC Exam is also slated for March 6-7 at Trapp Family Lodge. Vermont has had many out of state visitors that social distance in the lines and resort and wear masks anytime when around people. For lodging you must sign an Attestation Form that says you have quarantined for 14 days or have had a negative C19 test. Please prepare ahead of time as Vermont has had 30-40% of skier visits out of state. So stay bubbled in your group and participate at a distance with a mask and we all should be fine. If uncomfortable than please wait until next season and we will try to have more offerings to make up for this season.

Probably the most amount of work this season has been to the National Standards, Fundamentals, new manuals and the New Learning Connection. Stay tuned for more details on this as we approach next season (when the standards will take effect). Also, I suggest you review Mark Lacey's article in the fall 2020 digital SnowPro on this.

Safe-distancing and sliding, all! ☺☺



Nordic Coordinator Mickey Stone sent in this "proud papa" pic of son Kory in his first-ever FIS race – a U16 slalom at Burke, VT. On his first run he jumped from 98 to 13! Congrats Kory (and Mickey)!

Altitude Adjustment



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Volkswagen

AASI Update

By Brian Donovan

AASI Advisor and Examiner

Greetings AASI East community, and welcome to the middle of the 20-21 winter! I'm so happy to be sharing this AASI update with you right now on paper as opposed to trying to yell all of these cool details at you through one of my many many facemasks. For the next brief bit, I'm not going to focus on anything about 2020, COVID-19, or any of the obvious and negative things that could get you down this year, but instead I'm going to highlight some opportunities for you to stay engaged with AASI this winter and make sure all of you are as prepared as you can be to have an amazing winter together in 2021!

1. Know Before You Go! Do your part and be



socially responsible about your health and your fellow AASI East members' health this winter! Stay up to date on travel restrictions and guidelines before you sign up for any events or plan your next snowboard trip. All of the most up-to-date travel information can be found on the PSIA Eastern Division website at <https://www.psia-e.org/coronavirus-covid-19-statement/#travel>

2. Design Your Own Event! Is there an event on the AASI Event Schedule that you want to attend, but travelling to that event isn't in the cards for you this winter, consider organizing your own Member Customized Event (MCE). In case you didn't already know, you have the opportunity to request any clinic on the event schedule to be held at your home resort at a time that is convenient and agreed upon by the resort and the instructors wishing to attend. Cost is based on number of members in your group, start with a minimum of 6 or you can have up to 8 members in a group (resort rules dependent), and you can choose the topic and even request certain Ed Staff members (we will do our best to accommodate requests). So what are you waiting for?

Whether you want a 1 on 1 private lesson with an Ed Staff member or you want to gather 7 of your raddest riding friends together and all go in to split the cost of the event, we can make this happen for you in your own backyard. Send an email to mce@psia-e.org to ask questions or get the process moving forward for your group! *The only exceptions to this that cannot be scheduled as Member Customized Events are Level 2 and Level 3 Exams.

3. "Does this event count as a prerequisite for a Level 2 or Level 3 Exam?" We get asked this question more than any other question, and so here is a comprehensive list of the events that count as prerequisites for Level 2 and Level 3 Exams:

- a. Level 2 or Level 3 Exam Preps
 - b. Teaching Concepts events
 - c. Movement Analysis events
 - d. 2 Day Riding Concepts/Improvement events
 - e. Member Customized Events focused on any of the above topics
- Other elective events from the Event Schedule do not count as prerequisites for certification exams. This is to ensure that you are taking events that will best prepare you for certification exams and give you all of the necessary information, feedback, and experiences that will help you to train for your next level of certification.
 - This doesn't mean that you won't learn lots at the other elective events or camps on the AASI Event Schedule. It just means that the content won't be as focused on preparing you for a certification exam as it would be if you attend a prerequisite that is designed specifically to prepare you for an exam.

4. "What is my event experience going to be like this season?" This is also a popular question right now. And there is no comprehensive list or explanation about what your event experience is going to feel like this winter. But here are some things that you should be prepared for:

- a. Pay attention to your email in the weeks leading up to your events. There will be lots of communication from the Eastern Division office staff leading up to our events so that you know where to meet and any special instructions, guidelines, or restrictions of which you'll want to be familiar.
- b. We'll most likely be meeting as a group on snow ready to go snowboarding. This is not the year of sitting inside the lodge drinking coffee and eating breakfast burritos as we put on our boots together. This is the year of showing up ready to go. Show up, meet up, and go have a great time! Plan on having some extra snack options in your pocket,

your backpack, or your car. Food options at some resorts are extremely limited this season. Make sure you plan ahead so that you're able to replenish your energy throughout the day so that you can get the most out of your event.

- c. We're going to look like bank robbers on the mountain. In case you haven't heard - masks are the hip new fashion accessory this season. The Ed Staff will be wearing face coverings while working with the group on snow, and the requirement is going to be that all members and Ed Staff members will wear masks that cover both their nose and mouth at all times when physical distancing guidelines cannot be met, when we're riding the chairlifts together, or anytime that we're inside. While we typically want to show off all of our beautiful smiles to our guests, it's going to be important that we all commit to having a mask on at all times possible while attending events. Insider's tip: Bring a few spare masks. Change them out any time you take a break for bathrooms or for food.
- d. Resort rules are golden this season! Prior to your event, check resort websites for special COVID-19 rules before attending your event. Be prepared to boot up in the parking lot, eat lunch in your car, wear a mask at all times, and adhere to adjustments to things like chairlift loading procedures or capacities.
- e. Group sizes are going to be small this season. Due to COVID-19 we will have a maximum group size of 8 members this season (as opposed to 10 previously). Some resorts might require even smaller group sizes. What does this mean for you? It means more personalized and individual attention from the Ed Staff. Make sure you take full advantage of the individualized experience, by coming prepared, being open-minded, and be ready to learn! Come prepared to do lots of snowboarding. Smaller group sizes mean more mileage on our snowboards!
- f. Weekend events are going to be like Bigfoot sightings this season. Don't expect to see many weekend events on the AASI-E Event Schedule this season. Many of our member resorts are operating under reduced capacities this winter during weekends, and we want to have a small footprint and impact when operating at those resorts and not negatively impact their business. We genuinely appreciate the member resorts and their support of our organization and we do not want to increase our burden on them or ask for complimentary lift tickets on a day that they are operating at heightened volume levels with reduced capacities. While we know this is less than ideal for many of our members that work Monday – Friday, we hope this is only a temporary adjustment during the 2020-21 season and that we can get back into operating both during

the week and on weekends for next season!

- g. The AASI-E Event Schedule will be continuously under construction this season. Check back often on the [Event Schedule](#) « [PSIA-EAST-AASI \(psia-e.org\)](#) website for the most up-to-date info on events. Due to COVID-19, we're constantly moving events to new locations and to new dates this season. We're trying to meet member demand for events while simultaneously being respectful of where and when our members can travel to attend these events.



5. “How do I stay connected to other AASI East members this season?” If you are on Facebook, and haven't yet discovered the AASIEast Facebook group, I highly encourage you to come check it out. It is an unofficial and private Facebook group created by AASI-E members,

administered by AASI-E members, and it's a fantastic place to connect with snowboard instructors near and far! <https://www.facebook.com/groups/AASIEast> is the link; just hit it and then request to join the group. Stop in to get tips and tricks for your riding and teaching, upload a video of your riding to receive feedback from other members, connect with other members to plan trips, events, or get-togethers (physically distanced currently of course), or simply chime in to the conversations with your thoughts or a well-timed gif. All that we ask is that you are respectful of each other and keep the conversations focused around snowboarding, teaching snowboarding, or AASI.

Be the reason that we have a season! Stay safe, stay healthy, and make smart decisions for the rest of the winter so that you can continue to ride and continue to stoke resort guests out on snowboarding. I miss all of you very much! I miss seeing your faces, I miss high fives, hugs, and fist bumps, and I miss getting to eat meals and catch après beverages together. We'll get there! We'll get back to that being the normal again. Thank you for sticking with us through a difficult year. Thank you for being part of the AASI-E community! Thank you for teaching snowboarding and sharing your passion with the masses! You all rock! ☄

Attending an Event this Season? COVID Travel Advisory Links by State

REGION 1

ME: <https://www.maine.gov/covid19/restartingmaine/keepmainehealthy>
NH: <https://www.covidguidance.nh.gov/out-state-visitors>

REGION 2

VT: <https://www.healthvermont.gov/response/coronavirus-covid-19/traveling-vermont>

REGION 3

CT: <https://portal.ct.gov/Coronavirus/travel>
MA: <https://www.mass.gov/info-details/covid-19-travel-order>
RI: <https://health.ri.gov/covid/travel/>

REGION 4

NJ: <https://covid19.nj.gov/faqs/travel-and-transportation>
PA: <https://www.health.pa.gov/topics/disease/coronavirus/Pages/Travelers.aspx>

REGION 5 & 6

NY: <https://coronavirus.health.ny.gov/covid-19-travel-advisory>

REGION 7

MD: <https://www.visitmaryland.org/article/travel-alerts>
VA: <https://www.vdh.virginia.gov/coronavirus/frequently-asked-questions/u-s-travelers/>
WV: <https://dhhr.wv.gov/COVID-19/Pages/travelers.aspx>
NC: <https://www.nc.gov/covid-19/covid-19-travel-resources>

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Mindful Pandemic Perspectives - Adding 'Zen' to Your Lessons

By Mary Ellen Whitney ; PSIA/AASI Adaptive Board of Educators, Director for STRIDE Adaptive Ski Programs at Jiminy Peak Mt. Resort, Hancock, MA; Ski Sundown in New Hartford CT, & Catamount Mountain in Hillsdale, NY

Every day now I learn of someone new in my network (coaches, families, athletes, employees and friends) who has been infected with Covid-19. It is frightening, but also captivating from a health perspective.

One of my STRIDE Board members recently opened our meeting with this quote: *"Just as I only want to be happy and not have pain, so is the other person the same."* The quote, from the Dalai Lama's personal physician (an American family medicine physician who faced tragedy and explored the eastern culture) is an effort to practice compassion, and give pause for the times. Be mindful of how quickly we move to make judgement.

As we approach the one-year mark of COVID-19 changing our lives, the stress for all is substantial. Parents and students are struggling with online learning, childcare, and work from home - intensified for parents with children who have spe-

cial needs. Those with jobs, adjust to the "new normal" of perpetual Zoom meetings, a lack of privacy at home, and Groundhog's Day routine. The word *quarantine* begs questions of how and why -- with sometimes unspoken judgement and/or politics. This stress is most acute for those with health issues; unemployed; for families impacted by the virus; and for businesses and non-profits that are adapting and struggling financially. The media confuses us with messages of despair or hope depending on what media platform you watch.

While we may not be able to change our ways of living through this pandemic, we do have the power to exercise control in areas that can help yourself and those around us, particularly in our snowsport environment, to better cope.

Full disclosure, I'm spiritual-minded. I try to embrace the Zen of being in the moment. I enjoy the simplicity of things which help me recalibrate and let go of stress. I teach this not only in *all* my on-snow lessons, but in Zoom clinics nationally for coaches in adaptive sports: *Every* lesson we teach should include a *"smell the roses minute."* Stop; look up the mountain. Appreciate nature and being here. Appreciate your accomplishments. Breathe. Give grace. Pass it on.

COVID-19 has taught me that real life continues to happen, and we have to mold it into our missions. Reflect. Consider how you can be more tolerant and kind; be mindful. Mindfulness is: *The awareness that arises from paying attention, on purpose, in the present moment, and non-judgmentally.* One day we will look back to this time to see what we learned, and how we grew and changed. Some of it is very good. ☺

Learning in this Pandemic World

By Kathy Chandler, Eastern Adaptive Advisor

This season has been a strange or different one for us all, for sure. What I find most exciting is all the wonderful virtual things that have been going on. There has been lots of "Zooming" going on between groups and programs across the country and networking through the internet. The PSIA-AASI community in every discipline has pretty quickly adjusted to the "new norm" of using their car as a locker for all their gear, packing a lunch, meeting groups outside and of course wearing masks and safe distancing as much as possible.

Adaptive Programs at each area have different protocols, and each state is different in their requirements for moving between states. So be sure to check before just going to another state. One of the positive things that has happened is that many are creating some exciting and innovative virtual trainings. Our Adaptive Board of Examiners is currently reviewing five or six of them that were presented by our eastern ABOE members for the Adaptive National Academy. We plan to record them and have them available for adaptive programs and individuals within them to get some education virtually to our membership.

An ongoing frustration has been the educational programs that get cancelled for lack of attendance, but doing so much virtually now allows us each to do it on our own time from our home. There is some great education happening and I encourage you to stay tuned. Look for opportunities on the PSIA-AASI websites, both Eastern and National.

In the next few weeks we will be installing the recorded sessions on Neurological Disorders, Challenging Behaviors in a COVID World, The 5 Fundamentals – Beyond the Basics and Simple Ways to Address Common Mono-Ski issues. Geoff Krill and Ed Meltzer will offer a program on Setting up and Fitting Sit Down Equipment and Michael Ma has created a program on Adaptive Snowboard, so stay tuned on upcoming opportunity for virtual trainings available.

Although the season is a different one for many of us, there is almost more opportunity for individual educational opportunities for us all. It is up to you to take advantage of it. ☺

SNOW

Pro

Upcoming SnowPro Copy Deadlines

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

Spring 2021 issue: April 23, 2021

Writing Guidelines

General member submissions should not exceed 1,000 words and should be e-mailed to psia-e@psia-e.org as a MS Word document. Please see additional guidelines on page 2 of this issue under General Information. Thank you! ☺

In Memoriam

Ruth Starratt Innes

Ruth Starratt Innes, 79, of Littleton, New Hampshire, passed away January 10, 2021 after a short illness.

Ruth was born August 6, 1941, the daughter of the late Howard and Mabel Starratt of Clarksburg, MA.

A graduate of Drury High School in North Adams, MA. She attended North Adams State College and earned advanced degrees from the University of Massachusetts and Nova University, including a PhD in Psychology. Ruth married the late John Innes, who predeceased her on October 12, 1986.

She was Director of Guidance and Counseling at Shorecrest Preparatory school in St. Petersburg, Florida. Dr. Innes was a Clinical Psychologist in a private practice and also for the state of Massachusetts. Her accomplishments included being a PSIA Level II certified Alpine Instructor at Brodie Mountain and Jiminy Peak. In recent years, she worked as an adjunct professor at White Mountains Community College and instructed Tai Chi and Yoga at the Omni Mt. Washington Hotel and the Appalachian Mountain Club. Ruth was also a volunteer at The Mt. Washington Observatory Summit weather station.

A lover of music and the great outdoors, Ruth was always up for any adventure, especially with her son, Mike, his wife, Lori, and their dog, Pemi. She played the violin at local community musical groups. Ruth loved to travel and had the opportunity to visit many countries around the world.

Ruth enjoyed all outdoor activities, including hiking, paddling, and skiing. She completed the NH 48 4,000 footers and the 52 with a view list over the age of 70. Ruth's enthusiasm was infectious, and she enjoyed a full life. Ruth was one of a kind and made friends everywhere she went. She touched many lives and will be missed by all who knew her.

In lieu of flowers, memorial contributions may be made in Ruth's name to the Mt. Washington Observatory: <https://mountwashington.thankyou4caring.org/giving>.

SERVICES: A private online celebration of life will be held at a later date. Courtesy of the Cremation Society of New Hampshire

A note from Eastern Nordic Coordinator Mickey Stone: On a sadder note we would like to share with you the passing of Ruth Innes, Mike Innes mother who is a Cross Country Examiner with us for over 10 years. I had the pleasure of skiing and hiking with Mike's mom over 20 years ago. She was motivated, personable, lively and ready to go at any minute. She was a driving force wherever she was with others. Our thoughts and prayers go out to Mike and his family. <<



Carl W. Moberg

Carl W. Moberg. It is with great sadness that I send news of the death of my husband Carl W. Moberg on August 16th, just 4 months short of his 85th birthday. Carl grew up in Patterson, New York just 55 miles north of Manhattan where the Hudson Highlands meet the Taconic ridges of Connecticut. A landscape with enough bumps and slopes for "mini" ski areas in the 50's and 60's.



As a young man he developed "Carl's Lawn Service" a successful landscaping company until his retirement in 1996. In the 1950's his passion for skiing was nurtured by Austrian instructors at "Big Birch" a ski area. When he earned his PSIA certification it changed his life.

He has been a member of PSIA-Eastern Division, (Alpine Level 3) for almost 57 years, since its very beginning. Through the 60's, 70's and early 80's he was the Ski School Director at local areas like Fahnestock State Park and Mt. Storm, but best remembered for his years at Big Birch in Patterson. He was also an instructor and Ski School Director at Vernon Valley in New Jersey and Otis Ridge in Massachusetts.

Through the years he organized ski trips out west, skied with Stein Erikson, and introduced his sons Jeff and Scott and daughter Wendy as well as nephews and nieces (all excellent skiers and boarders) to the Rocky Mountains and the Cascades.

In 1988, he bought a condo in Dillon, Colorado and for 18 winters until he retired in 2006 he developed friendships and earned numerous awards as a proud ski instructor at Copper Mountain Ski Area. He was a quiet man with a great smile, a hard worker, loving husband, father and friend whose soul called the snow covered mountains home. He will always be known in his home town as "Colorado Carl."

Submitted by Judith Kelley-Moberg <<



In Memoriam

Paul B. Switzer

Paul B. Switzer, 70, of Jeffersonville, died early Saturday morning, Sept. 5, 2020, at his home with his wife, Marsha, by his side.

Fondly known as “Switz,” he was passionate about his family, friends, reading, jazz and classical music, skiing, telling a good joke and life.

Born to Verne and Barbara Molaghan Switzer on Feb. 27, 1950 in Brattleboro, Switz was the second eldest of five children. He graduated from Brattleboro Union High School in 1968 and attended the University of Vermont and Windham College. He earned his electrician’s license while working for Diamond Electric.

Switz was a lifelong skier, having mastered the slopes of Hogback Mountain in southern Vermont as a youngster. He became a professional ski instructor and taught at Haystack, Mount Snow and, for most of his career, at Smugglers’ Notch in Jeffersonville. He was awarded his 40-year ski instructor pin and certificate from Professional Ski Instructors of America.

In 1988, Switz walked into The Brewski after a day on the slopes at Smuggs and met the love of his life, Marsha McGuire. A few years later, he proposed not once but twice and the two were married on a hilltop overlooking Spofford Lake in New Hampshire on May 2, 1992. Their life together was filled with love, laughter, skiing, music, and Sunday football games cheering on the Patriots and Giants.

Switz had a large network of friends on and off the slope. He merely had to step out his front door and someone would soon stop and offer to give him a ride to the mountain. He had a quick wit, was a master at Jeopardy, and could tell a story like no other. Reader’s Digest should have devoted space in every issue for his jokes. Whether he was singing “Boardwalk” at family gatherings or sharing apres ski cocktails with friends at The Brewski, Switz brought love and laughter everywhere he went.



On beautiful fall day, based on Switz’s request, celebration of life was held in one of Switz’s favorite Smuggs spot – the locally known – world renown – Parking Lot 1. Family, and friends shared stories and laughter in honor of Switz.

And Ode to Switz from his Smuggs SSU Family

There have been many folks who worked and played and gave of themselves in our attempt to find Camelot here at Smugglers’ Notch

Our round table was the mountain, our trusty steed our skis and boards, our quest to share with others, our love of thrill and fun

One of our knight’s exemplar was a great and honored man who could ski like he was floating down a cloud of frozen snow

The man, the knight we called Switz. He was a friend to all and his passion was for sharing his love of Smugglers’ Notch

Our guests they all loved him as he could always make them smile at the same time as he was asking them to take a little risk

Before Switz went on to slide in a place that is more like Camelot than our mountain at Smugglers’ Notch he gave me a video his wife had made that showed his love of life and skiing

and it ended with a joke he told to almost everyone:

Switz said, “I once talked with an old Austrian ski instructor. He said skiing es eecee. You go left. You go right. You go left twice, it may be a mistake – it depends.”

That was Switz’s way of living: Skiing in harmony with the mountain and living life in the same way.

Submitted by Peter Ingovldstad, long time Smuggs SSU Director and Visionary <<

More than 3,200 members follow every move we make – do you?! To keep up on the latest news, photos and buzz, follow us on Facebook! www.facebook.com/PSIA.E.AASI

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snowsports school management

Resource Reminder for Snowsports School Directors

By Michael J. Mendrick, CEO

COVID-19 RESOURCES AVAILABLE TO SNOWSPORTS SCHOOLS

SNOWSPORTS IN A COVID WORLD: A Panel Discussion, Recorded discussion from September 14, 2020

This webinar is available to watch at any time! [Please click here for the recording.](#)

Here are articles tagged with COVID-19 on the national PSIA-AASI website:

<https://www.thesnowpros.org/tag/covid-19/>

Here is a COVID-19 resource found on the NSAA site:

https://www.nsaa.org/NSAA/Resources/Ski_Well_Be_Well/NSAA/Resources/COVID19/Ski_Well_Be_Well.aspx?

Online Basecamp for Snowsports School Directors

In 2019, the Eastern Division set up a new online discussion and idea exchange resource for snowsports school directors. It's called Basecamp and it is available to you as a free venue for asking questions, sharing ideas, expressing concerns and providing feedback to your fellow snowsports school directors all throughout the season and beyond. Join the more than 130 participants and help them to help you! If interested in participating just e-mail me at mmendrick@psia-e.org.



Below are a number of other valuable links and resources to help you as well. Check it out and bookmark the links!

Eastern School Director Help Desk

<https://www.psia-e.org/ssdd/>

National-Eastern Member School Program

www.psia-e.org/member-school-program

Member schools receive dozens of combined benefits and resources from the National PSIA-AASI office and the Eastern Division that help make your job easier and your school more successful! This includes access to digital manuals, real-time member roster checks, rewards programs for hosting events, on-site training by Eastern ed staff and much more.

For assistance with National-specific benefits: Lauren Foster, Director of Member Services, lfoster@thesnowpros.org or (720) 963-4834.

For assistance with Eastern-specific benefits: Melissa Skinner, Assistant Director of Education & Programs, miskinner@psia-e.org or (518) 452-6095.

To update school/resort info:

<https://www.psia-e.org/ms/eastern-benefits/schools-resorts/update/>

EASTERN DIVISION EDUCATIONAL PROGRAMS

Member Customized Event (MCE) – Two Days

Two full days of snowsports education delivered by a member of the PSIA-AASI Eastern Division Education Staff.

- Must be approved by hosting resort
- You choose the topic(s) for your clinic.
- Twelve Continuing Education credits will be issued to all members.
- Minimum group size of 6 - Maximum group size of 8 (members and/or non-members).
- Events must be scheduled directly with the PSIA-AASI Eastern Division office at least three weeks in advance of the desired dates.
- Cost is based on number of participants, 6 participants is \$1,230, 7 participants is \$1,435 or 8 participants is \$1,640.
- We can accept payments by check or credit card (Visa, MC, Discover or AmEx).

Member Customized Event (MCE) – One Day

One full day of snowsports education delivered by a member of the PSIA-AASI Eastern Division Education Staff.

- Must be approved by hosting resort
- You choose the topic(s) for your clinic.
- Six Continuing Education credits will be issued to all members.
- Minimum group size of 6 - Maximum group size of 8 (members and/or non-members).
- Events must be scheduled directly with the PSIA-AASI Eastern Division office at least three weeks in advance of the desired dates.
- Cost is based on number of attendees: 6 participants is \$615, 7 participants is \$717.50 or 8 participants is \$820
- We can accept payments by check or credit card (Visa, MC, Discover or AmEx).

Snowsports School In-House Clinic or Exam

- Snowsports School Director contacts the Eastern Office with desired clinic or exam
- Eastern Office will create a private link to clinic or exam and forward to the snowsports school director
- Snowsports school Director forwards this link to his or her staff
- Cost is the same as event schedule, no additional fees
- Maximum number of participants is determined by the snowsports school director. ⏪

your turn

A Level II Odyssey: Skiing and Teaching Overview

By Michael Perticone
Alpine Level II
Liberty Mountain

In March 2019 at Massanutten, VA, I joined ten other candidates at an Alpine Level II Ski College. We undertook three days of coaching, followed by a day and a half of testing with 3 different examiners. The exam format has changed slightly—now [starting back in Winter 19-20], evaluations occur over one full day with 2 examiners—but the ski college still exists and I recommend attending one, if possible.

Although you should be reasonably confident about meeting the requirements in all three categories (Skiing at Skill Level, Agility/Versatility and Mountain Skiing), the college provides additional time to brush up on any weaknesses and familiarize yourself with the mountain. Take good notes while you're at the event because not only will you need to ski the assessment activities, ultimately you will also need to teach them at the Level II Teach Exam.

In my college experience, the clinician broke down the wedge, wedge christie and basic parallel, Skiing at Skill Level activities that are fundamental for success at Level II. In my exam, the Agility/Versatility assessment activities included skating down the fall line, leapers and railroad tracks. A thorough understanding and ability to do all the potential tasks is a must, but keep in mind perfection is not required—just competency (please see article by [Nate Mead Fall 2019 pg.29](#)).

Take as many clinics as you can and practice with other instructors who are preparing. If possible, make a pod and be honest with yourself and others about what you're doing, feeling and seeing. Keep a copy of the [Alpine Exam Guide](#) assessment activities in your jacket or on your phone and be precise in understanding what the examiners are looking for...i.e. leapers are an edge change in the air, not leg rotation.

If you're weak in a task, then ask a fellow instructor or mentor for help and make time to practice. Don't go into the exam hoping that a certain task is not going to be tested. Your time is better spent improving that deficiency than travelling and incurring costs. As you practice and improve the tasks, take those skills into your skiing—that's the purpose of the task after all.

If you're getting more proficient in the drills/tasks, then test yourself by taking your overall skiing onto tougher terrain. Bumps on upper level

blue and some black terrain are fair Level II game, depending on the mountain and snow conditions. In my exam, Mountain Skiing included a free run, short radius turns and bumps. This category is your opportunity to shine as it allows you to demonstrate all the skills you've been working on in the Skiing at Skill Level and Agility/Versatility tasks. Mountain Skiing is the time to be dynamic and demonstrate solid movement patterns. Show them you can control the alignment between your hips and your feet, direct pressure toward the outside ski, control edge angles by angulating joints, turn your legs much more than your jacket and regulate pressure by flexing and extending the legs.

The skiing exam is stressful, unless you're fortunate enough to be superb. Most of us aren't, so accept that a degree of anxiety is normal and sleep the night before may be difficult. Take comfort in the fact that you've prepared and your chances are good.

I reminded myself that the exam is another learning opportunity, and one can take it again another time if they aren't successful. I found this helpful psychologically during the exam process. Of course, there is no avoiding the seemingly interminable wait for results.

I was fortunate to be successful on my first attempt and looked forward to what I thought to be the easier and more fun part—the Teaching exam. I was wrong.

My first 2 seasons were spent teaching beginners using a well thought-out template provided by our ski school. It worked well, and once I became proficient with the progressions, I was confident teaching even large groups. It became apparent, though, that movement analysis (MA) and creative teaching (CT) for students levels 3 to 6 is much more involved.

The teaching exam combines MA and CT into a one-day exam, with assessment criteria based on the Learning Connection Model's Technical Skills, Teaching Skills and People Skills. Candidates spend the entire day with 2 examiners, and I found the process both fair and challenging. Fair, because all were given an opportunity to teach on multiple occasions as well as participate in group discussions. Challenging, because we were doing MA on strong skiers.

In my experience, the examiners asked questions continuously, so be prepared to participate. If you studied a lot, you may be itching to speak more than necessary—avoid it. Answer the question as succinctly as you can. And remember, one wrong answer won't sink you, especially if you demonstrate a solid understanding of the fundamentals.

The [Alpine Technical Guide](#) should be on your night stand and you should be very familiar with chapters 6 and 7. Understand line progressions (static, simple, complex, whole), but know that you may not be called upon to teach the entire line. Rather, be prepared to identify a deficiency, reference the fundamental, cite a drill and nail your demo.

It is imperative that you understand the 5 Fundamentals—cold. A mnemonic device can be helpful. I like COM over BOS and PERM. In PERM, the letters represent the key words for each fundamental and “control” precedes it. P=Pressure; E=Edging; R=Rotary; M=Magnitude. Fill in the details to ingrain the fundamentals.

Be prepared to demonstrate drills/tasks that can be used to address and improve a skier's deficiency relative to the fundamentals. Spend time studying MA (so you know what to look for), take as many clinics as you can, and don't be afraid to ask what you perceive to be foolish questions. Better to ask a foolish question in a clinic than to give a foolish answer in an exam.

Note from Don Haringa, Director of Education and Programs

The Skiing Exam - The author describes the **Assessment Activities** (formerly known as exam tasks) that were chosen at an exam meeting held the night before the exam begins. The expected snow conditions, weather, and the trail rating/characteristics are taken into account when the Assessment Activities are chosen. The Assessment Activities may vary from exam to exam given the previously mentioned characteristics. Candidates for certification exams should be well prepared to ski all of the assessment activities listed in the PSIA-AASI Eastern Division Exam Guide for the particular certification level they are attempting, in a variety of conditions.

The Teaching Exam - The author writes that, “It is imperative that you understand the 5 fundamentals.” He is referring to the **Alpine Skiing Fundamentals**. For the Teaching Exam, it is **also** imperative that you have a **working knowledge** of the **Teaching Skills** and the **People Skills**, as listed in the **Learning Connection**. Good luck, and I hope you enjoy the journey! ☞

Teach the Motion and the Emotion

Paul Geoghegan
Alpine L1, CS1
Ski Bradford, MA

I recently listened to a rowing webcast where the speaker was discussing the terminology used to describe the rowing stroke. Rowing is a deceptively complex movement involving the proper timing and application of force to all four limbs. If you are rowing with other people, say, in an 8 person shell, there are 32 extremities that have to be coordinated, a daunting task that requires exceptional teamwork and precision.

During the Q&A session, I asked the speaker if he ever described the sensation of the rowing stroke rather than the movement when coaching. He looked surprised, but shared that when all rowers are in perfect synchronization there is a feeling of “swing” where the boat seems to move faster than

the sum of the individual rower's efforts. The desire to recreate that "swing" is one of the things that makes rowers come back the next morning.

Skiing is also a sport of positive sensations—that's what makes it fun. But, while we often talk about the mechanics of the turn, we may not talk enough about the sensations and emotions skiing evokes. For an activity like carved turns, the sensation is the thing. A carved turn with early edge engagement is thrilling yet strangely calming. Even as your speed increases, time seems to slow down.

How do we get our students to this level?

Many people can model the movements you make during your demonstrations but may need more guidance to experience key sensations. Draw an analogy between a known sensation and a skiing outcome to help students connect to a positive emotion. For example, demonstrate garlands, asking the skier to engage and then release their edges simultaneously while their upper body remains countered. Then ask the skiers to feel their legs wind underneath their upper body like a spring, storing energy in their core for the next turn. Or, demonstrate early edge change, and ask the skiers to feel the skis banking off the snow like a car on a banked track. For children, I'll ask them to make "swoop turns" like a bird, with their arms held out like wings. As children move inside the turn to swoop, the result is often an early edge change.

Much of our discussion about teaching focuses on making precise body movements to achieve a ski performance outcome. The real goal of ski instruction, however, should be to enable people to execute movements that result in positive sensations and emotions. Those positive feelings are what make guests want to come back. So, teach the motion but don't forget to teach the resulting sensations and emotions that will make skiers want to experience it again. ☞

Making the Connection

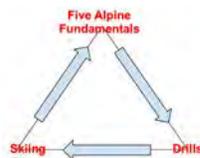
Jonathan Miner / PSIA Level III,
Pats Peak Snowsports

It's around 1pm on a Sunday. I'm sitting down with a bowl of chilli and a red Gatorade. Across the table sits an PSIA examiner, nibbling on a Pats Peak M&M Cookie. We're sharing our frustration with exam candidates who refer to Assessment Activities (agility and versatility tasks) as "stupid human tricks." In walks a disheveled instructor, snow in his goggles. "I hate those stupid human tricks," he laments under his breath. My examiner friend pushes his uneaten cookie-half across the table. "I need to drive to VT for an exam... Have a great week," he says, as he leaves. I glance over at the other instructor. "Been practicing?" I ask. He nods. "Sounds like you're missing the connection," I tell him.

Does that story sound familiar? I'm sure it plays out in break rooms, in locker rooms, in shuttle bus-

ses and on chairlift at all our mountains. I'll even admit to uttering the phrase "stupid human tricks" early in my skiing career. These drills are not just silly tricks though. Once you start drawing connections between versatility drills, the Five Alpine Fundamentals, and skiing, you'll not only get better at the drills, you'll become more successful in your skiing and teaching!

To explain how these three things are interconnected, I use a simple triangular diagram. I start by putting "Skiing" and "Drills" at the base of the triangle, and then put the "Five Alpine Fundamentals" at the peak.



I begin with someone's skiing and analyse it in terms of the fundamentals. I then isolate fundamentals using drills to help a student develop specific movements and feel related sensations. Finally, when a student achieves a level of competency, I blend the sensations from the drill back into their skiing.

Let's start with a simple Level I Assessment Activity—the straight run. How does that drill isolate each of the Five Fundamentals? Two are easy. To stay upright, the skier needs to control the relationship between their center of mass and their base of support. The skier must also regulate the magnitude of forces created through ski/snow interaction as the skis travel over differing snow surfaces.

To isolate the other three fundamentals, it's important to consider that the ability to actively *not* do something is as important as the ability to actively do something. So, in a straight run, the skier keeps their skis flat, doesn't rotate their legs, and keeps equal pressure foot to foot.

How does a straight run blend back into our skiing? We all straight run down shallow terrain, through the lift line, and approaching a feature in the park. The skier is also on flat skis for a moment at turn transition.

Let's focus on turn transition and evolve the straight run into railroad track turns, a Level II assessment activity. In this activity, we see the other fundamentals developing. The skier needs to use angulation to flatten and tip their skis simultaneously, allowing their legs to turn separate from the upper body. They will also start to feel more pressure developing under their outside foot due to physics. Once the skier achieves competency with railroad track turns, those skills can be blended back into their skiing, particularly in relation to how they tip the equipment through transition.

From here, we could move on to the Level III railroad track turn, where the skier must bend the ski, not just ride the sidecut. Alternatively, we could progress to outside-ski-to-outside-ski turns. For this article, let's consider the latter.

Outside-to-outside really isolates foot-to-foot pressure since the skier is committing 100 percent to one foot and zero percent to the other. In transition, as the skier sets the pinkie toe of the new out-

side foot in the snow, they achieve a 50:50 foot-to-foot ratio. They then roll onto the big toe, extending the new outside leg as they lift the new inside leg off the snow, achieving a 100:0 foot-to-foot ratio as they start the turn. With both skis on the snow, even if the intensity of the foot-to-foot distribution is toned down, say 90:10 at the apex of the turn, the skier can still feel the same sensations generated by the drill.

I blend this drill into my personal skiing by focusing on my toes. When I feel pressure on my pinkie toe, I know it's time to begin initiating the next turn by tipping the skis through the transition. So this was the challenge I posed to my fellow instructor: understand how the drills blend back into skiing. Making that connection is all part of the journey toward certification, and better teaching and skiing! ☞

Tips for the Trees

By Marty Wallace

Snowboard Level II

Windham Mountain Resort

It had been too many, long years since I had last been out to Utah, and I was a pretty pathetic rider, to say the least, at the time. On a more recent trip though, my son and I spent three days ripping through Brighton's groomers, parks and many trees. I was pleasantly surprised to see I was *almost* able to keep up with my son, who is about 30 years younger than me, but I also realized how much the annual **Jay Trees Camp** had done for my ability to shred the heck out of the trees.

Here are a few of the tips I've learned over four seasons of Trees Camp from such fabulous clinicians as Ted Fleischer, Tom Vickery, Bonnie Kolber and Eric Wright, among others:

Safety first, pod up: Always ride in a group, never alone. Designate a leader as well as a sweeper, whose job it is to keep an eye on everyone in front of him/her and make sure everyone gets out of the trees in one piece. Don't get too spread out, otherwise, the sweeper can lose track of a pod member—if someone gets hurt, it will take a lot of precious time to find that missing rider.

Get low, stay flexed: Having your ankles, knees and hips flexed is important to being able to use your body movements to affect a board performance and, subsequently, execute a turn quickly. It also helps to get you set up for your next turn. One of the biggest mistakes novices make is straightening the front leg, which can lead to disaster when attempting to link a turn or survive some bumps. Staying well-flexed also helps you to avoid low hanging branches, especially when you are following Bonnie down some rabbit hole. She is excellent at getting through places most other people can't fit. If you want to follow her, you'd better be able to get really low to the ground without bending at the waist (unless you're really desperate)!

Upper / lower body separation: Riding trees, especially tight, Northeast trees, requires you to act quickly in order to turn at the appropriate time. Keeping your lower body separate from your upper body by being flexible at the waist will allow you to quickly turn the board without the burden of having all your mass making the same motion as your board. Practice this on gentle, open terrain with the “camera/camera” or “Fellini’s Frames” exercise: keep your shoulders across the fall line and slide downhill on your heel side; rotate your hips without turning your shoulders so that your nose is heading down hill; and then rotate back the other way so your tail is heading downhill. (Remember to manage your tilt angle carefully so you don’t catch an edge.) This exercise will help to loosen your hips/waist, and eventually allow your lower body to act almost independently of your upper body. It also will vastly improve your board pivoting ability.

Pivot: This board performance is absolutely essential to have in your quiver. Stay flexed, and actively move both feet in opposite directions. Play with the timing, intensity and duration to shape the turn appropriately for the situation.

Flatten the board: Riding the trees is somewhat like riding widely spaced bumps, or like riding a banked slalom roller coaster. Keeping the board flat against the snow, especially against the side of a bump/banked turn, will help you be able to pivot the board at the proper time and turn it more effectively in a tight and/or fast-paced situation. In very deep troughs or natural half pipes, I best controlled my speed by making my turn close to the vertical section of the pipe and traveling across rather than straight down the pipe’s length. Time the turn and manage the intensity and duration of your movements so that the turn is not too late, nor too abrupt.

Grabs: While we shouldn’t execute a turn with our shoulders first, it does help to start your turn and then get your shoulder low and into the turn to create a tighter radius, especially if you are using tilt or twist. Practice doing two grabs on gentle, open terrain first. Do a ‘method’, with the front hand reaching towards the heel side of the nose, and a ‘mute’, where your front hand reaches for the toe side near the nose. Try not to bend at the waist, but rather flex your ankles and knees as much as possible to get low. Once comfortable with the move on an open slope, try linking turns with it in the trees.

Dynamic heel side slide: On a particularly icy day, Tom led us down some gnarly glades, where speed control was of utmost importance for a safe descent, free from collisions with immovable trees. Somewhat like a falling leaf, the dynamic heel side slide is a good, defensive way to get through an icy trough, really tight trees, or if you happen to not pivot quickly enough and end up missing a turn. Staying on your heel side, stab the board at the bumps/banks on either side by actively shuffling the board underneath you. As a regular rider, shift your weight to the tail to stab the board to your left, and so on. Maintain good

upper/lower body separation to keep your balance and facilitate proper pressure distribution.

These are but a few tactics and skills to use in the trees. And reading about it is no substitute for going out there and doing it, so get yourself out to the next Trees Camp and shred with the best! «

Slopeside Schadenfreude

John Santelli, PhD

Alpine Level 1

Campgaw Mountain, NJ

While home and Covid-isolated, I found myself going through the new compilation of Jerry Seinfeld’s standup bits, *Is This Anything?* During my perusal, I came upon this: “What do I do for entertainment in my spare time? One thing I really enjoy is to see someone on an icy sidewalk slip a little and almost fall. I don’t want them to really fall, I just love that, ‘Whoa, whoa. . . ,’ look on their face. People will actually say ‘whoa.’ It’s impossible not to say ‘whoa.’ It’s Pedestrian Rodeo and the object is to stay on as long as you can. It’s amazing how just a slight little loss of footing erases a lifetime of building confidence. [But] then, just as quick, they snap back to a secure, stable person again. No one saw, just keep walking, no one knows who I really am inside.”

This bit reminded me of the way our peculiar wont to take pleasure in the misfortune of others, *schadenfreude*, happens on the hill. In beginner lessons (indeed, always) we emphasize the need to press forward in the boot, maintaining a closed ankle, and to go with your skis. As a retired university professor of biological psychology, I can’t help but let students know that the worst thing to have at this point is a normal brain because the minute it’s time to release their wedge and start sliding, if they’re unfamiliar with other sliding sports, it’s often “whoa,” into the back seat and off to the races on their butts. That’s just how brains are wired to react, serving us well in daily life if not on the slopes. There goes that lifetime of building confidence; it’s time for the reminders of how to get up.

Although we’ve all been there, what strikes me is that most of an assembled group find this funny—even before we know that our companion is OK. Why do we laugh at the misfortune of the fallen, and why do they laugh and let us know “I’m good!” as they (try to) get up? ALL of this behavior is part of the normal brain: We’re wired to laugh at the misfortune of others, and they to deny or minimize the embarrassing awkwardness of the event.

Over fifty years ago, I was fortunate to attend one of Warren Miller’s self-narrated 16mm ski movies which (as most that followed over the years) had sections of ski falls and fails, along with his noted droll commentary, that had us all laughing. Today,

a YouTube search for “epic ski falls” (or fails) will return videos, including some of children, with hundreds of thousands of views. Face plants, yard sales and surprisingly creative ways of getting on and off lifts are clearly fodder for *schadenfreude*.

Before continuing, a disclaimer: We’re not discussing vengeful *schadenfreude*, the pleasure felt when an enemy or wrongdoer gets some ironic comeuppance. This aggressive pleasure has been shown in primates and other mammals through brain scans and can turn to violence. Vengeful *schadenfreude* activates the brain’s pleasure centers, leading ethical philosophers to argue that it has a sadistic element (we react as if we wished the outcome) and our better self should leave justice to the law: When a reckless skier wipes out on the way to imperil others, let the ski patrol take his or her ticket instead of gloating about how they had it coming!

Rather, I’m discussing the *schadenfreude* that makes us laugh and feel the pleasure of superiority. Indeed, the core elements of humor are incongruity, surprising cognitive reinterpretation (the punch line or the double entendre like Jay Leno’s *Headlines*), and feeling superior. The brain also uses laughter to reduce anxiety over hearing a politically incorrect joke or wincing at a dumpster fire on the hill. All these elements are present in watching the typical ski fail, and most of *America’s Funniest Home Videos*. They are wired in our brain for better or worse!

On the slopes, such laughter is normal and can accompany positive outcomes. First, hopefully, laughing does not indicate sadistic pleasure but the reduction of the anxiety caused by our empathy for the fallen. Next, falls are most often the result of situational factors, not value-driven labels like klutziness. So, the fallen learn about how to not fall by associating the outcome to kinesthetic cues, and observers learn by innate “motion analysis,” leading to their avoiding an unbalanced stance. When we show how the outcome was caused by specific situational dynamic factors, we foster learning rather than the “fundamental attributional error” of personal klutziness! We may feel superior and helpful, but not gratified by self-interest.

Finally, primatologists have observed that an injured animal will try to hide an injury, as impairment attracts predators, but uninjured primates will hide their face and sulk in embarrassment. In humans, we try to avoid the embarrassment (and loss of social status) that activates the same brain areas as physical pain, but this time it’s social pain. This pain leads to the “I’m good” and the rapid resumption of activities. When on the job in uniform, instructors may want to provide aid and constructively point out the situational (not personal) factors involved, thus teaching while minimizing social pain. If free skiing or riding, let ‘em learn by trial and error, and avoid the additional pain of being embarrassed by the attention, but let the Service Model be your guide. And, yes, as we’ve seen, it’s normal to empathize and laugh (quietly) as you pass them by! «

Education Foundation News

First Russell Fleming Memorial Scholarship Award Granted

Darlene Bing of Washington, D.C. has been awarded the first scholarship from the Russell Fleming Memorial Scholarship Fund for Diversity in Snowsports Education. Darlene, who teaches out of Liberty Mountain, PA, is an Alpine Level I instructor and will use her \$200 award to attend the Children's Specialist 1 event at Liberty on March 1 – 2, 2021.



Russell Fleming



Russell Fleming Memorial Scholarship winner Darlene Bing of Liberty Mountain, PA

In her application for the scholarship, Darlene wrote, "I joined PSIA out of the love for skiing and because of Russell Fleming. Russell was a great inspiration to me because being a Black person you don't see a lot of us teaching this sport. It is not because we can't, it is because of the lack of exposure. I have learned so much since I joined PSIA. My skiing ability

has improved 100 percentage and I feel comfortable sharing my knowledge with others."

"Professionally, I enjoy teaching skiing but particularly to the little children. I believe like anything, if you start children out when they are young, they are like little sponges that are excited and can absorb whatever you put before them. My goal is to take a person or young child that has never skied and continue to work with them until they are comfortable and have grasped the techniques that they feel comfortable enough to share or teach someone else."

"This scholarship will assist me in obtaining the Children Level 1 certification because my main interest is teaching children. I will share my information gained from this event with others in the children's area because many times those who are assigned to that area are not a children specialist, like I was before. Someone shared information with me on how to motivate the little ones or shared a game that was age appropriate to keep them excited and wanting to learn more. I appreciated that and I was able to pass that on to the next person."

"I am honored to receive a scholarship in the memory of Russell Fleming."

Thank you for taking the initiative to apply, Darlene and good luck with your CS1 and continued development as a snowsports professional! «

Donations in Memory of Earl Whitmore, Jr. Boost Terry Fund for Children's Education Programs

By Michael J. Mendrick, CEO

Thank you to Jennifer and Ben Whitmore for their generous donation of \$1,000 to the Terry Fund for Children's Snowsports Education in the name of late husband and father Earl Whitmore, Jr. who passed in August of 2020. That donation raised the total fund by more than a third to more than \$3,000 to support members pursuing their CS1 and CS2 accreditations and other children ed related courses. «



Have a great teaching story or testimonial?

Share it with us so we can share it with the public on the Make Winter More Fun website and Facebook page! Let the public know the value of what we do!



Please send your teaching stories or testimonials to psia-e@psia-e.org

THANK YOU!



Panorama from Whiteface Mountain, NY. Photo by Michael J. Mendrick.

2020-21 Event Calendar now online

Due to the fluidity of the Eastern Division event schedule for 2020-21 as a result of COVID-related challenges and restrictions, we did not include a printed event schedule in this issue of the SnowPro. We encourage you to visit the Eastern Event Calendar online at <https://www.psia-e.org/ev/schedule/> for the most up-to-date listing and event status. Thank you! ☞

HOME MEMBERSHIP EDUCATION EVENTS FORMS ED. FOUNDATION WHO WE ARE

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Event Schedule

Click here for information about Eastern Online eLearning Courses, or click here for Eastern Webinars and other e-Learning opportunities.

Color Key(click to filter): Adaptive Alpine Children's Cross Country Freestyle Multi Snowboard Telemark

Filter Displayed Events Switch to List-Style Display

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