



EASTERN

Snowsports Management Seminar & Eastern Trainer Academy

(with Alpine, Snowboard and Children's specific tracks)

Mount Snow, VT on December 1-3, 2025

This year's **Snowsports Management Seminar** brings together leaders, trainers, and staff from across the Eastern Region for three days of learning, collaboration, and inspiration. With a central theme of **building a culture of safety**, the agenda also dives into preparation for the Level I Assessment, talent development, teaching strategies and small school resources. Building on last year's inaugural session, a **one-day Cross Country track** will be offered on **December 2, 2025**. New this year, the **Eastern Trainer Academy** is offered as three distinct tracks for Alpine, Children's Focus and Snowboard. Through an exploration of the National Standards, participants will gain insights into leading effective training and supporting staff success.



Keynote: Building a Culture of Safety With Dana Kent

Monday, December 1st, 7:00pm

Our Keynote Speaker, **Dana Kent**, will share how a human-centered approach engages instructors and staff as partners in creating safer, stronger snowsports schools. Attendees will gain practical strategies to build trust, foster buy-in, and cultivate a culture where employees feel valued and empowered to make safety a shared responsibility. Attendees from both events are encouraged to attend this very valuable keynote. Registration for the Management Seminar AND the Eastern Trainer Academy includes the Keynote Speech on Monday evening.

PSIA-AASI Member School Program

Our PSIA-AASI Member School Program is a great way for you gain access to education, tools to recruit new instructors, and resources to train and retain your snowsports school instructors, helping you deliver great experiences for your guests. If you have not yet signed up to be a PSIA-AASI Member School, remember that the Tier 2 and 3 memberships include at least one free registration to the Snowsports Management Seminar or the Eastern Trainer Academy. In addition, Tier 2 and Tier 3 Member Schools receive at least one day of on-site training from an Eastern Education Staff member! Click [here](#) for more information and to join or renew as a member school.



EASTERN

NEW! Breakfast is included!

A full breakfast buffet is included with your registration and will be served from 7:00–8:30 a.m. in the Somerset Ballroom. Join your peers over coffee and a hearty meal to swap ideas, share solutions, and connect on the unique challenges and successes of running Snowsports School programs. It's a relaxed way to start the day while building relationships that last well beyond the event.

Snowsports Management Banquet

Your registration includes admission to the Snowsports Management Banquet, a highlight of the seminar. (Participants in the one-day Cross Country track may purchase a banquet ticket as an add-on.) Join us on **Tuesday, December 2 at 6:00 p.m.** in the Somerset Ballroom for an evening of celebration and connection. A limited number of guest tickets are also available for purchase online.

During the banquet, we'll honor outstanding contributions to our community with the **2025 Snowsports Leader of the Year Award**, the **Double Diamond Award**, and the **Area Rep Awards**. Don't miss this opportunity to celebrate your peers and applaud the deserving recipients!

Registration Information

All registrations are completely online; **please make sure you are logged into your personal PSIA-AASI Member account and NOT your Member School account**. Go to our Feature Events page to register or click [here](#).

If you plan to arrive early on Monday, you have the option to purchase an Epic Day Pass in advance which allows for additional discounts on food, lodging, rentals and more. Click [here](#) for more information.

Lodging Info

Discounted lodging is available at the Mount Snow Grand Summit Hotel and Conference Center. To book, call Group Reservations at 855-332-1601 and reference the *PSIA-AASI Snowsports Management Group*, or use code **BSNPSA25** online. The **discounted rate is available through Wednesday, November 5**. After that date, rooms will be offered on a first-come, first-served basis—reserve early!

Town Hall Meeting

Join us for an Eastern Region update and insight into the National effort for Strategic Alignment. In this session, engage in a discussion to elevate the value of a certified snowsports professional and explore new offerings from the Eastern Region. This is your opportunity to ask questions and get answers from leaders in the Eastern Region including Eastern CEO, Kathy Brennan.

Basecamp

Basecamp, our online communication forum, is a valuable space for Snowsports School Directors to ask questions, share resources, and support one another throughout the season. If you're not yet part of the Basecamp program, simply call the Eastern Region Office and we'll add your email to the Snowsports Management group. We regularly post announcements, updates, and new opportunities there—so it's the best way to stay connected all season long.



EASTERN

NEW! Eastern Leadership Roundup

The Eastern Leadership Roundup is a one-day follow-up to the Snowsports Management Seminar, designed for leaders across the Eastern Division to reconvene, reflect, and re-energize. The morning will be spent on snow with a light focus, creating space for reconnection, movement, and informal exchange. In the afternoon, participants will gather indoors for a facilitated roundtable conversation. This generative discussion will encourage sharing of best practices, debriefing of the past season, and sparking of creative ideas to support upcoming budgeting and planning efforts.

The inaugural event is set for Friday, March 27, immediately preceding Spring Rally.

General Agenda

Monday, December 1, 2025

5:00 - 7:00 PM	Early Event Check-In	Deerfield
7:00 PM	Keynote Speaker	Somerset Ballroom
Following Keynote	Area Rep Meeting	Somerset Ballroom

Tuesday, December 2, 2025

7:00 - 8:30 AM	Breakfast Buffet (NEW!)	Somerset Ballroom
8:00 - 9:00 AM	Event Check-In	Deerfield
9:00 - 11:30 AM	Pre-Selected Indoor or Outdoor Session	See Agenda
11:30 AM - 12:30 PM	Lunch Break (on your own)	
12:30 - 3:00 PM	Pre-Selected Indoor or Outdoor Session	See Agenda
4:00 PM	Town Hall	Deerfield
6:00 PM	Snowsports Management Banquet & Awards	Somerset Ballroom

Wednesday, December 3, 2025

7:00 - 8:30 AM	Breakfast Buffet (NEW!)	Somerset Ballroom
9:00 - 11:30 AM	Pre-Selected Indoor or Outdoor Session	See Agenda
11:30 AM - 12:30 PM	Lunch Break (on your own)	
12:30 - 3:00 PM	Pre-Selected Indoor or Outdoor Session	See Agenda



EASTERN

Session Agenda

		INDOOR SESSIONS		OUTDOOR SESSIONS	
Tuesday, December 2	9:00 AM	Eastern Trainer Academy, Alpine, Children's and Snowboard Groups			Base of Grand Summit Express
	AM SMS Sessions 9:00-11:30 AM	Talent Development: Building the Leaders of Tomorrow	Raponda South	Preparing Staff for Teaching at the Alpine Level I Assessment	Base of Bluebird
		Building a Culture of Safety	Raponda Central	The Beginner Experience - Cross Country Skating Skills	Discovery Center
		Data Driven Operations and Risk Management	Raponda West	Integrating Cognitive Adaptive Approaches to Children's Lessons	Base of Bluebird
		Preparing Staff for Movement Analysis at the Alpine Level I	Deerfield North	Scaling Lessons: Transitioning from Short Sessions to Full-Day Success	Base of Bluebird
				Strategic Alignment in Action	Base of Bluebird
	PM SMS Sessions 12:30-3:00 PM	Maximizing Small School Resources	Raponda South	Preparing Staff for Teaching at the Alpine Level I Assessment	Base of Bluebird
		Alpine Stance and Alignment Basics - Part 1 (Required for Part 2)	Deerfield North	Preparing Staff for Movement Analysis at the Alpine Level I	Base of Bluebird
		Building a Culture of Safety	Raponda Central	Adaptive Equipment Discovery	Base of Bluebird
		Data Driven Operations and Risk Management	Raponda West	Scaling Lessons: Transitioning from Short Sessions to Full-Day Success	Base of Bluebird
		Cross Country Best Practices Roundtable	Discovery Center, floor 2	Strategic Alignment in Action	Base of Bluebird
	4:00 PM	Town Hall Meeting Deerfield			
	6:00 PM	Snowsports Management Banquet, Dinner and Leadership Awards Presentation Somerset Ballroom			
Wednesday, December 3	AM SMS Sessions 9:00-11:30 AM	Alpine Stance and Alignment Basics - Part 1 (Required for Part 2)	Raponda Central	Preparing Staff for Teaching at the Alpine Level I Assessment	Base of Bluebird
		Snowsports School Leadership Roundtable	Deerfield Room	Preparing Staff for Movement Analysis at the Alpine Level I	Base of Bluebird
				Integrating Cognitive Adaptive Approaches to Children's Lessons	Base of Bluebird
				Adaptive Equipment Discovery	Base of Bluebird
				Intro to Freestyle Concepts - All Disciplines	Base of Bluebird
	PM SMS Sessions 12:30-3:00 PM	Maximizing Small School Resources	Raponda Central	Ski with the Eastern Region Education Staff	Base of Bluebird
		Practical AI uses in Snowsports Leadership	Raponda West	Ride with the Eastern Region Education Staff	Base of Bluebird
		Adaptive Assessment Q & A Session	Raponda South	Alpine Stance & Alignment Basics - Part 2 (Must have attended Part 1)	Base of Bluebird



EASTERN

Snowsports Management Seminar

Indoor Session Descriptions

Building a Culture of Safety - Small Group Session

Safety begins with people, not policies. In this interactive indoor session, Dana Kent will build on her keynote presentation to explore how a human-centered approach engages instructors and staff as partners in creating safer, stronger snowsports schools. Through discussion and shared examples, you'll gain practical strategies to build trust, foster buy-in, and cultivate a culture where employees feel valued and empowered to make safety a shared responsibility.

Alpine Stance & Alignment Basics (Part 1)

Looking to better understand how equipment choices and modifications impact ski performance? This indoor session introduces foundational bootfitting principles and explores how stance and alignment influence both personal performance and teaching outcomes. Participants will learn about common modifications—including canting, heel/toe lifts, and shims—that can support better movement patterns on snow. This Part 1 session provides a complete, stand-alone content package; participants will gain valuable knowledge even if they do not continue on to Part 2. Completion of this session is required for those who wish to participate in the on-snow Part 2.

Talent Development: Building the Leaders of Tomorrow

Strong leadership doesn't happen by chance—it's cultivated through intentional training and experience. This session will provide tools and techniques for identifying high-potential staff and guiding their growth into future leaders. Participants will learn practical approaches to mentoring, structured development pathways, and performance coaching strategies that prepare employees to take on greater responsibility with confidence and competence.

XC Best Practices Roundtable

Led by Eastern Region and CCSAA leadership, this generative discussion will dive into timely and practical topics for XC snowsports schools. Join your peers to explore strategies for hiring instructors to handle sporadic lesson requests, building XC lessons as a profit center, and incorporating skating skills into beginner progressions. We'll also cover safety considerations, XC Level I Assessment readiness, and fresh programming ideas. This session is an opportunity to share learnings, ask questions, and collaborate on best practices for a sustainable and thriving XC program.

Maximizing Small School Resources

Running a snowsports school with limited resources can be challenging, but it also inspires creativity and innovation. This session focuses on practical strategies for schools without higher-level certified staff or extensive terrain, including how to create training opportunities, design challenge on easier slopes, and make the most of your Member School benefits. We'll also explore ways to maximize your lesson product lineup and share creative problem-solving approaches to help you build with what you have.

Panel Discussion: Practical AI uses in Snowsports Leadership

Curious about AI but not sure where to start? This session is designed for leaders who are newer to the technology. We'll begin with demonstrations of AI in action, showing how it can be applied in real-world snowsports school scenarios. From there, you'll explore practical ways to integrate AI into your operations, creating the potential to improve efficiency, and free up more time to focus on developing people and enhancing the guest experience.

Data Driven Operations & Risk Management

What does the data tell us about risk in snowsports school operations—and how can we use it to make better decisions? Join David Byrd from NSAA for an in-depth look at current industry data on lesson participation trends, price-point impacts, and common risk factors such as unseated passengers, lift load/unload incidents, and adult



EASTERN

lesson dynamics. This session connects the numbers with the realities on the hill, giving leaders the tools to identify exposures, strengthen policies, and support safer operations for both guests and staff.

Preparing Staff for MA at the Alpine Level I Assessment

Join us for an interactive indoor training session that uses video analysis to strengthen your staff's coaching in the Green Zone. Together, we'll break down Green Zone skiing—including first-time skier scenarios—and explore how to design effective training that equips your instructors with the tools they need to deliver an outstanding beginner experience. This session will also focus on building the essential skills that set instructors up for success at the Level 1 Assessment, ensuring your team is confident, prepared, and ready to inspire new skiers on their journey.

Adaptive Assessment Q&A Session

Learn to communicate with your staff what they can expect when attending an Adaptive Assessment or Specialist Track. We will cover the information you need to send someone for assessments, specifically the Adaptive Standards for all three levels of assessments and Specialist tracks. Find out what the National Adaptive Task Force has been up to and become familiar with updates that impact the assessment process. Come with any questions you may have!

Snowsports School Leaders Roundtable

Hosted by Eastern Snowsports Management Seminar Committee Chair Joey Carey, this session offers a collaborative space to reflect, connect, and look ahead. Together, we'll highlight key takeaways from the seminar, exchange insights on emerging trends in snowsports management, and explore strategies for bringing the Learning Connection Model to life within your schools. This roundtable is your chance to share experiences, ask questions, and leave with practical ideas to carry forward—ensuring that the culture of snowsports continues to thrive long after the seminar concludes.

Outdoor Session Descriptions

Preparing Staff for Teaching at the Alpine Level I Assessment

Discover how focused training in the Level I Teaching module empowers your staff to meet—and exceed—guest expectations. This interactive session will provide perspective on exam expectations and offer training tools to help your staff successful - both in the exam and in lessons at your resort.

Adaptive Equipment Discovery

Discover practical, easy-to-use tools that can help instructors support students struggling to get their skis or snowboards to respond. We'll explore adaptive-friendly equipment your school can easily acquire—like tip retention devices, sliders, handlebar boards, hula hoops, long poles, and tethers—without the cost or storage needs of mono-skis or bi-skis. This interactive session offers hands-on opportunities to see how these tools can boost learning, confidence, and your school's readiness for adaptive students.

Preparing Staff for MA at the Alpine Level I Assessment

Step onto the snow for an immersive session focused on building your staff's ability to deliver powerful, student-centered learning experiences in the Green Zone. Through guided practice, we'll explore effective ways to design activities that lead to real performance outcomes while sharpening observation skills with Movement Assessment. This session will also highlight how to recognize movement patterns, make timely activity adjustments, and keep lessons flowing based on the needs of the students in front of you. Along the way, we'll connect these skills directly to the fundamentals required for PSIA-AASI Level 1 Certification, giving your staff the confidence and tools to both inspire first-time skiers and succeed in their professional development journey.

The Beginner Experience - Cross Country Skating Skills

Shift your focus to skate skiing in the beginner zone! Open to all Snowsports Management Seminar participants, this session explores strategies to support new skiers while building engaging, fun-first progressions. Participants are



EASTERN

encouraged to arrive with skate equipment, though classic gear can be accommodated. If snow conditions aren't ideal, we'll move outdoors for dryland drills to keep the learning active and relevant.

Scaling Lessons: Transitioning from Short Sessions to Full-Day Success

Explore strategies for shifting lesson products from one-hour formats to longer half-day and full-day experiences. This session provides building blocks for designing teaching that adapts to varying timeframes, helping staff deliver effective, engaging lessons whether in shorter sessions, extended programs, or assessment environments.

Strategic Alignment in Action

The Strategic Alignment Initiative continues to take shape as the 2026 deadline approaches. Join education leaders on snow for a "slide and chat" session that highlights the latest progress from national task forces, emerging strategies from across the country, and what these changes mean for you, your staff, and your students. This is your chance to get clear on what's coming, ask questions, and leave better prepared to guide your team through the adjustments ahead.

Intro to Freestyle Concepts

This session will explore the expectations of the Freestyle Specialist program, specifically the Freestyle Specialist 1. This session is intended for those managers and trainers looking to get insight on how to best prepare their staff members seeking this credential. Participants do not need to have freestyle background or abilities, nor will any attendee need to perform freestyle maneuvers. Any opportunity for freestyle performance will be "challenge by choice."

Integrating Cognitive Adaptive Approaches to Children's Lessons

Children's instructors have long relied on the CAP model to understand how kids think, feel, and move on snow. Those same principles can be applied when working with students who learn differently or have a cognitive diagnosis. In this session, you'll ski and ride with top ACE and Adaptive staff to explore inclusive strategies, behavior management tools, and shared approaches that create meaningful learning experiences for every student.

Ski with the Eastern Region Education Staff

Join members of the PSIA Education Staff for an open, personalized session focused on your skiing goals. Whether you're looking to refine your technique, engage in deeper technical discussions, or follow up on insights from earlier sessions, this is your time. Come ready to log some early-season mileage, ask questions, and set the tone for a successful season ahead.

Ride with the Eastern Region Education Staff

Ride with members of the AASI Education Staff in a session designed to support your personal goals. Focus on your own riding, explore technical concepts in depth, or build on what you've learned in the three previous sessions. Come ready to rack up early-season mileage and engage in the conversations that will set you up for success all season long.

Alpine Stance & Alignment Basics (Part 2)

Building on Part 1 indoor session, this on-snow experience brings equipment theory to life. Participants will explore stance and alignment concepts through guided skiing activities, highlighting the effects of well-adjusted boots, bindings, and skis. This practical application will deepen understanding of how equipment impacts performance and provides insights instructors can carry directly into their lessons. (Participation requires completion of Part 1.)

Register Here for the Snowsports Management Seminar



EASTERN

2025 Eastern Trainer Academy

Are you leading staff training at your resort, or looking to break into that crew? Want to sharpen your understanding of first-tier assessments? Become familiar with how the Fundamentals apply in the assessment environment with the Eastern Trainer Academy. Through an exploration of the National Standards, you will gain insights into how to best lead others through training for success.

This academy offers three tracks—Alpine, Children’s Focus, and Snowboard—to address the unique needs of trainers across disciplines. Each track will connect the National Standards, Learning Connection Model, and discipline-specific fundamentals with practical strategies for running effective training sessions at your resort.

[Register here for the Eastern Trainer Academy](#)