

# SNOWPRO

WINTER 2005



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

## Peter **Palmer**, "Coach" Tom **Reynolds** receive National **Life Membership** awards

The highest national honor bestowed by PSIA was recently awarded to two popular and deserving individuals. At alpine examiner training in November, Tom "Coach" Reynolds was presented the award after delivering an entertaining keynote to the nearly one hundred education staff in attendance. Alpine Education & Certification Committee Chairperson Pete Howard presented the award and thanked "Coach" for his many years of inspiration, education and enlightenment in ski teaching and race coaching. Peter noted the many accomplishments of "Coach" Reynolds, including: PSIA full cert 1964, clinician/staff member, race camp coordinator, on-snow clinician for examiner training, presenter at National Academy, USSCA Master level coach, president of USSCA twice, ed staff member ten years and associate U.S. Ski Team coach with men's downhill team. Pete mentioned Tom's new book, *Effective Ski Coaching* (available from the PSIA-E Pro Shop in this issue) and, judging by the long line of BOE staff waiting to buy it after the program, the positive influence of "Coach" Reynolds on ski teaching and coaching was obvious and his receipt of this award was well deserved indeed. Congratulations, Coach!

Peter Palmer was awarded his National Life Membership in front of nearly 300 supportive peers at the Snowsports School Management Seminar banquet on November 30 at Mount Snow, Vermont. In Ray Allard's nomination of Peter, he noted, "It is often overlooked that Peter is a Founding Father of the organization; a member of the first Board of Directors and one of the signers of our Articles of Incorporation. He also was an active examiner for 30 years, being the senior member when he retired. Peter has been certified since the mid 60's and an examiner since 1971. He was a member of the first group of examiners chosen

by exam, rather than appointment. He was a major contributor to programs and concepts that are still with us today. His support of our staff and organization (he served on the staff as Associate Director of Education & Programs for a time), combined with the influence he has had on snowsports both divisionally and nationally is significant, but subtle, as he seldom calls attention to himself. He has always been a Team player and deserves this honor."

Congratulations and thank you, Peter Palmer and Tom Reynolds! ♦♦



*Peter Palmer was awarded National Life Membership by PSIA and PSIA-E at the Snowsports School Management Seminar at Mount Snow in early December.*



*"Coach" Tom Reynolds proudly displays his plaque awarding him National Life Membership from PSIA and PSIA-E as presented to him at alpine examiner training at Killington in November.*

## ANNUAL MEMBERSHIP MEETING NOTICE

The PSIA-E/AASI Annual Membership meeting will be held at Mount Snow, VT on Sunday, April 3, 2005, during the Spring Rally. The meeting will begin at 8:00 am and will include an organizational update and announcement of election results. Complimentary coffee, tea and pastries will be served. No groups will go on-snow until the meeting is adjourned. Meeting room location will be posted at the Rally Registration area. Please plan to attend.

continued on page 3

### ON THE INSIDE

|                    |    |
|--------------------|----|
| Editor's Desk      | 2  |
| Executive Tracks   | 3  |
| Around the Regions | 11 |
| Candidate Profiles | 13 |
| "15 Below" Club    | 25 |



# Certification Exams: What They Are Really all About!

by Justin Tobin  
AASI Level III  
Staff Trainer  
Hunter Mountain, NY

April, 2002: I was heartbroken, frustrated, exhausted, angry, confused, and crushed. I had just failed my Level III certification exam and didn't understand why. How unfair I felt it was to be put through three days of such strain with nothing to show for it. OK, so maybe I hadn't ridden as well as I could have, but everything else was spot on. I did all I was told was important - from riding task practice, to teaching segment prep, to studying my butt off, and even trying to learn the idiosyncrasies of each examiner. I followed the program. So what went wrong? As if the drive home from Sunday River wasn't long enough, it took me another year to finally figure out the answer to that question.

By the way, don't worry, this isn't another diatribe on what to do and not to do in an exam. It's not about how to prepare mentally, physically, or emotionally. It's not about the Multiple Intelligences Theory, Movement Analysis, or your Effective Edge, and there's no forthcoming magic formula for success. It's just a few thoughts on what I've learned about life through snowboarding.

Oh right...what was the problem? Surprise, surprise, it was me... and it had nothing to do with how much I prepared for the exam. Rather, the problem was why I was there in the first place. You see, I went to that exam with the singular hope and intent of passing and getting that darn pin. That was it. Why? Because I felt like that gold pin was the bomb and represented some stamp of accomplishment and approval; a badge, a badge that would command respect. Obviously, a little more respect in life is something even Ross, Terje, or Shaun wouldn't kick out of bed. But, I think we all know that the most profound respect comes from within, and not from

anything anyone gives you, least of all a little piece of round metal. In other words, "We don't need no stinkin' badges!" What I needed was to find out a better reason to be at that exam in the first place.

So, when I came back to New York that April (after a short mourning period), I remember repeating to myself, "I will not let this change how I feel about snowboarding...I will not let this change how I feel about snowboarding," and then promptly made plans to head out to Mt. Hood for a little R&R. While there I woke up to a few things. First, watching riders half my age pull backside 1080s off 70-foot kickers was very humbling. Second, what set some of these guys apart wasn't shear amplitude, it was the extent to which they had their own style and flair. Third, almost none of them was certified.

Hey, listen, don't get me wrong - any pin, whether it's bronze, silver, or gold, is an awesome accomplishment, and I'm very proud of mine; but, I'd imagine it's not why you ride. It certainly isn't why I do. I ride because I love snowboarding and snowboarders... the people I ride with, those from whom I learn and those I coach. When I ride, I forget about my other worries, and the past and future don't seem as important. All that matters is that moment, that turn, that huck, that first sip of beer after an epic day.

However, at the same time, life and snowboarding are not just about the moment. They're also about what the moments add up to. That is to say, at the risk of sounding ridiculously cliché, the most rewarding things in riding aren't those that come easy as snap, but those for which you have to bust your butt over time to finally nail. Anyway, I think sometimes we tend to lose sight of this...why we can't wait to get to the mountain day after day and push ourselves... because, along with his or her own style, each rider has unique goals and things that bring them joy on snow.

I love doing "dolphin" turns for no apparent reason. I use an absurd number of analogies in my teaching and coaching. I almost always launch myself switch and I've spent way too much time deciphering the best way to ride duck on a 1994 164cm Goofy Asym Air. These traits, although arguably useless from many perspectives, are unique to me in their combination. Everyone has this kinda stuff. You do too! That's why your buddies would and should be able to pick you out on the hill from a mile away.

This distinctiveness of style is so core to the origins of snowboard culture and so important to the progression of every rider. It is what we should strive for... not to be exactly alike but to be inimitable and maybe even a

continued on page 4



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administrative update

# Pro Jam Auction, Burbridge Raffle Raises more than \$5,000

Money goes to scholarship fund,  
Snowsports Growth Project

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

The third annual Pro Jam Silent Auction once again proved to be a fun and financially successful addition to the Snow



Pro Jam agenda. During the banquet on December 16 at the Killington Grand Hotel, more than 550 members and guests gathered to celebrate a great week on and off the hill. On display just outside the banquet room was another terrific selection of merchandise donated by our sponsoring

companies. When the dust cleared and the checks were written, \$4,060.00 was raised for the Education Foundation. The dollars will be divided between the Membership Scholarship Fund and the Snowsports Growth Project, both EF programs.

In addition, a raffle to benefit the C.E. Burbridge Memorial Fund held during the Sponsor Party on Tuesday afternoon raised \$1,155.00. Thanks to our members and sponsors, 44% more money was raised this year than during the first silent auction in 2002 (which raised \$2,750.00).

Thanks to the following donating companies and winning members: Avalanche Ski Wear, jacket (John Klumpp); Dolomite, Rage Pro boots (Rod Naugle); Dynastar, Legend 8000 skis (Jacquie Wollins); Elan, Mo2 skis (Tom Zucco); Fischer, RX 8 skis (Sandy Pinkham); Green Mountain Orthotic Lab, custom boot fitting (Margie Osswald); JonesCAM, tv, Helmet Camera System (Matthew Ellis); Look, P14 Lifter bindings (Mike Holt); Nordica, Doberman Pro RC ski & binding (Howard

Harrison); Ovo Helmets, helmet certificates (Andy Stevens, Rob Thacker); Reliable Racing Supply, Inc., 21-piece ski tuning kit (Matthew Ellis); Rossignol, backpacks (Russ Swanson, Debbie Gibbons); Rossignol, Elite EXP ski boots (Jack Jordan); Tecnica, Diablo Fire Ultra Fit boots (Robert Montbach); Volkl, 7 24 EXP skis (Jennifer Walker); Forrest Designs, sterling silver snowboard necklace (Jim Brown); Never-B-Cold, boot warmers (Regina Stewart); Manzella, ski gloves (Kirk Newsom); Auclair, racing gloves (Herb Burnham); Surefoot, custom ski boots (Kim Morton).

The total of more than \$5,000.00 raised in one night is a testament to the generosity of our sponsors and passion our members. Thank you to all for your support! ♦♦

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## AASI Development Team Tryouts!

The deadline for the AASI Development Team Tryouts is quickly approaching. If you are an AASI Level 3 member, and interested in pursuing this challenging position with the AASI Educational Staff please submit your application and supporting materials by March 17, 2005.

The following items should be included with your event application:

1. A current resume
2. A five year personal/professional plan
3. Three letters of recommendation
4. Two writing samples of 500 - 750 words in length

For a description of the position, and the tryout format please refer to the Absolutely AASI section in this Snow Pro.

## Eastern Division Dues Notice for 2005-'06

Dues invoices for the fiscal year July 1, 2005 through June 30, 2006 will be mailed to all members in May. National dues will remain at \$40.00; PSIA-Eastern Division dues will increase by \$4.00 to \$51.00. Total combined dues for regular members are \$91.00 for 2005-'06.

The divisional dues increase will support increased operational costs, program support for education, enhanced marketing efforts, technology tools (such as web site enhancements and division-specific feature development of the national member database), increases in liability insurance costs, a Board-approved program of adjustments in the fee structure for education staff in all disciplines, the Snowsports Growth Project and "15 Below" youth club.

Senior and student discount policies will remain in effect for 2005-'06. For any Eastern Division student member age 16 - 23, the division discount for 2004-'05

will be \$20.00 and the national discount \$10.00. Therefore, total combined dues for qualifying students will be \$61.00 in 2005-'06.

For seniors age 75 or more with at least ten consecutive years of membership, the division discount is 50% and the national discount is \$10.00.

Payment is due by June 30, 2005. A late fee of \$20.00 applies after July 1, 2005. Once again, most members with Internet access may pay "online" safely, securely and conveniently through the national website at [www.psia.org](http://www.psia.org). If you have any questions please contact the Albany office at your earliest convenience. Thank you!

PSIA-E/AASI dues are deductible as an ordinary and necessary business expense. If you choose to add a donation to the PSIA-E Education Foundation, that donation is deductible as a charitable contribution. ♦♦

little eccentric. Yet, as things stand in 2005, we have a lot of pressure on us as riders to be commoditized and gentrified; from snowboard clothing and equipment to "standardized" teaching methodologies. In spite of this, I think we all realize that knowledge of our own individuality, the individuality of others, and the ability to apply these traits on snow, are the keys to our progression and the true sign of a "good" rider.

Which brings us back to...April 2004: Going back for more. This time, heading for Sunday River, I was more relaxed. Not because I was so confident in my riding, teaching, or pro-knowledge... I wish! What allowed me to relax, even after a bout with the flu, 2 inches of rain turned ice, and my board getting pinched the day before the exam (may he who stole it suffer a slow, painful, and ironic death), was that I was there for a host of reasons other than to try to finally pass. I was there to tell my story and listen to those of others. All the exam represented was a forum to go out there and do it.

So, on Day 1, when I met up with my exam group and the butterflies began to jump, I tried to think about all the enjoyment snowboarding has brought to me, and, perhaps more significantly, brought out in me. This enjoyment, with all due respect to AASI, is so much more vital to my life than a pin.

It was at that moment I met "Mr. C." Mr. C, who shall remain nameless, is a 60+ year-old rider on staff at a well-known resort in Vermont, and was a candidate in my group. Mr. C inspired me throughout those three days and was a constant reminder of all the above. Why? Well...I think Mr. C is what snowboarding is all about. Not only did he make all of us in the group feel like we could rip well past the age of retirement, but he had an amazing Zen-like attitude; always smiling and just psyched to be there to learn and ride. I've also never seen anyone lay it on the line like this guy. Mr. C, more than anyone else in our group, pushed himself to try new things he had never even heard of. So you could imagine why I've never, ever, been so pumped up about riding as when I saw him doing linked heel-to-heel airs for the first time... on a boiler plate 30-35 degree pitch no-less! Just thinking about it now makes me want to run outside and scream, "YEAH!!", at the top of my lungs. Having led this segment, the sense of accomplishment I felt at that moment could not be surpassed by any pin being placed in my hand. I think Mr. C felt the same way.

OK, my apologies...maybe this was a bit of a diatribe, but I hope you were able to decipher at least some counsel out of it. If not, here it is... certification exams – no matter what your discipline - aren't about getting a badge,

they're about demonstrating the one you've already got inside. Just know, ride/ski and coach what brings you joy on snow... what's unique to you. So, before you send in that application, make sure you know the answer to the most important question of the exam: Why do you ride? Everything else will follow. ♦♦

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

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straight talk from the association

## From Copper with Consistency

by Peter Howard  
PSIA-E Alpine Education-Certification Chairman

In late October I was fortunate to be among five Eastern members to attend the National PSIA Examiners College, held at Copper Mt., Colorado. In attendance were about forty Divisional Representatives, several National Team Members, the National Team Coaches and PSIA President John Armstrong.

Representatives at the Examiners College were challenged on several levels to improve the consistency of exams and educational events delivered by their division's Education Staff.

We were introduced to a concept called "verification", which encourages Education Staff members to assess each other's performance relative to specific National Standards and membership expectations. We were also asked to reference the National Standards, the Visual Cues, and the National Team Concepts in discussions, feedback, and exam card writing.

Essentially, verification is the testing of examiners and Education Staff members to make sure that in image, concept, and delivery they are current, and are skiing at a level above the Level III skiing standard. At Copper, groups led by National Team members performed, watched, critiqued, and had their critique critiqued. The result was that the skiing, the eye, and the feedback all received a very worthwhile tune-up. This process was so worthwhile that I suspect it resulted in driving the training focus across the country. At early winter training for all Eastern Education Staff members, the message was clear: Know the National Standards, the Visual Cues, and the Team Concepts. Be consistent in concept. Be accurate and positive when giving advice. In our skiing we are expected to be modern and mechanically consistent with on-demand adaptability.

We truly hope this culture of accountability will improve the experience that members receive in this and following seasons.

On a broader level we discussed exam questions, National reinstatement policy, the possibility of National examiners, and the need for video to back up the National Standard skiing descriptions; we all know that at times divisions duplicate effort when they struggle to provide manuals, videos, and questions to support their education and certification programs.

It was great to meet and ski with some of the best ski educators in the country. However, many of us have had this opportunity at other Colleges and National Academies; what really struck me this time was how much more divisional representatives seemed to want to share their work products. I left with two videodisks, various certification outlines, and promises to share everything short of the family genes. I promised to coordinate communication among the education-certification representatives, and, upon my return, received a boatload of e-mail. This all bodes well for a nationally consistent and divisionally vibrant organization. Our prevailing winter winds are from the West. May they bring us all good snow, good times, and a fresh breeze this winter! ♦♦

## PSIA-E/AASI sends top trainers to Region 7

By Mickey Sullivan, Acting Director of Education & Programs

There are many dedicated PSIA-E/AASI members south of the Mason/Dixon line. In fact Region 7 is one of the largest regions in the eastern division. This group of professionals introduces many thousands of people to snowsports each winter. As such, it is important for PSIA-E/AASI to reach out to this region and all regions to provide training and events to help each member further his development in snowsports education. I am pleased to report that the members of Region 7 are once again enjoying the opportunity to have top level events with top level trainers this season.

This year Snowshoe, WV will host the "Train the Trainer" event in early February along with a PSIA-E Level II exam, a Level II teaching seminar, a First Tracks event and a Masters Series Skiing event. Snowshoe and those event participants are fortunate

to have some of our top trainers there including full-time examiners Bob Shostek, Bart Hayes and Tim Thompson. There were also numerous veteran examiners/trainers from New York, Pennsylvania and Vermont that are traveling to work the events at Snowshoe. This core team of examiners then moved to Massanutten, VA to conduct seven different events during the first week in February.

PSIA-E also held several entry level events and credit update events at Ski Beech, NC in late January. In early March, PSIA-E is holding several training events and exams at Wintergreen, VA and Wisp, MD. These events will be conducted by several members of our full-time examiner staff along with other highly trained and very experienced trainers.

AASI is also holding a number of events in Region 7 that we hope members will take advantage of and attend. There was a Level I exam held at Massanutten, VA in January along with a Movement Analysis seminar. There is a second AASI Level I exam available for Region 7 members at Ski Beech, NC in early February. Check out the "Old Fart Park & Pipe" event at Wisp, MD in February. Take a look at the AASI event schedule to check out the other great events being held at Wintergreen, Wisp and Snowshoe this season.

There's no reason to go north in order to train with PSIA-E/AASI top trainers. We're coming to you. Unfortunately, a few of the events face cancellation due to lack of registrations, so please spread the word and let's fill up the rosters at our southern events this season!

If you have any questions regarding PSIA-E/AASI events you can call the office at 518-452-6095. If you have suggestions for improvements in Region 7 or any region, your best vehicle is to contact your Regional Director or Regional Representative. Happy Sliding in the warmhearted south! ♦♦

continued next page

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## Looking for a Few Good Men and Women!

by Mickey Sullivan

Acting Director of Education &  
Programs

Have you ever thought about being part of the PSIA-E Education Staff? If you're an Alpine Level III certified instructor, then you may want to consider trying out for the Alpine Development Team.

The PSIA-E Alpine Development Team is a small group of Certified Level III instructors who are chosen by way of a demanding and competitive exam held once each season. This exam is the first required level in the Examiner track. Team members receive training to sharpen their teaching and professional knowledge skills, with a focus on developing into highly effective clinicians. Team members understudy with members of the Educational Staff, and, as needed, occasionally staff First Tracks events, Development Series events, and Introductory Mogul events.

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

- Must have been an Alpine Certified Level III member for a minimum of 18 months.
- Be actively teaching skiing.
- Submit a resume and two letters of recommendation - one from the snowsports school director or immediate supervisor - along with the event application (use the regular event application form, which can be found in both the Early Fall and Fall issues of the SnowPro, or on the website at: [www.psia-e.org](http://www.psia-e.org)).

This year's Dev Team exam will be held on March 23-24, 2005, at Hunter Mt., NY. The registration deadline for all materials listed above, plus the event fee, is March 2, 2005.

There are several Dev Team Prep courses being offered this season that you may want to consider. The deadline for some of these Prep courses may have passed. However, if you really want to attend these courses you can call the PSIA-E office and see if there is "late" availability. A late fee would apply. The Dev Team Prep courses are listed in the Event Schedule.

We're looking for a few exceptional men and women that are dedicated and passionate about teaching skiing and coaching others. If this sounds like you, then consider taking this year's Alpine Dev Team exam. ♦♦

## Coach what's Working, or what's Missing?

...which do you prefer?

by Rory Ferguson

Development Team Member  
Maine Handicapped Skiing  
Sunday River, ME

When you watch your guest come down the hill, do you evaluate what's working with, or what's missing from, your guest's skiing? What I mean is, do you watch and think to yourself, "I like the way they stand over the skis, effective skeletal alignment, tall stance and fairly consistent in width, good guiding of the outside leg; or, do you look and think to yourself, "Not much movement (flexing & extending) of the legs, tends to settle back and is more rigid than I like, not enough action from the inside leg tipping or steering.

Following your evaluation, how do you deliver your observations to the guest? "These are the movements/skills I see working for you and we can build in this direction;" or, "These are movements/skills that I see wrong and need to correct." In either case, it usually comes down to a refinement of an existing skill or movement, and generally exploring the use of the skill or movement while changing the learning environment. You remember the three T's: terrain, turn shape, and thspeed (speed) - in some circles known as a rolleyism, named after Merrill Rollins.

Personally, I prefer to coach using the "what-is-working" method. There are many reasons for my preference. First and foremost, which is also quite dangerous, is that this is the way I prefer to learn. I also believe that this approach creates a very powerful and deep-seated learning opportunity because a user-friendly learning environment exists.

This learning environment is created by using a message that indicates the guest has tools, that these tools are already being used to some measure of success, and that these tools will undoubtedly allow them to have even more success than they are currently experiencing. The learning will become deep-seated because the time has been taken early on in the lesson for them to feel, see and acknowledge a level of performance already existing in their skiing. This understanding is created by giving accurate feedback and allowing the guest time to personally process the

feedback, internalize the comment and share their understanding. The sharing may come by verbal cues or by performance.

One might ask, if a student brings and understands a dominant skill and or movement, which allow them success, shouldn't we then work on developing the weaker skill set and movements? Shouldn't we take some of what works, but concentrate more where the guest ultimately needs skill development? Yes, we should! My question is, how do we take something away until we give them a new tool to replace what is working? How do we ask a rotary-dominant skier to stop turning the whole body and tip the skis to an earlier edge?

It's how we develop the skill and movement that will ultimately impact the guest's experience, and, determine how much they retain for their future use. The theory is based on sand in the bucket; which I confess comes from another ski professional. If one begins to pour sand into the bucket, but only pours the sand along one side, the sand will slowly build up and the sand gradually begins to spill to all areas of the bucket. Although the pouring area will rise more quickly, the sand will spill off to other areas in the bucket and generally rises equally through out.

If we design an exercise line that utilizes the rotary skill set, apply good coaching, use lateral learning and the 3-T's, we will help to achieve a more accurate blending of the skills. The level of proficiency will increase; just like the sand will rise in the bucket. The learning will occur from a comfortable place, the understanding will be thorough, and there will be a lot of skiing during the process.

I will admit that this process or method can be challenging with adults. They have been educated in a manner that has focused on what's wrong and what's missing. They want to discuss these issues - and we should. Just do it alone, and keep the conversation on the chair lift. Then, we can still coach from the what-is-working method.

With children, this delivery approach is often a home run; and for those who work in the adaptive world, well, aren't we always trying to use what the guests bring to the table?

So, while you are out on the hill this season - with a guest, or in a training clinic - begin to look and ask the question: "What is working for this person?" Play with delivering the message. Tell them what is working, and why. I'll bet it brings a smile to their face; and, when the smile comes, try to use the tools they have brought; use the tools that allow them their current success. When it's all said and done, you may be smiling a whole lot more yourself. ♦♦

# The Examiner College Experience

by Kristi McCarthy Robertson  
PSIA-E Alpine Examiner  
PSIA-E BOE Chairperson  
Stowe, VT

This year, after about 8 years of absence, the National PSIA Examiner College was reinstated. What is the Examiner College? Since I was one of the lucky ones chosen to attend I can give you an idea of what it's all about.

The Examiner College is an opportunity for Examiners from all of the PSIA divisions to get together and share their divisional procedures and experiences, and to learn from each other. This particular event was also about consistency among and within the divisions, despite some of our differences. Hence, the National Standards were a big focus.

Our leaders for the two days were Katie Fry and Rob Sogard, our new National Team leaders. Each division was funded to send a certain number of participants. The Eastern Division was allocated to send five members of the Board of Examiners.

My journey began with a call from the office in Albany. Mickey Sullivan, Acting Director of Education & Programs, informed me that I had been chosen to go to the Examiner College at Copper Mountain, Colorado. I was overwhelmed, and asked, "why me?" The answer was, "because you are the Chairperson of the Board of Examiners." I thought to myself, what a bonus! I was expected to come back and utilize what I learned at the Examiner College in our own Examiner training here at home.

As the trip grew closer I began to experience the anxiety that afflicts me every year, as I grow older. The "first day on snow"! Can I still do this? Not to mention that I would be skiing with people whom I have never met before, and some of the new National Team members - oh boy, a lot going around in my head!

Once I arrived in Denver and met up with my cohorts, Peter Howard, Bill Beerman, Mickey Sullivan and Bob Shostek, I started to relax and enjoy the ride (something I did not enjoy was my flight - some pretty rough flying!). After enjoying a beautiful ride from Denver to Copper we checked in at the welcome center. Being the fact that I was the only female in our group, I went off to find my accommodations. As I arrived, I discovered that I had a roommate. I was fortunate to get paired up with a great gal from that Rocky Mountain Division. Her name is Jan Derberger, and she

was a new examiner in her division; she was more nervous than I was. The both of us hit it off right from the start. We were meant to be roomies.

Our first event was dinner that night with all of our peers. As Jan and I entered the banquet area, the room was abuzz with the excitement of introductions and conversation. We both joined in and the journey began of discovery, sharing, learning and making new friends. Once dinner was well underway, Katie and Rob introduced themselves and briefly filled us in on the next two days. We were then invited for more socializing after dinner with the new National Team members. They had been training all week, and this was their final night at Copper. I probably do not need to go into any more details - a gentleman who works at the convention center in Las Vegas once told me that skiers are the second biggest partiers behind the plumbing profession. My father was a plumber and a ski instructor. That cleared things up for me.

Morning arrived - harder for some. We dressed for skiing, knowing we had to be at the lift at 8:30. Breakfast was another opportunity to get to know more of our peers. Our goal for the next two days was consistency by way of the National Skiing Standards. My group was to be led by Katie, and I was thrilled. National Team members led all of the groups. We were to ski from 8:30 to 11:30am. Our first morning consisted of looking at the standards. We skied a couple of runs, with a focus on getting back on our skis and balanced movements. Then, we focused on one task - progressive and simultaneous edge change. Having one focus allowed everyone to be on the same page and looking at the same thing. We watched each other ski by pairing up and skiing together for a couple of runs. It allowed us to assess each other's movement patterns and how they measured up to the National Skiing Standards within this one task. The morning was full of observations, thoughts, advice, and a lot of skiing. Before we knew, it was 11:30, and

time to down load. What a great way to start the season.

The afternoon was set aside for some presentations on PSIA, and where it is going, followed by the Rocky Mountain division's verification system for their Examiners.

Saturday night was dinner on our own, so we gathered a bunch of people to experience some local cuisine in Frisco, once again solidifying more relationships with new friends.

Sunday morning we were back on snow with our groups. That morning we experienced a portion of the Rocky Mountain division's verification process. We all got to be assessed by our peers, as well as assess our peers. We did this in groups of four to be able to compare how we assess and how we give feedback. We did, however, get to spend our last three runs on Sunday being selfish and digesting everything by just skiing.

Sunday afternoon there were more presentations. Rob Sogard talked about the development and evolution of the National Standards. We then watched a video on the standards put together by the Northwest division, with Chris Kastner. After watching the video we broke into groups of about 10 and were asked to come up with clinics on a specific topic, but with different focuses. Each group presented their clinics to the rest of the troops, after which we wrapped up another interesting day, and the weekend.

Sunday night we had our last meal together as a group, and had a chance to say our goodbyes and wish each other good seasons. At the close of the event I had forged some new friendships and come to the conclusion that this experience made me feel very proud to be a member of the Eastern Division. We may not have the biggest mountains here, but we are right on course, and can be very proud of what we do educationally in PSIA-E. I will never forget this experience and hope to - maybe - do it again to continue with the journey. Thank you for the opportunity. ♦♦

*continued next page*

## Ever Teach a Child to Ski?



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## Are You **Ready?**

by Dave Miller  
PSIA-E Alpine Dev Team  
Bristol Mt., NY

When you prepare for a ski exam you probably spend hours studying manuals and exam guides. You may even work with other instructors to test out new ideas in teaching, or take clinics to help prepare. You get your mind ready. But, don't forget one of your most important tools. It should be your least worry, but it's often overlooked. It's your skis' tune job!

Your skis are the direct link to the snow. If they are not tuned and waxed they will not perform to their maximum potential. If you're like most people, you may only have your skis tuned once or twice per season. But, wax will wear off after a day of skiing, and your skis' edges can lose their sharpness just as quickly in icy conditions. If you maintain your skis on a regular basis it will only take a few minutes to get them to their peak performance. Why would you go into an exam, or even a clinic, without your equipment at its best?

Whenever I get a new pair of skis I make sure to check what the manufacturer's specifications are for the edge bevels. There are two bevels: the base bevel and the side bevel. The base bevel is the edge that is on the bottom, or the base of the ski. It will normally be .5 to 1 degrees. You can carefully run a diamond stone freehand down the base to knock off any burrs and polish the edge.

The side bevel is the side of the edge. It can range from 1 to 3 degrees. To deburr and polish this edge, you should use a beveller set to the manufacturer's angle. Only a few passes with the beveller and diamond stone are needed. Be sure to wet the edge first. This will extend the life of your stones and give you a better finish.

The next thing is waxing. A few drips of wax and a couple of passes with the iron and you're all set. If you're not racing, your first couple of turns will scrape your skis just fine.

Touching up the edges and hot waxing will take only a few minutes. All the tools you will need are available at just about any ski shop. This is cheap insurance knowing that you don't have to worry about your edges holding or your skis sticking because you failed to maintain them. I have a small toolbox with all the tools I need to maintain my skis, and it travels with me to all events. And, most ski resorts have a tuning room that you can use

before hitting the slopes. Properly tuning your skis can help raise your confidence and give you the edge you need to perform your best. ◆◆

## It's Never Too Late to Learn

by Tim Bradley  
PSIA-E Alpine Dev Team  
Elk Mt., PA

A couple of years ago I was in Utah for a week of skiing during the 2002 Olympics. I had the good fortune to ski for two hours one day with the Alpine Technical Coaches from Austria. A smarter guy might have learned something valuable that day. That guy, unfortunately, was not me. A conversation with a friend of mine from work made me realize, however, that it's never too late to benefit from an experience. More on that later.

Back to that day at Deer Valley: I'd lost my nitwit buddies temporarily, and, since there were five of the Austrians, I rounded out the second chair of a triple so we could just keep rotating on without waiting. I'd been to Austria a few times, so we talked about the difference between their nationalized economy and our private, free market system (OK...that even made *me* laugh!). We actually talked about food and beer.

While we rode the lift I noticed that they had set up two training courses on the neighboring trails - one Slalom, one GS - both with state-of-the-art, easy set up, easy read, wireless timing from TAG, with intermediate times. I'd drooled over a similar system for our program. Thing of beauty. The interesting thing was, their athletes ran the courses **unsupervised** for two hours, checked their own times, skied their own pace. Some were skiing series of turns slowly - working on gliding - some going flat out. Their coaches never even looked over from the lift. Interesting!

We skied the same lift, and these guys were a good bit older than I am, but they ran my sorry carcass into the ground. They skied FAST. Way fast. Faster than a teenager with a new license. Less turns than an interstate through Nebraska.

I'd also noticed that they all were using GS boards about 190 cm long. Decidedly different from the tiny little Slalom skis still in vogue here in the East. They got off the lift and went to the bottom without stopping. Ever.

I had made a brief foray into non-beer conversation and asked about their junior

programs. Ages 5 to twelve, they just ski, all over the mountain when they are ready, and ski behind the coach. Follow these guys? Yowza! A few basic drills; and, they don't move on to a new one, or leave the gentle terrain, until they have it nailed. Then, they ski, a LOT, fast and without stopping is my guess. Austrians may be the most anal retentive people on earth, but when it comes to driving, skiing, and beer drinking, they are absolute maniacs.

Now, back to the future. My friend from work races AMA superbike as a hobby. That's like being a World Cup skier as a hobby. Watch "Speed Vision" and you'll see him. He's the only guy out there that is 60 - yes, 60 - years old. Two or three times older than everybody else out there. Looking at a picture of him in a turn, actually pushing the bike back up with his knee to gain traction, I thought about those Austrian coaches (some of them the same age), ripping it up at the speed of heat. Without stopping.

He doesn't ski, but when he told me how he teaches someone new, it occurred to me that it may have taken years, but I just may have picked up something from those guys with the cool uniforms that day (hey, I never said I was real smart). When he takes someone to the track, they do all the talking inside, where it's comfortable, then do a few basic drills, not progressing until each one is mastered; then, a couple of hours of "just going fast". A lot of it spent following him. Uh-huh!

The students then need a few hours of track time on their own to just go fast. Real fast. Without stopping. Now, ye of the massive intellect may already have pieced together what I should have way back then. It suddenly became obvious: How often do we allow ourselves and our athletes the time to master a specific task before we pull out the next "latest and greatest"? Geez, ya gotta see this one! How often do we allow sufficient time to practice, to experiment, to just plain do it, without scrutiny?

It isn't always easy to let someone solo without offering our feedback that's descriptive, prescriptive, concurrent, immediate, etc. Just maybe, however, that is exactly what they need.

When was the last time you saw non-stop runs in a clinic? It's OK to take a couple of runs with no hugging and no learning. Sometimes we all need to go like \_\_\_\_! With nobody watching. ◆◆



## ... Alpine Examiner Training **highlights.**



*Mick O'Gara receives congratulations & a recognition award from President Bill Beerman during alpine examiner training for his years of service as the Alpine BOE & Education Staff Chairperson.*



*Charlie Rockwell accepts his Divisional Life Membership award from President Bill Beerman as Alpine Education Staff Chair Kristi Robertson looks on. The award recognized Charlie's twenty-five years of service as an active BOE member.*



*Joe Wood shows off his Divisional Life Membership award to his peers at alpine examiner training.*



*Sue Spencer Moses is honored for her twenty five years of service as an active BOE member with a Divisional Life Membership award during alpine examiner training in November.*



*Tom Reynolds shares one of many light and enlightening moments with attendees during his presentation at alpine examiner training in November.*

## **Marty Harrison to Receive Educational Excellence Award**

We've recently received word that Marty Harrison, Director of PSIA-E Region 2, and member of the PSIA-E Board of Directors, is being honored with the Award for Educational Excellence, recognizing her leadership role in bringing children's issues to the forefront, both divisionally and nationally.

This is a prestigious award that recognizes exceptional members who, over the years, have contributed significantly to the educational direction of AASI/PSIA, exhibiting dedication, devotion, and self-sacrifice as they've contributed to the AASI/PSIA educational system.

Look for a detailed article regarding Marty's award in the Spring issue of SnowPro.



## **Submitting to SnowPro?**

*The copy and ad closing date for the Spring 2005 issue is March 15, 2005. This issue will be mailed out to members in May.*

# Think Big

As some of us begin to look for our second wind to carry us through the rest of the ski season, it seems only appropriate to share a story about an extraordinary PSIA professional.

Marc Brown came to the Pocono Mountains in Pennsylvania for a winter get-away in 1991. Needing a job, Marc became a lift attendant at Jack Frost Mountain where he quickly made many friends, most of whom were ski instructors. It wasn't long before Marc decided he, too, would like to become an instructor. There was only one problem; he didn't know how to ski. But, because Marc's philosophy in life was to "think big", it didn't at all surprise those who knew him what would happen next.

Marc borrowed all the PSIA resource materials he could find and away he went. Nightly readings were practiced - and eventually conquered - during his breaks from loading chairs throughout the day. Before he knew it, Marc had taught himself to ski. The following year he went on to take an Instructor Training Course and passed with flying colors.

Just becoming an Instructor was not enough for Marc, so, within what seemed like record time, he achieved his Alpine Level I, II and III Certifications.

This story may make you wonder if Marc was what we'd call "a natural." Although it is true he has always enjoyed sports, his achievements should not be taken lightly. Marc never stopped studying and training to be the very best he could, and his continual drive and dedication was contagious. As a Director and Staff Trainer, his positive demeanor motivated many others to challenge themselves along with him. Marc became a fantastic ski teacher, having a knack for communicating simply, and keeping the learning experience fun.

Although Marc went on to accomplish many other goals over the 13 years since his first experience skiing, he always somehow managed to remain connected with, and passionate about, snowsports. He grew into a well-respected leader we could always count on to be strategizing and driving us all to think

out-of-the-box, in hopes to make our school and this great sport better.

Unfortunately, we unexpectedly lost our friend this past November. Although Marc was only 34 years young, he lived a fuller life than most do in twice the number of years.

Marc's legacy will be remembered in all of our hearts forever. From Marc we have learned we must always strive for our best, and beyond. We hope this story may change your life, as we can honestly say we were privileged enough to have Marc Brown change ours. Make it a point to remember your passions everyday; and, in short, "think big."

In Memory of Marc David Brown, September 27, 1970 - November 9, 2004. PSIA-E Alpine Level III Certified Instructor, March 9, 1998. Jack Frost Mountain and Big Boulder Ski Areas, 1992-2004.

*by Meredith and Don Sensenig, on behalf of all of Marc's many friends and the many lives he touched.*

## *In Memoriam*

John Palmer, of Pepperell, MA, has passed away at the age of 50. He was an Alpine Level II member of PSIA-E, having joined in 1996. He taught at Attitash Perfect Turn Adventure Center, NH.

Ed O'Neil has passed away. We were informed of Ed's passing by Bill Cox, Director of Golf & Skiing at Wisp Resort, MD. Bill states that Ed was an Alpine Level III member, and taught in the past at Hawksnest, NC, and at Cataloochee, NC. He was a member of the PSIA Central Division.

Marc D. Brown, of Blakeslee, PA, passed away on November 9, 2004, at the age of 34. He was an Alpine Level III member of PSIA-E, having joined in 1994. He taught at Big Boulder Learning Center, PA. *See the "In Tribute" to Marc elsewhere on this page.*

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



## Region 2 (VT)

Marty Harrison, Regional Director, reports: We're fortunate to live in this part of the division since we seem to get some of the earliest snow. Several areas are open on a limited basis as I write this. Two days of heavy rain this week didn't help, but it's getting colder and conditions will improve dramatically very soon.

The Region 2 meeting was held at Killington on Monday, November 22. Between the on-snow folks and those who came just for the meeting, there were about 50 members involved at some point during the day. Rich Weiss, the Region 2 Representative, and Bill Beerman, the PSIA-E/AASI president, led the meeting. There was a good discussion about a variety of topics, including member benefits and the role of PSIA within the industry.

One of the highlights of this meeting was the presentation of a Regional Recognition Award to Dwight Dunning, who retired in the spring as the Director of the Middlebury College Snow Bowl after 30 years of service. Dwight was a fixture at the Snowsports Management Seminars, and also attended other events such as the National Academy. The PSIA-E/AASI Board of Directors approved this award for Dwight based upon his years of dedication to the industry and to Region 2. Congratulations to Dwight! I understand that he and his wife may be headed to an assignment with the Peace Corps in the near future.

### PEOPLE:

After 22 years of directing the Stratton Ski and Snowboard School, Louis Lechner has moved to a position of business development for the eastern region of Intrawest, the company that owns Stratton. Josef Jung has been hired as the new Director at Stratton. Those of us who have been around for a while remember Josef as the Director at Waterville Valley, or, more recently, as the Rental Shop Manager at Stratton. He has some big shoes to fill and we wish him all the best.

Susan Davis is the new Director at the Middlebury College Snow Bowl. She has been at that area for many years and is very excited about her new role. Best of luck to Susan!

By the time you read this, you will probably have survived the holiday period. I hope that it was happy and busy for all of you, and that the rest of the year is really snowy – but not too cold!

## Region 3 (MA, CT & RI)

David Welch, Regional Representative, reports: Ski Butternut, at Great Barrington, MA,

played host to our annual Region 3 membership meeting on October 31, 2004. Some of the items on the agenda were the DCL Outreach Program, recent By-Laws changes, the new Scholarship deadline, the Area Rep program, and the "15 Below" club. Thanks to all who attended for your participation in this event. It is very important for us to hear from you, the people who make up our membership. Also, thank you to those at Butternut who made it all possible.

Some things to look for this season are: Updates to the levels 1, 2 and 3 exams (if an exam is in your future, check out the Fall SnowPro or the updated exam guide); The new nationwide "Go With A Pro" promotional campaign at an area near you; The Plus-One Showcase will return this season after a very successful first run last season; Also, check out the "15 Below" club and all it has to offer!

This year promises to have something for everyone on the Schedule of Events, so sign up soon!

As I write this, the weatherman is saying that WINTER is coming next week. Let's pray he's right. Think snow!

## Region 4 (PA & NJ)

Eric Jordan, Regional Director, reports: It's finally winter in Region 4, and, hopefully, everyone is having a great season so far. Good luck to everyone who is training for an upcoming exam. Remember that help is only a click away at ([www.psia-e.org](http://www.psia-e.org)). The website has just received an overhaul and is loaded with resources to assist you. If you are still undecided about what type of educational event to take this year, you are still in luck. The schedule is fantastic and there are so many great events to choose from. Don't be afraid to try something - or somewhere - different; it just might turn out to be the greatest learning experience of your life.

I would like to say a special thanks to Jay Minnicks, your Region 4 Representative, for all the extra work he did during the pre-season. As many of you know, Jay attended several pre-season meetings at various resorts within the region, and he was able to obtain some great information as well as answer many questions that you had regarding the organization.

The Regional Meeting at Elk Mountain is right around the corner as this issue goes to press, and hopefully many of you planned to attend. The meeting will have been held in conjunction with the educational event on Tuesday January 25<sup>th</sup>.

If you have any questions or comments at any time, feel free contact me at ([enj5050@yahoo.com](mailto:enj5050@yahoo.com)).

That's all for now. Think snow!

## Region 1 (ME & NH)

Ross Boisvert, Regional Director, reports: This Summer I wrote in this report about the Red Sox being several games down, and compared them to the ski industry and how we could always hope for a better season next year. Well, the Red Sox are now World Champions. What an incredible comeback the Red Sox were able to pull off in the World Series, making them the World Champion Boston Red Sox. Let's hope that our winter season is as successful as the Red Sox were this season.

Our season is here! It was off to a little bit of a rough start due to Mother Nature not wanting to cooperate with us during the early part of the season. I attended the Snowsports Management Seminar at Mount Snow. The Seminar is always well attended and jam packed with many great indoor and outdoor sessions to choose from – e.g., Exam changes, Train the Trainer, Flip the Switch, Adaptive, Children's, Plus One, Round Table discussions, and much more. One of the great benefits of the Management Seminar is the ability to talk to other Directors and Managers to see what works at other areas and to share ideas with each other.

This year at the seminar Michael Mendrick, Executive Director, talked about a new program that has been established, called "Become a Pro at Home." This program allows instructors to become members at their home area via an in-house event. For more information about the "Become a Pro at Home Program" please call Michael or Liz Kingston at the office (518-452-6095).

As we work through this season it is always important to remember the reason why we all got into this gig in the first place. It is for the love and passion of our sport, whether you teach on two sticks or one board. It is important to remember to always have fun while we're out on the snow. Our guests come to us to have fun and to learn a sport that lasts a lifetime. It is our job to create a safe, fun and educational environment for our guests. Remember to always invite them back to continue with education in snowsports.

I hope everyone had a happy Holiday season, and a great start to the winter 04-05. Ski and Ride safely this year, and attend an Educational event or Exam. You will only improve your ability and education. ([ross@mcintyreskiarea.com](mailto:ross@mcintyreskiarea.com))

*continued next page*

## Region 5 (Western NY State)

Ron Kubicki, Regional Representative, reports: Hey, Region 5, look out the window! It's snowing! At least it is in the western part of the region as I write this. Hopefully, everyone is up and running. After all the orientations, pre-season off-snow training, early-season training, and post-early-season training, it is staring for real!

There is fun in the air as the season kicks off again, seeing all the old faces, and the new ones who are just joining the ranks. Be sure to welcome the new people. Let them know what a special community of people they have joined. Help them over the rough spots. Let them learn some on their own, but give the valuable advice and knowledge you have from your experience. Share!

Watch what they do. You may even learn something new from the perspective of a fresh face. Be creative and excited. Support and promote the "mountain experience". This is what people are looking for. The new hires and the guests are both looking to join the community we are a part of.

Be a teacher, ambassador, mentor, guide, and friend. Be curious, be a learner, expand your horizons, do some cross-discipline activity this season. Be excited and involved.

Participate in some of the events we have in our region this season. The more we participate, the easier it is to get a variety of events at our resorts. Some to highlight are:

### Advanced and Intro Racing Series at Bristol Mt. and Holiday Valley.

Masters II/III at Bristol Mt. and Holiday Valley.

Development Series at Bristol Mt., Greek Peak, Labrador Mt., Song Mt., Holiday Valley.

First-Tracks, Level I, and Level II Exams.

AASI Exams at Greek Peak, Holimont.

Riding Concepts at Bristol Mt.

Nordic Events at Kissing Bridge.

You will receive notice about two Region 5 meetings - one will have been at Greek Peak on Friday, January 7, and a second at Kissing Bridge in February.

Don't forget to vote this season for your Board representatives. All of the information is in this issue of SnowPro.

There is a lot happening at all our resorts and throughout Region 5. But, no matter how busy it gets, or what the weather, be sure everyday to take at least one run just for yourself!

Stay healthy, have fun and be safe!

## Region 6 (Eastern NY State)

Peter Lucatuorto, Regional Director, reports: Well, we are finally on snow. I hope your areas are open and you are in the process of retraining your legs and feet; especially regarding your balance and boot fit.

I would like to remind members - as announced earlier in the Fall SnowPro - that we will hold two Region 6 meetings this season. The first one will have been held after the AASI Level II and Level III Exam Clinics at Hunter Mountain on January 6 at 4:30 PM - all members were welcome, skiers or riders.

The second meeting will be held at 4:30 PM on February 10, at Hunter Mountain. The meeting coincides with several skiing events and MTC courses being held at Hunter. Members will have the opportunity to combine the regional meeting with the for-credit courses. If you didn't attend the first meeting, you've got another opportunity with this second meeting. And, again, of course, all members are welcome.

We did not send post cards to announce the meetings this year; instead we will use the money for refreshments. We will provide some snacks and non-alcoholic refreshments while we discuss changes in the organization, exams, and other subjects of interest to the membership in an après ski environment. We have tried to line up some informative guests to add interest, and hope to see you there.

Have a great season, and get out and attend some events. Maybe even try a new discipline!

## Region 7 (States South of PA and NJ)

Steve Kling, Regional Director, reports: You should have received notice already (its in the mail with the check, if you haven't) that the first-ever Region 7 membership meeting is being held at Massanutten, VA, on the evening of Friday, February 4<sup>th</sup>. This is scheduled to coincide with an array of events being conducted at Massanutten. Also, we are optimistic that several of the officers of PSIA-E will be in attendance. Please try to make this meeting. On both the Regional and Divisional level we want to hear the concerns of our members, with a focus on how Region 7 can best help itself, and how the PSIA-E can best serve its most geographically remote members.

I want to repeat what is now a broken record for those of you who read these reports: It's important for Region 7 to support the educational events held in Region 7. There will not be too many instructors from "up north" trekking to the south to ski. If we want more and higher quality events closer to home, we need to show the flag and support the ones scheduled.

A final thought: Membership! Only about half the instructors in the East who qualify to belong to PSIA, do belong to PSIA. Those of us who are members appreciate the tremendous education programs we have, as well as the array of member services from both the Divisional and National offices. Spread the word, encourage membership within your schools. Find a new-hire to mentor, and encourage her/him to join. We all benefit! ♦♦

## Call for **Committee Chairs**

As stated in a motion passed by the PSIA-E Board of Directors in October of 2003, "Committee chairs are to be (re)appointed on an annual basis at the spring ExCom meeting." This applies to the two elected committees, the Snowsports School Management Committee and Alpine Education & Certification Committee. The Chairperson of the Snowsports School Management Committee must have had experience as a snowsports school director. The chairperson of the Alpine Education & Certification Committee must be an active member of the Alpine Board of Examiners at the time of appointment. If you are interested in serving as chairperson of either committee, please submit your interest in writing (e-mail or snail mail) by March 1, 2005 to the attention of Michael Mendrick, Executive Director, at the PSIA-E office. Thank you in advance for your interest in serving PSIA-E and AASI. ♦♦

# REGIONS 5 & 6 CANDIDATE PROFILES

## REGION 5

### Region 5 Election (Western New York State): Candidate Profiles & Voting Rules

Use the ballot on the inside back page of this newsletter to cast your vote. There are three (3) candidates running in Region 5 for Board seats, no candidates for the Snowsports School Management Committee and one (1) candidate for the Alpine Education & Certification Committee. The Board candidate receiving the most votes will be elected Region 5 Director; the other candidate will be elected Region 5 Representative. No write-in votes for any positions will be accepted on the ballot form.



*Region 5 Board of Directors: Nick Brewster – A3, S1  
Toggenburg, NY; Coach*

#### Statement of Background & Qualifications:

Father of two girl skiers ages 15 & 12. Region 5 Ski Teacher & Coach since 1975. Region 5 PSIA-E past member of the Board of Directors (1999-2002), PSIA-E Division Clinic Leader, USSA National Level Certified Coach, USSA Level 3 TD & Ref., Owner of BAC Insurance Agency an independent Property & Casualty Agency, Certified Insurance Counselor and NYS licensed Insurance Agent in all lines. Owner of Brewster Boot, a ski race boot tuning service.

#### Statement of Philosophy & Direction:

PSIA needs passionate people that are willing to put the members' needs first. I am running again because much more needs to be done for the member in the area of promoting the benefits of taking a lesson from a certified pro. We cannot rely on government to increase our minimum wages. We must increase demand for lessons from a certified pro to increase the income level of members. This is a mission I will work on if elected.

In the past, I have authored five action plans that focused on member retention, growth, promotion & advertising for the member. Three of these action plans are in use today (Early admissions program, press release at events & cut out ad in the SnowPro). I chaired the committee to streamline the member reinstatement process and make sure one's certification was "never" taken away from them. Organized a summit meeting between the top US Ski Coaches & PSIA-E brass at the US Ski Team congress in the fall of 2000 at Killington. Much cooperation and good work has come out of that meeting.

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

If elected I will:

1. Work with fellow Board/Members to make the organization STRONGER.
2. Be an advocate for the member and put member needs first.
3. Look for ways to better promote the member in their skiing/riding profession.
4. Continue to find ways to get PSIA & USSA to work together on regional level.
5. Carry out the duties of an elected Board Member.
6. Promptly return phone calls, e-mails, & faxes.



*Region 5 Board of Directors: Ron Kubicki – A3  
Holiday Valley, NY; Snowsports Director*

#### Statement of Background & Qualifications:

My name is Ron Kubicki, and I have taught skiing for 17 years full time at Holiday Valley Resort in Ellicottville. The past 5 years I have been the Director of Snowsports.

I also have had the privilege of being the elected Region 5 representative for the past 3 years. During this time, I have served on and been the "chair" of several pertinent Task Forces. I have learned much, and have enjoyed being an active board member. Throughout the past 3 years, I have interacted with many other members of our board and committee chair and feel I have solid foundation to work and expand from.

I have decided to seek re-election and would appreciate your support so I can continue to represent Region 5 and your interests. I am a snowsports enthusiast who is committed the growth of our sport in addition to the honor and privilege to represent friends, colleagues and the many members Region 5 who are professional snowsports teachers.

#### Statement of Philosophy & Direction:

For the most part my views and intents have remained the same. That is to present the desires and concerns of the membership, and to give voice to these issues. In this vein:

- I have worked closely with our Region 5 director Mickey Sullivan to offer two regional meetings each year in varied locations to give more members a chance to question and raise concerns.
- I will always remain informed and involved with the many facets of the Board, so I can offer reliable and pertinent responses when attending regional meetings or speaking to members.
- I am committed to always promoting the safety and growth of snowsports.
- I am honored to assist in guiding PSIA/AASI (ASEA) into the future, while maintaining the honor and tradition of the past.

*continued next page*

## Important Note on Open Position:

The Region 5 Snowsports School Management Committee Representative is currently an open position, with no applying candidates. The PSIA-E Board of Directors will approve the appointment of this unfilled position at their June 11-12, 2005 meeting. If you are interested in being considered as a designate for this open position, please send written notification (snail or e-mail) to the attention of Michael Mendrick, Executive Director, at the PSIA-E office.

## REGION 5, (CONTINUED)



**Region 5 Board of Directors: Mickey Sullivan – A3**  
*(Education Staff Employee)*  
*Hunt Hollow, NY; Trainer*

### Statement of Background & Qualifications

- Examiner and Trainer, Professional Ski Instructors of America (PSIA)

- Rossignol Cut University Trainer
- Marketing Committee Chairman, Ski Areas of New York (SANY) 1993-96
- Board of Directors, PSIA-Eastern division. 1980-84, 2002-05
- University of New Hampshire at Plymouth, B.S. degree, Business Administration, graduated cum laude 1976
- President, Bristol Wellness Systems, Distributor of Nikken health and wellness products. 1996-present
- Director of Winter Operations. Mountain Creek, NJ, Division of Intrawest Resorts. 1997-99
- Director of Marketing, Bristol Mountain Ski Resort. 1981-96
- Group Sales Manager and Ski School Director, Bristol Mountain Ski Resort. 1978-80
- Group Sales Representative, Ski School Supervisor, Greek Peak Ski Resort. 1976-78

### Statement of Philosophy & Direction

I believe that the snowsports industry plays an important role in our society. The positive affects that our industry has had and can continue to have on peoples' lives makes a difference in many ways. During my 33 years of teaching skiing and snowsports I have always enjoyed the smiles, enjoyment and sense of accomplishment that I have had the privilege to share with others. During my 28 years as a PSIA member, I have appreciated the integral role that ski teaching has played in the industry. Skiing and snowsports generally require a high degree of skill and, as such, the enjoyment is greatly enhanced by a valuable instructor, teacher and coach.

If re-elected I will continue to support and act on my belief that ski and snowsport teachers and PSIA/AASI are an integral part of the snowsports industry. I will continue to promote this philosophy to ski area owners, operators, directors and managers. If elected I will promote to the PSIA-E Board of Directors to continue to provide educational services to its members at affordable costs.

PSIA-E represents you, the ski and snowsports instructor, to the industry and to the public. I will continue to work to have your best interests understood and met by PSIA-E, PSIA, AASI, the ski areas and the ski and snowsports industry.

### Region 5 Alpine Education & Certification Committee Rep:

**Roger Zilliox – A3**

*Greek Peak, NY; Supervisor/Trainer*

### Statement of Background & Qualifications:

I am currently a Level 3 alpine instructor, trainer, and supervisor in the Greek Peak Snow Sports School, where I have worked since 1986. I started my ski teaching career as a part time instructor at Mount Whitney, in the mid '70s. I have also worked as a lift attendant and volunteer ski patroller at Whiteface Mountain, and a coach for the Greek Peak Ski Club. I have a B.S. and an M.S. in education, and have taught school and coached various sports for 23 years. I am currently employed as a Professional Development Specialist at Broome-Tioga BOCES where I work with the teachers of several school districts to improve academic instruction. I am presently finishing a term on the PSIA-E Education / Certification Committee, and have served on the Snow Sports Management Committee. These experiences give me the background to represent you well.

### Statement of Philosophy & Direction:

I see my first responsibility as being a conduit to take your ideas to the committee, where we can work together to make them a reality. PSIA-E has a wide variety of educational offerings held throughout the East. We need to make sure these workshops continue to meet the needs of our current membership and also attract new members. The certification process needs to be as straight forward and as easy to understand as possible, while still upholding the high standards of PSIA-E. To that end, we have worked to implement the Fast Track program and have recommended several changes to the Level 2 and Level 3 modules, which make them clearer, easier to prepare for, and easier to evaluate with consistently.

Next, we need to work to give our certified members the recognition they deserve. At the present time, most of the skiing public does not know much about PSIA. Many of those that have heard of us do not know whether an instructor starts with Level 1 and progresses to Level 3 or vice versa. They do not know the wealth of knowledge a Master Teacher possesses. We need to educate them. A ski pro should have the same recognition within our sport that a golf or tennis pro has in theirs.

I would like to encourage you to vote and communicate your needs and ideas to your area reps and committee members. Without your input, it is difficult to represent you well.

## REGION 6

### Region 6 Election (Eastern New York State): Candidate Profiles & Voting Rules

Use the ballot on the inside back page of this newsletter to cast your vote. There are six (6) candidates running in Region 6 for Board seats, one (1) candidate for the Snowsports School Management Committee and three (3) candidates for the Alpine Education & Certification Committee. The Board candidate receiving the most votes will be elected Region 6 Director; the other candidate will be elected Region 6 Representative. No write-in votes for any positions will be accepted on the ballot form.

**Region 6 Board of Directors: Scott Allard – A3, S2, D2**  
*West Mt., NY; Assistant Snowsports School Director*

### Statement of Background & Qualifications:

The Allard name has a long history in the ski industry and now, after 22 years as a member, I would like the opportunity to add to that history. I started skiing at age two or so at Gore Mountain and later went on to the North Creek Ski Bowl for several years before returning to Gore. During my time at The North Creek Ski Bowl I completed a level I Freestyle program and developed a love for this winter sport. At Gore Mountain I joined PSIA-E and a few exams later I became fully certified as well as a Staff Trainer. I then moved on to West Mountain to become the assistant Director of the Snowsports School / Director of Snowboarding. While at West Mountain, I have developed in three different disciplines. On the Alpine Educational staff I attained DCL then moved on to the Development Team as well as my Level II in Nordic Downhill. I attained my AASI Level II. I have sat on several committees in our industry including the AASI Steering committee for two years, Region 6 Ski Area Representative for 4 years and for the past two years, I am Snowsports School Management Committee Representative for Region 6.

### Statement of Philosophy & Direction:

My philosophies & directions are in line and in keeping with the mission of our organization to "Create lifelong skiers, and riders. Connect our guest to our lifestyles and passion. Challenge ourselves to innovate. And to Celebrate success!" With my years as a Snowsports Director as well as being a member of the Education Staff I feel that I do, and have instilled many of our guest, members and staff with the fun, excitement, and passion the Snowsports Industry can offer. I chal-

lunge them all to explore the wonders that our Snowsports Industry has to offer, from continuing education or exploring new disciplines. With my background in multi-disciplines I feel that I can serve the members of Region 6 and be a voice for them at the Eastern and National level. I will stay informed of the new trends in the industry. I will initiate the development of new educational programs for our guest and our members. Being a member of committees has given some insight to the development of our industry and the growth model for both guest and members. I look forward to opportunity to serve and support the members of Region 6.



**Region 6 Board of Directors:**  
**Howard Harrison – A2**  
**Hunter Mt., NY; Fulltime Instructor**

### Statement of Background & Qualifications:

My mom endowed me with a wealth of common sense and fairplay. My dad blessed me with humor. Even better, mom introduced me to the father of American ski teaching, Hannes Schneider. Thus I commenced a torrid six-decade love affair with winter sports supported by a successful career in creative services. My work for national ad agencies, corporations and catalogue merchandisers sold everything from apples to zippers. My editorial efforts communicated ideas and emotions in words and pictures.

Weekends I skied as a member of NSPS, which evolved to my six-year association with PSIA. Currently I am a full-time certified alpine level II instructor at Hunter Mtn. As a full timer, I am ever aware of the challenges and potential each of us face at every line-up. I view the issues concerning us from the front lines where we work – answering responsibilities to area management and guests.

### Statement of Philosophy & Direction:

PSIA-E enjoys a well-deserved reputation as an effective educational and certifying organization. Nonetheless, greater success into the future demands proactive programs designed to expand our brand identity and enhance our value as instructors to both ski area management and the guests we teach.

Our organization must foster ongoing and open communication with area management to maintain awareness of each other's needs and the means of fulfilling those needs to everyone's benefit. Instructor success benefits the area just as the area's success can benefit the instructor.

Further, I will advocate programs to foster increased enrollment and event participation. For instance, my family of five all ski. Two, yet only teenagers, are progressing nicely along the certification path. Establishment of a "family" registration category would encourage and recognize the values and benefits of family skiing. In addition, increased family skiing would increase total skier visits and lesson opportunities.

The snow we love so much remains white, machine made or heaven sent. However, we have realized revolutionary changes from the days of the schuss and sitzmark. Your support of my candidacy will help keep our organization on the cutting and driving edge of that ongoing revolution. Your vote for me places the voice of an instructor in the boardroom to assure that we help guide that revolution.

**Region 6 Board of Directors: Peter Lucatuorto – A2**  
**Windham Mountain, NY; Instructor**

### Statement of Background & Qualifications:

- Member in PSIA since 1989-90 ski season
- Certified Alpine Level 2, 1992
- Master Teacher Certification May, 2001
- Current Member of PSIA-E Board of Directors, Region 6 Representative and Director
- Executive Committee Member, Secretary
- Chairman, Scholarship Committee

- Past member, Certification Committee
- Member and officer of several ski organizations since mid 1970's

### Statement of Philosophy & Direction:

I consider the American Snowsports Education Association (PSIA/AASI) to be the best, most authoritative snowsports training and certification organization in the United States. I think of our organization as "the Harvard of Snowsports" – we educate, train, examine, certify, and record our members' progress as teachers in all disciplines of Snowsports. We are a university for snowsports instructors. Members of our organization have worked hard and diligently for many years to make it the best, and we must continue to be the best. Serving as your representative, I voted on several issues that will help keep us the premier snowsports education organization in the country.

Last year, the Board committed to increase BOE pay over a 5-year period to bring their pay into line with the cost of living increases over prior years. This was done to retain experienced examiners, attract new young talent to the examiner pool, and simply to treat our professionals fairly. I supported this motion because by taking a leadership role and fairly compensating our own snowsports professionals, we set an example for the industry when treating you, our membership in their employ. We also ensured continued superior training and programs for our membership.

I also support development of the Snowboard Master Teacher Certification, which is currently in the works. I am supporting proposed new programs to increase the awareness of snowsports area management of the value ASEA trained and certified professionals bring to a resort area. I will continue to support proposals that provide these and other meaningful benefits for our membership, and programs that maintain our members as the best educators in the industry.

As always, your input is important to me. I welcome your ideas and comments on these issues, or any issues regarding our organization. I will use your input to help mold a stronger, more effective organization, and I would like the opportunity to represent you on the Board when making these decisions. Thank you.



**Region 6 Board of Directors: Sue Spencer Moses – A3**  
**(Education Staff Employee)**  
**Belleayre Mt., NY; Ski & Snowboard School Director**

### Statement of Background & Qualifications:

I believe that I have both the experience and the qualifications to serve effectively on the Board of Directors. I became "Full" certified in 1969, was selected to the Eastern Demonstration Team in 1972, was recently recognized with an Eastern Life Membership Award for 25 years of service as an Examiner and am presently the Ski & Snowboard School Director at Belleayre Mountain. I served 5 years on the PSIA Steering Committee and have continually been involved in national and international activities. I hold a Masters degree in Education from Syracuse University.

For 12 years I worked full time for PSIA-E as Director of Education & Programs and for 2.5 years as Executive Director. During that time, the Association grew from 4500 members to 11,000 and I was continually involved in pioneering and implementing new services, events, and systems to serve our members.

During my tenure as a full time employee for PSIA-E, I was an integral part of almost 40 Board meetings and Executive Committee meetings. I have an intimate, working knowledge of every aspect of the Board process. This will allow me to integrate seamlessly onto the Board and to be effective from the outset.

### Statement of Philosophy & Direction:

If elected to the Board I will continue to try to do the things that I have always believed in. It has always been my goal to listen to members and to try to meet their wants and needs whenever possible. There is a

**continued next page**

## REGION 6, CONTINUED

delicate balance between trying to please our membership and trying to do the best thing for the Association as a whole, a key role of every Board member. I feel that I have the insight and considerable experience to meet that challenge. I will work to continually evolve not only our organization, but also the quality of all of the services and events that we provide.

My association with many of you in Region 6 goes back many years. I understand what our Region is about and it would be a privilege to serve you at the Board level. I cannot make lofty campaign promises because I intimately know the difficulties and challenges associated with running our Association. However, I promise to be responsible to our Region and each of you; to be attentive, effective, and passionate in my work for you and for the Association.

Please vote! Thanks, in advance, for your support.



**Region 6 Board of Directors: Alex Sharpe – A3**  
*Windham Mountain, NY; Instructor*

### Statement of Background & Qualifications:

I have been a Level III member for 33 years and served on the Board of Directors as either your Region VI Director or Representative. I have been a member of ExCom as your Treasurer and a member of various committees over my 17 plus years of serving you the membership and the Board of Directors in either elected or appointed positions.

### Statement of Philosophy & Direction:

PSIA-E Vision Statement: "PSIA-E Works to inspire life-long passion for snowsports." PSIA-E Mission Statement: "To provide professional development opportunities that continuously improve member fulfillment and guest satisfaction in order to strengthen the snowsports industry." These are two powerful statements that I support. In order to keep these two statements strong and moving forward we have to continue improving PSIA-E's service to its members by controlling costs, by providing conveniently located clinics, by delivering uniform information at all events, by increasing the utilization of our members and strengthening regional activities. With the rising cost of gasoline, food, rooms, etc. this is becoming a must to maintaining our membership and our future. I thank all of you who supported me in the past and would appreciate your vote again and elect me to the Board of Directors. Thanks to all of you in advance and please don't forget to vote.



**Region 6 Board of Directors:**  
**Cherisse Rabl Young – A2, H1**  
*Adaptive Sports Foundation, Windham, NY;*  
*Executive Director*

### Statement of Background & Qualifications:

I have been skiing for 22 years and ski teaching for 11 years at both small ski areas (Thunder Ridge Ski Area) and major ski resorts (Windham Mountain). I began my ski teaching career teaching Alpine and then moved to teaching Adaptive. I joined PSIA-E in 1996 and currently hold Alpine Level II and Adaptive Level I certifications. I have a Masters in Nonprofit Management and a Bachelors of Science in Marketing Management. From 1996-2000 I was the Marketing Specialist and then the Director of the Education Foundation for PSIA-E/AASI. I have worked at Adaptive Sports Foundation at Windham Mountain for the past 9 years as an instructor, supervisor, trainer, administrative supervisor and fundraiser. In December 2003, I was promoted to the position of Executive Director for the Adaptive Sports Foundation. As Executive Director, I am responsible for a \$565,000 annual budget (85% of which is raised each year through extensive

fundraising), \$1 million investment fund, 8 full time staff members, 180 instructors, both winter and summer sport programs and a ongoing \$4.5 million capital and endowment campaign. I report to a Board of Directors and also manage various fundraising committees.

### Statement of Philosophy & Direction:

I joined PSIA-E when I was 21 years old. As I have "grown up" through the years, I have also witnessed PSIA-E go through different organizational life cycles. I have seen PSIA-E move from an internal focus to an outward focus. PSIA-E/AASI has become a support to the snowsports industry. I feel it is important that PSIA-E/AASI not only continues to be a support to the snowsports industry through projects like the PSIA-E/AASI Snowsports Growth Project and the PLUS ONE Showcase but to also build on these types of initiatives. The future of our industry and our organization depends on our ability to grow the snowsports industry. The "ski instructor" and therefore PSIA-E/AASI is a vital link in successfully converting new skiers/riders to core skiers/riders. I also believe it is extremely important to encourage young people to get involved in PSIA-E/AASI. The teenager generation (a.k.a.: the millennials) is larger than the baby boomer generation. It is vital to PSIA-E/AASI's future that we reach out to this generation. As a full time member of the snowsports industry, a director of a non profit organization and a dual certified instructor, I feel confident I can represent a variety of constituents as well provide management guidance to our organization.

**Region 6 Snowsports School Management Committee Rep:**  
**Doug Holl – A3, D1**  
*West Mt., NY; Snowsports Director*

### Statement of Background & Qualifications:

I started in the ski industry as an instructor at West Mountain in 1984 and quickly found a passion for the sport. So much, I made it a full time adventure in 1989. Joining PSIA in 1991 and acquiring my level 3 certification in 1995, I continued on to Divisional Clinic Leader in 1999 and am currently a member of the Development Team since 2001. In 1990, I became the Assistant Director of the West Mountain Ski School and Co-Director of the Race Program. In 1997 I was appointed Director of the West Mountain Ski School and began the transformation from a Ski School to a Snowsports School. I am also currently an Assistant Chief / Training Officer for the Queensbury Central Volunteer Fire Co. and serve as a New York State Fire Instructor.

### Statement of Philosophy & Direction:

While being involved with the Fire Service I have worked with both volunteer and paid professionals. I relate this to our full time and part time instructors who work in the industry. Full time instructors need to be able to survive and make a living at what they do. Pay, benefits, guaranteed work hours, and work environment are all great concerns. Busier lifestyles and growing family needs are making being a part time instructor increasingly harder. Meeting minimum schedules, having benefits to allow families to ski and ride, and still be able to meet training needs are all increasing concerns of the part time instructor. Workman's compensation and liability concerns are threatening the benefits that management can offer. Many of these same concerns of retention of employees are seen in the fire service, along with growing needs of ways for effective training with minimum time commitment. Having a strong background and active role in several management areas, I feel we can learn from these. I have continued to be very active in staff training and day-to-day operations of our school, so as not to loose touch with the front line members of our organization. As part of the Snowsports Management Committee, I would strive to address these concerns and any others the membership may have to offer.





### **Region 6 Alpine Education & Certification**

**Committee Rep:**

**Marc Carlin – A2**

**Hunter Mt., NY; Instructor**

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

I am looking to be re-elected to the education and certification committee in Region 6. I am currently employed at Hunter Mountain as an instructor/coach.

I have been a member of PSIA-E since 1981. Prior to that, I was a member of RMSIA. I have spent most of my adult life involved in teaching snowsports and continuing to improve my ability to bring new people into the sport.

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

I became involved in PSIA because I saw it as a way of improving my own ability and understanding of snowsports, and with that, I saw a way of helping my students get better as well. I have always worked from within the rank and file of the ski areas that employed me. I have never held a management position at any of the resorts that I have worked at. As your current Education Committee Member, I have strived to improve all instructors' ability to raise not only their level of sports understanding, but also their level of communication skills with their students. In so doing I have shown instructors how to increase their income, with just the change of a word or a change in their tonality. I have set up an internet group where important issues can be discussed and brought to the attention of the PSIA-E management during our yearly meetings. If you are a member of PSIA-E you can join that group by going to: snowproseast-subscribe@yahoo.com. I have been in contact with all instructors that have expressed an interest to me of providing input into the agenda for discussion at our meetings and have always been able to shed light on any difficulties that may have arisen during the year.

If elected I will focus on bringing more mental training and conditioning knowledge to our membership. Using the skills and techniques that I use in my position as the Director of The Hypnosis Center in New York, I feel that PSIA-E will be able to continue to be on the cutting edge of sports education. We humans can be one-time learners. What we need to do is show our students what we expect of them prior to bringing them into an unfriendly and unknown environment. Many of the techniques I use as a Master Hypnotist are applicable in the snowsports learning environment and can easily be taught to interested snow sport instructors.



### **Region 6 Alpine Education & Certification**

**Committee Rep:**

**Larry Dean – A3**

**Windham Mountain, NY; Instructor**

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

I began my skiing career as a part-time instructor at Shawnee Mountain in Pennsylvania in 1989. I transferred to Windham Mountain after attaining PSIA Level II Certification in 1994. I am currently entering my 11th season at Windham and 16th season overall as a ski teacher. I achieved my Level III Certification in 1996.

I have taught all level students from pre-school children to adults in the season long program at Windham. I have had several articles published in "The Professional Skier" on skiing technique and continue to write for the journal. I have contributed to the development of the Windham Ski Instructors with clinics on personal ski improvement as well as exam preparation for both teaching and skiing.

I am also a current member and clinician for the Amateur Ski Instructors Association and have been a guest speaker for the NJ Ski Council. Prior to ski teaching, I have many years of experience teaching as an FAA Certified Flight Instructor and a Black Belt Instructor in Okinawa Karate.

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

As a dedicated ski instructor with a passion for teaching, I understand the need to provide our customers with the very best learning experience when they pay to visit our mountains. We can best do this by insuring that our PSIA-E membership is well trained, motivated and meets the National Certification Standards as established by PSIA.

Our snowsports continue to evolve through the evolution of equipment, mountain services, and customer desires. As a Region 6 Representative of the Alpine Education & Certification Committee, I would work hard to insure that the thoughts, comments, and concerns of our membership at all levels of certification are brought into the process.

We should continue to work to achieve a better balance between skiing and teaching skills from the entry level ski instructor all the way through to the Level III instructor. The certification of our membership through the testing process provided by our educational staff should be fair, consistent, and accessible to everyone with the desire to become a better teacher. With my teaching experience outside of skiing, I would bring a fresh approach through ideas and initiatives that will keep our process up to date and benefit both our membership and the needs of our customers.

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### **Region 6 Alpine Education & Certification Committee Rep:**

**Ron Hawkes – A3**

**Hunter Mt., NY; Director of Skiing & Snowboarding**

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

My background and qualifications for the position of Alpine Education & Certification Representative include:

- \* PSIA-Eastern member for 25 years.
- \* Continuous Ed Staff service since 1988; Examiner since 1992.
- \* Two term representative for Alpine Education & Certification.
- \* Two term member of the PSIA-Eastern Board of Directors.
- \* Employed full-time in the snowsports industry for 20 years.
- \* National and international ski teaching experience.
- \* Various Ski & Snowboard School/Race Department/Staff Training experience.

\* Currently responsible for Lift Operations, Rentals, Ski & Snowboard School, Children's Programs, Competition Teams, Special Events, and Seasonal Programs at Hunter Mountain.

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

Using PSIA-Eastern membership input and experience, I support the continued improvement of the education and certification process. My full-time resort commitment and part-time Ed Staff commitment will allow time to hear from the membership and report findings back to the committee. I will also support an education and certification process that helps develop a complete and well-rounded ski teacher. Thanks for passion for skiing shared with others and your active involvement with PSIA-Eastern. I appreciate your vote. ◆◆



## Experiencing a **Snowsports Management Seminar**

by *Steve Howie*  
*Snowsports School Management  
Committee Chairman*  
*PSIA-E Alpine Examiner*

As I sat down and started to do a review of the Snowsports Management Seminar, I realized that the group of participating directors and trainers was as diverse as the guests at our areas. Some manage small schools, some large; some directors have been in the business for over 40 years, and some are just getting started. Sounds a lot like a snowsports school to me!

When I first got together with the Snowsports School Management Committee and started to make plans for this year's seminar, my concerns were time management and to put some new wrinkles into the curriculum. As the committee researched what the directors and trainers were interested in, I focused on what the organization needed to present to the directors.

Based on feedback from the committee, and combined with our ever-changing customer profile, we put together sessions that covered all disciplines - Skiing, Adaptive, Nordic, Children, and Snowboarding. Sessions included exam changes, insurance issues, teaching children, and teaching in terrain parks, just to mention a few. As a person in charge of a program like this for the first time, I wanted to make sure that "Murphy's Law" did not raise its ugly head (i.e., "Anything that can go wrong, will go wrong."). Murphy tried to attend the seminar on Wednesday (it rained horizontally all day), but, thanks to Acting Director of Education & Programs, Mickey Sullivan, and the rest of the Ed Staff presenting on-hill sessions, we were able to move those sessions indoors for anyone not equipped with monsoon gear.

When all was said and done, the overall feedback from the seminar was that it was a success. There was constructive feedback from individuals for next year's seminar, which is greatly appreciated.

So, what did I take away from this as a chairperson, and what can I share with our members? First, the seminar and its participants are the same as in any class or snowsports school; there are as many needs as people! In addition, skills and knowledge vary to a great degree, as well as motivations for being there. But, most importantly, we are all there to participate in the learning experience. Our primary goal is to know our customer, whether it's directors, instructors or first-time skiers/riders. We need to not have preconceived ideas of what is about to happen, but to have the openness to direct the flow of the learning process as it happens.

As you can imagine, putting 250 directors and trainers together at the same time could be a recipe for disaster if you were to think this was going to be a one-way learning experience. Even the sessions that were designed to deliver specific content seemed to move in circles, as questions were asked and participants shared experiences with the group.

So, who gained more from the sessions: the course conductor or the group? Having had the opportunity to facilitate many on-snow and indoor sessions over the years, I would say that it's pretty even. Learning is about gaining and sharing experiences. Hopefully, from every class we teach we retain our experience; some good, some maybe not what we were hoping for, but still experiences from which we can recall information later.

What flows openly from the directors is their eagerness to participate in the learning experience. For trainers, sometimes getting instructors to participate in a clinic is a little difficult, but that's where creative teaching/coaching comes in. For instructors, what is most important is to be willing to participate and not worry about the outcome. We have all had times when we learned that what we thought we knew turned out to be incorrect and not what we thought it was; and, what a great breakthrough that became for us as teachers. I guess that this is nothing new to many of us; but, maybe, a reminder that we learn more when we participate, and our customers learn best when we involve them in the learning experience.

The point is that no matter what the opportunity - a directors seminar, an exam, a clinic, a race class or a beginner lesson - it's a great opportunity to gain experience..... don't pass it up! ♦♦



**National Life Membership award honoree Peter Palmer, Service Recognition award honoree Alison Clayton-Cummings (former Children's Committee Chairperson & Coordinator), Service Recognition award honoree Einar Aas (former Snowsports School Management Committee Chair) and Service Recognition award honoree John Cossaboom (former Board of Directors member) share a moment together at the Snowsports School Management Seminar banquet on November 30 at Mount Snow, VT.**



# AASI Development Team Overview

by Rob Bevier  
AASI Advisor  
Okemo Mt., VT

The definition of “develop” is “to grow, to build on something.” The Development Team is a group of talented, motivated instructors who desire to expand their knowledge and experience, and who want to serve the AASI membership. AASI is looking for instructors who possess these qualities.

The Dev Team prerequisites read similar to job qualifications; as they should - it is a job, and is job training. Eligibility is limited to Level III Snowboard instructors. We strongly recommend countless hours of upper-level teaching experience and training, indicating you have spent a large portion of your teaching time on advanced terrain and conditions. We understand there is not a large supply of these types of lessons at the moment, but it is very important that you have this experience before you consider being part of the Dev Team. Superb riding skills are necessary, with an emphasis on versatility - not just versatile riding (i.e. conditions and terrain), but also an experienced rider in many venues. It is also important that you have tried different riding setups and disciplines. This allows us a deeper understanding of how a concept may vary in execution. In addition to the above obvious qualities, public speaking, enthusiasm, leadership, creativity, adaptability, and the ability to focus on multiple items at the same time are also important qualities to possess.

The Dev Team tryout is unlike the Level I, II, and III exams. We will be looking at all aspects of the candidate. Each person will be scored by a team of selectors over two days on their riding, teaching, and technical knowledge in an on-hill format. Interspersed during the two days, candidates will have an

# Renegade Rider Rally

Jackson Hole, WY March 29-April 2, 2005

Hosted by the Northern Rocky Mountain Division



The Renegade Rider Rally is open to AASI members, certified Level I and above.

The Rally will be held at Jackson Hole, known for having the best steepes and easy access backcountry in the USA. Not to mention that Teton National Park is right next-door. The town of Jackson Hole also offers plenty of great activities and nightlife.

There will be four full-day clinics offered with one free day in the middle. All clinics will be led by past and present National Demonstration Team members, NRM or Intermountain staff members, and/or by nationally renowned coaches and experts in their fields.

The Rally will be a five-day event but the third day (March 31) will be a free day. Participants can explore the area, free-ride at Jackson, or participate in any number of other activities around the area. Lift tickets are included in the registration fee.

|                              |          |
|------------------------------|----------|
| Full Participation           | \$285    |
| Per Day Clinic Participation | \$90/day |

REGISTRATION DEADLINE: MARCH 1, 2005

Please visit [www.PSIA-NRM.org](http://www.PSIA-NRM.org) for more information and the registration form.

interview with a different panel of selectors. This will be a job interview lasting approximately 45 minutes. Supporting materials for the interview are as follows:

1. A current resume.
2. A five-year personal/professional plan.
3. Three letters of recommendation.
4. Two writing samples of 500-750 words in length.

The Development Team tryout will be open to instructors who are currently Level III at the time of the exam. Training for the exam is highly suggested, and many seasons of experience should be a cornerstone of that training. It will not be an exam that has a standard; it is an exam that is looking for the best candidates for a position on the Educational Staff. The number of people we are seeking for the positions will be decided prior to the exam. However, we will neither discuss nor publish that number. Each year the process may change slightly in an effort to improve the overall event.

Dev Team members are required to fulfill certain obligations to maintain their position on the team: Each team member must remain affiliated with a Snowboard school. There are two or three mandatory training days per season, plus optional group training days. Currently, each member must also fulfill ten mandatory understudy days. This requirement will inevitably increase as we grow in membership and have more events available to shadow. The Dev Team members keep a

log of their training and are also required to write articles to share with the rest of the AASI membership. Devoting a significant amount of time to training is important and mandatory. There are opportunities to work; however, the work is only available to the team members that have understudied numerous events and who are well prepared.

We would love to see a large turnout for this process. It will be both challenging as well as fun for all. Although it is an exam, at this level it is more like a sharing of ideas and thoughts; the “best and brightest” join the staff. To be a Dev Team member takes a lot of hard work and devotion. It is not something that can happen overnight. Training, training, and more training is the only way you will get there.

Take some time to also talk with the current Dev Teamers and pick their brains to see if it is something you are interested in pursuing. Get in touch with an Ed Staff member and find out more about the great career path AASI can become.

The AASI Development Team Tryouts will be held at Killington, VT, on April 7-8, 2005. The event application deadline is March 17, 2005. Please include the supporting materials listed above with your event application. Use the regular event application form, which can be found in both the Early Fall and Fall issues of the SnowPro, or on the website ([www.psia-e.org](http://www.psia-e.org)). ♦♦

*continued next page*

*Be sure to check out Justin Tobin's guest editorial on Page 2!*

## Starting at the **Beginning**

by Dylan Sanford  
AASI Development Team  
Okemo Mt. Resort, VT

When those autumn leaves start leaving  
And those summer tans start peeling  
There is a special breed that's in need  
Of new places to start living  
As they start applying and internetting  
Only eyeing pictures of their new setting  
Not ever seeing the places that they are renting  
Never realizing that the sink and toilet don't stop dripping  
In their cars they are packing and unpacking  
Driving and mapping  
Fueling and snacking  
Waiting and pacing  
Patiently for the rain to start freezing  
And the winter wind to start breezing  
So the snow guns can start blowing  
And the lifts can start turning  
So we can start making our earnings  
Time for a preseason beard trimming  
To keep our appearances up standing  
As we start concentrating  
On giving reason and demonstrating  
Teaching guests about tipping  
And all the sliding and gripping  
Flexing and extending  
Bending and leveling  
Pushing and pressuring  
Twisting and rotating  
While creating ones for the replacing  
So that they can go through the training  
And experience all the  
Whining and crying  
Grinning and smiling  
Laughing and shouting  
Doubting and pouting  
All the emotions that go along with a family ski outing  
Faint goggle tans start forming  
Preparing for the examining  
How this can be so demanding  
We do all the reading and memorizing  
Questioning and riddling  
Mentioning and sidling  
Jibbing in single filing  
Doing RUNS OF DEATH  
That are so death defying  
On our knowledge we are relying  
When it comes time for the testing  
Our minds better not be resting  
To attain a score that is passing  
Creating memories that are everlasting  
As the season is dragging  
Friendships are sailing now  
Through the sunshine and stormy weather  
We ski and ride  
Drink and relax  
Scrape and wax together  
But the wind is changing and getting warmer  
It is time to shed our winter armor  
For this season is ending  
So applications we are sending  
Good-byes we are saying  
New expenses we are paying  
As we start at the beginning ◆◆

## Is Snowboarding **Changing?**

by Rob Bevier  
AASI Advisor  
Okemo Mt., VT

Is snowboarding changing? Not the act of sliding sideways down the hill and having a ball; but, are snowboarders and the sport changing?

I know that the equipment has become leaps-and-bounds better. I see riders doing things on freestyle decks that only "old school" Alpiners could pull off 5-7 years ago. The shapes and materials of boards have gotten so much better that it has changed the way we all ride. Back in "the day", boots were either your winter boots with old ski boot liners in them...or, I even rode in old ski boots. Today's boots are both more comfortable as well as better performing than their predecessors. The physical side – hard goods and soft goods - are the most obvious changes, but what about the population?

Again, back in "the day", when I was young and dinosaurs roamed the earth, snowboarders were "those damn kids". You remember the ones that had the audacity to bend a few rules, try something new and fresh, and have some fun being different. At times we wore that label as a badge of courage; that it was OK to be different! We were definitely not like our parents. But, then something happened... Suddenly a bunch of years have slipped away and now a majority of "those damn kids" are now parents. How did that happen, and who is that old guy in the mirror I look at every morning?

Yes, I hate to admit it, but snowboarders are changing. We still have a huge youth movement, but the demographics - I think - are changing. As the baby boomers are aging, so, perhaps, is the age of snowboarders. Does this mean that those one-time hell-raising kids are now cruising the malls with their "Danny Kass" pro model walkers? I seriously doubt that will ever happen; however, I am seeing more and more "grown-up" snowboarders. I use quotes around "grown-up" because I am one of them. I am truly that 40-year-old that hopefully will never grow up. That is one of the reasons I have stayed in the snowsports business for as long as I have. It keeps me young.

With that newfound "maturity" I have come to a realization that I am no longer invincible. Now, when I roll up to a tabletop, or a rail, I actually look before I leap. I also have got to admit that some features are no longer appealing to me. If I get hurt, no paycheck for the all the bills that come in! (See, I just proved I am indeed getting older!) I can't be the only one to think that the medium-sized features are what I want to play on.

Besides an apparent aging of snowboarders, I am seeing other demographics appear and strengthen. I'm told that at some resorts in southern California, 80-90 percent of visitors are snowboarders. Of that 80-90 percent, only approximately 40-50 percent are white males. That leaves 50-60 percent that are made up of women and/or "minorities".

The biggest growth in snowboarding is now women! In my house, the call is "girls rule and boys drool"! With two young daughters I am witness to a giant movement of new young ladies that will have a large impact on the marketplace. They no longer are watching from the sidelines; they are charging parks, tree lines, bumps, and features just like the boys. Take a look at the high-end competitors - the ladies are now doing things similar to the guys. Their strength is a bit less; however, they bring a much more fluid movement pattern to the table.

Along the same lines of that non-white/male demographic are minorities. With the huge influence of skate boarding that is now flooding into our sport, so are the populations. Skateboarding has traditionally been an urbane sport with universal appeal. Add to that the X-box factor, and everyone either wants to ride or thinks they can. That means that more and more non-English-speaking individuals will try snowboarding

in the future. Whether it is Spanish, French, or whatever population base you are near, they are coming.

From the research at my home resort, we are seeing adult lessons decline, while there is large growth in the age groups of 4-7 and 8-13 year-olds. All those "hell raising kids" on snowboards are having kids and introducing them to the sport they love. Kids are our future! If we ignore them, we all will go out of business - quicker than we realize.

What on earth does that have to do with teaching snowboarding on the East coast? I guess the reason I share all of this information and opinion is that, as I look to the future, I am going to do a few things:

- Learn a second language.
- Know specific issues about teaching women.
- Know and understand teaching kids.
- Work with management to keep varying offerings to match the needs and wants of guests.

I've attempted to fill you in on some trends that I've been seeing. I'll bet many of you feel the same way I do. Let's stay flexible in terms of what we offer, and try to pay particular attention to the "lesser" demographics. ♦♦

# AASI Exam Task Force

by Joe Valaitis

AASI Steering Committee Member

The AASI Steering Committee formed a Task Force at their Early Winter meeting to review the exam certification process. This team will review our present certification processes and entertain ideas to modify the exam-taking experience.

The goal of this Task Force is to review the certification process in its entirety, while maintaining AASI certification standards. Anyone who is interested in expressing a viewpoint should contact any member of the Task Force to share your thoughts. The Task Force will present their findings to the entire committee at the Spring AASI Steering Committee meeting.

Please contact any of the following Task Force members with your ideas:

Joe Valaitis (Member at large): Jjoev162@aol.com

Holly Andersen (AASI Ed staff): ridingnut@yahoo.com

K.C. Gandee (AASI Ed staff): gandeekc@hotmail.com

John Hobbs (AASI Ed staff): jhobbs@killington.com

Thank you! We look forward to your comments. ♦♦

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## It's a **Matter** of the **Mind**

by Gwen Allard  
PSIA-E Adaptive Coordinator

Traveling, with delays and long waits between planes, does have advantages. When faced with these situations, I head for the nearest book or magazine store to purchase something to keep my interest while waiting. *Scientific American MIND, Premier Issue*, caught my eye and then captured my complete attention while I waited for the next flight. What follows is some general information outlined in the publication relative to how our brain works and processes information. This information might assist us to better meet the needs of our students.

**Multitasking:** The ability to multitask depends upon the types of tasks being performed. Automated or rote tasks are fairly easy to integrate with a mentally demanding task. With practice, one can improve their multitasking abilities, but there is a limit to what the brain can process. If you attempt to multitask more mentally demanding tasks, you will find that it is impossible to keep the same degree of concentration on all of them. You are forced to "channel surf" from task to task, taking a sequential approach to the processing. The more complicated the task, the more interference in your brain, with the need to slow down the process. Taken one step further, "If two thought processes must be solved simultaneously, rather than sequentially, the brain must drastically cut the resources allocated to each." Hence, multitasking becomes slower and inefficient!

**Sense of Touch:** Million of touch sensors create a sensory network that refines our mental picture relative to our surroundings. Vision alone cannot tell us much, but weight and texture provide intrinsic feedback relative to our motor movements. The sense of touch, the millions of sensors in our muscles, joints, tendons and skin, provides us with the ability to create an internal picture of ourselves and estimate how tall, broad, heavy, etc., we are.

What does all this tell us about teaching a snowsport? It really confirms what we

already know! We are well aware of the value of kinesthetic feedback and its importance in learning. We already know that we should not give our students "all the answers on how to slide", but need to focus one or two important points. We recognize that if the student starts to incorporate one or two major points in their skill base, we have done a great job.

There are other considerations an instructor must take into consideration when dealing with ADHD students. A diagnosis of ADHD is considered to be within an extreme natural range of human behavior. Research indicates that the frontal lobe, cerebellum, parietal and temporal lobes are smaller in ADHD brains. These regions control our emotions, impulses and movements. The abnormal processing of information in these regions, and resulting behavior, have been given the label of ADHD. Scientists believe that neural information processing, the base of experience and behavior, breaks down and suddenly floods the brain. If the neural activity is not balanced, children will have difficulty in controlling movements, impulsivity and their emotions. This is particularly true when there is a demand requiring speed, thoroughness, or performance. It is not so much a lack of paying attention, but one of the lack of ability to continually pay attention.

We can turn to the lessons learned about multitasking and the sense of touch to better reach these students. We can better help these students if we keep focused on one skill, develop an automatic/rote response, and increase their awareness of their own internal feedback. Limiting external stimulation - keeping them focused on a single task - will also help. An instructor must "take control", limit or eliminate options, and keep the student's attention on the task. ADHD students need structure, a routine that they can depend upon. Knowing what to expect and when to expect it allows the brain to focus upon what movements they are now being asked to complete. Proper terrain selection and the use of terrain is also a great assist; for example, leading the student into terrain that will help to turn and slide a ski or board. This provides the kinesthetic feedback so important for success.

Considering all these factors, probably the best advise is to keep it short, simple and concise and then follow through. ♦♦

*Information from Scientific American MIND (Premier Issue, November 2004, vol. 14):*

- 1) "The Limits of Multitasking", by Klaus Manhart.
- 2) "Informing the ADHD Debate", by Anbert Rothenberger & Tobias Banaschewski.
- 3) "Worlds of Feeling", by Martin Grunwald.

## Share the Experience

by Todd Gill  
Alpine Level III  
Adaptive Development Team

I'm on the Adaptive Development Team. I'm fairly sure this is a good thing, since a couple people congratulated me when I was approved; so, it must be good, right? Then why, as I sit here trying to think of something to write, do I feel like I do when I'm going to the dentist? Part of being on the Team is writing a couple articles for the SnowPro. While procrastinating I went on to amazon.com to see if Mermer wrote a sequel to "A Conversation with Fear", because I'm having something that feels more like a "Relationship with Fear". I've moved past the casual conversation stage and straight into a "full on" committed relationship. Fear is even pushing me for an engagement ring, and all I can think about is holidays with her parents (Anger and Frustration). Unfortunately, Mermer hasn't published that book yet. But, I'm anxiously awaiting it. :)

I remember leaning on my poles while understudying a Level I exam last year, and listening to one of the candidates talk about a student. As they presented the specifics of a challenge they faced, I was thinking, "I've never seen that". I looked down to check the color of my pin, and thought... I'd better not tell anybody; they'll kick me off the Team.

But, the reality is that one of the greatest strengths of PSIA-E Adaptive is connecting with coaches from different programs. Our experience is as unique as our students. Through PSIA-E we have opportunities to share.

Over the past 4 years I've spent most of my winter Sunday mornings skiing with a student that became my teacher and friend. She has right-side weakness as the result of a stroke. Over the years we've tried many different combinations of equipment and techniques. Most of our first tries didn't work very well, but slowly we made progress.

Some mornings, in frustration, I thought that ATS and the skills concept just doesn't work when strength is not symmetrical. But, as I gained more experience I realized that even when balance is different on one side, progressions could be developed to improve balance for right turns, and, possibly, another skill needed to be enhanced for left turns. The skills concept still applied; I just needed to look at it from another perspective. This seems obvious to me as I type it, but it wasn't at the time.

If you teach adaptive skiing for long enough, you'll have a similar connection with a student and some revelation that will seem obvious only in retrospect. It will probably be nothing like mine in terms of the issues you address; but, whatever path you take, I'd encourage you to share it!

So, Mermer can relax for now. I've accepted that I've got a lot to learn. I just need to keep an open mind and find students to teach me. ♦♦



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## ProJam highlights



**A full house of nearly 550 member instructors, vendors and guests gathered at Killington, Vermont during the week of December 13-17 for the Snow ProJam, Master's Academy, AASI Eastern Academy and Nordic ITC events.**



**Acting Director of Education & Programs Mickey Sullivan "enjoys" his first ProJam as a division staff member by sharing a light moment with members Kathy Brennan and Bob Vadeboncoeur.**



**"Snow" problem finding mid-December white stuff for this ProJam group!**



**Now here's a tight knit group! They even lean together . . .**



**Alpine BOE staff member Tim Thompson shows off his new Avalanche-provided uniform as his group readies for a day on the hill at ProJam 2004.**



**Sure beats adjusting a necktie!**

**PSIA/AASI National Teams Manager Katie Fry "embraces the moment" and flashes her omnipresent smile during ProJam. Katie pulled together a digital photo shoot throughout the week that was shown as a slideshow loop during the banquet and granted most everyone in attendance "fifteen seconds of fame." Thanks so much, Katie!**





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| Alpine Handbook - Vail publication                                    | <i>Now Available!</i>     | 17.00   |  |  |
| Alpine Stepping Stones Pocket Guide                                   | <i>New in 2004-05!</i>    | 9.50    |  |  |
| Movement Analysis Pocket Guide  | <i>Popular item!</i>      | 5.50    |  |  |
| PSIA-E Alpine Exam and Study Guide                                    | <i>Valuable resource!</i> | 5.00    |  |  |
| <i>In the Yikes! Zone: A Conversation with Fear</i>                   | by Mermer Blakeslee       | 16.95   |  |  |
| <i>Effective Ski Coaching</i>   | by Tom Reynolds           | 24.95   |  |  |
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# 15 Below Essay Contest

Hey you guys...the 15 Below "Wrap-It-Up" event is closer than you think!  
This year we are slidin' and ridin' at the Spring Rally event  
at Mount Snow Vermont on April 2-3.

This is your chance to win a FREE pass to attend this event. Here's how!

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

That's all there is to it.

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

Send it to: Griz Caudle  
25 Doer Ave.  
Avon, New York 14414

Include: Name and Age  
Full Address

Deadline: Must be postmarked by March 10th  
Good Luck! See you at Mount Snow!

Sapere aude, Griz

## Kick-Off "15 Below" Event

by Gary "Griz" Caudle  
"15 Below" Club Advisor

Dateline: Killington, Vermont, December 11 and 12, 2004:

"15 Below" event, "Bring It On", jump-starts a new season for some of the best young skiers and riders in the East.

"This event is the best thing PSIA-E has done in a long time." This response, by a parent, was heard over and over again throughout the two-day event. As this gentleman left to join his mini-academy group, his son grabbed his own pair of twin-tips and joined the freestyle group heading out in search of some gnarly terrain. Although early in a season that has seen warmer than normal temperatures, Killington provided some great riding and sliding that tweaked even the most skilled.

ASSI Development Team member Dylan Sanford joined ACE team members Alison Cummings, Bonnie O'Hara, and Griz as clinicians for the event. Many club members were back for a second year and were treated to an event that is becoming a premier event in its own right. Alison's group was the "older" club members who had returned to receive a "hall pass" going directly to a Level I Alpine event, by-passing First-Tracks. Seven members are now eligible for that "hall-pass" and will soon join PSIA-E as members, leaving "15-Below". We'll miss you guys, but age does have its privileges.

Saturday evening was the "now-to-be-expected" pizza party. Dylan's group of freestyle junkies showed their finesse at getting to the food table first. Those guys can pack it away.

Griz had some hats, visors, and beanies made up for the group, which were given to the lucky club member holding the winning tickets. These were such a success that more

head coverings will be made available at the spring event in April.

Sunday we were back on the snow early. Groups were doing the rail park, bumps, rollers, and basically any terrain that could be found. We have a skilled group of young people attending these events. "15 Below"

is providing direction and guidance for these young people who will become the PSIA-E/AASI members in the future.

See you all at the "Wrap-It-Up" event at the Spring Rally. Sapere aude. ♦♦



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sponsors - please read &  
complete all sections.**

**CLUB EVENT:** "Wrap-it-Up" Ride & Slide **EVENT FEE:** \$99.00  
**EVENT DATES:** April 2-3, 2005 at Mt. Snow, VT **SIGN-UP DEADLINE:** March 11, 2005

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

MEMBER NUMBER (On your membership card): \_\_\_\_\_

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

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

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

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

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

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

**Make payment to PSIA-E. Mail or fax to: PSIA-E, 1-A Lincoln Ave., Albany, NY 12205 Fax # 518-452-6099**

**All club members & sponsors must sign the following Release Form:**

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

**Member Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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

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

**BORING BUT NECESSARY BUSINESS STUFF**

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

**CHARGES:**

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

**CANCELLATIONS:** Up to one week prior to event.....\$15.00

During the week prior to event (notice given no later than 4:30 PM on the last business day before event)...50 % of fee

**RETURNED CHECKS/DECLINED CHARGES:** Checks returned for insufficient funds will not be redeposited.

Registrant's application will be voided unless such checks or charges are replaced by certified check, money order or cash prior to the event. For returned checks, this must include a processing charge of \$20.00.

Note: While the "15 Below" club operates under the umbrella of PSIA-E, club membership is separate from PSIA-E/AASI membership.

# End-of-Season "15 Below" Event ....Don't Miss It!

by Eileen Carr, PSIA-E/AASI staff  
and Gary "Griz" Caudle, "15  
Below" Club Advisor

"15 Below" will "Wrap-It-Up" at  
our Big Spring event.

Our final event for the second season of the "15 Below" club will be held on Saturday and Sunday, April 2-3, 2005 at Mount Snow, VT, during the PSIA-E/AASI Spring Rally.

All club members are invited and urged to join us! And, we especially want to remind those "15 Below" members who have been to one other event during their membership years, and are turning 16 this season or next: By attending, you can receive your "hall pass" to go directly to a Level I Alpine exam without needing to take a "First Tracks" Program\*.

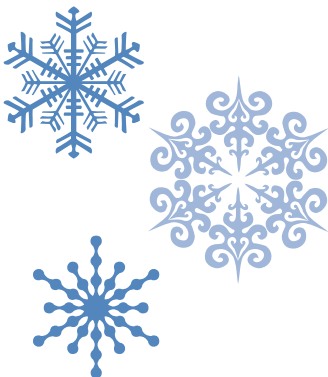
We had a GREAT time at the "Bring It On" opening event at Killington, and we expect the same at Mount Snow. Read our article about "Bring It On", and join us by submitting the completed application form in this issue!

Also, don't miss the "15 Below" Essay Contest described in this issue. Hey, maybe YOU will be the one to win a free pass to attend "Wrap-It-Up"!

Oh, and one more thing: Are you getting a drive up to Mount Snow from your sponsor or another PSIA-E/AASI member? If so, remind them that they can participate in the Spring Rally while they're getting you to your "15 Below" event!

Sapere aude.

Note: \*One of your "15 Below" events must be within 2 years of taking the Level I exam. ♦♦



## Advanced Children's Educator Team Looking for New Recruits

by Alison Cummings  
ACE Coach

As I write this, I feel the need to pinch myself! In my wildest dreams I hadn't imagined we would NEED .... really NEED ..... more Advanced Children's Educators! What a great problem to have! And, many of you reading this will agree with me – it's about time! The diligence, commitment and unwavering dedication of the Eastern Division children's support system is finally paying off. Kid's-specific education has slowly gained significance over the past 15 or more years. Kid's clinics

are currently enjoying a new popularity and we look for the trend to continue as the decision makers of our industry fully realize that kids are, in fact, the future of the snowsports business.

Now, about you! Are you interested in being on the team? Do you have time to spend doing clinics and consulting days? Are you motivated to learn even more than you know now, and to develop your clinician skills? Being part of this innovative group is fun and educational. The Advanced Children's Educators Team is now in a position to grow! This is a great time for you to join us!

The exam is on March 23 and 24, 2005, at Hunter Mountain, NY. March 2, 2005, is the sign-up deadline. The 2-day exam format will include on-snow ski and riding tasks, two on-snow presentations of 15 minutes each (one bring-your-own, one examiners-choice), and an indoor presentation on the CAP model. You'll need to have two letters of recommendation, your current resume, Level III certification in any discipline, and a short essay on what you feel you can contribute to the ACE Team. The only other prerequisite is to have attended a Children's Academy or have Kid's Accreditation. That's it!

Refer to the article in the Wizards Words section of the Fall 2004 SnowPro for more information on the ACE Exam.

Sapere Aude! ♦♦

*continued on page 29*

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[www.SnowProDeals.com](http://www.SnowProDeals.com)

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## "15 Below" Club Member Application

Member applicants &  
sponsors - please read &  
complete all sections.

Hey gang, here's all you have to do to join the "coolest" club on the hill!

- Pay \$15 club dues (hey, that's only one CD!).
- Be at least 10 years of age and less than 16 years of age at the time of application.
- Be sponsored by a current member of PSIA-E/AASI (sponsors - see below).
- Be ready to meet new friends, learn new stuff and have great fun with snowsports!

That's it—nothing to it! So get your sponsor and sign up!

Male / Female  
Circle one

CLUB MEMBER NAME: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

ARE YOU A SKIER OR A SNOWBOARDER?      **SKIER**      **SNOWBOARDER**      Please circle.

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

ADDRESS: \_\_\_\_\_

Street/Box

City

State

Zip

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

PAYING \$15 ANNUAL MEMBERSHIP BY CHECK  CHECK #: \_\_\_\_\_ APPLICATION DATE: \_\_\_\_\_

OR please charge \$15 to: MasterCard  or Visa  Exp. Date: \_\_\_\_\_

Cardholder Signature

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

### "15 Below" Club Member Sponsor Responsibilities

1. Provide general guidance, direction and information to the club member as he/she learns about PSIA-E/AASI. Act as a mentor to assure a well-rounded positive orientation to PSIA-E/AASI and its vision, which is to "inspire lifelong passion for snowsports."
2. Be a resource to answer questions about the organization and assist with training and development opportunities in skiing/riding skills as well as principles of teaching snowsports.
3. Serve as a liaison between the "15 Below" club member and the local PSIA-E/AASI Area Rep, snowsports school director, and/or other area staff as needed.
4. Contribute ideas and energy to help in developing educational and other activities for "15 Below" club members at the local area.
5. As requested, assist PSIA-E/AASI division and education staff in carrying out programs and activities for the "15 Below" club.
6. Most importantly, share your enthusiasm for PSIA-E/AASI and your passion for snowsports!

I am a current member of PSIA-E/AASI and agree to fulfill the above stated responsibilities in sponsoring this individual as a member of the "15 Below" club:

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

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

Note: While the "15 Below" club operates under the umbrella of PSIA-E, club membership is separate from PSIA-E/AASI membership.

# Hey Boss... I need a split!

by Jeffrey W. "Jake" Jacobsen  
Director - Alpine Activities,  
Gunstock  
Gilford, NH  
ACE Team Member

Have you ever heard or made the title statement above? I think all of us have at some point in our snowsports career. What do you do when there is no option for a split, or the assistance of another coach? For whatever reason, a group has been formed with an ability disparity. There is one child below or one child above the level of the group, and you have no choice but to continue as a solo act and keep the group together.

Having a child who does not match the ability level of the group can be challenging, but also rewarding (for all). The disparity will quickly be evident to the other children of the group, and how you set the stage during the intro/pre-lesson time is critical. Some Best Practices to consider are:

- Consistently engage your groups in team building activities upon meeting.
  - Learn all names and have children learn each other's names.
  - Activities that involve buddying-up in 2's, then 3's, then 4's, and lead to the group as a whole creating something (noise, snow design, snow castle, drawing of the mountain, etc.).
  - Team building efforts can help to discourage singling out of one or more children. If they feel as though they are a team, then the whole team succeeds or struggles together with no guilty parties.

As you head out on the hill start on the appropriate terrain, preferably lower than the alleged ability level of the group. Believe it or not some parents exaggerate the ability level of their child. This will put all of the children in a place where they can succeed and begin their day on the hill, building on that success.

- Treat your lesson like hockey camp or hockey practice.

I know; hockey is the archenemy of any resort owner or operator. Nothing drags families away quicker than 6 or 7 hockey games in a single weekend. However, take the idea of agility drills/activities which progress through the day to a full-blown scrimmage (favorite part of hockey practice) and put it on snow.

Use props such as whisker gates, mushroom gates, stubbies, or even soda straws and ½ tennis balls to create activities that start

on flat or slightly pitched terrain. Encourage and coach to enhance the fundamental movements.

- Create a figure 8, an oval, ski pole limbo, etc., which the children have to negotiate in all directions, on the inside, and on the outside. Have children negotiate the courses by shuffling, high and low stepping, sidestepping, poling and sliding, and skating.

- As your group progresses up onto an increased pitch, create multiple courses for the children to ski through. These courses should be more than mini GS or Slalom courses that continue to encourage the fundamental movements.

- Ex: Set some gates up or across the hill to encourage a skating move (directional movement), set gates that create the shape of a semi circle to exaggerate rotary control movements, draw a line in the snow that must stay between the tips of the skis as they turn through it which will encourage an active inside leg. Allow for a section of straight run, and request two flat tracks in the snow, and then one from each leg (slide through on one ski) for balance control movements. Create an object such as a colored line in the snow for the children to jump over, while you observe what part of the skis come off the snow. Use a corridor for the children to sideslip through, and identify a stoplight or stop zone and ask for several methods of stopping at that spot, or within that zone, for edge control movements.

- Setting two or more courses creates options and will help to discourage boredom. As you work through your courses, try to get the children to help with additional course setting or the addition of elements. Look for opportunities for the children to help coach each other in movements they execute well. Identify a specific movement that the lower level child or higher-level child can execute proficiently. Celebrate that success and use that child to help coach in the particular spot in the course where that movement is necessary. As your courses develop and move around the mountain, you will probably find your team on more challenging terrain. Take time to exit the courses to practice the movements they have worked on in course drills while free skiing. Experiment with the ratio of drill/activity time vs. "free ski practice". Remember that if it doesn't lead to a "scrimmage", or REAL SKIING, part or all of the fun disappears.

- Relate it all back to skiing with their family and how families of different ability levels can have a great time on the hill, with each member getting down the hill in his/her own way.

## SUMMARY POINTS:

1. Build a team.
2. Use props and agility activities on flat or slightly pitched terrain that encourage and/

or exaggerate the fundamental movements.

3. As you move up the hill, develop courses that encourage and/or exaggerate the fundamental movements. Include the children in the course setting decisions.

4. Encourage the children to coach each other based on displayed strengths or successes.

Celebrate all successes as a team!

5. Take the movements into real skiing with practice time.

6. Illustrate the fun we all have skiing and riding with other people in our own way.

Have you ever been faced with the scenario described in this article? Would you like additional ideas on handling a level disparity in your group, or do you have ideas you would like to add and share? If the answer to any of these questions is YES, you have some options:

Attend the PSIA-E Children's Academy and/ or hire an ACE (Advanced Children's Educator) for a consulting day. Call the Albany office for details. ♦♦

## Newsflash!

# Children's Instructors go 360 in PA

.....Is it the altitude or attitude?

by Jill Wilkinson  
Region IV Children's Committee  
Representative

Not too long ago, on a brisk, clear autumn day in south central PA, a group of instructors came together to focus their thoughts on teaching children more effectively and enjoyably. The event was hosted by Whitetail Mountain Ski and Snowboard School, but was open to any ski or snowboard instructor who wanted to learn, share and brainstorm. There was no fee for instructor participation. You missed it? Here is a (very) brief synopsis.

First, we discussed the specific needs, abilities and expectations of 4 and 5 year-olds, how we should approach them, things to watch out for and how to measure success. We talked about the ways they learn and how to break things down into small, one-dimensional tasks. We heard from voices of experience that if you take the time to get down on their level, and really connect with these little tykes, they can give you the biggest ego boost ever! You can be their world!

*continued next page*

Our next topic was, “the child who sticks out like a sore thumb”, a problem that we all encounter in some form or other. What do you do with that kid that is either way above or way below the general ability level of your group? We put together a bag of tricks based on safety, fun and learning. This segment was greatly enhanced by feedback from some of the ACE team members – we had contacted them in advance to see how the best-of-the-best deal with this common, but tricky, scenario. Thanks again to those who responded! (Remember the ACEs have a wealth of knowledge – use them!!)

Just before we took care of one of our basic needs with a good hot lunch, we considered Maslow’s mountain and how we can use it to help us interpret the CAP model. The mountain – or pyramid - consists of different levels, the needs in each level having to be satisfied before one can move up to the next. At the bottom are the physiological (basic) needs, like hunger and warmth. Next comes the safety and security level, followed by the self-esteem and self-actualization levels. The goal for students and instructors alike is to spend as much time as possible in the top portion of the pyramid. Reality often keeps us lower, but awareness of the interdependency of these levels can help us to anticipate and understand a situation more easily.

The afternoon session saw us experiencing air! Clinician, Russ Scholl, talked about ways to introduce students to air without going into a terrain park or half pipe, and how to use progressions to introduce park elements safely. We discovered that the only way to really prepare for teaching this type of class is to get as much airtime as possible – every time you land, your body listens to itself more closely and fine-tunes the muscle tension to produce better balance. We played with a balance board, mini trampoline and a practice rail to move forwards, sideways and upwards, with a half twist or heel grab! Most of us are not used to being in the air, so the more time we spend there, the more familiar it becomes and the more comfortable (and younger!) we feel. We got to wear our ski boots too!! What a great feeling!

If you would like more detailed information about any of the segments, we would be happy to share it with you. Our thanks to all who contributed to this day – we hope to make it a regular feature of our pre-season training, and would encourage other mountains to join us or host a session of their own. ◆◆

## The Children’s Academy “College of Knowledge” Graduates its FIRST Class!

by Jay Minnicks  
Children’s Committee  
Member-at-Large  
Regional Representative, Region 4

Sunday evening’s mixer, held in Stratton Mountain’s Children’s Learning Center, was well attended. After early registration at the Lifeline Lodge, attendees enjoyed goodies provided by the ACEs and Children’s Committee members, and had the opportunity to meet new people and chat with old friends.

Monday and Tuesday provided varied opportunities for learning new skills and brushing up on old areas of knowledge. A free skiing/riding elective Monday morning put people onto the snow as quickly as possible. Some skiers/riders wanted a few runs by themselves, while others had the opportunity to ski with a clinician. On those days the following four courses were offered: Connect with Kids, Kindest with Kids, Cross-Curricular Connections, and Student Teaching. Class groups, which were divided by areas of interest, stayed the same while wonderful professor-clinicians rotated among the offerings. Monday après ski’s frat party was combined with a trip to the bookstore and a trade show and a raffle. Over \$1,500.00 worth of books relating to children’s snowsport education were sold, and over \$500.00 - which has been donated to the Terry Scholarship Fund - was raised by the raffle and t-shirt sales. At the close of classes on Tuesday, 90 two-day event attendees received a Bachelor of Arts and Science degree in Kids. Then, Jeff Kennedy, our visiting Professor/Examiner from Central Division, led a session on using a “bag of tricks” to teach. Tuesday’s offerings included an early morning roundtable on kid’s issues and a lunchtime presentation, The Science of the Mountain, by Griz Caudle.

Wednesday brought the opportunity to take electives, and the five offerings of A Bag of Tricks, Centered Skiing, Exam Prep, Explore the Mountain, and Closing the Gap were soon filled and out on the snow. At the end of the day 49 three-day event attendees and 19 First Trackers were awarded Master of Arts and Science degrees in Kids.

Dean Ellen Minnicks, as Children’s Chair, and Dean of Education/ACE team coach Alison

Cummings, did a wonderful job of running and presenting the College with the help of the ACE Team and other Clinicians, the Albany office, and Cindy Dady - Children’s Director at Stratton. The 108 submitted evaluations gave an opportunity to the students to evaluate their college experience and likewise their professors. With few exceptions E’s for excellence and “Exceeded and/or Met Expectations” were the rule on the evaluation forms. Comments and suggestions have been noted and will be addressed at future Children’s Committee and ACE Team meetings.

With 158 attendees – the greatest number ever – including 3 from the Central Division (4 if you count Jeff), 1 from Canada, and PSIA-E members from Maine to Virginia taking part, we feel that Children’s Snowsports Education, the future of the industry, is alive, well, and FUN! ◆◆

## Greetings from Region IV!

by Jill Wilkinson  
Region IV Children’s Committee  
Representative

I am thrilled to be your new Children’s Committee Rep, and am looking forward to making contact with many of our children’s program directors over the course of the next couple of months. It seems that life in the relative south, and our inherent shorter seasons, produce a higher turnover of managerial staff than is found in the north. Many of us find ourselves new or fairly new in our positions, and, at times, we have nowhere to turn for information and advice.

Yes, I know, we compete against each other for the dollars, but, ultimately, we all share the same goal – to turn those little ones on to a lifelong love of snow sports.

With this in mind, I would like to create a network of experience that we can all draw upon, especially when considering new programs or old problems. Perhaps someone out there has already invented that particular wheel, and we can save ourselves the costly and time consuming process of trial and error! Perhaps someone is hosting a children-specific event at their mountain that we could join; or, perhaps, there is someone who wants to organize an ACE clinic but needs another mountain to help share expenses.

So, if you’re a children’s program director in Region IV, look out for a call or email soon!! Alternatively, you are welcome to call me at my home mountain, Whitetail Ski Resort, at 717-328-9400 x 3550, or email to (jwilkinson@skiwhitetail.com).

Cheers, and here’s to a great season! ◆◆

# ASTAN Certified Members Meet for Historical Outing

by Mary Ellen Whitney  
Wynantskill, NY

The last time certified members of the American Ski Teachers Association of Natur Teknik (ASTAN) came together in a formal setting was probably in the mid-eighties. It was at one of the last member ski-school meetings at Camelback Ski Resort in the Pocono Mountains of Pennsylvania, directed by Marilyn Hertz. Now, two decades later, 40+ ASTAN certified members and guests met on August 28, 2004, for a social golf outing and banquet to celebrate, remember and honor our past in ski teaching.

ASTAN had its founding in 1960, when Walter Foeger incorporated his direct-to-parallel ski teaching curriculum and installed a certification program for ski instructors, much like today's PSIA examination process. By the mid-1980s, there were nearly 500 certified members.

The bi-annual certification process entailed the completion of a 9-day course that included theoretical and skiing practice and an 8-hour written exam, in addition to ski teaching and demonstrations on the hill. Walter Foeger's system of the *Natur Teknik* was essentially designed to bring beginners to parallel skiing through the use of a "wedel" hop of the ski tails, an innovative and pioneering technique at the time. Marilyn Hertz, recently inducted into the Pennsylvania Skiing Hall of Fame, stated at the banquet, "Walter Foeger was an innovative thinker in that he pioneered methods of teaching 'balanced' skiing without the use of a platform wedge or stem to turn." When you consider the equipment used in the 1950s through 1980s, teaching direct-to-parallel skiing was an achievement worth recognizing.

Bill Purper, from NYC, long-time friend and pupil of Walter Foeger, brought to the meeting an original and signed copy of Foeger's 1936 published book, "Learn To Ski In a Week," in which this illustrated reference manual for ASTAN members described in detail how a first-time-on-skis novice could progress in 7 days, from basic exercises to linked parallel turns in the fall line on a moderate slope. The sequences included basic exercises of skating,



**ASTAN (American Ski Teachers Association of Natur Teknik) re-unite after two decades.**

stationary "hop" turns, traverse with hop, side-sliding, stop turns with hops, side-sliding on steeper slopes, short "wedel" hop turns in fall line, and turns with hops on gentle slope progressing through moderate terrain.

Although Walter Foeger was unable to attend the August banquet due to ill-health, he sent his warm regards in the re-kindling of old friendships in the ski teaching industry. Mr. Foeger will be speaking as an honored guest for the first time ever at the FIS conference on October 1, 2004 in Austria.

The ASTAN gathering took place at the Country Club of the Poconos in Marshall's Creek, PA. Members in attendance came from many areas of the Northeast, and as far away as Maine. The event was hosted by funds still held in the ASTAN treasury. Mr. Tom Happel, (PSIA Level III instructor at Sunday River, ME), "life-time ASTAN treasurer", has preserved the account to possibly host a future event as well.

Each attendee was asked to speak regarding their past association with ASTAN and their associations and personal lives today. Many tributes were made to some of the fine ski teachers in attendance, including Marilyn Hertz, Fritz Rommel, Carol O'Reilly, Bob Arnold, Bob Sweeney, George Arnot, and Allan Hannon (ASTAN Vice President) of Camelback. One of the female attendees related how difficult this particular method of teaching was for the female instructor. With clear physical demonstrations she illustrated to the group the essence of the "hop, hop, hop ....", impressing on us to remember that the sport-bra had not yet been invented!

I, for one, would like to give tribute to Marilyn Hertz, for introducing me to the world of ski-teaching. I was hired as a college student in 1978 under the philosophy of ASTAN, that "good teachers not necessarily be good skiers.....we make you a good skier", and that philosophy has held true for more than two



**Marilyn Hertz, retired Ski School Director Camelback, PA, inducted into Pennsylvania Hall of Fame, employed the ASTAN philosophy of ski teaching until 1991.**

decades as I continue my teaching career. The foundations and theory learned through ASTAN's *Natur Teknik* have channeled me through a diversified background in teaching skiers of all skill levels and disabilities over the years, and is a principle in my adaptive ski-teaching to offer "whatever works". ♦♦

*Note: Mary Ellen Whitney directs the STRIDE Adaptive Ski Programs at both Jiminy Peak Mt. Resort, Hancock, MA, and Catamount Mountain in Hillsdale, NY. She is ASTAN certified, PSIA-E Adaptive Level III, and PSIA-E Alpine Level II. We thank Mary Ellen for sharing this historical perspective of ski teaching technique, and providing us an insight into ASTAN.*

**PSIA-E/AASI  
Plus 1 Showcase  
2005 Event  
Application**



ski area management

**sam**



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|  |  |

**Please print. Fill out all sections. Application must be received by February 24, 2005.  
Space is limited so please reserve your spot early.**

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

PLEASE PROVIDE YOUR PSIA/AASI MEMBER NUMBER: \_\_\_\_\_  
(if applicable)

SNOWSPORTS RESORT NAME: \_\_\_\_\_

TITLE/ROLE AT YOUR RESORT: \_\_\_\_\_

PREFERRED MAILING ADDRESS:

\_\_\_\_\_ Street/Box

\_\_\_\_\_ City State Zip

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

EVENT #: **314** Preferred E-mail address: \_\_\_\_\_

EVENT: **Plus 1 Showcase** **Hunter Mountain** **03/17-18/2005**  
Type Location Date

PAYING BY CHECK  CHECK #: \_\_\_\_\_ AMOUNT: **\$150.00**

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

Mail or fax to: PSIA-E or AASI, 1-A Lincoln Ave., Albany, NY 12205 Fax # 518-452-6099  
 Call (518) 452-6095 for info only. No applications accepted via phone  
 Find additional information at [www.psia-e.org](http://www.psia-e.org) or [info@psia-e.org](mailto:info@psia-e.org)

**GENERAL AGENDA:**

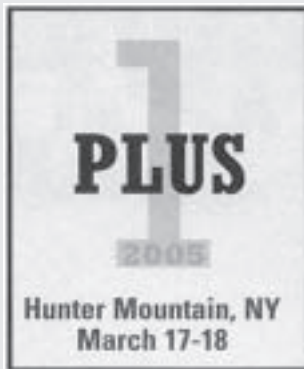
- Wednesday, March 16<sup>th</sup>, 2005**  
6PM-6PM Vendor Appreciation Cocktail Party and Early Event Registration
- Thursday, March 17<sup>th</sup>, 2005**  
8AM Event Registration  
9AM-4PM Various Sessions and Vendor Showcase  
5:30PM -7:30PM Event Attendee Cocktail and Hors d'oeuvres Reception
- Friday, March 18<sup>th</sup>, 2005**  
9AM-4PM Various Sessions and Vendor Showcase

|   |             |
|---|-------------|
| <b>All applicants must sign the following Release Form:</b>   |             |
| Recognizing that skiing can be a hazardous sport, I hereby release PSIA-E, PSIA-E/EF, AASI, SAM magazine, NSAA, the host area, and agents and employees of each from liability for any and all injuries of whatever nature arising during, or in connection with the conduction of the Plus 1 Showcase event. |             |
| <b>Signature</b>  | <b>Date</b> |
| <b>ADMINISTRATIVE CHARGES FOR NO-SHOWS, CANCELLATIONS AND RETURNED CHECKS</b>   |             |
| <b>NO-SHOWS:</b> Regardless of reason .....75% of fee   |             |
| <b>CANCELLATIONS:</b> Up to one week prior to event.....\$15.00   |             |
| During the week prior to event (notice given no later than 4:30 PM on the last business day before event)....50% of fee   |             |
| <b>RETURNED CHECKS/DECLINED CHARGES:</b> Checks returned for insufficient funds will not be redeposited.  |             |
| Registrant's application will be voided unless such checks or charges are replaced by certified check, money order or cash prior to the event. For returned checks, this must include a processing charge of \$20.00.   |             |



**Plus 1 Showcase**  
*"It's our future!"*

Hunter Mt., NY  
 March 17-18, 2005



Have you heard about the success of last year's Showcase?

Did you know that the Showcase is the only educational event within the industry specifically addressing all the elements of creating the optimum experience for our first-time snowsports guests?

Is your resort doing everything it can to attract, retain and convert new skiers and riders?

The "Showcase" features multiple-track program content targeted for snowsports directors and instructors, rental managers, and area management.

Equipment and service suppliers will be on hand with product for your use, plus information and presentations.

\$150 per attendee includes lifts, all sessions and presentations, receptions, and use of equipment.

Has your area signed up yet?

For more information, check out the Plus One Showcase page at [www.psia-e.org](http://www.psia-e.org) or call the PSIA-E/AASI office at (518) 452-6095 and ask for Eileen Carr. Don't delay – registration deadline is February 24!

The Plus One Showcase is a program of PSIA-E/AASI and supported by Ski Area Management magazine (SAM) and the National Ski Areas Association (NSAA)

Together, we can make a difference!

Thanks

*to our sponsoring companies for making the 2004 Snowsports Management Seminar and Show Pro Jam a HUGE success!*





## Early Season Highlights of Events and Trips

by Mickey Stone  
PSIA-E Nordic Coordinator

It was November 15<sup>th</sup> and there was no snow in the Northeast. For many off-piste and Nordic enthusiasts this is a very tough time of year. You mountain bike on slippery frozen leaves trying to find the trail you followed all summer, except now you have cold hands and feet, and you have more touch downs compared to the summer. You have the tendency to want to bump your bike in the air a little more and make arcing turns on the downhill. You will do anything to simulate the feeling of skiing. Next, you grab your roller blades or roller skis and go out visualizing crossing a lake in Norway, or skiing on your favorite backwoods trail where it is all white; instead. You get a few honks from fellow Nordic skiers, but, most of the time it is angry drivers honking because you are sharing the road, with these long spears coming out from your sides. Soon you can't take it.

You call a few friends, connect with your western connection, book a flight, pack skate, classic, tele and backcountry gear, and take off. This year El Nino decided to bless Utah with an early 120 inch snow base. There was powder all over and the 12-13 thousand foot peaks with chutes, bowls and trees were in mid-winter form. It was even safe avalanche conditions. So, you ski on the tracks in the morning, stretch, hit the powdery slopes on your teles, and, at the end of the day you finish back on the Nordic trails. You just can't get enough! You do this for a number of days and then you head out. That's right you grab your mates, skins, beacons, probes, pack, med gear,



repair kits, food and water and head for the peaks. You post hole 3000 vertical feet, skin 2 miles and get to your destination and find that you are on top of the world. What a feeling of accomplishment! There are 10 other folk up there, but they are all on their cell phones. The moment is lost and you have to get out of there. You sweat, breath heavy, get beautiful views, ski crust, powder, mank, and surface hoar that sounds like glass, all in one day. You finish with your mates and feel like you have really had one of the best ski experiences in your life in November!

So you head back East ready for the winter, revitalized, in good shape, mentally strong, emotionally high. Then reality comes - rain, some snow, warm temps, snow guns, one or two slopes open. You rough it for a few weeks until mid-December, and then the machine of snowmaking has most trails covered. All you can do is think of the soft powder you had in November and patiently you continue to wait until it comes to the East. You are not sure what lesson you learned going West early for soft snow and practice, then to come home and be pensive or wait until the end of the season to spoil yourself after a long year. I guess you are right! Might as well do both!!! Have a Great Season.

## Backcountry Accreditation Indoor Sesh Big Hit

November 5-6, 24 members participated in the off-snow session of the new Backcountry Accreditation. We had snowboarders, telemarkers and alpine represented, as well as Gen X, Y, and the baby boomer range, plus a mix of male and female. Avalanche educator Kyle Tyler gave us a condensed 100 level introductory course on Snow Sense. Ortovox sent their factory rep for a hands-on beacon lesson, with demos available to use. Then, the map and compass, repair, gear and clothing section followed. Once again, our course has continued to attract participants. We have received some great kudos on this program. Intermountain Division is looking at our course to model and revamp their existing curriculum. Nice! Thanks to Kyle, Bruce, Kathy and Don. The next on-snow session is February 5-6. If you did not take the indoor course, please call Mickey Stone if you want to participate.



## Ski School Management Seminar

We would like to thank Biff Higginson, Matt Dibenadctto and Chris Downing from NET, New England Telemark. They are certified PSIA-E Telemark instructors who took their passion, creativity and love for the sport and created a traveling telemark school to turn people on to the fastest growing snowsport at this time. Since most Snowsport Resorts do not rent telemark gear, NET has been able to capitalize on this, travel to areas and give great lessons, offer fun activities, and turn people on to telemarking. Our goal for PSIA-E Nordic was to get SSDs and managers on tele equipment to excite them, show them the commonalities



to Alpine, and to convince them it is worth purchasing tele gear and programming it. We had about 40 participants who really had fun and actually got the tele turn down. Rossignol also assisted. We offered a handout on how to start a program, and pricing on cost of equipment from the different companies. It was a great start and we plan on being back next season. Telemarking has grown 264 % in the last 3 years. Soon, areas will carry the equipment and there will be even more folks learning the turn from the past into the future. Thank you to all who participated; especially, the Kissing Bridge Management Force!

### Nordic Training with Dan Clausen

We were fortunate enough to obtain the funding to have Dan Clausen, a 4-time National Demo Team member come to Great Glenn Trails in NH at the base of Mt Washington to offer us his movement interpretation of the best track skiers. Dan has coached his local High School Team to the State Championships the last 3 years, been a West Yellowstone Coach, and has skied the Birkie over 25 years.

In Classical skiing, Dan stressed:

- A neutral head position, which allows the skeleton to hold the head, instead of the muscles. This also changes the field of vision

slightly by broadening the view site from ski tips to the area ahead of you. Place your fist under your chin and on your chest to achieve this position.

- Forward body position. Your center mass and trunk (commonly known by the new buzz word, "the core") should always be slightly ahead of you feet. This position allows the legs to act like a pendulum and be allowed to move forward, always trying to catch up with the core. The hips are over the toes or forward.

- Poling is also connected to moving the core forward by opening the armpit and moving more from the humerus and elbow. These muscles interconnect/attach from your shoulders to your hips. So, moving them up-top will aid you in keeping your hips more forward.

- Kicking, or pushing off, should take full advantage of the skier's full range of motion by utilizing the entire leg. It should be quick and use the entire length of the foot from heel, arch to ball of foot. The leg should be flexed at the ankle and knee, not at the hip. By doing it quickly, you eliminate the stalling action that can occur.

- Gliding is performed on a flexed ankle and knee; also, that allows the skier to lengthen their leg through the glide in a forward motion. One-legged balance is still very important and should always be practiced.

Skating:

- As in Classic skiing, a strong forward position is needed by bending the body at the ankles in order to obtain a forward position. What we need to add in skating is an explosive extension of one leg while we feel as if we are falling forward, almost to the point where you think you may fall.

- Rounded quiet shoulders. No more twisting of the torso; it should be quiet and rounded in order to have a quick follow through, and to have a position to collapse onto with the poles as your body is seemingly falling forward.

- The push-off should be forward, or to the side - never behind. If the extension is to the back, your hips bend and move back, compromising efficient flow forward.

- Quick feet. Allow you feet/legs to quickly replace where they once were - like dribbling a soccer ball with your inner foot and arch.

- Tall stance from the waist above. Very little flexing of the hips and back because this will place you behind your heels and compromise speed.

The Nordic Team would like to thank Dan for his expertise and generosity. Especially, since he is from Wisconsin and he missed the Packers game.



### John Tidd Receives PSIA-E Life Membership Award

John Tidd has received the PSIA-E Life Membership Award for 25 years of service as a Nordic Examiner. John began instructing before PSIA-E had a Nordic Discipline, back in the "EPSTI" days. John ran the Nordic Ski School at Mtn. Meadows, Vermont for many years before he transitioned into producing grooming machines that were sold around the world. The Tidd Tech was a state of the art grooming machine that set the standard. Prior to this, John was a two-time Nordic Demo Team Member. He also was part of the group that got the Nordic Downhill discipline started in the East. John has been a coach, mentor, leader, teacher, Board member, and a long-time proponent of Nordic skiing - not only in PSIA, but also in the entire Nordic Industry. John is an active Nordic Downhill examiner, and, with his experience, he has led us into the contemporary age of telemark skiing. Congratulations, John, from your entire Nordic Staff and members.

*continued next page*

## Education Foundation Donors

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

Angus Black  
Daniel Grant  
Jennifer LeVan

# Nordic Rendezvous

at Big Sky, Montana,  
April 6-10, 2005

This event is the National Academy for Nordic. There will be telemark instruction, crust cruising in West Yellowstone, backcountry trips, avalanche education, classical and skating. You can earn credits while skiing with top examiners from every division and the PSIA National Demo Team Members. Cost is \$250/person - 5 days, \$205/person - 4 days, \$160/ person - 3 days, \$115/person - 2 days, and \$70/person - 1 day. Discount lodging at a beautiful lodge and discount lift tickets available - info and reservations at 406-995-5000. For event information, contact Neil Hetherington at the Northern Rocky Mountain Office: (director@psia-nrm.org).

This premier area offers some of the best skiing in the United States. With Yellowstone and Bridger Bowl nearby, this playground is endless. A number of PSIA-E Educational Staff members will be attending. Come join us for fun, festivity, corn snow and education. This is the third annual Academy, and will continue every year. So, sign up and let's take the East to the West. ♦♦

## f.y.i.

*In an interview on Inside the Actor's Studio, Keifer Sutherland, currently starring on "24", responded to the question "What profession, other than yours, would you most like to attempt?"*

His answer?  
**Professional Ski Instructor.**



This section is utilized for the publication of articles from the membership, and we invite your active participation. Content reflects the opinion and knowledge of the writers only, and is not to be interpreted as official PSIA-E information.

### members' opinions

## It's Time to Do Movement Analysis on Your Computer

by Rusty Carr  
PSIA-E Alpine Level II and  
AASI Level II  
Whitetail, PA.

If you are a professional ski or snowboard instructor you probably work a lot on improving your skiing or riding. How would you like to improve your movement analysis skills at the same time? Using a computer to help analyze video is the solution. Years ago it would have cost thousands of dollars, and was a big headache to get set up. Today, it's cheap and easy. If you have a computer and a video camera, you can upgrade yourself to computerized movement analysis for as little as \$39. This article will tell you why it's time to start doing movement analysis on your computer and how to get started.

### The Old Fashioned Way

You don't need a computer to do movement analysis. If you are an experienced pro, you can probably see everything you need to see watching video in real time with your camcorder attached to a TV monitor. But, if you need slow motion to see what you want to see, watching a short clip on a regular VCR can be awkward. If you have an expensive VCR with a jog/shuttle dial, you can control short clips with ease. Alas, most instructors who start doing movement analysis use regular VCRs and struggle to see the same things their more experienced colleagues are trying to point out to them.

### The New Way

After attaching your camcorder to your computer, you run a "capture" program and playback the video on your camcorder. You can save your video into one big computer file or break up each run into different files which are then called clips. After a clip has been captured, you switch to the analysis program, open the clip and start analyzing.

The first thing you get when you do movement analysis on a computer is extreme control over slow motion and frame-by-frame viewing. The number one benefit of this is that you can learn movement analysis skills at slow speeds, then train your eyes to see things at ever-increasing speeds until you can spot things in real time (i.e. out on the hill during your lessons). This process is much more efficient than using a regular VCR. You will truly be amazed.

Next, the computer has tools that a VCR does not. Line drawing tools help provide a frame of reference that makes seeing level hands and shoulder alignment a lot more obvious. Angle tools can quantify subtle improvements in angulation that are hard to see. Split screen technology lets you show two skiers side-by-side (in synch) so that you can easily compare and contrast an "analysis" skier against a reference skier. With reverse imaging, the reference skier can be the same skier. When a left turn becomes a right turn (because the image has been digitally reversed), you can easily compare left turns to right turns because they look the same (except for whatever problem the skier is having). For riders, the reverse imaging capability lets you switch goofy riders to regular. This lets you use any reference clip for any rider (as long as the stance angles are close).

The downside to all this cool stuff is that you need the extra computer gear, and it takes a few extra minutes to transfer video from the camera to the computer. While lots of resorts already have computers onsite, using one for your movement analysis may be problematic. If you bring your own computer to the resort, you're probably going to need to be able to lock it up. But you can always do your own movement analysis at home.

### Can Your PC and Video Camera Do It?

Almost any PC less than 5 years old is powerful enough to handle video. Most newer PCs come with an IEEE 1394 (aka firewire) for connecting to digital video cameras. If you have an analog video camera or an older PC, you're going to need a capture device to get your video into your computer. A capture device can cost from \$60 to \$170. Go to TheRusty.com website (see the link at the end of the article) if you need more detailed information about what you'll need and how to get things hooked up.

## Taping Tips

Even if you've shot video on the hill before, there are a few tricks you should know for getting shots that look good on the computer. When taping, try to keep the skier using up 2/3 of the frame in the viewfinder. If the skier or rider is doing wide, fast turns, keep them a little smaller and leave room in the shot in front of them. This is the best tradeoff between keeping the subject in the frame and being able to see detail on the computer screen.

Avoid using digital zoom. Digital zoom shots look OK on a TV screen, but they look terrible on a computer. With practice, you can tell from the picture quality where the digital zoom stops and the optical zoom starts working. You can extend the range of optical zoom by adding a telephoto lens. Finally, before you start taping make sure that you've got the image stabilization option turned on.

## The V1 Solution and TheRusty Solution

Are you ready? Get online and go to: (<http://www.ifrontiers.com/>). Don't let the golf stuff scare you. Click on the "V1 home" link, then click on the "order online" button. You can even download the software directly from the Internet. You can get a version of the software for free, but the \$39 "premium" version has the split screen capability. If you're not quite ready yet, go to: (<http://therusty.com/video.htm>). This site has everything you need to get you started and lots of tips that will have you doing video like a pro in no time.

## Conclusion

You can improve your skiing or riding and your movement analysis skills by using computer movement analysis software. You're only \$39 away from becoming a better snow sports instructor. Do it this season. ♦♦

# Coming Around Again

by Donna Kaye D. Erwin  
PSIA-E Area Representative  
Alpine Level III, Nordic Track/  
Skate Level I, Children's Certified  
The BALSAMS Wilderness, Dixville  
Notch, NH

I had just driven from Dixville Notch, NH, to Carrabassett Valley, ME, where one is reminded, "From here on your life will never be the same." No snow except a few ribbons of machine-made on "One Big Mother." Sugarloafer since 1985, I am "back home."

I began Alpine skiing when I was eight. My Nordic skiing was limited to some childhood times on three-pin touring equipment. I had no sense of Nordic skills other than knowing I could not slow down on hills; a concern that never crossed my mind on Alpine skis.

I had returned to attend "Nordic Track/Skate Skiing/Teaching Improvement." My goals were to gain: access to current reference material; personal Skate knowledge; better understanding of my Nordic skill base; and, improved Level II training for The BALSAMS Wilderness Nordic Ski School. Being at Sugarloaf was the topper.

Snow conditions were extreme. On day one, we skied on a beginner Alpine trail amongst the snow guns, snowboarders, and Alpiners, providing a lot of visibility and conversation about our activities. Day two brought a 52+ inch blizzard, and a frenzied energy that this would be THE Winter. It was a day of "Group Problem Solving" and "Guided Discovery," trying to get our group relocated when getting to the snow-bound Touring Center seemed an impossibility. This exemplified the importance of group organization and planning, local knowledge, logic, and good driving skills (Kudos, PSIA-Subaru).

Looking at my group's equipment, it became apparent how Nordic skiing had changed in twenty years. My skis are Diagonal Freestyle skis, "SVOBODA Diagonals," made in the former Czechoslovakia, in 1989. A Czech man named George, in my group, gave me the social political history of my skis relating to the freedom movement in Czechoslovakia. Svoboda means free, and Diagonal Freestyle preceded the term Skate. Equipment, and the countries where it is manufactured, have certainly evolved.

Great ideas were discussed about growing our sport and our lesson base: When snow is scarce, encourage Nords to use the Alpine areas. On wind-hold days, exchange Alpine tickets for Nordic tickets. Advertise to local health and outing clubs. Recruit running teams. Provide and promote competitive Nordic events that host regional, national, and international athletes. Build Nordic terrain parks and bring back Nordic Jumping to complement the Alpine and snowboard park alternatives. Start Biathlon clubs. Offer evening skis, naturalist tours, and luncheon tours. Create adventure maps and incentive charts. Help skiers meet each other at Nordic Centers.

Skiing alone, it is difficult to have a sense of correct technique; yet, many Nordic skiers do not take a lesson until they have skied for a while. Untutored skiing will lead to incorrect muscle memory. Experienced Nords might believe physical conditioning automatically improves technique. Knowledgeable, motivating staff, with first-hand trail information, posters, video loops, up-to-date brochure

images and lesson information, interactive teaching areas, well stocked ski shops, and modern rental fleets will help educate people on the sport.

Thank you to the PSIA-E Scholarship Committee for awarding a Membership Scholarship to me to attend this event. It provided a strong foundation for the season. Seeking change and challenge through Nordic has brought me full circle. I encourage members to apply for scholarships and to expand their versatility. I invite those who have taken the Level II Track/Skate exam recently to share any helpful insights. ♦♦

# Hey Dude! Huncker Down!

by Caroline Harrow  
Alpine Level II  
Belleayre Mt., NY

As I write this it has been a little over a week since I returned from the Pro Jam in Killington, VT, and I still can't stop smiling. I have been to many events over the past 15 years, but this one stands out as one of the best.

I picked the Level II ski improvement group that was labeled "medium", in terms of Mexican food. I wanted to ski and challenge myself, but not run myself ragged so early in the season. This turned out to be the perfect group, as all of us had equal ambitions and skill levels. As I looked around I realized that the average age of this group was late 50s to early 60s. None of us had more than a day or two on skis, and it was snowing – hard.

Our course conductor, spiritual leader and coach was Brian "Smitty" Smith, from Gore Mountain. Brian's first love is racing, and he quickly related certain movement patterns and stance to the lack of efficiency they produce. For the first time I realized that not only does the "dead spot", or "park and ride", at the end of a turn break the rhythm and flow, but it is downright inefficient. The next turn will be delayed by either an "up" movement or a stem, while the center of mass tries to "catch up". Brian worked relentlessly with each one of us, and with us as a group. He showed us different exercises emphasizing where our body position should be, and prodded us toward using the whole edge of the ski, starting with a simultaneous switching of edges early in the turn. His smile was infectious and he coached to our strengths. He was quick to lead us to fresh powder – finding some even in the afternoon and using this to highlight the difference in stance for powder versus

*continued next page*

hard pack, but always emphasizing movement into the turn.

For the first time I actually got it, as did two other instructors from my home mountain. Some movement changes are so small that it is hard to feel the difference. He made sure that each of us not only gained knowledge of the correct movement pattern, but also felt the difference and could in turn teach this. The video session was a real eye opener and learning session. It was all so obvious.

Upon returning home I downloaded "Skiing Concepts-Alpine Team Training, 2004-05", compiled by Doug Pierini and Michael Rogan. I very quickly realized that Brian had covered every aspect of the concepts they outline. There was a big difference between reading the outline and spending a week executing these fundamentals with Brian's coaching. He showed us how and why they work as we played on different terrain at different speeds in ever changing conditions. The last paragraph summed up the week. "Keep in mind how we would use the above outline to adjust the skiing focus for different age groups, equipment types, personal style and desired outcomes." This is exactly what Brian did. He is 20 plus years our junior, and none of us has aspirations of ever racing, yet he was able to relate to us both on and off the hill. Thanks for a great week and a big breakthrough.

If you wonder about the title of this article – ask Brian what it means. I'll bet he laughs. ♦♦

## Training to Race at Mt. Hood

by Lloyd H. Muller, Alpine Level II and Fran Vall, Alpine L-II, Nordic DH L-I, and Adaptive L-I Whitetail, PA

In fall, 2003, Kim SeEVERS wrote in the *SnowPro* an interesting article about Peak Performance's summer race camp at Mt. Hood, Oregon. Since neither of us had ever attended such a camp, we decided to take the challenge. Below, we share our incredible week.

The Peak Performance Camp has been organized and operated since 1985 by Dave Gregory, who is a long time ski coach and PSIA member. He has been affiliated with a number of excellent programs, including the women's racing team at Dartmouth College.

We arrived at Portland International Airport on Sunday, August 1, for six days of intense skiing and race training. With us were ten other skiers from the eastern U.S. Several of them were instructors while the rest were serious recreational racers; by "serious," these racers had attended several of Dave's camps, indicating the quality of instruction would be top notch.

The camp had four phases. The first promoted free skiing and recovering rusty skills. Drills such as one-legged skiing, loosening upper belt buckles, and doing "Heisman Turns" were practiced. All were selected because they enhanced a good blend of skiing skills. The second phase was devoted to learning and practicing the tactics of GS turns. Gates were set up with markers placed higher in the "rise lines." Turns were to be initiated at the rise line markers and finished just below the gates, with the skiers then becoming set to attack the succeeding gate. The third phase focused on running slalom gates. As with the GS gates, rise line markers were placed above the gates. The fourth phase consisted of application and polishing of the lessons learned in the earlier phases.

Emphasis was always placed on good skiing technique that leads to round, completed turns. No speed times were recorded, but all runs were videotaped and critiqued in the evening. Needless to say, these review sessions provided invaluable feedback as they made clear what needed to be done to enhance our skiing skills.

In general, good race skiing is good PSIA skiing, with emphasis on properly blended skills. The big benefit of racing is the discipline the gates impose on skiers. Unlike free skiing, gates do not permit choices of whether to turn or not; the turns simply must be made. Therefore, being able to turn properly at all times becomes the mark of an accomplished skier.

The skiing was intense! We arrived each morning at 7:30 for the first lift, and packed out about 12:30pm. The snow became pretty heavy by that time, and most of us were more than ready to call it a day. Little time was given to talking; it was ski through the gates, jump on the lift, and return for another run. One member of our group had an altimeter watch, and recorded 23,000 feet of vertical during one day's skiing. That's a lot of skiing folks.

In addition to racing, we had an excellent opportunity to test new skis. Just below Mt. Hood lies the town of "Government Camp", where all of the manufacturers had set up demo shops, with all available models. Skiers were encouraged to try skis for as long as they wished. Best of all, there was no cost. Therefore, one might not need to bring his/her own equipment, provided prior arrangements were made through area ski reps.

Our quarters were excellent. They were well equipped with all amenities, including kitchens. The facility had an excellent golf course, swimming pool, fitness center and restaurants within easy walking distance. Because we got home so early in the afternoon, our group had ample opportunity to enjoy these comforts.

Van transportation was available to take us to and from the airport, shuttling to the slope and running errands. A few of us took a van out to the mountainside for a hike through some of the most beautiful paths imaginable. It's beyond words!

In conclusion, would we make this trip again? In a heartbeat! Next summer: very likely, Oregon bound! ♦♦

## Humility, but not Fear

by Scott Unsworth  
PSIA-E Alpine Level II  
Sunapee, NH

Recently, there have been a few articles about spectacular crashes, what to do if you are in one, and how to avoid them. That's a lot of what we do, tell our "war" stories that others may

learn from our "folly". Maybe this writer is just a tad supersensitive on this subject because of a recent serious ski accident.

But, an accident - that's what it was! Not any different from a car accident, home accident, or crossing-the-street accident. We ski because we love to ski. That puts us in a very special environment. The key message here is not to be afraid of Mother Nature, but to respect her. So, we prepare as best we can. Wear the proper layers and types of clothing, obey the skier's responsibility code, and so on.

The reactions from people have been interesting to observe, ranging from, "That's why I don't ski", to, "Wow, were you lucky", to disbelief that I will continue to ski. I can't wait to ski again! Although I will admit to a new meaning of "hitting the moguls"!

Humble, that's what I am now. So many people came to my aid, from the first bystander to ongoing follow-up. I now understand when the awards show recipient says, "Gosh, there are so many people to thank." It's simply because there are so many people to thank. Thank you, all of you. ♦♦

# Special Election Issue

## Notice for Members in Regions 5 & 6

**Eligibility to Vote:** Eligible voters are all Level 2 and Level 3 members, plus Level 1 members with three consecutive years of membership as of February 15, 2005. Voters are eligible to vote in only one region. Your region is the one in which you live, unless you have specifically instructed the PSIA-E office, in writing, that you wish to be recognized as a member of the region of your snowsports school affiliation.

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

**Board Candidate Eligibility:** Please note that in compliance with PSIA-E Bylaws Section 10.3.A, only one candidate having an employment affiliation with PSIA-E that results in a W-2 form may be elected in each region. Candidate employment with PSIA-E/AASI is indicated where applicable.

**Return of Ballots:** Completed ballots are to be mailed directly to: PSIA-E Election c/o Dorfman-Robbie Certified Public Accountants, P.C., 6 Wembley Court, Albany, N.Y., 12205-3831. Ballots must be postmarked no later than March 11, 2005 to be valid. This is one week later than stated in the Fall 2004 *SnowPro* due to an election-related delay in the production of this issue.

**Results of Voting:** Election results will be announced at the Spring Rally during the Annual Meeting on Sunday, April 3 and in the Spring issue of the *SnowPro*. The PSIA-E Board of Directors will approve the appointment of any unfilled positions at their June 11-12, 2005 meeting. If you are interested in being considered as a designate for an open position, notify Michael Mendrick, in writing, at the PSIA-E office as soon as possible. ♦♦

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## PSIA-E/AASI BALLOT FOR REGION

(Please enter your region number)

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

### Instructions:

- 1) Print the name of the candidates of your choice on the lines provided.
- 2) Vote for only one candidate per position.
- 3) Write-in votes will not be considered for any position.
- 4) Only this original ballot, with mailing label attached on reverse, will be accepted. No faxes.
- 5) Ballot must be postmarked by March 11, 2005.

### Board of Directors

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

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

### Elected Committees

Alpine Education & Certification \_\_\_\_\_

Snowsports School Mgt. \_\_\_\_\_

(Region 5 SSM Committee Rep to be appointed by BOD as there are no candidates.)



Bob Enzel, Publisher of *The White Book of Ski Areas, U.S. and Canada*, has informed us that the resource is now accessible on-line, at no fee. Up until now it has only been available by subscription. The book contains information on all of the ski areas in the U.S. and most of those in Canada. The current edition is available at: [www.whitebookski.com/](http://www.whitebookski.com/)

We thank Bob for sending us this information.

## Plus 1 Showcase

*"It's our future!"*

Hunter Mt., NY

March 17-18, 2005

*for further details,  
see page 33*



**and** ...find the latest PSIA-E/AASI info and **schedule updates at**



[WWW.PSIA-E.ORG](http://WWW.PSIA-E.ORG)



Professional Ski Instructors of America  
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