



Snow

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

Pro

SUMMER 2007

President's Message

June Board Meeting Highlights

by *Bob Shostek*
PSIA-E/AASI President

The Eastern Board of Directors, office staff, discipline coordinators and committee chairs convened in Saratoga Springs, NY, on June 22-24, to review the past season and plans for 2007-08. We all entered the meeting with the accomplishments and challenges the division encountered in the 2006-07 season in mind. They were highlighted in my Spring *SnowPro* president's message, with emphasis in areas that have substantial impact on our budget.

Following are some additional highlights from the June Board of Directors meeting:

Financial & Budget 2006-07 Year-end Report

Overall, this season was a challenge and disappointment in some regards (weather, event attendance, member retention) and greatly rewarding in other ways (the *SnowPro* won an award, the Member Gain a Member campaign was a dynamic initiative, Nordic and Adaptive both had surprisingly good years in member growth and event attendance, we ended the year with a healthy Accounting Net). Some specifics:

- ☑ We are projecting to end the fiscal year with a positive and healthy Accounting Net income of more than \$50,000 for the period of July 1, 2006 – June 30, 2007 despite missed targets

in member retention, new member growth and event attendance. Though income was 2% below budget, expenses were held to 4% under budget due to conservative expense management.

- ☑ Our retention of existing members was 87.7%, a concern given the four-year average of 88.9%. However, our retention does remain favorable compared to the national median for membership associations of 86% (according to the American Society of Association Executives 2001 survey; associations of 4,000-plus members).
- ☑ Our overall event attendance was 6,380, down 6% from the budgeted 6,784. Actual attendance in 2005-06 was 6,715. An unusually late start due to poor weather (resulting in the cancellation of 22% of events this season vs. 16% in 2005-06) was a major factor.
- ☑ The second year of the Registered member entry program and the first year of the Member-Gain-a-Member campaign resulted in a moderate success, attracting 1,194 new members (budgeted target 1,315) to the organization (down from 2006-07 figures by 87 members (6.8%). However, 530 new members came in via the MGaM campaign. More than 30 existing members recruited 3 or more new members and four recruited 10 or more new members. I believe that campaign helped us retain a relatively healthy result versus what could have been a very low year without the initiative in place. Conservatively, it is safe to say that at least 100 of the 530 new members came into the organization as a direct result of the campaign.

With this positive year-end revenue, the Board of Directors unanimously voted to allocate an ad-

ditional 2% to the previously budgeted 1% into the contingency fund. This represents an allocation of approximately \$54,000 into the contingency fund.

2007-08 Budget

After two days of review and deliberations, your Board of Directors approved a budget forecasting \$1,840,107 in forecasted revenues and \$1,793,829 in forecasted expenses and an Accounting Net (after capital expenditures and depreciation) of \$5,251.

The budget is based on the following income scenarios:

- 1,245 new members (up slightly from 1,194 actual but down from 1,315 06-07 budget)
- 88.25% retention (up from 87.7% actual but down from 4-year average 88.9%)
- 6,730 event registrations (up from 6,359 in bad snow year but similar to 05-06 actual of 6,690)
- \$2 divisional dues increase (already approved and billed)
- Registered dues at full rate of \$97
- 4.0% increase in event fees on average

A copy of the approved budget is available to all members upon request from the division office.

Appointments:

- Merrick Kacer has been ratified by the BOD as the new Region 7 Board Representative. The BOD thanks Merrick for stepping forward and volunteering his time and effort for Region 7.
- The BOD approved the following committee chairs and thanks them for their continued interest and commitment to their respective committee; Steve Howie - Snowsports School Management; Peter Howard - Alpine Educa-

continued on page 3

the inside edge

4.....Ed Staff Elevations

5.....Executive Tracks

6.....VIPrivileges

9.....Education & Programs Updates

11.....Master Teacher Indoor Program

13.....ASEA National Report

18.....Absolutely AASI

20.....Kids, Kids, Kids

21.....Nordic Review



guest editorial

Let the "Process" Work!

by Marc Plotnick

PSIA-E Alpine Level II

Hunter Mountain, NY

It started 5 years ago. I took the instructor training course at Hunter Mountain. Thinking I knew all there was to know about skiing, my ego was soon humbled. I was hired and my first year was fantastic. People who loved and could talk about skiing endlessly surrounded me. I was fortunate that Ray Allard was the lead trainer that year; I learned so much! I started the "Process" by going to First Tracks. The next year came and I couldn't wait for winter to come. The "Process" continued when I took my Level I Exam. My examiner was Bart Hayes (ski with him if you get the opportunity). The exam was easy, but preparing for it was stressful, not knowing what to expect. I passed the exam and felt a great sense of accomplishment. Another fantastic winter passed.

Looking forward to winter again, I scheduled my Level II skiing as soon as possible. The winter came and I started to prepare. Things were starting to get serious. The more I trained, the more I realized how much I didn't know. By this time I had completely changed the way I ski. Getting ready for Level II was work. However, the "Process" was working, and I was being transformed by it. The exam was at Mt. Snow and I had three examiners. They were all great to ski with. I skied well, but was still nervous as to the outcome; but, all the training paid off, and I passed. I received great feedback from the examiners. Examiners are not to be feared; they are your friends, and the greatest teachers.

With my Level II, Part I behind me, I set out to begin training for Level II, Part II - Teaching. This would be at Pro Jam. My clinician for the week was Bart Hayes. Pro Jam, by far, is the best bang for the buck; one week with an examiner and the demo team. I would recommend it to everyone. It was a great week. Bart guided me on how to prepare for Part II. This is where the "Process" got

its name. It was while training for Part II - Teaching that I realized that this exam process was making and shaping me into a better skier. And, to think just three years ago I thought I knew everything about skiing. Boy, was I naive. The exam was in the spring at Mt. Snow again. The weather was sunny and warm. I was nervous, but I felt prepared. The training and studying I did was about to be tested. The exam was a success. I remember feeling great when my number was posted on the wall. The "Process" was working and I was a completely different skier.

I now had my sights set on Level III. I planned on taking it the following spring. Summer was here, and I was looking forward to Pro Jam at Killington. I signed up for the clinic on Level III, Part II, thinking that my skiing was strong but my teaching needed work. My clinician for the week was Dutch Karnan. As the week progressed, the group decided to use me as the guinea pig, and proceeded to correct the deficiencies in my skiing. Humbled again! But, my skiing improved again, as well as my teaching. I was able to ski with Katie Fry and Terry Barber. They make it look so easy. Terry helped me with some suggestions that made a big difference. The Pro Jam week ended, and all I could think about was next year's Pro Jam. I started teaching and training at Hunter for the Level III, Part I exam. I worked hard, and skied about 60 days total before the exam. Preparing for the exam was again transforming my skiing to a new level. The staff at Hunter was very helpful and supportive.

I scheduled to take the exam at Hunter (home court advantage). I was not nervous at all because I trained and just looked at it as two days of skiing with examiners, just like Pro Jam. The "Process" was working again, and I let it work through me. The exam was fun. I just did what was asked of me. It was more of a learning experience than an exam. The examiners were great. They would demo what they wanted us to do, and then we would do it. I skied with three different examiners over the day and a half. I was pumped and felt great. After the third segment was done we were told that by 1:30 they would post the results. I skied 2 or 3 more runs and then went to the meeting area for the results. The adrenaline of the past 5 months of training was starting to wear off, and I was starting to feel the exhaustion setting in, not realizing how much of a high I was on. The training staff from the school was there to support us. It was great to see how they cared. The moment of truth was about to come as the numbers were being posted. I saw my number and felt a great sense of relief as well as accomplishment. Two fellow instructors from Hunter and I passed the exam and there were congratulations all around. It was amazing how I felt, making

continued on page 3



Volume 34, Number 1

Bill Hetrick, Editor

The official publication of the Professional Ski Instructors of America-Eastern Education Foundation.

1-A Lincoln Avenue

Albany, NY 12205-4907

Phone 518-452-6095

Fax 518-452-6099

www.psia-e.org

General Information

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

Bill Hetrick, Editor

110 Hubler Rd.

State College, PA 16801

Phone 814-466-7309

psia-e@psia-e.org

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

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

SnowPro is published five times per year by the Professional Ski Instructors of America-Eastern Education Foundation. Permission is hereby given to all National and Divisional publications to copy original material from this newsletter providing credit is given to PSIA-E/EF and the author, and the material is not altered. Articles that contain specific copyright notices may not be reprinted without written permission from the author.

Subscriptions: Non-members can purchase a subscription to *SnowPro* by becoming an Affiliate at the rate of \$37 per year. Contact the Albany, NY office at the address above.

Note: Material published in *SnowPro* which has been provided by persons not writing in an official capacity, and for official purposes, is the responsibility of the author, and is not necessarily endorsed by the Association.

PSIA-E/EF reserves the right to refuse or edit all advertising.



■ president's message, continued

- tion/Certification; Jeff Jacobsen - Children's Education; Charlie Knopp - Racing; Gary Caudle - 15 Below events; Joan Heaton - Area Rep Coordinator.
- Ratified the following Snowsports Management committee reps: Region 3 - Mark Campaniello; Region 4 - Steve Martin; Region 7 - Joseph Darmofalski.
 - Ratified the following Alpine Education/Certification Committee reps: Region 3 - Rick D'Ella; Region 4 - Arthur Kanzaki; Region 7 - Tom Peterson.
 - Ratified the following Children's Education Committee reps: Region 4 - Jay Minnicks; Region 7 - Trish Wade.

Proposals & Policy:

- Agreed to continue with the New Registered Member Program (2nd year just completed), which has been successful in offering a flexible and less expensive way for all disciplines to join our organization.
- Agreed to continue the Member-Gain-a-Member Campaign following moderate success in its first year. There were over 500 new members generated via the program this past season. (MGAM, is outlined in the Spring 2007 *SnowPro* cover story.)
- Agreed to continue the ongoing efforts, at the request of the AASI community, to develop better equity in pricing. The price of an AASI Level I exam will be reduced to the same price as an Alpine Level 1 exam.
- Approval of the following Alpine certification and Educational event changes:
(The Alpine certification changes are a result of the ongoing efforts of the Alpine Certification Committee and Alpine Steering Committee to respond to membership feedback regarding the certification exam process and educational event content).
 - a) Alpine Level I members shall be allowed to take the Level 2, part 1 exam in their second dues-paid year of membership. The Level 2, part 2 requirement will remain the same (third dues-paid year of membership).
 - b) The Level 2 and 3 Part 2 exam's "On the Job" module will be REPLACED by the "Children's" teaching module. Complete details and specifics of this new "Children's" module will be in the Early Fall and Fall editions of the *SnowPro*.
 - c) The Movement Analysis and Teaching Movements and Skills Modules will now become a focused 3-hour interactive session for all participants, replacing the current format of each participant being allowed only 15

minutes to present their topic. Complete details and specifics of this new format will be in the Early Fall and Fall editions of the *SnowPro*.

- d) As a result of strong member feedback, the Workshop Clinic staff-to-attendee ratio will change from the current 12 to 1 ratio and be reduced to 10 to 1. And also, because of membership feedback, for the 2007-08 season the number of Alpine Workshop clinic events will be reduced by approximately 40%. The event schedule will offer a greater number of "focused" educational events like the Development Series Skiing, Master Series Skiing and Movement Analysis events in replacement of the WC events.

Action Plans:

- The Board of Directors approved the following Action Plans:
 - a) Continue to review and upgrade current Master Teacher course material and exams. Last season approximately one half of the 8 accreditation programs and their 24 courses were revised.
 - b) Continuation of the highly successful "SPARK" tour (Snow Pros & ACE's Road Show for Kids). The SPARK TOUR provides regional 1-day clinics for Ski & Ride Pros interested in Children's education, and is open to members as well as non-members.
 - c) Nordic Teaching and Activities DVD. This will offer the membership new creative ideas to use as benchmarks or templates to teach Nordic skiing, and complements the existing Nordic Standards DVD produced for this past season.
 - d) Develop, print and distribute an Eastern Division Snowsports School Directory. This is intended to provide valuable information to increase communication between Snowsports School Directors and enhance the SSD community.
 - e) AASI Demo Days program modeled after the ACE'S SPARK program. This is intended to create more value for existing AASI members and help increase new growth of AASI.
 - f) AASI Freestyle Accreditation course materials, outlines and exam revisions.

National Issues:

- On the national front our ASEA (American Snowsports Education Association) National Board Representative, Bill Beerman, delivered his report outlining the various educational material updates and production of new Movement Matrix and Teaching Best Practices programs.

(Please see the National report in this newsletter for more details.) Included in the report to the Eastern BOD he reviewed in detail the various challenges National is going through with updating Association Management Software and the changes in the collaborative relationship with the National Ski Patrol. The latter has many impacts on ASEA, the most significant being several staff previously shared with NSP now work solely for PSIA-AASI (notably the member services, communications, and administrative departments). This resulted in the ASEA Board of Directors unanimously voting to increase the national membership dues by \$10.00 in 2008-09 (from \$40 to \$50 when billed in the late spring of 2008). Following a lengthy discussion, the Eastern Board of Directors voted unanimously to deliver a resolution to the ASEA board requesting their consideration of additional options regarding the planned dues increase. That resolution will be considered by the ASEA board at their October meeting. We will share the results of their deliberations in the fall issue of the *SnowPro*.

As you can see, our volunteer leadership and office staff are well into preparation for the upcoming season, and the outlook is good! Have a great summer's end, and just think, in only four more months we will be skiing/riding again! ■

Note: ASEA is the umbrella organization of PSIA/AASI.

■ editor's desk, continued

it through Level III, Part I. It was a goal of mine from the beginning, and I did it. WOW! The exam "Process" was working and I was proof. PSIA can and will make you a better skier.

I now set my sights on Level III, Part II next season. If you are going through the exam process I challenge you to look at each event as a learning experience, not a test. There is no pass or fail because at each event you can walk away with another key that will transform the way you ski and teach.

A quote from Stephen Covey, "If you want to be really good at something, teach it".

A quote from Lee Parks, "When you have the right attitude, you become naturally easy-going, and you're able to enjoy your successes and failures as one and the same. Both success and failure are important for keeping your attitude from becoming overconfident and reckless or under confident and hesitant."

So, remember to keep the right attitude, and I encourage you to enjoy the "Process".

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. ■

Team Elevations

Congratulations to our current AASI and PSIA-E education staff members that were elevated to new positions! The following elevations were approved at the June 2007 board meeting.

AASI Examiners

Dan Rowe
Adam Steckler

Alpine Examiners

Stephen Wagner
Frank Cartwright
Kathy Brennan
Matt Erickson
Tim Bradley

Nordic Examiners

Mark Lacek (Downhill)
Julie West (Track/Skate)

AASI ETS Staff

Bryan Fielding
Dan Munn
Tim Silfies
Sean Nalette

Adaptive Clinic Leaders

Mary Lane
Mary Ellen Whitney
B. Michael Zuckerman
Leslie White

Nordic Development Team

Mark Lacek (Track/Skate)
Jeremy Nellis (Track/Skate)

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

Staff

Michael J. Mendrick
Executive Director
Mickey Sullivan
Director of Education & Programs
Sue Tamer
Director of Operations

Board of Directors

President
Bob Shostek
Vice President
Dutch Karnan
Immediate Past President
Bill Beerman
Region I
Director – Tom Butler
Representative – Ross Boisvert
Region II
Director – Steve O'Connor
Representative – Sherm White
Region III
Director – Ray DeVerry
Representative – David Welch
Region IV
Director – Steve Kling
(Treasurer, PSIA-E)
Representative – Eric Jordan
Region V
Director – Ron Kubicki
(Secretary, PSIA-E)
Representative – Nick Brewster
Region VI
Director – Scott J. Allard
Representative – Cherisse Young
Region VII
Director – John Cossaboom
Representative – Merrick Kacer

Committee Chairpersons

Umbrella Steering Committee
Dutch Karnan
Alpine Education & Certification Committee
Peter Howard
Snowsports School Management Committee
Steve Howie
Alpine Education Staff/BOE
Mike Bridgewater
Children's Committee
Jeff "Jake" Jacobsen
PSIA Representative
Bill Beerman
Adaptive Coordinator
John Lincoln
Nordic Coordinator
Mickey Stone
AASI Advisor
John Hobbs
Race Programs Committee
Charlie Knopp
Area Rep Program Coordinator
Joan Heaton
"15 Below" Advisor
Gary "Griz" Caudle

OOPS, we missed a new certification Level:

Martin Higgins, Adaptive Level II 1/27/2007

Gift Certificates

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

How about a Gift Certificate?

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

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

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

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

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



administrative update

Reflections on “Year Six”

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

This past May I completed my sixth year and began my seventh year as your executive director. Once again it proved to be both a rewarding and challenging year.

Membership Recruitment Program Results & Revelations

Summary statistics compiled by the division office in April of 2007 reveal the following results from this second season of the Registered member entry program (and first season of Member Gain a Member campaign).

Number of New Members by Discipline (based on totals as of 4/12/07)

Alpine:	715	(down 52 new members, a 6.8% decrease)
Snowboard:	310	(down 73 new members, a 19.1% decrease)
Adaptive:	95	(up 25 new members, an increase of 35.7%)
Nordic:	74	(up 13 new members, an increase of 21.3%)
Total:	1,194	(down 87 new members, a decrease of 6.8%)

Noteworthy membership stats:

- 70% of members joined before President’s Day (up 3% from 05-06).
- 70% of new members moved on to Level 1 certification in their first year of membership (down from 74.2% in 05-06).
- 68% of new members are men (up from 65.8%); 32% of new members are women (down from 34.2%).
- Half of new members (50%) joining are LESS than 30 years old (51% in 05-06).
- SIX new members are MORE than 70 years old!
- Region 1 (252; 21% of total) and Region 4 (207; 17% of total) led regions in bringing in the most new members.
- 530 (44.3% of) new members joined PSIA-E/AASI via the Member-Gain-a-Member campaign.

Other noteworthy items from the past season:

- Our premier events enjoyed some of the strongest showings ever in attendance, with a sell-out (466) at ProJam/Master’s Academy. The Snowsports School Management Seminar drew more than 260 and the programming was well received by attendees.
- We proposed, negotiated and facilitated attendance and participation of ASEA executive director Mark Dorsey and NSAA president/CEO Michael Berry at the 2006 SSM Seminar.
- The season was supported by 17 sponsors, the highest level of participation since at least 2001 (my first year here). Much of the credit for this goes to Eileen Carr, our Marketing & Sponsorship Manager.

- Pro Jam raffles to raise money for Ed Foundation scholarships with items donated by sponsors raised more than \$6,500 (a record amount) in new scholarship funds; \$4,716 for the membership scholarship fund and \$1,838 for the CE Burbridge Memorial Fund.
- The *SnowPro* newsletter continues to receive high marks for content and presentation from both members & the industry thanks to consistent efforts from outside contributors. The *SnowPro* was recognized with an “Association Excellence in Communications” award by the Empire State Society of Association Executives in February of 2007.
- The Eastern Division web site at www.psia-e.org continued enhancements and updates under the keen watch of division staffer Jodi Bedson.
- We continued to develop new member services and benefits to enhance “value for the dollar” of Eastern Division ASEA members.

Once again, I was proud to lead a team of terrific professionals and work with a group of volunteer leaders who, day in and day out, did “whatever it took” to make the season work. Thank you all. Let it snow! (Well, maybe not YET). ■



DEER VALLEY RESORT

Now seeking applicants for Ski Instructors and Supervisors who enjoy working with children and families for the 2007 - 2008 ski season.

REQUIREMENTS:

- Advanced skier capable of skiing beginner through advanced terrain in variable conditions
- Have good communication skills and be able to work weekends and holidays
- Must have knowledge of PSIA or ISIA teaching methodology and be able to teach adults and children in both private and group settings
- Must be able to lift a minimum of 40 pounds

Pay is commensurate with certification and experience.

Send Resume To: Chris Katzenberger
Ski School Recruiting Manager
P.O. Box 739, Park City, UT 84060
435-645-6635 — ckatz@deervalley.com

Online applications accepted at deervalley.com

CONSISTENTLY RANKED #1 IN GUEST SERVICE BY READERS OF SKI MAGAZINE.



VIPrivileges



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

PSIA-E/AASI Member "Summer To-Do List"

Get my PSIA-E/AASI Scholarship application ready. It is due into office by Friday, September 28, 2007

Order up a few more great capilene items for summer hiking trips from the PSIA National Patagonia Pro website

Have fun and "stay in balance" by playing on my Yew-Do Balance Board (that I got at 30% off retail on the PSIA Eastern website!!) at least twice a week

Check out the PSIA-E website in August to get information about some great new pro deals and promotions which will be starting next season. I hear that PSIA-E is arranging programs with companies including; BJ's Wholesale, Burton Snowboard, EESA Lift to Lounge Clothing, Reliable Racing, SkiPal Ski Teaching Tool and MORE!!

Go to the PSIA National website to access and read some of the on-line and downloadable Snowsports teaching materials such as the "Internet Learning Center", and the Skiing Concepts, Visual Cues and Stepping Stones links. Maybe some of these will give me some new ideas so I will be able to "hit the slopes running" next season.

Also check back on the PSIA-E website in August to view the new event schedule for next season so I can plan my educational credit event for this year.

Join the many other PSIA-E/AASI members (usage grew 57% this year!) and take advantage of the Choice Hotels partnership. Go to the PSIA-E website to read about the latest Choice Hotels promotion and how I can get a \$50 gas card for booking lodging with them. Cut out the reference card below for my wallet so I have it handy.

OOPS! I haven't paid my dues yet! I remember the easiest way to pay is on-line at www.psia.org through August 31. I can also pay my dues by mailing a check to the Albany office or faxing my dues payment slip with credit card information to 518-452-6099. I had better do that soon so I can take advantage of all of these great new benefits!



PSIA-E/AASI Member Discount Program
Choice Hotels

PSIA-E Promotion ID #00802187

Book online at www.choicehotels.com
Or call toll free 800.258.2847

Advance reservations required
Subject to availability at participating hotels
May not be combined with any other offer

The most important off-snow educational event of the season!

MasterFit



University

presented by



Boots are the key component of every ski and snowboard set-up. Learn to identify and understand how a boot should fit—as well as how it affects stance, balance and body alignment. Improve your ability as a teaching professional and make an immediate impact on your client's skills!

Master's \$405 • Master's Plus \$420

Includes training manual, lunch daily, free pair of custom insoles and socks. Master's Plus at Stratton Mountain location only.

Toronto, ON Sept. 26-27

Bear Creek, PA Oct. 1-2

Stratton Mt., VT Oct. 4-5

Registration and information

(914) 944-9038 ♦ www.masterfituniversity.com

PSIA members receive update credit for attending MasterFit University

As a PSIA-E/AASI member, get 15% off of your next stay with Choice Hotels®.

Call 800.258.2847 or visit choicehotels.com and ask for ID#00802187



CHOICE HOTELS INTERNATIONAL®

We'll see you there.

Must be a PSIA-E/AASI member to receive discount. Advance reservations required. Discount subject to availability and cannot be combined with any other discount or promotion. Valid at participating Choice hotels through 12/31/07. © 2006 Choice Hotels International, Inc. 06-472/07/06



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



OFFICE USE ONLY

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

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

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

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

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

NAME: _____ Male / Female
Last First Circle one

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

DAYTIME PHONE: (_____) _____ ALTERNATE PHONE: (_____) _____

EVENT #: _____ E-mail address: _____

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

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

OR, Please charge to my: MasterCard or Visa Exp. Date: _____

 \$ Amount _____ Signed _____

OFFICE USE ONLY

Date Proc _____
Auth # _____
Initials _____

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

All applicants must sign the following Release Form:

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

Signature _____ Date _____

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

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

Director's Signature _____ Name of School _____

ADMINISTRATIVE CHARGES FOR NO-SHOWS, CANCELLATIONS AND RETURNED CHECKS

TRANSFERS: Up to one week prior to original event \$15.00
 During the week prior to original event (notice no later than 4:30 PM on last business day before event)..... 40 % of fee
NOTE: Transfers to another event must be before the three week deadline of that event.
NO-SHOWS: Regardless of reason 75% of fee
CANCELLATIONS: Up to one week prior to event \$20.00
 During the week prior to event (notice given no later than 4:30 PM on the last business day before event)... 50 % of fee
RETURNED CHECKS/DECLINED CHARGES: Checks returned for insufficient funds will not be redeposited.
 Registrant's application will be voided unless such checks or charges are replaced by certified check, money order or cash prior to the event. For returned checks, this must include a processing charge of \$25.00.

PSIA-AASI Eastern Division Committee Reps for 2007-08

(as ratified by the PSIA-E Board of Directors on June 24, 2007)

Alpine Education & Certification Committee

Chairperson	Peter Howard
Region I	Lucas Martin
Region II	Tim Paley
Region III	Rick D'Elia
Region IV	Arthur Kanzaki
Region V	Roger Zilliox
Region VI	Larry Dean
Region VII	Tom Peterson

Snowsports School Management Committee

Chairperson	Steve Howie
Region I	Jack Payntar
Region II	Dan Munn
Region III	Mark "Campi" Campaniello
Region IV	Steve Martin
Region V	Deb Goslin
Region VI	Doug Holl
Region VII	Joseph Darmofalski
At Large	Einar Aas
At Large	Ross Boisvert
At Large	Joan Heaton

Children's Education Committee

Chairperson	Jake Jacobsen
Region I	Steve McGrath
Region II	Harley Johnson
Region III	Gary Vanasse
Region IV	Jay Minnicks
Region V	Dana Scronek
Region VI	Lisa Gouwens
Region VII	Trish Wade
15 Below Advisor	Gary "Griz" Caudle

Alpine Steering Committee

Chairperson	Mickey Sullivan
	Mike Bridgewater
	Peter Howard

AASI Steering Committee

Chairperson	Rob Bevier
AASI Advisor	John Hobbs
	Holly Andersen
	Ray DeVerry
	Ted Fleischer
	K.C. Gandee
	Paul Hoda
	Chandler Simpkins
	Joe Valaitis

Nordic Steering Committee

Chairperson	Mickey Stone
	Mike Beagan
	Randy French
	Darrell Hensley
	Mark Lacek
	Hal Westwood

Adaptive Steering Committee

Chairperson	John Lincoln
	Gwen Allard
	Kathy Chandler
	Bob Cooperman
	Pat Crowley
	Frank Williamson

Racing Committee

Chairperson	Charlie Knopp
	John Jacobs
	Brian Smith
	Dave Wenn
	Brian Whatley

Congrats to Member-Gain-a-Member Campaign Big Winners!

Joe Hanzalik, Janet Jefferson awarded Grand & First Prize

At the June 2007 Board of Directors meeting a drawing was held to select the Grand and First Prize winners in the 2006-07 Member-Gain-a-Member Campaign.

Of the four participating members that brought in 10 or more new members, Joe Hanzalik's name was drawn to be awarded the MGAM "Grand Prize"! Joe will receive a 2007-08 ProJam registration (or equivalent education registration fee credit of \$375 if chosen), \$50 in pro shop credit & a pair of skis, boots, snowboard or comparable-value equipment (as donated by one of our sponsors).

Janet Jefferson was then drawn as the First Prize winner. For her efforts she will receive \$200 in "ed bucks" credit for the event(s) of her choice plus \$50 in pro shop credit and a \$50 certificate toward Avalanche or Manzella items.

Congratulations to both Joe and Janet!

The Zipper Line



straight talk from the association

PSIA-E/AASI Education and Programs Update

By Mickey Sullivan, Director of
Education and Programs

The 2006/2007 season was very challenging but also very exciting. Most of this past winter was like trying to hit a Phil Neikro knuckle ball; you never knew what it was going to do. And we never seemed to know what the weather or related circumstances would bring us the next day.

Despite the challenges, your PSIA-E/AASI Education & Programming Department had a successful season of organizing and running 423 educational events and exams this past season. This included events held in every month of the year except May, June and August.

Your dedicated Education & Program department consists of Eileen Carr, Melissa Skinner and me along with the Discipline Coordinators; John Hobbs (AASI), John Lincoln (Adaptive) and Mickey Stone (Nordic). In addition, our goals could not be accomplished without the training, professionalism and work of our dedicated Coaches and Education

Staff. We are all looking forward to the 2007/2008 season as we continue to grow and improve our programs and educational opportunities for our members.

NEW Children's Module

The Alpine Education/Certification Committee, the Children's Committee and the Director of Education and Programs (DOEP) are very pleased to announce a change in the Alpine Level II and Level III Part 2 – Teaching exam process. The "On the Job" module will be replaced with a new "Children's Teaching" module for the 2007/2008 season. All of the committee members and the DOEP feel that it is very important our PSIA-E certified instructors be well versed and prepared to teach all of our potential clientele including children. The addition of this module will require that members be prepared to teach children in order to be successful at the Level II and III exams. Final details of the new module are being designed and will be in the 2007/2008 version of the Alpine Exam and Study Guide. The updated version of the Study Guide is expected to be ready for on-line viewing by September 1st. A special "Thanks" to the ACE Team and the Children's committee for their work, commitment and expertise toward this important project.

AASI and Alpine Level I exams will be the same price

The AASI and Alpine Steering committees worked together this spring and proposed a significant change to the pricing of their respective Level I exams for the 2007/2008 season. The PSIA-E/AASI Board of Directors reviewed and approved the pricing proposal. The cost for a member to take either the AASI or Alpine Level I exam will be \$125 for the 2007/2008 season. This is the first time that the pricing of the Level I exam has been the same for

both disciplines. This should make it clearer and easier for School Directors to explain and Registered members wishing to take the Level I exam.

Alpine Level II exam can NOW be taken in 2nd year of membership

The Alpine Education/Certification Committee and the Alpine Steering Committee recommended to the Board of Directors that members be able to take the Alpine Level II Part 1 - Skiing exam in their second year of membership. The Board approved this recommendation at the recent June board meeting. This means that members will no longer have to wait until their third year of membership (as was the previous policy) to attempt this part of the exam. Members will have to be in their third year of membership in order to take the Part 2 Teaching portion of the Level II exam. All other requirements and pre-requisite courses apply as stated in the Alpine Exam and Study Guide.

Eastern Teams prepare for 2008 National tryout

This past season saw the finalization of each discipline's Eastern Team with a variety of tryouts and formats appropriately adapted for each discipline. All of the Eastern Teams are now engaged in training for the 2008 National Team tryouts along with working with the Eastern members and Education staffs in order to share their experiences and knowledge.

This past April the Adaptive, Alpine and Nordic Teams traveled to Snowbird, Utah for five days of very focused and intense training. Each team member and coach respected, appreciated and admired the team work and support that was readily given and received by all that were present. The team members received coaching from our Eastern Team coaches along with some terrific "guest" coaches that added a great deal to the experience. PSIA-E member support in Adopting an Eastern Member made this very valuable training possible. All of the teams are organizing summer, fall and winter trainings in preparation for the 2008 tryouts. PSIA and AASI will be holding National team tryouts in late April 2008 at Mammoth Mountain, California.

Event Scheduling

Putting together a calendar of approximately 500 events covering 4 disciplines across our large geographic region can be challenging. However with great cooperation from the ski resorts, hard work by the coordinators and some juggling of needs, we are able to make it all come together to what we feel is the most beneficial programming for our members.

For the 2007/2008 season we have changed the location of some of our Premier events. The

continued next page



Your Nordic and Alpine
Supply Company

**Reliable
RACING**
SUPPLY, INC.

www.reliableracing.com

Visit our expanded website
or call us today for a free catalog.

1.800.223.4448

■ zipper line , continued

Snowsports School Management Seminar will be held at Killington, VT in late November. This season the Pro Jam and the Masters Academy will be held at Mount Snow, VT.

** This year the Alpine mini-academy will be held December 15-16 which follows the Pro Jam dates of December 10 – 14.

Another exciting change is the Spring Rally and Spring Academy which will be held in late March at Whiteface Mountain in Lake Placid, NY.

2007-08 Feature Events

As we construct the event schedule for the 2007-08 season there are many factors that shape our decisions. First and foremost we try to deliver what the membership wants. In addition each ski area that host our events has certain requests, needs and requirements that we must consider. It's like putting a big, three dimensional jig saw puzzle together. We are very fortunate to receive the support and cooperation that we get from all of the ski resorts that host our many events. The full schedule of events will be available online by September 1st.

Event	Dates	Location	Disciplines
Snowsports Mgmt Seminar	Nov 27-28	Killington, VT	all disciplines
Snow Pro Jam/Masters Academy	Dec 10-14	Mount Snow, VT	Alpine, Nordic
Riders Rally +3	Dec 12-14	Mount Snow, VT	AASI
AASI Rally Weekend	Dec 15-16	Mount Snow, VT	AASI
Mini Academy	Dec 15-16	Mount Snow, VT	Alpine, Nordic
Instructor Training Course (ITC)	Dec 11-13	Bretton Woods, NH	Nordic T/S
Race Week	Dec 17-20	Hunter, NY	Alpine
Children's Academy	Jan 7-9	Okemo, VT	Alpine, AASI
Southern SSMS	Jan 14-15	Snowshoe, WV	Alpine, AASI
Mini Kids Academy	Jan 14-15	Snowshoe, WV	Alpine, AASI
Women's Seminar	Jan 14-15	Windham, NY	Alpine, AASI
Spring Academy	Mar 27-30	Whiteface, NY	Alpine
Spring Rally	Mar 29-30	Whiteface, NY	all disciplines

Master Teacher Task Force

The Master Teacher task force, chaired by Pam Greene and supported by staff members Melissa Skinner and Mickey Sullivan was very active this past season and made some significant improvements to some of our courses and accreditations. This task force will stay active for the 2007/2008 season in order to continue to improve the quality of our courses and programs. Last seasons NEW Accreditation, "Coaching Advanced Skiing and Racing" was very well received with 62 participants in the three courses during the first season. Two of these members completed the accreditation in the first year! The task force has several updates and projects that it will be working on in preparation for the 2007/2008 season in order to keep the courses fresh and current.

Alpine DCL Team to Evolve

DEV Team sees some change

During the spring and summer of 2006 an advisory group, the DCL Team coach and the DOEP reviewed the design and structure of the Alpine Education staff and teams for their effectiveness and efficiency in benefiting the members and the organization as well as the success of each team member. It was decided that a restructure and

some modifications to the DCL Team would provide improvement for the organization and make the DCL Team a more elite team

As a result of the DCL team restructure that was announced last fall to current team members, the upcoming 2007/2008 season will mark the final season for our existing DCL Team members. We will work this season to build a new team for the 2008/2009 season by holding two DCL team tryouts this season. These tryouts are tentatively scheduled for March 4-5 at Whitetail, PA and March 12-13 at Stratton, VT.

The Alpine Steering committee is confident that this restructure will provide greater benefits for team members and to the PSIA-E members. Following are a few details of the redesigned DCL Team and changes made to the DEV Team:

DCL TEAM

- The DCL Team is a four year term on the Alpine Ed Staff. There would be no extension of this term via a validation process.
- There will be a DCL Team Tryout every other season.
- The teams focus is training for contemporary skiing and teaching skills, understudying events and possible work opportunities.

- The DCL Team members are qualified Level III members who are unable to make the commitment to the DEV team track.
- Some DCL team members have specialized training and expertise in specific areas that are able to assist in some staffing needs.
- The DCL Team communicates our values and education on a more local level
- Members can look to DCL Team members for the most up to date skills and information.

DEV TEAM

- The DEV Team will be a four year term on the Alpine Ed Staff.
- There will be a DEV Team Tryout every other season.
- DEV Team is the first step in pursuing Examiner track.
- The teams focus is training and understudying events in preparation for the ETS Exam.
- DEV Team Members have more work opportunities than DCL Members..
- DEV Team members are eligible to take the ETS exam as soon as their understudy requirements are met. DEV team members do not have to wait until they serve 4 years on the DEV team to be eligible to take the ETS exam.
- DEV Team members whose term has ended will not automatically become DCL members. ■

want more?



Check it out!



www.psia-e.org

Fall Indoor Master Teacher Courses

October 11 – 14, 2007

Mountain Creek Resort, Vernon, NJ

The Fall Indoor Master Teacher courses have been scheduled for Thursday, October 11 through Sunday, October 14 at Mountain Creek Resort in New Jersey! Mountain Creek offers many area attractions including award-winning golf courses, the east coast's premier downhill mountain bike park; plus much more.

These courses are open to all PSIA/AASI Level I, Level II and Level III members regardless if you are pursuing a Master Teacher Certification. Participating in two one-day indoor courses will satisfy the PSIA-E/AASI required educational update. The fall selection of courses includes required core courses and optional sessions as well as testing opportunities on Sunday, October 14th.

Go to the PSIA-E website at www.psia-e.org for information on specific course content and requirements for certification. Complete one event application (included in this issue of the Snow Pro) for each event you wish to attend; payment however, can be made with one check or total charge. Enrollment for each class may be limited, so sign up early; keep in mind the deadline date of September 20th. Applications can be mailed or faxed to 518-452-6099. Registration is from 8:00am to 9:00am; courses will begin at 9:00am and conclude at 4:00pm each day. Lunch and course materials are included for all attendees.

A Master Teacher candidate who has completed 10 or 11 credits of coursework by Sunday, October 14th, 2007 will be eligible for mid-course testing. The candidate will be given a comprehensive test that includes 10 multiple-choice test questions from each course taken. Each exam will be individualized for that particular member. The candidate must score seven out of 10 correctly for each course. If a member is unsuccessful on the quiz for any course, (s)he will be able to retake that quiz one time without retaking the course. After one failed retake attempt, the candidate will be required to retake the course. When the candidate applies for the mid-course test, (s)he will receive an exam based on the first 10 or 11 credits of coursework taken. Any candidate who has completed the entire MTC program (all 20 credits) by Sunday will be eligible to take the final exam. The same testing guidelines as outlined above apply to the final test. A member may not retake a failed quiz in the same testing session. Indoor testing will also be offered during the ski season at different sites throughout the division. Be on the lookout for a testing schedule in the Early Fall *SnowPro* newsletter and on the website.

PSIA-E/AASI has blocked two types of rooms for these dates. At the brand new Appalachian Hotel, studio rooms come with a cozy fireplace, fully equipped kitchen or kitchenette, wireless internet, and many feature private balconies overlooking the mountain or valley below. The rate on these rooms will be \$134 per night. We also have a small block of one-bedroom town-homes at Black Creek Sanctuary featuring digital television, gas fireplaces, high-speed internet, and fully equipped kitchens. These units are \$154 per night. Please mention PSIA-E / AASI when making your reservations to receive the discount. Reservations must be made by August 11, 2007, all remaining rooms will be released at that time. Call 888-767-4123 between 9:00am and 5:00pm, Monday through Friday to make your reservations. If you are interested in sharing accommodations with other PSIA-E/AASI members, you may check the PSIA forum at www.psia.org/forum - General – Travel and Lodging. ■

INDOOR MASTER TEACHER COURSES					
Num.	Event	Location	Date	Deadline	Price
005	Exercise Physiology	Mountain Creek, NJ	Thursday, Oct 11	09/20/2007	\$100
006	# Stance & Alignment	Mountain Creek, NJ	Thursday, Oct 11	09/20/2007	\$100
007	Varying Student Populations	Mountain Creek, NJ	Thursday, Oct 11	09/20/2007	\$100
008	Motor Learning	Mountain Creek, NJ	Friday, Oct 12	09/20/2007	\$100
009	# Stance & Alignment	Mountain Creek, NJ	Friday, Oct 12	09/20/2007	\$100
010	Communication Station	Mountain Creek, NJ	Friday, Oct 12	09/20/2007	\$100
011	Anatomy	Mountain Creek, NJ	Saturday, Oct 13	09/20/2007	\$100
012	At Your Service	Mountain Creek, NJ	Saturday, Oct 13	09/20/2007	\$100
013	Communication Station	Mountain Creek, NJ	Saturday, Oct 13	09/20/2007	\$100
014	At Your Service	Mountain Creek, NJ	Sunday, Oct 14	09/20/2007	\$100
015	* Outdoor First Care - Limited	Mountain Creek, NJ	Sunday, Oct 14	09/20/2007	\$120
016	Skiing with all Your Smart Parts	Mountain Creek, NJ	Sunday, Oct 14	09/20/2007	\$100
925	Master Teacher Exam – 7:30 am	Mountain Creek, NJ	Sunday, Oct 14	09/20/2007	\$10
926	Master Teacher Exam – 4:00 pm	Mountain Creek, NJ	Sunday, Oct 14	09/20/2007	\$10

- * Outdoor First Care is a National Ski Patrol first aid course. NSP course materials required for this course cost \$20 – This is included in the \$120 course fee.
- # Stance and Alignment – You may bring your boots with you, it is highly recommended but not required.

Indoor Backcountry Courses Mount Snow, VT on November 4-5

Backcountry Accreditation consists of three 2-day courses. This event is the first course in the Backcountry series. Part of this course is indoors, but most will be traveling, orienteering, using transceivers and solving winter scenarios outside. More information on this accreditation is available at www.psia-e.org

BACKCOUNTRY ACCREDITATION INDOOR COURSES					
Num.	Event	Location	Date	Deadline	Price
651	Snow Sense and Planning	Mount Snow, VT	Nov. 03-04	10/12/2007	\$166

Ski with Me if You Can

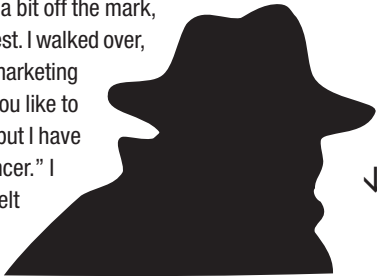
by Skip Carver

P.I. (Professional Instructor)

(aka..... → → → ↓

It was a tough time of year to be a P.I. (Professional Instructor). It was January in New England, the wind was high, the temperature was low, and the customers were scarce. I heard from a friend at “check-in” that Florence was in town. She was a difficult lady, discerning and demanding. I had skied with her on occasion and somehow it was never just right. Florence had been to many different ski resorts and had skied all over the world with the best instructors. On snow her grace and measured movements seemed to trump the technical components of my well-intentioned advice. She was challenging to ski with, and working with her always seemed to test my skills.... ↓

I was at a local watering hole called the Pink Pony, lamenting wages, weather, and the weight of insulation in the uniform pants. The band had been playing for a few songs and as I looked about I saw Florence over by the dance floor. Perhaps tonight might be the chance to make up for some on-snow advice that was a bit off the mark, and turns that were less than the best. I walked over, and, with the casual elegance of a marketing VP hocking a condo, said, “Would you like to dance for while?” She said, “Sure, but I have to warn you, I’m a professional dancer.” I guess that explains why I always felt a bit of a spazz around her. My only comeback was to say, “Well, that’s OK, I’m a professional too, and I’m always open to some feedback on my performance.” ↓



As we danced, Florence said, “You need to lead me by a step or two. If you move abruptly, or get way ahead, I can’t keep up.” I worked on that, and then the song changed. It was rocker, with a boogie beat. Now I was having trouble keeping up. Florence said, “If you’re light on your feet, you can be nimble and quick, but if you get heavy you’ll get stuck in one spot.” Next came a slow song. By now I was getting lazy and leaned on her for support. She said, “Watch it buddy. If you lean on me I can’t move. Besides, if I wanted static cling tonight, I’d dance with my sweater.” As the tempo picked up, we spun and turned to the rhythm. Florence never missed a beat, but I was hanging on to keep up. “That does it,” she said as she broke my grasp. “I just can’t hang out with someone who hangs on,” and, in the time it takes to plant a pole, she was gone. ↓

So there I was alone again, but somehow dancing with Florence helped me understand why I didn’t feel just right on my skis. As I turned back toward the bar I felt a breeze from the doorway, and I heard a voice in the wind say, “Hey, Skip, you can ski with me tomorrow if you can, and, by the way, you can call me Flow.” ↓

(Note: Pete passes along a big “thank you” to the member who contributed their frequent flyer miles to support his Eastern Demo team training.) ↓

.... P. Howard) ← ← ←



OKEMO

LUDLOW VERMONT



We’re looking for enthusiastic, highly qualified professionals interested in working in a very active teaching environment.

POSITIONS AVAILABLE:
2007-2008 Winter Season

CHILDREN’S PROGRAM SUPERVISORS
Candidates must have experience and be Level 2 PSIA certified. (This is a full time salaried position.)

CHILDREN’S PROGRAM TRAINERS
Candidates must have experience and be Level 2 PSIA certified.

SKI AND SNOWBOARD TRAINERS
Candidates must be Level 3 certified and have PSIA/AASI educational staff experience.

FREERIDE SKI AND SNOWBOARD INSTRUCTORS
Terrain Park and Half Pipe coaching experience required.


SKI AND SNOWBOARD INSTRUCTORS
Full Time and Part Time positions.

❄️ Our children’s program is one of the top rated children’s programs in the country!

❄️ Our pay system offers an increase for every 60 hours worked during the season, is commission based, and benefits certified professionals, based on experience!

Apply on-line at www.okemo.com
For more information contact:
Okemo Mountain Resort – Human Resources
77 Okemo Ridge Road
Ludlow, VT 05149 Fax: (802) 228-4558
E-Mail: jobs@okemo.com Phone: (802) 228-1963

BENEFITS: Ski & Ride Certification Training, Free Skiing/Riding Referral Bonus Program, Competitive Wages w/Overtime, Food, Retail Discounts, Training & Employee Recognition, Reciprocal Skiing/Riding Privileges at Mount Sunapee, NH and Crested Butte Mountain Resort, CO And More...



The Alf Engen Ski School at Alta, Utah, is searching for a few motivated, passionate and versatile certified professionals to teach adults, children and families.

Alta offers world famous snow and terrain to alpine and telemark skiers of all abilities. We pride ourselves on providing outstanding value and a sincere and thoughtful ski school experience to skiers who are serious about developing their skiing skills.

Successful Alta instructors are self-starting professionals who can work harmoniously in a team environment. Instructor earning power, in our commission compensation system, is highly dependent on the ability to connect personally with students, creating return clients.

If you feel that your personality and professional skills may fit at Alta, then please contact Scott Mathers, Alf Engen Ski School, PO Box 8064, Alta, Utah 84092.
801-799-2273. scott@alta.com

WWW.ALTA.COM

American Snowsports Education Association

National Report

by Bill Beerman

National Board Eastern Representative

The National Board met in Golden, CO, the weekend of June 8-10. Michael Mendrick, PSIA-E/AASI Eastern executive director, also attended the meeting because of the nature of the meeting topics and potential impact to the eastern division.

During the past year or so our partner, National Ski Patrol, has gone through some revisions in their governance structure. This has changed our day-to-day working relationship with the NSP. As of decisions at this time, each association will now have its own executive director and separate key staff. Some of the remaining departments will continue to be shared, such as the warehouse and financial. Prior to this, both associations had one executive and shared most all staff, with only a few key staff members employed separately by each. At this time the shared real estate will remain the same, involving the warehouse facility and the office building. During the years of the partnership with NSP, both associations were able to benefit from shared resources, providing member services, outstanding educational materials, and financial efficiency and savings.

Another venture underway nationally is the search for new Association Management Software. This started 2 years ago when we went down the road with a vendor that in the end could not provide the complexity to run the national database and, at the same time, work with all nine divisions running separate operations. Now, we are at the stage of selecting a vendor with the goal of having the national office on-line next summer, and the divisions to follow. The new software will allow the divisions to move forward in a web-based way of doing primary business, such as online event registrations.

New and ongoing educational and marketing initiatives are designed to continue to provide the membership with an evolving contemporary experience. The Alpine Technical Manual was released mid-season last year, and the Snowboard Instructor's Manual is scheduled to be released in time for the fall catalog. The Children's Manual revision is slated to be available by summer 2008. Other projects include the Movement Matrix to be released in early winter of 2007. It is an interactive, multi-layer website designed to revolutionize how PSIA/AASI delivers content to its members. This new tool will use online video to illustrate the skiing concepts, situational skiing, drills for teaching, and

the national standards. Teaching Best Practices is a three-piece tool set to be released in parts over the next two seasons. The first part, a downloadable teaching and training tool, will be available this fall. Part two, the Effective Teaching Cues card set, will be introduced this fall also. Part three, the Teaching Best Practices Workbook, will debut fall of 2008. PSIA/AASI has partnered with Snowsports Industries America (SIA) to develop and promote a new learning program designed to introduce winter sports to schoolchildren across the country. The program is part of SIA's successful Winter Feels Good national campaign, and a key piece of the PSIA/AASI children's initiative. We will provide targeted materials for snowsports school managers, including the GWAP DVD, a snowsports outreach presentation, and suggestions for connecting with influential member of the snowsports community. Go-With-A-Pro campaign with Egan Productions has produced a second half hour of Pro Tips aired on Resort Sports Network. PSIA/AASI has begun a new member recruiting campaign. Much like the "Go-With-A-Pro" program, this campaign provides snowsports school directors with customizable but unified marketing materials to encourage snowsports instructors to join our organization. With a pilot test completed spring 2007, the full program will launch and be available to snowsports schools for fall 2007.

On the International front, there will be an examiner exchange for both Alpine and Snowboarding. We will also be sending International VP, John Armstrong, to the ISIA meeting next spring. As many of you know, we did not send our teams to Interski last season, but the Nordic Team did attend events in Japan.

National Team Tryouts will be held at Mammoth Mt., CA, this year, to accommodate the need for park and pipe to be included in the evaluation process. This will take place a few days after the National Academy, which is slated to be held at Snowbird. The AASI Rider Rally will be organized and publicized nationally for the first time this year. AASI's new national event is scheduled for March 2008.

While reviewing the financial status of ASEA for the 2007-08 fiscal year and beyond, the ASEA Board of Directors voted unanimously to increase dues by \$10.00 for the fiscal year 2008-09. The ASEA Board did not make this decision lightly. Board members engaged in long and thoughtful discussion

before taking this action. Additional information will be provided in the *Pro Skier*, and *Pro Rider*, along with our divisional *SnowPro*, in future issues. The Eastern Board of Directors proposed a different dues increase, which has been forwarded to our national president Ray Allard and to all divisional presidents.

Additional proposals and action plans included:

- Snowsports Management members will have an opportunity to attend the NSAA winter conference with a Director's track of course offerings.
- Nordic Track Certification Standards were updated and will be implemented this season.
- National Team pay will increase \$25.
- The Team Task Force will continue under the leadership of Chair John Weston, with a focus of International exchange and Interski participation.
- The Children's Task Force will be chaired by Peter Donahue, with a plan to have a children's educational event in the 08-09 season.
- The Unity Task Force will be chaired by Jerry Warren, with a plan to continue development for a work session to happen summer 2008, with examiner college 2008-09 season and implementation of a Level III National Exam format the following year.
- The Strategic Planning Task Force is set to have a meeting this fall with the presidents and other key divisional players to be held around the fall BOD meeting set for Oct. 5-8. Details will follow soon. ■

Note: ASEA is the umbrella organization of PSIA/AASI.

Around the Regions



Region 1 (NH & ME)

Tom Butler, Regional Director, reports: Hello, Region 1 members! Hopefully, you are enjoying the summer and are letting your toes get some much-needed warmth and wiggle room. With that said, remember your goals for next season because, really, next season started the moment the lifts shut down for the summer. This is a great time to bone up on reading materials, write an article, or get yourself in the best shape of your life. For those of you who were successful at an exam or tryout, congratulations! What's next? An Australian friend of mine once claimed that passing an exam was like getting your driver's license; you pass, then spend the rest of your life learning how to drive. Keep going, keep learning and put your best out there. You are a professional, aren't you?

This is also a shameless opportunity to put a plug in for scholarship opportunities so that you can pursue your goals. Free money is hard to come by these days, so remember to apply. Details of each scholarship are on the website (www.psia-e.org).

Finally, I have spent quite a bit of space this season trumpeting the fact that 60% of the Eastern Team is from Region 1, and that you should dig deep and help sponsor a team member - sorry, can't help myself. However, this last shout-out goes to Jeb Boyd, who already happens to be on the National Team and coincidentally is from Region 1. Nice cover shot by the way, Jeb!

Thanks again for reading and for your support. If you wish to contact me, my e-mail address is: (delbocavista98@yahoo.com). Ross Boisvert, Regional Rep, can be contacted at: (ross@mcintyreskiarea.com).

Region 2 (VT)

Steve O'Connor, Regional Director, reports: Things are happening in Vermont! Hi, everyone! As I write this, the weather is spectacular, sunny and kind of hot, just what the gardens and endless miles of corn growing in the fields need - it will definitely be knee-high by the fourth of July. Have any of you been thinking or dreaming about skiing yet? I've talked with a few that will be leaving in a few weeks for Mount Hood, skiing in the morning and golfing in the afternoon. That sounds pretty good.

I've just returned from the June Board of Directors meeting in Saratoga Springs. What a fun town. There were quite a few reports read from both the Eastern Division committees and from our National representative, Bill Beerman. I am sure there will be more detail on anything that I might mention here, but let me share a few quick points: There will be some venue changes: Pro-Jam will be held at Mt. Snow and the Snow Sports Management Seminar will be held at Killington. The Spring Rally and the Spring Academy will both be held at Whiteface, NY. There will also be a new tryout for the DCL team at Stratton in early March, and one at Whitetail during the same time period.

At the National level, look for some new educational initiatives: The Movement Matrix, to be released in early winter 2007, is an interactive, multi-layer website designed to revolutionize how PSIA/AASI delivers content to its members; Teaching Best Practices, to be released in the fall 2007. This will be a three piece tool set: 1) downloadable teaching and training tool, 2) Effective Teaching Cues card set, 3) Teaching Best Practices workbook (not available until fall, 2008); Winter Feels Good, a combined effort of PSIA/AASI and Snowsports Industries America (SIA) to develop a new learning program designed to introduce winter sports to schoolchildren across the country.

Let us hope that the winter coming will be as productive for snow as this past spring was. Have fun outside whatever you do, and be safe. I will continue to try for an on-snow membership meeting at Killington in middle to late November. Until then, please feel free to contact me with any of your questions or concerns at: (occonnor@together.net), or 802-234-4032.

Region 3 (MA, CT & RI)

David Welch, Regional Representative, reports: If you think that just because its summer there isn't much going on in the world of snowsports education, you need to think again!

This time of year there is a flurry of activity throughout the region and division on all fronts. First, our division's Board of Directors meet in June, and then again in October of each year. This summer Ray DeVerry, your Regional Director and I will begin our third term on the BOD, serving the members of Region 3.

In addition, the planning is well underway for the upcoming season's schedule of events. Snowsport School Directors throughout the region have put in their requests to hold events, and our Director of Education and Programs and his staff are busy putting it all together.

We also need to look at the many committees that help make our organization into what it is today. From the fiscal side of things to attracting new

members, these committees and the volunteers who serve on them continually look at what we do, and plan accordingly to help keep our membership on the cutting edge of snowsport education!

So, as you can see, there really is no "off-season". With all that's going on, however, it's good to know that there is still plenty of summer left to enjoy, so get out there and have a great time!

Congratulations to Mark Campaniello and Rick D'elia. They are our new representatives on the Snowsports School Management Committee and the Alpine Certification Committee, respectively. Einar Aas was also nominated to be a member-at-large on the Snowsports School Management Committee.

Hope to see you at the annual Regional Membership Meeting in the fall - date and time to be announced.

Region 4 (PA & NJ)

Steve Kling, Regional Director, reports: The Spring Board meeting was held in mid-June, and was a busy and productive session. The biggest challenge was producing our budget for the next year. And, while we had a positive balance at the end of last season, and project reasonable operations for next year, the "600-pound gorilla" in the room was future budgets. As you can read in more detail in the National Report elsewhere in this *SnowPro*, the ASEA National Board has voted to increase dues by \$10 effective 2008-09. We are concerned that the national dues increase will adversely affect retention of our members, which could in turn place stress on our budget for several years following. We will keep you posted on developments on this front as events unfold. You will also read in Bob Shostek's President's Report that your Eastern Board unanimously requested National to reconsider and delay the dues increase.

Looking ahead to next season, we think you will be pleased with the schedule of educational events in the Region. We should have more diversity of events spread over more of the region than ever before. Now, our challenge is to support the events in Region 4 so we can continue to have more and better events in our region.

Eric Jordan and I are pleased to be your representatives on the Board of Directors for the next three years. I will continue as association Treasurer through at least June of next year, and Eric and I are both members of the Finance Committee. Please don't hesitate to contact either one of us at any time with questions, comments or suggestions. You can reach me at skling1@verizon.net.

Region 5 (Western NY State)

Ron Kubicki, Regional Director, reports: Hey, everybody, this is great! Warm temps and blue skies....just like it was in January.

Hope everyone is having a safe and fit off-season. It was fun to look at the last edition of the *SnowPro* and see all the season-ending activities, plus the lists of all the successful certifications achieved by our members.

Speaking of certification, it may seem early, but if any of you are considering any events this coming season it is the time to begin the applications for any of the scholarships you may qualify to receive. If you are not sure of the specifics of each - go to the PSIA-E website (psia-e.org), "click" on Education in the header menu, and then "click" on Scholarships in the drop down. You will find explanations and qualifications required for each. They are not all about certification; most of them are available for many of the educational events. Nick Brewster, Regional Rep, and I encourage you to apply. Go to the website and follow the posted instructions - the money is there to be used.

Nick and I just participated in a conference call for the Membership Marketing Task Force, in which we are both involved, and we are pleased to report that the Member-Gain-a-Member Program was a success. Not only did we gain new members for the association, but the members who sponsored these people earned themselves awards - ranging from Pro Shop credits (can be used to reduce cost of events) to a registration credit for Pro-Jam or the Masters Academy. We are looking at several different venues to find sources for new members, but, frankly, you guys are our best resource. Talk up the association and point out the benefits, from our varied and expansive event schedule to pro forms to travel perks, etc. We are taught to up-sell our school's products, so it is any easy transition to supporting our own organization.

Nick would like to mention that several race clubs from Region 5 are heading to Mt. Hood. Holiday Valley will once again feature Gold Medal winner Ted Legity as their personal Coach. Also attending will be Hunt Hollow, Toggenburg, and Greek Peak. Over 1500 skiers and riders hit the glacier every day in June, July and August. This is a North American slope-testing laboratory. If you have not gone out to ski/test and train, you should put this on your to-do list.

We are once again planning the annual Region 5 membership meeting and golf for Bristol Harbor on October 6th. Confirmation of the details, time, and expense to golf will follow. The meeting, of course, is free to all members. You will receive details in the mail once details are finalized.

Thank you, everyone. Have a safe and fun summer!

Region 6 (Eastern NY State)

Scott Allard, Regional Director, reports: Region 6 again had two meetings, one north and one south within the region. The meetings seem to bring out some of the members, but I wish we could get larger turnouts. So, at this time I'm turning to you, the Region 6 members, for some guidance. Please send us your opinions for times and locations of future meetings. This may help to increase the attendance.

I know that members want to be involved, but the distance of meetings or reluctance to speak out seems to keep the region news quiet. The same people come to the meetings each year. This is OK, but we would like to hear from more members. A golf outing like some other regions has been mentioned. We'll be looking into that; location seems to be the biggest factor in this region.

A note regarding the Member-Gain-a-Member initiative: We had two members (Linda Gibeault and Rex Moon) and one Ed Staff member (Mary Ellen Whitney) make the list of top producers in this campaign. Congratulations to all that participated. I think this is a great program and look forward to next season. So, start the ball rolling again and help grow the membership.

Dates for the upcoming meetings are pending, at this time. As always, please e-mail me at (allardc@frontiernet.net), or Cherisse Young, Regional Rep, at (young@mhcable.com) with any questions or comments - and please don't forget to send along your ideas about the meetings. Thanks!

Region 7 (States South of PA & NJ)

John Cossaboom, Regional Director, reports: The Region 7 team is now complete, thanks to the Board of Directors approval of our slate of appointees. They are: Merrick Kacer, Massanutten, Regional Representative; Tom Peterson, Winterplace, Alpine Education and Certification committee; Trish Wade, Wintergreen, Children's committee; and Joseph Darmofalski, Wintergreen, Snowsports School Management committee. I truly appreciate these members stepping forward to serve our region.

PSIA-E's Director of Education and Programs, Mickey Sullivan is busy completing the event schedule, and we can soon begin making plans for our winter season activities. Once the schedule is finished, we will set the date for our regional meeting. Additionally, I encourage you to try a different event or discipline this year. Variety is said to be the spice of life, so approach your continuing education from a different perspective.

Finally, don't let those early scholarship deadlines pass you by this season. There are funds available, so make sure you get your share. ■

James Leader Memorial Tourney Returns to Okemo on October 4

After a terrific and well-received event in 2006, the annual James Leader Memorial Golf Tournament will return to Okemo Valley Golf Club on Thursday, October 4, 2007. The event, held in honor of former instructor James Leader of Killington, drew more than 60 golfers last year and is expected to be even more popular this year. The Okemo Valley Golf Club is one of the finest, best-conditioned golf courses in Vermont, offering beautiful fall vistas of Okemo Mountain, and challenging golf.

The event fee of \$85.00 includes golf, cart, and a hearty post-round buffet in the elegant Willie Dunn's Grille overlooking the course. This fun event is for serious and social golfers alike, and features individual prizes, team trophies, the highly coveted souvenir baseball caps, and the James Leader Cup - a beautiful trophy awarded to the winning team from Region 2.

The James Leader Memorial Golf Tournament is open to all PSIA-E/AASI members from all regions. You can enter either with a team or as a single player. This year a reminder postcard will be sent only to past participants. If you have not played in this tournament recently, please remember to make your reservation early. To reserve, email Marty Harrison at (mgone2sun@aol.com), or call 802-228-8522. The reservation deadline is Thursday, September 27, so don't delay. It will be a great day! ■

Gabe Dalmath

Gabe Dalmath was a ski teacher, windsurfer, cyclist, golfer, tennis enthusiast, community servant, and long-time News Anchor for WHEC-TV (Channel 10) in Rochester, New York. He passed away unexpectedly September 15, 2006, of kidney cancer.

Gabe's wife, Jean, shares with us, "Gabe was a proud and long time PSIA member and certified ski instructor at Swain and Bristol Mountain in NY. He grew up skiing in the Alps in Europe. He taught thousands of ski students, young and old, novice and expert, in his 30 years teaching in the Rochester, NY area. In addition to being an incredible skier, he was an all-around athlete. He was a TV news anchor for 30 years in Rochester and was known by the entire community for his generosity and volunteer work for many charities."

After Gabe's family moved to the United States, he led ski tours from NYC to Whiteface Mountain. He was born Gabor Dalmath in Budapest, Hungary, at a tumultuous time in that nation's history. His father, Andrew, worked in the resistance and the family fled when he was 10, during the October Uprising of 1956, to Vienna and then to London. Gabe, an only child, his mother, Katalin, and his father then settled in Queens, NY, where he graduated from high school and then enrolled in Hunter College. He majored in economics with a concentration in international studies, but spent his final year studying broadcast journalism. Gabe was drafted into the Army and spent much of his enlistment in Korea as an information officer. After leaving the service, he worked in and around New York City before he was hired as the weekend news anchor at WHEC-TV.

Education Staff Member, Steve Howie, states, "With such a busy schedule as news anchor, a very creative work schedule was put in place at Bristol Mountain to accommodate Gabe's teaching expertise. He would do the morning news, drive down to Bristol for a quick class or two, and back for the evening news. No start or finish time, but you knew when Gabe was there. He would always say, 'I'm here to work, what would you like me to do?' Gabe enjoyed skiing and loved sharing time on the snow with his daughter, Amanda. He loved to introduce skiing to everyone, young or old, and share his experiences with others. We all greatly felt Gabe's absence at the mountain this past winter.

Gabe was a friend and colleague whose dynamic personality, humor, and enthusiasm for skiing will be missed." ■

In Memoriam

William Cunningham, of Bethlehem, NH, passed away May 22, 2007, at the age of 58, following a valiant battle with amyloid heart disease. He was an Alpine Level III member of PSIA-E, having joined in 1972. He taught at Cannon Mountain Snowsports School, NH. A full obituary can be found at: http://www.webfh.com/fh/obituaries/obituary.cfm?o_id=128437&fh_id=10344


Gabe Dalmath, of Rochester, NY, passed away in September, 2006, at the age of 60. He was an Alpine Level II member of PSIA-E, having joined in 1979. He taught at Bristol Mt. and Swain Ski Center, NY. (See related "In Tribute" column.)

Richard McCostis, of Ludlow, VT, has passed away at the age of 64. He was an Alpine Level I member of PSIA-E, having joined in 2003. He taught at Okemo Learning Center, VT.

Robert Ossman, of Ellicottville, NY, passed away in July, 2006, at the age of 51. He was an Alpine Level I and Adaptive Level I member of PSIA-E, having joined in 2002. He taught at Holimont Snowsports School, NY.

Nicholas Rhineland, of Belmont, MA, died in May, 2007, in an auto accident. He was 41. He was an Alpine Level II member of PSIA-E, having joined in 1995. He taught at the Greek Peak Snowsports School, NY.

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



Positions Available for the 2007-2008 season.

<p>Ski and Snowboard Instructors</p> <p>Ski and Ride from November thru April Unsurpassed Snowmaking Award - Winning Learning Center and Programs Paid Training Daily 95% plus, success rate on AASI and PSIA exams Guaranteed pay for both Full-Time and Part-Time work</p>	<p>Alpine Race Coaches for J1- J5's (ages 9 - 18)</p> <p>Applicants must have current knowledge of ski racing, former competitor or experience, strong fundamental ski skill base, be mature, responsible, have an outgoing personality, positive attitude and be team player. Good athlete management skills. Current USSA and NYSSRA membership required. Must be able to teach SL, GS, SG and DH. Some travel required depending on group.</p> <p><i>Minimum of USSA Level 1 and ASEP certifications preferred, though not required.</i></p>	<p>Freestyle Coaches for J1- J5's (ages 9 - 18)</p> <p>Applicants must have current knowledge of mogul skiing/Freestyle skiing, former competitor or experience, strong fundamental ski skill base, be mature, responsible, have an outgoing personality, positive attitude and be team player. Good athlete management skills. Current USSA membership required. Some travel required.</p> <p><i>Minimum of USSA Level 1 and ASEP certifications preferred, though not required.</i></p>
<p>Contact Information</p>		
<p>SKI SCHOOL Charlie Knopp - Director of Skiing and Snowboarding Ext. 2287, Email: cknopp@huntermtn.com</p>	<p>SNOWBOARD SCHOOL Jeremiah Dixon - Snowboard School Director Ext. 2353, Email: jdixon@huntermtn.com</p>	<p>COMPETITION TEAMS Jim Catalano - Race Director Ext. 2289, Email: jcatalano@huntermtn.com</p>
<p>Hunter Mountain Ski Bowl P.O. Box 295 Hunter, NY 12442 FAX: 518-263-3704 or 518-263-3782</p>		

Group Dynamics: Foundations to Understand and Facilitate Small Groups

by Tony D. Crespi

The behavior of individuals in a group, whether a ski school class or work group, reflects a balancing of individual behaviors – people acting in individual ways – as well as behaviors reflective of group dynamics. In other words, people act in certain ways on an individual basis. And, people often act in different ways when in small groups.

In general, a group can be defined as two or more people acting and interacting, together, for some purpose. In truth, this is a basic definition as there are many different types of groups, from formal work groups reporting to a specific manager to informal friendship groups. Ski instructors, of course, are typically involved in many groups. Most ski pros, for example, are assigned to a “Command Group” where a given number of people report to a specific manager; many pros have participated in “Task Groups” where they come together to complete specific tasks (such as setting a recreational race course); many have participated in “Interest Groups” where people come together around a specific objective, such as skiing bumps at a PSIA-E Workshop; most have been involved in “Friendship Groups” where social allegiances and friendships create a grouping of people; and, most ski pros routinely teach people assigned to small groups.

In a fundamental way, most ski pros are constantly involved in groups. This article is intended to amplify instructor knowledge of group behavior, examining the impact of group rules, roles, cohesiveness, size, and status on group functioning. The overall purpose is to provide a glimpse into key elements impacting both your life, and the lives of the students you teach.

Group Roles

What role are you expected to occupy in your ski school? In truth, most instructors play multiple roles in their ski school: mountain employee, child or adult instructor, mountain guide, and possibly staff trainer. In addition, off the mountain a pro may serve in the roles of spouse, parent, child, corporate employee, etc.

Assuredly, most ski pros play multiple roles, and individual behavior can vary within those roles. The behavior displayed skiing a black diamond trail during a staff training session, for instance, is different than the behavior necessary when participating in a school’s parent night. Consider these five fundamental points:

- 1) People occupy multiple roles,
- 2) People learn roles in different ways,
- 3) People change roles as situations change,
- 4) People have different roles with different rules,

5) People’s differing roles can create conflict.

What roles do you occupy? Adult Instructor? Children’s Instructor? Staff Trainer? Ski School Administrator? Spouse? In your “second” career, outside skiing, what roles come to mind? Take a moment, consider the multiple roles you occupy. Consider the different conflicts which can arise from melding multiple roles.

Truly, most pros balance a range of roles. What roles come immediately to mind which impact your life? What roles do your students balance?

Group Rules

In a basic way different groups, requiring different roles, bring different rules. The PSIA Pro who balances weekend teaching at a mountain resort typically has learned specific roles – and rules – required of a mountain pro. Have you noticed how instructors stop and assemble in a PSIA Clinic? Have you noticed how different ski instructors appear when dressed in a ski school “work uniform” rather than “street attire?” Clearly, different groups have different rules, norms and expectations.

Most ski schools, of course, like most work situations, have rules (or norms) governing dress as well as behavior. In fact, it is not uncommon to encounter someone with extremely strong skiing skills who may only achieve modest success or acceptance because of behavioral deviations on key rules critical for mountain employees.

Clearly, group norms exert pressure to conform. For years, as example, ski instructors all used long, long skis partly because of conformity pressures. In addition, most instructors dressed very similarly, as mountain expectations dictated a certain type of dress and appearance.

Often referred to as conformity research, most group members desire group acceptance. In fact, groups can exert strong pressures to cultivate conformity. In an effort to become part of any group, most people conform to group expectations. Still, not all conformity is positive. Sometimes, in desiring to conform, negative behaviors can arise.

What rules impact your mountain life? What rules do you use which impact the life and experience of the students in your classes?

Group Cohesiveness

Not all groups operate in a cohesive, tight-knit, fashion. At the same time, cohesive groups tend to be more productive, produce higher quality work, and display better attitudes. Consider the following keys to enhancing cohesiveness:

- 1) Cohesive groups are smaller,
- 2) Cohesive groups work toward common goals,
- 3) Cohesive groups spend time together,
- 4) Cohesive groups are viewed as having status,
- 5) Cohesive groups reward the group over individuals,

How does your group compare? Is your ski school a cohesive group of professionals seamlessly balancing differing rules and roles? Does your mountain reflect a cohesive blending of groups from ski patrol, marketing, ski patrol, snowmaking, and grooming? Is your mountain a cohesive place to work?

How cohesive is your work group? How do you foster cohesiveness in your classes?

Group Size

Group size can markedly impact group dynamics. Smaller groups typically complete tasks more effectively and efficiently than larger groups. What marks a larger group? Twelve or more people!

Equally important, forming a cohesive, small group involves the selection of members with balancing, complementary, skills. Diversity brings different strengths which can enhance productivity. What elements might be considered? Gender. Age. Education. Specialty skills.

Think of your ski school. How large is the overall group? Does the ski school use smaller groups to enhance cohesion? How does your “group” compare to other mountains? How do you address group size in your classes?

Group Status

Within your mountain resort, is the ski school viewed as possessing status? How does the adult ski school rank as compared to the children’s ski school? How does the status of a ski pro compare with that of a race coach or ski patroller? Does PSIA Certification impact status? Do other credentials, such as education, impact status? Within the ski

continued next page

school group, what status, title, preferred work schedule, uniform advantage, or other elements mark higher status?

Certainly, we all are familiar with the trappings associated with employee status. High pay, fringe benefits, impressive titles, preferred office positioning, and tangible and intangible benefits are often associated with status. Within professional ski teaching, higher status is often associated with PSIA Certification, elite positioning as a PSIA Examiner or membership on a PSIA National Committee or National Demonstration Team, and within ski schools overall PSIA Status is often one marker of enhanced prestige.

Within your resort, how is status conferred? How are people promoted within ski school? Does the overall group agree on markers of status? Do status differences foster conflict or cohesion? How does status impact teaching? How does status impact the groups you teach?

Conclusions

In truth, ski pros work and function within multiple groups, in multiple settings. In reality, the groups pros actually teach are only one example of the groups ski pros occupy. In point of fact, group dynamics impact our lives in important (and even profound) ways.

What different roles do you occupy at your mountain? What roles do your students occupy? What rules impact your mountain work group? What rules do you use which impact the groups you teach? What elements of cohesiveness mark your work group? How do you cultivate cohesiveness in your teaching groups? What is the size of your work group? What size groups do you typically teach? How is status conferred in your work group as well in the groups you teach?

Truly, group dynamics impact our lives, and the lives of the students we teach. As you consider your work life, and teaching responsibilities, reflect on these points. Consider how group dynamics - rules, roles, cohesiveness, size, and status - to name a sampling of key variables - impact your mountain life, and the lives of students in ski school.

Carpe Diem. ■

Dr. Tony D. Crespi is presently Professor of Psychology and Director, School Psychology Program, The University of Hartford (CT). A Licensed Psychologist, Licensed Marriage & Family Therapist, and Certified School Psychologist. He has served as Ski School Supervisor and Development Team Coach.

Absolutely AASI



AASI Changes for 2007-08

by John Hobbs

Eastern AASI Advisor

Assistant Director, Snowsports School
Killington, VT

Mid-summer is here, and what better time to talk about snow seasons past and future? I am sure everyone is aware that last season was initially quite trying and discouraging, but the late season did come through for us, blessing us with great conditions and a good turnout for our March events.

At the end-of-the-season exams, our AASI Steering Committee had one of its three annual meetings, and following are some of the changes and recommendations that the PSIA-E/AASI Board of Directors supported from this meeting:

- The Steering Committee wanted to try a more grassroots way of connecting and providing service to our membership. After rolling around a number of ideas we settled on a program already in place for children-specific teaching. The ACE's SPARK program was so successful last season that we plan to implement a comparable program this season. The goal is to give resorts and AASI the opportunity to provide a "teaser" for non-members, as well as offer existing members a more personal touch at their home resort. This plan allows resorts to bring in examiners and educational staff for a day for a minimal fee (thumbnail version: the hosting resort splits the expenses in half with AASI/PSIA-E). We hope this will not only bring in new members but also add value to existing membership.
- The Freestyle Accreditation Program was another project of great interest (and passion) to the committee. When we started this program, there was a burst of interest, due no doubt to an intense freestyle-driven "market place". However, interest in achieving Freestyle Accreditations have subsequently tapered off.

After polling some of the participants, we felt there were important changes necessary. The largest concerns were two-fold: one, the cost (about ten days of events), and second, the value was undermined by a participatory accreditation. In other words, show up, pay your money, and go home with an accreditation. One poignant comment about some folks involved who were not well versed in freestyle: "It was kind of like sending brand new pilots to stunt flying school for 3 days and then accrediting them to go teach for Top Gun." The committee decided that similar to exams there should be an evaluation portion to the accreditation, thereby making our educational freestyle events (Skills for Pipe, Old-Fart Park and Pipe, etc) applicable to education, and our Freestyle Accreditation as validation of skills and knowledge. Then, those who have the moves, knowledge and teaching ability can go right to the validation process.

- Another steering committee recommendation supported by the PSIA-E/AASI Board of Directors was to continue in our efforts to bring our discipline pricing in line with each other. In past years the event pricings were different for what are basically the same events. In an effort to move this plan forward, the Board of Directors approved a recommendation to reduce the AASI Level I exam price to \$125. Therefore, both Alpine and AASI Level I exams are now the same price.
- Our Schedule for the 2007-08 season shows a few minor event changes, but, most noticeably, less scheduled events. We decided to schedule about 10% fewer clinics next season, hoping to cancel fewer. Since our numbers for weekend events were strong these past few seasons we increased the number of such events - with a big thanks to those resorts willing to host during "peak" times. Also, teaming with Adaptive, we plan to hold an Adaptive Level II exam for snowboard, awarding the successful candidates a silver AASI pin. And, lastly, there will be a change of venue for our end-of-the-season exams (yet TBD). The official schedule will be out in the next issue of *SnowPro* (or slightly earlier on the website).

We are hopeful that, with the help of Mother Nature, along with the above changes, National's new AASI manual, and, of course, our new uniforms (which many of you saw this season), we expect 2007-08 to have some exiting "turns." Until then, back to summer and playing on young snow with wakeboards and surfers! ■



Pearls of Wisdom

Team Spirit and Team Building

by Michael Zuckerman
PSIA-E Adaptive Dev Team
Adaptive Level III
Alpine Level II
Wintergreen, VA

In the Spring issue of the *SnowPro*, Michael Sites, an AASI examiner who, in March, co-conducted a Level I Adaptive Snowboard exam at our home mountain, asked me to write an article on team-dynamics and team-building. Evidently, Michael witnessed and experienced a spirit and camaraderie in our program that is at the heart of everything we do, and my assumption is that I have enough white in my full-length beard for him to assume that I have some sagely pearls of wisdom to impart.

I'll let you be the judge as to whether or not I have anything to offer in this realm. I will say that Michael's gentle prodding has caused me to take a step back; to look closely at the nature of what we do and how we do it; and to come to some conclusions about what makes adaptive snowsport unique in general, and Wintergreen Adaptive Skiing, in my heart and mind, so special.

First off, let me say that I believe there is a spirit that lives in every adaptive snowsport program that I have encountered that is not like the spirit of the typical educational or corporate organization. Wherever I have gone, and I have been in and around many adaptive programs, I have seen a kindness, a compassion, a lightness of spirit and a sense of joy that I rarely see in other arenas. Why might this be?

For one, many, if not most, adaptive programs are volunteer organizations. The people who are there are there because they want to give of themselves freely. They are people for whom the shrieks

of joy of a child bi-skier (or the gratitude of that child's parents) are compensation enough. They tend to be people who, while they love to ski or ride themselves, are drawn to the people who don't pick things up quite so effortlessly, or need extra support to attain competence. They tend to be people who are not very squeamish about differences. Many of them have disabilities of their own, or have children, spouses or siblings with disabilities. At the same time, adaptive programs are filled with physical therapists, occupational therapists and nurses – people who professionally take care of people and help them find health and a richer life.

The other aspect that makes Adaptive, in general, so unique, is the power of its therapy. We all know the euphoria of that perfect run – all of it: the tactile, the sensual, the sights, the smells, the feel, the grace and beauty when it is done right; how effortless and smooth. Those of us who know these feelings also feel them in other realms – surfing, perhaps, or skateboarding, sailing, mountain biking, basketball, or golf. Many people with disabilities don't get to experience these joys in any realm. Some used to feel them, others never have. Sliding down a snowy slope, though, can be much easier than walking, and with modern equipment and instructional techniques, everyone can get the spirit, everyone can feel the rush. It is the felt power of giving that gift – of helping someone experience an exhilaration in the physical realm that they never thought possible – that draws people to adaptive and keeps the spirit so joyous in adaptive programs. I have witnessed this in adaptive programs all over the country and all I can tell you is, if you haven't, you owe yourself a peek. It is quite phenomenal.

When trying to get a sense of what I feel makes Wintergreen Adaptive Skiing's team so unique it is important to know that no one at WAS has any formal training in team-building or team-dynamics. What we do have is a leadership team that is passionate, committed and capable of being, at the drop of a hat, absolutely wacky, irreverent and silly. This team has been recruited by an executive director with a 25-year history of commitment to both the adaptive snowsport world and to our home mountain.

While politically inept in many areas of my life, I have always maintained that adaptive makes me the best person I can be. The smiles and shouts of joy give me permission to be enthusiastic, zany, off-beat, whatever you want to call it – because I will do anything, make any kind of fool of myself, to help that kid with spina bifida (or the corporal with one leg, just back from Iraq) have fun in the snow. Being silly and ridiculous can be very liberating and, I believe, it is what has attracted all these wonderful characters that we call our staff. With a leadership

team that constantly models responsible teaching and commitment, combined with hilarious antics (our Mardi Gras heroics speak volumes), it is no small wonder that we keep attracting and retaining some of the most outrageous and capable instructors any program director could ever ask for. No one remains shy in our program for long.

The final variable in what makes Wintergreen Adaptive Skiing's team as vibrant as it is, is something I referred to in a previous article. Our adaptive program is infused with teenaged (and ex-teenaged) instructors. We totally empower them. When they have demonstrated the commitment and the ability, we give them all of the responsibilities that we would give any instructor. We rely on them. They make decisions. They give first-ever and advanced lessons. Three of our early-on junior instructors have moved up through our ranks and are now major elements of our leadership team. Our younger juniors get to look up to them and see what it means, as a young person, to devote your energies to something bigger than yourself and to grow in maturity and outlook as a result.

Our younger staff members bring enthusiasm and playfulness into every aspect of our program, whether it be at our staff meetings or on the slopes. They are just so upbeat, so positive. While much of the world moans about the alienation of youth, our teenagers (thanks to the power of the therapy and the zaniness of our adults and their willingness to empower teenagers) rise to the occasion and constantly overpower us with their level of responsibility and commitment.

I believe that is what Michael Sites experienced – a family of ski and snowboard teachers, young and old, selflessly committed to the mission, to sharing the joy, and to giving each other permission to be whomever they want to be. It is a powerful combination and one that regularly touches me deeply.

Pearls of wisdom? I am not sure that what I have offered is a recipe for any other program or ski school, but I do know that it works for us, seems to work for much of the adaptive sports world, and, hopefully, there is something of value in these words for you. ■



Opportunities

by Tina Buckley
PSIA-E Level III
Children's Specialist
Blue Mountain, PA

Blue sky, warm water in the pool, flowers everywhere, tomatoes growing in the small garden next to the deck - not really a snowy scenario, and yet that day produced a new teaching/learning tool for me as an instructor. As I was relaxing after a busy summer day of swimming and playing with the kids, sore arms from rubbing the sunscreen on their skin, I grabbed a few plain flash cards and some pencils and called all the kids in my backyard to come up for a few minutes. There were five of them, not all mine, but all different ages. I asked them to do me a little favor by drawing themselves on a flashcard - nothing fancy, just a picture of "you".

I remembered this being a task in Elementary school in Germany to find out whether you are ready for first grade or not, depending on the details in your "you" picture. The outcome was very interesting. There was this 5-year old boy who drew himself with just eyes and a mouth in a circle (head), and stuck on two straight legs, arms also straight out left and right. The 7-year old boy had somewhat more detail in his "you" picture; there was hair, a nose, ears and a straight neck and toothpick body. It took two more years of age and a female to finally add clothes, some fingers and toes, and make the arms bend at the elbow and the legs at the knees. The other 9-year old girl added some hairstyle and t-shirt design to her drawing, which otherwise was very similar to my daughter's drawing. My oldest son, 11 at the time, saw himself with a lot of muscle, his one-and-only sneakers, ready to tackle in what seems to be a pair of jeans, teeth visible behind his smile, hair styled in a spiky way - a lot more detail, to make it short. Needless to say that the kid's efforts to help me were topped with a refreshing ice cream.

As I studied the pictures and related certain drills we use in ski school to certain age groups, it was quite obvious that some 5-year olds might not get the idea of bending the knees because they don't see

themselves having them. Telling a 7-year old to press down the little toe might also be fruitless because of their self-visualization (not to mention the toes are hidden in a ski boot). As I went through my personal bag of tricks and my own experiences with teaching children, I started rethinking some drills for certain age groups or, if possible, modified them in wording and execution to fit the "you" pictures in front of me. That, on the other hand, was very motivating and inspiring, knowing that at the end my bag of tricks would be richer, heavier.

In the following winter I posted a copy of the drawings with the ages attached on our ski school info-board for everyone to see, and, hopefully, remember the little "you's" on snow. It worked. If you were in a clinic with me in the last two seasons you also saw the originals already. And, if you are a visual learner, those pictures will say more than a thousand words.....But, since one drawing does not resemble all 5-year olds, I always have some flashcards ready to turn into new "you" pictures. The collection is growing.... ■



New Venue...New Dates for the PSIA-E Children's Academy

by Jeffrey W. "Jake" Jacobsen
Children's Committee Chair

Summer is in full swing as the 2007-2008 PSIA-E event schedule is being finalized. The 2008 Children's Academy will seem a little different next season. The event will take place on January 7-8-9, 2008, at Okemo, rather than at long-time host, Mt Snow. We're looking forward to hosting the event at Okemo, and I want to thank the staff at Mt. Snow for their hospitality over the last several seasons.

The Children's Committee and the ACE team will be developing the theme over the course of the summer, and will provide details about the event in the next issue of the *SnowPro*. I can say now, however, that there will be an Alpine Level I exam, an AASI Level I exam, as well as a Nordic Component featured at the event.

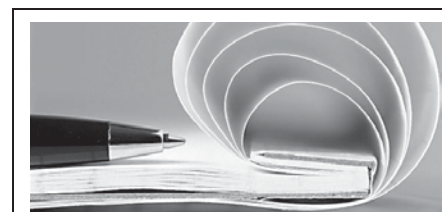
So, make note of the changes, mark your calendars, and be sure to attend the 2008 PSIA-E Children's Academy. ■

The SPARK Continues!

by Jeffrey W. "Jake" Jacobsen
Children's Committee Chair

At the recent PSIA-E Board meeting, the Board unanimously approved continuation of the SPARK (Snow Pros & Aces Road Show for Kids) tour. This tour will feature 12 clinics throughout the division (at least one in each region) specifically geared to children's snowsports educators. Interested resorts can host a SPARK clinic for just \$300, which will provide an ACE team member to run a morning and afternoon clinic for host resort staff, as well as staff members from other "in region" resorts. There is no membership requirement; in fact, we encourage non-members to attend to gain an understanding of the educational opportunities provided by PSIA-E and the ACE team. During the 2006-07 season the ACE team hosted nine 9 SPARK clinics for 127 participants. If your resort is interested in hosting a SPARK clinic next season, please contact me at (jjacobsen@gunstock.com).

Thank you to the Board of Directors for continuing this program, and thank you to the ACE team and the PSIA-E office staff for doing such a great job during the inaugural season of the SPARK tour. ■



Upcoming *SnowPro* Copy Deadlines

Early Fall 2007 – August 17, 2007
Fall 2007 – October 19, 2007

Writing Guidelines

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



with loose heels

Season in Review

by Mickey Stone
PSIA-E Nordic Coordinator

Well, it all started last year in June, once all the skiing was done for the season and we were coming home from the BOD meeting. There sat 15 digital tapes to go through and sort. Mike Beagan and I sat down for over 100 collective hours and created the New Standards DVD. What we thought would be no big deal turned into a long, arduous, technical, and all-consuming project. We finally wrapped it up in November, with barely enough time to get it on the streets for the season. Actually, we didn't quite make it. My wife and I burned 40 copies ourselves two nights before the Mini Academy and Snow Pro Jam to have them for sale. With the DVD release party we soon found out that we had a hit. With the humor, Norwegian flare, Viking petroglyphs, Tumble markers and some homespun music from our Ed staff - John Doan and Jim Tasse - our Standard DVD began to create a buzz. It was like selling our Norwegian Aquavit and Salmon parties..... a no-brainer! Mickey Sullivan received 150 copies that we in turn turned over to our Ed Staff to sell for the year, and we sold close to 100, plus the 40 burned early in the year. So, despite the weather, Nordic was on a roll. We had great attendance at the early big events as we always do, but this time we went way over.

We limped along through that dismal January, but actually we canceled only two events between both disciplines. We created five In-House clinics, two in T/S and three in ND, that ran very smoothly thanks to Eileen Carr, I-H Coordinator. We would like to thank NET (New England Telemarking) for their early season training clinic, organized by Robin Roaf. We brought on 74 NEW MEMBERS, 18 in T/S and 56 in ND. Our total for the year in event participation was 340, with 102 in T/S (which is down from the last two seasons) and 238 in ND (which is up from other seasons). The last four seasons have showed low, but steady growth from 288→291→307→340 this season.

Growth seems to still be in the Learn-To events, Premier off-Piste, Snow Sense and planning, and

the early/late season with the big combined events for both disciplines. Our schedule for next season will reflect topics in these areas to carry this wave and influx of participants in the telemark industry. Cross Country Track seems to be limping along. Our statistics show we are way heavy on the Bell Curve in the ages of 50/60/70, so I expect to see numbers falling in that area, especially if dues increases become necessary. There are some numbers in lower age groups, but currently not enough to offset the elder wave. We will look to research other avenues to increase T/S this season.

All in all, we had a great season. We increased overall participation by 12% in a lower than normal skier visit season.

Team training with Alpine was especially good for being indoors, and I would like to thank the Alpine BOE and Mickey Sullivan for the inclusion of activities. The Nordis made a good showing in some of the activities. Thanks for the chance to help out at training also. Finally, we pulled off a trip to Norway for upgrade with 17 people, 10 from PSIA-E. Next season we look to organize a trip for all disciplines to Argentina. Stay tuned.

A hearty thank-you to the ND and T/S staff for another well communicated and hard working season during a low snow year - and being a new Dad. This group of professionals increases their skills and teamwork each season.

Nordic Team Elevations

We would like to congratulate Julie West from



The beauty of Norway - No cars, buses, roads, stores, banks, fast food joints. Just snow and terrain for thousands of miles.



The PSIA Norway trip participants.

Garnet Hill Nordic Center in the Adirondacks for moving up to Track/Skate Examiner. Julie is currently the Nordic Ski School Director at Garnet Hill, a river guide, and an educator. She has been a life-long Nordic skier and we are proud to have her on our team. Also, from Julie's area and Gore Mtn we would like to congratulate Mark Lacek for moving up to Nordic Downhill Examiner. Mark is also on the Track/Skate Development Team and on our Eastern Demo Team preparing for national Team tryouts next season in Mammoth California.

These two individuals have shadowed, co-taught, cross-trained, and have put a lot of hours in training and improving their teaching delivery, skiing and movement analysis. We are proud to have their quality on our staff, and look forward to their



Norwegian skiers like red.



That's service - fresh tracks into the hut.



Mickey and Kory-Michael skiing in Vermont.

continued next page

■ **xx-ploring, continued**

leadership and energy. It takes many years, dedication, money and focus to get to this level. Hearty congratulations from your Nordic BOE.

National Front

After 20 years as a Nordic Demo Team member, and 12 years as the Nordic Team coach, Craig Panarisi has decided to retire. He has been the pulse, drive and energy of the team since Tony Forrest left 18 years ago. Craig and the teams have produced a lot of educational materials and have traveled the world. His fun personal approach to life makes it easy to be coached and directed by him. The Eastern Staff would like to thank and congratulate all the years of service that Craig has provided.

Currently, the PSIA National Demo Teams coach and the PSIA office are sifting through resumes to put a coach in place by Sept 1.

Finally, we would like to thank all members who participated in clinics this season and we look forward to serving you once again with a diverse event schedule and fun times. Enjoy some pictures of events from the season. Stay or get in shape, and we should be on snow in 140 days - if not sooner. ■



Don Sensenig, ND Dev Team. "I think I'll get a little air here. Oops, where did the bottom gooooooooooo!?"



Top of Mount Mansfield. Off-Piste event at Stowe, skiing Hourglass and Hellbrooke.



Mark Lacek dropping in... "Gee, I hope there's a bottom to this shaft."



Paul Smith Senior Examiner on top of Mt. Mansfield chin. Paul is retiring this year - look for a special article in the next issue.

John Tidd, the Nordic Mentor, on top of the world at Mount Mansfield.



“On-Any-Gear” Jumping Event

Lake Placid, NY

September 11-12, 2007

Have you ever wanted to get REALLY BIG AIR? PSIA-E announces the dryland training Jumping Clinic at the Lake Placid, NY Jumping Complex: Tuesday and Wednesday, September 11-12, 2007. To register, please visit the website at (www.psia-e.org) for an event application, fill it out, and submit by the deadline of 8/21/07. The cost is \$199 for PSIA-E members, and \$220 for nonmembers. Non-members, Registered and Level I members must interview with Mickey Stone prior to registering. Please email him at (cpage3@aol.com). Applicants must be 16 years of age or above to participate. This event can be used for update credit for any discipline. Price includes coaching by PSIA-E Educational Staff and ORDA Freestyle Coaches, daily pool fees, trampoline usage, handouts and facility usage.

Snowboarders

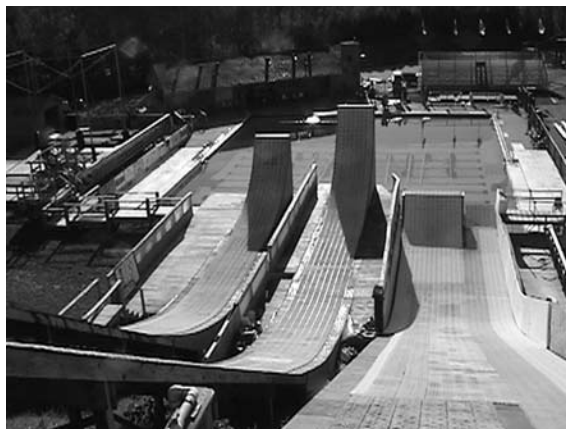
You must be at least AASI Level II. If you have participated in the past events and are not Level II, but could negotiate the ramp sliding portion effectively, please contact Mickey Stone via email at cpage3@aol.com. Wrist guards, kneepads and full clothing from head to toe is required for your safety.

Preparation

You will first be doing a fun warm up and stretching/flexibilities each day prior to training on trampolines for at least half the morning (depending on prior background). Wear clothing appropriate to working out. No shoes allowed, so wear appropriate socks. Also, jewelry and sharp objects need to be taken off. These trampolines are outside, so we need to be prepared to dress for whatever the weather.

For the pool you will need:

- Boots that can get wet for telemark, snowboard or alpine.
- Skis or boards, preferably short, 150-175, and it works best with less shaped skis/boards, so your straightest, shortest pair would be the best.
- Helmet a must. A Pro Tec or ski helmet is preferred - no bike helmets because you need some type of soft or hard earflap in case you don't land quite right in the water. Strap must be worn.
- PFD-approved personal flotation device - not a seat cushion over your shoulders.
- Mouth guard found at any sports store - one you put in hot water and form to your mouth.



FEATURE EVENTS

Num.	Event	Dates	Location	Deadline	\$190
002	Jumping Event	September 11-12, 2007	Lake Placid Jumping Complex	08/22/07	

Optional:

- Wet suit, shorty, Lycra suit, etc. Whatever you will be comfortable in during the temperature of the day. The water is not heated. It is cool - 70s.
- Towels, sunscreen and cameras or video.

Lodging:

There is plenty of lodging nearby. Go to Lake Placid Lodging on the web. There are a lot of places to suit your style and wallet. Less expensive places we have used are the Jack Rabbit Inn, Holiday Inn, Howard Johnson, Spruce Lodge B&B, and the Ramada. Make reservations ahead of time. You never know when a hockey tournament or something is coming into town.

The schedule will be 9:00-4:00 each day, with a one-hour lunch break. Feel free to bring lunch. There is a snack bar with lunch at the pools, and it is a short drive to town.

Schedule:

Day 1

Meet at the complex Gatehouse (which is just above the pools) at 8:15 am. The jumping complex is located just east of Lake Placid on Rt 86. Approaching it on 86W, the pools and jumps are on your left. You can't miss it. Just drive to the base of the 90-meter jump.

8:15-8:45 Meeting/Organization/Handouts/Waivers

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

Lunch

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

Day 2

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

This is an excellent event to begin or expand your Freeride career. It allows you to learn how to become more aware of your body in the air and what movements affect you during approach, take-off, performing the maneuver, and landing. Basic trampoline maneuvers will be performed before any tricks are added. The basic and simplest maneuvers will be experienced before adding any more difficult. Don't miss your chance to get "BIG AIR." ■



education foundation news

PSIA-E/EF Scholarships Available for All Disciplines

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

*by Ron Kubicki, Scholarship Review Committee Chairperson
and Michael Mendrick, Executive Director*

Don't miss out on this great member educational benefit!

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

Scholarships are open to anyone who has been a member in good standing for at least three years, and who meets the requirements of the specific fund for which they apply. All scholarship applications are reviewed and awarded by the Scholarship Review Committee, which is made up of PSIA-E Board of Director members. Following are the different types of scholarships available:

Membership Scholarship

The Membership Scholarship is open to members of all disciplines and certification status. This scholarship can be used for all PSIA-E, PSIA, and AASI educational and certification events. Thanks to the generous support of sponsors and members via donations of items and dollars for our "super raffles" each season, this fund now has a balance

of more than \$10,000. One-third of that balance is available for scholarships each season.

Terry Fund Scholarship

The Terry Fund Scholarship is designated for members of all disciplines with at least a Level 1 certification status who desire to further their education in the area of snowsports instruction for children. This includes all PSIA-E, PSIA, and AASI educational events that specialize in children snowsports issues. Approximately \$1,100 is available for awarding from this fund in 2007-08.

James Leader Memorial Scholarship

The James Leader Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in snowsports instruction. Applicants are limited to members from Region 2 (Vermont), with priority given to employees of the Killington Snowsport School. The James Leader Memorial Scholarship has a separate application form and different criteria from other scholarships (e.g. member at least one year, requires a letter from your snowsports school). \$1,000 is available for awarding each season. To obtain a copy of the criteria and an application form, please call the PSIA-E office at 518-452-6095, or visit the PSIA-E website at www.psia-e.org.

CE Burbridge Memorial Scholarship

The CE Burbridge Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in adaptive snowsports instruction. This includes all PSIA-E, PSIA, and AASI educational events that specialize in adaptive snowsport issues. This fund is supported by a raffle at ProJam each year. \$500 is available for awarding each season.

Board of Examiners/Development Team/ Divisional Clinic Leader Scholarship

This scholarship is open to any member of the Board of Examiners, Development Team or the Divisional Clinic Leader squad. This scholarship is designed to help individuals in these groups to expand their knowledge and skills beyond regular training sessions, or to gain expertise in another discipline/specialty. This scholarship allows members of these groups to serve and educate PSIA-E members more effectively. Approximately \$300 is available for awarding this season (1/3 of the total fund, currently at \$850).

The "Toto" Fund

Begun in 2005-06, this fund honors the memory of Otto Frei. The Frei family is awarding up to \$450.00 annually until the fund is distributed fully. The annual sum is to be distributed to three groups of applicants: \$150.00 each to an Alpine candidate,

a snowboard candidate and an adaptive candidate who have applied for the funds to support their attendance at a Level II exam. One candidate per discipline will be awarded each season. For more information on how to apply for this scholarship contact Ann Frei at 315-348-8610 or Karen Frei at k2frei@yahoo.com.

How to Apply

For all funds other than the Toto Fund (which is administered directly by the Frei family), eligible members can obtain a scholarship application by calling the PSIA-E office at 518-452-6095, or visiting the PSIA-E web site at: www.psia-e.org. You will find information on the scholarships under the "Member Services" heading and "Eastern Benefits" tab.

Complete the entire application and mail or fax it to the PSIA-E office, postmarked no later than Friday, September 28, 2007. If you fax your application, please call to confirm receipt. The PSIA-E fax number is 518-452-6099.

The Scholarship Committee will review, discuss and make determinations on applications at the October 13-14, 2007 Board of Directors meeting. Applicants will be notified of the committee's decision by mail, in early November.

You must register for the event (by the event deadline) by completing and submitting an event application card. You should apply well before the event deadline, and include full payment if you have not, at that point, been informed of a scholarship award. If you have received written notice of your scholarship, please indicate that on your event application. Anyone paying for an event and then awarded a scholarship will receive a refund in the amount of the scholarship following attendance at the event. Scholarship awards may be for partial or full event fee of an event. Please be aware that the number of applications always exceeds the available funding, so not all applicants can be awarded a scholarship.

Applicants who are awarded a scholarship are encouraged to write an article relative to their event experience, or to relate how information gained from the event is being utilized. Submit the article, by e-mail if possible, to Michael Mendrick at the PSIA-E office at: mmendrick@psia-e.org. Articles should be submitted within a month of the scholarship event, if possible. A limited number of scholarship articles will be selected for publication in the *SnowPro* newsletter.

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



now online at www.psia-e.org

Another Viewpoint

by David O. Durling
PSIA-E Alpine Level II
Okemo Mt., VT

My instructing career began in the 1989-1990 season at the tender age of 60 years and a few months. At the hiring clinic in the fall I was told that they were full on numbers as far as staffing was concerned, but if I wanted to clinic through the fall, something might come up.

When the clinics started I was there whenever my real job allowed. Needless to say, my skiing needed more than a little work. When I showed up to clinic on the Saturday of Christmas week, Marty Harrison told me no more training until after the holiday, but stick around a while and see what happens. In an hour or so she told me to go to the uniform shop and get a jacket, and I started teaching.

I worked part-time through the 1993-1994 season, and went full-time after that. Through the years there has been a lot of fun, some cold wet days, lots of PSIA-E events, including two Level II exams, where I probably set new PSIA-E records for my miserable efforts and results.

In 2002 I passed Part 1 of the Level II exam, and in 2004, at age 74 years and a few months, I squeaked through Part 2 of the exam.

In the early part of my career Dick Stevens was my mentor, and a phrase he used, "It's a ski lesson David, ski 'em", is still with me.

Many thanks to Herb Eddy, Bill Champion, Rich Wiess and especially to Marty Harrison, who hired me and set me up for retirement and many great senior moments. ■

(Editor's Note: Congratulations to Dave for this great accomplishment at 74 years of age. It's got to be among the "most-senior" on record to have done this. Best wishes!)

This Off-season, Go with a Group!

by Bill McGuinness
PSIA-E Alpine Level II
Nordic Downhill Level I
Bristol Mountain, NY

As snowsports participants, we know the benefits of staying in shape over the summer. As instructors, we also know it's good to try new things every once in a while. Why not combine these two goals and try a new activity with a group fitness class?

If "Group Fitness" has you picturing Olivia Newton-John wearing leg warmers and a sporty headband, it may be time for another look. Today's classes range from yoga to weightlifting, and are usually geared toward a range of skill levels. With almost any class, core strength and balance are focal points; these are key areas for skiers and snowboarders. And if you really want to....you can still wear the headband.

If you already belong to an athletic club, see which classes might interest you. If you don't currently belong to a gym, discounted membership offers often appear as summer approaches, so now may be a good time to sign up. You may also find public classes available at local community centers or colleges.

Working out may be personal and private to you; if so, think of a group fitness class as a clinic. Just as group and solo training are both essential for PSIA-E/AASI exam preparation, a mix can also work for your fitness goals. If a new activity or working out with strangers makes you uneasy, recall a group of shaky first timers you taught how to turn and stop last winter. With your help, they overcame their fears (of the hill, of public failure) and became boarders or skiers.

An instructor-led group fitness class provides a great opportunity to watch another pro in action. Your instructors may be full time professionals with fitness-related college degrees, or part timers who enjoy teaching others and getting a free pass to the gym (does this sound familiar?). Like snowsports instructors, many group fitness instructors are trained in-house, and often choose to add formal training and pursue certification by national and regional organizations.

While not exactly like a snowsports class, there are some instructor-class interactions you'll recognize:

- How does the instructor greet the class? What kind of impact does this have?
- How does the instructor handle class members' varying skill levels? Are options provided, or guidance given on how things may be done differently to adjust the difficulty?
- Does the instructor use a variety of teaching styles to guide the class?
- How does the instructor respond to a lethargic or disinterested class? Does the class "drag down" the instructor or does the instructor lift class spirit?
- If a class member is doing something incorrectly, does the instructor provide directed feedback, and if so, how? How would this change if the behavior was dangerous to the participant or the class?
- How does the instructor handle unexpected situations (equipment failure, building evacuation, room temperature issues, or unhappy class members)?

There's no doubt that group fitness is physically beneficial. So, what's the worst that can happen if you give it a try....walking into a room full of people who all seem to know exactly what they're doing? Remember that everyone there was a beginner at some point! It may seem challenging if you're the only new person that day; but it turns out that this, too, is good for you.

Group fitness is a great way to stay in shape, remember what it's like to be a student, and to keep thinking like an instructor. ■

Reverse Shadowing

by Joyce Weston
PSIA-E Alpine Level III
Cannon Mt., NH

There's a missing step in the training process of new ski/ride teachers. In the guide for training our newcomers, it's common to include several sessions of shadowing; the new instructor tags along to see how the old pro handles the class and presents the material. This kind of observation is very valuable and opens

continued next page

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

■ **your turn, continued**

up the floor (or the slope) for mutual sharing and mentoring.

The next step, of course, is for the new instructor to teach alone. But he/she's not really alone; this initiation is usually in the beginner area where other teachers are nearby should things get out of hand.

But, what happens when that new instructor is truly on his/her own, venturing up the mountain with a class that has mastered the beginner slope; excited to offer new challenges, but for the first time finding him/herself responsible for the essential safety of the students. Then, the crisis hits. There is probably no one among us who has not overestimated the ability of a student. It happens. But, for a new instructor it can be a horrible, confidence-shattering experience.

Here's my thought. We need a "reverse shadow" program. When a new instructor first ventures away from the beginner area with a class:

- 1) The supervisor should be alerted to the move and should share in the decision that the class is ready for more difficult terrain.
- 2) The new instructor should let the supervisor know where he/she is planning to go.
- 3) And, a seasoned instructor should swing by that trail after a short time (perhaps a half hour) to make sure everything is going well, and return again later to check once again. If the new instructor is, indeed, over his/her head, the experienced teacher can help out, averting a possible disaster.

Just about every snowsports school is crying out for good teachers. We need to be careful to mentor our new hires well so that they feel comfortable with the task and continue to become better teachers. ■

Dancing the Tease with Mr. Gravity

by Penni Stuart
PSIA-E Alpine Level II
Trainer, Master Teacher
Pats Peak, NH

Watching a recent training group, my friend and I concluded that, even with a good understanding of the skills, one of the skiers is an "on/off" kind of girl. We proposed that she approach skiing in the manner of a dance. If she were dancing, her moves reflected "The Bop" (quick, strong movements),

not the more seductive "Tease" (strong, connected, fluid moves).

We needed to move from "The Bop" to "The Tease".

The Pressure Bop and Tease

- Bop On: Extension happens all at once and she's just hanging out there....like a jack-in-the-box.
- Bop Off: Joints are frozen...stuck.
- The Tease: Extension movement is fluid, with increasing intensity to a pressure build-up, finishing with a gentle pressure release. The tease could be characterized as a little more, a little more, a little more - a little less, a little less, a little less. Enjoy the ride with just enough pressure to develop a long sweep, medium fun or quick rhythm.

The Edging Bop and Tease

- Bop On: Jam on the edge, exposing the base (underside) of the skis all at once.
- Bop Off: Flattening of the ski, with no exposure of the base or underside of the ski under any circumstance.
- The Tease: Create anticipation and develop body angles to gently expose the underside of the ski at the top of the turn and all the way through to the bottom. Finesse (roll) the edges to the other side... repeat

The Rotary Bop and Tease

- Bop On: Too much body rotation and you lose alignment and the functional tension.
- Bop Off: "I can't turn it off, finish my turns or control my speed!"
- The Tease: Keep anticipation with a strong focus toward your partner, Mr. Gravity. Your partner constantly moves toward the center of the next turn, and you respond by moving there, softening the inside ankle and knee. The inside half of your body is soft but strong.

The Balance Bop and Tease

- Bop On: Too much unfocused effort and unnecessary movements that are distracting, not having any purpose.
- Bop Off: Lose balance, fall on the ground, and finally pick yourself up.
- The Tease: Movement is timed and coordinated like a well-choreographed dance that is pleasing to watch and feels wonderful. Even when the dance floor is tilted, we keep our movements (and balance) aligned to the pitch of the slope. The dance is just right, regardless of conditions. ■

Level II Success!

by Nancy Peck
PSIA-E Alpine Level II
Mt. Sunapee Learning Center, NH

Pico, Vermont, was the location; the trails - Gold Rush and a variety of blue and green trails off the quad and triple. It was a pretty cold weekend for this event - February 10-11, 2007 - reaching 10-15 on both days, at its warmest. I met up with friend and fellow colleague from Mt. Sunapee, Alicia, who was taking her Level II, Part 1 - Skiing. Her mom and dad were there to support her, and by default supported me too! I was nervous from the start - taking the exam - when I showed up at 8:05 am and then into the teaching module with Group C (later we deemed the C was for "crazy").

Five lessons for Level II exam survival:

1. Leave your ego at the door - it is about the experience, learning and growing as a ski teacher for the love of the sport.
2. There is no room for competition here among the participants - everyone is a winner just for showing up. The more you can build the group dynamic and cohesiveness, the better chance for success you have because of that additional support. The participants in our group really supported each other and had a LOT of fun!
3. Use your personality to give it life. Remember what you have learned from the reading and why you teach the progressions you do - if you understand it and how it translates into PSIA-speak (i.e.: VAK and ATS), while at the same time keeping the students safe (no matter HOW nervous you are.....), you will hit it home.
4. Trust your friends who are the "experts" for advice and guidance - whether it is your mother or father, your neighbor, your trainer on the hill - or all of the above. My friend and neighbor, Steve McGrath, was truly a light in my preparation and deserves thanks on this one!
5. Have FUN, because this is what we wish for our students - to enjoy the passion and the fun of skiing!

Cheers to my CRAZY group: "Truck-driver" Dave, "Suit & tie - CFO" John, "Jumping" Jennifer the "music teacher", for their success with me this weekend. And Steve the "history teacher, sailing coach" - you may not have the green light this time, but you are at this level and will hit it home next time. Thank you for helping me along. I couldn't have done this one without all your support during this process on the hill. This group is another one for the history books in my life! I will truly always remember sing-



We Enhance the Enjoyment

by Sue Pursel
PSIA-E Alpine Level II
Ski Roundtop, PA

ing Cecilia (Simon and Garfunkle) on the side of the trail waiting for George the examiner; we had TONS of FUN – every step of the way!

The examiners were the best of breed: Sue (yes - they ALL want to ski like a girl!), Ray (the father of PSIA-E), George (racer coach, guitar player who got us singing all morning), Steve Cook (thanks for the lesson- WE do love to ski!) – AND, of course, Mr. Shostek (for giving up your weekend to be with us and keep us organized). We appreciate all that you all do for PSIA-E and the spirit of our sport.

Until we meet again at Level III, or spring rally, or pro jam, or national academy, thanks for the weekend!

“Team Leader” and self-confessed the “craziest one of all” - (New Hampshire’s Lange Girl) Nancy! ■

How many times a day does this happen? You are free-skiing or boarding, and on the chairlift with a prospective customer. They see your uniform or pass, and ask, “Oh, do you work here?” You respond, and they ask, “What do you do?”

If you respond that you are an instructor, you may get a response like, “I never take lessons, I don’t need them”, or, “I took a lesson when I first got started.” Their memories of that first lesson, or perceptions of what a lesson is, are colored by their experiences - good, and unfortunately, bad. Few customers want to spend valuable skiing or boarding time doing drills, or worse, listening to someone talk! But few skiers/boarders would turn down an opportunity to enhance their enjoyment of their sport.

So think about what is it we really do? You love teaching, right? Why? Because we enhance the abilities of our student, showing them the way to new, exciting terrain, or coaching efficient movements that allow them to ski/board all day. THAT is the answer you should be giving to your prospective customer on the chair.

And, of course, your business card! ■

continued next page

How’s this for a day job?

Vail Ski and Snowboard School is hiring!

Your Office:

Over 300 sunny days

Outstanding clientele

Unbelievable Snow Quality

Unrivalled Training Program

5000 + Acres of teaching terrain

Hiring PSIA/AASI Level 2/3 Certified

North America’s Premier Resort Destination

Contact: Joelle Hill 970.754.4303 jmhill@vailresorts.com www.vailsnowsportsschool.com

Our Guests' Unspoken Assumptions

by Gary Greene
PSIA-E Alpine Level I
Stratton Mt., VT

As ski instructors, we know that one of the most important things we can do is to uncover our guests' goals for their lesson. Why are they out on the hill? What would they like to change? Is there a particular type of terrain that they would like to be able to ski, but feel uncomfortable on today? Working from that information and the student's current abilities, we can establish a lesson plan that addresses the skills that need to be improved or acquired.

I believe that it can be just as important to uncover the guest's assumptions, the preconceptions and opinions that can have a profound impact on their skiing. These assumptions can seem so obvious, be so innate, that the guest doesn't even realize they hold them. By addressing them, I then have an opportunity as an instructor to help the student understand that how they think about skiing influences how they ski, and that gives me the opportunity to alter their skiing in some very powerful ways. Here are some of the more common assumptions I've encountered:

1) "Skiing is a lot of work." – This seems self-evident to many students because they are often skiing stiffly and inefficiently, which involves a lot of muscular effort. I try to turn this idea around by turning skiing "upside down." I point out that, in fact, going back to our High School Physics class, the lift actually did the work when it carried us to the top of the hill, filling us full of potential energy. It's not muscular effort that pushes us down the slope, it's gravity that pulls us down the slope. After all, we're just big kids sliding down a hill. How much work should this be?

2) "My job is to ski down the hill." – Again, a common assumption, but there's another way to look at it. If all we want to do is ski down the hill, then all we need to do is point our skis down the hill and let gravity do the rest. Shortly before we reach escape velocity, we can either crash or stop, and that will be that. In fact, the effort spent while skiing is directed not at taking us down the hill, but rather at keeping us up the hill, allowing us to slide down the path of our choice in a controlled manner.

3) "My skis do crazy things." – I was skiing with a young boy this season who kept exclaiming that his skis were running away with him, or doing other rude things he didn't like. At the top of one lift ride, I pulled him over to the side of the trail and said, "Quick, take off your skis!" He jumped out of his skis like they were on fire. I leaned over them expectantly, looking rapidly back and forth. My student said, "What are you doing?" My answer? "You're telling me your skis are doing all these crazy things, I want to see what they're going to do next!" "But, they don't work that way," he said. Bingo! The light went on for him, and his skiing began to improve as we moved away from the assumption that the skis could really do anything at all without his input.

4) "I can't do this and I don't understand why. I'm such a klutz!" – In our internet-enabled, 24/7 society, the idea of anything less than instant gratification seems antiquated. If we can't do just what we want just when we want to do it, there must be something wrong with us. When this assumption starts to bubble up, I like to point out that skiing is a skill, not unlike one we learned many years ago. When we learned that earlier skill, it took us months of effort, which we never minded a bit; every setback taught us something, and the tiniest bit of progress filled us with indescribable joy and a feeling of independence. And what was that skill? We call it – walking! So, what's the lesson? Let's slow things down, work on the pieces, be excited about our progress, and learn from what doesn't seem to be working.

5) "I fall a lot. I'm just clumsy and uncoordinated." As instructors, we see it all the time in our lower level students. Many of their "falls" happen when they sit down over the backs of their skis, because they're often in the backseat. They're in the backseat because that primitive part of their brain that's designed to react to threats like saber-toothed tigers and volcanoes is shrieking at them, "Downhill dangerous! Uphill safer!" So they sit back, ski off balance, and then the least little upset "makes" them fall. I approach that issue by discussing the "scary part of the turn", the part where the skis have to face down the hill so we can direct them across the hill and in the new direction. By talking about the fact that that moment of surrender to the fall line (and it is just a moment, not the eternity it seems like to many of our students) actually helps us, and is a good thing, we can start to defuse the assumption and improve both balance and performance.

6) "I'm just afraid." – The Big Kahuna of assumptions – that skiing is inherently scary and dangerous. Sure, it can be intimidating. But, what most students fear, especially in the early stages, is a lack of, or loss of, control. Rather than try to

dismiss or teach around the fear, I approach it by acknowledging it and then helping the student to understand that when we improve our control, we can diminish our fear. That sets the stage for developing the skills, the tactics, and a strategy for working with the terrain that makes us a lot more comfortable with who we are (big kids) and what we're doing out here (sliding down a hill)!

By working with both the skills and the assumptions a skier brings to the slopes, we can often deliver a better experience for them! ■

A Pole Touch that is on the Money

by Jim Holder
PSIA-E Alpine Level II
Nordic D/H Level II
Mt. Sunapee, NH

In working with students who are skiing in the parallel zone, sooner or later it becomes necessary to discuss their use of poles – a skill they will need to advance as all-mountain skiers. This idea often brings some hesitation on my part because of time constraints. Maybe I only have a half-hour or an hour to teach something. Efficient pole use may take seasons for some students to master. We are talking about timing, edge changes, and fluid movement on the mountain – a big task for someone who is just getting comfortable with parallel skiing.

While working with one of my school groups last winter, the time for them had come. I drew an "S" in the snow with my ski pole. Thinking of early weight transfer and where the pole touch should occur, I drew a couple of parallel lines through the S. One of my students commented that this looked like a dollar sign. Super! Long radius turns, medium radius turns, or short radius turns, a clear visual as to the timing and the placement of the pole tip. Simply put, we had a pole touch that was on the money. ■

Classy-fied



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

Position open-Blue Mt. Ski Area in Palmerton, Pa. is looking for a Snowboard School Department Head. Responsibilities and duties include managing, hiring and coordinating the staff of instructors, planning programs, training and more. Current AASI L2 or L3 with salary negotiable depending on experience. Position starts mid Nov to Apr 1st. Contact Timothy Burt, Snowsports Director, at 570.646.2059 or theburts@epix.net. We are also hiring FT & PT ski and/or snowboard instructors.

Loon Mountain Ski School Private Lessons Manager opening for the 2007-2008 winter season. Full-time seasonal position with year round medical and dental benefits. Oversee staffing, scheduling and sales of private lessons. 2-5 years experience in a similar field preferred. Contact Boogie Alward at balward.lm@boothcreek.com.

Loon Mountain has an opening for a Ski School Administrative assistant for the 2007-2008 winter season. Full-time seasonal position. Data entry computer work, track and record employees hours for payroll. Organization a must. Contact Boogie Alward at balward.lm@boothcreek.com.

Loon Mountain has openings for the 2007-2008 winter season for full-time Ski Instructors. Please contact Boogie Alward at balward.lm@boothcreek.com

Loon Mountain Children's Center Manager opening for the 2007-2008 winter season. Full-time year round medical and dental benefits. Manage daycare and sales for multiple programs. Hire Staff of 60 employees and train daycare workers. Handle lunch programs. Guest service skills, computer skills, product knowledge and development required. BS/BA with experience in guest service or children's programs. Contact: Boogie Alward at balward.lm@boothcreek.com

Wintergreen Resort has full time openings for Snowsports School Manager & Assistant Snowsports Manager in charge of staff development & training. Benefits include health, life & dental insurance, 401K, paid vacation, food discounts & much more. Please send resume to Jay Roberts at jroberts@wintergreenresort.com. Visit our website at www.wintergreenresort.com. ■

AVALANCHE, A Reputation You Can Count On!

AVALANCHE
SKIWEAR

BUILT FOR PROFESSIONALS

Over 20 years experience working with ski area disciplines, operators, administration, ski school and safety.

*3M Thinsulate insulation for easy care, Primaloft, and Thermore
 *YKK zippers (the best in the world)
 *Strategic insulation options: zero insulation, 3-ply, 40 g, 70 g, 100 g, and 150 g
 *Waterproof and breathable fabrics exceeding market standards
 *Toray: Entrant V, Demizax MP et Kudos XR
 *Excellent resistance to UV rays, abrasion, tears, and grease
 *Toray: Polyamide (Toray nylon) and Polyester (Toray Teton)
 *Ceramic-base or laminated coatings are also available

Ergonomic hood
 Detachable option
 Soft padded collar
 Zip-off sleeve option
 Ergonomic sleeves
 Coin pocket
 Elastic or Velcro wrist option
 Warm Lycra wrist cuff option
 All seams sealed
 Your logos, your colours
 Accessories pieces available (gloves, underwear, softshell, and more!)
 Radio pocket option
 Ventilation zips
 Season pass holder
 D-Ring key
 Water repellent zip option
 Powder skirt
 Goggles and gloves pocket

All PSIA-E members can save up to 40% on logo-shielded Avalanche skiwear at www.psia-e.org

Avalanche products meet the most stringent standards in the industry
Only the best for ski areas

Ph. 418.877.5584 - 800.467.8913 www.avalancheskiwear.com

Find more
“Your Turns”
 on the web at
www.psia-e.org





THE SNOWPRO NEWSLETTER

The official newsletter of
THE PROFESSIONAL SKI INSTRUCTORS OF AMERICA
AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS
EASTERN DIVISION



Policies and Rates, Fiscal Year:
July 1, 2007 – June 30, 2008

Closing and Issuance Schedule (Published five times per year)

<u>ISSUE</u>	<u>AD CLOSING</u>	<u>DISTRIBUTION DATE</u>
Summer	June 22, 2007	Mid July
Early Fall*	August 17, 2007	Mid September
Fall*	October 19, 2007	Early November
Winter	December 17, 2007	Early February
Spring	April 11, 2008	Early May

*Includes PSIA-E / AASI event schedule.

<u>DISTRIBUTION:</u>	PSIA-E / AASI Membership	Eastern ski areas & snowsports schools
	PSIA / AASI Officials	Officials of other PSIA Divisions
	News media / Ski Writers	Other ski industry organizations

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

CLASSIFIED ADVERTISING POLICIES:

- ✳ Classified ads must be prepaid.
- ✳ Classified rate for MEMBERS is \$20.00 (minimum charge) for up to seven 36-space lines, and \$3.00 for each additional line. Maximum ad is 11 lines.
- ✳ Classified rates for NON-MEMBERS are \$40.00 (minimum charge) for up to seven 36-space lines, and \$5.00 for each additional line. Maximum ad is 11 lines.

DISPLAY ADVERTISING POLICIES:

- ✳ Display ads must be prepaid.
- ✳ Ads must be submitted as grayscale. Adobe .pdf files or standard (.png, .jpg, .tif) graphic are preferred, with the correct dimensions. Microsoft Word and Publisher files will be accepted but are not recommended, as we cannot guarantee successful transfer of file formatting and layout. Please contact us to verify the format is acceptable, if you cannot send a preferred file type.
- ✳ When submitting files electronically please attach order/contract, the native file, along with any necessary font files, and fax a hard copy of the ad to the attention of Jodi at (518) 452-6099. You may also submit ads via disk, accompanied by a camera-ready copy of the file. Camera-ready ads are subject to an additional charge.
- ✳ Costs of any necessary layout or modifications must be prepaid by the advertiser.
- ✳ Submit ads to: **Jodi Bedson, PSIA-E, 1-A Lincoln Ave, Albany, NY 12205 or by e-mail to: jbedson@psia-e.org.**

Display Advertising Rates:

SIZE	PRICE	WIDTH X HEIGHT
1/12 pg	\$ 75.00	2.5" x 2.5"
1/8 pg	125.00	2.5" x 3.75"
1/6 pg	160.00	2.5" x 5.0"
1/4 pg	225.00	3.75" x 5.0" or 2.5" x 7.5"
1/3 pg	295.00	2.5" x 10.0" or 5.0" x 5.0" or 7.5" x 3.25"
1/2 pg	425.00	7.5" x 5.0" or 3.75" x 10.0"
2/3 pg	550.00	5.0" x 10.0" or 7.5" x 6.63"
3/4 pg	600.00	7.5" x 7.5"
Full	750.00	7.5" x 10.0"

Multiple Issue Discount Rates:

(To qualify for discount, ads must be placed in same season)

1. Summer, 2. Early Fall, 3. Fall, 4. Winter, 5. Spring	
1 - 3 of any Issues	Full Price
4 Issues	10%
All 5 Issues	15%

- ✳ Inserts, colors, special placement or arrangements, and other variations quoted upon request.
- ✳ All advertising material must be in the PSIA-E/AASI office by the closing date.
- ✳ No ad cancellations will be accepted after the closing date.
- ✳ All advertising material must be approved by PSIA-E/AASI.

ALL DATES, RATES & POLICIES ARE SUBJECT TO CHANGE WITHOUT NOTICE.



OFFICE USE ONLY

SNOW PRO JAM – DECEMBER 10-14, 2007

ALPINE EVENT APPLICATION

Please print.

Member No: _____

Fill out all sections.

Primary Discipline/Level: _____ / _____

Application will NOT be accepted prior to September 24th postmark date.

NAME: _____ Male / Female
Last First Circle one

ADDRESS: _____
Street/Box
 Check box if a change

City State Zip

DAYTIME PHONE: (____) _____ E-mail address: _____

Alpine Snow Pro Jam 2007 (\$370 includes 5 days instruction, banquet & video analysis)

Guest Banquet Tickets are available on a limited basis at \$35: Guest Name: _____

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

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

OR, Please charge to my: MasterCard or Visa 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							

Snow Pro Jam Applications **MUST BE MAILED** (postmark date is required for processing applications) to:

PSIA-E / AASI, 1-A Lincoln Ave., Albany, NY 12205
 Call (518) 452-6095 for information only. No applications accepted via phone.

Registered / Level I Members

Please select one option below:

- _____ General Program
- _____ Personal Skiing Improvement
- _____ Level II Exam Prep
- _____ For Part I Skiing
- _____ Level II Exam Prep
- _____ For Part II Teaching
- _____ Race Program
- _____ Senior Program (for ages 55+)

Level II Members

Please select one option below:

- _____ General Program
- _____ Personal Skiing Improvement
- _____ Level III Exam Prep
- _____ For Part I Skiing
- _____ Level III Exam Prep
- _____ For Part II Teaching
- _____ Race Program
- _____ Senior Program (for ages 55+)

ADMINISTRATIVE CHARGES FOR NO-SHOWS, CANCELLATIONS AND RETURNED CHECKS

TRANSFERS: Up to one week prior to original event..... \$15.00

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

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

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

CANCELLATIONS: Up to one week prior to event..... \$20.00

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

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

Registrant's application will be voided unless such checks or charges are replaced by certified check, money order or cash prior to the event. For returned checks, this must include a processing charge of \$25.00.

2007 Snow ProJam – Masters Academy Registration Info



The 2007 Snow Pro Jam and Masters Academy will be held December 10th – 14th at Mount Snow Resort in Vermont. We will begin to accept applications on Monday, September 24th, 2007. Applications must be postmarked September 24th or later. No applications postmarked prior to September 24th, 2007 will be accepted. Registration guidelines are listed below:

SNOW PRO JAM - Registration Information

Registered, Level I and Level II members ONLY!

- The event fee for the Snow Pro Jam is \$370 and limited to 350 participants.
- Snow Pro Jam Application can be found in this issue.
- No faxed applications will be accepted.
- Applications may not be hand delivered to the office.
- There may be only two applications per envelope and only one application per member.
- If a credit card is declined, that member must overnight a money order for the amount of the event fee or that spot will be given to the next member.
- The first 350 applications received (in order of postmark) will be admitted to the event. All remaining applications will be processed on a first come, first served basis based on postmark

and availability.

- Applications will be accepted through the November 16th deadline.

MASTERS ACADEMY - Registration Information

Level III members ONLY!

- The event fee for the Masters Academy is \$420 and limited to 70 participants.
- Complete the regular standard event application.
- No faxed applications will be accepted.
- Applications may not be hand delivered to the office.
- There may be only two applications per envelope and only one application per member.
- If a credit card is declined, that member must overnight a money order for the amount of the event fee or that spot will be given to the next member.
- The first 70 applications received (in order of postmark) will be admitted to the event. All remaining applications will be processed on a first come, first served basis based on postmark and availability.
- New for 2007 Masters Academy; optional "Senior" group for age 55+.
- Applications will be accepted through the November 16th deadline.

PLEASE do not call the office to see if your ap-

plication was received. A separate file is made for each day of the application period. As an example, all mail received with a postmark of September 24th is placed in the appropriate file in the order of postmark (even if it is not delivered until a week or so later). Confirmation cards will be sent in the mail in mid-October.

A Guest Package will be offered through the Mount Snow Perfect Turn Snowsports School. Guests need to register directly with Mount Snow for the five-day lift ticket and five, daily two-hour (AM) lesson package. There will be no limit to the number of guests who may take advantage of this option. Cost of the package is \$220 and does not include a banquet ticket. Sign up by calling Mount Snow Perfect Turn at 802-464-6691 after September 10, 2007. Please identify yourself as a PSIA-E Pro Jam guest. There will also be 30 banquet spaces reserved for guests. Any member wishing to bring a guest to the banquet should include the guest name and payment on their application where indicated. Payment of \$35 must be included with the application and there will be absolutely NO refunds given once payment has been accepted. *If paying by check please use two separate checks; one for the event registration and one for the guest banquet ticket.*



Professional Ski Instructors of America
Eastern/Education Foundation

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

NON-PROFIT
U.S. Postage
PAID
Albany, NY
Permit No. 249

Time Valued Material