



# Snow

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

# Pro

SUMMER 2008

## Eastern Division Places Six on National Teams

by Mickey Sullivan  
*Director of Education and Programs*

**P** SIA & AASI held their National Teams Tryout at Mammoth Mountain, California this past April 28–May 2. This very competitive tryout attracted 139 of the best snowsports instructors from across the country, including Alpine and Nordic skiers and Snowboarders. National team selections are held every four years.

PSIA-E/AASI has made a significant impact in the snowsports industry by placing six members on the 2008 National Teams. They will serve on the Teams for the next four years. It is unprecedented in PSIA-E/AASI history that the east has placed 6 of its education staff on the National Teams. All of our Eastern Team members faired extremely well throughout the tryouts, and we can all be proud of how they represented all of us and the entire eastern division.

The new National Team members from the eastern division include: Adaptive Team: Geoff Krill (alternate to the team), Alpine Team: Matt Boyd, Jeb Boyd, Eric Lipton, Snowboard Team: Dave Lynch, Tom Morsch.

Your Eastern Division was represented at the tryouts by 13 Alpine skiers, 4 Snowboarders, 3 Nordic skiers, and 2 Adaptive members from the Eastern Education staff. Congratulations go to the entire Eastern Team for their work, preparation and outstanding effort at the tryout. Each one of these tryout participants prepared and trained for many years to have the opportunity to compete for a place

on the National team. Visit the National website for more information at [www.psia.org](http://www.psia.org)

The tryout is a significant stepping stone on the education trail, but certainly not the end of the journey for eastern team members or our division. The mission is to bring to you, the eastern member, the knowledge gained through the process. This has already begun as eastern team members have trained, shared and collaborated with many members of our eastern education staff. As this process continues through our formal training and informal sharing, our entire eastern education staff will benefit. In addition, each eastern team member will be working at events this season, and will have the opportunity to share their experience with you. Each Eastern Team member looks forward to this opportunity.

Eastern Team members will be highlighted at several events this season. Be sure to ask them what it was like to be at the tryout. It's an experience that is unique and worth hearing about first hand.

Congratulations and a HUGE THANK YOU to all the eastern members that contributed to the support of the Eastern Team. We could not have done this without you.

Be sure to read the articles that were submitted by many of the Eastern Educational staff who participated in the tryouts, and four who were on the selection team. These articles appear elsewhere in this issue. ■

How would you like to “buy” this car for fifty bucks?!



**2008 Subaru Outback Sport**  
*One lucky member will win a brand new Subaru Outback Sport during our first ever Education Foundation “Super Raffle” this coming season.*

**Education Foundation Super Raffle – It’s COMING!**  
*(See the Early Fall SnowPro in September for details)*

## A Selector’s Perspective

by Mermer Blakeslee  
*PSIA National Alpine Team Selector*

**T**he opening reception seemed at first like an ordinary cocktail party - with many cordial hellos and how-are-you, everyone struggling to remember names of people they knew they’d skied with. But it didn’t take long to notice something was very different. There was enough nervous energy in the room to light up the California sky, and for a group of such highly trained

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Guest Editorial

## DCL Tryout Detours from Dangerous to Inspirational!

by Witold Kosmala  
PSIA-E Alpine Level III  
Sugar Mt., NC

**O**n March 4–5, 2008, PSIA-E had DCL tryouts at Whitetail Mt. in south-central Pennsylvania. After years of preparations, I felt that I was very ready for the event and for joining the PSIA-E educational staff. Many thanks go to Jeb Boyd and other PSIA members who helped me with preparations, as well as the ski areas that hosted me, including my home resort – Sugar Mt. in North Carolina. I also need to express many thanks to members of the ski school at Mammoth Mt. in California for working with me over the years. In particular, to Albert Arnaud, who was on French National Olympic Team for 1972, 1976, and 1980 Olympics, and later became coach for the US Ski Team; and to the trainer – Steve Davis, who was extremely kind and helpful. Many thanks go to my brother Andrzej, who was my skiing mentor since childhood and who is currently also teaching at Mammoth. But, my deepest thanks go to my immediate family who was so supportive.

March 4 was a relatively warm and cloudy day, most of the slopes were groomed and spring conditions were prevalent. Everyone trying out for DCL was put into three groups as the skiing part of the exam began. On the first half of the blue square slope we were doing whitepass turns. On the lower portion of the same slope the drill was to go from point A to point B in long turns. My interpretation of the task description was to ski fast and not to leave anything behind. I thought to myself, no problem. I can do this, and have done it before many times. As my turn came to go, I pushed off, making very calculated moves. The slope was extremely slick; an examiner carefully watched all my moves, so I was very accurate with my performance. I had very high speed, but it didn't seem so fast since I was in 100% control. My run was going great - I felt great! Toward

the end of the run, there were some bare spots in the center of the slope, so with one swooping turn I had to move closer to the wooded side of the slope. As I was approaching the side of the slope, I hit an extremely slick surface and my skis stopped moving forward. They were sliding sideways. I flew into the trees and rocks at a high rate of speed. I thought that I was going to be killed.

But no, I survived. I shattered my right shinbones. The big bone was broken in 4 places, and the small in half a dozen. As I was tumbling, these sharp bones were eating away my muscle and skin tissue creating a huge hole in my leg. Another problem with getting so banged up was that my body was bleeding internally and creating a huge hematoma (bubble) all around my hips. Needless to say, I was extremely upset. Why should such a good run end like this? I was the first one eliminated from joining the DCL team. Years of preparation down the drain. But, this anger did not last long. After all, I was still alive. How was that possible? Whatever shattered my leg could have shattered my head. I never even lost consciousness.

And then, a wonderful team of patrollers came, got me out of the woods, put me on a sled, and gave me a very painful ride down to an ambulance. Then a 12-thousand dollar ride in a helicopter put me in the York, PA, hospital. Operations and other procedures followed. Then I was transferred to the Hershey (PA) Medical Center – the Penn State University teaching hospital - where wonderful orthopedic and plastic surgeon teams took care of me. Now, I am back home in North Carolina looking at many months of recovery time, with hopes of skiing again.

So, why am I writing this article? Because there are many lessons here for each one of us. For one, are we thankful? Are we truly thankful to be on the hill? Do we regularly count our blessings? Do we stop to “smell the roses?” Do we realize that our life can be changed, or taken away, in a split of a second? Are we ready for that?

It is a good idea to carry information regarding whom to contact in case of emergency. In rainy conditions some of us leave wallets in the car. If so, at least take your driver's license with you.

Here is another lesson. Donate blood! Someone else's blood gave me life. Do we have health insurance? My total bill was well into 6-digit figure. How many lessons would you have to teach to pay for a bill like that? Also, stay fit! Then, any recovery is quicker and complications are less likely. Impact is less damaging when you carry less weight.

My family and friends, all the cards, calls, thoughts, prayers, and all other good deeds, really

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## President's Message



by Dutch Karnan  
PSIA-E/AASI President



**I**t would certainly not be fitting to begin this three-year term as your new President without words of thanks to Bob Shostek, whose extremely hard work and

dedication have guided our division over the last three years. It would be most difficult to find anyone who has invested more time and effort on behalf of our members, and Bob should be applauded for his work. Many thanks, Bob, for a job well done.

Confucius said, "May you live in interesting times." Well, here we are in history's latest version of interesting times. As our economy reels from ever higher fuel prices, a slumping housing market, and moody stock and job markets, we march toward a new winter season with stiff challenges for our organization. Last season saw a significant jump in new members at 1,339. This number represents a new member increase of over 12% and bests the five year average of 1,237. That's the good news.

However, even with a great snow year in much of the Eastern Division, our member retention is down about a half per cent below our three year average. As the new season approaches, let's factor in gas prices, increases in Divisional and National dues, and a bump in event fees, and tell me where you think we'll stand at this time next year. While crafting a budget to carry almost 11,000 members safely through a given fiscal year has never been easy, the coming year's economic climate makes the task, shall we say, interesting.

Simply put, here are some issues the Board of Directors faced in the recent June meetings in Albany. First, we need more money, but we don't want to continue to raise dues and event fees. As members become increasingly difficult to retain, we need to find ways to make it easier and more attractive to stay, rather than go. Next, even though we are committed to holding down member costs, the costs of simply doing business, much of which we do not necessarily control, continue to increase, leaving one to ponder where it will all finally stop. Well, if history is any indication, it probably won't.

So, as the Board begins to guide our ship through the next three years, it becomes apparent that we need to become proactive in finding and implementing new sources of income.

This summer, look for news of the first PSIA-E Super Raffle. Our division will be raffling off a new Subaru Outback Sport, with raffle proceeds funding several of this year's budget items, including an annual allocation to the Eastern Demo Team and uniform expenses for our Dev, DCL, and ACE Teams. Also, work will begin this summer for the newly formed Sponsorship Task Force, which will recruit sponsors for many of our events (Snowsports Management Seminar, Pro Jam, Spring Rally, etc.). This task force will continue to seek out new revenue sources as we continue our efforts to keep member costs down and event quality off the charts. Finally, planning is under way for a new Strategic Planning Session. This group will include BOD and Committee members, and also individuals outside the organization who will chart our economic and philosophical courses as we cruise the next three years.

So, strap yourselves in. We may be in for a wild ride, but keep in mind the following: Snowsports are balance/recovery activities, and while we hope to be in balance most of the time, the recovery part is what often keeps us upright.

For the record, my name is Keith Karnan, but people call me Dutch. It will be my pleasure and my challenge to lead our division through the upcoming term. It is indeed an honor to be your new President. I and the members of the Board of Directors, Committee Chairpersons, and other dedicated volunteers will continue to keep our members' interests and concerns firmly in mind throughout the next three years. Here's to an interesting year. ■



### OOPS! Haven't paid your dues yet?

Remember the easiest way to pay is on-line at [www.psia.org](http://www.psia.org) through August 31.

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

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

Or fax your dues payment slip with credit card information to 518-452-6099.

Be sure to renew asap and take advantage of new 08/09 benefits! ■

### ■ Editorial continued from page 2

made a difference in my frame of mind and in my recovery process. When was the last time we visited someone in a hospital or a nursing home? When did we fix supper for those in need?

We, the professional skiers and riders, can make a difference on the hill as well as other places - every day of our life. Let's make a commitment to do it!

*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. Many thanks to Witold for sharing his experience, and his inspirational thoughts.*

## Wanted . . . . SnowPro Authors!!

**H**ave you been thinking about writing an article for the "Your Turn" section of *SnowPro*? There's no better time than now. It's a great way to express yourself to a large audience on topics and philosophies that you feel strongly about. We've had many excellent articles over the years from the general membership. Why not you?

We ask that you do the best you can, but don't be preoccupied with whether you think you're a good writer or not. Commit your ideas to the keyboard and send them in. We'll do the rest! Some guidelines and thoughts about submitting articles are:

Should not exceed about 1000 words.

Include name as you want it to appear, discipline, membership level, and snowsports school.

Send to [psia-e@psia-e.org](mailto:psia-e@psia-e.org) as an attachment in MS Word format, to the attention of the *SnowPro* Editor. Receipt of submissions will be confirmed to the writer.

Please do not send a PDF file and please don't send your article in the body of an e-mail.

Upcoming deadlines are published in each issue of *SnowPro*.

Additional submission policies can be found on page two under General Information.

Please be aware that not all articles will be published, but a very high majority are. Some primary reasons for not being published are: Too long; unacceptable content; duplication of other articles; outdated material.

Thanks! Join in!

BH, Editor ■

■ **A Selector's Perspective, continued from page 1**

and exceptionally fit people, there was a conspicuous lack of bravado. Everyone seemed bathed in an aura of humility and vulnerability. And although a few beers were being nursed, no one left even a slight bit tipsy, for at eight o'clock the next morning, the National Team Tryouts would begin. It was my third time as a selector, but I was still in awe - of the job itself, of the dedication of the candidates (the hours, days, months, years preparing), even of my fellow selectors, a few of whom had been selecting twelve years past, when I was trying out.

The first job you have as a selector, after setting yourself up on the side of the hill, is to prioritize what you think matters most. All the disparate skills and movements and mechanics of skiing, even the more elusive qualities, like touch or versatility or a sense of freedom and ease, all get reduced into a scale of 1-10. How do you weigh, say, a beautiful use of the ankles against an awkward arm carriage or a funky pole swing? Even if you look at ski performance alone, how do you score a perfectly executed turn shape if the skier missed the task? And did they miss the task because they spaced out for a moment or was it a flaw in their mechanical versatility? Is the problem with their performance easily fixed with a little coaching? Or is it a problem endemic to a fundamental movement pattern, one that will have major consequences in other terrain... and so on and so forth.

But every once in a while, you stop thinking of any problem, because the skier looks like he's not merely executing the task, but loving it, as if he's not in a test at all but skiing freely, for himself, and he just happens to be doing the very thing you asked and even the almost-unskiable coral before you begins to look enticing... then the only question left beneath your smile becomes, Is that a 9 or a 10?

Your biggest challenge is to remain consistent for every one of the hundred candidates. With the first group, you continually compare the ranking of the skiers to make sure your scores accurately reflect your priorities. You set up a standard you can work from - a basic 6 or 7 - moving up for the special touch, or down for the missed task or flawed mechanic. You check your spread: is everyone packed in between 5 and 7, or are you using the full range? In short, you get your bearings. But then, the next group appears. This is where you have to be especially careful, making sure you don't unwittingly become more critical like



**Back Row: Keith Hopkins, Doug Daniels, Terry Barbour, Matt Boyd, Eric Lipton, Sue Kramer, Brian Smith, Troy Walsh**  
**Middle row: Mark Lacek, Mike Beagan, Lani Tapley, Jeb Boyd, Steve O'Connor, Kathy Brennan, Matt Erickson**  
**Front row: John Swartwood, Mickey Stone, Tom Morsch, Geoff Krill, Chandler Simpkins, KC Gandee, Darrell Hensley**  
**Eastern Team Members not available for photo: Peter Howard, Dave Lynch**

faced with a stronger group. And some groups might interpret a task slightly differently, changing its level of difficulty. Or the snow might be setting up from the wind or softening in the sun... Many variables get squeezed into that ten-point range.

And then, it being a small world, you see someone you know, someone you love, someone you've coached. Now, with your heart in your mouth and your hand clutching your pen, trying to ski it for them, you have to score objectively - even when you know too much, like "that's better than a month ago" or "she fixed that" or "she's still a bit pitched forward." The problem is not, as an outsider might expect, being too easy on your own people, the problem is often, in an effort to be fair, over-compensating and being too hard. Usually, after my fellow-scorer and I have finished marking the group, we check to make sure we've stayed consistent within our own standards.

The humor of it is that while you're refining your eye and becoming more and more analytical, even hyper-critical, you've been perched for the entire morning on a steep incline, hunched against the wind, and your body has steadily stiffened... you groan as you bend to buckle your boots so you can ski down to lunch. Your back and hips and legs feel like you've borrowed them from your parents, but you push off and try to ski the task you've been ruthlessly scoring. But damn! The snow isn't quite as forgiving as that last gal made it seem and maybe you should mark more kindly the one who...

Of course, that's just the skiing part of the tryout, which is, in a sense, the easiest, being the most objective. On the third day, the teaching clinics and presentations and group projects begin, and we shift our focus to even more nebulous concepts like

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## Executive Tracks



administrative update

By Michael J. Mendrick,  
Executive Director

The PSIA-E June 2008 Board meeting marks the beginning of my eighth year as your executive director. Overall, this season was a solid and rewarding year despite challenges from the economy and, specifically, the dramatic increases in fuel prices. The number of new members joining the organization rose by 12% to an eight-season high of 1,339. Event attendance increased by more than 300 registrations over the previous season. We ended our fiscal year (June 30, 2008) financially healthy with an accounting net in excess of \$20,000 for the year and a contingency fund now in excess of \$120,000.

### ■ A Selector's Perspective, continued from page 4

charisma, leadership, empathy, intelligence, and that tired but often necessary word, communication.

In our room at the end of the day, you could always spot selectors poring over their marks, worrying over one of the 719 decisions we made that day. It was an obsessively hard-working and dedicated group. We all believe fervently in the power of this team, we want every decision we make to be the right one. It is that passion that keeps the politics out. In my experience, there have never been any pre-chosen favorites among the candidates. It's a five-day interview for a handful of very important spots, and like all interviews, it doesn't always reflect perfectly the job itself, but it is the fairest process I've ever been part of.

Each time I've selected, it's been a joy and an honor - listening to the quick and subtle analysis of the other scorers, keen perceptions that keep my mind piqued and my eyes wide open. The learning curve has remained steep. But, what makes it even more worthwhile are the candidates themselves. They each earned my respect and admiration. After a week of to-die-for spring conditions at Mammoth, the weather turned and the candidates faced some pretty lousy skiing - frozen coral and breakable crust on the steeps, deeply rutted rock-hard bumps. As each candidate pushed off, I witnessed not only sheer willpower and courage, but also the discipline with which they've pursued their passion. I was deeply moved. And I wanted to tell each of them, whether they make the team or not, what is most important and most lasting is what this process itself instills - compassion for others willing to risk being evaluated in a sport they adore, and a gut-wrenching understanding that learning never ends. ■

Find more perspectives on the National Team Selection process on page 18

### Membership Recruitment Program Results & Revelations

Summary statistics compiled by the division office in April of 2008 reveal the following results from this third season of the Registered member entry program (and second season of MGA<sup>M</sup>). See the New Member Summary report and New Member Stats 07-08 in the Finance tab.

- The number of Alpine and Snowboard new members were up significantly in 2007-08; Nordic and Adaptive both saw decreases in the number of new members.
- 50% of members joined after February 1
- 78% of new members moved on to Level 1 certification in their first year of membership (up from 70% in 06-07).
- 65% of new members are men (down from 68%); 35% of new members are women (up from 32%).
- More than half of new members (51%) joining are LESS than 30 years old (50% in 06-07).
- 94 new members are MORE than 60 years old (six more than 70 years of age)!

- Region 1 (210; 16% of total) and Region 4 (262; 20% of total) again led regions in bringing in the most new members.

As we begin working toward delivering your 2008-09 winter season, we'll continue to work closely with the ASEA national office in all elements of operational and promotional activities; in particular, the development and successful integration into Eastern Division operations of the new national membership database software program. Most importantly, we will continue to focus on efforts to develop new member services and benefits to enhance perceived "value for the dollar" of Eastern Division ASEA members. ■

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straight talk from the association

# A Simple Guide to Better Skiing

by Peter Howard

PSIA-E Alpine Education and Certification Committee Chair

Over the last couple years I was involved in preparing for the National Demo Team tryouts. It was a great experience, full of learning and challenge. As I reflect on the journey toward a higher level of skiing performance it seems there are some fairly simple things that anyone could do if they are motivated to ski better. Some items on this list will be no surprise, but, like good fundamentals, they cannot be taken for granted.

- Have video(s) or DVD(s) of very good skiing. Watch often, to the point that you can play it in your mind, and see yourself doing it.
- Get equipment balanced. This means having alignment fore and aft and side-to-side (lateral) as close to perfect as you can possibly get it. Warren Witherall was right, the last 20% of the fix makes 80% of the difference. This most likely will cost money, take time, and require experimentation. We all need to learn how to achieve our personal optimal alignment and what that feels like on the snow.
- Be an athlete. You don't have to be Superman or Wonderwoman. You do need to be flexible, quick, powerful, and have endurance. The more the better. . .
- Ski at times and places that allow you to ski at your personal best. Crowded slopes, unpredictable snow surfaces, and poor visibility may take you beyond your ability to go after it (for a sense of what "go after it" means, read the next item).
- Ask yourself, am I making movements that add to the performance of the skis or take away from the performance of the skis? In almost all circumstances, strive for the former.
- Practice tasks that develop and challenge your skills. Go from medium turns at speed directly into short radius turns. Ski diamonds, funnels, hourglasses, lane changes. Try to keep the skis

on the snow and make them go forward no matter what.

- Do things that have consequences as a result of inaccuracy; bumps, gates, trees, steeps, park and pipe, are all of things at which we tend to try a little harder because we know there may be a cost to inattention or inaction.
- Ski at other places with people who know how to ski those other places. See what is possible, and expand your possibilities.
- Find a few good people (teachers, friends, coaches) who can guide your journey.

Some of these suggestions require the acceptance of risk. It would not be fair to place that risk upon your company by skiing at your performance maximum during working hours. One of the keys to skiing better is to stay injury free. Know your body, know your equipment, and, as Mr. Eastwood says, "Know your limitations". ■

## Bringing Drills into Effective Skiing ...an Encounter with Skating

by Alpine Dev Team Members:

Chris Ericson- Belleayre Mt., NY

Nick Eastman- Liberty Mt., PA

Chris Heidebrecht- Mountain Creek, NJ

Eric Lipton- Blue Mt., PA

Brian McVicker- Liberty Mt., PA

Is there a reason for all of these skiing drills? Pivot slips, thousand steps, garlands, whitepass are all a real "pain-in-the-S". There is, of course, a reason why we do these, and it's not because they are part of the evaluation process for various levels of certification. Properly executing these drills helps us understand and feel good movements in contemporary skiing. Two situations can occur, however, that would prevent us from realizing the true value of the drill. First, we may do the drill incorrectly, thereby failing to get the proper feeling or sensation. Second, if we have done the drill correctly, we may be unable to transfer those sensations back into our skiing.

At Dev Team Training this year, several of the Team members got together to explore the fundamentals of skating, and what makes it so important in contemporary skiing. First, we must look at some key skills involved in good, effective skating and skiing.

### Flexion and Extension

Flexion allows us to place the ski on its edge gently and not flop it down, smacking the snow. Flexion also puts us in a better place from which to Extend, so we can move our foot, leg and hip in a more forward and diagonal direction. Specifically, the ankle is the most important joint for this flexion and extension to occur. Too little flexing will negatively affect your ability to extend and will also cause the ski to smack the snow like a running back stiff-arming the defense.

### Movement

You got to MOVE! We are not mindless passengers on our skis, but active drivers. Move your hips to where you want your foot to land... forward and diagonal. This anticipatory move will keep you in balance over your ski as it tracks cleanly through the snow.

### Drills to Get These Effective Skills:

Remove skis and place your poles to the side so that you focus on starting movements at the feet. Start this drill on flat terrain and jump from your left boot to your right boot laterally moving to find edge of boot as in Fig. A.

Fig. A      A→|←B

You should practice landing on the inside edge of each boot, gently extending and flexing.

Now let's add some directional movement.

Put three people in a row with the center person facing uphill on a slight pitch. The two outside people face each other so that they can gently push the center person laterally as s/he works to stay forward in his/her boots, balanced over the balls of the feet.

The result is a diagonal forward movement into the cuff of the boot to maintain balance as the person is pushed back and forth laterally. This will help create boot cuff sensation in the same area that is felt when making appropriate movements in skating and skiing.

Now that you have some directional contact with the boot cuff, let's make some "foragonal" (forward and diagonal) movements. Start by creating a grid in the snow as seen in Fig. B. Starting with your left boot in block "A", jump off the inside of the boot towards block "B", landing on the inside edge of your right boot. This focus will give you a better understanding of functional directional change, and will help you focus on height change to facilitate good flexion and extension.

Fig. B

-	- D
- C	-
-	- B
- A	-

Once you get the “dance” down, try this drill again, only this time place your grid on a slight incline. As you move from “A” to “B” going uphill, the sensations that you build will be much more intense.

Now, let’s add to our positive sensation building by putting on one ski. You should place yourself on a slight incline with the ski on the downhill side. Try to jump from your boot to the gliding ski and then back to the boot. Switch the ski to the other foot and reverse direction. You should focus on the zipper of your jacket moving “foragonally” uphill.

Put both skis on and try some skating up a slight incline, working on all of the movements in the two previous drills. Your flexing, extending and directional movements should be improved. Then try it in linked turns.

The “Thousand Steps” drill incorporates all the good movements that are shown in skating and brings them into skiing. Let’s start this drill in medium radius turns. This will allow us to experience the movement patterns developed more deliberately. Also, remember to:

- Keep steps small and targeted forward in the direction you’re traveling.
- Continue to use same type of flexion and extension movements, which will give you good edge engagement.

Remember that drills always have a reason for their existence. Doing them properly and incorporating them back into skiing is something that we all need to practice. ■

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# Meet Your New Association Officers

At the June 2008 Board meeting your volunteer leadership for the next three years elected “its” leadership – the members of the Executive Committee. I am pleased to announce that serving as your new President is Keith “Dutch” Karnan (elevated to President after his three-year term as Vice-President), Vice-President is Ron Kubicki (Regional Rep for Region 5). Serving as the Board’s new Treasurer is Eric Jordan (Regional Rep for Region 4). Cherisse Young (Regional Rep for Region 4) was elected to the position of Board Secretary. In addition, Bob Shostek will serve in a non-voting capacity as Immediate Past-President and Bill Beerman will continue his non-voting role on the Executive Committee as our Eastern Division rep on the ASEA national Board of Directors.

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

**Name: Dutch Karnan**  
**BOD Position: President**

### Statement of Background & Qualifications:

Thirty-plus years in PSIA teaching Alpine and Nordic downhill skiing in Rocky Mountain, Inter-mountain, and Eastern divisions. Alpine Examiner for eighteen years. Five-term member of Eastern Division Board of Directors.

### Statement of Philosophy & Direction:

A successful organization values input from all of its members, no matter how diverse that input may be. By hearing the widest possible range of ideas, acceptable consensus may be reached which will benefit the broadest range of our members. In short, the members rule. As snowsports continue to compete with the ever-evolving wave of extreme and hybrid sports, the challenges of retaining existing members and attracting new membership have never been greater. In order to succeed, we will need to be attentive and responsive not only to our members, but also to potential members. We will need to look across the lines of age, gender, and ability and be able to answer some tough but fair questions. What kind of program do you have for me? What can you show me that’s new? I know we all look forward to continuing the good works already in progress, and developing the new paths that will serve our members and grow our membership for years to come.

**Name: Ron Kubicki**  
**BOD Position: Vice President**  
**Region 5 Representative**

### Statement of Background & Qualifications:

I have just been elected to my 3rd consecutive term on the Board. My most current began in June as Region 5 Representative.

During this tenure I have chaired a committee concerning under 16 yrs of age membership. Also been on the Member Retention Committee as well as a member of the committee promoting Children’s aspect of the certification process with Marty Harrison.

In addition to my role on the Board I am a year-round employee in the resort business and the Director of my school (Holiday Valley, NY), which I feel gives me a well-rounded view of our association’s and industry’s challenges, from the members ( being one) to the larger partnership we seek with resort management.

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

### Statement of Philosophy & Direction:

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

These include our AASI members, our freeriding members, a growing and more dynamic Nordic presence and renewed energy in Adaptive, that the many successful Wounded Warrior programs throughout our Division points out.

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

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

I have been a member of the Executive Committee as Secretary and have a strong working relationship with the sitting Board, Executive Committee and Executive management of the Division. In addition I am networked through our National office and other Divisions with professional contacts.

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

**Name: Eric Jordan**  
**BOD Position: Treasurer**  
**Region 4 Representative**

### Statement of Background & Qualifications:

I am currently serving my second term on the Board of Directors. I was an original member of the Finance Task Force serving as the Chairperson, until the formation of the Finance Committee. I have been serving as a member of the Finance Committee for the past two years.

*continued on page 9*



# VIPrivileges



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

## Announcing.....The PSIA-E Employment Center!



The NEW Eastern Division Employment Center is now on-line on our website at [www.psia-e.org](http://www.psia-e.org) or simply click on the link above.

Please see the more detailed article within this SnowPro which outlines more about the new PSIA-E Employment Center and the services it will provide to both members/job seekers and schools/employers.

## Summer Program Offers from Choice Hotels and Ski-Pal and upcoming Fall Promotion with BJ's Wholesale Club

### Choice Hotels Summer Promotion

Gas prices too high? Choice Hotels® would like to offer you some relief when traveling to visit friends and family this summer. Take advantage of our Choice Privileges® summer promotion and earn a FREE \$50 GAS CARD! All it takes is three separate stays at Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn® or Clarion® hotels. Make sure to join the Choice Privileges rewards program—it's easy, fast and free. Then book your stay for arrival between June 1ST and August 14TH. After your third qualifying stay, you'll earn enough points to redeem for a free \$50 gas card.

Also, if it's bonus points you're after, you'll earn 1,000 Choice Privileges points for every qualifying stay at MainStay Suites®, Suburban Extended Stay®, Econo Lodge® or Rodeway Inn® hotels in the U.S. between June 1st and August 14th.

Be sure to book in advance and reference both the PSIA-E Special Rate Identification 00802187 and your personal Choice Privileges Identification Number when making reservations.

### Choice Hotels "end of season" promotion for PSIA Members!

Enter to win 10,000 Choice Privileges® Points! Subscribe to Choice Hotels' S.O.S. Sentinel e-newsletter, from May 1, 2008 through July 31, 2008 and be entered into a drawing to win 10,000 Choice Privileges® Points!

The S.O.S. Sentinel is an e-newsletter which will keep you up-to-date on all of the happenings and aware of all the offers which you can take advantage of with the S.O.S. Program offered to us by Choice Hotels International.

Go to the PSIA-E website and to the Choice Hotels page and click on the link provided.

### Ski-Pal

Ski-Pal has a summer deal for members and schools. Save 35% on any quantity of Ski-Pals AND receive FREE shipping on orders placed before August 1, 2008. Sale Price before August 1: \$52.49.

### BJ's Wholesale – Yes, we'll be running this program again!

We've received some calls here in the office, so we want to confirm that we will be running this great promotion for both new and renewing BJ's Memberships again.

For those who are already BJ's members, no matter when your membership expires, you can take advantage of the PSIA-E program. You will get 15 months of membership added to your current membership for \$35 (plus tax) versus \$45 which would be your price for 12 months! AND, the PSIA-E Education Fund will get \$5!

Also, remember to tell your friends and family about this program. They can take advantage of this program as well. You can save them \$10 and their membership will provide \$5 toward PSIA-E member scholarships also!

Our program will be running during the months of October and November. Watch for your Early Fall SnowPro which will have the BJ's Membership Application and program details inside.

Last season we raised close to \$1,000 with this program. Let's try to double it this year!



Gore Mountain is currently accepting applications for  
**Childrens' Program Supervisor**  
for the 2008-09 season

Job duties include daily organizing of children's classes,  
coordination of multi-week programs,  
training staff, teaching lessons.  
Minimum PSIA or AASI level 2 certification,  
along with prior supervisory experience required.

For more information visit  
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or  
call 518.251.2411 ext 1102



### SNOW SPORTS MANAGER/DIRECTOR

Seeking an experienced industry professional with a minimum of; PSIA/AASI Level III & children's current certifications, 10 yrs experience instructing and/or coaching, previous management of 50+ staff and a 4 year academic degree strongly preferred. Full time seasonal position with potential for year round. Non-smoking candidates preferred. Interested candidates must submit cover letter and resume in addition to our required application available at [crystallmountain.com](http://crystallmountain.com). Call 231.378.2915 x 2403 for more information.



## ■ zipperline, continued

My qualifications begin with a bachelor's degree in Accounting and a minor in Finance from the University of Scranton, Scranton, Pa. I have been involved in our family businesses for the past 15 years and I currently handle all accounting/financial transactions for our seven different corporations.

### Statement of Philosophy & Direction:

A solid financial foundation is the key to any successful business and I believe that we have begun to create this foundation through the development of our contingency fund. I will be committed to strengthening this fund in order to protect the long-term financial stability of the organization.

Our current situation is certainly challenging considering we only have two main areas of income to offset the many rising expenses. As treasurer, I will work along side our Executive Director and Controller to develop a budget that is fiscally responsible. Upon developing this working relationship, I will be committed to providing the Board with a clear and concise summary report on the various complex issues that are part of the budget process. Along with a focus on our current budget, it will also be my goal to work with the Finance Committee in developing a long term financial plan which will allow us to look further into the future and be better prepared for upcoming budget years. Obviously, we cannot continue to rely exclusively on dues and event fees as our only sources of revenue. My goal will be to work with our Finance Committee, Executive Director and office staff to find alternative sources of income to offset the cost of maintaining a membership while making it affordable to attract new members.

**Name:** Cherisse Young

**BOD Position:** Secretary

**Region 6 Representative**

### Statement of Background & Qualifications:

I have a Masters in Non-Profit Management and serve as an Executive Director of a multi-million dollar organization (Adaptive Sports Foundation). I have served on the board for the past two years as the Region 6 Representative and worked for PSIA-E/EF for four years. I have also served as a member of the PSIA-E Finance Committee and a member of the PSIA National Marketing Task Force. The positions I have held, both past and present, give me the skills needed for a member of the Executive Committee. My various jobs and experiences with PSIA-E allow me to bring a "whole picture" vision to the organization and the Executive Committee.

### Statement of Philosophy & Direction:

As with most associations and non-profit organizations, the cost of doing business continues to rise at a significant rate. Organizations are either forced to pass that cost on to their members through dues increases or try to find "non dues" revenue to off set increasing expenses. PSIA-E is no different and is not immune to the financial challenges of

today's business world. I will continue to support programs that will allow PSIA-E to become more cost effective, continue to provide exceptional educational programs, and increase membership benefits. I pledge to search for additional ways to raise non dues revenue so the organization does not have to pass all the increases in expenses to the member. I am committed to making the member feel they are getting the most for their dues while continuing to provide our membership with the most up to date information and education on ski and snowboarding instruction. ■

## PSIA-E/AASI Education & Programs Update

by Mickey Sullivan  
*Director of Education & Programs*

We finally had a season with snow and pretty good weather in most of the eastern region. The exception was that parts of PA and much of Region 7 had some very challenging weather, at times. But, despite the weather, we did not have to cancel events because of lack of snow or the weather. The event schedule seemed to do a good job for the members as we continue to be very sensitive to both member and staff travel and the costs associated with attending an event. The resorts and ski areas in the east have been very responsive to our requests and needs and there has been a good partnership built between us. I look forward to the coming season as we finalize our event schedule and work hard to meet the needs of the membership.

### National Certification Unity Task Force

I am pleased to report that the task force has become more active this spring and summer and that our National Board of Directors has approved funding for this group to have its first face-to-face meeting this August. This task force is comprised of leading education and certification directors from each region of PSIA. The goal is to develop and then propose a National Alpine Level III exam to the PSIA Board of Directors for their review. By developing a singular format to the exam, using the current recognized PSIA national standards, the ski industry nationally and internationally will recognize that a PSIA Level III is of the same standard and quality no matter where you live or work. If this task force is successful in implementing a National Alpine Level III exam, it is possible that the direction would then be to work in a similar fashion with AASI and the

other PSIA disciplines. The National Alpine Level III exam would be delivered in all regions of the country and would likely replace current divisional Level III exams. It is possible that this exam could be ready to be delivered by the 2009-10 ski season.

There have been numerous email exchanges between the task force members this spring and two recent lengthy and productive conference calls that have put us on track toward developing a National Alpine Level III exam. There are still many questions yet to be answered but I feel that it is the consensus of the group that a national exam is desirable and needed, and that we can come together to make it happen.

### Event Scheduling

The support of the ski resorts has been tremendous as we plan over 500 events for the 2008-09 season. We work very hard to meet the needs of all of our members in each discipline and region as we consider the geography, dates and event types across the eastern division.

For the 2007-08 season we reduced the number of Alpine Workshop Clinic events by approximately 40% and increased events that have a more specific education or training focus. This worked well and the reception from the members was favorable. We will not eliminate the workshop clinic from our event offerings, as they do serve an important purpose in certain situations, and we will schedule them as needed.

### DCL Team

This past season marked the conclusion of a three-year plan and process to build a stronger and more meaningful DCL team. During the 2007-08 season we held two DCL team tryouts: March 4-5 at Whitetail, PA, and March 12-13 at Stratton, VT. From the tryouts were selected 28 dedicated ski coaches that begin their four year term as a DCL Team member. This new team will come together for the first time at their December Team training and set the stage for their term and prepare for this coming season.

### Children's Module

The new Children's module, as part of the Alpine Level II and III exam, was very well received by the school directors and the membership. The addition of this module has required that members be prepared to teach children in order to be successful at the Level II and III exams. As we look to improve the module after its first season, the Children's Committee and ACE team are reviewing the module scenarios this summer. This group will present additional written scenarios to the Alpine Steering Committee for use at the exams.

### 2008-09 Feature Events

As we construct the event schedule for the 2008-09 season there are many factors that shape

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

Event	Dates	Location	Disciplines
Snowsports Mgmt Sem	Dec 3-4	Killington	All disciplines
Mini Academy	Dec 6-7	Mt Snow	Alpine
Snow Pro Jam	Dec 8-12	Mt Snow	Alpine, Nordic
AASI Rally Weekend	Dec 6-7	Mt Snow	AASI
Riders Rally +3	Dec 8-10	Mt Snow	AASI
Children's Academy	Dec 16-18	Stratton	Alpine, AASI
Race Week	Jan 12-14	Okemo	Alpine
Southern SSMS	Jan 12-13	Massanutten	Alpine, AASI
Mini Kids Academy	Jan 12-13	Massanutten	Alpine, AASI
Women's Seminar	Jan 14-15	Windham	Alpine
Dev Team tryout	Mar 16-17	Whiteface	Alpine
ETS tryout	Mar 18-19	Whiteface	Alpine
Spring Academy	Mar 26-29	Killington	Alpine
Spring Rally	Mar 28-29	Killington	All disciplines

## PSIA-E to Host Events in Saas Fe Switzerland in 2009

PSIA-E and Ski Academy Switzerland are partnering to host two events in April, 2009, in Saas Fe, Switzerland. There are many PSIA members in Europe who desire to take their required PSIA education update. There is also a significant number of PSIA Level I members in Europe that would like to take our Level II exam. To accommodate this growing group we will be holding a Level II exam on April 15-17, and a workshop Clinic on April 18-19 in Saas Fe.

These events are open to all PSIA members, and members that live in the States are welcome to attend these events. Normal event registration processes will apply. PSIA-E will not be providing travel or lodging packages or arrangements. There will be a recommended event hotel offering special rates for PSIA members. The cost for these events and additional information and details will be announced by October 1.

Note: The Saas Fe Level II exam will cover both Part 1 (skiing skills) and Part 2 (teaching and professional knowledge skills) during the 3 day exam. ■

## Congratulations Eileen!

Eileen Carr Trickey, the PSIA-E/AASI Marketing & Sponsorship Manager (as well as AASI & Adaptive office coordinator) recently graduated from the Association Leadership Academy through the Empire State Society of Association Executives in Albany, NY. As a member of the "Class of 2008", Eileen joins more than twenty fellow association professionals that participated in a series of educational classes throughout the six-month program. These classes focused on all elements of association management, marketing, member services and leadership development. ■

## 2008-09 Budget Overview

By Eric Jordan, Treasurer

At the PSIA-E June 2008 Board meeting the 2008-09 operating budget was reviewed, discussed and passed. The following is an overview of the key elements of that budget for the fiscal year July 1, 2008 – June 30, 2009. If you have any questions on the budget feel free to contact your Regional Director. A copy of the complete approved budget (along with the 2007-08 year-end financial report) is available for review upon request.

### The budget is based on the following income scenarios:

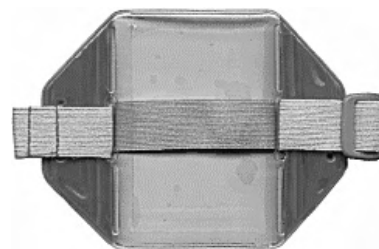
- Overall projected revenue is conservative – \$1,860,420 is only (1.5%) over actual 2007-08 revenue.
- 1,250 new members (down from 1,339 in 07-08 but just above 5-year average of 1,237)
- 85.5% retention (down from 87.5% in 07-08 due to economy. Last three year average is 88%)
- 6,595 event registrations (down from 6,672 in 07-08 but close to last-three-year average of 6,573)

### The approved \$1,860,420 million budget supports the following key elements:

- A projected operating net of \$50,000 and an accounting net (after all adjustments and depreciation) of \$3,000.
- Office salary line reflects 2.3 increase over approved 2007-08 budget (Consumer Price Index April 2007 – April 2008 is 3.9%)
- No increase in the average all-discipline BOE pay.
- An increase in the all-discipline ed staff mileage allowance of 7 cents/mile from \$.39 per mile to \$.46 per mile.
- \$5,000 Action Plan fund (not tied to formula for this budget year)
- A capital expenditure budget of \$ 14,600 including \$9,600 for new uniforms for DEV, DCL and ACE teams. To be supported by EF Super Raffle profits.
- Budgeted contribution to contingency fund at year-end 2009 of \$18,500. ■

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# Fall Courses Scheduled

## On-Any-Gear™ Jumping Event

September 15-16, 2008 at Olympic Sports Complex, Lake Placid, NY

**H**ave you ever wanted to get REALLY BIG AIR? PSIA-E announces the dryland training Jumping Clinic at the Olympic Sports Complex in Lake Placid, NY on Monday and Tuesday, September 15-16, 2008. To register, please visit the website at ([www.psia-e.org](http://www.psia-e.org)) for an event application, fill it out, and submit by the deadline of 8/25/08. The cost is \$199 for PSIA-E members, and \$220 for nonmembers. Non-members, Registered and Level I, or AASI members must interview with Mickey Stone prior to registering. Please email him at [cpage3@aol.com](mailto:cpage3@aol.com). Applicants must be 16 years of age or above to participate. This event can be used for educational 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.

FEATURE EVENTS				\$199
Num.	Event	Location	Dates	Deadline
001	Jumping Event	Olympic Sports Complex	September 15-16, 2008	08/25/08

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."

## Fall Indoor Master Teacher Courses

September 25 – 28, 2008 at Jiminy Peak Mountain Resort, Hancock, MA

The Fall Indoor Master Teacher courses have been scheduled for Thursday, September 25 through Sunday, September 28 at Jiminy Peak Mountain Resort in Hancock, MA! Jiminy Peak offers a wide range of activities available on premise including swimming, tennis, fishing, hiking, plus favorites like the Mountain Coaster, mountain biking, Euro-Bungee trampoline, and rock-climbing wall.

The indoor Master Teacher 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, September 28th.

Go to the PSIA-E website at [www.psia-e.org](http://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 4th. 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.

In addition, you may attend a non-credit optional fitness training session from 4:30pm to 5:30pm on Friday, September 26 and Saturday, September 27. Complete details and registration on this session may be obtained at registration at 8:00am.

PSIA-E/AASI has blocked lodging rooms at Jiminy Peak Resort for these dates. Please call reservations at 413-738-5500 and mention PSIA to receive the discount. The rate on these rooms will be \$109 per night. Reservations must be made by August 26, 2008, all remaining rooms will be released at that time. If you are interested in sharing accommodations with other PSIA-E/AASI members, you may check the PSIA forum at [www.psia.org/forum](http://www.psia.org/forum) - General – Travel and Lodging.

INDOOR MASTER TEACHER COURSES					
Num.	Event	Location	Date	Deadline	Price
005 @ *	Outdoor First Care	Jiminy Peak, MA	Thursday, Sept 25	09/04/2008	\$125
006 # *	Stance & Alignment	Jiminy Peak, MA	Thursday, Sept 25	09/04/2008	\$105
007 *	Functional Movement Screen	Jiminy Peak, MA	Thursday, Sept 25	09/04/2008	\$105
008	Anatomy	Jiminy Peak, MA	Friday, Sept 26	09/04/2008	\$105
009 # *	Stance & Alignment	Jiminy Peak, MA	Friday, Sept 26	09/04/2008	\$105
010	Communication Station	Jiminy Peak, MA	Friday, Sept 26	09/04/2008	\$105
011	Motor Learning	Jiminy Peak, MA	Saturday, Sept 27	09/04/2008	\$105
012	At Your Service	Jiminy Peak, MA	Saturday, Sept 27	09/04/2008	\$105
013	Communication Station	Jiminy Peak, MA	Saturday, Sept 27	09/04/2008	\$105
014	At Your Service	Jiminy Peak, MA	Sunday, Sept 28	09/04/2008	\$105
015 *	A Conversation with Fear	Jiminy Peak, MA	Sunday, Sept 28	09/04/2008	\$105
016	Exercise Physiology	Jiminy Peak, MA	Sunday, Sept 28	09/04/2008	\$105
925	Master Teacher Exam – 7:30 am	Jiminy Peak, MA	Sunday, Sept 28	09/04/2008	\$10
926	Master Teacher Exam – 4:00 pm	Jiminy Peak, MA	Sunday, Sept 28	09/04/2008	\$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 \$125 course fee.

# Stance and Alignment – it is highly recommended you bring your boots with you, but not required.

\* Events with limited attendance; may fill prior to deadline!

*continued on page 12*



**Indoor Backcountry Courses**

**November 1 – 2, 2008 at Mount Snow, VT**

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

BACKCOUNTRY ACCREDITATION INDOOR COURSES					
Num.	Event	Location	Date	Deadline	Price
651	Snow Sense and Planning	Mount Snow, VT	Nov. 1-2	10/10/2008	\$175

# Announcing a New PSIA-E Benefit For Members and Eastern Schools!

## The PSIA-E Employment Center!

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

Over the past few years, we have had quite an evolution of the service we provide schools in order to communicate their hiring needs. In turn, we hope this evolution has allowed members to be more aware of employment and career opportunities that are open to them. And..... we are evolving once again this coming season! In addition to our *SnowPro* Display and Classified ads, we will have an online Employment Center job board service. The Employment Center is replacing our previous *SnowPro* Job Placement Service and the 07-08 online job listing service.

At no cost to members, and for a small cost to employers/schools, the new Employment Center will provide the advantages of being year-round, customizable, and professionally managed with new features being added continually for both job seekers and employers.

**Members/Job Seekers**

**Here are some of the benefits and features the new Employment Center will provide to you.....**

- \* **Search job postings that are specific to our membership's needs.** Our job board will provide our members with targeted opportunities from schools and other related employers that cannot be found on other large job boards.
- \* **Post your resume anonymously.** Your information can be as detailed as you would like, yet you can eliminate your name and contact information. If a potential employer requests to contact you based on your resume and information, you can make the decision to allow your name and contact information to be released (or not). By providing this service you have the ability to be an active or a passive job seeker while maintaining full control over your confidential information.
- \* **Create a job alert and be notified of new jobs that match your search criteria.** This means that you will never miss a new opportunity and do not have to constantly search the job bank.

- \* **Save searches, store jobs, keep notes on job opportunities, communicate with employers using an internal messaging system** – and more!
- \* **Access a library of career-related articles and resources.**
- \* **AND.....**One new member/job seeker feature that will be added soon:
- \* **The ability to process your resume document and have it transferred to your account on the job board.** This will save you time from having to manually type in your documents.

**Resorts, Schools & School Directors/Employers**

**The Employment Center will provide to you.....**

- \* **Great candidates.** By using our recruitment service, you are given access to our unique membership. Your opportunity will reach a large number of qualified passive and active job seekers.
- \* **Job broadcasting.** When your job gets posted on the website, we send out an e-mail broadcast to all job seekers that asked we notify them of new jobs matching the search criteria. This job broadcast gets more people to see your ad and will get you more applications.
- \* **Job Fair announcements.** Publicize and announcement your job fairs. Job Fair announcement listings will be displayed in a larger format and will have a special "Job Fair" graphic to differentiate them from other listings. Similar to your job postings, these announcements will be sent out via e-mail broadcasts to all job seekers.
- \* **Broadcast jobs and Job Fairs to more than just the PSIA-E job board.** Our service will allow you to also broadcast both your job and Job Fair listings to other job boards as well. At the time of the site introduction, you will be able to upgrade a listing with PowerPost™ which will allow you to post to a pre-set group of job boards. Coming in the Fall of 2008, you will be able to



**Employment Center**

OneClick™ your job postings and choose sites where you also want to post your listing.

- \* **Company profile/logo in ad.** You have the ability to create a company profile - at no cost to you. This is the place where you can describe your organization and its unique work environment in greater detail. This can include your company's logo that will also appear in your ads.
- \* **Pay-Per-Use resume bank.** You can browse all of our anonymous resumes before you pay a cent. You will see everything on the resumes, except for the candidate's name and contact information. You then have the opportunity to buy only the resumes that you are interested in. You pay only if the candidate is also interested in you.
- \* **Reasonable pricing.** The PSIA-E job board pricing is very reasonably priced and posting a job is the perfect way to augment *SnowPro* display advertising, or other advertising which your resort's human resources department pursues on a regular basis. You can post a listing for as little as .55 cents a day depending on the duration you choose! As the PSIA-E job board becomes more and more active, it is likely that it will be applicable to not only your school needs, but perhaps for other resort department needs as well.

We look forward to this service being of great advantage to our members and schools. The Employment Center will be available on the Eastern Division website at [www.psia-e.org/jobs](http://www.psia-e.org/jobs) by the time you receive this *SnowPro*.

We hope our members take advantage of the Employment Center, which includes many new resources to help them fulfill their snowsports career goals.

AND.... We certainly hope the schools will take advantage of our new alternatives to advertise their employment needs this season.

We look forward to your feed-back regarding this new resource.

# American Snowsports Education Association Report - Spring 2008

by Bill Beerman

PSIA-E Representative to the National Board of Directors

The National Board Meeting was held June 6-8 at the Table Mountain Inn, Golden, Colorado. Our new Eastern President, Dutch Karnan, attended as a guest of the BOD; it's customary for the VP to attend a National meeting prior to filling the role as Divisional President.

The Board had two teleconferences, one this winter to guide the needs related to staffing changes with National Ski Patrol and their direction, as well as an update on the Association Management Software development and status. The second teleconference in April was prior to the spring Executive Committee meeting, held during the National Academy. The BOD received a financial update and report of year-end projections. We provided input to the 2009 budget and approved needed capital funding for website development and a new phone system, which was to be installed prior to our spring meeting.

At this year's meeting the election of officers was held, with the following results: President, Ray Allard; Executive VP, Eric Sheckleton; Operations VP, Craig Albright; and Communications VP, John Pepler. A note from all of the national Board members was presented, recognizing Ray Allard's commitment of time and leadership over his first two years as president. They pointed to his continued interest on behalf of the membership and his work toward meeting needs of the divisions.

The Annual Reports referenced the hard work of our national staff, volunteer leaders and divisions working toward maintenance of high quality membership services while transitioning the relationship with NSP. We have needed further separation of both staff and operations. As of July we will be sharing only a Warehouse Manager; our office operations will be self-contained on the second floor of the shared office building. Our 2008 budget is projected to end with a much smaller loss than projected. The improvements were a result of increased income in marketing, seminars, and Matrix sales, with small saving in many expense areas and a large saving with a new printing contract.

The following are a number of initiatives implemented as reported by our National Executive Director, Mark Dorsey:

- Passage of and communication about PSIA-AASI's second dues increase in 17 years.
- Investment in a new computer network and software system.
- A first of its kind strategic planning session involving division presidents and executives.

- The introduction of the Movement Matrix while also producing the Rider Rally and Teams Selection (the selection being the largest and most diverse ever).
- Expansion of PSIA-AASI presence with NSAA, and the introduction of Get-A-Clue.
- Further deconsolidation from NSP, resulting in further segregation of departmental functions.
- Continued staff transition.
- Re-signing the majority of our Official Supplier agreements.
- Dissolution of the Minnesota incorporation and transfer of assets to the Colorado corporation.
- Beginnings of a legal audit.
- Embarking on a magazine and website redesign to be launched this coming Fall.
- Increased national/divisional communication.
- PSIA-AASI's best catalog sales in five years.
- Moving PSIA-AASI operations fully to the second floor of 133 S. Van Gordon.

Our Education Director, Kim Seevers, has provided the membership with an Education Newsletter that is designed to provide updates on PSIA-AASI educational developments. Each "E-blast" goes out twice a year to the membership and four times to the key divisional discipline and education leaders.

Our Communication Director, Wendy Schrupp reported: "As we head into the 2008-09 publishing season, good things are in store for the association. An improved website made the "wish list" of many attending October's strategic planning session, and significant progress toward this goal has already been made. Dual projects are underway that will culminate this September in a website redesign and possible retooling of TPS and TPR into one flagship publication offering content on all disciplines. Groundwork conducted so far includes extensive research, generation of a multi-tiered Request for Proposal, and subsequent vendor assessment, presentations, and interviews. A collaborative process with Executive Director Mark Dorsey and the IT, Education, and Marketing departments, the project is also making use of a comprehensive readership survey conducted in late April/early May. These combined efforts should result in a more robust website and publications that better serve the needs and expectations of PSIA-AASI members."

In Marketing, revenue goal achievement is top priority, as reported by Andy Hawk, our Marketing Director: "FY08 revenues for sponsorship and advertising were up slightly, and we anticipate exceeding budget. PSIA-AASI renewed its agreement with Swix

this past year, and they will be with us for several more years. Additionally, a small 1-year agreement was signed with Blizzard Skis. Moving into FY09, ASEA has renewed multi-year agreements with Blizzard/Tecnica, Booster Strap, Burton/Red/Anon, Bushnell (Bolle), Dale of Norway, Duofold, Dynastar/Lange, Elan/Dalbello, Grabber, Leki, Nordica, Reusch, Rossignol, Swany, Volkl/Marker, and Rudy Project. Additionally, new Official Suppliers have signed multi-year agreements with ASEA. They are: POC (helmets, eyewear, protection), Salomon, Tödi (footwear), Turtle Fur, TwentyTwo Designs (telemark bindings), and Voz Sports (helmet to helmet communication)."

## Task Force Up-date:

- Teams - Mission accomplished, task force retired.
- Children's - Received funding to plan a Children's Educator's Meeting and consideration for offering National Events.
- Association Management Software - Planning an Oct. 1 go-live for our new software system.
- Certification/Unity - Work session scheduled Aug. 22-24 to develop Level III National exam format.
- Member Marketing - National funding for our National Team members to provide divisional clinics to non-member Snowsports Educators.
- Snowsports School Management - Involved in NSAA Winter and Spring Programs last season and planning to become involved in the Fall NSAA Regional Programs.
- Accreditation/Standards Task Force - Was established to start the review of divisional programs so that the accreditations can be transferred with the member from one division to another.
- Governance Task Force - Was reinstated due to a legal audit with the dissolution of the Minnesota incorporation and transfer of assets to the Colorado corporation, along with a refined IRS Form 990 which all non-profits will be doing this year.

## Other Action Plans and Proposals that were Approved:

- Adaptive Standards College/Examiners Summit were combined into one proposal.
- Adaptive Technical Manual update.
- Cross Country Certification Standards final approval.
- Seven Life Memberships.

*continued on page 14*

■ **national report, continued**

- \$5 increase to Late Fee for dues - now \$10 - 2010 budget.
- Participate with the American Mountain Guide Association. This is being reviewed by legal because of our insurance. Will be reported back by Education Director.

**Financial Reserve Policy:**

*A financial objective of ASEA and ASEA-EF is to establish a financial reserve to provide for 6 months of operating income. The purposes of this fund are to enable the association to survive a financial downturn, to make necessary and desirable capital investments, to finance highly desirable one-time program opportunities, and to provide ongoing non-dues investment income to reduce dependence on dues income and the size of future dues increases. The board of directors must authorize disbursements from this fund. The funds for the reserve fund will come from the surplus from operations, or the net operating excess for each fiscal year. To be reviewed annually by the board of directors.*

The 2009 budget was initially presented during the April Teleconference, with all of the requests and proposals and a large operating deficit. With Execu-

tive Committee developing the initial recommendation, and further input, we posted a budget with one third the operating deficit and an audit deficit. The long-range budget process was reviewed with the goal to budget in the black for the 2010 fiscal year with revenue similar to the '09 budget with a reduction in operations expense.

The issue of **division-only members** was discussed and the board developed this policy for final approval in our minutes. The following points received agreement from the board of directors:

- There will be no more division-only entry level memberships.
- Current division-only entry level members will be accommodated in the AMS with the number being frozen as of July 1, 2008.
- We will define and propose the entry level category, which could either be a new one or an existing one such as the affiliate or the current registered.
- In the long run, division-only entry level members will not be maintained on the national database because every level of membership will have some national and divisional component, which is yet to be defined.

One of PSIA-AASI's goals is to create common, unified recruiting messages. Another goal is to en-

able on-line dues registration and renewal processing. The key to achieving these goals is agreement on common dues and benefit structures across all divisions. The entry level process must be addressed and made consistent.

Staff has been directed to work with divisions and the AMS Task Force to propose options for entry-level membership, and for addressing the dues and benefits structure for alumni membership types as soon as possible. A deeper survey of current division-only membership types is already underway.

The board was all in agreement to have an entry-level process that is consistent across the country and will be one of the key topics, along with governance, for the fall meeting.

In closing, as always it is a pleasure to serve the membership as the Eastern Representative to the National Board of Directors. We can be very proud of our eastern staff! They have exhibited outstanding collaboration and leadership. Congratulations to Mickey Sullivan for the Vision 2008, the coaches and the Eastern Team for all their efforts on placing a record number of participants onto our National Demonstration Teams! ■

## In Memoriam

**Einar Aas**, of Great Barrington, MA, passed away on Sunday, July 13, 2008, at his home following a prolonged and courageous battle with cancer. He was 74. Einar was an Alpine Level III member of PSIA-E, having joined in 1964. He was granted Life Membership in PSIA National and Eastern in 2002, recognizing his lifetime of dedicated service to the association. Einar was the Director of the Ski Butternut Snowsports School, MA, a position he held since 1968. He was involved on the early Board of Directors of both National and Eastern, and was a founding father on the original Board of the Eastern Division. He served terms as both Eastern President and National President. He dedicated time to not only the Board of Directors, but also many committees and task forces. His commitment to serving PSIA was at all times an example of complete and loyal dedication. His presence among us as a true friend and honored colleague will be sorely missed. A complete "Tribute" column will be dedicated to Einar's memory in the Early Fall issue of the *SnowPro*. Those desiring to send thoughts for possible

inclusion may do so at ([psia-e@psia-e.org](mailto:psia-e@psia-e.org)). Attention: *SnowPro* Editor. Subject: Einar.

**Barry Beckman**, of Highland Lakes, NJ, has passed away at the age of 68. He was an Alpine Level II member of PSIA-E, having joined in 1995. He taught at Mountain Creek Snowsports School, NJ.

**Mason Campbell**, of Topsfield, MA, has passed away at the age of 84. He was an Alpine Level II member of PSIA-E, having joined in 1979. He taught at Ski Bradford Snowsports Program, MA.

**Kevin Kucinkas**, of Woodbridge, CT, passed away on July 10, 2008, at the age of 54, reportedly from a heart attack. He was an Alpine Level II member of PSIA-E, having joined in 1997. He taught at Okemo Ski & Ride School, VT.

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



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Phone: 717-328-9400 Ext. 3682  
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# Congrats to Member-Gain-a-Member Campaign Grand Prize & First Prize Winners!

At the June 2008 Board of Directors meeting a drawing was held to select the Grand and First Prize winners in the 2007-08 Member-Gain-a-Member Campaign. This year we had 11 participating members that brought in 10 or more new members who were eligible for the drawing.

**Patty Harrington** of Yawgoo Valley, RI and **Ryan Holden** of Tussey Mountain, PA were awarded the Grand & First Prize respectively.

As the MGAM "Grand Prize" winner, Patty Harrington will receive a 2008-09 ProJam registration (or equivalent 08-09 education registration fee credit of \$375).

For his efforts, Ryan Holden will receive \$200 in "ed bucks" credit toward the event(s) of his choice during the 2008-09 season.

Congratulations to Patty and Ryan!

## And congratulations to our winning snowsports schools!

There was also a winning school in each of the 7 regions this past season!

These schools had the highest percentage of membership growth in their region. Each winning school director will win \$100 "ed bucks" credit to be used during the 2008-09 season and will also be acknowledged and given an award at next seasons Snowsports School Management Seminar at Killington, Vt.

Region	School Name	Directors Name:	% increase
1	Loon Mountain	Booie Alward	15%
2	Burke Mountain	Freddy Torres	19%
3	Ski Sundown	Carol Marchion	7%
4	Hidden Valley, PA	Joy Meyer	12%
5	Toggenburg	Jim Morris	13%
6	Willard	Kathleen Ehrlich	9%
7	Seven Springs	Iwan Fuchs	9%

## Three more we appreciate!

**Gerard P. Miserandino** brought in three new members through the Member Gain a Member program during the 2008-09 season. His name was left off the original list. Thanks for your energy and efforts, Gerard! ■

## MAKE MONEY SKIING AND SNOWBOARDING!

Join the Loon Mountain Ski and Snowboard School as a **full-time** instructor for the 2008-2009 winter season.

We'll **guarantee you \$65 to \$80 a day**, per certification level.

Free in-house training, (exemplary certification record) free uniforms, skiing and riding all season at Loon, Sunday River and Sugarloaf, employee housing, food/retail/pass privileges.

Ski and ride 2,100 vertical feet and 3 peaks, covering 324 acres all while sharing your love of snow sports with others.

Part time positions also available with great benefits.

### Interested??? Contact us!

Booie Alward, Director  
603-745-8111 ext 5690  
[balward@loonmtn.com](mailto:balward@loonmtn.com)

Casey McIntosh, Program Coordinator  
603-745-8111 ext 5450  
[cmcintosh@loonmtn.com](mailto:cmcintosh@loonmtn.com)

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



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Steamboat Ski & Resort Corporation is looking for the following positions for the upcoming winter season:

- Certified Ski Instructors.
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Human Resources Steamboat Ski & Resort Corporation at 970-871-5132

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## Around the Regions



### Region 1 (NH & ME)

**Tom Butler, Regional Director, reports:** Hello, Region One! Ross Boisvert, Regional Rep, and I are hoping that you are all enjoying your summer. My wife is trying to introduce me to a pedicure to help reverse the effects of my boots, and I am getting a workout from swatting little tiny biting bugs that I can't see. Ahhh...summer in Region 1.

Congratulations to Jeb, Matt, and Dave for their success at the national tryouts. Thank you to all candidates for all of your preparation and for making the trip to Mammoth Mt., CA, to try out for your respective National Teams. You have no idea the inspiration and motivation that you provided for all of us.

Also, all hail our new Board President, Dutch Karnan, and thank you to Bob Shostek for leading by example for the past 3 years. The organization continues to be in good hands.

That's all the news that's fit to print, for now. As always, feel free to contact us with any questions or concerns you might have. Thank you and have a great summer.

### Region 2 (VT)

**Steve O'Connor, Regional Director, reports:** Well, Vermont, we had a pretty good winter! We had plenty of snow, which gave a boost to the smaller resorts with less snowmaking opportunities. By now most of you are aware of the Eastern Team accomplishments at Mammoth Mt. this past May. To all of you that supported the team we are extremely grateful of your generosity. This is a huge deal, having three Alpine, two Snowboard, and one Adaptive member representing us means more opportunity for all of us to meet and ride with them. Traditionally, it was only Masters and National academy events that allowed touch with National team members. I expect that we will all get more chances to ski/ride with these folks, so plan on attending some of our premier events this coming season.

This summer's Board meeting was fairly uneventful in terms of earth shattering news; however, there is constant energy and concern with respect to rising costs and dwindling membership. There is a task force being formed to brainstorm more options to recruit new and younger members. Have you got any ideas? I am always amazed as each season moves past how few members approach or contact

me with their concerns. Are you happy with everything? I suppose our organization is no different than any other governing body; a few people make decisions for the whole. I have received some concerns from members, and several compliments; does that mean that everyone is content? I hope the answer is yes. Here is my contact information: (oconnor@together.net) or (802-234-4032).

Some cool changes are brewing with premier events: the Snowsports Management Seminar will be held at Killington in December, as well as the Spring Rally. This is great news. There will also be Snowboard and Alpine Level 3 exams following the Rally. I propose for your review that we have a Vermont membership day that would include free informal clinics with our VT Educational staff members, to take place some time in January. Thank you once again for electing me; I will be waiting to hear from you. Enjoy the summer!

### Region 3 (MA, CT & RI)

**David Welch, Regional Representative, reports:** Just because it's summer doesn't mean you can't cash in on your member benefits! From lodging (Choice Hotels) to groceries (BJ's Wholesale Club) to great gear, your member benefits program has you covered. New this season are some great deals on golf at some fine resorts in our division, so get out and enjoy what the resorts offer in the warmer months!

If you just want to stay in touch with the world of snowsports instruction, go to [www.psia.org](http://www.psia.org), [www.aasi.org](http://www.aasi.org), or [www.psia-e.org](http://www.psia-e.org) to get your fill of educational materials and get a head start on next season.

For those who are considering applying for one of the PSIA-E Scholarships, now is the time to start the process so you can meet the September deadline; go to the divisional website for all the information.

Ray DeVerry, your Regional Director, and I hope to see you at our annual Region 3 meeting this fall - date and time to be announced. This is your chance to meet and talk with your representatives, so bring your questions, comments and suggestions. We look forward to seeing you there.

### Region 4 (PA & NJ)

**Steve Kling, Regional Director, reports:** While most of us are no doubt heavily into golf, boating, fishing, or whatever our summer passions are - with skiing being very far from your mind - at the Eastern office in Albany this is the start of the new season, and efforts are focused on having a successful 2008-09 season; and, first on that agenda is keeping you on board as a member. If you haven't paid

your dues for next season, please do. You might have noticed a spike in your dues, which is mostly attributable to an increase in that portion of your dues that goes to fund the National association in Denver. National has incurred some extraordinary costs (through no fault of their own) and is bringing some extraordinary new programs to the table (check out the Matrix on the National web site if you haven't already - snowboarding is being added now); so, the increase is necessary. It's also only the second dues increase from National in 17 years. We realize these are challenging economic times, and your Board and professional staff are working very hard to ensure the most value for your dues dollar.

While the final event schedule for next season is not in place, we've seen a preview, and Region 4 should be well served with a wide variety of educational events and exams for all disciplines. The last week in January should be "Elk Week" again, an excellent array of events that tends to be the largest gathering of instructors in the East, apart from SnowPro-Jam in December. We are lucky to have the variety of quality events close to home, and we keep them (and get more) if we support them. And, if you've got complaints, or are just into planning ahead, look forward to two Regional meetings this season, one at Elk in late January, and the other most likely at Liberty Mountain a short time later.

From a Regional perspective there was one particularly noteworthy development at our June Board meeting. Our own Regional Rep, Eric Jordan, was elected as your Treasurer. For those of you not familiar with Eric's background, he's not only a CPA, he runs a very substantial business (when he's not busy as an Examiner). Eric has been intimately involved in your Association's finances virtually since he joined the Board, and his experience and expertise will serve all of us well as our Treasurer. Congratulations Eric.

### Region 5 (Western NY State)

**Steve Howie, Regional Director, reports:** Region 5 will continue to have strong representation from the regional membership. As Ron Kubicki, Regional Rep, and Nick Brewster mentioned in their Spring Region 5 Report, we had a great voter turnout for the Board of Directors election. The reason for the good turnout was the number of candidates running for office, showing a willingness to commit the time required to represent us at the Regional and National level. As you are aware, the Region 5 BOD seats were filled by Ron Kubicki and me. Since then, Ron and I have worked to fill vacant seats on the Snowsports Management Committee and the Alpine Education and Certification Committee. Those seats have now been filled by Wendy Frank, Snowsports School

Director from Holimont (SSMC Representative), and Rick Downing, USSA Coach and PSIA- E Ed Staff member from Labrador (AECC Representative). Debbie Goslin, Snowsports School Director from Kissing Bridge was appointed by outgoing President Bob Shostek to serve as Chairperson of the Snowsports Management Committee. I know everyone is excited to serve in their new role, and will do a great job representing the region.

Now for the BIG News: At the June BOD meeting in Albany, Ron Kubicki was nominated and elected to the position of Vice President of the PSIA-E Board of Directors. This is more than just the commitment to serve for the next 3 years as Vice President; at the end of Ron's term as VP he will move into the position of President for the next 3 years. Following Ron's term as President, he will sit on the board as the Past President for 3 additional years. By accepting the nomination of VP, Ron has made the commitment to PSIA/AASI, PSIA-E, Region 5, and all of us as members to represent our best interests for the next nine years. I know he will do a great job. Thank You Ron!

To better serve the region in the past we have had summer golf tournament/meetings, meetings at some of the larger educational events, and spring free skiing days with meetings afterwards. It is important for you to provide feedback to the organization; without it, it is difficult to grow in the right direction. As we prepare for our Region 5 meeting this season it would be great to hear from you with your thoughts on the type of event/meetings, or just meetings, and the timing for them that would work best for you. Please feel free to contact me at showie1@rochester.rr.com with any suggestions.

Thanks!

#### Region 5 BOD and Committee Members:

Steve Howie - Region Director;  
showie1@rochester.rr.com  
Ron Kubicki - Region Representative, VP;  
rlkubicki@yahoo.com  
Debbie Goslin - SSMC Chairperson;  
DebbieGos@aol.com  
Wendy Frank - SSMC Representative;  
wendy.frank@sympatico.ca  
Rick Downing - AE&CC;  
rdown@frontiernet.net

## Region 6 (Eastern NY State)

**Scott Allard, Regional Director, reports:** Cherisse Young, Regional Rep, and I would like to thank the members of Region 6 for allowing us to continue serving you on the Board of Directors. With new changes on the horizon this should be an exciting year for all.

We are continuing the member-gain-a-member campaign, and it would be great if Region 6 could be the top winner this season. Please do all you can to make that happen. Also, watch for the "mega raffle". We are going to raffle a Subaru this season.

Our Regional meetings will be set by the next printing of *SnowPro*, so your input would be greatly appreciated. Please tell us where you would like to hold the Regional meetings. We need to hear from you so we are choosing locations that members like. We will continue to hold a meeting in the northern and the southern areas of the Region, if that's what you want.

The theory is, if you want change, be the voice to get it started. Theory: "In skiing, an incomprehensible explanation for a series of unwarranted conclusions based on inaccurate observations of irrelevant details." Together maybe we can all get on the same page.

We hope that everyone is having a great summer, and we're looking forward to getting back on the slopes.

Thank you again for your support. You can contact us at: Scott Allard, Regional Director (allardc@frontiernet.net), or Cherisse Young, Regional Rep (cyoung@mhcable.com).

## Region 7 (States south of PA & NJ)

**John Cossaboom, Regional Director, reports:** It's hard to believe that it's already the first of July. I feel like the summer is flying by, and I've hardly been able to do all the things I want to do. Here's hoping that your "off season" is going well!

A new year for PSIA-E welcomes both challenges and opportunities. First, I want to extend an R7 welcome our new President, Dutch Karnan, Vice-President, Ron Kubicki, Treasurer, Eric Jordan, and Secretary, Cherisse Young. All of these folks are motivated to strengthen our association and keep it moving forward. I also want to extend a huge "Thank You" to Bob Shostek, our out-going president, for his leadership and perseverance.

One of the questions I hear regularly from members is about the number of events scheduled for Region 7. Although we cannot always meet the needs of every individual member, our association, through its Director of Education and Programs, Mickey Sullivan, works hard to plan a variety of events to appeal to as many members as possible. Take last season for example. There were 53 events scheduled for our region, covering the entire season from December through March. Unfortunately, many of these events were cancelled, not as a result of conditions, but because of a lack of participation. The moral of this story is: It's hard to ask for more events when you can't hold what you've got.

Merrick Kacer, Regional Representative, and I would encourage you to support those events planned for our region this season. This is one of the most effective ways that you can help all of our regional members.

I also encourage you to let me know what is on your mind. Feel free to contact me at johnc@cataloochee.com.

Have a great summer! ■

## James Leader Memorial Tourney Returns to Okemo on October 2

After another awesome event in 2007, the annual James Leader Memorial Golf Tournament will return to Okemo Valley Golf Club on Thursday, October 2, 2008. The event, held in honor of former instructor James Leader of Killington, draws more than 60 golfers each 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 (no change for the past three years!) 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 25, so don't delay. It will be a great day! ■



# A Perspective from a Coach and Selector

by Mickey Stone, PSIA National Nordic Team Selector

What an exciting time to be appointed the Nordic Coach. In the beginning you have all these grandiose ideas, situations, trainings, new information, analysis of you and other skiers, etc. When it comes right down to it, it is a logistical, time sensitive and time management situation to expose and have opportunities for your tryout team.

We chose the route to do all of our multi-discipline training on our own time so they could maximize their personal training to fit their life's schedule. We also had the tryout team do most of our premier and advanced skiing clinics throughout the season. Basically, you become the manager and discuss and communicate to see if they are on the right pathway. I have learned over the years managing Regional and National Nordic Teams, that you can lead them to water but they are the ones who have to drink it.

The Nordic discipline is fortunate to be in a multi-discipline field that allows you to be experiential in your every-day dealings. So, you are constantly problem solving and applying each and every time. Our tryout team of Mark Lacek, Mike Beagan and Darrel Hensley took a team approach and helped each other at strengths and weaknesses; they trained very hard and effectively here in the East and in California.

When you are the coach you cannot help but feel like the guardian or provider. That being said, I tried to put them in situations that they would have to react to. This gave them personal ownership, not having to be spoon-fed information. Though we did not get someone on the national team this year, the three candidates have grown so much on their own, and together, to further understand their field - we will see the profits in the future.

Fortunately or unfortunately, you receive the call and are asked to be a National Selector. Cheez, what do I do? If I take it, I cannot coach them anymore. If you don't, you miss an opportunity to grow and learn to be even more help in the future, knowing how the system works. Though I was personally upset about letting our Nordic team on their own, I also knew it would be the best for them to become one, and create their own drive without a leader.

So an old fellow Demo Team friend came up to me and said, 'You know where the grazing pastures

are for ex demo team members?' I said no. "Well, it's on the selecting team." Right there you struggle with the, "I am now out of that league", which for any athlete and competitor is always a turning point in one's life.

From there you embrace it. You have to. You are there to help the Nordic Team Coach pick the best team. That was the mantra I took on. So, for every task I looked at, I asked myself, was the task done correctly?..... and then I looked at technique, combining the two to create my score.

You kind of remove yourself from who they are - your guys, or the ones who are supposed to be the best, or the former team member trying out again, etc. - and concentrate on task performance and technique for the skiing part. You want to pick the top people for each task - who did it the best, bottom line. You are not thinking who did the last one well, or who has done a number in a row well, or who flubbed it. Each task is a clean slate, and you're looking for the best.

The next most important experience for me was to make sure the groups knew exactly what to do in simple terms, well explained; plus, to put them at ease and let them know they all could do it. The Nordic selectors did this every time, and we received comments on the humanistic approach and caring we had for the competitors. We/I think that to encourage good performance at exams, this is a must.

Finally, you are emotionally empathetic to all, especially the ones who did not make the cut and did not make the team. If you did your job correctly, and can explain why these four made the team and this one didn't, and describe their movements compared to the ones who did not make it in a descriptive way, then they will also see it and understand. The candidate may be emotionally distraught. but deep down they understand why. ■

“*The best conditions of the day were for about three hours, and one of those was lunchtime. . . Everybody had the same conditions to deal with, and enthusiasm amongst the candidates remained infectious.*”

# Judging the National Team Tryouts

by David M. Wenn, PSIA National Alpine Team Selector

The new PSIA National Alpine Team has been selected. My congratulations go out to Jeb and Matt Boyd and Eric Lipton, our Eastern Team Members – now members of the Alpine National Team. I also want to congratulate the balance of our Eastern Team for meeting this extremely difficult challenge with courage, confidence and knowing that they were performing at their personal best in some of the most demanding skiing conditions. The exact specificity of the given tasks added a heightened degree of challenge; a challenge that can only be understood by witnessing it first hand and being intimately involved in the tryout process. I know exactly what the situation was, as I was one of the 12 selectors.

The 95-plus participating Alpine candidates were asked to perform tasks on steep icy bumps, and ski dynamic short and medium radius turns on steep frozen coral or softened spring snow that seemed to have no bottom. Other tasks included arced GS turns on steep groomed and very frozen snow, 3 runs on a hard surface GS course, full radius slalom turns on steep groomed frozen terrain, off-piste long free runs, 1 ski garlands, basic open parallel, no poles allowed, medium radius turns off-piste, and medium radius to short radius turns through the bumps, frozen or soft. Performing the exact task with solid technically appropriate skiing was what was judged. Both elements needed to be displayed to meet Team standards.

Judging 95-plus high level skiers in order to find 14 of the best is no easy task when the quality of skiing and the general technical presentation are very similar. Upon seeing the regional representation and the similar technical ability, it is evident that modern ski concepts are being portrayed all across the country - which means that not only are we skiing the same course nationally, but also on the same line. Our new National Team members are able to present and be unified when it comes to displaying and teaching the most current concepts and trends in modern American ski technique. Ultimately, this is a very strong foundation for the further education of our membership.

Those that attended this tryout need to be respected for their training efforts and for preparing themselves over the years for this nerve-wracking, physically and emotionally demanding test of their skiing and teaching ability. I respect them greatly, and I am proud of their efforts. Please congratulate them. ■

# AASI Team Tryouts

Tom Vickery

AASI National Team Selector

“Man, I’m glad I’m not trying out,” I thought as I saw Dave Lynch tear through the early morning coral like an eighteen pound bowling ball through the pins on a Pro Bowling Tour. The shrapnel flying off the surface of the mountain that day made even the veteran riders cower. With power and nimbleness, scouting terrain on the fly, and being angry with a smile, the Eastern riders showed their experience in the gnarr’ killin’ it. Every AM, the conditions were the same, high alpine un-groomed frozen corn. Down low was no better, riding on the morning groomers was like skating on steel wheels, a thousand fingers for the feet. Negotiating manhole covers and railroad tracks completed the morning picture. The best conditions of the day were for about three hours, and one of those was lunchtime. So, for two hours the conditions in the park were primo, and every ripper in California knew it. There was no calling your drop, you had to bully your way into the approach zone as if it were the LA Freeway. Near day’s end, when our boots had sopped up water, and our quadriceps were involuntarily twitching with fatigue, jumping felt like running a speed boat in the harbor chop, because the take-off zones were rutted and the landing zones were wash-boarded. Yet, spirits were high.

Everybody had the same conditions to deal with, and enthusiasm amongst the candidates remained infectious. The level of encouragement was like a session with your best buds.

Riding was only a part of the big tryout picture. In one indoor exercise the candidates of several disciplines were broken into teams of seven. They had a problem to solve, followed by a presentation of their findings to an audience of selectors and candidates. I observed as K.C. Gandee dexterously became the leader amongst leaders. During his presentation, his public speaking performance made the audience want to dance like we were on the Ellen show. We continually saw candidates in challenging environments that made them think on their feet, offer no hesitation, and make it look like they were inspirational speakers. One evening the applicants went through more than fifteen stations. They were designed to test all kinds of skills. One

challenge asked the candidates to type three emails, one to an unsuccessful exam candidate, one to a potential glove sponsor, and finally to a Resort CEO asking questions. Ten minutes to finish all three. Their brains must have been fried, like the time I spent in Chile for two weeks not knowing how to speak Spanish.

The riding involved exactly 33.33% freestyle (you know, 46.28% of all statistics are made up on the spot). All the riders had to push themselves, and bring their “A” game. Pushing the envelope and bringing the “A” game mixes like water in gasoline. Everything runs smoothly as long as the tank is full of gas; get low on gas and the engine takes a gulp of water, then the best you can hope for is a hiccup, and not a full engine shut-down. The description of Tom Morsch’s seven-twenty with a grab had

squeegel of water, he didn’t fully rotate the trick, but still managed to land it and carry enough speed into the second kicker for a perfectly executed backside three - tweaked and grabbed, of course. Bud Keene, selector and former U.S. Olympic Coach, gave him credit for the seven - just a small hiccup. Morsch kept it running.

The on-snow presentations were not about teaching snowboarding. Topics like the CAP Model, Multiple Intelligences, and Teaching Styles were the hard focuses. The best clinics would mix the ingredients together, just like grandma used to do, using what she had available, substituting ingredients, all from scratch, and, in the end, turned out a fine home cooked meal complete with apple pie. This was an area that Chandler Simpkins would have shined in, had he the opportunity, but Simpkins brought value to the Mammoth table. Chandler was encouraging and gave timely advice to the riders from the East. He was a team player. He created opportunities for the division, snowboarding, and all the disciplines by sharing ideas that could potentially make the whole system better.

The selection process was dynamic. Lane Clegg was choosing a team to best reach his and National’s vision, and several people could fill any one role. Out of the last fifteen-plus people, there could have been many different types of teams chosen. Each person was selected for a particular set of strengths. My role was to share what I observed

- the great, the unrefined, and the unsuitable. We were to be objective in our subjectivity. Sometimes the selectors did not agree, and we would have to debate the merits of what we saw and convince the majority to our side. When we could not, we had to politely (in a snowboarder sort of way) step aside and move on to the next topic. This was not an exam with a set of standards; it was a job interview with many equally qualified candidates. The selector’s role was to act as a scout for the major league.

The night of the announcements all seats were taken, standing room was tight, the excitement was not like a graduation ceremony, but more like the minutes leading up to the opening number of an AC/DC concert (age be told). All job applicants were hopeful, none too confident. I was like a kid trying to keep a secret, so I fled to the back of the room, afraid my face might give away too much information. Soon the announcements were made. Anytime I heard a name from the East (from any discipline), I couldn’t help but notice that I was getting more pleasure out of watching the reactions from others than from my own uncontained joy. One of the things that I observed was the professionalism exhibited by those not selected. I saw players put aside their own disappointment to sincerely congratulate those that were chosen, just like the NHL hockey players. “Stand back, we are professionals!”

The Eastern Division has a lot to be proud of. AASI members and staff push the limits of the organization. I am stoked to be a part of this division. And we will all benefit by having a healthy Eastern representation on the newest National Team. My heartfelt congratulation goes out to riders Tom Morsch and Dave Lynch, you guys earned it. ■

“The night of the announcements all seats were taken, standing room was tight. . . Soon the announcements were made.”

“The Eastern Division has a lot to be proud of. . . I am stoked to be a part of this division. And we will all benefit by having a healthy Eastern representation on the newest National Team.”

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## National Team Tryouts – a Life-Changing Experience

by Kathy Brennan

I thought the tryout was difficult, until I was asked to summarize this life-changing experience, in a few short words! To begin, this experience has changed my life because the preparation for the tryout has added a depth to my skiing and teaching skills which will stay with me forever. The tryout gave me a glimpse of the amazing talent from all across our country. And finally, the act of trying out has shown me what I can do and how much more I can strive for.

Having sustained an injury earlier in the season, my greatest challenge was not only trying to rehab enough to compete, but also developing the mental toughness to have confidence in my abilities during the more challenging skiing tasks. My greatest fear was that my performance would be a disappointment to my family, friends, teammates, coaches, and our membership. I would not have made it to the tryout without their support, and I'm grateful beyond words. In particular, I would like to thank Sandy Deitch, Donald O'Connor, Matt & Jeb Boyd, Bruce Diehl, Bill Knowles, and the entire Snowsports Staff at Waterville Valley "Snowsports Rocks!!" for their support and encouragement.

The highlight of the event was the opportunity to share the experience with the members of the Eastern Team. Every Eastern Division candidate demonstrated the highest caliber of sportsmanship, camaraderie, and talent. I am grateful to the Eastern Division for selecting and supporting me in my efforts. It is an honor to be a member of such an exceptional team! ■



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## One Nord's Journey - 2008 National Team Tryouts

by Darell Hensley

I can't speak highly enough of the 2008 Eastern Team. It has been a privilege to represent the East's best. I got to make a lot of new friends and got to know some old ones better. All of you have been influential to me in some way. Thanks for making me better. The two best Nordic teammates I could have - Mark Lacek & Mike Began - were just awesome. I am very proud of our small Nordic team and how well we worked together.

As the tryout week closes in, the pressure one can put on oneself can be a lot to bear. Suddenly, every little bobble, no matter how small on your skis or board, can be magnified to epic proportions. You can easily think that you're not skiing well. What the #%&\* am I doing here? You may have experienced this prior to your certification exam. This syndrome has been called by a friend of mine, SIPSS - Self Induced Perceived Stress Syndrome. I know I went through this on several different levels the last two months out. That's when it was great to know I was surrounded by the best from the East, and they would get me through those times. I used them every chance I got to help myself peak for this event, sometimes over a beer, sometimes through specific feedback on the hill, or sometimes getting off the skiing subject altogether and talk some fishin! The support I got from the team was just short of amazing and, put the SIPSS to rest.

The cut process at the tryout was easily the low for me. I was all too familiar with this, as I went out in the first cut in 2004. With that said, I hate to see anyone not move on, especially now that my teammates had become friends. I know they all worked very hard the last two years to get to this point. The cuts occurred Tuesday, Wednesday and Friday. Needless to say, each time it's harder to console those who are cut, and more exciting for those moving on. For a softy like me it's quite the emotional roller coaster ride.

Each time I walked up to the list of names posted for the cut my stomach churned as I read the names of those that would be moving on and the ones not on the list that would be hurting. I know they gave their best, and they deserve a huge congrats, as it very well may be harder to walk away cut than to continue on successful.

I want thank our Eastern teams manager, Mickey Sullivan, for his seeming never ending efforts

and pulling of resources to help the team focus on the task at hand in order to give our best effort to make the 2008 National Team. That two-year body of work resulted in 30% of the Eastern Team making the National Team. Congratulations to our eastern team coaches, you should be proud.

Thanks to my supporters: An awesome group of Nords, The Appalachian Telemark Organization; Mike Cavallo, JR Nolan, Shelley Kovacs, my local trainers; Bill "Wek" the sound of hitting a tree, Kramer; Randy French, Nordic guru; The Honorable Ed Hale; John Doan & GB3; The PSIA Eastern Nordic Staff; Our membership.

You all helped make this an awesome and valuable experience that will make me a better coach. I am already looking forward to next year. ■

## National Team Tryouts

by Jeb Boyd

Wow, what a year it's been, and what a relief it is having this one in the can! I am psyched for another four years on the National Alpine Team, and even happier to serve along side my brother Matt Boyd and Eric Lipton.

I would like to thank Mickey Sullivan and the PSIA-E Board of Directors for their belief in us, and their tremendous support. Without them, the outcome could have been significantly different, and perhaps very disappointing for our members. So, thanks guys! I, for one, couldn't have done it without your support. I would also like to express my gratitude to my family and to

Dynastar/Lange for their unyielding support.

I think my biggest challenge was managing my energy and enthusiasm throughout the season. One of the most difficult aspects of the tryout is its timing – at the absolute end of the season. As a result, it was a real challenge for me, personally, to peak at the end of April. Beyond timing, the competition at this event was unbelievable. It seemed like everyone was on top of their game, and I remember saying more than once, "Wow, these guys are really making it hard on the selectors." It seemed like with each run, the bar continually got bumped up, and for me, this added a lot of mental stress to an already tense environment.

Thankfully, the tryouts are finished, but for the six of us who have made it from the east, the tryouts are just the beginning, and I know they are as pumped as I am to get after it next winter! ■



## Thanks!

by K.C. Gandee

At the 2008 AASI Team selections, my greatest fear was realized: failure. Many would argue that it wasn't a failure, that I made it to the best 14 in the country, but the end result is the same: I did not make the AASI National Snowboard Team. While I am super excited for my team mates who did make the team, I can't help but feel a sense of disappointment. Sometimes, it seems, your best isn't good enough.

Like any good instructor, however, I have learned a lot from the experience. The most important lesson thus far has been that I (read: we all) can still contribute to our organization on a local, divisional and national basis without being on the Team. Through networking, writing, online resources and clinics we can all continue to lead with the same example that we envisioned leading with as Team members. I also have a new appreciation for the "team" concept, as the Eastern Teams supported each other in profound ways throughout the entire week of tryouts. What an outstanding group of people!

Big thanks to my roommates: new AASI Team members Dave Lynch and Tom Morsch, the Nords, Alicia, and Geoff and John. Thanks to Mickey and the BOD for the financial support! Thank you also to all those that supported me with kind words throughout the season, and for the text messages during that long week! I can only hope to repay the kindness one day! ■

## Reflections 2008

by Geoff Krill

What can I say about the National Team tryouts other than it was utterly incredible from start to finish. It was a great experience to be surrounded by your peers who are the best in the business - living, breathing and talking skiing every day. Seeing this much expertise gathered in one arena is what makes the tryout experience both intimidating and educationally fulfilling, all at the same time. For me, being evaluated by selectors who consisted of former National Team members, and even the U.S. Disabled Ski Team coach, set the bar very high for the level of performance expected by me and the other candidates.

When I think back to the tryout, all of the tension, the butterflies, and bottled up excitement return. You remember sitting at the top of a steep, gnarly-conditioned pitch, thinking, "You want me to perform that task - on this?" Then, you settle down, take on the challenge, and ski. So, what I remember about the end of each day is that no matter what happened, the reality is that we were just skiing, and skiing is what we love.

Thank you to everyone who taught me to ski and how to teach. Skiing can change your life and help you to overcome its challenges. ■

## My Mammoth Experience

by Mark Lacey

A vastness of uninterrupted white I had never seen before. A howling, continuous wind distressing the snow in a way unfamiliar to me. Forest fires seen burning in the valley. Reports of earthquakes nearby. Signs warning of toxic vapors being emitted from the mountain. At times, the smell of sulfur. Sound hostile? Reminds me of the bumper sticker, "When Hell Freezes Over, I'll Ski There Too!"

But no, it's just another day at Mammoth. Without risk, there is no adventure. In addition, there were rocky chutes galore, snow conditions that defy even our well-stocked and well-traveled eastern vocabulary. There was a bump field, when viewed from a half mile off, was really quite beautiful, except for the big ugly scar down the middle. There were beautifully proportioned half pipes, jumps and features and corresponding aerial magnificence.

What many did not see were the awesome track/skate venues where we in the Nordic try-outs got to perform. Tamarack Touring Center at Twin Lakes and Red's Lake. Both were stunning. Darrell Hensley called them "regal". Lodgepole Pines, rolling open terrain, breathtaking views, and at Red's Lake, the ultimate in Nordic grooming. What a paradise! Speaking of breathtaking, we skied relay races at 9000+ feet. And our small, Nordic assembly came fully equipped with a cow bell and a female boxer mascot named Anna, wearing a US Ski Team fleece. Precious.

Without question, however, the greatest satisfaction is related to the fact that we arrived at Mammoth as the Eastern Team. This was a distinction of both pride and strength. The selection process is rigorous enough, as is. Imagine, if you were to attempt it alone? We were never alone! Our teammates, our sponsors, our families and friends, everyone rallied around the idea of a Team. For this broad vision, broad and generous support, and faithful execution, I am grateful. ■



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## An Unbelievable Experience!

by Matt Boyd

I can sum up my experience at Mammoth in one word – UNBELIEVABLE! That one word, however, has a few different interpretations.

First off, it is **unbelievable** how much support we received. I would, personally, like to thank the PSIA-E Board of Directors, our Coach Terry Barbour, and Mickey Sullivan for making this trip possible. Tom Haas, Mark Walsh, Steve Toutant, Dennis Cash, William Kramer (WEK), Al Fullerton and the crew at Ski Liberty (particularly Steve and Debbie), all provided me with support, be it airline miles, or cash. This tryout would have been a great financial hardship without their help. My wife, Georgie, and kids, Emily and Maggie, also deserve more thanks than I am capable of giving for supporting me through this process – their unrelenting support and love helped get me through it.

Secondly, it is **unbelievable** how challenging this event was. From a stress-filled day of crazy skiing tasks on crazy terrain, to stress-filled evenings of fast-paced indoor activities, to stress-filled nights of dreaming about the next day's crazy skiing tasks... I knew it would be tough, but I didn't expect it to be as tough as it was. With an unexpected ACL tear on the first day, the stress levels soared, but it is nice to have the chance to see how the body responds in these situations. As they say, "What doesn't kill us, makes us stronger!"

Lastly, it is **unbelievable** how strong the Eastern Team is. The absolute highlight of the entire experience is the close friendships I have developed with the members of the team. After each training session, it felt like I was leaving summer camp and saying goodbye to close friends. Ego was put aside, we each played support roles for each other, and we shared our success and our shortcomings. We went out there as a team and showed the world that the East can rock. I hope we can continue to work together and share our experiences with the division. ■

## 2008 National Team Tryout Experience

by Steve O'Connor

**What was my greatest challenge?** At the outset I knew that I had to maintain my peace of mind. All around me would be confident players; I would have to remind myself that I was good enough to compete with this crowd. How hard I pushed myself was determined by my perception of the task and the outcome I wanted to show. Retrospectively, this is where I fear I came up short. What I witnessed in others was not always what I thought I should do. Who knows, maybe I should have thrown caution to the wind and pushed harder and faster than I was comfortable with? In the end, I did what I thought was appropriate, yet I still can't get a simple phrase out of my head: "It's not about the task!"

**What was my greatest fear?** In 2000, my outstanding fear was: What would happen if make the ski cut? Obviously, that was not something I should have been worrying about. There was a significant difference between then and this year. I was prepared and looking forward to the indoor challenges and coaching my peers on the hill. Here it comes: I have thought a lot about this and discovered I had a threshold for speed that I would not allow myself to exceed. I am referring to just how fast I could allow myself to go and still be standing in one piece when I completed the task. This is the same kind of self-preservation talk I have when I'm contemplating jumping off or into a half-pipe or big rock. I tend to visualize the consequences, but at least I can talk about it and I am still in one piece.


**What was the highlight of the event for me?** There were elements of character in my fellow team mates that I did not know before. Days before the event began I had some pretty cool conversations that became morale and confidence builders for me. This event was preceded by a well supported team effort with great training opportunities and solid feedback. I could recognize small groups of us that seemed to jell and work things out together, and others like me that internalized and worked things out quietly, alone. I valued those days before because I got closer to a few and definitely grew stronger as a result. There is tremendous value in sharing what you have with others, regardless of the outcome.

**Whom would I like to thank?** I thank our membership in the East for getting behind an effort, led by Mickey Sullivan, that has by far exceeded all previous efforts to support a highly charged multi-

disciplined team. As I mentioned earlier, I thank my fellow team mates and coaches from whom I have learned some valuable insight in the face of battle. I thank my physical mentors who helped me build the strength and mobility that allowed me to compete, at my young age of 52. To Gary Greene, Donald O'Connor, Ed Abrahms and Mark Walsh, who contributed financially and with frequent flyer miles, thank you for your support. There have been numerous others who have found the time to chat with me regarding the state of our industry and what we may be able to do to keep it afloat; you are all important, and thank you for the input.

**What did this experience mean to me?** In 2003, after not making the Eastern team, I had a choice to make regarding what ski teaching and the sport meant to me. I was horrible at indoor presentations, and that had to change. My skiing was pretty good, but some of the same old ugly quirks would not go away. I needed to make changes, and that was the beginning of my experience.

OK, I did not make the team and I'm alright with that because I have become a better skier, one that is stronger and more mobile. My coaching skills arc way beyond 2003, and my understanding of the sport is broader. I may never know whether my coaching skills are at the National Team level, but I do know they are better than they were, and I am happy about that. This experience has prepared me to help others strive for higher goals. It is refreshing to change and step outside of the box. ■




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  - ✓ Submit SnowPro ads to: Jodi Bedson, 1-A Lincoln Ave, Albany, NY 12205 or by e-mail to: [jbedson@psia-e.org](mailto:jbedson@psia-e.org).

**WEBSITE BANNER ADVERTISING ..... (Available at frequently visited pages on psia-e.org)**

- ⊗ \$300 for 3 consecutive months, or \$600 for 12 consecutive months.
- ⊗ Please call Eileen Carr at (518) 452-6095 to discuss options for placement on our site.

**EMPLOYMENT CENTER ONLINE ADVERTISING ..... (Job board listings. Augment your print ads at a reasonable price. List here only or combine with other options.)**

- ⊗ The new PSIA-E/AASI Employment Center is available at [www.psia-e.org/jobs](http://www.psia-e.org/jobs).
- ⊗ Reasonably priced, customizable and available year-round.
- ⊗ Broadcast your employment openings to other job boards in addition to PSIA-E/AASI.
- ⊗ The Employment Center is professionally managed and new features are being added all the time.
- ⊗ Employment Center job board ads are prepaid online with order.
- ⊗ SnowPro or website banner advertising for employment needs is available with or without an online listing.

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



## Absolutely AASI



## Sweet! AASI wins GOLD!!

The very discerning folks at the Society of National Association Publications (SNAP) have awarded us a GOLD Excel award for the Snowboard Instructor's Guide in the "Technical Book" category! Here's what SNAP had to say about the snowboard manual:

"This guide is extremely well organized, with sharp photos, helpful graphics and captions, sensible use of color and strong writing. A sprinkling of quotes from luminaries such as James Baldwin and Will Rogers adds a nice touch and the spiral binding is worth the expense."

This manual was written by our very own AASI Eastern Examiner, Holly Andersen with collaboration from the entire Eastern Division AASI education staff.

You can purchase the award winning Snowboard Instructor's Guide through the Eastern Division bookstore for \$24.95 ■

## Congratulations

to the following members who also passed their **new Level II and Level III certification** during this past season!

The following members also passed certification exams after the Spring 2008 issue of *SnowPro*. Congratulations to all!

### Alpine Level III Certification Examination

Vivienne Pisanello

### Alpine Level II Certification Examination

Chris Clusen

### Snowboard Level II Certification Examination

Ian Anderson  
Peter Andersen  
Erich Laudenslager  
Anna Dutch

■

## 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 2008 board meeting.

### AASI Examiner

Dylan Sanford

### AASI ETS Staff

Tom Morsch

### Alpine Examiners

Douglas Stewart

### Nordic Examiners

Don Sensenig (Downhill)  
Jim Tasse (Downhill)

### Nordic Division Clinic Leader

John Russell (Downhill)

### Adaptive Clinic Leader (ACL)

Peter Corsi

### Adaptive Development Team Member

Laura Farrell

■

## Two More Master Teacher Members!

**Paul Fielder** from Killington Mountain and **JoJo Mangiaracina** from Okemo Mountain Resort recently completed the requirements to achieve Master Teacher Certification.

Congratulations to both! ■

# WANTED

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## Adaptive Consulting Program

by Leslie White

Adaptive Supervisor

Liberty Mt. Resort, PA

PSIA-E Adaptive Development Team

Last season, PSIA-E and the Adaptive Board of Educators introduced the 2-Day Adaptive Consulting Program, which was very successful. We are pleased to announce that the program will again be available for the 2008-2009 season. So, make your reservation early!

### Program Details

The 2-Day Adaptive Consulting Program offers a customized on-snow training program for snowsports schools and adaptive programs in the Eastern Division. The cost is \$1,100.00, which includes two (2) full days of Adaptive snowsports education delivered by the PSIA-E Adaptive Education Staff. The curriculum can include visually impaired, developmental and cognitive disabilities, mono-ski, bi-ski, twin or dual ski, Snow Slider, skiing and/or riding, and anything else that is safe and legal. You get to select the course content (we may offer suggestions for enhancements).

The training groups have a maximum of ten (10) participants to facilitate an effective learning environment. PSIA-E members completing the 2-day educational program will receive credit for their PSIA-E educational update requirement. However, participants do not have to be members of PSIA-E to attend the event (although we encourage them to join).

### Burbridge Scholarship Fund

Because of the continuing generosity of the CE Burbridge Memorial Scholarship Fund, the cost for one (1) 2-Day Adaptive Consulting Program is reduced by \$200.00, for a net fee of \$900.00. To share the wealth, the Burbridge Scholarship Fund is available for only one consulting event per school or program per season. If your program is large enough to need two (2) or more Adaptive Education Staff, you will need to pay the full cost of \$1,100.00 for each additional Education Staff person beyond the first group. (So, for example, if you need two Ed Staff the cost is \$900.00 + \$1100.00, for a total of \$2,000.00.)

### How to Schedule this Program

For more information, or to schedule a 2-Day Adaptive Consulting Program event, contact Eileen Carr at PSIA-E. Her email address is (ecarr@psia-e.org), or call her at: 518-452-6095, ext. 111.

### Feedback

Last year the Adaptive Education Staff conducted a number of Consulting Program events. The participants enjoyed the easy access to the Educational Staff and the opportunity for specialized training. The success can be measured by the fact that several programs have already submitted their requests for the Consulting Program for the 2008-2009 season. So, hurry before the spaces fill up! ■

## Adaptive Program Directors Alert!

by John Lincoln

PSIA-E Adaptive Coordinator

Mark your calendar now for the Adaptive Track at the Snowsports School Management Seminar!

This year's Snowsports School Management Seminar will be held at Killington, VT, on December 3rd and 4th. Again this year we will be having a separate track especially for Adaptive Program Directors. Last year's attendance was quite impressive, and, guided by the comments received, we will be putting together two full days of sessions which should be of interest and importance to programs of all shapes and sizes.

There is an active group preparing the agenda as you read this, and that group would love to hear from you regarding subjects you feel should be explored. If there is something you would like to know more about, please pass it along to Kathy Chandler at: (kcability@comcast.net). We will be making every effort to make this year's program the best it can possibly be.

We are also considering sessions for Technical/Training and Equipment Managers. Once again, if there are topics from these areas you would like to see on the schedule, please tell Kathy about them.

The SSMS is an ideal way to get things rolling, and we want to be helpful in making your season as successful as possible. Mark your calendars now for the early December dates. ■

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## Hitting a Home Run with Kids

by Sue Kramer

PSIA-E Alpine Examiner

ACE Member

Eastern Demo Team

Bromley Mountain, VT

...and Joel Dewey

PSIA-E Dev Team

ACE Member

Camelback Mt, PA

It's time for change. It's time to get in the "ZONE"! Kids are the future of the snowsports industry and kids instructors are entrusted to accomplish the task of helping to build this future. The Children's Committee and ACE team have joined forces to offer new children's programs that focus on the needs of first timers through advanced, while building the skill sets necessary for areas that interest kids, like bumps, park & pipe, and trees. As instructors, we need to remember that the ultimate goal of teaching skills is so that our students can get the ski to perform on whatever terrain they want.

The purpose of redefining the approach to children's educational events is to present information to children's instructors in a more realistic and natural manner. In other words, we will be sharing the excitement of the application of the "CAP" model vs. the explanation of the "CAP" model. In each "Zone" event, an ACE team member will address the 5 areas of knowledge, known as TACOS (Teaching styles and learning styles, Activities and drills, methods of Communication, Organization and class handling, and the Skills concept- more on this later).

By attending the "Zone" events, a children's instructor can expect to create awesome experiences, so that young kids beg their parents to let them stay in the children's programs. Our goal is for students to enjoy the sport as much as we do. (BTW, fun is the number one reason why kids stay in a sport.) And isn't that building more on-snow tomorrows?

Please read the course descriptions for Zones 1-3 in the publications. Participants should expect to be on-snow and on terrain specific to each course. ■

## Out of the "Box" and into the "Zone"

by Jeffrey W. "Jake" Jacobsen

Chair, Children's Committee

ACE Team Member

Rain in the Midwest, thunderstorms here in New Hampshire, and the lake temperature is still "stinkin" cold. But the bright side is that the Ski and Ride season is only 170 days away (at least for us here at Gunstock Mountain resort). And even better than that is the PSIA-E Children's Academy is only 180 days away. That's right, the event will again be held December 16, 17, & 18, 2008, at beautiful Stratton Mountain. Stratton has hosted the Academy in years past, and the staff has always been very accommodating.

As referenced in the title of this piece, the theme of the 2008 PSIA-E Children's Academy is going to be, "OUT OF THE BOX AND INTO THE ZONE". The Children's Committee and the ACE team hope you will join us as we explore the mountain playground (a.k.a. Ski & Ride), share teaching strategies for working with children and their parents, and have a whole lot of fun as we send you home with **TONS** of New Ideas!

The idea of "Into the Zone" comes from a new series of events the ACE team is presenting during the 08/09 season. The theory is to present events for an ability zone while teaching the whole child. Members will ski or ride appropriate terrain for the zone (1st timers through Advanced) and will learn effective coaching strategies utilizing the CAP model for specific age ranges. The theories will be presented through the use of activities and various presentation techniques. We will even be offering opportunities in specialty areas, such as:

- Intro to bumps for kids
- Race for kids
- Trees and Steeps for kids

Attendees can expect to leave with a host of ideas to take home and put into practice. The Zones idea will be introduced during the 08/09 season with 5 offerings:

- Zone 2 event
- Zone 3 event
- 3 Piggy back events (in conjunction with scheduled alpine events)
  - Race for Kids
  - Intro to Bumps
  - Trees and Steeps

Sessions at the Academy will be modeled after these events but will include an optional Zone 1 event for 1st timers through Green circle skiers and riders.

Mark December 16, 2008 on your calendar and tell your friends and colleagues about the PSIA-E Children's Academy.

Have a great summer! The Children's Committee and the ACE Team look forward to seeing you in December. ■

## Put Some "SPARK" into Your Staff

by Mac Jackson

ACE Team

Put some spark into your area by signing up for a S.P.A.R.K. Tour (**S**now **P**ro and **A**CE **R**oad-Show for **K**ids). This season we are offering the Spark Tour for \$250. With this you will have a PSIA-E ACE Team (Advanced Children's Educator) member come to your area for a day and take your staff to new territory in teaching children and youth.

The SPARK clinic is designed to give your staff greater insight into developing teaching strategies for children and youth under 16 years of age. The ACE Team member will create excitement on teaching the whole child. The program will build on the creativity of your staff by developing activities that are fun and enhance skills and movements of the kids. They will help improve the partnership between the child, parent and teacher and grow the understanding of childhood development.

The process of the day is 2 half-day sessions with two different groups of 8-12 instructors and one trainer invited along to understudy. We recommend that at least half the group be 1st or 2nd year instructors, so that we can get them stoked about teaching kids.

We have a dynamite ACE Team with 5 new members. We can spark up your Alpine staff, your Snowboard staff, or both!

So, get the spark going and give PSIA-E a call to schedule a SPARK Tour at your area! In the next issue of the *SnowPro* look for some fun facts on the ACE Team that conducts the SPARK Tour. ■

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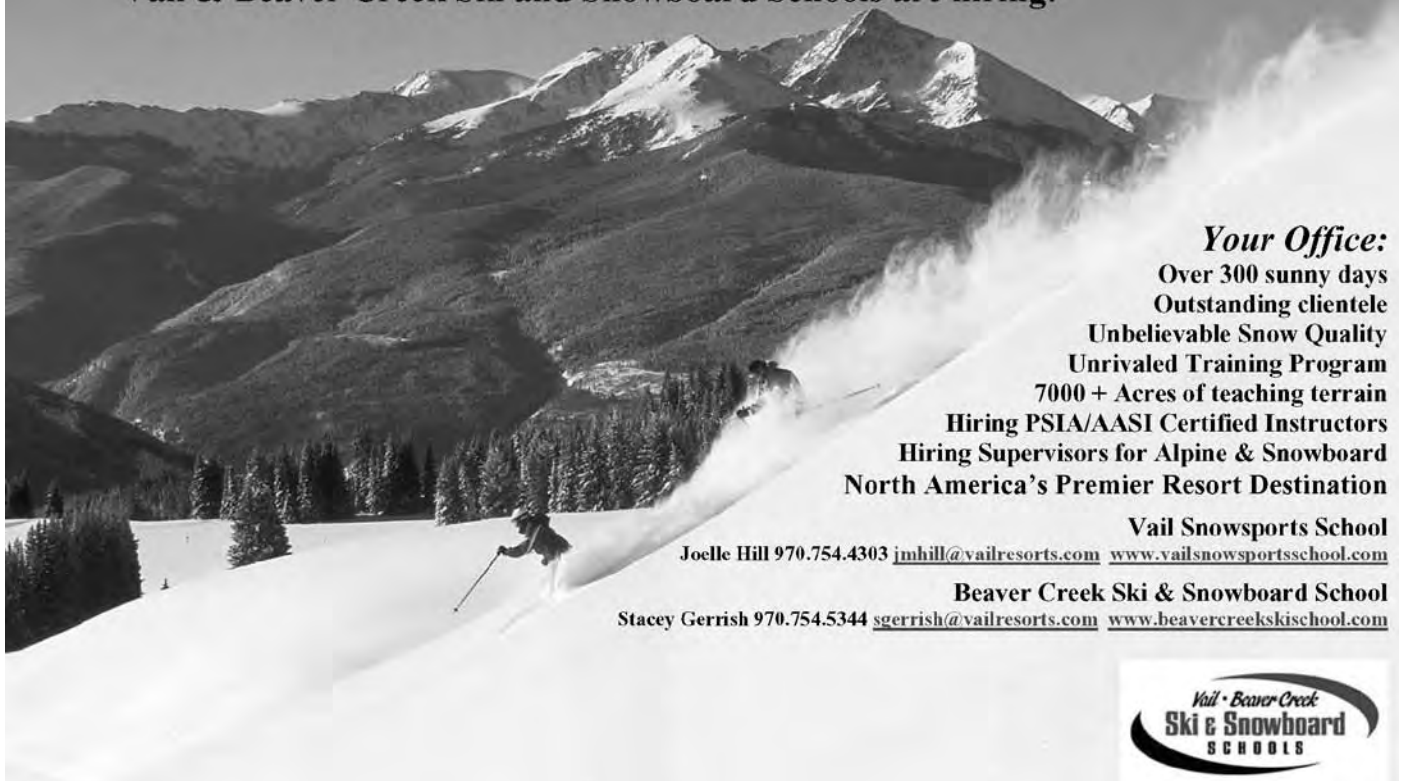
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with loose heels

# 2007-2008 Season Summary

by Mickey Stone  
PSIA-E Nordic Coordinator

What a fun and busy season for all of us. Though there was more snowfall this season for the New England states, some actually had lower snow pack throughout the season even with the additional 60-80 inches more snowfall than last season. Our southern counterparts dealt with great snowfall but



The Tele Star



Norwegian Food of the Gods

rain right afterwards. Overall, it was a solid year for PSIA-E Nordic. Though we did not beat last year's best-season-ever numbers, we were still above our five-year average. Nordic Downhill had a total of 22 events with 214 participants. Track/Skate hosted 11 events and had 82 participants. The T/S also includes our Backcountry Accreditation, so those Track numbers are realistically 53 for the season. Once again last season was a higher than average



Skating Nords on Parade



Nordic Downhill Training – Too Tired to Walk Home year so we normally see a falling off the following season because of the two-year upgrade format.

Our event schedule covers a large geographical area with diverse topics. The last four years there has been a drop in January events and an increase in March to early April participation in both disciplines - statistics that will influence this season's schedule. Continually, our Learn To, off-piste, BC Accreditation and Rallies seem to be the big draws.

A total of 53 new members were brought in for Nordic, slightly below our five-year average of 58.5. Our early season events in both disciplines were solidly attended and gave us a great start for the season

Thank you, members, for the great evaluations of our staff this season. Thanks, also, to our Nordic staff for their eagerness to continually try to up their presentation skills and content to meet the members' needs and provide good value for the cost of events and dues. This season each discipline is planning to do an Info Sheet to enhance our Telemark and Track/Skate Components; this will be handed out at each event. Some of this information was corralled by the Nordic Coordinator while being a part of the Telemark World Cup Championships at Sugarbush, VT, in March, and skiing with a World Cup Track Coach for the United States at the National Team Tryouts. We are excited to bring some new technical information and movements to our members this season. Thank you to all who attended and supported us this year.

Our Lake Placid Freestyle event is slated for just one event this summer on September 15 & 16, 2008.

## National Front



Other National Team Selectors. L to R: Herb Davis, Scott McGee (Nordic Coach), and Craig Panarisi (Former Nordic Coach)



L to R: Mickey Stone, Nordic Team Selector and Coach. Candidates: Darrel Hensley, Mike Beagan, and Mark Lacek



Just another Steep Drop to Do at Tryouts – Droppin' In!

Of course, you know this was the season for the big push to get someone on the National Nordic Demonstration Team. The 18 participants this season, though small in numbers, were very high caliber in both disciplines. We would like to congratulate Ross Matlock from Crested Butte, CO, Charlie MacArthur from Aspen, CO, Tom Marshall from Big Sky, MT, and David Lawrence from Methow Valley, WA, as our four Nordic Demonstration Team Members

I had the extreme pleasure and agony of being a Nordic Selector for the tryouts and I need only to remind you that there are only four Nordic spots. I can only describe to you that these folks need to be great at both disciplines, and that comes with time.

continued on page 30



■ **xx-ploring, continued**

You cannot fake Track/Skate, even if you are a good athlete; it takes years and kilometers of time and distance to be good. These folks were put through a 5-day intense skiing, knowledge and teaching obstacle course every day. You hear of Mammoth as having great spring skiing; well, let's just say the weather was not spring-like, so conditions were very challenging each day. We would like to thank all the folks that supported the Nordic Team for flights and their mileage transfers. We would also like to thank Jim Brown, Ed Hale, Paul Paffendorf, Les Garcia and Appalachian Telemark Organization for their cash donations to the team.

The team would once again like to thank the BOD for their financial support and the unbelievable job of coordination, communication and support from Mickey Sullivan. Please take the time to talk with, and tap the knowledge that Darrel Hensley, Mike Beagan, and Mark Lacey gained from their tryout experience. Nice job guys!

**Nordic Elevations**

We would like to recognize and congratulate Jim Tasse from Cape Elizabethtown, ME (formerly of Killington, VT), for his elevation to Nordic Downhill Examiner. Jim has worked hard for four seasons and is a very talented skier; he makes difficult terrain and conditions look easy to handle. His PhD in English also allows him to be very articulate and creative with his teaching. We are very pleased to have Jim on our Examiner Staff. Way to go Jim!!!!

From the southern end of our membership we are proud to announce and recognize Don Sensenig from Jack Frost, PA, to Nordic Downhill Examiner. Don brings a very organized, detailed background



*Don Sensenig  
at the Top of Mt.  
Mansfield – 4383 ft*



*Jim Tasse – New Nordic Downhill Examiner*

to our Nordic Downhill Team. Like Jim, his athleticism on skis is a beauty to watch. His teaching and knowledge are so well choreographed each time that it is like getting a lesson from out of the pages of a well-written book. Nice job Don!!!!

Both these gentleman have written several articles, assisted in our new Components, are Level III Alpine certified, and have diversified their backgrounds to Backcountry and Track skiing. Please congratulate both when you see them this season; they are the new younger breed of Ed Staff that will help drive us for the future.



*Bif*

We would also like to congratulate John "Bif" Russell from Okemo, VT, as our new DCL this season.

**Nordic Teaching DVD**

Our follow-up DVD on teaching telemarking will be finished and on the streets this season. We currently have shot 95% of what we need and will be putting it together this summer. If you have ideas or comments please forward them to Mickey Stone, cpage3@aol.com

**Backcountry**

This season's Snow Sense and Planning indoor session will be hosted by Mount Snow on 11/2-3. Last season we saw 42 people attend the courses and 4 who completed the entire course. Congratulations once again to: Meagan Parker, Ted Stever, Derek Mercury SB, and Alexander Latimer.

Thank you for a great season, and please enjoy the pictures from the year.



*Temporary Shelters – Man, is this Fun!*



*Snow Sense and Planning – Bruce Hennessey*



*Is This Backcountry Dance, or Are You Going Skinless?*



*Alex, Ted  
and Derek –  
Scopin' Pow!*

**A Poem by John Lee Frisbee**

To flash across on open slope of virgin snow  
and in one sweeping Telemark  
learned of long hours of toil  
lay out a perfect track  
by the touch of life removed  
from cold mechanics of a geometric arc.  
To stand at the bottom of the hill  
in gathering dusk  
and looking back  
know tomorrow  
someone is passing by,  
will see the mark and say,  
"Here is perfection.  
Who made it?  
I do not know.  
Perfection needs no signature.  
Today, I shall lay down a track like that."  
And with this knowledge stored up in your heart  
push on through darkness to a fire and rest...  
This simple scene of which I speak  
is in reality  
an infinitely bigger thing  
called immortality.



*Immortality*

Recovered from page 29 of "Ski Magazine," 1952 by Larry Wilke, Regional Life Member. ■



## Ski School Director

Senior management position – reports to President/GM.  
Oversees all Snowsports School activities and Rental Dept.

**Responsible for:** Recruitment, hiring, evaluations, training, budget, advertising, customer relations, program development and running the 240 member ski school and rental departments as profit centers.

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education foundation news

## PSIA-E/EF Scholarships Available for All Disciplines

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

*by Cherisse Young, PSIA-E Board Secretary, Scholarship Review Committee Chairperson  
and Michael Mendrick, Executive Director*

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

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 (approximately \$3,300) 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 \$1,075 is available for awarding from this fund in 2008-09.

### James Leader Memorial Scholarship

The James Leader Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in snowsports instruction. Applicants must be a member of PSIA – Eastern, with first priority given to employees of the Killington Snowsport School. Second priority will be given to members from Region 2 (Vermont), and the remainder available to all members of PSIA – Eastern. The James Leader Memorial Scholarship has a separate application form and different criteria from other scholarships (e.g. member at least one year, requires a letter from your snowsports school). \$1,000 is available for awarding each season. To obtain a copy of the criteria

and an application form, please call the PSIA-E office at 518-452-6095, or visit the PSIA-E website at [www.psia-e.org](http://www.psia-e.org).

### CE Burbridge Memorial Scholarship

The CE Burbridge Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in adaptive snowsports instruction. This includes all PSIA-E, PSIA, and AASI educational events that specialize in adaptive snowsport issues. 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 \$700 is available for awarding this season.

### 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 Karen Frei at [k2frei@yahoo.com](mailto: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](http://www.psia-e.org). You will find information on the scholarships under the "Member Services" heading and "Eastern Benefits" tab.

Complete the entire application and mail or fax it to the PSIA-E office, post-marked no later than Friday, October 3, 2008. If you fax your application, please call to confirm receipt. The PSIA-E fax number is 518-452-6099.

The Scholarship Committee will review and evaluate applications at the October 18-19, 2008 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 the PSIA-E office at: [psia-e@psia-e.org](mailto:psia-e@psia-e.org). Articles should be submitted within a month of the scholarship event, if possible. A limited number of scholarship articles will be selected for publication in the *SnowPro* newsletter.

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





# 2008-2009 PSIA-E/AASI - NEW MEMBER APPLICATION

Mail or fax to: PSIA-E/AASI, 1-A Lincoln Ave, Albany, NY 12205-4907

Fax# (518) 452-6099

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



Rev. 07/23/2008 S

As a Registered Member of PSIA-E/AASI, you will become a member of the American Snowsports Education Association (ASEA), the largest organization of professional snowsports instructors in America. PSIA and AASI operate under the umbrella of ASEA. You will soon receive a Welcome Kit including an introduction to the association, an explanation of your benefits as a member, and have immediate access to the national website, [www.psia.org](http://www.psia.org) and the division website, [www.psia-e.org](http://www.psia-e.org).

### All new members must read and sign the following:

As a member of PSIA/AASI National and Eastern Division, I agree to be bound by all PSIA-E/AASI bylaws and regulations including educational update requirements. Educational updates are required every 2 seasons for most members; students and those over the age of 65 have differing requirements. I am aware that the "membership year" runs from July 1, 2008 - June 30, 2009 (June 30, 2010 if joining after February 15, 2009) and that dues are non-refundable.

Applicant's

Signature \_\_\_\_\_ Date \_\_\_\_\_

Member Sponsor \_\_\_\_\_ Sponsor Member #: \_\_\_\_\_

(Note: If a current member of PSIA-E/AASI personally influenced your decision to join, clearly print their name and member # above)

**Please print clearly and fill out ALL sections. This application must include payment and must be received before or at the same time as registering for a PSIA-E/AASI event to ensure the member event price.**

### Please check your PRIMARY discipline:

Alpine       Snowboard       Adaptive       Nordic Downhill       Nordic Track/Skate

The Eastern Division of PSIA & AASI is divided into seven geographic regions (listed below). As a new member, you may choose to be affiliated with one region – the one in which you work as a snowsports instructor or the one in which you live. This affiliation is for regional mailing and voting purposes. You should affiliate with the region in which you are most active as a snowsports instructor. Please check the appropriate region below. If you do not choose, the region in which you live will be assigned as your designated regional affiliation by PSIA-E Bylaws, Section 10.8. You must then notify the division office in writing, should you choose to change your affiliation to the region in which you work.

1 – ME, NH       2 – VT       3 – MA, CT, RI       4 – PA, NJ      Male / Female  
 5 – Western NY       6 – Eastern NY       7 – DE, MD, VA, WV, NC, SC, GA, FL, DC      Date of Birth: \_\_\_\_\_  
Circle one

NAME: \_\_\_\_\_  
Last First M.I.

MAILING ADDRESS: \_\_\_\_\_  
Street/Box City State Zip

SHIPPING ADDRESS: \_\_\_\_\_  
Street/Box City State Zip

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

E-MAIL ADDRESS: \_\_\_\_\_ CELL PHONE: (\_\_\_\_\_) \_\_\_\_\_

SNOWSPORTS SCHOOL NAME: \_\_\_\_\_

TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED: **\$109.00**

PAYING BY: CHECK  CHECK #: \_\_\_\_\_ OR charge: MasterCard  or Visa

Exp. Date: \_\_\_\_\_ Signed \_\_\_\_\_

### OFFICE USE ONLY

Date \_\_\_\_\_  
Proc. \_\_\_\_\_ Initials \_\_\_\_\_  
Auth \_\_\_\_\_  
Num \_\_\_\_\_  
App \_\_\_\_\_  
Num \_\_\_\_\_  
Mem \_\_\_\_\_  
Num \_\_\_\_\_

### Applying as a new member, your Snowsports School Director must complete the following:

As Director, I attest to the following: This applicant is a member of my current staff. The candidate has received training and preparation, as addressed in the American Teaching System. As a candidate for Registered Member status, the applicant has completed the PSIA/AASI entry level requirements, including 25 hours of teaching/training.

Director's Signature \_\_\_\_\_ Name of School \_\_\_\_\_



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

## Never Give Up!

by John Costello

PSIA-E Alpine Level II

Bryce Mountain Resort, VA

“Yes, there is a God” were the words used by Bob Shostek as he called the name of the latest PSIA-E member to attain Level II certification. The room erupted and a number of people came to their feet. Why all the fuss over one more Level II PSIA member? Well, this wasn't an ordinary situation. In fact, it was far from ordinary. You see, this particular candidate had finally succeeded in passing the Level II exam process after a total of eleven attempts. Yes, you read correctly, ELEVEN- arguably a PSIA-E record.

I passed Level I near the end of my first year of teaching, and after five years, it was time to take the next step. It was a wet rainy morning at Bromley Mountain when our group of hopeful candidates gathered around their examiner at the top of the lift. He assured everyone that they should have a good time and enjoy themselves over the next two days. Just to get the program off to a good start, the examiner was going to go first and would not even be watching. Off down the mountain roared the mass of soon-to-be Level II instructors - all except one. I stopped at the first opportunity to check my skis. Was something wrong? Why wouldn't they turn? I adjusted my stance and headed off, but nothing was working. Within an hour or so, I flew off the trail over the snow making pipes and somehow landed upright in one piece about ten feet below the trail. At least I was alive and the only damage was one broken boot buckle.

The rest of that day was not much better, and copious amounts of liquid refreshment that night did little to improve my skiing the next day. Needless to say, I failed all three examiners miserably. Looking back now, I wonder what they thought I was doing taking the test at all.

Back to my home mountain I went. Miraculously, my skis were working again. That indescribable feeling of floating down a slope with two flexing boards attached to my feet was back. I had no idea what had happened that day at Bromley, but was determined to try again.

The next attempt was not much better than the first. I still failed. How could this be? I took a Level II skiing prep course at ProJam and promptly failed the next exam. I came to realize that I had never taken a “practical” exam of any kind. I knew that I could ski and had no question as to my ability, but somehow, when it came to skiing with an examiner, I looked like I had taken the sport up just a few days before.

Something had to change. This was quickly getting old. I decided that the only way that I could overcome this apprehension was to keep taking the exam, and I did until it finally came to the point where I just didn't care. The day that I finally convinced myself that I was out for a good time on the snow was the time that I finally passed the Part One of the Level II exam. This was my eighth attempt.

Having finally passed Part One, I was on to the teaching part. I had been instructing for a number of years and was to be tested on the exact same things that I did every day. How hard could that be? I was soon to find out. After taking a couple of teaching prep clinics, I was once again ready to go. As a final means of being prepared, I hired a coach the day before the upcoming exam. We worked all morning and did mock lessons on the hill. We had question and answer sessions on the chair and I was pronounced “ready.” By the end of the second day of testing, I realized that I had once again failed miserably.

I took another couple of teaching clinics and once again felt good-to-go, but when the time came to show my stuff, I was a mess. What's a “garland?” My hard drive was on strike and I couldn't remember anything past my own name. At least this time, when I failed, it was with “distinction.” The distinction being that I was the only one who took the exam that did not pass.

I took another prep course and signed up for my eleventh Level II testing attempt. Somehow, I felt a little more like my normal self, and even showed a bit of levity during the exam. After the first two examiners on day one, I actually felt somewhat confident. One thing that I was not thinking about was the possibility of taking the test for the twelfth time. When I heard my name being called, I was ecstatic. Finally, after eleven attempts, I had passed, and was now a member of the elite club of newly minted Level II instructors.

Many have said that they admired my perseverance. Others have probably thought to themselves that I must be deranged to have spent so much time and driven all over the east coast to accomplish this simple task. The reality is that although I would not recommend this course of action for the typical Level II candidate, there were many lessons to be learned, and wonderful experiences along the way. During this journey, through the benefit of skiing with some of the best, I have certainly improved my

own skiing. I have watched innumerable instructors from other mountains and gained an entire book of exercises and attitudes to benefit my own teaching. In addition, I have met dozens of people along the way who I believe will be friends for a long time. I guess the whole thing can be summed up with that old cliché that says something about it not being the destination, but the journey, that matters. Never give up! ■

## Coaching on the Basics is Good Practice – in Any Sport

by Steve Trickey, Alpine II, Okemo, VT

Eileen Carr Trickey, Alpine I, Okemo, VT

Late in May, we took advantage of the new VIP Privileges Golf Program and participated in a one-day Core Session at Stratton's Golf University (SGU). It was a fantastic program, and we could not help but compare the coaching our golf pro used to how we coach our guests during the ski season. Not only are we hooked and back into golf, but now we see why so many of us are also golfers.

After a very welcoming introduction to the day's program by director John Neubauer, we broke into groups and met our pro for the day, Tom McMahon. Tom began our lesson by asking what we wanted from the program, and assessing the golf skills we already possessed. We then set a plan to help achieve our goals. Sound like the “Teaching Model”?

Even though we had been playing golf for many years, Tom explained the key to good golf is practicing and executing good fundamental skills. Further, he explained that we would look at Grip/Alignment/Posture/(Ball) Position (GAPP) and apply their correct use in each of 4 stations: Driving/Long-Irons, Pitching, Mid-Irons and Chipping/Putting. Sound like the “Skills Concept” (BERP – Balance, Edging, Rotary Movements and Pressure)?

We were interested to see that Tom usually turned to “guided discovery” as he coached. He would briefly discuss and then demo the use of the 4 elements at each station. Then, he would turn to us

*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.*

to attempt the swing and tactic he had described, but also to try variations, allowing us to see how changing any of these elements could affect our success at the various stations. The degree of success could easily be seen by our accuracy to the target.

Since our day at SGU, we may not always hit the perfect shot, but we now focus on GAPP and think about what we did correctly (or not!). Tom left us with a greater ability to pin-point something we need to fix sooner than perhaps we could have in the past.

After taking this course at SGU, and seeing the similarities between teaching skiing and teaching golf, this experience reinforces what we are always preaching. In order to become better skiers we need to practice and teach good skills! We are certain we will use this experience to revitalize our approach to our own skiing practice and teaching next season.

We want to thank our pro, Tom McMahon, for his advice, humor, focus on the basics and ability to get us "hooked on golf again". Also, thanks to John Neubauer, the Stratton University Director, for running a top notch program.

Check out the programs at Stratton Golf University this season if you can. We bet your time spent at SGU will improve your understanding of the basics, and ultimately your game and your score.

You can view all of the VIP Privileges Golf Program offerings for members on the Eastern Division website. ■

## Playing Leap Frog in the Bumps with Kids

by *Dave Zientko*  
*PSIA-E Alpine Level III*  
*Whiteface Mt., NY*

I am a coach in Whiteface's Season-long children's Cloudsplitter Club program for ages 7-12; the program is focused on all-around skiing as opposed to racing. The kids love to ski bumps, but I found that successfully coaching 7 "Cloudsplitters" on a long bump run was akin to herding cats. I've discovered that using "circle skiing" in the bumps made a dramatic improvement in my ability to coach them and their subsequent increase in performance.

I call this game playing "Leap Frog in the bumps". I go first, and then one child skis about 20 yards below me, and the next goes 20 yards past them, and so on. Of course, we stop on the side of the trail. This gives me the chance to see each child ski and offer immediate feedback as they ski by, or as I ski by them. The few shouted words of "keep turning" or "touch a pole" on every bump really seems to have a much stronger effect when done while they are still moving. The children relate

well to the analogy of frogs hopping thru the bumps. It also helps to avoid the bumping into each other that seems to occur when they free-ski the bumps. It's best to do this on fairly straight and consistently fall-lined trail so everyone can see each other.

The Cognitive part in the CAP model is engaged primarily through watching, with only very few words as input. At a higher level for the 11-12 years olds in my group, they can watch the line I ski in the bumps and then emulate that. From the Affective standpoint, it is a good group-bonding activity that is non-competitive and well paced so that the slower child will feel that they are not holding up the group, and allows some rest between segments. This activity allows you to give lots of encouragement and pole clapping for positive feedback to each skier as they come by. It is interesting from the physical standpoint to watch the differences between how very strong 8 year-olds move compared to the 12 year-olds. As the 8 year-olds ski by they need to be reminded to keep turning or to touch their pole to every bump since its harder for a child that age to concentrate on two parts of the body at the same time. The 12 year-olds are free to focus on finer movements of their ankles and knees.

Next time you have to ski a large group of kids through the bumps, give this leap frog method a go – the results will leave you hopping right along with them. ■

**PRESENTS THE NEW PSIA-E/AASI EMPLOYMENT CENTER!**

**TAKE ADVANTAGE OF THE PRE-SEASON BLITZ OFFER!**

**Increase your team of PROS!**

**Save 10% Off Your Next Job Posting\***


Add to your winning team!

- Use the new **Eastern Division Employment Center**
- Create an account with your resort specific information for job seekers to see
- Announce and publicize your Job Fair Dates
- Post your job openings and recruit top talent year-round, faster & easier
- Upgrade your posting with **PowerPost** to reach more job seekers beyond PSIA-E
- Coming this Fall, use our **OneClick™** job posting feature as your one-stop shop for posting your jobs! You no longer need to navigate through several sites when you can post all with **OneClick™**

Whether you are hiring one person or many, the Eastern Division Employment Center will help you hire the right talent. Post your jobs online today. Interview and hire tomorrow. Be sure your open positions are seen by the candidates searching for your job.

**Pre-season Blitz Offer: Post your first listing before August 15 and get 10% off your posting. Simply enter Coupon Code 08BLITZ to get your 10% discount\*.**

**Don't wait – Increase your Team Today and Save 10%!**  
Go to <http://www.psia-e.org/jobs/> to get started NOW!



\*10% discount offer cannot be combined with other discounts or applied to previous postings.  
Offer Expires August 15, 2008.





OFFICE USE ONLY


## SNOW PRO JAM - DECEMBER 8-12, 2008 - MOUNT SNOW, VT ALPINE EVENT APPLICATION

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.

**Please print.**

Member No: \_\_\_\_\_

**Fill out all sections.**

Primary Discipline/Level: \_\_\_\_\_ / \_\_\_\_\_

**Application will NOT be accepted prior to September 22<sup>nd</sup> postmark date.**

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

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

DAYTIME PHONE: (\_\_\_\_\_) \_\_\_\_\_ E-mail address: \_\_\_\_\_

**Alpine Snow Pro Jam 2008** (\$389 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 <input type="checkbox"/> or Visa <input type="checkbox"/> Exp. Date: _____			
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> \$ Amount	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Signed	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> _____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> _____

**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	
<b>TRANSFERS:</b> Up to one week prior to original event.....	\$10.00
During the week prior to original event (notice no later than 4:30 PM on last business day before event).....	40 % of fee
<b>NOTE: Transfers to another event must be before the deadline of that event.</b>	
<b>NO-SHOWS:</b> Regardless of reason.....	75% of fee
<b>CANCELLATIONS:</b> 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
<b>RETURNED CHECKS/DECLINED CHARGES:</b> Checks returned for insufficient funds will not be redeposited.	
Registrant's application will be voided unless such checks or charges are replaced by certified check, money order or cash prior to the event. For returned checks, this must include a processing charge of \$25.00.	

## Classy-fied



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

**Snowsports School Supervisor-Manager** position available at Schweitzer Mountain Resort in Idaho starting in the fall of 2008. Previous supervisory experience required. Apply at [www.schweitzer.com](http://www.schweitzer.com), or contact Terry McLeod, Director; 208-255-3069, or [tmcLeod@schweitzer.com](mailto:tmcLeod@schweitzer.com) for more info.

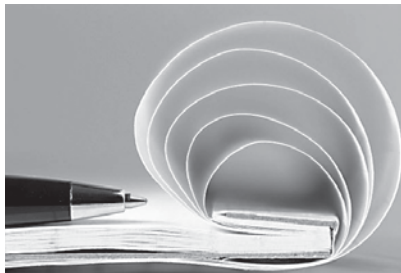
**Titus Mountain in Malone, NY** is currently seeking a full-time Snow Sports Director, as well as a full-time Alpine Instructor for the '08/'09 season. French/English speaking & writing skills a plus. Candidates should direct their resumes to the attention of: Mr. Franz Fredericks, Area Manager Titus Mountain, Inc. 215 Johnson Road, Malone, NY 12953 Ph.: (518) 483-3740 Fax: (518) 483-2031 E-Mail: [titusmt@westelcom.com](mailto:titusmt@westelcom.com) ■



### **Wanted: Alpine and Snowboard Pros. Interested in working at a premier destination resort.**

Skiing Magazine named Smugglers' Notch Resort the No. 1 Resort in the Eastern U.S. in their fall issue of 2006. We have hundreds of guests participating in our programs daily. With over 24 feet of snow, 2000 ft. of vertical, 1000 acres of available terrain, glades, steeps; a whole mt. devoted to the beginner, intermediate and advanced Snow Sport enthusiast; un-crowded slopes, and one of the best snowsport schools, its no wonder our guests keep coming back again and again.

Adaptive, Snowboard, Alpine, Children, whatever your specialty, whether you have taught for one season or twenty we have a spot for you. Good pay, lots of work, paid training, dues and event reimbursement, unparalleled training, glades, steeps, did I mention 24 feet of snow? Our Snowboard Program is also looking for a Snowboard Program Leader. Check us out at [www.smuggs.com](http://www.smuggs.com), call Dave Farrell, Hiring Supervisor 802 644-1056, e-mail [dfarrell@smuggs.com](mailto:dfarrell@smuggs.com). for more info on any of these positions.



### **Upcoming *SnowPro* Copy Deadlines**

Early Fall 2008 – August 15, 2008

### **Writing Guidelines**

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

## 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.**



Enter the  
Employment Center



**Find your Dream Job Today!**

**ANNOUNCING THE NEW PSIA-E  
EMPLOYMENT CENTER!**

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

Take advantage of our NEW year-round, online Employment Center, which includes all the resources you need to fulfill your snowsports career goals:

- Post your Resume Anonymously!
- Search Tons of Job Postings!
- Access a Library of Career-related Articles and Resources!
- Create a Job Alert and be Notified of New Jobs that Match Your Search Criteria!

We certainly hope you will take advantage of this new Eastern Division member benefit and wish you great success in your snowsports teaching career. We look forward to your feed-back about this new resource.



**Find your Dream Job Today!**

Use the new **Eastern Division  
Employment Center**

## PROPOSED AMENDMENTS TO BYLAWS OF PROFESSIONAL SKI INSTRUCTORS OF AMERICA - EASTERN DIVISION

**Proposed for adoption effective October 19, 2008**

**Notice – All Eligible Voting Members**

### Proposed Bylaws Amendment Questionnaire

The PSIA-E Board of Directors has proposed the following Bylaws amendments for your consideration and feedback. **The proposed Bylaws amendments will be voted on by the Board of Directors at their October 18-19, 2008 meeting for immediate adoption.**

**Questionnaire Eligibility:** All members that are in their second year of membership may vote (that is, after paying dues for a second membership year).

**Amendment Process:** This notice meets the Bylaws requirement to notify the membership prior to any final Board action on the Bylaws, and includes the required questionnaire which you are requested to return. Final Board action will take into account the response received from the voting membership. Eight (8) affirmative Board votes are required to amend the Bylaws.

**Please return the attached questionnaire postmarked no later than October 3, 2008.**

**Reason for amendments:** The proposed amendment is the result of an extensive review, recommendation and discussion process conducted by the PSIA-E/ AASI Board of Directors and is intended to ensure equity and efficiency in the association's governance policies and practices. History has shown very limited interest by members in running for elected regional committee representative positions. These positions typically remain open and are then appointed by the Board at the recommendation of the Regional Director. This amendment is intended to ratify what is already the predominant practice by the organization.

**Important Notes:** Only affected Bylaws articles and sections are listed. For space considerations, only language relevant to proposed change is included. (Strike-through text to be deleted, underlined text to be added, plain text is unchanged from previous Bylaws)

### ARTICLE X GEOGRAPHIC REPRESENTATION

**SECTION 10.3 - ELECTION OF GEOGRAPHIC REGIONAL REPRESENTATIVES AND COMMITTEE MEMBERS** (AMENDED 12/1/76, 4/13/79, 10/31/82, 4/4/92, 9/28/98, 10/22/01, 10/20/02, 10/19/03, 6/10/06, 10/15/06). Beginning in 2002, elections for geographic regional representatives and committee members shall be for staggered terms as follows: Region 1 and 2 will elect for a one (1) year term; Regions 3 and 4 will elect for a two (2) year term; Regions 5 and 6 will elect for a three (3) year term. Beginning in 2004, Region 7 members will elect regional representatives and committee members for three (3) year terms. All subsequent elections for regional representatives and committee members for all regions will then be for three (3) year terms. In the election for Board positions, that person securing the greatest number of votes within a region shall be the Regional Director, and that person receiving the second greatest number of votes within the region shall be the Regional Representative, except in situations covered by Section 10.3(b) below. In the



event of a tie for any position, the winner shall be selected by lot, unless the ballot provides for a different basis for selection. Any decision regarding candidacy forms and tallying of ballots shall be made by the authority of the Board of Directors.

**SECTION 10.5 - REGIONAL VACANCIES** (ADDED 10/31/82, 5/21/83, 12/12/90). In the event no one is elected to fill the Board of Directors positions ~~and/or a standing committee position~~, the Regional Director shall appoint a qualified person or persons to fill said position(s), subject to the confirmation of the appointment by the Board of Directors. In the event no Regional Director is elected, the Board of Directors will appoint a qualified person to fill that position.

**ARTICLE XI  
COMMITTEES**

**SECTION 11.1 - OPERATIONAL COMMITTEES AND THEIR DUTIES** (AMENDED 10/31/82, 10/20/02). There shall be a number of operational committees as designated periodically by the Board that serve the Association, the names and purpose of which are currently as follows:

- (b) **SNOWSPORTS SCHOOL MANAGEMENT COMMITTEE** (AMENDED 10/31/82, 12/12/90, 4/4/92, 10/20/02). The Snowsports School Management Committee shall represent snowsports school directors and shall advise the Board of Directors regarding programs affecting snowsports schools and snowsports school directors. Representatives to the committee must be, or have been, in a snowsports school management position; or by reason of other management qualifications, must have been exempted from this qualification by the Board of Directors. One elected (or) appointed representative from each region, as recommended by the Regional Director and ratified by the Board of Directors, will serve a three-year term to coincide with his/her region's election cycle as outlined in Section 10.3. The Chairperson of the Snowsports School Management

Committee must have had experience as a snowsports school director.

- (d.1) **ALPINE EDUCATION & CERTIFICATION** (AMENDED 10/31/82, 9/26/92, 6/4/94, 10/20/02). The Alpine Education & Certification Committee shall address issues relative to Alpine education programming and materials. The Committee shall advise the Board of Directors regarding standards for various levels of membership and the implementation of all training and certification programs, including courses, clinics and exams. Representatives to the committee must hold the classification of Alpine Certified Level II or Alpine Certified Level III. The chairperson of the Alpine Education & Certification Committee must be an active member of the Alpine Board of Examiners at the time of appointment. ~~After completion of terms began in 2002, one elected (or) appointed representative from each region would serve as outlined in Section 10.3. One appointed representative from each region, as recommended by the Regional Director and ratified by the Board of Directors, will serve a three-year term to coincide with his/her region's election cycle~~ as outlined in Section 10.3. In addition, at-large members may be nominated by the President and ratified by the Board to serve on the committee.

**Rationale:** History has shown very limited interest by members in running for elected regional committee representative positions for the Snowsports School Management Committee and Alpine Education & Certification Committee. These positions typically remain open and are then appointed by the Board at the recommendation of the Regional Director. his amendment is intended to ratify what is already the predominant practice by the organization as well as create consistency with how all other committees are staffed.

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## Bylaws Return Questionnaire

This is YOUR association. We want to hear from you on how it is governed and managed! If you are an eligible voter, please take the time to fill out and return this questionnaire to be postmarked no later than October 3, 2008. Mail to: PSIA-E Bylaws, 1-A Lincoln Ave., Albany, N.Y., 12205.

I agree with the bylaws revision as proposed:

I am not in favor of the following revisions:

Section: Comments: \_\_\_\_\_  
\_\_\_\_\_

Section: Comments: \_\_\_\_\_  
\_\_\_\_\_

Section: Comments: \_\_\_\_\_  
\_\_\_\_\_

# 2008 Snow Pro Jam – Masters Academy Registration Info

The 2008 Snow Pro Jam and Masters Academy will be held December 8th – 12th at Mount Snow Resort in Vermont. We will begin to accept applications on Monday, September 22, 2008. Applications must be postmarked September 22nd or later. No applications postmarked prior to September 22, 2008 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 \$389 and limited to 350 participants.
- Complete 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 17th deadline.

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

- The event fee for the Masters Academy is \$449 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.
- Once again we will offer an optional "Senior" group for age 55+
- Applications will be accepted through the November 17th deadline.

PLEASE do not call the office to see if your application was received. A separate file is made for each day of the application period. As an example, all mail received with a postmark of September 22nd is placed in the appropriate file in the order

of postmark (even if it is not delivered until a week or so later). Confirmation cards will be sent via e-mail and postal mail in mid-October.

Regarding guests for the Snow Pro Jam & Masters Academy:

- A guest "Lesson & Lift Ticket Package" will be offered through the Mount Snow Ski & Snowboard School. Guests need to register directly with Mount Snow for the five-day lift ticket and (5) 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 Joe Hanzalik at Mount Snow Ski & Snowboard School, Monday-Friday 9am - 5pm, at (802) 464-4086, after October 1, 2008. Please identify yourself as a PSIA-E/AASI Snow Pro Jam guest, and Joe will be glad to assist you!
- There will also be a select number of banquet tickets reserved for guests. Any member wishing to bring a guest to the banquet should include the guest name and payment on their application where indicated. Payment of \$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

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