



Snow

Pro

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

SUMMER 2009

PSIA-E/AASI Education & Programs Update

by Mickey Sullivan

Director of Education & Programs

Good snow and good weather meant good attendance at our events and exams this past season. Of course, the massive snowmaking systems at our eastern resorts often help. Our PSIA-Eastern member resorts continue to strongly support you and our events by providing us with lodge space, hill space and complimentary lift tickets during our events. Please continue to respect and support the eastern resorts with your business and words of praise. When you're a guest at any of the resorts please do the little things that make a difference. Pick up that napkin on the floor or soda can on the slopes. Help the new skier that's having trouble carrying their skis. Let the parking attendants know that you appreciate their help. All of these types of things help you, PSIA, and, most importantly, the ski industry. We are all looking forward to another great ski and riding season. I hope to see you on the slopes.

National Certification Unity Task Force

The task force activity continues, with agreement on many of the needs and issues between the different divisions. It is important to note that it is the role of our National organization to develop, review and recommend to the divisions what the "National standards" are. Each division agrees that it is a benefit to all to follow these National standards. The Alpine National team will be working this season to review and possibly update the National skiing standards. AASI, Adaptive and Nordic are also undergoing similar work.

It is also important to note that it is the role of each division to decide on the best method to test their membership to the National standards.

Because of this, **all divisions** need to agree on an exam format in order for it to become a National format. While work continues along these lines, 100% agreement has not yet been met. However, many very positive methods and structures have been agreed upon, and each division is gaining knowledge as we learn and share with each other. There will not be any significant changes to the eastern exam processes this year as a result of the National task force work. But, the task force continues its work in order to find the best ways to serve the membership, the organization and the ski industry.

Event Scheduling

The support of the snowsports resorts has been tremendous as we plan over 500 events for the 2009-10 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.

This year look for a new U30 event (under 30). It will be designed for those members ages 16 – 30. Dates and locations will be strongly considered along with the event format and education staff working the event. More details will be announced this fall.

Another new event planned will be a Level II exam preparation course with video. Professional videographers will be used for these events, and DVDs or on-line access will be available for viewing after the event. Of course, there will be on-site viewing too in order to enhance the participants' learning experience.

Alpine Written Exam

The Exam process for the coming season will see a minor change to how the written test for Level 2 and 3 will be handled. Traditionally, the written

exam is given at 8:00am on the first day of Part 2 of the exam. This can be difficult as it makes an already busy day into a super busy one. In order to relieve any stress that this may cause, the test will now be given at the end of the Part 1 Skiing exam. This will typically be the afternoon of the second day of the exam since the Part 1 exam normally finishes by noon. Candidates will have plenty of time in the afternoon to take the written exam. Candidates will now have to prepare their brains along with their hot feet for Part 1 of the exam. We think this will create a much friendlier approach to this written exam need.

New Alpine 3-Day Exam Offered

This season Alpine members can choose to take all parts of the Level II or Level III exam in 3 consecutive days. This new exam format will be offered once this season - in March. All other Alpine exam offerings will be of the familiar Part 1 and Part 2 format. The 3-day exam format does have some stipulations, and all of these should be considered before signing up for this format. Please go to Ed/Cert Chairman Pete Howard's article in this newsletter entitled "Summer News, Some're Not" for more details.

2009-10 Feature Events

As we construct the event schedule for the 2009-10 season there are many factors that shape our decisions. First and foremost we try to deliver what the membership wants. In addition, each snowsports 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

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Guest Editorial

Success is Your Choice

by Terrie Anne Bennett
*PSIA-E Alpine Level III,
Adaptive Level III,
and Nordic Level I
DCL, USSA Level 3 Coach
Trainer - Sunday River, ME*

Each season many of you ask the question, "Am I ready for the next step?" Then, you start to think of times in your ski career that you did not achieve the next level, or did not receive the results intended. In other words, you failed. You then hold that memory so tightly that every time you think of an exam or tryout you play those memories back like a DVD in your head. Guess what results you come up with again and again? The same ones! And, you ask yourself why? Or, perhaps, you go the way of the blaming process: That examiner did not like me, I had the wrong skis on, I cannot ski in flat light, etc, etc, etc...

You know, only you are responsible for all of your thoughts, your feelings, and your results. It is a hard reality, but to get to the point in your skiing of discovering that you are in control of all of your own results is a big responsibility to take on. As a trainer at Sunday River I see this mental process take place in many coaches. I believe that developing a strong mental attitude is as important as making the turns on the hill. Many of us have heard, "You cannot keep doing the same thing over and over and expect different results"; so, shift your thought process and start something new.

Here are some tips that I have found successful for me, and for others I have worked with.

Take Action

What do _____'s do, and what are their habits? (Fill in the blank with whatever your goal is: Examiner, ACE team, Level 2 skiing, etc.) So, what do examiners, ACE team or Level 2 skiers do? If you do not know, ask them. Find a mentor, someone who has achieved the goals you are looking to attain, and ask them their habits of success. You can then tailor their responses to fit your needs and start creating the habits it takes to be a success.

I use this method in the college classes I teach. When explaining my assessment process I ask my classes, "What do 'A' students do?" The students respond with, "An 'A' student participates, does their homework, pays attention, and they go above and beyond." Then, I explain that if you want to achieve an "A", then do those things by creating habits and attitudes of an "A" student and you will see the results. If you see yourself as a "D" student, guess what you will get!

"We are what we repeatedly do. Excellence then is not an act, but a habit." – Aristotle

Visualize

How often do you see the results you desire? Play the event you wish to do in your head, seeing all of the positive images. These images will create the positive feelings that go along with your successful moment. The more you work on feeling good about what you want now, the more it will become a part of your subconscious. Visualization is a skill that takes time to develop. Do not start to use visualization on the drive up to your event. It is a skill that takes repetition and practice like any other skill.

If you were not successful at some point in your ski career, come to grips with it before moving on. Look back and see why you were not ready or did not succeed, then let it go and move on. It is as simple as that. Free yourself of negative images and experiences and stop reliving the moments of failure. Create and visualize what you want and feel good about it now.

Set Goals

When you set goals you send a message to your subconscious that you know what you want. You do not waste mental energy on "should I or should I not". You know the answers already. Do not let others control your life for you; make choices and set goals. It helps to write down your goals and post them somewhere that you can reflect on them each day. It also helps to add images. If you want to become a better bump skier, then cut out images of bump skiers and place those images where you can view them daily. Try to feel what the skier you see in the photos is doing. Constant images of positive reinforcement can be a very powerful tool in the mind.

Ask yourself, "What do I want to do?", and then answer the questions. Write down a list and get to it! Sign up for that prep course, get out to early morning training, join the gym to get stronger; in other words, start creating habits to turn your thoughts into reality. Do not wait for someone to tell you you're ready for your goal; you tell them. If you need feedback, then be clear: "I feel I am good in these moves, but need help in these areas. Can you help me?" This creates clear choice, not wavering decisions about going to the next level.

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Bill Hetrick, Editor

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1-A Lincoln Avenue

Albany, NY 12205-4907

Phone 518-452-6095

Fax 518-452-6099

www.psia-e.org

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

Bill Hetrick, Editor

110 Hubler Rd.

State College, PA 16801

Phone 814-466-7309

psia-e@psia-e.org

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■ **Education & Programs Update, continued**

the support and cooperation that we get from all of the resorts that host our many events. Following is the schedule for our feature events. The full schedule of events will be available on-line by September 1.

Event	Dates	Location	Disciplines
Snowsports Mgmt Sem	Dec 1-3	Mt. Snow	All disciplines
Mini Academy	Dec 12-13	Killington	Alpine
Snow Pro Jam	Dec 14-18	Killington	Alpine, Nordic
Children's Academy	Dec 7-9	Stratton	Alpine, AASI
Race Week	Jan 11-13	Okemo	Alpine
Spring Academy	Mar 25-28	Mt Snow	Alpine
Spring Rally	Mar 27-28	Mt Snow	All disciplines

■ **Editorial, continued**

Read the Success Literature

Some of the literature that I find very motivating includes: "The 7 Habits of Highly Effective People", by Stephen R. Covey; "The Life Visioning Process", by Michael Bernard Beckwith; "A New Earth", by Eckhart Tolle; "The Secret", by Rhonda Byrne; "The Success Principles: How to Get from Where You Are to Where You Want to Be", by Jack Canfield. I often listen to these books in my car. Give these books or CD's a try. You will be amazed at what you can manifest in your life.

Good luck with your goals and dreams. Remember, you can be and do anything you want. Get clear about what you want and go for it!

Ed. Note: The above is a guest editorial. We thank Terrie Anne for sharing her thoughts on this inspirational topic. 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. ■

President's Message



by Dutch Karnan
PSIA-E/AASI President

Thinking about Allen

Allen Hopkins is the single happiest skier I've ever known. Actually, he's happy about everything else too. Allen is a developmentally delayed person who is sixty-something, but can act more like nine or ten. Every one of his days is full of kid-like excitement, mystery and adventure. During the summer, he rides his bicycle everywhere he needs to go, and waits, impatiently, for next winter's season passes to come out. His pass number is always "1". Gotta beat the rush! Can't be waiting in lines come fall.

Allen's skiing is like a poster from thirty or so years ago – feet and legs together, lots of pivot, working the tails. Many times I have overheard people comment on his technique as he cruises by. "Man", they'll say, "I wish I could do it like that", or, "Did you see that guy, he was excellent. And he looked like he was just lovin' it." Which brings me to my point:

Allen does just love it. He literally lives for the next turn, then the next... And, just in case there's any doubt about who's having the best time out there, Allen's got the grille, a monster smile pasted on his boyish face at all times. People say he could light his way for night skiing with a grille like that, and there's definitely some truth to that. There have been soaking wet sodden days when it's pretty hard to be upbeat, but Allen's out there turning. Remember some of those minus-forty wind chill days, when you might actually hope for no classes so you don't have to go out? Allen was out there, having the best time ever. There are probably parts of Allen's life that went missing, but not snowsports. If his home area is open, Allen is going to be there.

Every year about this time I start to think about next winter. Last year that was somewhat of a scary prospect, and next year may be a little sketchy as well. But, if Allen Hopkins has taught me anything, it is that a big old smile and an upbeat attitude will get you through just about anything the day can throw at you. I've decided to look Allen up and make a few runs with him this fall, maybe borrow some of that energy. If you're up around Gunstock, maybe you'll see us. Allen will be the one with the grille. ■

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OOPS! Haven't paid your dues yet?

Remember the easiest way to pay is on-line at www.psia-e.org through August 31. Follow the link on the homepage to our secure Pay Pal link. No Pay Pal account is needed.

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. ■

Executive Tracks



administrative update

by Michael J. Mendrick,
Executive Director

Weathering the (economic) storm...

The PSIA-E June 2009 Board meeting marked the beginning of my ninth year as your executive director. Overall, this season was a solid and rewarding year despite challenges from the economy we haven't seen in decades. Overall, I am pleased we were able to hit most of our primary budget targets including member retention, new members, event attendance (within 1%) and a positive year-end budget balance. Some specifics:

- Income was \$1,000 more than budgeted (pretty close on a \$1.8 million budget!) and expenses came in approximately \$2,000 under budget.
- Regarding membership, we are pleased to report that we had another budget-plus year in new members. We attracted 1,289 new members this season, including 620 new members referred by other members via the Member-Gain-a-Member campaign. This is down from 1,339 new members in 07-08 but above budget target of 1,250.
- Our retention of existing members in 2008-09 was 87.3% -- that is .8% higher than budget projection of 86.5%. The four-year average retention rate for 2004-05 through 2008-09 seasons is 87.8%.
- New member services and benefits to enhance perceived "value for the dollar" of Eastern Division ASEA members continued to be well received. These include programs with Choice Hotels, biz card program, Avalanche clothing program, benefits "quick reference" card, school director help desk and job bank, BJ's Wholesale club program, SmartWool program, Reliable Racing program EESA clothing, Burton and Green Mountain programs.
- We were able to confirm a commission agreement with Choice Hotels that should result in \$2,500-plus in new revenues beginning in 2009-10.
- In events, despite the economic downtown we

had a solid year because of the favorable snow conditions at many of our most active resorts throughout the course of the season. As a result, our event attendance was within 1% of budget to a total of 6,534 this season. This is down just slightly (61 registrations) from our budgeted projections of 6,595 event registrations for 2008-09.

- Of particular note is Nordic (up 76 event registrations or 25.7%) and Children's events (up 29 registrations or 14%).

Membership Recruitment Program Results & Revelations

Summary statistics compiled by the division office revealed the following results.

- The number of Snowboard new members was up significantly -- from 340 in 2007-08 to 373 in 2008-09. Adaptive and Nordic were virtually unchanged in new members. 81 fewer Alpine members joined in 08-09 than in 07-08.
- 34.5% of members joined after February 15 (and will receive benefits through June 2010).
- 84% of new members moved on to Level 1 certification in their first year of membership (up from 78% in 07-08).
- 65% of new members are men; 35% of new members are women (same as 07-08).
- 246 new members joined in March 2009 -- nearly double that in March 2008 (131). The extended period of dues benefits may be a factor in that.
- Just less than half of new members (47%) joining are LESS than 30 years old (51% in 07-08).
- 99 new members are MORE than 60 years old (12 more than 70 years of age)!
- Region 4 (234; 18% of total) and Region 6 (205; 16% of total) led regions in bringing in the most new members.

Priorities and initiatives for 2009-10:

- Continue efforts to partner with Director of Operations Sue Tamer and the Finance Committee to develop income opportunities and areas for increased operational efficiencies.
- Work with division and national staff to monitor transition of new association management software and database.
- Continue to partner with Director of Education & Programs Mickey Sullivan on proactive outreach and development efforts with all educational disciplines.
- Continue efforts to develop new member services and benefits to enhance perceived "value for the dollar" of Eastern Division ASEA members.
- Continue to strengthen sponsor and vendor relations for all disciplines.
- Continue a positive and proactive relationship with the national ASEA office in all elements of

continued next page

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straight talk from the association

Summer News, Some're Not ...Ed and Cert Update

by Peter Howard

PSIA-E Alpine Education and
Certification Committee Chair

This is a report on the actions of the Alpine Education and Certification Committee and the Alpine Steering Committee, and how those actions will affect programs this coming season.

- It was decided to make elective accreditation courses available at some of the premier events on optional afternoons. In other words, if you would like to take a Children's Accreditation course you could do this during optional day parts at the Pro Jam or Spring Academy. Accreditations are normally comprised of three separate 2-day courses. It would be possible to complete one of the required courses at these selected events. Details will follow as events are announced.
- The Ed-Cert Committee noted that there used to be a publication called The Eastern Education Work Book. This book contained a selection of articles and facts useful for general teaching and exam preparation. The Committee would like to create an up-to-date, on-line version of this publication, which is presently out of print. We know that many

■ **Executive Tracks, continued**
operational and promotional activities.

- Facilitate efforts as needed of the BOD and related task forces to address important issues related to forwarding the association mission and ensuring its operational health.

Once again, I was proud to lead a team of terrific professionals and work with a group of volunteer leaders who, day in and day out, did "whatever it took" to make the season work. Thank you all. ■

members move from winter to summer jobs, and acquiring and moving a small library could be replaced with a little on-line information.

- The Exam process for the coming season will see a minor change to how the written test for Levels 2 and 3 will be handled. It was decided that taking the test on the morning of the first day of the Part 2 teaching exam was difficult for some people. It can also be a somewhat stressful way to start a long exam day. The test will now be given at the end of the Part 1 Skiing exam. This would typically be the afternoon of the second day of the exam since the Part 1 exam normally finishes by noon. Candidates would have plenty of time in the afternoon to take the written exam. Also, our Eastern office has been researching ways to do on-line testing. It is hoped that this may come to pass in the future as our security requirements are met.
- Over the past two seasons there has been an ongoing effort to unify the testing format of the Alpine Level 3 exam across the country through the efforts of the national Certification Unity Task Force. However, the by-laws of PSIA are written in such a way that our National organization does not have the power to force divisions to reformat their divisional exam process. As such, if all divisions do not agree on a new format then a true national exam format cannot exist. It is much like how the state and federal governments function. Each has its own responsibilities for certain things. At present it appears that there will not be nationwide agreement concerning the exact format of the exam. However, the National Certification Unity Task Force continues to work on areas that all divisions can benefit from, and agree on, with their education and certification processes. For the foreseeable future the Eastern division will carry on with what we believe to be a prudent evolution of our exam process. **This coming season there will be two pilot exams** offered which will have a somewhat condensed and different format from all other exams on the schedule.
- There will be one Level 2 exam and one Level 3 exam offered this coming season which includes testing of all of the elements of skiing, teaching and professional knowledge over a **three consecutive day period**. If this sounds retro, here's the twist. The skiing evaluation will take place the first day. If a candidate is at or above the skiing standard, they will move on to the two-day modules teaching exam. If the candidate is at or above the standard for skiing (day 1) and teaching, professional knowledge and has a written score above 65% (days 2 and 3) they will receive their certification in three days. If a candidate does not meet the skiing standard at the end of the first exam day, then they can stay on for two days of

ski coaching and specific needs training. The ski coaching will take place during the same two days that the teaching and professional knowledge portion of the exam is taking place. The member will receive continuing education update credit for the event by staying for the entire three days. If a member decides to not stay for the three days they will not receive continuing education credit and there will be no full or partial refunds. This pilot program also would be of interest to anyone thinking of the Early Admissions Program this coming season. How these pilot exams are received and carried out may affect the direction of our future exam process.

- Another exam area that has received committee attention is the Level 1 exam. It is felt that at the present pass rate of about 99.46%, the National Standard for Level 1 is not being taken as seriously as it should be. For the standard to have meaning it is important that certified instructors have skills generally at or above the average skiing public. For this reason, this coming season the Level 1 National Standard will receive greater scrutiny.

So, sit back and take in the splendor of high summer. Rest assured that in dim office cubicles and hushed committee meetings the details of another winter are already making news. ■

Classy-fied



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2009-10 Budget Overview

by Eric Jordan, Treasurer

At the PSIA-E June 2009 Board meeting the 2009-10 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, 2009 – June 30, 2010. 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 2008-09 year-end financial report) is available for review upon request.

The budget is based on the following income scenarios:

- 1,275 new members (Still under actual results compared to 1,289 new in 2008-09 and 1,339 new in 07-08)
- 87% retention (down slightly from 87.3% in 08-09 and 87.7% in 07-08)
- 6,490 event registrations (flat with 6,534 in 08-09 and down from 6,672 in 07-08)
- \$0 divisional dues increase (as approved in October 2008)
- Conservative 4.2% increase in event fees on average (representing \$46,205 in revenue)
- \$2,500 in new revenues from Choice Hotel commission earnings on the 15% member discount program
- Overall projected revenue is essentially flat with 2008-09 actual – \$1,868,359 projected 2009-10 vs. \$1,864,539 actual 2008-09.

The Board-approved \$1,868,359 million budget supports the following elements:

- 2.5% cost-of-living increase in office salary line
- Increase in projected worker's comp costs of \$28,800 due to re-rating after 2008 audit.
- Action Plan budget at \$9,332 (.5% of budget)
- New welcome materials format for new members that will save approx. \$3,000 in costs.
- Five print issues of *SnowPro* (32 page max). (savings of approx. \$5,000)
- Restructuring of discipline advisor packages due to increased office support in managing events – will save approximately \$6,000.
- BOE all-discipline pay increase approved at 2.5%
- All ed staff mileage reduced by 4 cents/mile to \$.42/mile to reflect 75% of IRS rate of \$.55/mile
- Food per diem for ed staff increased from \$44 to \$46

- Ed staff training budget of \$104,000 (\$2,000 less than proposed)
- Contribution to contingency fund at year-end 09-10 at 1% of budget (\$18,664).
- \$10,000 capital expenditure line to support new furnace for 1 Lincoln and computer upgrades.

Summary

Assuming the budget is carried out as planned, on projected revenues of \$1,868,359 and projected expenses of \$1,827,548 we forecast a fiscal year-end (June 30, 2010) operating net of \$40,813 and an accounting net (after all adjustments, capital expenditures, contingency fund contribution of \$18,664 and depreciation) of \$1,967.

I would like to thank our Finance Committee members (Steve Howie, Steve Kling, Scott Allard and Dave Welch), the division management staff (Michael Mendrick, Sue Tamer and Mickey Sullivan) and the Board of Directors for their efforts in developing, discussing and approving a budget that I believe represents the best interests of the members. ■

VAK and CAP

.....What's the Difference?

by Joan Heaton
Professional Educator
PSIA-E Alpine Level II
PSIA-E Area Rep Program Coordinator
Windham, NY

With the recent addition of a children's module to the exam process, instructors are taking a closer look at the teaching/learning process when teaching children. What we know for sure is that an in-depth knowledge of the stages of development of children is imperative when using any segment of the CAP Model and/or VAK. Although both of these models are used in the teaching/learning process with students of all ages, very careful consideration needs to be given to the way teachers work with children in their various levels of development.

VAK stands for Visual, Auditory, and Kinesthetic. **These are senses through which information is received and learning can occur. While the brain processes information**, the learner receives that information **through** the eyes (visual), the ears (auditory), and the body's joints, muscles, tendons, etc. (kinesthetic).

Information in learning a motor skill begins with the environment set by the teacher as the learner

sees and hears what the teacher provides. Then, the kinesthetic sense kicks in as the proprioceptors within the body begin work and the kinesthesia (the sensations of a movement in the muscles, joints, tendons, etc.) senses the movement. Once this information is received, the brain processes/assembles the information and attempts to organize the information into a meaningful motor pattern.

CAP stands for Cognitive, Affective, and Psycho-motor. Psychologist Benjamin Bloom's Taxonomy of Learning Domains includes three types of learning: cognitive - mental skills (knowledge), affective - growth in feelings or emotional (attitude), psycho-motor - manual or physical skills (skills). **These are domains in which the teaching/learning process can function.** Assuredly, the inclusion of working in all three domains in the teaching/learning process will not only improve the quality of learning but will also make learning more meaningful and more enjoyable.

When working in the **cognitive** domain, learning can function on various levels of cognition. These levels of cognition range from the basic cognitive skills of knowledge, comprehension, and application to the higher levels of analysis, synthesis, and evaluation.

A teacher can work with students to learn in these categories or levels of cognition:

- Knowledge – to remember, to recall
- Comprehension – to understand
- Application – to apply what is learned in class
- Analysis – to separate material into component parts so organizational structure can be understood
- Synthesis – to put parts together to form a whole
- Evaluation – to make judgments about the value of ideas or material

The **affective** domain includes the manner in which we deal emotionally with our feelings, values, appreciation, enthusiasm, motivation, and attitudes.

A teacher can teach and help students to:

- listen to others with respect
- remember the names of others in the class
- participate in class discussions
- take part in the democratic process
- be sensitive toward individual differences
- assume responsibility for one's behavior
- cooperate in group activities
- value others for what they are, not how they look

Additionally, teachers can help ease a struggling student's emotional state by working in the affective domain with comments such as:

- "I understand how you feel."
- "Let me tell you how long I worked on learning that particular skill!"
- "I had problems learning that myself."

- “Most people find learning this to be a challenge.”
- “I can remember that same thing happening to me, too.”

The **psychomotor** domain includes physical movement, coordination, and use of the motor-skill areas. The definition from the dictionary says: ... *psychomotor is having to do with muscular activity directly related to or coming from mental processes.* Traditionally, in the teaching/learning process of motor skills, the psychomotor domain has received the most attention. However, a greater emphasis in the cognitive and affective domains offers exciting new avenues for learning to take place.

Teachers need to provide learning experiences appropriate for the current stage of development of the learner in the areas of cognitive, affective, psychomotor, visual, auditory, and kinesthetic. It is imperative that teachers know what is happening with each of their students as they attempt to function in the various stages of development in which they find themselves. Teachers need to adapt their teaching methods accordingly.

In summary, the CAP Model offers domains/types of learning in which we can work with students in the teaching /learning process. VAK offers the senses as pathways through which the student can receive information/learning. It seems that tapping in on all of the domains/types and senses we know about learning would certainly cover all the bases. This all-encompassing approach certainly gives us the most bang for our buck!

Reference

Bloom, Benjamin S. “Handbook 1: Cognitive Domain.” Taxonomy of Educational Objectives. Ed. New York: David McKay, Inc., 1956. ■

Congrats to Member-Gain-a-Member Campaign Grand Prize & First Prize Winners!

At the June 2009 Board of Directors meeting a drawing was held to select the Grand and First Prize winners in the 2008-09 Member-Gain-a-Member Campaign.

Rick D’Elia of Jiminy Peak, MA and **Bruce Meiowitz** of Windham, NY were awarded the Member Grand & First Prize respectively.

As the MGAM “Grand Prize” winner, Rick will receive a 2009-10 ProJam registration (or equivalent 09-10 education registration fee credit of \$395).

For his efforts, Bruce will receive \$200 in “ed bucks” credit toward the event(s) of his choice during the 2009-10 season.

Congratulations to Rick and Bruce!

Also, congratulations to our winning snowsports schools!

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 2009-10 season and will also be acknowledged and given an award at the Snowsports School Management Seminar at Mount Snow, VT in early December.

Region	School Name	Directors Name:	% increase
1	Waterville Valley	Pete Weber	12%
2	Suicide Six (Woodstock Inn)	Charlie Reeves	8%
3	None submitted		
4	Campgaw	Dave Hirschberg	11%
5	Toggenburg**	Jim Morris	7%
6	Catamount	Jay Barranger	9%
7	None submitted		

*of the schools who entered the contest

** Toggenburg won for their region both this year and last! Congratulations! ■

**The Cutting Edge
of Snowsports Instruction**

Hunter Mountain Snowsports School
is actively hiring ski and snowboard instructors
at competitive rates with great benefits!

**Ski & Snowboard
Instructor Training Course**
December 5 & 6 and 12 & 13, 2009

Hunter Mountain
800-486-8376
HunterMtn.com

Send cover letter, resume and references to: Jeremiah Dixon – Director of Snowsports via email at jdixon@huntermtn.com or USPS: Hunter Mountain Ski Bowl, PO Box 295, Hunter, N.Y, 12442



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...

Summer Job Posting and Job Searching season is here, and the PSIA-E Employment Center is on-line!



Members – Go to the Employment Center to view current listings as well as to check-out the new and improved resume center.

Schools – Go to the Employment Center and place your job listing for as little as \$60 for 90 days!

New for Summer 2009 – VIPrivileges Resort Savings Program



As of this *SnowPro* printing, we have more than 30 VIP Partner Resorts offering VIP discounts throughout the year. This program is off and running! See the current listing as of publication date within this Summer *SnowPro*. See the most up-to-date list of participating resorts and discount details on our sortable VIPrivileges Savings Program page on the Eastern site.

What is a VIP discount?

A VIP discount is one which is offered to members when they present their membership card. Exemplary VIP discounts include discounts on lodging, golf, water parks, adventure parks, fly fishing, tennis, and kids camp programs.

What does a participating VIP Partner Resort gain by joining the program?

The program provides complimentary print and web marketing of your year-round resort activities to the more than 11,000 active, vacation oriented members of PSIA-AASI East.

As well as.....



- 10% off *SnowPro* or web advertising (excludes employment advertising)
- A listing on a new sortable, VIP benefit page of our website accessible from the home page
- A logo designation on the resort on-line directory listing
- A listing in the Spring/Summer *SnowPro* and/or the Early Fall/Fall *SnowPro* (as applicable)

And more.....

If you are not a participating resort and you would like to join the program, ask your resort marketing director or manager to contact Eileen Carr at the office. In the meantime, Eileen is doing her best to proactively contact each eastern resort to explain the program and its advantages.

The Choice Hotels SOS Discount Program – use it year-round and really save!

Many members have been taking advantage of the fantastic Choice Hotels SOS discount program which provides Eastern members with a 15% discount (that's better than TripleA!!).

If you have not taken advantage of this great year-round program, please try it out when you are planning your next vacation! In addition to our 15% discount, take advantage of the seasonal programs Choice offers as well. The current summer program runs through mid-August and can earn you cash and free rooms – see the details on our website link to Choice Hotels.

BJ's Wholesale Club – this year we will offer membership sign-up periods in Oct/Nov and also in May

The BJ's Fuel Your Fundraiser which saves you money on your membership and provides \$5 per membership to the PSIA-E Education Foundation has been popular for the past two years. Recently, BJ's informed us that we can offer this program more than one time a year. Therefore, as we have for the past two years, we will offer this in the October/November timeframe (Fall *SnowPro*) but we will also run the same program in May (Spring *SnowPro*).

PSIA-E Education Foundation Scholarships

Next season's scholarship applications must be **postmarked no later than Friday, October 9, 2009**. See all the details about applying for scholarships on the Eastern website.



The following participating resorts will provide VIP discounts to PSIA/AASI members on the items noted below simply by presenting a valid and up-to-date membership card. In some cases a coupon or photo ID is needed in addition to a membership card. Please go to www.psia-e.org/ms/eastbenefits/vipprivileges for the most recent list of participating resorts, discount details and to print coupons if required. Participating resorts will be added throughout the year as this program grows. Be sure to check the VIP Privileges Savings Program webpage frequently. Details are also available on the resort/school directory page of these resorts in the Eastern Division School and Resort Directory which is available online at <http://www.psia-e.org/ms/ssdir>.

VIP Privileges Partner Resort	State	Region	Lodging	Lift Tickets	Golf	Adventure Park	Water Park	Kids Camp	Tennis & Other
The Balsams	NH	1	X		X				
Bromley	VT	2				X			
Blue Knob	PA	4	X	X					Resort owned culinary services
Buffalo Ski Club	NY	5		X					
Canaan Valley	WV	7	X		X				
Cannon	NH	1		X					
Hidden Valley Club	NJ	4		X					
Holiday Valley	NY	5		X	X				
Holimont	NY	5		X					
Killington/Pico	VT	2			X				Lift-accessed mountain biking
Labrador	NY	5		X					
Loon	NH	1		X					
Massanutten	VA	7		X	X				
Mount Snow	VT	2			X				
Mount Pleasant (formerly Mountain View)	PA	4		X					
Okemo	VT	2			X			X	
Ole's XC	VT	2		X					
Rikert XC	VT	2		X					
Ski Sundown	CT	3		X					
Ski Ward	MA	3		X					
Sno Mountain	PA	4		X					
Snowshoe	WV	7		X					
Stratton	VT	2			X				Golf University Tennis Camp
Sugarbush	VT	2		X	X				
Suicide Six/Woodstock Inn	VT	2			X				
Thunder Ridge	NY	6		X					
Whiteface	NY	6		X					
Whitetail	PA	4		X	X				Fly Fishing and Guide Service
Wintergreen	VA	7		X	X	X	X		
Wisp	MD	7		X					

* All information is subject to change without notice. All VIP offers from eastern resorts which have been communicated to the office are update on Eastern website as soon as possible. We suggest that you call the resort you are interested in patronizing and ask for the latest details on all offers prior to your visit.

American Snowsports Education Association Report: Spring 2009

by Bill Beerman

PSIA-E Representative to the ASEA
Board of Directors

The National Board of Directors Meeting was held June 4-7 at the Table Mountain Inn, Golden, Colorado. Three of the divisions had elections for their national board representative this year: The Eastern Board reappointed me for another three years; Intermountain elected Carl Boyer, their past president, to replace Jerry Warren since he will be retiring; and, Rocky Mountain Division reappointed Peter Donahue. The Alaska Division will have elections prior to our next meeting.

As usual, our spring board meeting reviewed the past season and looked at potential plans for the upcoming season. We had Michael Berry from National Ski Area Association provide a short presentation of an update on the Growth Model and state of the industry. This was from the Keynote presentation at the NSAA National Convention this past spring.

Following is selected content from reports at the meeting:

The following highlights are from our National Executive Director, Mark Dorsey:

In broad terms, your association managed many changes this past year—any one of which would be difficult for the average organization. These include:

- Completing separation of shared staff and infrastructure from NSP along with related staffing changes.
- Managing through the banking crisis and recession.
- Redesigning—rethinking—our two primary communication vehicles.
- Enacting significant governance changes related to board policy.
- Implementing the single largest operational project in the association's history: designing and implementing software and a network to effectively link 10 companies (National and the Divisions) and streamline 10 different business practices.
- Exploring and implementing a new structure for the education department

All of this was accomplished while meeting each of the objectives communicated by the board. There is no doubt that we experienced bumps and bruises along the way and that there is room for improvement. Underlying any communications miscues is a positive premise: that we are all passionate about serving the member and have strong ideas about

how best to do so. Because of this commitment to enabling members to be even more enthusiastic about being better skiers, riders, and teachers, I am sure we will engage in spirited conversations as we explore new ways of serving members.

Our collective effort resulted in accomplishments we can be proud of:

- Membership numbers appear headed toward a record high. As of April 30, 2009, we count 29,161 members. PSIA-AASI has only once broken the 29,000 threshold (29,088 in 2003).
- Revenue gains combined with strong management of cash and expenses enabled us to finish the year far better than expected. Current projections show us finishing \$240,000 better than the budgeted \$219,000 loss.
- Education publications and programs were delivered as promised while undergoing several department changes. The children's manual and Core Concepts were updated, Movement Matrix subscriptions were up 72% over last year, and free Get A Clue and Tip of the Day cards were distributed to members.

The following highlights are from our Marketing Director, Andy Hawk:

Public Relations, Industry Relations, Consumer Promotion:

- Substantial increase in media coverage for PSIA-AASI during FY09 PSIA-AASI yielded over 453 articles mentioning the association (up from 265 last season) for a total circulation of 123,255,382 and readership of 369,766,746.
- Increased cross promotion from sponsors.
- New partnership with "Learn a Snowsport Month" reinforced partnerships with state associations, Snowsports Industries America, and National Ski Areas Association. The Learn a Snowsport month creative had 12 magazine placements with a circulation and readership of 5,750,000 and 17,250,000 respectively.

Go With a Pro Television/Web:

- New national placements with RSN morning show increased exposure with 17,881,119 television viewers. Tips received 24 hours of placement on the RSN.com homepage.
- Partnership with SkiNet created PSIA-AASI exclusive online instructional channel; 15 tips had approximately 5,500 views on these sites.
- New 60 minute show in production, shot in high definition, secured television placement for fall nationwide.
- Major upgrades to quality during this season. The footage was all shot in High Definition in 720/60p, the same system used by Fox Sports for the NFL, ABC college football, and ESPN for all of their sports programming.

Additional Consumer Programs:

- Yür Mountain continues to have support from Subaru of America.
- Tip of the Day cards again sponsored by Subaru 71,000 Tip Cards were distributed this year, up from 37,700 last year.

Membership Recruiting:

- Execution of membership recruiting materials by divisions and member schools.

- Implementation of recruiting road show by divisions, schools, and teams limited. Staff recommends internal management and execution of this program moving forward. Targeted tours utilizing team members who are motivated and had recruiting success during the FY09 program.
- Continued development of "Tell Our Story" membership marketing campaign, including video component based on the results of John Jensen's association messaging work. Key Messaging: What We Do: We get people excited about snowsports; Our Culture - Connection to people and ideas in unexpected ways and places; Our Direction: To be the first place members come for information about snowsports, teaching, and the industry; The Value of Membership: Access to people, resources, and more of the mountain environment.

The following highlights are from our Education Managers Ben Roberts and Earl Saline:

- The Education Advisory Council engaged in a discussion about the association and our educational strategy. This group identified four areas against which to evaluate our initiatives and materials:
- Increase ease of member access to all products, programs, and services; develop and communicate clear paths to success in our educational system.
- Develop a quality assurance system to uphold standards for all products, programs, and services.
- Define success measures in order to evaluate ASEA products, programs, and services.
- Implement a leadership development program to ensure a broad pool of volunteers so new ideas and energy can be used to create new products, programs, and services.

These four points provide a framework for the Education Department to assess new projects as well as evaluate and improve the consistency and connectivity of our educational content across all of the delivery mechanisms and increase the value of membership.

Overall, we foresee several exciting opportunities:

- Development of a Quality Assurance initiative: Having our materials, products, and programs evaluated objectively provides the opportunity to systematically document gaps in our system(s). With this information we can address each gap with our overall strategy in mind.
- Three big events are looming on the horizon: Interski 2011, the 50th Anniversary of PSIA in 2011, and team's selection in 2012: In particular, we are working with John Armstrong, Katie Fry, the Executive Director, and the teams to ensure our representation at Interski is a component of our 50th Anniversary celebration, as well as strongly incorporated into ongoing education programs, not just a one-off side event.
- Web-based content changes include:
 - Bringing the Internet Learning Center up to date - Integrating with the Movement Matrix, www.thesnowpros.org, www.yurmountain.org, manuals, and other content
 - Develop material from 32 Degrees into online content.

- Developing and launching a section of www.thesnowpros.org for snowsports school managers and supervisors.
- Upgrading and improving the functionality of the Movement Matrix.
- Collaborate with National Ski Areas Association (NSAA) in developing and presenting content at regional shows and in developing information for school managers.
- Other collaboration opportunities: Midwest Ski Areas Association (MSAA); American Association for Physical Activity and Recreation (AAPAR); American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD).
- Other organizations that we are currently in discussion with include Disabled Sports USA (DSUSA), United States Skiing and Snowboard Association (USSA), United States of America Snowboarding Association (USASA), and American Mountain Guides Association (AMGA).
- AASI national standards are drafted and currently being evaluated by each division.
- Adaptive national standards are being addressed at Mt Hood in June 2009.

Education Department Results from 2008-2009:

Web....

- Movement Matrix:
 - Nordic and Snowboard Matrix projects are complete with ongoing work to add content to both projects. Projected additions for 2009-2010 are National Standards, Drills, and expanded content.
 - Alpine Matrix has added Drill and National Standards content. Projected additions to the Alpine Matrix for 2009-2010 are additional content as well as design changes to provide consistency between the Matrix projects and to improve the quality of video and flow of content.
 - Preliminary planning is being done for Adaptive and Children's Matrix projects or other multimedia resources.
 - Functionality, usability, and video quality upgrades are planned for FY10. These are a combination of staff recommendations and feedback from members.

Print....

- Children's Manual: Complete, manual is available for purchase.
- Core Concepts Update: Complete, Core Manual has been reprinted with updated photos.
- Adaptive Snowboard Manual: First draft complete. Expected final draft by June 1, 2009. Expected edit and posting on website August 1, 2009.
- Adaptive Manual: Work is ongoing with the Adaptive meeting in June to outline objectives and begin work on this project.
- Golden Awards: Cards printed and distributed. Ongoing work to edit coach's guide and distribute information about the program to Adaptive Snowsports Schools.

Meetings/Taskforce.....

- NSAA Member School Track: Complete, John Iannelli led sessions at NSAA's Winter Regional shows at Mount Snow and Keystone.

- New Materials Distribution to Member Schools: Complete 1/16/09
- Cert Unity Taskforce Meeting: Meeting held in August of 2008. Taskforce has clear outline and has been tasked with building divisional support for the content and process outlined and agreed upon during the meeting.
- Children's Taskforce Meeting: Meeting was held in October 2008. Meeting led to better understanding of children's credentialing process across divisions as well as preliminary agreement on direction of a proposed nationally recognized 2-level children's credential. Taskforce provided the Ed Dept useful insight on future children's materials with recommendations for written material and video content.
- Adaptive Taskforce Meeting: Meeting was held in October 2008. Taskforce shared exam processes and best practices. Taskforce identified adaptive snowboarding as a priority. Taskforce identified video materials and a more consistent exam process and national standards as priorities.
- Snowboard Cert Standards Meeting: Meeting held after EAC meeting. Draft of AASI National Standards to divisional AASI representatives on 3/30/2009.

Education Department Plans for 2009-2010:

Initiatives.....

- Quality Assurance (QA)
 - Research is being conducted about existing QA programs and organizations that evaluate and assist with implementing QA programs.
 - Actions will include:
 - Evaluating opportunities with current organizations and individuals we have relationships with (i.e. AAPAR, American Society of Quality (ASQ), and American Society of Association Executives (ASAE)).
 - Evaluating how ASEA Education programs and credentials serve the needs of our industry and ASEA member needs.
 - Determine areas of focus including educational materials for all disciplines, programs and services, publications, and communications.
 - Legal review of certifications and credentials.

Web.....

- Movement Matrix: Functionality and usability upgrades - These are a combination of staff recommendations and feedback from members. Preliminary planning is underway for Adaptive and Children's Matrix projects.
- Internet Learning Center: Update and re-launch anticipated by end of 2009. Positioning as the link between our printed materials and online content. Anticipated to house 'free' consumer and member content and allow for future subscription-based access to online educational content.
- Member School Management Website Section: Designed to be a resource for school management including trainers.

Print.....

- Adaptive Snowboard Manual: Draft in house and currently being edited and reviewed. Expected

release in *.pdf format summer 2009.

- Vail-Beaver Creek Handbooks: We are currently in negotiation to license, create, and publish new versions of these under the PSIA-AASI brand

Meetings/Taskforce.....

- Adaptive: Ongoing communication and work with taskforce and divisional leadership to complete a national standards draft and outline for the next adaptive manual. Proposed June 2010 Adaptive Examiner's Summit.
- Cert Unity Taskforce Meeting: Meeting to be scheduled to outline National Exam.
- Snowboard Certification Standards Meeting: Draft of AASI National Standards to divisional AASI representatives on 3/30/2009.
- Teams Selection 2012 Taskforce: Meeting scheduled for October 2009. Comprised of national office staff, team coaches, select leaders within the organization.
- National Examiners Education College: Proposed for November 2010. Development of "soft skills" taskforce to discuss and recommend next steps in defining teaching skills and behaviors that make up good to great teaching. Projected outcomes include discussion of National Standards for Education and alignment of current teaching methodology across all divisions.

Events.....

- AASI Rider Rally 2010: Location to be determined.
- PSIA National Academy 2010: Changes being considered include: Selection track for those looking towards 2012 Teams Selection; Telemark track, including an international component in the future; Continuation of Children's Track curriculum.
- PSIA-AASI Adaptive Academy 2009: Scheduled for December 2009 in conjunction with DS/USA's Ski Spectacular event. Developing new approach to supporting this event. Anticipate further development of curriculum and exploring possibility of member recruitment through the event.
- Interski 2011: Site visit completed by John Armstrong and Katie Fry, April 2009. Monthly planning sessions scheduled. Team Training 2009 and 2010 will be critical opportunities to develop consistency of message and coordinate efforts towards Interski 2011.
- PSIA 50th Anniversary, 2011: Request For Proposals sent April 2009, currently being evaluated. Monthly planning sessions scheduled.

As you can see, there were many topics and much information covered in the three days of national meetings; and, social time is spent with continued discussion of many of the above topics. The past season's focus between our national office and divisional office has taken a great deal of time and energy. A special thanks to our committed staffs, both on the divisional and national end, for working through many of our operational needs. The results will have a great benefit to you as a member. I look forward to serving you for the next 3-year term on our National Board of Directors. ■

Make a Decision for a Higher Level of Learning....

Let Master Teacher Be Your Guide!

Ten years ago the Master Teacher Program was introduced in PSIA-E. Since that time we have expanded the course selections significantly, adding several new "Majors" and numerous optional courses to complete the required course credits. As of this past season, we have over 170 Master Teacher Certified Instructors.

This path was created to provide **additional** training and learning opportunities for the membership. The first two Accreditation Programs (or majors), Sports Science and Special Populations, were introduced in the 1999-2000 season. This season we have eight different Accreditation Programs to choose from, each consisting of three courses in a specific area of study.

The Master Teacher track has a core of professional development courses that allows instructors to acquire specific knowledge from specialists in a variety of fields related to skiing and ski teaching. These core courses ensure a well-rounded instructor with a solid foundation in snowsports instruction. Most Master Teacher events are staffed with specialists and leaders in the industry, providing the optimum instruction for your professional investment.

This track is ideal for the **Level I or II** Instructor to use in preparation for the Level II or III Exam and continued development afterward. The required prerequisites are covered in the core course material and provide a career path reaching the distinction of Master Teacher. The journey along this path is not only educational but personally valuable as well. The relationships and camaraderie you experience are priceless. See what some of our very first Master Teachers have to say:

I was one of the original nine participants in the first 'graduating class' from the Master Teacher Certification. I equate my experience to that of receiving a Master's Degree, in any other field. My plan was to use the MTC programs as the training ground for my level 3 certification, and I have to say it exceeded my expectations with regard to the depth of understanding of skiing skills, movement analysis, and teaching. Had I pursued the level 3 in the traditional fashion of part 1 and then part 2, I do not believe I would have been as prepared. My focus was in sport science, which afforded me the opportunity to attend programs for varied

populations, children, seniors, women, as well as adaptive. Each of these events provided me with a better understanding of potential needs, of each of these groups, which I have to say, I probably would never have gotten if I had not gone through the MTC Process. For me, this Program was invaluable for my growth as a Professional and as a Ski Teacher/Coach. Since the completion of my program, I think I have influenced many others from our mountain, Wachusett, to follow. I believe we have close to 10 of our staff who have completed the Program. Thank you and all your staff for a job well done!

Pat McCowan

Alpine Level III

Technical director Wachusett Mountain

I can't believe the program is ten years old already – how time flies.. I have to say, it has been an honor to be among the inaugural group of master teachers. Going through the process completely changed the way I teach. The master teacher program has broadened my scope of knowledge and added so much more depth to my teaching ability. I was also able to take this all-encompassing experience, apply it to myself and achieve my Level III. All in all –no regrets – I would do it again! I highly encourage anyone who is serious about teaching, understanding people and making a difference to pursue this program.

Sincerely,

Donnamarie Colasurdo

Mount Snow, VT

Selecting the Sports Science accreditation, I took my first course, Biomechanics, on January 18-19, 2001 at Jack Frost in PA. That course, along with Exercise Physiology and Sports Psychology, provided an in depth study of applying our mental and physical abilities to moving our bodies in the desired direction. The core courses provided extensive information related to skiing and teaching. I took my last course, Extreme Teaching, on March 13-14, 2002 at Cranmore, NH. My final exam was on March 15, 2002 at Jiminy Peak, MA, making me the first MTC at Hunter Mountain. Since attaining my certification I have completed the Children's Specialist and Special Populations accreditations and will complete the Coaching Advanced Skiing and Racing accreditation this season. The MTC courses are by far the best PSIA courses I have ever taken, giving me essential skills for successful ski teaching. The MTC training has resulted with my opinion that, no matter what the sport, it's more mental than physical, for teacher and student, and that the keystone of that mentality is FUN.

Cal Johnson – Alpine Level II, MTC

Hunter Mountain Snow Sports School

I was a member of the first master teacher group to be certified in 2001. My initial accreditation was in Sport Science. Since then I have completed accreditations in Teaching Beginners and Special Populations. As with many things it's not just receiving the certification, it's the memories of the journey that sticks with you. We had the opportunity to train with a group of very dedicated and knowledgeable examiners and trainers covering a variety of course materials. It was a great learning experience for all of us. In my case (and I suspect in most cases) the big outcome is that what you learn in the Master Teacher program changes how you teach and how you ski. In addition, it also provides in depth technical knowledge to support what you teach. In summary, I've had the opportunity to meet, ski with, learn from, and associate with a great group of people. I almost wish I could begin the journey all over again.

Bob Shane

Holiday Valley Resort, NY

I recognized early on that the Accreditation process was a new and innovative way to emphasize our role as "teachers and educators" within PSIA and to the skiing public. When Kim Seevers introduced Master Teacher Certification centered around Accreditation I jumped at the chance to take part in this program which, in my mind, parallels an Associate of Arts degree in the academic world.

Being part of the inaugural class attaining Master Teacher Certification has been a special experience. Our class knew that being the "first" meant that our peers back at the resorts would be looking at us for that special something which made us different; a new, improved teacher model, so to speak. My personal feeling was that while the courses provided a worthwhile extended education, it was the people in the class who were special, made the most of the opportunity provided, and was that "something special" ingredient that made the program a success. I've been inspired by them, and proud that we share this dedication to excel at our craft.

The diversity of subject matter required in achieving Master Teacher Certification provides a tangible means for the snowsports industry to recognize that we are well rounded, professional educators trained and dedicated to promoting the sport and support the industry. Because of Kim's vision, hard work, leadership, and dedication, it sets the standard for the other Divisions in PSIA to follow. Happy Anniversary MTC.

Peter J. Lucatuorto, PSIA-E Master Teacher

Windham Mountain, New York ■



**THE PROFESSIONAL SKI INSTRUCTORS OF AMERICA
AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS
EASTERN DIVISION**



**ADVERTISING POLICIES AND RATES FOR
THE SNOWPRO NEWSLETTER AND WWW.PSIA-E.ORG**

July 1, 2009 – June 30, 2010

SNOWPRO CLOSING DATES SNOWPRO DISTRIBUTION.....

<u>ISSUE</u>	<u>AD CLOSING</u>	<u>MAILED</u>
Summer.....	June 29, 2009	Mid July
Early Fall*.....	August 14, 2009.....	Mid September
Fall*.....	October 16, 2009.....	Mid November
Winter.....	December 18, 2009.....	Early February
Spring.....	April 16, 2010.....	Early May

*Includes PSIA-E / AASI event schedule.

- EACH ISSUE DISTRIBUTED TO:**
- ✓ PSIA-E / AASI membership
 - ✓ Eastern ski areas & snowsports schools
 - ✓ PSIA / AASI officials
 - ✓ Officials of all other PSIA divisions
 - ✓ News media & ski writers
 - ✓ Other ski industry organization

The average size of each issue is 42 pages. The average circulation of each issue is 11,500.

SNOWPRO DISPLAY PRINT ADS (Printed in the newsletter - include text and logo or other pictures)

- ✳ Display ads must be prepaid via check or credit card to division office.
- ✳ Ads must be submitted as grayscale. Adobe .pdf or standard (ex: .png, .jpg, .gif) graphic files are preferred, with the correct dimensions. Select other types of files can be accepted but are not recommended.

Display Advertising Rates:

<u>SIZE</u>	<u>PRICE</u>	<u>WIDTH X HEIGHT</u>
1/12 pg	\$ 75	2.5" x 2.5"
1/8 pg	\$125	2.5" x 3.75"
1/6 pg	\$160	2.5" x 5.0"
1/4 pg	\$225	3.75" x 5.0" or 2.5" x 7.5"
1/3 pg	\$295	2.5" x 10.0" or 5.0" x 5.0" or 7.5" x 3.25"
1/2 pg	\$425	7.5" x 5.0" or 3.75" x 10.0"
2/3 pg	\$550	5.0" x 10.0" or 7.5" x 6.63"
3/4 pg	\$600	7.5" x 7.5"
Full	\$750	7.5" x 10.0"

Multiple Issue Display Ad Discount Rates:

- (To qualify for discount, must be in same season)
1. Summer, 2. Early Fall, 3. Fall, 4. Winter, 5. Spring
- | | |
|--------------|-----|
| 4 issues | 10% |
| All 5 issues | 15% |

SNOWPRO CLASSIFIED PRINT ADS (Printed in the newsletter - a short, economical, text-only print option)

- ✳ Classified ads must be prepaid via check or credit card to division office.
 - ✳ Maximum ad is 11 lines. Lines are measured with a maximum of 36 characters each line.
 - ✳ PSIA/AASI MEMBER rate is \$20.00 for up to seven lines, and \$3.00 for each additional line.
 - ✳ NON-MEMBER rate is \$40.00 for up to seven lines, and \$5.00 for each additional line.
-
- ✓ For print ads, costs of any necessary layout or modifications must be prepaid by the advertiser.
 - ✓ Inserts, colors, special placement or arrangements, and other variations quoted upon request.
 - ✓ All advertising material must be in the PSIA-E/AASI office by the closing date, and must be approved by PSIA-E/AASI.
 - ✓ No ad cancellations will be accepted after the closing date.
 - ✓ When submitting files electronically please e-mail the ad file, and e-mail or fax the order/contract, as well as fax a hard copy of the ad to the attention of Jodi at (518) 452-6099. You may also submit ads via disk.
 - ✓ Submit SnowPro ads to: Jodi Bedson, 1-A Lincoln Ave, Albany, NY 12205 or by e-mail to: 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.
- ✳ 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.

Around the Regions



Region 1 (NH & ME)

Tom Butler, Regional Director, reports: Bonjour, Region 1. Just came back from the Eastern Board Meeting, and figured I would try cutting through Quebec to save some time getting to and from NY. It's like a whole different country up there!

Anyway, you will no doubt read in this issue about what has come out of the meeting. There will also be an item for all of you to vote on regarding a Bylaws change that would affect voting eligibility for members. Currently, voting has been reserved for members with at least one year of membership. It was proposed and accepted by the Board that this policy be changed. If you vote for the By-laws change, anyone who joins the organization prior to December 31 each year will be entitled to vote in any election that year.

Also, many of you are probably familiar with Facebook. Ross Boisvert (Regional Rep) created a Region 1 group on Facebook so you can communicate with your fellow snowsports pros and also keep abreast of what's happening in the Region. Facebook, in general, has proven to be a remarkable way to stay in touch with friends and colleagues, and the Region 1 group is no different. We are looking forward to seeing how big this gets, and the communication that ensues. As for those of you who like to Tweet, that's how Region 4 rolls, so check them out. And, for those of you still with dial-up, or ... no Internet at all, please skip now to the final paragraph.

PSIA also has a Facebook group which you can join, called "The Snow Pros". This group is National, and is one more cool way to connect with friends old and new. For instance, there currently are 655 members of that group to connect with, and they all look like such likeable, outdoorsy type people. However, I am a little leery of the person that is using a dog made out of balloons as her photo, and whoever named their kid Dynastar Lange has some serious issues. Troy, get a photo puhlease!

Finally, I would like to apologize for not having a Region 1 report in the last SnowPro issue. As great as technology is, lost files can occur, and that is, regretfully, what happened to my submission. That's why this issue was completely type set on the original Gutenberg press to ensure that there were no technological errors. Thank you, and once again please contact Ross or me if you have any questions or concerns. (delbocavista98@yahoo.com)

Region 2 (VT)

Curt Cowles, Regional Representative, reports: Well, I'd like to report that the hazing wasn't too bad at my first Board Meeting in Saratoga Springs, NY (June 12-14).

I made it through the weekend with only a few hard decisions. Lunch came at the appropriate times to ask questions of fellow Board Members, enabling me to vote with the members in mind, and in their best interest.

One of the major topics at the meeting was "Membership Growth/Decline". In Region 2 we had 192 new members join; 15% of the 1289 that joined PSIA-E/AASI. That number was down from the 07/08 season total of 1339, but up from the budget target of 1250. One major factor for attracting members was the "Member-Gain-a-Member" campaign. The MGaM program attracted 620 new members for the organization. Names were chosen to award members who got the most new members to join, and winners will be contacted. Keep up the good work!

Another topic that was discussed was the development of on-line voting for regional elections and other voting needs. This subject was tabled to allow research and to gain information before making any decisions.

Steve O'Conner (Regional Director) and I are developing ideas to communicate with more Region 2 members. One way would be to travel to different skiing locations, north, central, and southern, and set up a "ski day" so we can hear the "good, bad and the ugly". This will help find out what members' needs/wants are, so they can be addressed. Another idea was to set up a "Facebook" page for communication around the Region.

Congratulations to Vivienne Pisanello of Killington on her appointment to the Alpine Education and Certification Committee, and to Joe Halizilik of Mount Snow on his appointment to the Snowsports Management Committee.

Have a fun-filled and safe summer. Twenty weeks until opening day!

Region 3 (MA, CT & RI)

Ray DeVerry, Regional Director, reports: Region 3 held its annual membership meeting at Ski Sundown in Barkhamsted, CT, on March 4, 2009. A small group gathered and shared thoughts. Dave Welsh (Regional Rep) and I presented that information at the June PSIA-E/AASI Board meeting.

We understand that making it to the membership meetings is not always easy. To help improve the communication link to the members I have set up a social group on the Facebook web site. It is called PSIA-E Region III group. When you are on Facebook, click on the group icon and you can search for it there. Currently, we have 34 members in the group. Please feel free to log on and share your thoughts with other Region 3 members. I would like to thank the Wachusett Mountain Ski School staff who worked with me to set up this social group.

James Leader Memorial Golf Tourney Returns to Okemo on October 1

After a long run of terrific and well-received events, the annual James Leader Memorial Golf Tournament will return to Okemo Valley Golf Club on Thursday, October 1, 2009. The event, held in honor of former instructor James Leader of Killington, is expected to draw more than 60 golfers from throughout Region 2 and beyond. 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. This year the tournament also serves as a tribute to family patriarch Chuck Leader, who lost his courageous battle against cancer on the day of the tournament in 2008.

The event fee remains unchanged at \$85.00 and 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. Please remember to make your reservation early. To reserve a spot for yourself or a team, e-mail Marty Harrison at (mgone2sun@aol.com) or call 802-228-8522. The reservation deadline is Thursday, September 24, so don't delay. It will be a great day!

Region 4 (PA & NJ)

Steve Kling, Regional Director, reports: With the weather warm, and things like golf or boating in, thoughts of skiing are probably deep in the basement with your skis. This is the time of year when there is not that much to report. Hopefully, everyone had a successful season, and remembered to tune and wax your skis before you put them in the basement for the summer. It really is professionally embarrassing to leave those little tracks of reddish brown as you take your first runs the next season.

If you can muster the energy, now is a very good time to start giving a little thought to next season, particularly if there are thoughts of certification in your plans. A bit of ski-focused conditioning over the summer can make "re-entry" much easier next winter. And, how about some light reading of a manual or two over the summer? Also, there is looking ahead to next winter (its ok, even in July). If you've never been to Pro Jam, maybe this could be your year. We've moved back to Killington for this great event. It's the perfect way to start the season, fine-tune your skiing, and get a jump-start on certification. But remember, registration comes early, and it usually fills up.

On a very different note, here are a few fun facts about Region 4: We are the largest Region in PSIA-E/AASI, with 2116 members (second place is at 1617.) Of that total, 1747 are Alpine, 297 Snowboarding, 39 Adaptive, and 33 Nordic; which, of course, doesn't allow for the fact that many of our members work in multiple disciplines. In keeping with our status as the largest region, we also attracted the most new members last season: 234 to 205 for the runner up region. Eric Jordan (Regional Rep) and I thank you for the great support, and invite questions or comments at any time.

Have a great summer.

Region 5 (Western NY State)

Steve Howie, Regional Director, and Ron Kubicki, Regional Representative, report: By now, everyone is busy having fun with summer activities and probably not thinking much about skiing or riding. But, as your representatives, Ron and I attended the June Board of Directors meeting (both of us), Executive Committee Meeting (Ron), and the Snowsports School Management Committee Meeting (Steve), and had plenty of opportunity to think about the 2009/2010 season.

If you are considering attending any educational events or exams this winter you will want to check out the article on the PSIA-E/EF Scholarships available for all disciplines. You can also go to the PSIA-E website (psia-e.org), "click" on Education in the header menu, and then "click" on Scholarships in the drop down. As I mentioned in the Spring SnowPro, very few members from Region 5 have taken advantage of this program.

Mickey Sullivan is busy putting together a great schedule of event for this season. One event of interest is a three-day trial format for Alpine Level 2 and 3 exams.

Member-Gain-a-Member will not be continued. Although successful, we are looking at developing other programs to attract new members. Thanks go out to all those helping to introduce new members to the organization. Remember, you are our best resource when it comes to communicating the educational value of being a member, and don't forget to direct potential new members to the website for a list of benefits available.

By request, we are planning a Region 5 membership meeting and golf tournament in late September, hopefully at Holiday Valley. You will receive confirmation by mail of the time, location and expense (if you are playing golf), along with all other details once they are finalized.

As always, if you have questions or concerns please contact any one of the Region's BOD or Committee members. We are always looking for your input. Below is a list of all Committee and BOD positions with name and email.

OK, enough about winter, time to get back to your summer fun. Have a great summer, and we'll see you in the fall.

Region 5 BOD and Committee Members:

Steve Howie - Region Director;
showie1@rochester.rr.com

Ron Kubicki - Region Representative, PSIA-E VP;
rkubicki@yahoo.com
Debbie Goslin - SSMC Chairperson;
debbieGos@aol.com
Wendy Frank - SSMC Representative;
wendy@holimont.com
Rick Downing - AE&CC;
rdown@frontiernet.net
Lee Dame - Children's Committee
leedame@rochester.rr.com

Region 6 (Eastern NY State)

Scott Allard, Regional Director, reports: Cherisse Young, Regional Rep, and I are looking for some thoughts about the locations and content for our membership meetings this year. We would really love to hear from more members. We know you're out there, and we look forward to meeting your needs. We are still looking to do two meetings, one in each end of Region, and make them sliding events. If you have thoughts, please send them along. Planning needs to begin soon.

As you know, the Super Raffle went well; however, the thought of the Board is to hold off for now and not make this a yearly event. We will be doing it again in the future. We believe that in these hard economic times people are not going to be taking on extra expenses like the raffle. In the meantime, we will also work out a few of the challenges we encountered in the sales of the tickets. Thanks to all that supported the event, and please share any of your thoughts with us regarding this.

Not too much else. Scholarships are out and we hope that you take advantage of these benefits; winter isn't far off. In these times when people are really looking for the best value for their buck, we encourage all members to concentrate on delivering the best possible product to our guests. Get current, updated, or explore a new discipline. We believe that people are not going to sell their equipment, but may not use them as much this year. We all need to hang on, for it may be a wild ride.

Contact Cherisse or me at:
allardc@frontiernet.net
cyoung@mhccable.com

Region 7 (States south of PA & NJ)

Paul Crenshaw, Regional Representative, reports: Summer is here, and it would be nice to be able to say that the living is easy. For many of us and our friends, however, the economic situation presents many problems and lifestyle changes. Hopefully, you are able to weather this storm until it passes. If you are in need of winter employment, I encourage you to use the Employment Center on the PSIA-E/AASI web site. This is another service your dues provide (don't forget to pay them!).

The June Board of Directors Meeting recently ended with a lot of positive issues being decided. This group of people works hard for our organization and I feel fortunate to be a part of it. The BOD and Ed Staff evaluate events and exams to meet our needs. I encourage you to contact me, John Cossaboom (Regional Director), or your committee reps and give your input on ways to better provide what you want from your organization.

Here's hoping the rest of your summer is enjoyable; and, on a positive note, let's hope that a PSIA-E/AASI Stimulus Package is still being reviewed. See you on the slopes.

Editor's Note: In this section of the Spring, 2009, issue it was noted that no reports had been received from Region 1 or Region 3. As it turned out, this was incorrect. The Regional Directors, Tom Butler and Ray DeVerly, both did, in fact, submit reports. The reports were subsequently "lost" in the computer of the Editor. Our apologies! ■

Fall Master Teacher Courses Announced!

It's official – the selection of fall indoor educational events has been finalized. Here are the selections available:

Num	Event Title	Location	Event Dates	Deadline	Price
003	Communication Station	Adaptive Sports Foundation, NY	09/12/09	08/21/09	\$110
004	Exercise Physiology	Adaptive Sports Foundation, NY	09/12/09	08/21/09	\$110
005*	Functional Movm't Screen	Adaptive Sports Foundation, NY	09/12/09	08/21/09	\$110
006	At Your Service	Adaptive Sports Foundation, NY	09/13/09	08/21/09	\$110
007	Anatomy	Adaptive Sports Foundation, NY	09/13/09	08/21/09	\$110
008*#	Stance & Alignment	Adaptive Sports Foundation, NY	09/13/09	08/21/09	\$110
925	MTC Exam	Adaptive Sports Foundation, NY	09/13/09	08/21/09	\$10
009	Communication Station	Whitetail Resort, PA	10/17/09	09/28/09	\$110
010	Teaching Skiing in Spanish	Whitetail Resort, PA	10/17/09	09/28/09	\$110
011	Varying Student Populations	Whitetail Resort, PA	10/17/09	09/28/09	\$110
012	At Your Service	Whitetail Resort, PA	10/18/09	09/28/09	\$100
013*	Outdoor First Care	Whitetail Resort, PA	10/18/09	09/28/09	\$130**
014*	Functional Movm't Screen	Whitetail Resort, PA	10/18/09	09/28/09	\$110
926	MTC Exam	Whitetail Resort, PA	10/18/09	09/28/09	\$10

* = Events have limited attendance - may fill prior to deadline date

** = 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 \$130 course fee

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

MTC Exams are offered on Sunday, you will receive notification which exams and the time you will be tested after your application has been processed.

NOTES:

- These events are open to all Certified Members in any discipline however the main focus will be Alpine
- Attending two indoor courses will satisfy your educational update requirement
- Lunch is provided for all attendees (sorry no spouse package is available at this time)
- Please visit www.psia-e.org for course descriptions
- Registration will begin at 8:00a.m., classes begin at 9:00a.m. and conclude at 4:00p.m.

The following properties are offering discounted lodging rates for PSIA Members:

Adaptive Sports Foundation at Windham Mountain, NY

Thompson House	518-734-4510
Winwood – The Mountain Inn	518-734-3000
Hotel Vienna	518-734-5300

Whitetail Resort, PA

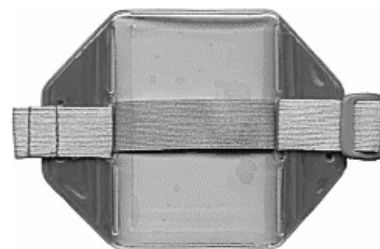
PSIA-E has reserved a room block at Holiday Inn Express – 877-863-4780
Rate is \$79 per night and includes full hot breakfast.

Some additional Whitetail lodging options are:

SpringHill Suites Hagerstown	301-582-0011
Comfort Inn – Choice Hotel	717-597-8164
Best Western Grand Venice Hotel	301-733-0830
Hampton Inn	240-420-1970
Clarion Hotel	301-733-5100
Plaza Hotel	301-797-2500 ■

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**PSIA-E/AASI
2009-2010
Event Application**



OFFICE USE ONLY

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

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

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

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

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

NAME: _____ Male / Female
Last First Circle one

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

HOME PHONE: (____) _____ WORK PHONE: (____) _____ CELL PHONE: (____) _____

EVENT #: _____ E-mail address: _____

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

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

OR, Please charge to my: MasterCard or Visa \$ Amount _____

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Exp. Date _____ Signed _____

OFFICE USE ONLY

Date Proc _____

Auth # _____

Initials _____

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

All applicants must sign the following Release Form:

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

Signature _____ Date _____

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

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

Director's Signature _____ Name of School _____

ADMINISTRATIVE CHARGES FOR NO-SHOWS, CANCELLATIONS AND RETURNED CHECKS

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

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

NO-SHOWS: Regardless of reason75% of fee

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

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

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

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

Snowsports School Management



A Director's Direction

by Gail Setlock

Snow Sports School Director, Gore Mountain

PSIA-E Snow Sports School Management Committee

ETS Team member

In these tough economic times people want the most out of their dollar. Many are spending their money more cautiously; they just want the best value. Skiing and Snowboarding are "discretionary" spending. So how do we get the customers to spend that discretionary money at our mountains?

Many ski areas experienced a drop in ticket and lesson sales this winter. Some areas did well with ticket sales but saw drops in Snow Sports School sales, as it is clear that many customers stayed closer to home. Destination resorts seemed to have suffered the most. With all this in mind, our ultimate goal is to get people to come to our mountains, enjoy their experience, and come back again and again.

What do we, as Snow Sports Directors, do to improve these experiences? We know our guests will be more selective in their spending. We can capture their interest and turn them in to loyal customers starting with Leadership Excellence. As Directors we have to start by setting high standards for ourselves.

While we face challenges and take risks, we must not become complacent. Instead we must strive to improve our products and services. We need to offer such great service that our guests will not only come back but tell their friends and relatives about their Winter Experience at our mountains! And that begins by building good, positive relationships with our guests.

To start, we should put ourselves in our guests shoes, uh, ski boots. What do they see when they pull into the parking lot? Are there signs directing them where to go? Are the lodges neat? Are the staff friendly, making people feel comfortable? As we often hear, 'we only get one chance to make a first impression.' So all staff should learn to see themselves from the guest's perspective. Our body language, posturing, and facial expressions often say more than our words. Our guests want to know that we're listening to them, and understand their expectations. They want the first person they see to solve their problems, not be passed on from person to person.

All of this adds up to "servicing the customer!" And it comes down to people! Our constant challenge as Snow Sports School directors is managing people. Whether it is twenty ski instructors or the two hundred and twenty. Our instructors are one of our mountain's best assets! It is not an easy task to keep all those "personalities" happy and thousands of customers even happier!

Here at Gore Mountain we enjoyed a growth in skier/rider visits for the 08-09 season. Some say it is because we are close to metropolitan areas, which may be partially true. But I believe it is the attention to guest service and the family atmosphere that we create that has kept us going strong. Gore Mountain truly has a loyal customer base. I am proud to have so many great instructors and supervisors at Gore who understand that customers come first! We all make

an effort to provide the best possible guest services and are always looking to improve.

Our challenges in the Snow Sports Industry have become slightly more difficult as customers are tightening their belts and losing jobs. We experienced a slight drop off in our Snow Sports programs at Gore this past season as the recession took its toll on families. It is my job to try and figure out how to make every customer happy, so when the economy improves those families will remember that Gore Mountain was a great place and come back for generations to come. ■

More successful certification exam news

The following members also passed certification exams and were not included in the Spring 2009 issue of SnowPro. Congratulations to all!

Nordic Track/Skate Level II Certification Examination

Andrew V. Grab

Daniel Martineau

Alpine Level II Certification Examination

Roy Butler

Doug Hockom

Tyler Sullivan

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The Snowsports School is expanding its programs and is looking for qualified personnel to fill the following positions:

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- Snowsports School Desk Clerical
- Ski, snowboard, Telemark and freestyle instructors
- Snowboard instructors with LTR Burton experience

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- Inside staff

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Iwan F. Fuchs, Snowsports School Director
Seven Springs Mountain Resort
777 Waterwheel Drive
Seven Springs, PA 15622
(800) 452-2223, ext. 7445
Ifuchs@7springs.com



Seven Springs Snowsports School hires graduates from Ski Academy Switzerland Instructors programs.



7SPRINGS.COM

Seven Springs Mountain Resort is an Equal Opportunity Employer.



Guided Discovery: Moving Beyond “Giving Information” to “Creating Enlightenment”

by Chandler Simpkins

AASI Examiner

PSIA-E Alpine Level III

PSIA-E Nordic DH Level III

Sunday River, ME

Note: This is the second of a three-article series written by AASI Examiners on using different teaching and learning styles. The first article appeared in the Spring 2009 issue of SnowPro.

After an instructor or coach has learned “what” they want to communicate, “where” they want to operate, and “how” they gyrate, they look for more creative ways to organize the information. This may sound dry, but think of the difference between someone who has been told “about” or “how to” ride a snowboard, and the experience you have had riding your board. The experiences that we have as participants are often much stronger and clearer than ones we receive from being told “about” or “what” to do.

Guided Discovery is leading students to an answer – hopefully, a good one. There are a couple of ways to organize information in teaching: “convergent” and “divergent”. In convergent teaching we start with a wide range of subjects and information then narrow them down to an answer or an idea. In divergent teaching we start with an idea or concept and move out into a range of experiences or different “answers”. We’re going to look at “convergent” teaching here.

Though Guided Discovery is much easier when the student has more information or experience, it can be used at any level of instruction, and can be as complex and long as the time/situation permits. An example of a beginner situation:

The class has gathered in a group, kind of a rough circle/arc around the instructor, and they are learning how to balance with their “new” stiff boots. At first, folks stand on one foot or the other, maybe a little stiff as they try to “assume the position” of balance. The instructor suggests to one student to “flex their ankles and knees a little more”, and another to “rock back and forth from heel to toe” to find the middle of their foot. As they move and change position, the students experience a range of balance moves. The instructor is letting them know when they “get it” or what is more “right”. As the students move and experience, the ideal stance is found for each individual.

The students clearly can balance and walk, since they made it to the lesson, but what the instructor is “guiding them” to is more of a snowboarding/athletic way of standing and balancing. In direct teaching, this would just be “telling” the student what to do.

Guided Discovery can be even more rewarding with more advanced students and instructors since they have more experience to make the learning decisions. Connecting the things that a student already knows to new experiences gives stronger memories and stronger learning.

On one of those days with “firm conditions” the instructor notices that students are having trouble sliding out and losing their grip on dark blue/black terrain. After agreeing with the students on the idea of performing better with the “conditions de jour” as the lesson goal, the instructor sees a variety of balancing moves in the class to turn their snowboards. Some of the students are making quick pivot moves at the start of the turn, followed by long slides, or setting high edge angles to try to get grip. In this more complex Guided Discovery we could work on the idea of riding this “ice” or “Eastern Hardback”:

First, the instructor has the students try flattening the board and letting it “seek the fall-line” slowly and patiently. Seeking easier terrain will facilitate change, but often students will want to ride on the terrain they came to the lesson for. Seeing that the students are no longer “spinning out”, the instructor points out that the moves are more “gentle” than the aggressive moves made earlier. As the students become more comfortable with the slower pace of the initiation, the instructor highlights the fact that they are now starting the turn with more subtle ankle movements, instead of big upper body “diving in” or torso “rotating” style moves. The instructor also might point out how the upper body is staying more vertical and over the board, leading to better balance.

Now, the instructor could suggest a little twist to aid the transition from turn to turn, while keeping the body more aligned over the board since it is easiest to do this from a centered position. As the students become more consistent in their patient moves, they are exerting less force against the board, allowing it to hold better. The slower pivot at the start lets the board take a more even arc, again allowing it to hold better. And, finally, the body over the board (as opposed to far inside the turn) creates more downward pressure over the edge and better balance with the board not slipping out from under them.

In this example the information is the same as a more direct form of teaching: slower pivot in the initiation, less edge angle through the turn, and the body over the board more (angulation) as opposed to way inside. The difference is how the information is delivered. Through a series of guided experiences and/or exercises the student gains new understanding, instead of just being told to “do this”. The changes should be pointed out to the students to celebrate their successes and reinforce the learning that took place. The conclusion is an excellent time for this, and for showing the student where they can go next.

Teaching using Guided Discovery can be more interesting for both the student and instructor, since the information is not just “told”, but is “discovered”. However, there are some individuals that can find Guided Discovery very frustrating; folks that need to know “where we are going”, or “just tell me what to do”, often need a more direct approach. If individual students are seeming to be “lost” or “annoyed” during the session, try pulling them aside and maybe cluing them in on the process by giving them the answers without letting the cat out of the bag for everyone. ■

Confessions of a Snowboard-Teaching New Mom

by Holly Andersen

AASI Eastern Examiner

PSIA-E Alpine Level II

PSIA-E Adaptive Level I

Snowboard Staff Trainer – Mt. Snow, VT

This past fall my life changed - I became a mother - Josephine (JIB) was born. Nothing could have prepared me for the awesomeness of the whole thing. As I started getting back into my snowboard pants though, I learned some things about teaching snowboarding that I had never thought about before, nor ever would have thought that I needed to consider. I thought I would share some of my findings, because not only do I think they could be helpful for those planning on spawning in the near future, but it is also helpful knowledge for those who work in the same world as a new mom teaching snowboarding.



Holly and Jib

To Fellow Instructors:

Hug Gently - Never hug a new mom really hard; it may end badly for both you and your uniform. You will know that it was too hard after she smiles and sprints to the rest room.

Knock First - Beware of closed doors in the locker room at lunch time. The closet where you store your boots may double as a milking station. Big thanks go out to Herb and Murph being mindful of this all season, and not asking too many questions.

Don't Ask, Don't Tell - When you see miscellaneous stains on a new mom's clothes or bag, just don't ask. You probably don't want to know any way.

To the Ladies:

Be Patient - If you have just had a child, you cannot ride just the way you used to. My first run of the season, four weeks after I had JIB, I was very proud of myself; "Yeah," I thought, "it's like I was never even pregnant,"until I hit a bump! My leg did not absorb the bump as it had many times before; the nose of the board went directly into the

bump, and I landed right on my chin, then chest. Face road-rash and a wet jacket is not the most fun way to start a season.

Plan Ahead - Beware of end-of-the-day lessons with young children who may cry. The same thing that happens at the grocery store when a child is crying will happen to you - in uniform, with an audience, in the cold. During Christmas vacation I was in the lift line at 3:30 with half an hour left to go in the lesson when a child in another class started to cry - it was a very wet, cold lesson.

Be Fashion Conscience - Always wear spotted or multi color clothes. No one will notice any matching spit-up or other bodily fluids.

Arrange carefully - When you are on the road to AASI events with a new-born, make sure any gear that can be easily stained - and, which you need to ride/teach the next day - is out of the projectile puking zone. Fun to watch, not to clean up!

Beware of the Fun of Stroller Skis - When your friends buy you skis for the baby's stroller, make sure you remind yourself and others that it is a pre-happy-hour activity, not a post-happy-hour activity - unless it is for adults.

Practice Your Excuses - Get used to the looks from people in the grocery store when you are limping through the store trying to shop with two black eyes, face road-rash, an arm in a sling, carrying an infant. I got taken out by a skier at the end of January - hit from behind at mach 10 - and I looked really rough for a while, not to mention being in a lot of pain. I got really used to saying, "My husband doesn't beat me, I swear."

Ask Your Friends for Help - Make sure you have a support system that will: Be there when your husband breaks his ribs on a rail and then passes out in the kitchen (Thanks Dave); comes and holds the baby when you haven't showered in a week, it is puking snow outside, and you can't ride yet (Courtney); is helpful in reminding you that sippy cups are not for chardonnay (Kelly); and lends a hand to support you (too many to list here- thank YOU!). After I got hit and injured in January, I was in really rough shape, and without all my friends I have no idea what we would have done - Thanks Guys! Hopefully, if nothing else, I can repay them in entertainment value.

So, be kind to those of us that are learning about this whole parenting thing, or be patient with yourself as you are learning about how to be a parent and teach riding at the same time. If nothing else, it should be fun to watch and provide a lot of material for stories at the bar later in life. ■

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The **Sugarbush Freestyle Team** is looking for coaches for the 09-10 season: **Freeride Ski Coach**, experienced in Park & Pipe competitions, must be willing to travel to competitions throughout ME, NH, VT, & NY. **Freestyle Ski Coach**, experienced in mogul skiing, must be willing to travel throughout Vermont to competitions. Also interviewing snowboard, and weekend development ski coaches. We are looking for committed individuals to work weekends, some Fridays, and some mid-week afternoons. Pay based on experience, but commitment and enthusiasm are most important.

The **Sugarbush Blazer Program**, which is our weekend seasonal program for kids, is looking for coaches to work all season every Sat-Sun with the same group of kids. Level II Alpine Certification preferred. Level I Alpine or Tele Certification considered.

The **Sugarbush Race Department** is looking for **Full-Time** race department staff experience in Coaching, Course Setting, Timing, Special Events and NASTAR. USSA Certification would be a plus!

The **Sugarbush Ski & Ride School** is looking for Ski & Ride Instructors both **FULL and PART** time for the 2009-2010 season to teach children and adults in one or more of our on-snow programs.

If interested, please complete an online application at our employment website: www.sugarbush.com/job
For more information contact bmccinty@sugarbush.com

Kids, Kids, Kids.



Attend the Academyand Contribute to the “Cookbook for Kids”

by Jeffrey W “Jake” Jacobsen
PSIA-E Children’s Committee Chair
ACE Team Member

Summer has just begun and the weather is about to break in our favor here in New Hampshire. Double the amount of expected rainfall and chilly temps during the month of June kept us in long sleeve bike jerseys (which kinda takes the fun out of an early morning ride)! Although the heat is on the way, the Children’s Committee is thinking winter.

We had limited (very little) success during the 08/09 season in soliciting “Recipes” for the next version of the “Cookbook for Kids” publication, so we are going to take a different approach to creating this popular tool. Our plan is to begin to create the “Cookbook” at the 2009 Eastern Children’s Academy. Throughout the course of the event groups will be creating activities that grow from skiing and riding through the movements; the activities will be generated by the movement, sensation, or feeling created while moving.

You will read in this SnowPro that the theme for the Academy will relate to a kinesthetic approach to snowsports education. This approach should generate a lot of “recipe” discussions (on the lift and at lunch, but not on the hill) and create some unique opportunities to put our guests in a beneficial learning environment. Of course, I’ll accept any and all submissions for review to be added to the “Cookbook for Kids, Recipes for Learning”, 2nd edition.

Please make 09/10 the season you attend the premier children’s education event - the PSIA-E Children’s Academy - and help us create the new “Cookbook”. ■

Eastern Children’s Academy ‘09

by Jeffrey W “Jake” Jacobsen
PSIA-E Children’s Committee Chair
ACE Team Member

The PSIA-E Children’s Committee and the ACE (Advanced Children’s Educators) Team would like to invite any and all snowsports educators to the Eastern Children’s Academy. The event will be held December 7–9, 2009, at Stratton, VT. The theme for this season’s academy is “Mind, Body, and Snow - a Kinesthetic Approach to Snowsports Education”.

Over the course of the event groups will ski and ride through the movements, exploring teaching/learning opportunities based upon terrain, snow conditions, and the needs of the group. We intend for all to leave the event with an appreciation for movement and the feelings generated, as well as an enhanced ability to create movement-based activities that explore the mountain playground from a child’s perspective.

Mark your calendars, stay tuned for more details, and enjoy the “other season”. We’ll see you at the Academy! ■

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

**Alpine Snow Pro Jam - Alpine Master's Academy
December 14-18, 2009 - Killington, VT**

Alpine Snow Pro Jam & Master's Academy applications MUST BE MAILED

(postmark date is required for processing applications)

Note: The standard event application should be used for Nordic Snow Pro Jam and will be accepted anytime

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

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

Application will NOT be accepted prior to September 21st postmark date.

Member No: _____ Primary Discipline/Level: _____ / _____ Date of Birth: _____

NAME: _____ Male / Female
Last First Circle one

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

HOME PHONE: (____) _____ WORK PHONE: (____) _____ CELL PHONE: (____) _____

E-mail address: _____

PAYING BY CHECK #: _____ AMOUNT: \$ _____

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

ONE APPLICATION PER PERSON PLEASE

Snow Pro Jam – Registered & Level I Members

Snow Pro Jam Cost - \$409 - Please select one option below:

- | | |
|---|---|
| ____ General Skiing Improvement | ____ Senior Program (for ages 55+) |
| ____ Level II Exam Prep – Part 1 Skiing | ____ Level II Exam Prep – Part 2 Teaching |
| ____ Race Program | ____ With Established Group _____ |
- EXAMINER NAME

Snow Pro Jam – Level II Members

Snow Pro Jam Cost - \$409 - Please select one option below:

- | | |
|--|--|
| ____ General Skiing Improvement | ____ Senior Program (for ages 55+) |
| ____ Level III Exam Prep – Part 1 Skiing | ____ Level III Exam Prep – Part 2 Teaching |
| ____ Race Program | ____ With Established Group _____ |
- EXAMINER NAME

Masters Academy – Level III Members Only

Masters Academy Cost - \$469 - Please select one option below:

- | | |
|-----------------------------|------------------------------------|
| ____ Skill Improvement | ____ Senior Program (for ages 55+) |
| ____ With Established Group | |

Guest Banquet Ticket - Available on a limited basis at \$40

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

Guest Name: _____

PLEASE REFER TO THE PSIA-E / AASI WEBSITE FOR ADMINISTRATIVE CHARGES
WWW.PSIA-E.ORG

On-Any-Gear JUMPING EVENT at Lake Placid, NY

Monday, September 14 and Tuesday, September 15

FEATURE EVENTS

\$210

Num.	Event	Dates	Location	Deadline
002	Jumping Event	Sept 14-15, 2009	Lake Placid Jumping Complex	08/24/09

Location: The jumping complex is located just east of Lake Placid, NY, on route 73. Approaching from 73 west, the pools and jumps are on your left. Meet at the Complex Gate house, which is just above the pools, at 8:30am each day. You can't miss it - just drive to the base of the 90-meter jump.

To Register: Please visit the website (www.psia-e.org) for an event application, fill it out and submit by the deadline of June 10 for the July event or August 24, 2009 for the September event. The cost is \$210 for PSIA-E/AASI members; \$235 for non-members. **Non-members, Registered and Level I Members must interview with Mickey Stone prior to registering.** Please e-mail him at: cpage3@aol.com. Applicants must be 16 years of age or above to participate. This event can be used for update credit for any discipline. Price includes coaching by PSIA-E/AASI Education Staff and ORDA coaches, trampoline usage, facility storage, pool fees, and handouts.

Lodging: There is plenty of lodging nearby; go to "Lake Placid Lodging" on the web where you'll find a lot of places to suit your style and wallet.

Schedule: Training Time period will be 9am-4pm each day, with a 1-hr lunch break. Feel free to bring lunch. There is a snack bar with lunch at the pools, and it is a short drive to town.

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

Preparation: You will be training on trampolines for at least half of the first morning. Wear clothing appropriate for working out. No shoes allowed, so wear appropriate socks. Also, jewelry and sharp objects need to be taken off. These trampolines are outside, so you'll need to dress for the weather.

For the pool you will need:

- Boots that can get wet for Telemark, Snowboard or Alpine.
- Skis or boards, preferably short, 150-175 cm. It works best with less shaped skis. So your straightest, shortest pair would be the best.
- Helmet a must. A Pro Tec or ski helmet preferred; no bike helmets because you need some type of soft or hard earflap in case you don't quite land right in the water. Strap must be worn.
- PFD approved personal flotation device; not a seat

cushion over your shoulders.

- Mouthguard found at any sports store (Play it Again, etc). One you put in hot water and form to your mouth.

Optional

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

Schedule:

Day 1

Meet at the complex Gatehouse (which is just above the pools) at 8:15am. The jumping complex is located just east of Lake Placid on Rt 73. Approaching it on 73W, the pools and jumps are on your left. You can't miss it. Just drive to the base of the 90-meter jump.

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

8:45-Noon Framing Safety and Training
Groups

- *Warm-up flexibilities
- *Trampoline etiquette and instruction
- *Landing/turning/twisting/height
- *Advanced moves for those with past training
- *Viewing National Teams who are there

Lunch

1:00 - 4:00 Afternoon Gear prep/ Waxing/Safety on
jumps/Into the water

- *Approach/Take-off/Maneuver/
Landing
- * Adding tricks

Day 2

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

This is an excellent event to begin 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 more difficult ones. ■



with loose heels

Beginner Classical Track Lesson

by Randy French

A Bill Koch Leader in Western NY

PSIA-E Track/Skate Examiner

(Ski Instructor in Charge of Peaceful Relations)

When teaching a lesson to a beginner skier, remember that the goal is for the person to learn enough to have fun on skis and to be able to negotiate the trail (at Bristol, in this case). You are likely to have only one hour with the student, so time management is important. It is possible to spend a whole hour talking about clothing and equipment. The best way for a person to learn to ski is to get them skiing. The numbers in the parenthesis below are suggested times.

Introduction - Be sure to introduce yourself and to learn the students' names as quickly as possible. Before people get on skis get to know them briefly by discussing informally where they are from and what their goals are for the lesson. Take a look at clothing and discuss how to dress for cross country skiing. They are likely to dress too warm. You may be able to have them unzip or take off some layers as they ski. Be sure to mention how to dress for future skiing so people stay comfortable. The goal is to get students comfortable with you and for you to start to establish what type of learner you are working with. (5 min.)

Equipment - If it is cold outdoors show how to get into and out of the poles and bindings indoors. Pole straps should be adjusted so hands go up through and grab the strap and pole. These need adjusted so there is no slack to allow for poles to be used for propulsion, not just balance. Be sure people know how to get both into and out of the bindings. It may be necessary to clean snow from the soles of the shoe. The goal is for students to be able to get in and out of their equipment on their own. (3 → 8 min. total)

The following is only one suggestion to use for a lesson. Learn one smooth way to teach a complete set of skills and then start adding to what you know

to help you with a variety of students. Learners will come to you with a multitude of backgrounds and natural abilities, so it is important that you continue to add to your teaching methods. It is possible to start skiers with or without poles. The following uses poles simply to allow you to move to different sections in the trail in case the teaching area is crowded or cold. This is not the only way to teach a lesson.

Basic Movement - Have students form a circle facing in. You should be a member of the group. Do a variety of movements to get people used to the long ski on their foot, with only a toe attachment. Have students: Lift the tip of their ski by pulling up on their toes; step the tip of first one ski then the other out and in while keeping the tail still (later used for herringbone); step the tails out to form a wedge; jump the tails out to form a wedge (later used for a snowplow); stand on one foot then the other trying to get their nose over each ski (later used for weight transfer); jump up and down and land with bent knee and ankle (basic body position); shuffle forward and back. The goal is to get people accustomed to being on skis before moving around. (4 → 12 min. total)

Basic Diagonal Stride - Use either an out and back or continue in a straight line. Don't worry if students are using poles or not. Have students shuffle forward, run forward, jog, and slide. (5 → 17 min. total) Briefly explain that skiing is not exactly like walking. It is necessary to push on the middle of the ski to set the pattern or wax to provide a platform to launch off of. Then, the fun part is to land and glide on the other foot. Go back to running on the skis and then sliding on the skis and then combine the two movements. The goal is to move students past shuffling to an understanding of basic diagonal stride. (3 → 20 min. total)

Single Pole Use - While standing in place have students hold their poles and swing them so they do not hit the ground. Then continue swinging the poles while starting to march in time. Vary the tempo, checking to see that arm swing stays in time with legs. Ski forward while letting the poles drag and arms swinging - change tempos. Grasp the pole lightly and push on the strap for propulsion again, changing tempos. The goal is to coordinate arm and leg rhythm. (5 → 25 min. total)

Weight Transfer - Standing in place have students again stand with their nose over first, one ski, then the other. Then, ski forward, trying to transfer weight from ski to ski, trying to bring the nose over each ski. Explain that this is to start to improve balance and to increase weight transfer, which is necessary to get a ski to compress. The goal is to increase weight transfer. (5 → 30 min. total)

Double Pole - Standing in place, have people bend at their waist and have their hands pass their knees with their poles. Start with the baskets behind

the feet, fall onto the poles and start double poling. Pick a slight downhill section of the track. Once comfortable with this movement, increase weight on the poles by increasing forward lean from the ankles. Also, increase distance traveled by increasing the follow through with the hands. Explain that this is a method of movement to use when the track is too fast to diagonal stride. The goal is to give students a second method to propel themselves with. (5 → 35 min. total)

Snow Plow - In place, have students step out the tail of the ski to form a wedge. Then, jump out to a wedge. Then, increase the knee and ankle bend and pressure one ski at a time out to wipe the snow into a small pile. Lastly, sink down while exhaling and let both skis pressure out to a wedge. It may be helpful to show that the path the heel takes is an arc forward, not a straight line out. Move up a slight hill. Picking a short distance up the hill let students slide down in a basic body position, with knees and ankles flexed and hands in front. Once comfortable, let students try their snow plow, focusing on a very flat ski. This is a gliding wedge. Once gliding wedges are starting to work, explain that this would be the necessary step to learn to turn. Demo that it is possible to turn on cross country skis. You probably will not have time to get further with the turning. Then, have students change a gliding wedge to a braking wedge by dropping lower with their hips and increasing edge angle on the skis by rolling knees and ankles in together. The goal is to give students a means of stopping and speed control. This is a major issue for some skiers, so do not ignore it. (10 → 45 min. total)

Step turns - In place, lift the tip of one ski while keeping the tail down. Then, step the tip in and out of first, one foot, then the other. Add in bent knee and ankle flex, with hands in front, while still stationary. Have students follow while you make a zigzag trail on first, the flat, and then the hill. The goal is to provide students with a method to turn. (5 → 50 min. total)

Put it all together - Play a game, take a short tour, let people pick something and practice on their own. The goal is to let the information sink in for the students. (5 → 55 min. total)

Conclusion - Summarize for students what they did with diagonal stride, double pole, snow plows and step turns. Allow students to ask for clarification. Point out to each individual student one thing that they did well and one thing for them to think about. Thank people for coming and let them know that you can do further lessons. Turning, kick double pole, increased efficiency, and herringbone all make skiing more fun. They may also want to take a skate lesson or tele lesson. The goal is to leave students feeling good and hopefully wanting to come back for another lesson. (5 → 60 min. total) ■

Season in Review

by Mickey Stone
PSIA-E Nordic Coordinator

The 2008-09 year was the best ever for Nordic - up 20% in participation. We topped out at a total of 372 participants; 280 participants were in Nordic Downhill and 92 in T/S. This followed the second highest year just last season. We added five In-house events this season for a total of 47 additional participants. Thank you to all the members who participated in our clinics, and to our talented Educational Staff.

All the special events had two groups this season for the first time, and we averaged about 10 participants for each other event, which is something new for us over the many years. Of course, one would like to say that training, researching the technique, communication on clinic topics, leadership and direction allowed this growth to happen. These things need to be in place in order to keep improving. But, much like the marketplace (ski areas) there has been a steady usage spike in tele equipment and lessons. As the baby boomers continue to look for more diverse and different experiences, we seem to be one of their stop-off activities. This can be proven by the almost 30 participants for the ND Level II exam.

It is a great accomplishment in an economically tight winter to have these types of increases for us, and in the public sector. Learn To--, Back Country, Special Events, and our famous off-piste adventures are still our best sellers. We will continue our experiential content and try to ride this wave. Our goal has been to get over the 400 person participation mark.

Team training was especially good after a year from the National Team Tryouts; our staff and team participants were ready to share and ski hard. A hearty thank you to the ND and T/S staff for another well communicated and hard working season during an average snow year. This group of professionals increases their skills and teamwork each season.

Exam Updates

In the last issue we forgot to report on the Track/Skate Level II Exam. We are proud to announce Andy Grab and Daniel Martineau passed their Level II Nordic Track/Skate Exam. Congrats Guys. Thank you to Hal Westwood, T/S Examiner.



Hal, Andy and Daniel

We would also like to congratulate Keith Rodney of Mount Snow and Chris Roundy of Gunstock for becoming Nordic Downhill DCL. These two gentlemen will be starting to assist the Nordic Squad in training and hosting Level I exams in their areas. Congrats guys.

Shannon Belt of Shawnee Peak Maine and "Biph" John Russell of Okemo are to be congratulated on becoming part of the highly talented Nordic Downhill Development Team. After skiing Rumors 10 times frozen, iced moguls for 3 hours and teaching to every level, these two gentlemen demonstrated their finesse and teaching prowess to become part of the Nordic Educational Staff. We look forward to their talents and energy.



Shannon



Biph

The highest honor of attaining examiner in a discipline is always a long journey of learning, applying one's self and constantly being able to adjust to the situation at hand. The Nordic BOE is proud to announce that Mark Lacey, Nordic Downhill Examiner, has been elevated to Track/Skate Examiner also. Mark is from Gore Mountain and is part of the Eastern Demo team. Congrats Mark- Dual Examiner is quite a feat!!!

Jeremy Nellis of Sunday River Maine is the Gould's Academy Nordic Collegiate Coach and has been elevated to Track/Skate Examiner. Jeremy's knowledge and fantastic skiing trying to keep up with his college team have made him a great asset, and links PSIA-E with the Nordic racing world.

Thanks, you guys, and a big congratulations.



Jeremy



Mark

You will have to wait one more season for our Nordic Downhill Teaching DVD to come out. We have a lot on Beginner and intermediate teaching but did not have the time to get all the advance teaching and skiing shot this winter. So, be patient and all good things will come.

Enjoy the summer and look for some trips to South America next season with our Nordic Squad. ■

continued on page 26



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

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

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

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

Membership Scholarship

The Membership Scholarship is open to members of all disciplines and certification status. This scholarship can be used for all PSIA-E, PSIA, and AASI educational and certification events. Thanks

to the generous support of sponsors and members via donations of items and dollars for our "super raffles" each season, this fund now has a balance of more than \$18,000. One-third of that balance (approximately \$6,000) is available for scholarships this coming 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 \$1,000 is available for awarding from this fund in 2009-10.

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 visit the PSIA-E website at www.psia-e.org.

CE Burbridge Memorial Scholarship

The CE Burbridge Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in adaptive snowsports instruction. This includes all PSIA-E, PSIA, and AASI educational events that specialize in adaptive snowsport issues. Thanks to a request from fund sponsors Bill and Barbara Burbridge the fund will now be awarded at 20% of its value – meaning \$2,500 is available this coming season versus a maximum of \$500 in previous seasons.

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 \$1,300 is available for awarding this season.

How to Apply

For all funds, eligible members can obtain a scholarship application by calling the PSIA-E office at 518-452-6095, or visiting the PSIA-E web site at: www.psia-e.org. You will find information on the scholarships under the "Member Services" heading and "Eastern Benefits" tab.

Complete the entire application and mail or fax it to the PSIA-E office, postmarked no later than Friday, October 9, 2009. 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 17-18, 2009 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). 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! ■

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 2009 board meeting.

AASI Examiner

Dan Munn

Adaptive Examiner

Geoff Krill

Adaptive Clinic Leader (ACL)

Lesley White

Alpine Examiners

Scott Allard

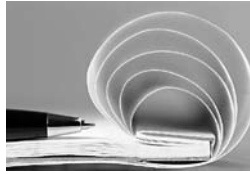
Thomas Butler

Michael Duricko

Nordic Examiners

Lacek, Mark (Track/Skate)

Nellis, Jeremy (Track/Skate) ■



Upcoming *SnowPro* Copy Deadlines

Early Fall 2009 – August 14, 2009

Fall 2009 – October 16, 2009

Writing Guidelines

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



DEER VALLEY
RESORT

Looking to make a change? Deer Valley is hiring Ski Instructors and On-snow Supervisors for the 2009-2010 ski season.

REQUIREMENTS:

- The ability to demonstrate and teach contemporary ski methods on advanced terrain in all conditions to both children and adults is essential
- Weekend and holiday work is expected

Deer Valley was named the number one ski resort in North America by readers of *SKI* Magazine in 2008 and in 2009.

Located in the historic town of Park City, we offer employee housing, competitive wages and flexible schedules.

Complete our online application at deervalley.com or send your resume to:

Christine Katzenberger
Manager, Ski School Recruiting
P.O. Box 739
Park City, Utah 84060
ckatz@deervalley.com
435-645-6635

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EASTERN DIVISION MEMBERS

Special product selection with logo shield PSIA-E members at www.psia-e.org. Made with the latest in fabric technology and durable, easy-care components. Avalanche clothing is designed for the most severe weather conditions.

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Tel.: 418.877.5584
WWW.AVALANCHESKIWEAR.COM



now online at www.psia-e.org

Canaan Valley – It's on the Map!

by Joseph Darmofalski
PSIA-E Alpine Level III
Region 7 Snowsports School Mgmt.
Committee Rep.
Snowsports School Director
Canaan Valley Resort, WV

As the new snowsports school director for Canaan Valley Resort, and the Region 7 Rep. to the PSIA-E Snowsports School Management Committee, I ventured up to Killington last December to attend the Snowsports School Management Seminar. I was impressed with the offerings in the program and the way our committee's planning came to life. I attended as many sessions as I could fit into my two days. My attendance at the Seminar proved to be rewarding and a very helpful experience for me in my new director's job at Canaan Valley.

In the course of the Seminar I saw Joan Heaton from Windham Mountain, who, at the time, was promoting the PSIA-E Area Rep Program. In our conversations, I asked Joan if she would consider coming to Canaan Valley to do a presentation for our instructors. She explained that she worked in the Teaching Aspect of Ski Teaching – the How TO of teaching. I was quite excited when she said she would call me with some available dates. In late January, Joan called with some possible dates; I chose February 3 and 4.

It was a great and meaningful two days. My instructors were attentive and eager to absorb the material Joan was offering. She presented a review of the Teaching and Learning Styles along with information on Feedback and Class Management. In the afternoons, we went out on the mountain for the practical application of the materials Joan presented in the mornings. Joan was very enthusiastic and her passion for what she does made the two days as rewarding for everyone as I could possibly have hoped for. Because of the way Joan presented the skiing and riding skills, my instructors were excited, not only with the methods Joan used to present that

material, but also with how her unique methods changed their skiing and riding performance. She told me that Problem Solving can really get a group going! I had some concerns about how my boarders would respond to this kind of presentation, but when I saw that a few attended the same presentation again on the second day, I knew not to be concerned anymore.

My instructors and I thank Joan for her trip to Canaan Valley, and I encourage everyone to tap into this resource and arrange a visit from Joan! Bringing in special members of our organization let's your instructors know that they are special and that your snowsports school is interested in promoting their talents. Hope you enjoy the photos.



Skier gets caught in hoop by snowboarder



Smiles tell it all - Joan Heaton with group of instructors and Ski School Director Joe D

Some facts about Canaan Valley, in case you never heard about us: With an altitude at the base of 3,430 feet and a vertical of 860 feet, Canaan Valley is located in the heart of the Canaan Valley State Park. It is ten miles from Davis, West Virginia, on Route 32; for many years it was the only ski area south of the Mason/Dixon line. In 1954, members of a Washington D.C. Ski Club were looking for a place to ski when they found and named this area Cabin Mountain Ski Area. Today, Canaan Valley Resort is a thriving area open to tourists for snowsports of all kinds. Last February, Canaan Valley hosted the first ever National Airboarding Open Race. It was well attended and very exciting to watch. Come visit us in Canaan Valley - it's on the map!! ■

You Should Try it!

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

My dear friends in skiing: If you read my article in the Summer, 2008 issue of SnowPro, you know that I had a very serious skiing accident during DCL Try-outs in Pennsylvania on March 4, 2008. I had a very difficult time getting back on my skis this past season, not just due to health issues, but due to screws in my ankle area that were sticking straight out. The skin covering them was pinched by the ski boot no matter how the leg around the screw was padded. For less inflammation the screws had to be longer, and there was more starched skin due to a donut surrounding the screw. The only boot that I could even put on was a rear entry boot; even that I could not buckle. Skiing in a boot like this is very interesting, to say the least. Not only is my leg still weak, but my foot had no support in the heel. In fact, if I tried to pressure the ski tip too hard, my heel slid out of the boot.

Except for pain from the pinched skin on top of the screw, skiing on moderate groomed terrain eventually became easier. Moving up into the steeper slopes was more challenging. This was not only due to my weak leg, but due to zero support in the rear of my foot. When I finally got to ski a black diamond slope wearing a good ski boot on my left foot and an unbuckled rear-entry boot on my right foot, I celebrated with my friends at Sugar Mt.

My experience made me realize that perhaps skiing in unbuckled rear-entry boots could be good for anyone to try - carefully, in a controlled situation - to experiment with stance and positioning. Many skiers think that their weight is where it should be, but skiing in unbuckled boots would probably open their eyes. Unbuckled rear-entry boots do not allow you to hide anything from yourself, or anyone else. The truth will be told in an instant. Try it for yourself! ■

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.

Describe Your Most Rewarding Experience

by Tom Guilmette
PSIA-E Alpine Level I
McIntyre Ski Area, NH

Ed. Note: Ross Boisvert, Snowsports School Director at McIntyre, passed this article along. Tom Guilmette is one of his Sr. High School Instructors, and he composed this for a college entrance essay.

As a teenager, there are many things that I love to do and am passionate about. These are hanging out with friends, talking about girls, cars, and summer vacation; simply enjoying a snow day at home with my younger brother playing videogames and eating junk food, and getting into a neighborhood snowball fight. However, the thing that means the most to me, the one thing that I am the most passionate about, is my job.

Since my eighth grade year I have worked at McIntyre Ski Area in Manchester NH. It is a little ski hill mostly for learning, but when I am there I am truly myself. It means more to me than air itself. The reason that I love it so much is because I love teaching the kids how to ski. It is truly the most gratifying thing that I have ever done in my life.

There are so many feelings that I experience when I am there, but the one that always shines through is happiness. I love the fact that I can watch these kids - sometimes they are as young as three years old - take what I have taught them and apply it, and know that the only reason that they are doing it is because I was able to walk them through it. It is an indescribable feeling. I love knowing that I am teaching them a skill that they will be able to have and use for the rest of their life. I love seeing the smiles on the faces when I joke with them. I love thinking of new ways that I can teach a movement or feeling to ensure that everyone and every style of learning is touched upon.

It makes me appreciate the simple things in life, because children are the simplest creatures that are on earth today. They don't sugarcoat things to make us feel better, or try to hide their feelings. If they're bored you know it, and if they are happy you know it too. I don't have anything about teaching that I love more than the other; I love everything about it.

The gratification that I receive, knowing that I was able to touch someone's life in a way that could change it forever, to create something that they can be passionate about, hopefully feel the same way

about the sport that I do, it is the most rewarding thing that I could ever hope for to happen to me in this lifetime and am grateful for every minute of it. Because where it may look like I am out there on the slopes, teaching these kids about a sport and lifestyle, and making a difference in their lives, they are making the difference in mine. They are the ones teaching me about how to be a better person, and appreciate the little things in life that are sometimes the most important. ■

www.psia-e.org

MTC Courses Recommended

by Robert Ferguson
PSIA-E Alpine Level II
Area Rep
Otis Ridge Ski and Snowboard School, MA

As each new season approaches, my boards get excited and my thoughts start running to possible PSIA-E clinics. Do I need an update, or would I just like some more training with folks who share a love of our sport? After over 18 years, it's like a pre-season ritual for me.

I'd like to recommend one oft-overlooked clinic type that I believe most of us would enjoy, which is any of the Master Teacher and/or Accreditation courses. I have attended many of these courses (MTC Certified, 2006) and found them to be an excellent change of pace from the normal clinic routine; they cover many aspects of our operations, teaching and personal skiing, that we do not necessarily get a lot of exposure to. I learned whole new ways of approaching my sport, lessons and clients through these courses.

Yeah, there is generally some indoor classroom type learning involved, but all of these sessions are designed to be interactive, thus keeping the attendees fully involved in the process, having fun, and in all cases sharing our own experiences. Believe me, you do not sacrifice any on-snow time with the vast majority of the winter courses, and all the on-snow time stretched me as a teacher, coach and my own personal skiing; they were FUN! You aren't committing to pursuing the whole Master Teacher Certification Path by taking one of these clinics; you can just go, have a great experience, get your update credit, and try something a little out of the ordinary.

Give them a try. I think you'll like them! ■



Pay increases for both PSIA/AASI levels and our free internal certification stages. PAID TRAINING programs. Great benefits including free season pass for family members with no waiting period, retail and food discounts, Staff Appreciation Days and Recognition Awards

Program Manager (kids 4-6) – *Seasonal Full-Time* (October to April) – Be a part of a very progressive, forward thinking snowsports management team. Manage the daily operations of our fast paced Snow Camp ski program with its own indoor facility, including food service, rental shop and dedicated outdoor learning area. Oversee up to 80 staff in regards to scheduling, payroll and work area training. It's like running your own little ski area.

Ski and Snowboard School Instructors: We are now interviewing and hiring for the 2009-2010 Season (Mid November thru Mid April); We are in search of full and part-time staff who are excited about sharing their passion for winter with our guests. We are looking for certified instructors for our Ski and Snowboard Programs but will consider all applicants.

Apply on-line at www.mountsnow.com
OR

For More information – e-mail
skischool@mountsnow.com or
Give us a call at (802) 464-1100 ext. 4290

**PROPOSED AMENDMENTS TO BYLAWS OF
PROFESSIONAL SKI INSTRUCTORS OF AMERICA - EASTERN DIVISION
Proposed for adoption effective October 18, 2009**

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 17-18, 2009 meeting for immediate adoption.**

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 9, 2009.

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.

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 III
MEMBERSHIP**

SECTION 3.3 - REGISTERED MEMBER (ADDED 4/4/92; AMENDED 6/4/94, AMENDED 10/20/02). Any person, qualified for membership in the Association, may become a Registered Member provided (s)he shall:

- (a) ~~Complete an educational and development program, as approved from time to time by the Board of Directors.~~
- (b) Be at least 16 years of age at the time of application.
- (c) Be associated with a PSIA-E recognized snowsports school or an organization that requires a regular program of instructor education and training.

- (d) Pay such dues and meet such other requirements as the Board of Directors may from time to time establish.

Supporting note: This suggested change is to bring the Eastern Division in line with the policy of most other divisions.

SECTION 3.12 - VOTING RIGHTS (RENUMBERED 12/12/90, 4/4/92; AMENDED 8/28/78, 10/31/82, 12/12/90, 4/4/92, 6/4/94, 6/10/06). All members in good standing as of December 31 of each year may vote in the subsequent regional election. ~~may vote, sign petitions, present motions or resolutions and nominate or elect Directors in their second year of membership (that is, after paying dues for a second membership year).~~ Any Honorary or Life member who was qualified to vote at the time of appointment shall retain voting rights.

Supporting note: The Board determined that including all dues paying members in the voting process was most equitable.

**ARTICLE IV
OBLIGATIONS OF MEMBERS**

SECTION 4.2 - ATTENDANCE AT EDUCATIONAL PROGRAMS (AMENDED 8/28/78, 10/31/82, 6/4/94, 10/20/02). Each year the Board of Directors shall establish a list of sanctioned educational events to be held during the forthcoming twelve-month period. Each ~~Registered~~, Certified Level I, Certified Level II, and Certified Level III member shall be required to attend educational events during a period of time as determined by the Board in order to maintain educational standards.

Supporting note: This suggested change is to bring the Eastern Division in line with the policy of most other divisions. This also coincides with the recommended change to section 3.3.

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 9, 2009. 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: 3.3: Comments: _____

Section 3.12: Comments: _____

Section 4.2: Comments: _____

In Memoriam

Emo J. Henrich, of Lech AM Arlberg, Austria, passed away on May 3, 2009, at the age of 88. He was an Alpine Level III Member of PSIA-E, having joined in 1963. He was certified in 1967, and was bestowed with PSIA Life Membership in 1980 in honor of his exceptional contributions to the association and the ski teaching profession. Emo regularly shared time between his beautiful Austrian home and his wonderful home at Stratton, where he was director of the ski school. He led the Stratton Mt. Boys Austrian band at Stratton for many years. He was a strong supporter of PSIA, and a warm friend and colleague of hundreds of PSIA-E members. Emo was a gracious and kind gentleman, always ready for a warm conversation, and to entertain with a song and wonderful food and beverage. He was loved by many, and will be missed.

Ringo Palmer, of Essex, MA, has passed away at the age of 75. He was an Alpine Level I member of PSIA-E, having joined in 1999. He taught at Wachusett Mountain Snowsports School, MA.

Hugh Ashton Winter, of Port Dover, ON, Canada, died in an automobile accident in June, at the age of 66. He was an Alpine Level I and Adaptive Level I member of PSIA-E, having joined in 1997. He taught at Holimont Snowsports School, NY.

Michael Jacobsen, of West Ossipee, NH, passed away recently at the age of 84, following a battle with cancer. He was an Alpine Level II member of PSIA-E, having joined in 1976. He began his career at Mt Whittier in Ossipee, NH, then joined the Cranmore Snowsports School in the mid 1980s. At Cranmore he started the Golden Gliders, a senior group, whom he taught his "Happy Turns" and skied with up until mid-January of 2009. He also dedicated his time with devotion to the NH Special Winter Olympics each season. Karen Dolan of Cranmore Mountain Resort states, "Michael will be dearly missed by all. For all of you who had the opportunity to know Michael, please make a few "Happy Turns" in his memory this season."

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



THE PSIA-E EMPLOYMENT CENTER

It's summer job search season!

Members - Remember to look for open positions on the PSIA-E EMPLOYMENT CENTER!

Schools – For as little as \$60 for 60 days you can list your open positions here!

The Employment Center is on-line on our Eastern Division website at www.psia-e.org or directly at www.psia-e.org/jobs

Take advantage of this year-round, online Employment Center, which includes all the resources you need to fulfill your snowsports career and staffing goals!



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Eastern/Education Foundation

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2009 Snow Pro Jam – Masters Academy

(Application can be found on page 22)

REGISTRATION INFO

The 2009 Snow Pro Jam and Masters Academy will be held December 14th – 18th at Killington, Vermont. We will begin to accept applications on Monday, September 21, 2009. Applications must be postmarked September 21st or later. No applications postmarked prior to September 21, 2009 will be accepted. Registration guidelines are listed below:

Note: The standard event application should be used for Nordic Snow Pro Jam and will be accepted anytime.

ALPINE SNOW PRO JAM - Registration Information

- Registered, Level I and Level II members ONLY!
- The event fee for the Alpine Snow Pro Jam is \$409 and limited to 350 participants.
- Complete the Snow Pro Jam - Masters Academy Application 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 23rd deadline.

Alpine MASTERS ACADEMY - Registration Information

Level III members ONLY!

- The event fee for the Masters Academy is \$469 and limited to 70 participants.
- Complete the Snow Pro Jam - Masters Academy Application 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 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.
- Applications will be accepted through the November 23rd 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 21st 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 in mid-October.

Regarding guests for the Snow Pro Jam & Masters Academy:

- A Guest Package will continue to be offered through the Killington Snowsports School. Guests need to register directly with Killington for the five-day lift ticket and five, daily two-hour (AM) lesson package. There will be no limit to the number of guests who may take advantage of this option. Cost of the package is \$220 and does not include a banquet ticket. Sign up by calling Killington Snowsports School at 1-800-923-9444 after October 1, 2009. Please identify yourself as a PSIA-E Pro Jam guest.
- 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 \$40 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. ■