



# SNOW Pro

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

WINTER 2009

## Images of ProJam 2008 at Mount Snow

Nearly 600 PSIA-E members, staff, sponsors and guests enjoyed another annual gathering of learning, laughing and sharing at ProJam 2008 this past December 8 – 12 at Mount Snow, VT. ■



PSIA-E Education Foundation is teaming up with Goldstein Subaru in Albany, NY to present a first-ever "Subaru Super Raffle." A 2009 Subaru Outback Sport like that being auctioned was on display in front of the Grand Summit Hotel at Mount Snow during ProJam. More than 120 members bought \$50 tickets at the banquet for a chance at the drawing on March 27, 2009.



Members enjoyed trying out demo equipment from Tecnica, Blizzard and Dynastar during ProJam. A big thanks to our sponsor partners for "weathering the weather" and providing such a valuable service for PSIA-E members.

Michael Rogan speaks on behalf of his PSIA National Team colleagues to address and thank the nearly 600 Eastern Division members, staff and sponsor reps at the ProJam banquet. The appearance of national team members at the Master's Academy was made possible in part by a grant from the PSIA-AASI Education Foundation.

Photo credit: Courtesy of Sharpshooters, White Plains, NY



Members celebrate the Octoberfest theme at the annual ProJam banquet with style and a smile.

Photo credit: Courtesy of Sharpshooters, White Plains, NY



Avalanche Skiwear rep Keith Smith tries to keep up with the business at his display during the ProJam Sponsor Party on Tuesday night. Avalanche is the official supplier of uniforms for the Alpine education staff of PSIA-E.



The late week drizzle (and worse) didn't end the good times and laughs at ProJam as Alpine Ed Staff member Keith "Hoser" Hopkins and member Jane Robinson demonstrate before hitting the hill.

### the inside edge

3.....President's Message

7.....VIP Privileges

10.....Around the Regions

15.....Call for Committee Reps

22.....Tribute to Stu Campbell

31.....Region 1 + 2 Election Info



Guest Editorial

## It's all about the Experiences and the Relationships

by *Sherm White*  
Regional Rep. to BOD - Region 2  
*Smugglers' Notch, VT*

**W**e talk a lot about snowsports, and teaching snowsports, as an experience. Some events this fall have caused me to ponder my experiences, and what they have meant to me over the years. I've been a skier for over 50 years and a ski teacher for almost 37 years. I've been a member of PSIA for 35 years, so I have a lot of experiences to ponder.

My first memorable event this fall was chairing the most recent Strategic Planning Task Force for PSIA-E. We gathered people together from all over the organization, spanning multiple generations, and spent time examining what attracted us to join the snowsports teaching profession, and why we stayed in it. One of the most important values that we all agreed on was the very intangible and personal value of the relationships that have been developed and which have grown from our participation in events and activities within PSIA-E. We all agreed that practitioners of snowsports are a special breed of person, and that snowsport teachers are an even more special breed. We love the exhilaration of working with gravity on slippery slopes, and even more, we love to share that experience with others. We members of the snowsport teaching profession share a unique common bond.

Some other events this fall were more sobering. In 2008, PSIA-E lost two very special members of our community. Einar Aas and Stu Campbell both passed away after long and brave fights with prostate cancer. Because of my association with PSIA and PSIA-E, I got to know both of them quite well, and within a week at the beginning of this season attended tributes to both of them where many others shared their experiences as well. Both Stu and Einar were involved in shaping many of my experiences in the snowsport teaching profession. I brought a passion

for skiing and all of its sensations with me into those relationships. They both showed me their passion for teaching others about skiing, which helped me to discover that same passion within myself. Over the many years I knew them, and skied with them, I learned how to share that passion with others. They also shared a passion for supporting the role of the professional snowsports instructor and our professional organization within the broader snowsports industry. I followed along that same path because they helped me see that, with lots of effort, you could make teaching snowsports a major part of your life. At Stu's Memorial Service, Ed Pitoniak, a former Ski Magazine editor, described Stu as his "mythical older brother", who was just enough older to have experienced more than you had, and to offer advice along the way. I think that all of us who have been involved in snowsport teaching for any length of time can think of people with whom we currently have, or have had relationships, and who filled that role for us as well. That older brother or sister led the way, showed us the ropes, and advised us on how to get the most out of life (both within the "rules" and outside the "rules").

On a happier note, one of the other experiences I had this fall was presenting a PSIA-E Regional Recognition Award to Simon Mayer, who ran the snowsports school at the Dartmouth Skiway for over 40 years. Simon provided me with some of my first real snowsport instruction experiences. When he came to the USA, he lived with my aunt and uncle, and I used to get to ski with him regularly. His passion for skiing was (and still is) obvious. His passion for connecting with people was the equal of his skiing ability. He knew and remembered everyone, and everyone remembered him. He wasn't one of the well-known "ski gods", but he had a huge positive impact on generations of skiers, snowboarders, and snowsports teachers. He is still going strong skiing today.

*continued next page*



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Bill Hetrick, Editor

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

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

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Now many of those mythical older siblings are moving on, and many of us are now in the position of becoming that older sibling. We've been involved with snowsports and PSIA/AASI for many years because of the relationships we have built. Now it is our turn to guide new generations of instructors into relationships that will show them how fun and fulfilling it is to ski or ride as much as you can, and get paid for it. To paraphrase a quote from Stu Campbell, "Making turns is good for the soul". So, let's all go out and make lots of turns this winter and revel in the relationships we have developed over the years through skiing and snowboarding.

*Ed. Note: The above is a guest editorial. We thank Sherm for sharing his thoughts on the experiences and relationships of our great sport. 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

**A**s I write this, it is a few days before Christmas, and it's snowing like crazy. Don't get me wrong, I appreciate man-made snow as much the next guy, but there's just nothing like the real thing. I've wondered many times over the years exactly what it is that brings our guests back to the mountains, and I've decided that it has to be the excitement, the exhilaration, that nothing -else-like-it feel of real live just-fell-out-of-the-sky snow. People rearrange their lives for it, sell their homes, uproot their families, buy enormous SUVs, and go basically way out of their way and way out on the edge just for the gift of feeling real snow.

Out at Snowbird many years ago I had the opportunity one crystal bluebird morning to guide such a client in search of her first powder adventure. She was a German lady with a rather incomplete grasp of English, so we were both forced to select and use our words carefully as I attempted to prepare her to launch herself into untouched thigh-deep snow. I vaguely remember thinking of the short shelf life of untouched thigh-deep snow, and, in retrospect, I wish I had taken the time to say more – but, off she went. Somewhere during the second turn, down she went. Because of the pitch, her one-piece suit, and the light texture of the snow, she slid about fifteen hundred feet and lay in a heap, her body going into convulsions. I reached her after the fastest powder run of my life, and discovered she wasn't convulsing at all, but laughing hysterically.

When she finally gathered herself, and my own panic had subsided, she looked up and said, "That was incredible. Could we go again?" I was shocked. What was her motivation? What I had seen as a near-death experience had not unsettled her at all. She was perfectly content. As we rode the lift, the sun slid behind some thin clouds, then reappeared to backlight a flurry of huge snowflakes. The effect caused audible gasps up and down the lift line and my guest turned to me. She said, "You are so lucky to be all the time in the mountains. There are moments of such great beauty."

I think of her a lot when it snows, and I can't wait to get back up to the mountains. There are moments of incredible beauty every day, each one different than the last, and I'm excited to meet my newest guests and try to see snowsports through their eyes. So, let it snow, bring on the riders and skiers, and let's have a safe and beautiful season. Best wishes to you all. ■

## No Eastern Division Dues Increase for 2009-2010

### National dues remain at \$50

**D**ues invoices for the fiscal year July 1, 2009 through June 30, 2010, will be mailed to all members in May. As a result of a Board vote in October of 2008, PSIA-Eastern Division dues will remain at \$59.00 in 2009-2010. National dues will remain at \$50.00. Total combined dues for regular members will remain at \$109.00 for 2009-2010.

"The Board had a healthy discussion on this and the majority felt that, given the economic climate, we should make every effort to hold the line on dues for the coming season," said Eric Jordan, PSIA-E Board Treasurer. "We are hopeful that such creative initiatives as the Subaru Super Raffle will help us create more non-dues income to support programs."

Senior and student discounts will remain in effect for 2009-10: For any Eastern Division student member age 16-23, and seniors age 75 or more with ten consecutive years of membership, the division discount for 2009-10 will be \$20.00 and the national discount \$10.00. Therefore, total combined dues for qualifying students and seniors will remain at \$79.00 in 2009-10.

Your membership payment is due by June 30, 2009. A late fee of \$30.00 (\$20 Division; \$10 National) applies beginning July 1, 2009. Once again, most members with Internet access may pay both National and Divisional dues "online" safely, securely and conveniently through the national website at [www.psia.org](http://www.psia.org). If you have any questions regarding dues payments, please contact the Albany office (518-452-6095) at your earliest convenience. If you have any questions relative to National dues or fees, we suggest you contact the PSIA national office at (303) 987-9390.

PSIA-E/AASI dues may be deductible as an ordinary and necessary business expense (check with your tax advisor). If you choose to add a donation to the PSIA-E Education Foundation, that donation is deductible as a charitable contribution. ■

## Executive Tracks



# Pro Jam Raffle Raises \$8,000

## Members respond with record donation

by Michael J. Mendrick

PSIA-E/AASI Executive Director

Despite nearly every weather condition known to science, nearly 600 members, guests, education staff and suppliers attended yet another successful ProJam during the week of December 8 - 12, 2008 at Mount Snow, VT. Our visit back to Mount Snow for this event was a success thanks in large part to the efforts of the staff at the mountain as well as the Grand Summit Hotel, both of which do an exceptional job of hosting us. In addition, the national and Eastern education staffs led their groups through an awesome week of learning and fun and, once again, we raised a record amount of money to support some important causes.

The annual Pro Jam Education Foundation SuperRaffle at the Thursday night banquet was actually part of the overall Subaru Super Raffle for this season. More than 120 Subaru raffle tickets were sold (at \$50 each) along with dozens of ProJam raffle tickets for the items on display that evening. Altogether members helped raise a record amount for the evening, totaling \$8,000 in just TWO hours. As a result, monies were raised to support Education Foundation programs including member scholarships, uniforms for the DEV, DCL and ACE squads and training funds for future Eastern team members preparing for national team tryouts.

**A HUGE thank you goes to the All-Star Super Raffle Sales Team of Scott Allard, Matt Boyd, Matt Erickson, Josh Haagen, Keith Hopkins, Eric Lipton, Steve O'Connor, Bob Shostek and Lani Tapley** for their role in raising a record amount.

**Also thanks to the following donating companies** for supporting our organization, contributing product and helping to generate a fun, festive and fruitful experience for members: **Hot Gear, Ski-Pal,**

**Avalanche Ski Wear, Green Mountain Orthotic Lab, Dynastar, Blizzard, Tecnica, Eastern Mountain Sports, Booster Strap, Swany, Smith Optics and Vew-Do Balance Boards.**

The total of more than \$8,000 raised at ProJam is a testament to the generosity of our sponsors and passion of our members. Thank you to all for your support!

And don't forget, the Subaru Super Raffle for a \$22,000 2009 Outback Sport drawing is on March 27, 2009 so there is plenty of time to buy tickets (but only 1,250 available so don't wait TOO long)! ■

## ANNUAL MEMBERSHIP MEETING NOTICE

The PSIA-E/AASI Annual Membership meeting will be held at the Snowshed Base Lodge at the Killington Resort in VT on Friday, March 27, 2008, during the Spring Rally. **The meeting will begin at 4:00 pm and will include an organizational update, announcement of Region 1 & 2 election results and the drawing for the 2009 Subaru Outback Sport.** Hope to see all Spring Rally attendees and interested members there!

## Thank you Sharpshooters Photography!

PSIA-E/AASI wishes to thank and acknowledge the efforts and generosity of member and ProJam attendee Robert Consentino of Sharpshooters Photography in White Plains, NY for taking and providing dozens of photos of the festivities at the recent ProJam event at Mount Snow, VT. For those interested in seeing or perhaps purchasing group or individual photos from the ProJam banquet we suggest you visit Robert's website at [www.sharpshootersphoto.com](http://www.sharpshootersphoto.com) or send an e-mail to [robert@sharpshootersphoto.com](mailto:robert@sharpshootersphoto.com).

Thanks again, Robert! ■

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

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straight talk from the association

# Alpine Development Team

Tryouts are March 17-18 at  
Whiteface Mountain, NY

by Mickey Sullivan  
Director of Education & Programs

**H**ave you ever thought about being part of the PSIA-E Education Staff? If you're an Alpine Level III certified instructor, then you may want to consider trying out for the Alpine Development Team. The "Dev" Team provides a great opportunity for moving your skiing and coaching skills toward their full potential. You'll have the opportunity to ski, train and work with some of the best coaches that PSIA has to offer. Even the preparation process can be extremely valuable. Many of the past candidates that I've talked to have shared with me that their work to prepare for the tryout was extremely valuable. The journey usually is where most of the learning takes place.

### What is the Development Team?

The PSIA-E Alpine Development Team is a small group of Certified Level III instructors who are chosen by way of a demanding and competitive tryout and exam. Dev Team is the first required level in the Examiner track and is the first step on the road to ETS and Examiner. Team members receive training to sharpen their skiing skills and their teaching and professional knowledge skills, with a focus on developing into highly effective clinicians. Team members attend the required annual training event, understudy with members of the Educational Staff and occasionally work our Level 1 exams, Development Series events, Introductory Mogul events and other specialty events.

### Additional Dev Team information:

- Dev Team tryouts are held once every other ski season.
- Dev Team members serve a 4 year term.
- Dev Team members are eligible to take the ETS exam as soon as their understudy requirements are met. Dev team members do not have to wait until they serve 4 years on the Dev team to be eligible to take the ETS exam.

- Dev Team members whose term has ended do not become DCL members.
- Dev Team members whose 4 year term has ended may attempt any education staff exam they are qualified for.

### Requirements to try out for the Alpine Development Team:

- Must be a current PSIA Alpine Certified Level III member.
- Must be actively teaching skiing.
- Submit the event application, using the regular event application form, which can be found in both the Early Fall and Fall issues of the *SnowPro*, or on the website at: [www.psia-e.org](http://www.psia-e.org)
- Submit a letter of introduction stating why you desire to be on the Development Team.
- Submit a ski industry focused resume and two letters of recommendation, one of which is from the snowsports school director or immediate supervisor. These items must be received by the event application deadline of February 24, 2009.

**The registration deadline for all materials listed above, plus the event fee (\$225), is February 24, 2009. This year's Alpine Dev Team Exam will be held on March 17-18, 2009, at Whiteface Mt., NY.**

There are four Dev Team Prep courses being held this February. If you want to learn more about what it takes to be a Dev Team member or if you're tuning up your skills in preparation for the tryout attending one of these Dev Team Prep courses is recommended. Please check the 2008-09 events schedule for a complete event list and application deadlines. The Dev Team Prep courses and the Dev Team Tryout will count as continuing education credit for your PSIA update requirement.

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

*continued next page*

## Thanks for a great Pro Jam!

We woke up Friday in the dark, with water coming into one of our bedrooms. So! With all of the commotion on the last day of Pro Jam, I neglected to complete an evaluation sheet. Considering it was my best Pro Jam ever!!! I wanted to make sure I gave credit to all who made it so special!

First, my fearless leader Tim Bradley! Tim handled our group brilliantly! I was the only woman in a group of ten instructors with various skill levels. I was also returning to skiing after an injury. I was very hesitant at first but, Tim put me at ease and I soon rediscovered my joy of skiing! Tim introduced many new ideas, like spider man and goose stepping in the snow! He used very few words to make his point! Something we need simulate at our exam and whenever we our teaching. After the first day, things only got better! I'm ready to return to teaching with a hold new attitude!

Second, your wonderful Albany Staff! - Our son, Brian Hall, had been stationed in Iraq and was not expected to return until June. At the last minute, we heard he was returning early and would be able to join Jessica and me for Pro Jam. I want to thank the staff in Albany for all of their help. He had been inactive and they helped me with the paper work so he could join us!

Third, Dave Capron! David was Brian's leader, and it also just happens I had been in his first Pro Jam group. It was very important to me that Brian has a good time and reconnects with both skiing and PSIA. Dave accomplished both goals and more! It seems that Brian and Dave are kindred party spirits. Who knew?

Also Brian, his sister Jessica Hall (also in PSIA and at the Pro Jam) Tim and Dave conspired to see that I was dominated for the Benji Award and lo and behold I won it! What a very special evening! Tim and Brian made the presentation. I understand from many Liberty people at the banquet there was not a dry eye in the group. Dave was not on stage but. Brian told me how hard Dave had worked on my behalf. I will always be very grateful for what he did for our family!

I appreciate what PSIA does for our industry but, more so what it does for the family! It is just a wonderful organization and I'm proud we are all members!

Sincerely,  
Janet R. Hall  
Ski Liberty ■

# Why not do your Alpine PSIA education update credit in Switzerland this year?

Or, if you're ready, you can take your Alpine Level II exam

## PSIA-E to host events in Saas-Fee Switzerland in April 2009

PSIA-E and Ski Academy Switzerland are partnering to host two events in Saas-Fee, Switzerland, April 2009.

First; An Alpine Workshop Clinic that is open to all PSIA levels and divisions will be held on April 18, 19. The clinic will be conducted by PSIA-E examiners and will fulfill the required PSIA 2 year continuing education credit.

Second; An Alpine Level II exam will be held in Saas-Fee on April 15 – 17. The Saas-Fee Level II exam will cover both part 1 (skiing skills) and part 2 (teaching and professional knowledge skills) during the 3 day exam.

It is expected that there will be PSIA members from the states and Europe attending these events. There are many PSIA members in Europe that desire to take their required PSIA education update and some that are qualified and ready to take the Alpine Level II exam. To accommodate this growing group along with stateside members looking for a nice April trip, PSIA-E and Ski Academy Switzerland have arranged for these events.

The Saas-Fee events are open to all PSIA members. Normal PSIA-E event registration processes will apply. PSIA-E will not be providing travel or lodging packages or arrangements. However, if you visit the PSIA-E website you can find information on recommended event lodging and travel.

The event fee for the Saas-Fee Level II exam is \$305.

The event fee for the Saas-Fee Workshop Clinic is \$220.

**The application deadline for these events is March 10, 2009 ■**

## Introducing the Hitch Box

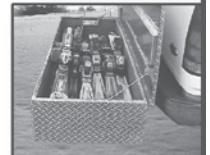
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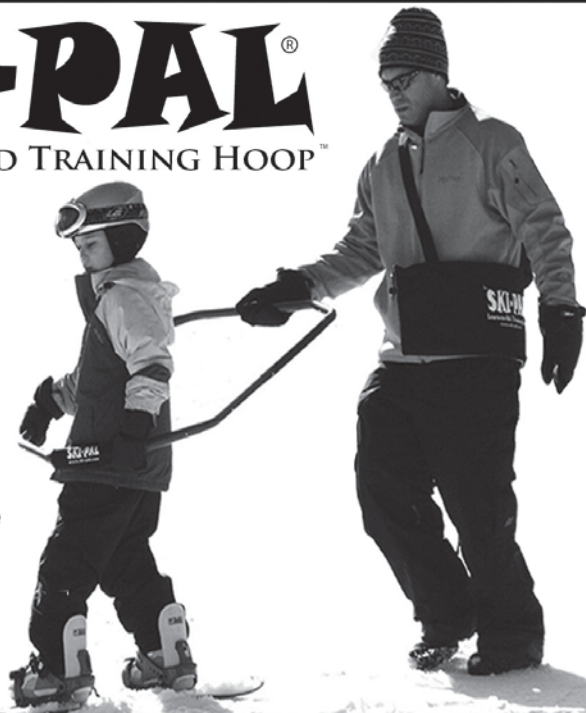
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## Classy-fied



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



*Want to know what PSIA-E/AASI privileges you get as a member?*

*Look for this column in each SnowPro and we will let you know what is new – or remind you of things you should be sure to take advantage of.....*

### CONGRATULATIONS!!!

The winner of this season's Green Mountain Orthotic Lab (GMOL) Promotion is.....

Brian Mieczkowski  
Eastern Division  
Region 6 Member

Brian is an Alpine Level 2 member, soon to be going for his Level III, Part 2! He skis at Windham, NY, and teaches for the Adaptive Sports Foundation (ASF) at Windham.

As the winner, Brian was rebated the cost of the footbeds he purchased at GMOL early this season. That's worth \$160! Because GMOL honors pro-form discounts for our members, between the pro discount and being the lucky winner, Brian saved \$450 on his boots this year. Plus, he got the great service GMOL always provides!

Thanks to Green Mountain Orthotic Lab for being such a great PSIA-E/AASI sponsor and supporter!

If you need boots next season, be sure to consider going to Green Mountain Orthotic Lab in Stratton, VT, and enter next season's contest.

### Here is an update and/or reminder about some other programs running this season:

#### BJ's Wholesale Club "Fuel Your Fundraiser" Program

This BJ's Wholesale Club program is specific to 501-3C (non-profit) fund-raising efforts and, therefore, applies to the PSIA-E Education Foundation. The program was a great success again this year, raising \$525 for the Foundation.

We plan to work with BJ's and offer this program again next October and November. Please watch for the announcement next fall, and be sure to participate (as well as offer it to friends you know who are BJ's customers) as part of our fund-raising efforts. Each participant saves money and gets an extended membership, while the Foundation received \$5 per membership. Thank you to all participating members (and friends of members!).

#### SmartWool – 50% Pro-Discout and New SmartDeals too

Be sure to look at the new products SmartWool has for keeping warm (and fashionable) this winter. PLUS, if you sign up as a SmartWool Pro, you will be able to take advantage of NEW SmartDeals, which provide even deeper discounts – to pros only. Sign up through the Eastern Division website.

#### Choice Hotels International – Our Hotel Partner

Nowadays, saving money is even more important than in the past, and our great arrangement with Choice Hotels has been providing our members with 15% off bookings for more than 3 years. Please keep supporting this great partner of PSIA-E/AASI, and keep receiving discounts by booking on-line or at 1-800-258-2847, and use our ID number 00802187.

Check out all of our great EASTERN ONLY member benefits at <http://www.psia-e.org/ms/eastbenefits/promotional/>

### Here is some info from PSIA/AASI National ...

#### Nords and 'Boarders Rejoice! The expanded Movement Matrix is here! (And there is something for Alpine folks, too)

Whether you're improving your own teaching, studying for exams, or looking for that tip to jump-start your day, two NEW Snowboard and Nordic Movement Matrix modules are just the ticket. Like the recently updated Alpine module, these new additions to the Movement Matrix feature a selection filter that allows you to easily sort through video and written resources featuring hundreds of combinations of technique, skill, and snow conditions. The Snowboard module features Park & Pipe and All-Mountain Riding. The Nordic module includes Telemark, Skate and Classic sections.

The \$14.95 annual fee provides access to all three matrices! Log in to the Members Only section at [www.psia.org](http://www.psia.org) or [www.aasi.org](http://www.aasi.org) and subscribe today!

#### New Accidental Medical & Professional Liability Insurance Program

One of the most highly anticipated benefits of PSIA-AASI membership is now available: Supplementary accident and professional liability insurance. These policies, designed specifically for snowsports instructors and offered through SportsInsurance.com, provide coverage during teaching or training for skiing and snowboarding.

These policies are valid worldwide - including the USA and Canada - and are underwritten by certain underwriters at Lloyd's, an A-rated company.

PSIA-AASI members who are Level I and above, and in good standing, can get up to \$50,000 in accidental medical coverage and up to \$1 million in professional liability coverage for just \$185 a year.

Please visit [www.psia.org](http://www.psia.org) or [www.aasi.org](http://www.aasi.org) for more information or to apply.



# If You Ran the Resort... A Futuristic Look!

by Peter Howard

PSIA-E Alpine Education-Certification Chair

After many years in the same field of endeavor, the mind begins to wander. Most who have been at it for a while know the best practices. They can see that either through incompetence, logistical considerations, or budgetary realities it all falls short of the ideal. What's left is mediocrity, tinged with flashes of brilliance and moments of dismal failure.

It all begs the question, what would you do if you ran the resort? Long chair rides and many hours in the College D'Apres Ski fill the mind with the untried possibilities. Could snowsports schools be different? Could resorts totally change their philosophies? Let's throw caution to the wind and take a fantasy ride into what could be. Place your tongue firmly into the left cheek and hang on, lest we utter the unspeakable and bite our tongue.

It's early November, and after your references and credentials are accepted you are hired to work at Mt. St. Ellen. You fork over ten-thousand dollars for a license to function as a sole proprietor business running your own one-person school in any way you choose, so long as you don't violate certain safety and resort policies. For one season you can charge what you want, take out whom and how many you want, and pay the band at the local bar to promote your instruction. You can work by the day, the month, the minute. You will have to compete for business with the other one hundred or so professionals for customers. The resort gets one million dollars up front. Training, management oversight, marketing, and staff insurance costs are virtually eliminated. You can make as much money or as little as your business skills and work ethic allow.

Let's swing the pendulum in a very different direction. At Dubai Sports World, Inc., potential customers gather for the Auction. The Coaches are paraded before the customers while their qualifications, years of experience and general demeanor are extolled. The winning bidder receives the coach they desire or can afford. The coach receives 50% of the fee. The resort and the coaches are guaranteed a reasonable earning based on business demand because the bidding audience is seeded with a representative of the resort and a representative of the coaches placing bids to minimize the down side. Certification level, appearance, tenure and showmanship are rewarded, based on the value the customer places on these qualities. Over time the resort retains a very desirable and qualified staff, based on a direct customer demand survival training model.

Ever wonder if technology could dramatically alter the future of the profession? It wasn't so long ago that radio headsets were available that would allow skiers to talk to each other. Now, with the hands-free cell phone and GPS technology it's a short intuitive leap to come up with an "On-Star" like instruction program. For a fee, students rent the GPS headset and from then until their time is up, their position and progress is monitored from key observation sites around the resort. Similar to air traffic control at O'Hare, observation sites would be manned by coaches with headsets and screens. These coaches would provide suggestions about terrain choice, speed, ski use, and body movements. Coaches would receive compensation based on how many people they could effectively control at a time. The resort would realize a significant saving on workers compensation insurance and uniforms since coaching took place inside. The GPS transponders would warn of impending collisions, even if a coach-controller momentarily lost the "picture". The only down side would be the occasional psychiatric issues that occurred when Coaches were overwhelmed by the traffic volume during busy periods.

Since we are already this far out, let's go a little further. We all know how ATM machines, call centers, and digital video work. For the resort whose strength

is the infrastructure and prefers to minimize sticky matters involving people management, outsourcing could be the answer. Around the resort in a few key locations are ATM-like touch screen video stations. Two hundred yards up the hill is a set location with a credit card swipe and brief instructions. Upon acceptance of the credit card the video kiosk films the skier's descent. The images are sent via satellite to southern India, where, in a cubical-filled warehouse the images are analyzed. Back at the resort the customer is at the touch screen where they are prompted to touch "1" for a general assessment, "2" for stance balancing issues, "3" for edging concerns, etc. The customer can speak directly to the analyst and receive suggestions and video footage of what to work on. It's a personalized offshore version of the Matrix.

The trouble with all this is that the economic times are changing. Disposable income is limited. Everyone is squeezing the eagle, so perhaps it's time for a total rethink. It is said that if all the deals on tickets are factored in, most resorts are receiving somewhere between twenty to twenty-five dollars per skier visit day. So, when the over-seventy deals, the college passes, the canned food drives, and the ski-and-stay specials are averaged out, the resort gets roughly twenty dollars. So why not create the "twenty-dollar resort". Here at Close-Out Chutes, the advantages are huge. No special ticket printing is needed; no training on programs is required. No one can give the customers the wrong information. The customers cannot work the system. There is no system - it all costs twenty dollars. The lines move fast. Hardly anyone needs change. Lunch costs twenty dollars; it's all you can eat. Off brands, discontinued, salvage, and truckload sales allow all pieces of equipment to be sold for twenty dollars. Skiing, like health care, is once again affordable for the masses. What a statement this would make in the market place.

Yes, what fun we'd have if you ran the resort. ■

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### Region 1 (NH & ME)

**Tom Butler, Regional Director, reports:** Happy New Year, Region 1! Hope all is well with you and your families. I was at some of the Okemo events in mid-December and it was great to see such a strong turnout for pre-Christmas events, especially since many of you in attendance still were without power from the ice storm.

As you are probably aware, this season brings elections to Region 1. This is the third year of Ross Boisvert's and my terms on the Board of Directors. Hopefully, there is a strong candidate list again for this election. I am also hopeful that you all will choose to vote in this election. You may not remember the details from last election, but the turnout for Region 1 was about 150 votes cast...total! For a region with close to 1500 members it would be great if the turnout at least matched the national average. So, either you think:

- a. Your vote really doesn't matter.
- b. You aren't sure what the Board of Directors does, so why vote.
- c. Voting takes too much effort.
- d. All of the above.

Without taking up too much space, let me try to clarify:

- a. Your vote does matter considering that this is a membership organization and we represent you and the direction that the Eastern division takes. Voting for representatives that you believe in helps shape the content that comes before the Board.
- b. The Board of Directors guides the organization and continually seeks to improve the quality of education and membership services. Much of what you experience at exams and clinics is the result of work done at the Board level.
- c. Address an envelope and stick your vote in (that doesn't seem like a lot of effort).

Hopefully you choose to vote, and whomever it is that you choose to elect, just know that the work they put forth is intended to make this organization better for you.

Thanks for reading.

### Region 2 (VT)

**Steve O'Connor, Regional Director, reports:** Hello, Region 2. Welcome to winter! What an outstanding start to the season. First, we had the cold temps to open up some amazing terrain at Killington. Then, we had a couple of wet dumps with a rain finish to solidify the base. As long as the temps stay low, the product gets better and better. In the last two days we enjoyed 36-48" of super light fluff. I hope wherever you are you're getting a chance to experience the fluff.

In the past few weeks I have had the opportunity to travel from Killington to Okemo to Mt.Snow. At all of these resorts I sensed something really cool. Every instructor I worked with was charged with energy; they were hungry for feedback. I felt a spirit in people that re-charged my batteries. They came to ski, socialize and re-discover new movement patterns they thought they had forgotten. There is nothing like working with folks that are so enthusiastic that they inspire. The expectations of our membership were very high; they came to learn and share stories. We needed to listen carefully and deliver beyond their expectations. There is the essence to the art of teaching. This all happened in Vermont, but I am sure it goes on at every event and at every resort in the country. To be enthusiastic you must act enthusiastically. It becomes contagious and it feels good.

Our region is having elections this spring. Both Sherm White and I are at the end of our terms. In this issue look to see who is running for the Board of Directors. Check out their backgrounds and philosophy and please take the time to send in your ballot. Last election there was a total of 75 votes recorded, which represents a small percentage of Region 2 members.

I hope that you all had a good holiday and I will look forward to seeing many of you this winter. Please feel free to call me or e-mail with any questions. [oconnor@together.net](mailto:oconnor@together.net) or 802-234-4032. Thanks!

### Region 5 (Western NY State)

**Steve Howie, Regional Director and Ron Kubicki, Regional Representative, report:** With a great beginning to the season, most schools are off to a busy start. We know everyone is going to be busy teaching, but please be aware of the sign-up deadline for events you are planning to attend. Be sure to check the Early Fall or Fall SnowPro for all the great events near or at your resorts.

Just a reminder that we have two Region 5 meetings this winter: Monday, February 2, at 4:00pm at Bristol Mountain, and Wednesday, March 4, at 4:00pm at Holimont. We hope to see you there.

Below is a list of all Region 5 Committee and Board of Directors members, with name and email. Please contact any one of us with questions or concerns.

Steve Howie - Regional Director:  
[showie1@rochester.rr.com](mailto:showie1@rochester.rr.com)  
Ron Kubicki - Regional Rep, PSIA-E VP:  
[rlkubicki@yahoo.com](mailto:rlkubicki@yahoo.com)  
Debbie Goslin - SSMC Chairperson:  
[DebbieGos@aol.com](mailto:DebbieGos@aol.com)  
Wendy Frank - SSMC Representative:  
[wendy.frank@sympatico.com](mailto:wendy.frank@sympatico.com)  
Rick Downing - Alpine Ed&CertComm Rep:  
[rdown@frontiernet.net](mailto:rdown@frontiernet.net)  
Lee Dame - Children's Committee:  
[leedame@rochester.rr.com](mailto:leedame@rochester.rr.com)

### Region 6 (Eastern NY State)

**Regional Director, Scott Allard and Regional Rep, Cherisse Young report:** Hello Region 6 members. For your information, the Region 6 Membership Meetings are going to be held on January 20, at Gore Mountain, and April 3, at Hunter Mt.

Thanks to all involved in the ProJam Super Raffle effort - we collected a record total of \$8,030 in just over two hours during the reception and banquet via a combination of the \$20 ProJam raffle and \$50 Subaru Super Raffle (120 tickets sold). So, 10% of the entire Subaru Super Raffle ticket allotment was sold that evening thanks to attending BOD and Ed Staff members making a big effort.

There is still a lot of time to get your tickets for the drawing. Contact the office, or at your next event ask your course conductor if he/she is selling them. We could have a limited number at the regional meetings.

Snow is here and the mountains are all off to a great start. Hopefully, we are all on our feet and looking to continue our education. Please be alerted that the early events are not filling up and some are in danger of being canceled. Get together with your friends and surrounding mountains to help fill these events.

I have set up a Facebook account, and Katherine Rockwell is helping manage it. Please feel free to respond and contribute to it. I hope to hear and see a lot of what's going on in the region. As always please feel free to contact either of us, as you need.

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

**Paul Crenshaw, Regional Representative, reports:** Winter came early to Region 7, with one resort opening in October and many others opening either before Thanksgiving, or that weekend. Such an early start is a good sign for what we anticipate to be a great season for Southern resorts.

I have recently been appointed to replace Merrick Kacer as your Regional Representative, and I'm looking forward to learning the duties and responsibilities of the position. Since I'm new to the position, I thought I would take this opportunity to introduce myself and let you know something of my background. I spent 30 years as an educator in the public school system, a profession I found both enjoyable and rewarding. During those 30 years I was also teaching skiing at Massanutten Resort. I am now the Learning Center Manager at Massanutten and a new member of the DCL Team. With the DCL position, I anticipate being able to visit a few Region 7 areas each season and get to know more of our members at other resorts.

The October Board Meeting was a great "first experience" and, having seen first hand the work

and dedication of your representatives, I am more confident than ever that the organization is in great hands. The commitment of this primarily volunteer group is remarkable, and reflects their dedication to the advancement of snowsports instruction and the sport itself.

I would like to encourage all of you to sign up for our PSIA-E events. Not only do these events offer the opportunity to improve your skills as a skier/rider and as an instructor, they are a lot of fun. Plus, we need your participation to continue offering the events. Every event needs a minimum number of registrants and, without sufficient registration, fewer events will be offered. On January 12 and 13 we held the Southern Snowsports Management Seminar at Massanutten Resort, along with our Region 7 Membership Meeting.

In closing, I want to ask each member to buy a raffle ticket for the 2009 Subaru Outback Sport car. It is a great way of maybe buying a car for \$50.00, and an even better way of showing support for an organization that is there to help each of us reach our goals in our snowsports world. All Ed Staff members will have tickets for sale.

Other Regions - Not reporting in this issue:  
Region 3 (MA, CT & RI)  
Region 4 (PA & NJ) ■

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# Region 1 and 2 Candidate Profiles

## Region 1

### Region 1 Election (NH, ME): Candidate Profiles & Voting Rules

Use the ballot on the inside back page of this newsletter to cast your vote. There are three (3) candidates running in Region 1 for Board seats. The Board candidate receiving the most votes will be elected Region 1 Director; the candidate with the second-most votes will be elected Region 1 Representative (within compliance of the association bylaws provisions relative to Board elections). No write-in votes for any positions are accepted on the ballot form.

### Region 1 Board of Directors: Ross Boisvert, A3

*McIntyre Ski Area, NH; McIntyre Snowboard School; School Director*

#### Statement of Background & Qualifications:

I have a great passion for snowsports and a desire to serve our organization and membership. In addition to my experience as a ski instructor since 1984, I have spent the past 20 years as the ski school director and manager, as well as owner/manager of the retail and rental shop at McIntyre Ski Area. I have served on the Ski School Management Committee of PSIA-E (member-at-large) for the past 10 years, and I am currently in my 7th year on the Small Ski Areas Committee of the National Ski Areas Association. I am also certified Ski Patroller and a member of the National Ski Patrol.

#### Statement of Philosophy & Direction:

Over the past six plus years on the PSIA board, my respect for the educational staff of PSIA/AASI and the entire Board of Directors has continued to grow, and I will continue to support the progress and development of the organization's educational programs. One thing that continues to nag at me that I would like to see is a higher ratio of non-staff to staff members represented on the Board.

If re-elected I will work toward making membership, educational, and certification events more accessible, relevant, and affordable to members and new instructors. Additionally, I will work toward developing and maintaining relationships between all snowsports providers, especially between large and small ski areas, to sustain industry growth and training. If re-elected, I will continue to try to implement a committee or subcommittee for small ski areas, work toward addressing the needs of part-time instructors with increased weekend and night events, and increased benefits for our membership.

PSIA/AASI has a responsibility to bring a high level of service and education to our industry and to its members. We need to continue to provide our members with educational materials and programs to further their educational and personal goals, while maintaining a high level of customer service. My other top priority will be to work toward regaining the recognition and prestige of our organization.

If you choose to re-elect me I will support the development and accessibility of snowsports for years to come, with a special focus on children's programs. Our organization has an extraordinary future and many worthy goals yet to achieve. I hope you'll give me the opportunity to continue to serve and represent you on the Board of Directors.



### Region 1 Board of Directors: Tom Butler – A3

*Sugarloaf (ME); Perfect Turn Ski & Snowboard School Staff  
PSIA-E Alpine ETS  
(Education Staff Employee)*

#### Statement of Background & Qualifications:

Hello Region 1. My name is Tom Butler and I am asking for your continued support to be re-elected to the Board of Directors. This has been my second non-consecutive term on the BOD. I serve as the Director of Sugarloaf's Perfect Turn Ski and Snowboard School and am also a part of the PSIA Education Staff as an Examiner Training Squad member.

Hopefully you have felt well represented during my tenure with the Board of Directors. Over the past 3 years I have strived to keep you well informed through the Snow Pro Region 1 reports, regional meetings, and the numerous personal conversations that I've had with many of you.

#### Statement of Philosophy & Direction:

This may sound embarrassingly obvious, however, the strength of our organization is its members, all 11,000+ of you. I have been blessed to find a career and lifestyle that allows me to work and associate with people who care for snow sports as much as I do. The relationships that I see develop at events and the relationships, that I know exist in every locker room, are what keep me coming back season after season. I am certain that you all feel similarly, whether it is a palpable excitement as Friday fast approaches or a bittersweet twinge on the commute in to work Monday morning. For the most part we could choose where we wanted to ski. However we continue to drive to certain areas because of the quality of people in our locker rooms and the relationships and traditions that have been forged there.

It continues to be my honor and pleasure to serve on the Board Of Directors. It is such an honor because I feel your commitment to the industry, to PSIA and AASI, and to your associates in your respective locker rooms. What we do as board members is important because you have invested so much of yourselves in this organization financially and emotionally. As a board we endeavor to continue looking for ways to help continue your education as professionals and as a result continue building relationships with each other and with your guests. I appreciate the opportunity to serve in this capacity and look forward, with your support to continue to do so.



**Region 1 Board of Directors:  
Chandler Simpkins – S3, A3, D3**

*Sunday River, ME;  
Snowboard/Freestyle Trainer  
(Education Staff Employee)*

**Statement of Background & Qualifications:**

Currently:  
Member since 1988  
AASI Examiner  
PSIA Alpine Level III  
PSIA Nordic Downhill Level III  
AASI Steering Committee member  
Sunday River, ME: Snowboard, Freestyle, and Nordic Downhill Supervisor

I have been in the ski and snowboard industry since 1986 when I had my first job as a "lifty" at night, and scared myself silly on the beginner hill as a skier stepping on to a snowboard for the first time. Since those bitter cold nights I have been fortunate enough to be a Part and Full-time Line Instructor, a Staff Trainer, Training Coordinator/Manager, and Director of Training, and have worked at eastern resorts from Pennsylvania to the Canadian Border. I am now (or have been) a Snowboard, Alpine, and Nordic Educational Staff member. For the past 5 years I have been on the Snowboard Steering Committee which has also been a rewarding experience as an opportunity to be involved in the organization from a different angle. From 1997 to 2000 I lived and worked in Montana (Northern Rocky Mountain Division) which has given the opportunity to see how other divisions operate (though I remained a "dual" Eastern Division member) and for the past 12 years I have successfully operated my own small business: Chandler Simpkins Historic Preservation and Restoration.

**Statement of Philosophy & Direction:**

Working with many segments of the membership over the years has led me to a feeling of there should be a reflection of that membership in the leadership of our organization. Though the Alpine disciplines are the largest single segment of our population, there are also Snowboarders, Nords, and Adaptive members. Alternative disciplines need to be represented at the Board level so that there is a balanced and fair allocation of resources and time for these members.

As a small business owner, I appreciate the fiscal responsibility with which the organization has been led in the past. In these difficult financial times, the need is even greater to examine needs of the organization to keep this establishment solid. New membership is one important segment of planning that will help with our future, and I support the outreach programs that have been initiated to bolster our ranks. Also the new programs embracing current trends in racing, freestyle, and multi- or cross-discipline events are also important.

# Region 2

**Region 2 Election (VT): Candidate Profiles & Voting Rules**

Use the ballot on the inside back page of this newsletter to cast your vote. There are five (5) candidates running in Region 2 for Board seats. The Board candidate receiving the most votes will be elected Region 2 Director; the candidate with the second-most votes will be elected Region 2 Representative (within compliance of the association bylaws provisions relative to Board elections). No write-in votes for any positions are accepted on the ballot form.



**Region 2 Board of Directors:  
Curtis Cowles – A3, D1**

*Okemo Mountain, VT:  
Ski & Ride School Supervisor*

**Statement of Background & Qualifications:**

In 1989, after a summer of working as a landscape laborer, I began my ski teaching career at Stratton Mountain Resort as a full time instructor, joining PSIA as well. I realized, after that winter, my path had been laid out for the best "ski teacher career" scenario ever.

After a fall wedding in 1990, Martha and I moved to Aspen, Colorado where I taught at Buttermilk Mountain for three years (landscaped in the off season). Buttermilk was a great experience. That is where I learned how important children are to our industry and how fun teaching them can be.

Okemo Mountain Resort has been my current home for the last fifteen years. Starting out as a full time instructor, teaching mostly children, raising quickly to supervisor of the Mountain Explorers Program. This was an all day program, which I suggested we start, similar to the program at Buttermilk. It started with levels 3 to black diamond, which eventually, with much discussion, added beginning levels. My duties now include teaching the public, training staff and supervising daily operations of the Ski and Ride School. Martha and I have three children, all of whom race and ski in the woods. I am a mountain rep for Elan/Dalbello.

Business experience and qualifications include, starting Glebe Mountain Gardens and Landscaping in 1995. We have built our business over the years, from one truck to five, two employees to twelve, many of them in the ski industry, with smart business and financial decisions. Served on the VNLA Board (Vermont Nursery and Landscape Association), for one two year term.

**Statement of Philosophy & Direction:**

Customer and employees are most important, do what you say and be on time. Have you read that somewhere before?

The customer, we wouldn't have jobs without them. Adults, fine but they bring the children. Kids!! They are the future. PSIA/AASI has created wonderful programs such as the Children's Academy and ACE Team to help provide helpful education to instructors. If elected, I will continue to strive for excellence in children's programs and in the exam process.

Believe it or not, PSIA/AASI is a business, and yes, we can still have fun. (For the most part) If it wasn't fun, I wouldn't be a business owner. However, difficult decisions still need to be made. With the current economic issues, I will be ready to make those important decisions, to help membership grow and keep events affordable. If elected, my efforts will be for you, the members (employees), to create more reasons to join and stay members of the organization.

See you on the hill (maybe in the trees), thank you for the vote.

*Region 2 Candidates, continued next page*

■ **Region 2 candidate profiles, continued**



**Region 2 Board of Directors:**

**Ben Craig – A3, S1**

*Stratton Mountain, VT;  
Adult Ski School Manager*

**Statement of Background & Qualifications:**

After spending 3 seasons in the central division where I was able to achieve my Alpine level 2 and working as an Assistant Director I relocated to Vermont. I spent 8 years working at Mount Snow in the kids programs, managing the 4-6 year old program for my final 6 seasons with the resort. While at Mount Snow I was able to achieve Level 1 on a snowboard, level 3 Alpine as well as becoming a member of the Alpine Development Team. Since moving to Stratton I have become a member of the eastern division's ACE team as well as working with the adult ski school, in which I am currently the manager.

**Statement of Philosophy & Direction:**

Since joining the organization in 1997, I have benefited from the hard work of those who volunteered to help guide us and now I would like to return the favor. I hope to bring my experience with both the guests as well as you the membership to the board and continue to guide our organization into the future. It is my intention to continue to work in a fiscally responsible manner as well as ensuring that you the members continue to have access to some of the finest educators in the country. Working with you we can refine the clinic offerings in an effort to increase the value of the both the clinic and the overall value of the membership dues.

With your support and help we can continue to make our organization better.

**Region 2 Board of Directors: Steve O'Connor – A3, D3**

*Killington Resort, VT; Snowsports School Staff  
Alpine BOE (Education Staff Employee)*

**Statement of Background & Qualifications:**

I have been one of your representatives on the Board of Directors for the past three years. I understand the process and have a good working relationship with the other players currently on the board. Decisions are made and votes are cast based on discussion and debates at times. I am now better prepared to anticipate the swing of opinions and make sure our region and membership is understood and well represented. Although I wish more individuals from other disciplines (snowboard and Nordic) would step up from Vermont, I feel as though I have and will adequately stand in for all individual members.

So who am I?

Since 1977 I have enjoyed teaching full-time mostly in Vermont with a short 5 year stint in Colorado.

A current member of our educational staff (examiner)

A current member of our Eastern team

Level 3 in Alpine and Nordic downhill

Full-time teaching pro at Killington (non-management)

**Statement of Philosophy & Direction:**

I represent a rare breed of full-time ski professionals. After 30 years I still have goals and expectations. I continue to hope that my knowledge and experience will have value to the guests of our industry. Many of current board

members are directors or are in management roles and their opinions reflect that in the way they vote. Rest assured that my interests are with you. It is important that this organization continues to support Snow-sports management. As a member driven organization we need continuing support for ideas that get our members better working conditions and a fair share of the rewards. Great customer service and quality lessons are not accidents; we have worked hard to hone our skills of delivery and technique. Great coaches have experience, knowledge and compassion. I feel this organization is strong and can do more to meet the needs and expectations of individual members



**Region 2 Board of Directors:**

**Katherine Rockwell – A3**

*Killington Resort, VT; Ski & Snowboard School  
Seasonal Programs Leader, Staff Member*

**Statement of Background & Qualifications:**

I have been involved in teaching skiing since I was eight, and a PSIA-E member since I was sixteen. I started teaching in Marvie Campbell's kindergarten program. Marvie brought her entire class to Bromley on Mondays and I have been teaching full or part time ever since.

I graduated with a BA in French from Davidson College in North Carolina in 2005. While in college, I taught during vacations and passed my Level II. As president of Davidson's Club Sports Council, I oversaw twenty-two clubs with memberships of ten to fifty students each, representing almost one third of the student body. I was responsible for defending the individual club budgets and securing funds, arranging for field space, and settling disputes. I returned to Vermont and passed my Level III in 2007 at the beginning of my second season as a full-timer at Killington. I am currently an instructor and the supervisor in charge of seasonal programs at Killington Resort.

**Statement of Philosophy & Direction:**

I am running for a board seat in region two because I believe I can be an effective voice for PSIA's many younger members. I will work to make PSIA more appealing to younger members and focus on modernizing the way PSIA communicates with the membership. While our current publications are useful, I would like us to use the Internet more effectively. Information about skiing and teaching does not always need to come down from the top. There is value to all of us in exchanging technical and organizational ideas between peers.

I would also like to see events become vibrant again. I believe one of the reasons the ProJam and Spring Rally are so popular is because they are full of energy. Networking and learning from fellow instructors is one of the main reasons to join PSIA and maintain membership. Larger events encourage idea sharing and interaction between snow sports schools, instructors, and educational staff and further the growth of both the participants and the organization. That energy is the key to attracting new, younger members and re-capturing the attention of our current members.

In closing, I sincerely hope you consider me for a seat on the board. I am energized by my recent participation in a strategic planning meeting with the board this past October, and I'm looking forward to this opportunity and PSIA's future.

## Region 2 Board of Directors: Sherm White – A3

Smugglers Notch, VT; Training & Adult Program Manager

### Statement of Background & Qualifications:

Alpine certified in March 1973. Served on the Board of Directors of EPSIA and PSIA-E for 17 years in a variety of positions, including President. Also served on the Board of Directors of PSIA National as the Eastern Representative for 6 years. I've also served as a member and as Chair of the Snowsports Management Committee both in the East and Nationally. I also served a term on the National Steering Committee, as the snowsports management representative, as well as a term on the successor to that committee, the Educational Advisory Council. As a divisional and national board member, I have participated in several strategic planning meetings. I was honored to be re-elected to the Board 3 years ago, and have served on the Finance Committee, as well as chairing the recent Strategic Planning session held this fall.

I am beginning my 37th year as a ski instructor, 35 of them at Smugglers Notch in Vermont, where I currently manage the Adult Programs, and am also the Training Manager. This past spring, I retired as a member of the DCL staff.

### Statement of Philosophy & Direction:

I have always considered it an honor to serve in the various capacities with both PSIA and PSIA-E. PSIA-E is a member organization, and the Board of Directors is the direct link to the members. During my prior terms on the Board, I took great pride in the fact that the organization was constantly growing and gaining recognition in the industry. We now face more difficult times. Our membership has been declining over the last few years, as expenses have increased, and the pool of potential members has shrunk. Your Board has had to work hard to try to balance these trends and find ways to get back on a growth track. I recently chaired a Strategic Planning session dealing with some of these issues, and would ask for your support for another term to try to bring some of the ideas from that session to reality. Member value, both tangible and intangible, need to be the drivers of future growth. The Board needs to keep that concept as the core of everything it does. I promise to keep member value at the forefront of all Board discussions if reelected to another term.

## Call for Region 1 and Region 2 Committee Members

The Snowsports School Management Committee Representative, Alpine Education & Certification Representative and Children's Education Committee positions for Regions 1 and 2 are currently up for a three-year appointment, pending a recommendation from the Regional Director and Board ratification. The PSIA-E Board of Directors will approve the appointment of these positions at their June 2009 meeting.

If you are a member of one of these regions and are interested in being considered as a representative to serve a new (or renewing) three-year term for one of these open positions in your region, please send written notification via e-mail to the attention of Michael Mendrick, Executive Director, at [mmendrick@psia-e.org](mailto:mmendrick@psia-e.org) by March 23, 2009.

Thanks for your interest in serving your organization!

## Call for Committee Chairs

All committee chairs are recommended by the President to the Board of Directors for annual ratification at the June Board meeting each year. This includes the Snowsports School Management Committee, the Alpine Education & Certification Committee and the Children's Education Committee.

The Chairperson of the Snowsports School Management Committee must have had experience as a snowsports school director. The chairperson of the Alpine Education & Certification Committee must be an active member of the Alpine Board of Examiners at the time of appointment. The chair of the Children's Education Committee should have experience in children's program management and be a current member of the PSIA-E ACE squad.

If you are interested in serving (or continuing) as chairperson of one of these committees, please submit your interest in writing (e-mail acceptable) by March 23, 2009 to the attention of Michael Mendrick, Executive Director, at [mmendrick@psia-e.org](mailto:mmendrick@psia-e.org).

Thank you in advance for your interest in serving PSIA-E and AASI.

## Personalized Business Cards



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and Keystone Printing



- Ordering on-line is quick and easy at [www.psia-e.org](http://www.psia-e.org)
  - See a preview before you place your order
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    - 2-color or 1-color with official logos
  - Great pricing on quantities of 250, 500 or 1000

If you have questions, call the PSIA-E office at 518-452-6095



## Is Your Snowsports Team Stuck in a Rut?

by Wendy Frank

SSMC Representative – Region 5  
Director - HoliMont Snowsports, NY

**H**as your staff lost its *joie de vivre*? Is the enthusiasm for hopping right out there on the snow to teach those “never-ers”, waning? How do we re-capture that spirit? How do we provide the best training for our staff? It is true that most of our snowsports schools have amazing trainers on board, but sometimes it helps to bring in someone from the outside to breathe life into our training sessions.

This fall, Holiday Valley, HoliMont and Kissing Bridge - Ron Kubicki, Debbie Goslin and I - enjoyed hosting a seminar featuring Kim SeEVERS and Mermer Blakeslee to help our staff get ready for the season. On November 15, seventy-five instructors from the three areas met for two half-day sessions at Holiday Valley.

Kim SeEVERS, former PSIA-E Director of Education and Programs, developer of the Master Teacher Program, and ed staff member/examiner for 20 years, presented “The New Role of the Instructor in the Snowsports industry. She spoke about trends in the industry, how instructors now not only instruct, but must also be ambassadors, customer service experts, and lifelong learners.

Mermer Blakeslee, former member of the National Demonstration Team, examiner, and author of *In the Yikes Zone: A Conversation with Fear*, showed the group how to pick a drill, customize it for the individual student and then how to integrate the drill back into skiing. She also focused on expanding our students’ versatility by teaching old but tried-and true skills like stepping, slipping and pivoting. The seminar was lively, fun, and informative, and got everyone in the mood for a wonderful snowsports season. After the seminar we heard many requests that Kim and Mermer return for an on-snow seminar

during ski season. We were psyched, ready to don our equipment and make some fabulous turns!

After such a rewarding seminar, Ron, Debbie and I plan to hold more workshops at our three areas and bring in trainers from PSIA-E/AASI and our Region 5 Snowsports Schools to share as much professional knowledge as we can with our staff. Remember, you are only as good as the people around you. Which reminds me: we also attended the SANY Conference this September and really enjoyed the Disney Institute’s presentation on “Keys to Excellence”. It brought back the memories of when my family visited Disney World in Orlando. I was impressed by the way they ran their outfit then, and I am still impressed by the way they continue to run it. People who work at Disney are happy. People who work there never want to leave. The reason ...they treat their employees as valued customers. Think about it. Are you going to get good results from your employees any other way? I loved their idea of being on stage all day no matter what your role

in the organization...from parking lot attendants, to ticket sales, to Minnie and Mickey right on up to the business executives. Is there any reason why we cannot do the same thing with our staff? The better we treat our staff, the better they treat our clients. The more well-trained our staff is, the better service they will be able to provide our clients. The happier our clients are, the more they will wish to return to our area.

Think about using all the valuable PSIA-E/AASI resources we have available to us through our great organization. Get together with other directors near your area and bring in members of our Educational Staff, our Children’s Committee, our Nordic and Race personnel.

Don’t wait for scheduled events; call the PSIA-E office for information on how you can bring this wealth of knowledge to your area. By all working together, we can have the happiest, best trained instructors in the industry. ■

**Mermer, Debbie, Ron, Wendy and Kim**



**Mermer and Mary Claire**



**Mermer Demo**





# Award Pays Tribute to Einar Aas



The family of well-known member, snowsports school director, PSIA national and divisional Board member Einar Aas, who passed away in July 2008 after a valiant fight against cancer, stand with the award presented to him posthumously for "excellence in snowsports school management" during the 2008 Snowsports School Management Seminar December 3 at Killington, VT. Pictured (l to r) are Einar's son Sven, widow Nancy Duryee-Aas, her daughter Lauren and Einar's longtime colleague at Ski Butternut (MA), Dennis Fahey.

After the presentation, PSIA-E/AASI Executive Director Michael Mendrick announced the creation of the "Einar Aas Award for Excellence in Snowsports School Management." This new award will be presented annually at the Snowsports School Management Seminar banquet beginning in December of 2009.

"This is a great way to both honor a school director for a career of contribution to snowsports school management as well as keep the spirit of Einar Aas alive year after year," said Mendrick.

## Absolutely AASI



# BURTON



Burton has again teamed up with the Eastern Division with two programs to recognize members who attain their first – or next – certification levels during the 2008/2009 season.

### Attain AASI Level I Certification Recognition Program

All AASI Eastern Division Members who attain their Level I during the 08/09 season will automatically be entered to win one of 7 Burton backpacks (estimated retail \$60). One backpack will be awarded per region (7 regions) Successful Level I candidates from all of the Season 2008/2009 AASI Level I exams will be entered to win this recognition award.

Winners of the Burton backpacks will be selected after the last Level I exam (Killington). The backpacks will be shipped or presented to the winner(s) as appropriate after the drawing. The winners of the Burton backpacks will also be announced in the Spring *SnowPro* issue.

NOTE: Candidates will be entered into the contest based on the region where they passed the exam.

### Attain AASI Level II and Level III Certification Recognition Program

All AASI Eastern Division Members who attain their Level II during the 08/09 season will be automatically entered to win a pair of Burton bindings (estimated retail \$200-\$250). Successful Level II candidates from all of the Season 2008/2009 AASI Level II exams will be entered to win this recognition award. The winner of the Burton bindings will be selected after the last Level II exam (Killington) where the bindings will be awarded. The winner of the Burton bindings will also be announced in the Spring *SnowPro* issue.

All AASI Eastern Division Members who attain their Level III during the 08/09 season will be automatically entered to win a Burton snowboard (estimated retail \$500). The winner of the snowboard will be selected after the Level III exam (Killington) where the board will be awarded. The winner of the Burton snowboard will also be announced in the Spring *SnowPro* issue.

**"GO FOR IT" and GOOD LUCK in the drawings! ■**

continued next page

■ absolutely aasi, continued

# Freestyle Accreditation Course Description

by Ted Fleischer  
AASI Examiner

The NEW Freestyle Accreditation (FSA) program, offered by the AASI Eastern Division, is a ramped up version of the course that had been offered prior to this season. The biggest change is the assessment portion of the process. At each of the three levels (Fundamental, Intermediate and Advanced), riders must show not only an ability to combine safe, fun teaching segments with solid freestyle mechanics, but also be able to demonstrate an appropriate level of proficiency in performing freestyle tricks appropriate to each level.

As opposed to years past, where completion of the levels was exclusively participatory, riders must now pass all three areas (riding, teaching, pro knowledge) at each level before being able to attempt any assessment at the next level. The format will be at the course conductor's discretion, taking the weather, the venue and the level into account; however, participants can generally expect the following scenario: Day 1 will be a soft focus on riding, with a heavy focus on teaching and movement/pro knowledge; Day 2 will be a heavy focus on riding, with a softer focus on teaching and movement/pro knowledge.

The overall setup may vary from individual sequential runs to a jam format, or a combination of methods. A full description of the minimum performance expected from candidates for each level will be posted on the Eastern website. With a range of expectations, from a solid instructor who frequently teaches intro park lessons all the way to the seasoned freestyle instructor who occasionally wins purses in competitions, there is opportunity for those interested in a future in freestyle to share their experience with others, and to learn new tricks from others who share their passion.

Stick it! Hope to see you there. ■

## f.y.i.

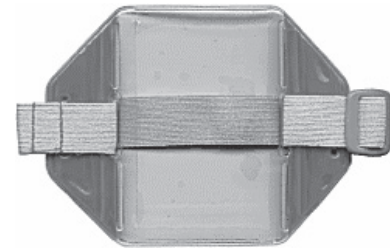
Have you used the "sortable" version of the schedule now available on the web site at [www.psia-e.org](http://www.psia-e.org)? It is very helpful as it allows you to sort the schedule to see events listed by mountain, state, region, event name, etc. It's easy to use, so check it out or call the office if you need any technical pointers to get started using it.



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

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**"15 Below" Event  
Sign-Up Form**

Participants & sponsors -  
please read & complete  
all sections.

EVENT: #743 - "WRAP IT UP" RIDE & SLIDE EVENT \_\_\_\_\_ EVENT FEE: \$120.00

EVENT DATES: March 28-29, 2009 at Killington, VT SIGN-UP DEADLINE: March 5, 2009

NOTE: This event is open to all youth aged 10 – 15 and sponsored by a PSIA-E/AASI member. Participants must be able to comfortably ski/ride blue terrain (at minimum) at the hosting resorts to participate in "15 Below" events.

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

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

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

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

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

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

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

Make payment to PSIA-E/AASI. Mail or fax to: PSIA-E/AASI, 1-A Lincoln Ave, Albany, NY 12205  
 Fax# (518)452-6099 Phone: (518) 452-6095

**All event attendees & sponsors must sign the following Release Form:**

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

Attendee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

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

Parent Signature (if different): \_\_\_\_\_ Date: \_\_\_\_\_

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

**ADMINISTRATIVE CHARGES**

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



## Attention PSIA-E Adaptive Members!!

**Good news!! We have added "end-of-season" Level 1 exams to be held at Waterville Valley, NH.**

The price for all 2008/2009 2-day Level 1 Adaptive exams is \$182

Event #	Course Name	Location	Days	Dates	Deadline
572	3 / 4 Track Level 1 Exam	Waterville Valley	Sat/Sun	March 21&22, 2009	Feb 27, 2009
573	Blind/DD Level 1 Exam	Waterville Valley	Sat/Sun	March 21&22, 2009	Feb 27, 2009
574	Mono/Bi Level 1 Exam	Waterville Valley	Sat/Sun	March 21&22, 2009	Feb 27, 2009

## Prime time for Member-Gain-a-Member Campaign

**Program runs through April 1 -- don't forget to sign 'em up and go after those prizes!**

### Campaign Eligibility Timeframe:

Membership applications postmarked or faxed between November 1, 2008, and April 1, 2009. Each application MUST have BOTH the sponsor name and membership number to qualify.

### Lots of prizes and awards for Individual Members!

- 1) Every member that sponsors 3 or more members gets a *SnowPro* mention, plus PSIA-E/AASI commemorative premium item.
- 2) Top THREE producers in EACH REGION gets \$100 "ed bucks" credit, plus a commemorative premium item. Must have minimum of SEVEN new members to qualify.
- 3) Anyone bringing in 10 or more members qualifies for GRAND PRIZE and FIRST PRIZE drawing, plus gets *SnowPro* mention and premium item.

**Grand Prize is a 2009-10 ProJam registration** (or equivalent education registration fee credit of \$395, if chosen) plus *SnowPro* highlighted mention and premium item.

**First Prize is \$200** in "ed bucks" credit for the event(s) of your choice during the 2009-10 season, plus *SnowPro* highlighted mention and premium item.

**For PSIA-E and AASI education staff**, the top three producers (number of new members sponsored) will be awarded \$300, \$200 and \$100 scholarships (respectively) from the Education Foundation for attendance at the 2009-10 National Academy or other approved events of interest.

If you have any questions about the campaign, contact Eileen Carr at (ecarr@psia-e.org). Have fun, think snow and get the word out there!

**Members, GAIN A MEMBER!**



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

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

Fax# (518) 452-6099

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



Rev. 12/31/2008 W

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

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

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

Applicant's

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

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

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

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

### Please check your PRIMARY discipline:

Alpine       Snowboard       Adaptive       Nordic Downhill       Nordic Track/Skate

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

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

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

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

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

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

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

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

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

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

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

### OFFICE USE ONLY

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Auth \_\_\_\_\_  
Num \_\_\_\_\_  
App \_\_\_\_\_  
Num \_\_\_\_\_  
Mem \_\_\_\_\_  
Num \_\_\_\_\_

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

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

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



# Tribute to Stu Campbell

*“Every turn you make is good for the soul”*

Stuart Duncan “Stu” Campbell, of Stowe, VT, passed away December 4, 2008, at his home after a 20-year battle with cancer. He was 65. Stu was an Alpine Level III member of PSIA-E, having joined in 1968. He was awarded Lifetime membership in PSIA in 2000. Stu was “Mr. Ski Teaching” to the association, to the industry, and to the skiing public. He was an examiner and clinician for PSIA-E from its earliest days in the 1970s. Stu participated directly in the development of American ski teaching methodology and technique in those early days, and continued as a strong technical influence throughout his life. His mark will live on throughout PSIA-E and National PSIA. He wrote many books on the subject of skiing, earning the PSIA Educational Excellence Award for his considerable contributions to PSIA educational manuals and his longtime editorial guidance of the PSIA journal, *The Professional Skier*.

Stu was co-chairman of the National Technical Committee for many years, serving as executive vice president, and was also a PSIA Demonstration Team member. He served on numerous committees, including several Strategic Planning Task Forces, both National and Eastern. He had one of the sharpest minds available to our industry, and was turned to on many occasions for his insightful analysis of the current state of the ski industry, and his take on the future. When Stu spoke, everyone listened!

Known throughout the skiing world, Stu fashioned a career from his own understated elegance, both on skis and with his ability to put words to the act of gliding on snow. He grew up skiing in Bennington, Vermont, and was a 4-event ski racer (slalom; giant slalom; cross-

country; ski jumping) while a student at Middlebury College. He graduated from Middlebury in 1964 with a BA in American Literature and received his master’s degree in English Literature from the University of Vermont in 1972.

He taught English literature and coached skiing at Harwood Union High School and at the Valley Junior Racing Club from 1967-69 before settling in Stowe as Technical Director of the Sepp Ruschp Ski School. Campbell moved from Stowe to Heavenly Valley, California, in the late 1970s, where he served as Director of Skier Services. He oversaw Heavenly’s ski school, other skier services and a very active race department that hosted World Cup, professional and celebrity ski races. He spent more than a dozen winters at Heavenly while continuing to spend his summers, writing, in Stowe. He returned to Stowe full time in 1997 and led the development, construction and opening of The Country Club of Vermont, pursuing his late-in-life passion for the sport of golf.

Stu’s on-snow students were indeed a privileged group, having had the opportunity to be coached by one of the very best, and to formally and informally share thoughts and passions with Stu on the great sport of skiing and the profession of ski teaching.

It was as a writer for *Ski Magazine* that Campbell had the opportunity to mentor the greatest number of skiers. He served as Technical and Instruction Editor at *Ski* from the mid 1970s until his death, penning everything from illustrated quick tips to feature articles. Readers were invited to “ask the doctor.” “The art of skiing,” Campbell wrote in 1991, “is, ultimately, the search for sensation.” He encouraged the reader to use skis “like a draftsman’s compass” to scribe arcs on snow. He saw skis as “tools for sculpting space on the tilt.”

Although Stu wrote many ski instruction books, including *Ski With the Big Boys*, *The Way to Ski*, and, with Tim Petrick, *Good Things to Know about Gliding on Snow*, some of his Vermont neighbors knew him best for his books on gardening and alternative house design, including 1975’s *Let it Rot!*, which helped start the home composting movement, and *The Underground House Book* (1980). Campbell and his wife Carol West-Campbell lived for 28 years in an innovative earth-bermed house in Stowe.

In September, the Vermont Ski Museum awarded Campbell the first Paul Robbins Ski Journalism Award for “lifetime commitment to ski journalism with ethics, humor and good taste. . .” He told the gathering at the museum to “get up on the mountain and make lots and lots and lots of turns. Every turn you make is good for the soul.”

Stu is survived by his wife of 23 years, Carol West, his mother Helen L. Campbell of Stowe, his brother Alan and his wife Heidi, his daughter Cricket Kadoch and her husband Aaron, and his son Gregory, along with 2 grandsons, Aiden Jacob Duncan and Joshua Stuart Asher.

***PSIA-E/AASI extends its heartfelt sympathy to Stu’s family, friends and professional colleagues. Stu will be missed, and we will remember him fondly as we make turns - especially the good ones!***

*Compiled by Bill Hetrick, Editor from various sources and personal experiences*



with loose heels

## Nordic DVD Preview

by Mickey Stone  
Nordic Coordinator

I'm proud to present the following articles from our Nordic Downhill Staff. This is just a taste or flavor of what our talented team will offer you on our new teaching DVD coming out Fall of 2009. We will be showing our team's style, philosophy, and tips in our DVD. A thorough explanation of beginner, intermediate and advanced telemark skiing mechanics, coupled with teaching activities, will be the base of our education material - individual Tips by our staff and progressions and activities to help you become an effective telemark teacher.

Our next educational project will be to create a Track/Skate Teaching DVD for 2010. Look for some Track/Skate articles in a future issue. ■

## Tele Tip...Touch!

by Mike Beagan  
PSIA-E Nordic Downhill Examiner  
Eastern Demo Team Member  
Stowe, VT

When fledgling telemark skiers are faced with harsh changes in pressure due to gravity and turning forces, they often respond with equally harsh methods. When pressure starts to build up against the skis at the finish of a turn, many skiers respond by stiffening or extending the lead ski on edge downhill in front of them. This move is often a means to control their speed, accomplished by skidding down the hill until the next abrupt change in direction. The skier, having pushed the body away from the downhill ski, will end up out of balance and unprepared to start a new turn smoothly.

Developing a feel for how to handle changing forces during a telemark turn can improve how a skier anticipates and adapts to stay in balance, control speed, and have a smooth start to each new

turn. Learning good pressure management skills in telemark skiing takes an approach that includes working on an effective stance, fluid lead change and an understanding of how turn shaping affects edge pressure.

Having a telemark stance that has a range of flexibility enables the skier to respond to pressure by absorbing or by actively retracting the feet, allowing the feet and skis to align under the body, recovering balance and decrease edge pressure. An equal part of an active stance is extending the legs, reaching out to maintain constant pressure to the edges while shaping the turn. Timing these movements to sync with the changes in pressure due to turn shape can allow the skier to achieve equal pressure on each foot throughout the turn.

To explore the parameters of pressure change in the tele stance, try shuffling through your lead change in a traverse on a not so intimidating hill. Get tall when your feet pass, and short when splayed out in your tele stance. Feel the pressure from lifting and lowering your body weight increase and decrease, and get a sense for it. Imagine each foot, fore and aft, is on its own weight scale. What would the scales read as you get low and drop your weight into a feet separated tele stance, then tall as your feet pass in the lead change? The scales should read that the pressure on your skis gets heavier when extending up from a low, feet separated stance to the tall part of the lead change. And pressure decreases when retracting, separating the feet into the low stance.

Edge pressure from turning increases when the skis are turned to thwart the body's direction of travel. Pressure to the edge decreases as the ski is turned down the fall line and in the direction of travel. Control over the suspension in our stance can help counteract the pressures created by the act of a developing turn.

First, as the turn is started, the lead ski is steered down the fall line and the lead change begins. This disengages the edges, reducing the edge pressure. But, by extending our legs as the edges change and feet pass each other in the lead change the skis maintain constant pressure. In the shaping phase, here the skis are turned against the body's direction of travel. As pressure builds, the skier will have to act to stay in balance. Retracting the feet toward the hips and distributing the edge pressure separating feet into the stable tele stance.

The separation of our feet in a tele stance is an excellent way of managing the forces created in a turn; to maintain balance, constant contact with the snow, feel and look smoother when telemark skiing, anticipate changes in pressure due to turning forces and react with pressure control in your tele stance. ■

## Tele Tip...Make a Fist with Your Foot

by Mark Lacek  
PSIA-E Nordic Downhill Examiner  
Eastern Demo Team Member  
Gore Mt., NY

No, this is not kick boxing. This, after all, is telemark skiing. If you have ever hoped for more precise skiing, more accurately directed turns, more reliable balance at turn entry or during the lead change, or even a more secure feeling for pressure management, this tip will have some merit.

To give this a try, just make a fist with each hand. Hold them in front of you with elbows bent. See if you can make fists, which require all the muscles in your arms to tighten. Even muscles in the shoulders should be involved. Now, with the fists made and all the muscles in the arms tightened, move the fists away from your body, then bring them back closer to your torso. This demonstrates that the muscles can be tight, and yet, the joints can still be available for movement. Good. We are bringing this analogy to the feet and legs soon. But, before we do, try it once again, this time with hands opened. Create the same tension in the forearms, upper arms and shoulders. Move the tight but opened hands away from you, then bring them back. You've got it!

Of course, we can't make our feet into fists, but the sensations can be transferred. Now, make your feet into those open fists we just experienced. Feel all the muscles in the feet, lower legs, upper legs and even into the hips and glutes tighten? Now, get into your tele stance and slowly build the tension into the muscles of the lower body, and slowly remove it. Next, quickly add...quickly delete the tension. Last, add the tension while standing in a tall telemark stance and sink to a lower position. Feel the tension still there? Good. Now we have structure, not just anatomy...value added strength without compromising movement.

This kind of functional tension is totally adjustable. It can be dialed in or out, up or down, to meet the mood of the day, or the demands of the moment. Here are some applications:

Regarding the lead change, if our front foot is drawn back under us with a lot of tension built into the entire structure which delivers it to its new position, a high degree of precision in the ski's path results. Our lead changes become more reliable,

*continued on page 24*

■ **xx-ploring, continued**

and balance during the lead change is more likely to be maintained.

Also, as you might expect, this dialed-in tension will affect the precision with which the skis are tipped onto (or off of) their edges. Likewise, the accuracy of the twisting of the feet and legs will be controlled, in part, by the tension built into the structure, which delivers those turns. In either case, matched performance of the skis is more likely to result.

And, finally, this tension is one of the key components in discovering what some refer to as “touch”. Just feeling the snow while at speed requires adjustments. Being able to create tension or remove it, continually dialing it in or out as a way of managing the changing forces underfoot is the signature of a tele-skier who can learn it, love it, and live it. ■

## Start-Up Value – The Importance of Teaching Beginners

by Missy Shea

*PSIA-E Nordic Downhill Development  
Team*

*Ski Area Resort Management  
Mad River Glen, VT*

I had lunch recently with a ski area resort manager. We were talking about our passion for skiing, and he said, “The days of counting on real estate development to sustain the resort are over. We’re going to have get more people to love the sport the way we do.”

That remark really got me thinking. I teach telemark, but the message is the same for all of us. A few years ago, National Ski Area Association President Michael Berry produced his “Blueprint for Growth”, a plan that called for resorts to focus on the beginner, from their first inquiry, through every step of the way through their experience at the resort, including a follow-up once the visit was over. The plan emphasized the conversion of beginners to “core skiers/riders”, and relies heavily on ski and ride instructors to make sure they deliver the best lesson possible.

That’s easier said than done, especially with a person (beginner) so unfamiliar with the uniqueness that is a resort area. Yet, some of the most rewarding teaching experiences an instructor can have on the hill are to share the passion for the sport

with someone who has never done it before, and instill a desire in the lesson to keep coming back to the sport.

One very good way to ensure a positive lesson experience for a first timer is to reduce the anxiety. Through asking questions and listening to the answers, find out what other sports and activities your guest likes to do. The athletic stance, also known as the “parallelogram of power”, or “stacking your joints”, is common across many activities, and will help your guest draw on the familiar, and relax. Plus, it will emphasize balance, which is particularly important in dynamic, free-heel Nordic downhill skiing.

Start a beginner telemark lesson with skis off. First, practice flexing joints, closing and opening them. Walk tall, walk low. Use visual cues to get a quick sense of your guest’s body movements. Then, put skis on, and walk around some more – high, low, shuffle, turn in circles.

Follow with a traverse, getting in and out of the telemark position, exaggerating the stride so they get used to the new genuflecting position. Add a fan progression to teach steering or rotation to both sides. Have them turn as they get into the tele position. Emphasize front leg and rear leg steering during the fan progression.

Finally, attempt to link them. As you get into the tele position turn your front and rear leg; when finished stand up and let your legs come back to parallel. Relax and regain your balance, then as you get into the tele position again to the other side, turn your front and rear leg.

Keep the lesson on very gentle terrain with lots of practice and saying the above teaching segments many different ways. Your positive encouragement, and constantly showing them a basic tele for the visual effect, will allow them to enjoy themselves and understand the telemark turn. Don’t worry, they will be back! ■

## Telemark Progression for the Alpine Crossover:

### Part I - Getting Started

by Jim Tassé

*PSIA-E Level III Alpine, Nordic T/S and  
Nordic DH*

*PSIA-E Nordic Downhill Examiner*

*Mt. Abram Ski School, ME*

One of the most common beginner lessons a telemark instructor will handle is one we call the “Alpine crossover”. In this scenario, an experienced Alpine skier “crosses over” to try telemark. They rent, borrow or demo a tele rig, and begin trying to make a move that looks like a telemark turn. Often, they’ll buy a lesson, or take advantage of instructors who might be working at a demo event or festival to help them along. I’ve taught a lot of these lessons over the years. In this article, I will discuss some beginning steps of a progression for this “crossover” skier that takes us to some basic telemark skiing activities.

Perhaps the most important thing to remember about this lesson is that it is not really a beginner lesson at all. The Alpine crossover already knows how to ski using Alpine technique, and in many cases is an expert used to speed, athletic movements, and challenging terrain. He or she already knows how to do quite a lot on skis.

And, that’s a great place to begin when teaching telemark technique to the Alpine skier. Let them ski! Maybe you’ll discuss stance and play a bit with shuffling and striding while waiting for any



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latecomers at the lesson meeting place, but once the clinic starts, I've found it's good to take a run or two and just let the person make Alpine ski turns. It's a good confidence builder, and the client is psyched to get right up the mountain and ski. Sometimes a spontaneous telemark stance will appear on this first run or two, as the split stance is in part a way to create fore/aft stability with a free-heel binding. Just letting them ski is a great place to begin because one of the charms of telemark gear is that you can make so many kinds of turns on it - Alpine, tele, and whatever lies between!

Letting the skier just do their thing can also give you a read on how the skier moves into the turn. Do they move cleanly at the turn with simultaneous edge releases? Or, is it the "old one-two" - outside foot, and then a match with the inside foot? Watching your Alpine skier's parallel turns will give you a clue as to the challenges that may await when you begin to discuss telemark turn initiation movements.

After the warm-up run or two, the next step in the Alpine crossover lesson is spending some time really playing with the telemark stance. There are many ways to describe and practice the stance, but here are a few key points to remember:

The hips stay centered, and the front foot moves forward about the same distance the back foot moves backward.

The feet need not split much more than a boot length or so. The rear foot should not go so far back that the rear thigh gets pulled past vertical. I like to have folks try to squat down onto their rear heel, and then come about half-way up. This keeps the stance "stacked" over the feet, while still permitting deep flexion.

Feet should be weighted equally. The front heel should not pop up, and the rear foot should be flexing the bellows of the boot.

Hands should be low and forward, as if holding a tray. The whole telemark move has been described as "serving tea to the queen" (or "serving aquavit to Ullr"), complete with a respectful genuflection. Whatever.

The PSIA Nordic Technical Manual offers a lot of activities to dial the stance in, and I refer you to it for more ideas than I will mention here. Leaping and trying to land softly, shuffling in a tall versus flexed position, thumping the front foot, then the back foot, are all activities I use to help the Alpine crossover play with balance and stance while exploring the huge range of motion available on telemark gear.

The next step is actually skiing with the stance. Again, the Nordic Tech Manual's "stepping stones" offers a variety of useful activities - straight run with tele shuffle, straight run in tele stance, Alpine to tele garlands, etc. - that can help the new tele skier begin to get a feel for moving with the telemark stance. I encourage skiers to play with a telemark hockey stop, which reproduces some of the sensations a

skier gets at the finish phase of a beginner's basic telemark turn.

Things on which to offer feedback in this phase of the lesson really focus on the stance: Are the feet splitting forward and back? Are the hips rotating to follow the ski tips, while the ribs and upper torso remain quiet and facing somewhat down the hill, "separated" from the lower body? Is the inside hip thigh moving backward with the foot, or is the skier trying to keep the inside hip forward in a weird version of the Alpine blocked stance? Are the feet weighted equally? Can the skier thump the front foot during a traverse?

It may take the whole lesson to dial in a working tele stance, or it may take only about 35 minutes! Students who have success getting to this point in the progression can be encouraged to begin playing with the "monomark" - holding a telemark stance and making turns in both directions without a lead change. I'll speak more about the monomark, and other activities for the Alpine crossover, in the next installment of this progression. Happy turns! ■

## Telemark "Tidd-Bits"

by John Tidd

PSIA-E Nordic Downhill Examiner

Former Nordic Demo Team Member

Founding Father of the Team

After decades of trying to figure out the most essential elements of teaching telemark turns, it all seems to come down to the use of the rear foot/ski. In its most simplified way, it amounts to this:

1. Get the foot back there.
2. Step on it.
3. Actively edge and steer with it.

### Get the Foot Back There

Getting the stance in telemark is very difficult for many Alpine skiers accustomed to having their heels locked down. Just finding a comfortable tele stance involves putting at least half of the body weight on the rear foot which has the heel lifted. This is a totally foreign feeling for most skiers. Nordic skiers have an advantage of knowing free heels from the start, but even they are not used to pressuring the rear foot.

Activities:

- Gently take sneaky steps backwards on flat terrain. Notice the pressure on the ball of the foot and how the rear foot stays directly

under the hips and torso.

- Shuffle on a very slight downgrade keeping even pressure on both skis.

### Step on It

As mentioned above, putting pressure only on the ball of the rear foot while the heel is elevated is foreign to all skiers. It takes time and training to achieve the muscle memory and comfort level to have a truly 50/50 weight distribution between the front and rear foot in the telemark stance.

Activities:

- While straight running on a gentle grade, jump up and land softly in the telemark position. You must land equally on both feet or the feedback will be immediate.
- Now try a hop between turns making the lead change in the air. Using a double pole plant helps to get into the hop.
- In a traverse, try lifting and tapping the front ski to assure you that you are on the back ski.
- The "monomark" is a great exercise to find rear foot pressure and a solid stance. Put one ski forward and leave it there. Make linked turns without a lead change. One turn is a telemark, the other is a "stretch Alpine" turn.

### Actively Edge and Steer with the Rear Foot

Many telemarkers are able to get the stance and pressure on the rear foot and make decent turns. To make the elegant arcs of performance telemark skiing, one must be much more active with edging and steering of the rear ski.

Activities:

- Make garlands, turning into the hill by steering only with the rear foot.
- In the middle of a turn, after the lead change, get very bow-legged and focus on using the little toe edge of the rear ski to complete the arc of the turn.
- Begin a turn by releasing the edges, open the front knee, thigh and hip, and make this ski guide you into the turn. As the lead change happens, keep pressure and a good edge on this inside ski as it moves under you, the knee bends and the heel lifts.

### Summary

By focusing on the rear foot and ski, the telemark turn becomes less strange and much more stable. Skiers who master the active steering of the rear ski can feel the continuous, fluid motion that is the signature of this elegant turn. ■

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# Professional Advice for the Professionally Challenged

by Peter Howard

*PSIA-E Alpine Education-Certification  
Chairman*

One way to think of professionalism is that there is a standard that a person, company, or organization will not fall below. It has also been said that, "When the going gets weird, the weird go professional". It seems we've reached that point. A few equipment manufacturers have decided that it is fashionable to create graphics on some products that demean women, depict violence, and encourage public mayhem. It appears the standard here is to see to what level a professional business can descend. If the plan here is to turn positive youth-oriented sports into something resembling grand theft auto, the attempt seems a little amateurish, so perhaps some professional coaching is in order.

After damaging, demeaning, and defacing, what tawdry themes could be left for next season? It must be difficult to keep the creativity up to speed with the greed. Ahhh, but fear not, we're just scratching the surface here. If the goal is to shock and sell, what better place to dive than the dumpster of history! Sure, it's a family sport, but that shouldn't put a stop to a cool product line. The Manson family comes to mind; in their time they really had it going on. There were some bad girls in that clan. The "Squeaky Fromme" limited edition could be a big seller for all the twisted sisters out there. Since snowsports are really all about the partying, how about a back-country product featuring the Donner Party. What a bash! I understand the hors d'oeuvres were chilled. If big air is the theme, what better place to look than airline disasters! How about a pair of "value jets" for the kids just trying the park for the first time. Trouble creating and naming a new color? No problem. Go

with a deep red and call it Cama Rouge. Maybe put a skull or two in the background. Need a new logo? Try a purple triangle, the Hale Bopp comet folks thought that was nice.

Yes, it's quite easy being sleazy. All a young merchandiser needs to do is a little research. And, when they come up for some fresh air after being immersed in rotting culture, they could spend some time talking with the founders of snowsports. Those would be the people from Europe who left because the fellow with the little mustache was causing public mayhem. It would be guys from the Tenth Mountain Division; they know what it is like to mix Alpine sports and violence. These good people developed and passed on the splendor, excitement, and serenity of mountain sports. The promise of and participation in this experience is what draws and keeps our customers coming back. Preservation of this heritage and care for its future is up to all professional people involved in the snow sports industry. ■

## Hitting the Play Button

by Russ Kauff

*PSIA-E Alpine Level III*

*Supervisor, Treble Cone Resort - Wanaka,  
New Zealand*

*Supervisor, Okemo Mt. Resort, VT*

I'm fortunate to be a staff trainer with the snowsports school at Treble Cone Resort, working with certified instructors from around the world. Recently, a young European who is a talented instructor had a tough day, which provided me with a nice reminder of why having a guest-centered teaching model is rewarding - and, also, is a much more effective method of improving the skiing and riding of our students.

I sometimes joke with students in group lessons, or staff in clinic groups if they line up perfectly in front of me when we stop in the middle of a run to discuss something. I'll address them with my best accent, complimenting them on the quality of the line they've formed. I then insist that they come closer and gather around me so we can more effectively accomplish whatever it is that stopped us in the first place, without it feeling like a lecture. "This is not math class" is a particular favorite line of mine.

All kidding aside, there was a time and place when ski instructors did insist that classes line up, and when lessons often were a pre-set progression

of exercises. A lot of thought went into those progressions and they definitely worked for a lot of the students; but, the students never came away with a good understanding of what they were learning, or why. Plus, the guests never seemed to be laughing, and there definitely was never any discussion.

What happened recently to my Swiss colleague is that he taught a two-hour private, conducting what he thought was a good lesson, only to have the guest go to the director and complain that they had learned nothing, and that they'd had a horrible experience. The instructor was crushed, and clearly did not understand what had gone wrong. His response to our inquiry was that he had taught the lesson perfectly, that the drills he used were exactly as intended and were appropriate for that student, and that he'd executed the drills and explained them precisely as he had been taught. He did say that the student had been very quiet throughout the lesson, and he interpreted that as meaning that they were paying rapt attention to him. The fact was that he had no idea what had happened.

Obviously, the problem with this particular lesson had nothing to do with the technical quality of the material presented, or its validity for that student. It had everything to do with how the guest felt about the lesson, whether they were helped in understanding the material and the reasons why the exercises used were important. In PSIA we refer to this as "teaching for transfer", but the fact of the matter is that it's simply a function of watching, listening to, and understanding your students. The classic instructor question is to ask "what is really going on?"

Honestly, it's a typical reflex of younger instructors who have had a lot of training, but not a lot of actual teaching. They see a problem or a skill they correctly identify as needing some attention in a student, and then run through their mental list of drills or exercises to decide which to use. This reflex drives me bananas, especially when some of these younger instructors come to me and ask if I have a drill that would work in a particular situation they faced on the hill for which they drew a blank. I always respond by asking if they explained to the student what they saw and whether the student understood why it was a problem or was something that needed some focus.

The longer I teach, the more I rely on simply making stuff up that works for each particular student, on that particular day, in those conditions. I do have some stock ways of explaining things, directing skiers' attention to specific aspects of what they are doing. I also have many drills that I do like to use, some of which I've made up, but most of which I've pilfered from other instructors (I even occasionally give them the credit). But, the fact

is that I do not have any preplanned lessons, and I hate it when I see other instructors simply press the “Play” button. It’s not fun, it isn’t challenging, it isn’t particularly welcoming to the student, and the rewards of creating an environment of mutual understanding and interactive learning simply don’t exist. I remain encouraged that at Treble Cone, at home in Vermont at Okemo, and in the United States generally, having a guest-centered approach is consistent with a resort-wide ethos of service, and is important enough to transcend any differences in national snowsports teaching methods found on the instructional staff. I can only hope that my young colleague learned this lesson well. ■

## Owning the Ruby Slippers

by Lil Pearson

PSIA-E Alpine Level III

PSIA-E Nordic DH Level III

The Balsams Wilderness, NH

This was my fourth year going to ProJam. I was so excited this year because this was the year the “pressure” is off. I finally passed my Level III after several failed attempts. I thought I would relax, enjoy, feel no stress, and enjoy the ride.

This year, the event was at Mt. Snow, a change from Killington where I had become very familiar and comfortable. I had my coffee shop that I liked, my free chicken wings and peanuts at The Lookout, a night of dancing to the Icy Nuts; I always had a great parking spot when I timed it right and my little table at SnowShed where I would get ready in the morning with friends. So, after three laps around the little lake I finally found the base lodge at Mount Snow. I was feeling a little uncomfortable with this change in venue. Then, out of nowhere, the nervousness and doubt began to build. I proceeded to get dressed and start making my way to the Masters Group A meeting spot. I headed toward the door when I ran into Dutch. He immediately sensed the panic in my face. He held the door open and said, “They will not take your pin away, Lil”. Having said that, I still had some doubt - a sense that I had to prove that, yes, I am a Level III, and I deserved to pass.

The designated spot was outside on a deck situated a little higher than the ITC groups.

I placed my foot on the step of the deck and began to count the steps; ironically, there were three steps. I felt like Dorothy in The Wizard of Oz approaching the Emerald City, hoping they will let

me in. My heart was racing. I had an image in my head of the cowardly lion with his paws in the air, and thought of something my daughter said to me when I passed my exam. She was 4 years old at the time. I had just returned home from Cannon, and she asked if I won the ski test. I said, “yes I won”, and she wanted to know what I had won. I showed her my pin and she asked if she could hold it. Her eyes got real big. She looked at me and said, “Do you know what this means Mama?” I said no, what does it mean? She then said, “It means you have courage, just like the lion.” Every time we drive by Cannon she says that’s where you got your courage, Mama. She is so right. That is exactly what that pin means. At that moment, Jeb Boyd hopped up on one of the picnic tables and said, “Welcome to Masters.” I breathed a sense of relief - they let me in!

I joined a small group of 9, with me being “10”. They were all very kind and welcomed me to their team. They filled me in on all the LOFTY jokes from previous years so I would not feel lost. But, I still had this uncomfortable feeling that I needed to prove that I had passed. Our coach introduced himself as Michael. I hung back a little as the group skied away. I saw Michael make one complete arc and realized - yikes! - I’m skiing with Michael Rogan. These were my first turns of the seasons and definitely felt like the worst I have ever done. The pressure began to build again as I thought, I am skiing with a great wizard. His interaction with the group immediately put me at ease. His humbleness with his abilities, and his desire to educate and share his knowledge and passion for the sport, come through in his teaching style. He guided us through a series of drills to promote some more efficient movements. He gave personal individual feedback, and, even though I was skiing in a group of 10, I felt like it was a private clinic. I began to relax and be in the moment, which resulted in a better connection to my skis again. I expressed to Michael on a chair ride some of my fears of the morning. I had many questions for him throughout the afternoon as I began to process the information. At the end of the day I asked him to sum up the day in a sentence. He told me to ask him that every day, keep the questions coming, and told me that, yes, I can keep my pin. At the end of the week I asked him to sum up the week in a sentence. He replied, “That is going to be your job, Lil”.

I needed some time to process everything and knew I could not narrow it down to one sentence. There was so much content to what I had learned from him, and I felt I was on the edge of tying it all together with what I had learned through the exam process. And, this is what I came up with:

- Let go of inefficient movements that you use when you encounter unexpected conditions (speed, terrain, snow surface, turn shape) that result in your skis traveling sideways.

- Replace with strength of the inside half by balancing over the outside ski, staying forward (stay forward by resisting flexing, maintaining length in outside leg and resisting rotating the upper body). This will result in skis traveling forward and bending around the arc.

- Understanding the directional movements throughout the arc will help you to get forward and stay forward.

- Play with this new movement by pushing it to your breaking point (changing cadence, stance, terrain, turn shape, and snow surface).

- Know where your breaking point is, and reset how you react to changes you encounter in the future.

- Be open to receive the information that is continually being transmitted through your feet.

- Manage changes - don’t resist, brace, or blame. The choice is yours to make. Resisting results in losing connection with your skis and snow surface. Resisting change is easy and managing changes in pressure is “just plain hard” and requires strength to power through.

- Use that power and energy to carry you to the next turn.

- Accept that it can get ugly at times, and you will look ugly at times.

- Have fun while managing.

- Show up for the challenge, not as “the puppy at the picnic”.

And, as Michael would say, “THAT .....is the important part.”

It was a truly rewarding experience to be a part of the Master’s Academy. Even more rewarding was to go through the process, including the failures. I have gained skills that go beyond my skiing and teaching. I am grateful for all the mentors I have had a privilege to train with, and the friendships I have gained along the yellow brick road. Peter Howard said to me sadly (like the tin man saying goodbye to Dorothy) when I passed, “You probably will not want to ski with us examiners anymore, now that you will be going to Master’s”. I feel quite the opposite. I carry with me all the moments I have had with all of you that guided me to the meaning of owning it. It was a great week at Mt. Snow. I felt they went out of their way to accommodate us. Customer service in all aspects of the area went beyond my expecta-

*continued next page*

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

## ■ your turn, continued

tions. The hors d'oeuvres on sponsor night were hot and plentiful, the artichoke and garlic pizza in the lodge was incredible, the Maple Leaf Brewing Co. was outstanding, the comedian on banquet night was very entertaining, and, I even found a great little table upstairs to get ready with friends. I look forward to returning to Mt. Snow next year. Lastly, I am extremely relieved that the great wizard told me that Dorothy gets to keep her ruby slippers. ■

# Falling!

by Troy Pfuntner  
AASI Level I  
Swain, NY

One of the first things I always try to teach newcomers to the sport (and some veterans) is the art of falling. Seeing how most of us do it - some regularly - I find it an important part of a lesson. First, a little background: I am a black belt in Karate. Our style (Hyabusa) has many throws and you need to know how to fall or you get hurt. By incorporating these falls into snowboarding I have saved myself, and hopefully a few others, from serious injury.

If you ask almost any Ski Patroller, one of the most common injuries for snowboarders is wrist injuries. Why? Because the way in which most people try to break a fall is by putting their hands down to try to stop. Common human nature!

Front falls are the biggest for that. Catching that front edge while you're trying to initiate that turn can really hurt. So, showing new boarders how to fall is really important. First, the position in which you want to hit the ground: You want your face turned to one side or the other (don't look down), elbows at 90 degrees, wrists straight, on your belly. You should have a 4 to 5 inch gap between your belly and the snow, with your elbows outside of your shoulders. The biggest thing is to keep your elbows outside your shoulders. Most people, as they fall, lock their elbows and put their hands down to catch themselves. By keeping your elbows outside of the shoulders you can prevent a lot of broken bones. Granted, you might get the wind knocked out of you, but you will be able to continue for the day without going to the hospital.

Catching that rear edge is even scarier to the beginner. Back to the common human nature part, as most people fall backwards your instincts tell you to reach around behind yourself and break your fall. BIG MISTAKE! Shoulder separations and more wrist and elbow injuries! When falling backwards, first tuck your chin down to your chest - this is very important

for riders who feel that helmets are uncool! Pretend that every bit of money you will ever make is under your chin, and if you drop it I'll take it. Next, either cross your arms across your chest or point them up hill. You will notice, when you tuck your chin to your chest, that it automatically puts your body into a ball, so to speak. Most people, when they get the hang of this, end up just rolling (doing a backwards somersault).

These two little things can save a lot of injuries. Injured boarders don't come to the hill the next day, which means they won't take your lesson and your resort won't make that revenue. Let's put the emergency rooms out of business, not our resorts. Good Luck. ■

# My Journey to Level Three

by Brandon Cook  
AASI Level III  
Snowboard Staff Trainer  
Camelback Mt. Resort, PA

It's been a long journey. It started in the '02-'03 season when I first decided to become a Snowboard instructor. I showed up for the ITC, and quickly fit in with the staff. I started learning how to teach, as well as those fine adjustments you make when riding. No more park rat slide for me - time to turn! My fellow staff members told me about AASI, and how to sign up for my Level 1. Later that season a co-worker and I signed up for our event at Killington in April. I was all geared up and ready when, unfortunately, I broke my leg. I did make up for it the following year with an early season event at Blue Mt., PA.

I passed Step one! In the '03-'04 season, as I got ready for my Level 1 exam, I worked closely with my supervisors, who were getting ready for their Level 2. It was cool to work as a team and, even though I was at an entry level, we were all training together. Our method of training was more a game of "skate", performing our favorite tricks and then teaching them. Once finished with my Level 1 exam I had a feeling of accomplishment, and felt like I might hold onto the bronze pin for a while.

Until the '04-'05 season, when I decided to get ready for my Level 2! My co-workers helped me prepare. However, we didn't really prepare for an exam. As we trained we started to grow and bond as a group, but I didn't understand just yet how to use this in my Level 2 exam. They showed me tasks asked for in their exam, but they did not show me teaching styles or teaching tasks. We were all new to

this. We were some of the first people at our mountain going for these levels, and we didn't know what to pass along and share. Nonetheless, I did pass my Level 2 the first time around, except for the written. I remember feeling again that this is enough and I'll hold onto my silver pin for a while.

Feeling a little defeated, I left the exam and started my summer, where I suddenly got the urge to re-take my written, get off my butt, and go for that gold pin. So, I took the exam, passed, and decided to make my way to Killington for a year, or more, to get my Level 3. At Killington I started to train - and train people - and push myself in new directions. Many thanks go to the Prince Brothers, KC Gandee, and Forest; the four of you pushed me that season and definitely got me ready for my Level 3. I also would like to thank all the co-workers who wished me the best of luck pre-exam. I can say that your wishes gave me the best attitude for my first day of my exam. Unfortunately, that high got the better of me the second day and I was not able to finish my exam.

I tried to get back on the horse to take my Level 3 again during the '06-'07 season, but my schedule didn't allow me to ride as much as I would have liked, nor gave me the time off to take my exam. I thank Jeremiah and Justin Tobin for the chances and opportunities they gave me that year. I think I learned more about myself that year than I realized, and actually ended my season free riding back home at Camelback.

Which brings us to the '07-'08 season. I came into the season asking to be the staff trainer at my home mountain. I wanted to get this exam under my belt and just kill it. However, I started to think too hard about the exam. I went from over-confident to under-confident. One week before the exam I actually hated my riding and felt as though I should wait another year. I started to judge my own riding and myself way too much. I trained with the guys I started this journey with 5 years ago. I realized many people have taken this exam two or three or more times, and that I should just look at it as another learning experience. Take the exam, have a great attitude, smile and ride my heart out. Well I did just that. I kept my energy up. I rode hard. I smiled. I laughed. I fell. And, mostly, I pushed myself. It was a great experience. I'm happy to say I can start the '08-'09 season with my gold pin brightly shining on my instructor's jacket, and some of my best friends right next to me pushing me for whatever the next step may be. Jim, Tony, Mike, Rob - THANKS. ■

# SPECIAL ELECTION ISSUE

## Notice for Members in Regions 1 & 2

**Eligibility to Vote:** Eligible voters are all members in their second year of membership (that is, after paying dues for a second membership year). Voters are eligible to vote in only one region. Your designated region for voting is the one in which you live, unless you have specifically instructed the PSIA-E office, in writing, that you wish to be recognized as a member of the region of your snowsports school work affiliation.

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

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

**Return of Ballots:** Completed ballots are to be mailed directly to: PSIA-E Election c/o Dorfman-Robbie Certified Public Accountants, P.C., 6 Wembley Court, Albany, N.Y., 12205-3831. Ballots must be postmarked no later than March 6, 2009 to be valid.

**Results of Voting:** Election results will be announced at the Spring Rally during the Annual Meeting on Friday, March 27, 2009 at Killington, VT and in the Spring issue of the *SnowPro*.

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**PSIA-E/AASI BALLOT FOR REGION**

(Please enter your region number)

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

Instructions:

- 1) Print the name of the candidates of your choice on the lines provided.
- 2) Vote for only one candidate per position.
- 3) Write-in votes will not be considered for any position.
- 4) Only this original ballot, with mailing label attached on reverse, will be accepted. No faxes.
- 5) Ballot must be postmarked by March 6, 2009.

**Board of Directors**

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

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



## Upcoming *SnowPro* Copy Deadlines

Spring 2009 – April 17, 2009

## Writing Guidelines

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

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