



Snow

Pro

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

SPRING 2010

We asked. You answered. In a BIG way!

by Michael J. Mendrick
Executive Director

Spring survey results impressive...

Two days prior to my writing this (on April 20) we sent out an e-mail that alerted you to a membership survey we developed and posted on www.surveymonkey.com. We hoped it would be a quick, simple and relevant survey that you could review, complete and submit in five to ten minutes. We also hoped for 100 or more completed surveys by the deadline of May 7. Two days later, on April 22, we had more than 3,000 completed surveys submitted by you, our members. In just TWO days we had surveys completed and returned by nearly a THIRD of our membership. As 1970's pretty boy entertainer (and non-member) John Davidson would say, "That's INCREDIBLE!" And truly, it is a remarkable response that is a testament to your interest in your organization and your enthusiasm for snowsports. So, thank you!

We will be reporting the summary of results for all survey questions in the Summer issue of the *SnowPro* but I do want to point out a few key statistics from the early results.

- So far 94.5% of you have rated the service you receive from the Division office staff as "excellent" or "good." While that's great to see, there were still more than 50 responses that stated we "need to improve." That's at least 49 too many (hey – you can't please EVERYONE) and we'll be looking at all those responses to see just HOW we can improve in our service to members.
- While nearly 80% of you have rated the value of your membership as "good" or "excellent" there are still 682 of you (21.7%) that rated the membership value as only "fair" or "needs to improve." That is WAY too many of you that are only mildly

pleased with the value you are getting from your membership. We will be looking to change those perceptions as well.

- Perhaps most impressive about the survey results so far is that in addition to the quick-hit multiple-choice questions, more than 800 of you have written "additional comments" about your experiences with the Eastern Division of PSIA & AASI. I can't thank you enough for the time and thought you gave to your responses and comments; we will be reading them all (and responding to many) over the course of the spring and summer months!

Chasing a decade as director. . .

In May I begin my tenth year as your executive director. I guess time flies when you are waiting for

continued on page 3

PSIA/AASI Eastern Division 2010 Election Results		
Region	Board of Directors	
	Director	Representative
3	Ray DeVerry	Dave Welch
4	Steve Kling, Eric Jordan (tie)*	* voting was tied; director will be determined by coin toss
7	Paul Crenshaw	Walter Jaeger

The above chart lists the CPA-audited results of the winter 2010 elections for the PSIA-E Board of Directors. Regional representatives for the Alpine Education & Certification Committee and Snowsports School Management Committee will be recommended by the Regional Directors and ratified by the Board of Directors prior to the June 18 – 19 Board meeting. Regions 5 and 6 will hold elections in 2011.

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Guest Editorial

Open Letter to Level I Members

by Tom Butler
PSIA-E Examiner
Director - Region 1

This is an open letter to Level I members. I am so impressed with your commitment, passion and thirst for information. While silver and gold pins often get all the fanfare, the bronze pin is of utmost importance, in my book. I want to tell you Level I members in all disciplines how special you are.

First of all, congratulations on your success and thank you for choosing to be a part of our organization. Hopefully, your exam was filled with lots of skiing or riding, valuable information, and a glimpse of what is possible in this profession. You may be thinking about trying out for the National Team someday or exploring an opportunity to teach in the southern hemisphere during the summer (very cool by the way). You may be looking to bring your teaching and skiing to the next level so you have a deeper private clientele. Whatever your goal may be, you are on your way.

What's great about this organization is that we all started out not really knowing too much, but we knew we wanted to learn. We want you to learn as well, and be passionate about it in the process. We want you to pass that passion on to your guests because not only is it wicked fun, it's job security. One member at the Holiday Valley Level I exam told the group that we all work in risk management. Not in the traditional sense of limiting liability, but rather in the sense that all those guests that come to learn to ski or ride better (and there aren't as many of them as there used to be), are constantly being bombarded by other entertainment opportunities. They take a chance on us and on the sport every time they visit. The result is very cut and dry – if they love it, they stay...if they merely like it, they very likely might go away; which is why every clinic needs to be your best clinic, no matter if it is a black diamond bump lesson or a 4 year-old learning to ski. You are a professional, you are wearing a PSIA shield - go for it!

Which brings me back to the Level I exam: For me, this is the most important exam we have in our organization. Period. Silver and gold pins are tremendous achievements. Don't get me wrong. I share in every candidate's experience whether it was what they had hoped for, or if they fell short of their goals. I saved my cards from the Level II and III exams because I worked hard for them, just as you will. A lot of effort, nervous energy and money were tied up in those pins, but none of that ever would have happened had my Level I exam been an unpleasant experience. Had Examiner Chris Mills given me a bad experience back in 1993, I could have easily walked away and found a lifestyle that didn't require three jobs and Ramen noodles to exist. However, Millsey left me wanting more. He threw fuel on the fire, although he may not have realized it at the time. Truth is, none of us probably ever knows when we ignite someone's passion, which is why it is so important to be your best out there every time you boot up. Joe DiMaggio always gave everything he had until the end of the baseball season despite nagging injuries because, as he said, "Perhaps there was some kid in the stands that had never seen me play".

Bottom line: You are it! PSIA isn't a pyramid where Level I is at the bottom - you are the top of the pile. We work for you. We want to get you excited and motivated so you can train for your Level II, III and beyond. We want to show you the tip of the iceberg and help you discover the rest of it (but, not like the Titanic!). Hopefully, you skied with some remarkable people at your exam and the examiner left you wanting more. Hopefully, you carried that excitement into your lessons at home and left your guests dying for more. Hopefully, you keep going and fire up some new members down the road.

Whatever your goal may be, give it everything you have and let us know if we can help. Thank you for your participation, congratulations on your achievement, and all the best on the subsequent journey.

Ed. Note: The above is a guest editorial. We thank Tom for sharing his thoughts regarding our newest members. We hope that Level I members will be truly motivated by Tom's passion about this topic. Members may feel free to contribute to this column. Please label the article, "guest editorial". Use of such articles for this column is at the discretion of the editorial staff. ■



Volume 36, Number 5

Bill Hetrick, Editor

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

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

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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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■ cover story, continued from page 1

it to snow and for the economy to improve. Still, the ride and the adventure has been far more rewarding than challenging thanks to the incredible collection of staff, members and volunteer leaders I have had the pleasure of getting to know. I can assure you that your division office staff, your education staff and your Board of Directors make a sincere and dedicated effort to serve the best interests of our members. We are doing our best to provide the best value we can to you throughout the course of the entire year (not just the snow season). In fact, we've already been working hard on plans for the 2010-2011 season. Before we get too far along that path let's take a moment to review some of the key stats from this past winter:

- Regarding membership, we are pleased to report that we have experienced another strong year in the number of new members – through April 20 we had 1,251 new members this season. This is just 26 new members (2%) shy of our budgeted target of 1,277 for the season..
- Of all new members this season 597 joined since February 15 and will enjoy extended benefits until June of 2011 (a National policy intended to improve and extend the new member experience and improve retention).
- Our retention of existing members in 2009-10 is 87.1%, slightly higher than the 87% targeted budget projection.
- Event attendance was a down this season despite mostly favorable weather and snow conditions. At 6,187, our registrations were at the lowest

level in several seasons. This is down 304 (4.7%) from budget and 347 from last season when we had 6,534 registrations. Our event programming and schedule will be given a hard look in the expectation of improving results dramatically for next season.

Thanks to our division leadership, office staff, education staff and most of all YOU (our members) for your continued commitment to snowsports education! ■

President's Message



Exams

by Dutch Karnan
PSIA-E/AASI President

Following are some random thoughts from another season's exams of various levels. I was on my way to an exam of a different kind one day during the season, an exam I myself had to take. As my truck rambled along to the venue, I began to preview my day and evaluate my chances. For the task at hand, it seemed to me that I would have to be successful in three main areas. First, my tools needed to be well chosen for that day's job, and they needed to be in perfect working condition. Anything less, and I would place at risk my personal safety, my results, and my chances of returning for another day. Next, I realized that I would have to trust my past experiences to guide me through the exam process. If my accumulated experiences allowed me to handle whatever the day threw at me, then nothing could stop me. Without just the right amount of hands-on knowledge, there would be any number of issues that could stop me cold. Finally, using my tools accurately along with whatever experiences I could conjure, I would have to perform as close to flawlessly as possible, all day long, again and again. Now, I felt ready to start work on the new deck.

In the warm weather months, I'm a carpenter. Like many "real world" jobs, carpentry can be a "what have you done for me lately" type of situation. Each day is a test, evaluated by clients, building inspectors, and even other carpenters. Pass, and you get to keep your house. Some might call this "motivation".

Anyway, as I worked on last week's project I couldn't help but connect the building world to snowsports exams. In both situations, the right tools for the job are not always on site. Even in the right hands, the wrong tools will not get the job done. Skis, boots and snowboards must be properly sized, well maintained, and designed for the task at hand. At lumber yards and home centers, the best materials are available for any project, but the best materials do not necessarily appear on the job. Same idea with snowsports. Candidates need to take better advantage of the educational stockpile to boost chances for success. There is a mountain of material out there, in print, on-line, on cd. Embrace it, immerse yourself in it, live and breathe it, then bring it along to your exam. You may not need all of it, but it's nice to know it's there, just in case.

In the building trades, and at snowsports exams, there are those who will be successful, and those who will not be - at least not yet. To trained eyes, such as building inspectors and AASI and PSIA examiners, the differences are apparent. But as positive and productive experience accumulates, chances for success increase. Please take your time. Allow yourself some years of repeated successful experiences before you go into business for yourself or take a snowsports exam. My single best day as an examiner was the day that everyone in my Level III, Part II group passed. I look so forward to so joyous an experience again. Tools, experience, performance.

See you next season. ■

We say good-bye to two long-time division staff members

by Michael J. Mendrick
Executive Director

After nine years of part-time and full-time service in several positions (most recently receptionist/member services), Trish Bianchini has moved on to accept what she described as a "dream job" as a receptionist for an architectural firm in downtown Albany. Her first day in her new position was Monday, April 12. Trish served the organization and its members well and while we will miss her we wish her all the best in her new position.

May 21 will mark the last day that Eileen Carr will be in the office (and the area!) as she is moving back to her home area in Boston at the end of May. Her husband Steve has just retired from employment with NYS and she has the option to return "home" to MA to be closer to family. Eileen has been with PSIA-E since September 2004 and has done an awesome job for us in all elements of discipline facilitation with AASI and Adaptive, coordinating in-house clinics and handling our sponsor relations and member benefit development.

We wish both Trish and Eileen all the best and thank them for their efforts and energy on our behalf! ■



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Education Foundation and
PSIA/AASI - Eastern Division**

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**Attention!
Attention!**

***Members and non-
members can take
advantage of this
special offer!***

BJ's Wholesale Club and PSIA-E/AASI are teaming up again with a great deal for members, their friends, and the PSIA-E Education Fund!

This popular program will now be running twice a year – Spring (May/June) and Fall (Sept/Oct). Below are the details about the Spring 2010 Campaign.

This great promotion applies to both new and renewing BJ's Memberships and provides more than 30% off the standard membership price. Each membership gets \$10 off and an additional 3 months of membership (an \$11.25 value) for a total value of \$21.25 off a \$45 membership.

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

Also, BJ's Wholesale Club will donate \$5 to the PSIA-E Education Foundation for each application received through our organization. Last season we raised close to \$1,000 through this BJ's Wholesale Club "Fuel Your Fundraiser Program". Let's do even better this year by telling all your friends about this program. It's a great deal for everyone!

Please keep in mind that this is a limited time offer! All applications must be submitted to our PSIA-E Program Manager at BJ's by June 30, 2010. You will find an application on the following page of this *SnowPro* or online at the Eastern Division website. If you have a non-member friend who is a BJ's member (or wants to be one), please consider sending them an email about the program and attach the application. This offer is not available through the BJ's Wholesale website or at any BJ's location.

Support this great program which provides a benefit to members and their friends, and which supports our PSIA-E Education Fund!

For more information and complete offer details www.psia-e.org/ms/eastbenefits/promotional/BJs ■



BJ's has a special Membership offer just for

PSIA-E Education Foundation

Get \$10 off our \$45 annual Inner Circle® Membership fee when you join or renew. Get \$10 off our \$80 annual BJ's RewardsSM Membership fee when you join or renew and start earning 2% Payback* on most purchases. Purchase either Membership and you will receive a second Card for an additional Household Member at no additional charge, plus three EXTRA months of Membership.

PLUS, BJ's will donate \$5 of your Membership fee to your school or organization!

Please choose one: _____ Inner Circle® [\$35]** _____ BJ's RewardsSM [\$70]†

*2% Payback takes the form of a BJ's Reward redeemable towards the future purchase of qualifying merchandise at BJ's. Certain restrictions apply. Ask your BJ's Representative for a copy of the BJ's RewardsSM Membership Privileges and Conditions or view online at www.bjs.com.
**Ask your BJ's Representative for a copy of the BJ's Membership Privileges and Conditions or view online at www.bjs.com.
†Discount not applicable for upgrades to BJ's RewardsSM Membership.

To receive this offer, complete this application and return it to the organization representative listed below. You will then receive your Membership Activation Letter by mail to start shopping — and saving — at BJ's! Renewing your Membership? Please enter your Membership number in the space provided and continue to use your current Membership Card. Your Membership Card will be extended for 15 months beyond your current expiration date.††

This promotion will end 06/30/2010 so don't delay – join today!

Due to its special nature, this offer is not available online or at any BJ's Club location and is only available through your BJ's Representative. This offer is not available for new or renewing Business Members. ††Valid only if you renew prior to your current expiration date.

Organization Rep. Name: _____ Tina Van Buren

Address: BJ's Wholesale Club _____ Phone Number: 518-944-5112
1440 Central Ave., Albany, NY 12205

Current Membership # (if applicable)

Last Name First Name MI Sex F M

Mailing Address

City State ZIP Code

Phone #

Market Code (BJ's use only)

Driver's License # (For check-writing privileges) State

E-mail (Optional) Group Code (BJ's use only)

If you choose to receive the second Household Card, please complete the following: (Note: Household Cardmember must reside at the same address as the Primary Cardholder.)

Last Name First Name MI

Primary Cardholder's Signature — I understand that I am responsible for any checks and actions of the second Cardholder.

Please choose your method of payment:

Check MasterCard® American Express® Discover® Network Visa®

Credit Card Account # Expiration Date _____

Date of Membership Purchase
____ / ____ / ____
Month Day Year

Please make checks payable to: BJ's Wholesale Club, Inc.

BJ's Rep. Signature: _____ Club # _____

All applications are sent to our Home Office; processing takes approximately 3 – 4 weeks from the fundraiser deadline date.

ROC 12/05

Please include NYS Sales Tax: Inner Circle Membership \$37.80 Rewards Membership \$75.60



VIPrivileges



Want to know what PSIA/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.....

WELCOME SPRING!

Although we all hate to see the season end, there are also great things to look forward to in Spring and Summer! It's time for warm weather sports – and the travel season is here as well!

NEW!! PSIA-E/AASI has partnered with the Exclusive Links Card to offer a \$15 savings on any of the cards they offer. Plus, 10% of PSIA-E/AASI member purchases will be contributed to the Eastern Education Foundation.

The Exclusive Links Card is the most affordable way to play the top golf courses from Maine to Florida. Exclusive Links Cards have been a mainstay to golfers in the Northeast for twenty years and they have added other eastcoast region offerings this season! With this personalized card, golfers can play multiple discounted rounds at golf courses throughout the specific card region of their choice and save hundreds of dollars in green fees.

Exclusive Links Card regions include: Vermont-NewYork, New Hampshire-Maine, Premium Northeast (all 4 states of VT, NY, NH and ME) and recently, Exclusive Links has expanded and is offering a Mid-Atlantic and a Carolinas card both due to launch April 10th! A Florida card has an ETA of May 2010 also!

Why not golf, while you're waiting for ski season?

To learn more about Exclusive Links Cards and to place your order (use code PSIAE) go to the new Exclusive Links Card page on our website accessible under the Member Services/Member Benefits area or click on the Exclusive Links Card logo on our home page.

Limited Time Offer!! BJ's Membership Fuel Your Fundraiser – Spring Fundraiser Campaign!!

Due to the popularity of this program, we are going to run it twice this year. The Spring Campaign is running from May 1 through June 30, 2010. Fill out the application within this *SnowPro* to renew or start a new membership and get \$10 off and an additional 3 months of membership. Your application will also support the PSIA-E Education Fund. For each BJ's application submitted through the PSIA-E/AASI program, BJ's will donate \$5 to the Education Fund.

Remember, if you have a non-member friend who is a BJ's member (or wants to be one), consider sending them an email about the program and attach the application. You will save them 30% off their membership cost and help us reach our fund raising goals.

Here are some other great options that allow you to use your membership throughout the off season.....

Don't miss out on the great year-round travel saving benefit you are offered at over 5,000 participating Choice Hotels affiliated properties. Not only can you use your PSIA- E/AASI Special Rate Identification # 00802187 to get a 15% discount, but you can also earn points towards free room nights, airline miles and more as a Choice Privileges Member! Sign up and become a Choice Privilege and take advantage of the upcoming Summer Promotion. Go to the Eastern website for all the details.

Cosby Travel Pro is a travel agency owned by PSIA Eastern division member Arleta Cosby and her sister. Arleta knows how much all of our members like to travel, and, therefore, is offering PSIA-AASI Eastern Division members great travel packages and is committed to always offering members the best pricing possible on any travel arrangements they make through Cosby Travel Pro.

To learn more about Cosby Travel Pro and the services they offer go to the new web page on the Eastern website – Member Benefits - where you can view special packages, link to the general Cosby website as well as learn about special promotions and contests through which you might be eligible to win trips, etc!

The PSIA-E/AASI VIPrivileges Resort Program provides a list of resorts throughout the division which offer discounts to members. In exchange the participating resorts get additional listings and designations on our website highlighting the activities which that resort offers. Check on the eastern website for a listing of participating resorts and activities.

Scholarship Reminder!! Don't forget.....

If you want to apply for a PSIA-E Scholarship for the 2010/2011 season, you need to work on your applications over the summer and get them into the office by the September deadline. Go to www.psia-e.org for scholarship information. The current information will be updated over the summer with the revised deadline date, but the process and the deadline date will be pretty much the same. Please set your plan with that in mind. Any member in good standing may apply for association scholarships there is no longer a 3 year membership required to apply!

Historically the Education Foundation awards more than \$6,000 to member scholarships each season!

Watch the Summer *SnowPro* and the website for this year's deadline date and get your application in!

(See the awards recipient list for last season within this *SnowPro*)

If you would like to make a tax deductible donation to the PSIA-E Education Foundation; you can do so when you remit your annual dues.

Dues statements will be shipping from the office in May and are due June 30th.

We appreciate your support of the PSIA-E Education Foundation and Scholarship Program.



Education Foundation



Keep up-to-date on ALL Eastern Division "goings on" by checking the website during the off-season, signing up for our RSS Feeds or connecting to us through Facebook or Twitter.

HAVE A GREAT SPRING AND SUMMER! ■



straight talk from the association

Master Teacher Program 2009-10 Graduates

PSI-A-E is proud to acknowledge the following Master Teacher Certification graduates. Master Teacher program provides instructors with an in-depth educational background in a variety of different specialty areas. In order to receive Master Teacher Certification, the instructor must complete 20 days of coursework and pass a written test on each course. Coursework includes indoor lectures as well as on-snow application. Congratulations to the following 2010 Master Teachers.

Gary Amon, Bristol Mountain
Terence Barrett, Whiteface Mountain
Richard Landis, Bear Creek Mountain
Evelyn Murphy, Wachusett Mountain ■

Accreditations completed this season!

This past season 30 members completed an Accreditation. Recent changes to the Master Teacher program resulted in several Accreditations being discontinued and those who were grandfathered in completed their specialty during the 2009-2010 season. We currently offer five accreditation options, each consisting of three two-day events. Members can achieve as many Accreditations as they wish by attending the required three courses in any of the specialty areas.

Congratulations to those completing an Accreditation this season!

Backcountry

Russell Beck
Brooke Bobela
Charles Boyd
Aaron Dewey
Howard Horn
Joshua Meyers
Brad Moser
David Powell
Donald Sprowl
Mel Stiles
John Tarrant
Roger Zilliox

Children's Specialist

Kendall Daly
Richard Patrick

Special Populations

Terence Barrett

Coaching Advanced Skiing and Racing

Gary Amon
Will Coleburn
Dan-George Icon
Edouard Sandoz
Ji Chen
Stephen Jupena

Teaching Beginners

James Logie
Bobbie Logie
Leslie Bucher
Richard Landis
John Showman
Joseph Veshinsky
Barbara McHale

Sports Science

Evelyn Murphy
James Dollins ■

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Fall Master Teacher Courses Announced

We are very excited to announce the indoor Fall Master Teacher courses will be held at Waterville Valley Conference and Event Center beginning Friday, October 1 through Monday, October 4, 2010. Members may register for one day or multiple days. Each day will offer two sessions to choose from. As usual, lunch is provided for all participants. Waterville Valley is the perfect location to take that long weekend get-a-way and enjoy the scenic White Mountains at the height of the fall season, and it's a great opportunity to network with other instructors.

Specific courses for the master teacher weekend have not been finalized as of publication. The courses offered will be a different variety of core required courses as well as optional courses. Once all details have been confirmed, they will be posted on the website at www.psia-e.org and in the Summer issue of the *SnowPro* newsletter. Reservations may be reserved at the Waterville Valley Conference and Event Center by calling 1-800-468-2553 or 1-800-Go-Valley.

Master Teacher Courses are open to all PSIA/AASI Level I, Level II and Level III members regardless if you are pursuing a Master Teacher Certification. Participating in two one-day indoor courses will satisfy the PSIA-E/AASI continuing education requirement. The PSIA-E website has specific information on course descriptions and requirements for certification. Mark your calendars today! ■

continued next page

Annual Spring Rally Race Results

Mount Snow, Vermont - March 28, 2010

Hannes Schneider Memorial Race

15 Below Club	15 Below Club
Girls Emily Lloyd 47.93	Boys Sebastian Buckley 57.33
Alpine Women 16-29	Alpine Men 16-29
Nicole Keim 54.54	Tyler Sullivan 40.01
Alpine Women 30-39	Alpine Men 30-39
Alison Step 48.51	Rob Beattle 41.91
Alpine Women 40-49	Alpine Men 40-49
Tina Buckley 42.24	Daniel Silverman 44.00
Alpine Women 50-59	Alpine Men 50-59
Sally White * # 37.09	Mick O'Gara * # 37.22
Alpine Women 60+	Alpine Men 60+
None	Alan Moats 40.20
Nordic (women)	Nordic (men)
None	Mitch Klutsch 42.54
Snowboard (women)	Snowboard (men)
None	None



2010 Hannes Schneider Memorial Race winners Mick O'Gara and Sally White

Hannes Schneider overall race winners designated by "*" Willcocks Trophy winners designated by "#"

CONGRATULATIONS TO NEW ALPINE EDUCATION STAFF MEMBERS

ALPINE DCL TEAM

Ten new Alpine Division Clinic Leader (DCL) Team Members were selected at the try-outs at Hunter Mountain on March 11-12, 2010. Congratulations to these new DCL Team members! Left to right are: DCL Team coach Rick Metcalf, James Wilkinson, Jes Stith, Tom Chase, Dave Bowyer, Bonnie O'Hara, Steve Rusnock, Cheryl Thomas, Art Menichini, Tim Hogan, Donald Sowers(not pictured)



Alpine Eastern Team Tryouts 2010

by Mickey Sullivan, Director of Education & Programs

This past March 18 & 19 the Part 1 of the Alpine Eastern Team tryouts was held. There was some great skiing by the tryout participants and Whiteface Mountain provided us with perfect weather and National Team tryout level conditions. This tryout was both a culmination and a beginning of important steps toward fielding a top rate team for the 2012 PSIA National Team tryouts. Congratulations to the 18 new members of the Eastern Team. These 18 members will train over the next year to improve their skills and prepare for the March 2011 Part 2 of the tryout. The final team will be selected next March and then continue preparation for the 2012 National Team tryout.

This was the initial tryout for the Alpine Eastern Team. Tryouts for the AASI, Adaptive and Nordic Eastern Teams will be held this coming 2010/11 season. Details of these tryouts will be announced this fall.

After more than a year of planning this important tryout, the participants and the judges were very fortunate to be treated to two perfect days at Whiteface Mountain for this event. There were ideal spring conditions that closely resembled the type of conditions often found in the late spring time at the big mountains of the Rockies. With cold evenings, warm days and intense sunshine, the conditions brought morning frozen hard pack followed by afternoon soft, spring snow. And Whiteface did a fantastic job of providing us with super skiing, terrific facilities and superb meeting space.

There were 36 participants for this 2 day intensive tryout. These professionals represented themselves and PSIA-E very well as they performed impressively under often stressful conditions.

The judges were comprised of some of the best coaches and evaluators in the east and the country, all with a blend of PSIA, USSA and National and International experience. The examiners were: Mermer Blakeslee, Jeb Boyd, Matt Boyd, Dave Wenn, Eric Lipton, and Terry Barbour. They watched and evaluated as the candidates skied the most difficult terrain that Whiteface had to offer along with performing a large variety of skiing tasks including a nonstop run down a portion of the Olympic downhill trail, Upper Skyward.



Congratulations to the 18 new members of the Alpine Eastern Team!

Brian Smith, Troy Walsh, Tim Thompson, Sue Kramer, Lani Tapley, Pete Howard, Nate Gardner, Joel Dewey, Steve O'Connor, Doug Daniels, Ellen Garrett, Kathy Brennan, Matt Tinker, Dave Capron, Luke Martin, Frank Cartwright, Doug Hammond, Neil Ondrako

In the end; 18 Alpine members were chosen to train as part of the Eastern team and prepare for the next phase of the process; Part 2. There have already been two Eastern Team training events held this past spring and there will be several training opportunities for this team during 2011. The next part of the process, to be held in March 2011, will be a continued evaluation of the team members skiing skills along with coaching and presentation demonstrations. This will reduce the number of sponsored team members in order to create and prepare the best Eastern Team that we can for the 2012 National Team tryouts.

There is an opportunity for those that desire to be on the Eastern Team but missed this year's tryout at Whiteface. In January 2011 there will be a "special" one day Part 1 Alpine Eastern Team tryout. However, it should be noted that those that participate in this 2011 tryout will have to be a very strong candidate in order to make the team. Those selected in 2010 will not participate in this special one day tryout and any newcomers will have to be strong enough to make the existing team. This tryout will be announced with the upcoming 10/11 event schedule.

The true beneficiaries of these tryouts are the PSIA-E members. Each and every candidate of the tryouts (many of them PSIA-E Education Staff members) train and grow from their experience. I know that both the candidates and the new team are excited to share their experience and knowledge with you next season.

Congratulations to all that tried out for the Eastern Team. Although we could only select a few, each participant was a "class act." ■

Gift Certificates

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

How about a Gift Certificate?

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

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

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

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

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

continued next page

Coach Yourself to Better Skiing

by Peter Howard

PSIA-E Alpine Education and Certification Committee Chair

It is said that the best skiers have a feel for the snow, and it is certainly true that learning a physical skill requires kinesthetic awareness. But, perhaps it is not as much of a gift as might be thought, particularly if one knows what to feel for.

I am reminded of a fellow I used to ski with who was a very fit individual and often had access to several different kinds of skis. He would take a new pair of skis up to the top and proceed down the hill at a high rate of speed, come screeching to a stop at the bottom, and proclaim the skis fantastic. I always wondered how he could tell, since at that rate of speed his movements were primarily taking away from the performance of the skis.

For all of us there is a place where we function near the top of our present skill level, but not over the top. This place is where our movements maintain, or add to, the performance of our skis. It is a place where we are able to keep up with, or lead our feet. It is a place where we move actively along the arc path of our skis. We are able to manage areas of our body, keeping functional tension where necessary, and allowing other areas to be relaxed and fluid. The speed, snow conditions, terrain and visibility are not so difficult that we have to back off, become tense, skid excessively, and make reactive abrupt movements.

Movement patterns develop from repeated activities. Repetition forms stronger and faster connections between the mind and the muscles. If the majority of the time is spent holding on, defensively scrubbing speed and retreating away from the direction of travel, this will become our default movement pattern. When the going gets tough, we all default to what the body knows best, and it takes attention and hundreds of repetitions to reroute the nerve impulses to create a new default setting. If, on the other hand, we operate in the magic place where we can maintain or add to the performance of our skis, the patterns we develop will be habits that take us to a place where balance and glide reside.

It's not a coincidence that some of the best skiers learned to ski at small mountains. There – for instance, Buck Hill, MN and Tarnaby in Sweden - young skiers like Lindsey Vaughn, Anja Pärson, and Ingemar Stenmark learned to glide and flow. They developed patterns that said go! Not whoa!

It's easy at a big mountain to learn to ski with the brakes half on. Next time you're on the hill, feel for whether speed control comes from the path you take or the skid you make. Notice if the skis are primarily being used as shapers of turns, or scrapers of turns. Are external sensations overwhelming the ability to selectively carry tension and flexibility in different parts of the body at the same time? Are you able to lead the skis or are the skis leading you? In time, paying attention to these performance cues can make you your own best coach. ■

Calling all members!!!

Did you know??

And, can you help??



There are some new capabilities on the PSIA-AASI National Website which allow you to see more details about you and your event history on your member record!

When you login at www.theSnowPros.org you can now see and do the following.....

Not sure how to login?

If you have not logged in recently, your first access usually requires your member number as both the Login UserName as well as your member number for the Password.

Edit Profile

You can edit your personal contact information here such as address, email, phone, etc.

Please be sure to take a look and be sure all of your information is up-to-date so that you continue to receive your magazines, newsletters, and emails from us!

My Schools

This is a new feature where you can now update your school affiliation.

Although we have been checking records throughout the season and due to the recent transition to a new membership database system, we would also appreciate if each of you can log in and check your school affiliation for accuracy.

On-line Dues Payment

This is self explanatory and perhaps something you should try to save time and postage costs!

My Transactions

This is a new feature which will be helpful at tax time or for any of you who work for schools which reimburse when you take events.

Under this section, you will be provided a list of monetary transactions you have had with PSIA-AASI for example; paying your dues or paying to register for an event.

If you need more specific details about an event that is listed, hover over the invoice number and open it. You will then see more details such as the course title.

From either of these screens – you just hit “Print” and have your receipt! Pretty handy!

Thanks. We really appreciate your help by checking your online member record for accuracy. Have a great summer!

National ASEA Report

by Bill Beerman

PSIA-E Representative to the ASEA National Board of Directors

The National Board had its meeting in Denver this past January, just prior to the SIA Show. This meeting replaced our usual meeting in October. This was because of the SIA show moving to Denver from Las Vegas, which allowed Board members to participate at one of our partner's shows. In addition, our marketing department needed to secure many renewed contracts with our sponsors and looked to write a few new contracts with new partners to provide our members with additional product options. The meeting time change did come with concerns of winter operations for many Board members; however, the Board ultimately believed that our presence at this event was key to maintaining positive relationships with our sponsors. In addition, our Executive Committee will be meeting at the NSAA show this May, instead of at the National Academy.

Much of the meeting was spent reviewing the status of the new Association Management Software. Kennon Warner, from our IT department, made a presentation: All 9 divisions are on board with the AMS and are using it this season, to some degree. Integration of the product with our Eastern Operations has been a challenge. The National staff has been working with our team to have many components of the software ready for use in the upcoming season. An additional IT staff member has been hired at the National office to assist further development and help maintain the new system.

The Board reviewed the National Articles of Incorporation Amendments and approved them for the review and input from the divisions. Our next BOD meeting is the target date to have our participation in that process complete.

It was reported that our National membership ends this season with the most members ever, with the majority of divisions reporting growth or holding steady.

There has been a tremendous increase in the amount of published materials and articles in local papers, and articles in national magazines have increased over past years. This was mainly due to the Olympics.

Next season will see a couple of new education opportunities for members. First is the Interski in Austria, with a Team event being held prior. The

Euro Mini Academy will be held in January, 2011. For details go to; <http://www.theSnowPros.org/index.php/PSIA-AASI/site-info/join-us-in-st.-anton-austria-birthplace-of-ski-instruction>

The second event will be the 50th Anniversary Academy in mid April, 2011, at Snowmass. The details are currently being worked on, and information will be in "32 Degree's" and on our website (theSnowPros.org). A don't-miss event!!

Our next meeting will be in Denver, June 11-13. We will be electing a new president of the BOD, as Ray Allard will be finishing his term as president; many thanks to Ray for his leadership and many dedicated hours during some challenging times working through changes in our partnership with

NSP. Also, we'd like to thank him for his vision and use of technologies for our publications and raising our level of service to all members through the association management software. The National Board will have the benefit of having Ray stay on the Board for the next two years as Past President.

As always, it's a pleasure to serve you as the Eastern Representative to the National Board, and I look forward to my future involvement. ■

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By Jeff Kennedy



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Around the Regions



Region 1 (NH & ME)

Tom Butler, Regional Director, reports: Hello, Region 1. The following are answers to some of your questions/ideas that were brought up at our annual regional meetings. For the sake of space, I omitted some of the general comments that were published in the previous issue. Members' suggestions/questions are in italics. As always, please contact Ross Boisvert, Regional Rep, or myself if you have anything further to add.

With regards to events/exams:

- *Allow members to attend 2 separate one-day events in a season for update credit.*
Hopefully you all noticed the new Sunday Double events this year. If they're popular, the events could be a regular offering in the future.
- *Could there be "in house" workshop clinics?*
If you check out the SSD Help Desk, there is a new program that offers precisely this. How cool is it that you can organize your own group at your home resort? Here is the link - <http://www.psia-e.org/ssdd/AlpineEdIn-House.pdf>
- *For those members who attend multiple events throughout a season, could there be incentives added such as...attend 2 two-day events and get the third at 1/2 price. Something along those lines.*
Truth be told, PSIA is a non-profit organization, and, therefore, is not looking to make a bundle off our events. To that end, events already are priced quite reasonably; any price incentive that we could offer would be too small to have a significant effect or meaning.
- *There was a suggestion that upon completing an event it would be helpful if there were a summary of what the members worked on and accomplished.*
I personally like this idea but it can be a challenge in the best of circumstances. Some Ed. Staff members already provide this during certain educational events, and at the Level II and III exams comments are written about your performance. My suggestion would be to take notes on what the feedback is and confirm with the Ed. Staff member that what you wrote is accurate.

With regards to membership benefits:

- *In those areas where a Choice Hotel isn't an option, could a directory of recommended lodgings be*

compiled and available on the website for members traveling to events?

We actually choose not to do this only because quality lodging is important to us and we can't verify many lodging options at each area. We prefer to direct members to the local chamber of commerce website.

- *Scholarships continue to be an underused resource. The application deadline occurs before many members have their winter brains on. Are there other ways to advertise the deadlines to increase redemption?*

A few years ago we moved the application deadline back to December 15. We did not have any additional applications as a result of this change. Members just need to put it on their calendars now and plan on applying in the early fall. It doesn't cost anything; it's free money, people!

Another topic was centered on retention of members:

- *Are there more younger members coming in than older members leaving, or the other way around?*
Our membership retention rate has stayed about the same over the past 10 years but we continue to see a steady influx of younger members.
- *Could the dues be structured so that younger/school-aged members and long time members pay less in dues in contrast to the bulk of the membership?*

We have had student and senior dues rates for a long time. See page 19 of the Winter 2010 *SnowPro*.

Thank you to Mickey Sullivan and the PSIA-E staff for assisting with the answers. Thank you for reading. Ross and I hope you have a fabulous summer.

Region 2 (VT)

Curt Cowles, Regional Representative, reports: What a great spring - warm temperatures, soft snow! However, the season ended too quickly and started too late.

In the last two issues of the *SnowPro*, Steve O'Connor, Regional Director, and I have mentioned having, and working on, a season-long goal. Did you accomplish it? Do you have some work to do? Hopefully, at this time you know what needs changing and have someone at your home resort or someone nearby that can help with those changes. Whether it is a movement change or teaching change, everyone needs a mentor, even the new Eastern Team Members.

Speaking of the Eastern Team tryout, what a great event! I, for one, had an incredible two-day

experience. My goal at that event was to ski my best against the Eastern's greatest skiers and watch what it takes to make the cut. Even though I didn't make the cut, being part of that high level exam showed me what fun it would be to be on the Educational Staff - the family-type atmosphere, the camaraderie and the caring, not to mention the improvement in my skiing and teaching. It has sparked my interest in moving ahead in my education and possibly trying out for the Development Team next season. So, find a mentor, choose your goal, work hard and have fun.

On April 11, Region 2 had a meeting at Killington. About forty members showed-up to slide on some great spring conditions, eat some pizza, and discuss some subjects regarding our organization. One of the subjects involved "How to attract younger members and keep them involved." This was a lively discussion with some great ideas. Other subjects were just as lively.

Here are some thoughts:

First and foremost, "How to attract new younger members":

- Having a "Junior Program" or "Coach in Training" so trainees can become instructors.
- Let the juniors shadow higher level groups, not just "pitch and catch".
- Lower the age for the Level I exam.
- Have a marketing campaign in the high schools and colleges to show how "cool" teaching is.

Secondly, pricing of dues and events:

- Lower the fees for members in high school, college, and those who are under 30.
- Centralize events near college towns.
- Have more or better communication with other participants in an event to share a room and the expense.

Thirdly, making events "fun and exciting":

- Have a "Freestyle Team" like ACE.
- Make clinics more "fun" orientated than "goal" orientated.

-In Level I, II, and III exams, have a level-oriented accreditation in Park, Pipe, Racing, Trees, and/or Bumps, etc.

Doug Stewart and Erik Mogensen have a proposal for the Board of Directors to consider to help gain new younger members and keeping them more involved. I, for one, am excited to find out more.

Have a fun filled summer.

Region 3 (MA, CT and RI)

David Welch, Regional Representative, reports: Winter got off to a slow start and then hung around till the first week of March when Mother Nature turned off the cold and white and made

everything warm and wet. Oh well, that's New England weather for you. Overall, though, it was a good season here in the region when all was said and done, with most areas getting close to their average number of days open; let's hope for early cold and snow this fall so we can kick off next season around Thanksgiving with lots of coverage!

On Sunday, March 21, our annual membership meeting was held at Catamount Ski Area in Egremont, MA. Ray DeVerry, Regional Director, and I met and skied with a group of Region 3 members on what turned out to be a very warm spring day! Some of the topics we discussed were: The Board of Directors and its responsibilities, dues and event pricing, certification, and children's events. On the skiing end of things, Ray gave us all some great tips on how to handle the soft spring conditions (bumps included) on the slopes of Catamount; now that's what I call a meeting!

A big THANK YOU goes out to Catamount Ski Area and its Snowsports School Director, Jay Barranger, for making this day possible. Our meeting area and lift tickets were waiting for us when we arrived, and we felt welcomed throughout the day. Thanks again Catamount!

Now, get out and enjoy the warm weather!

Region 4 (PA and NJ)

Steve Kling, Regional Director, reports:

Last fall the long range weather forecast was for "colder than normal" and "wetter than normal" in the mid-Atlantic region. The weatherman sure got that right. 2009-2010 is one winter to remember. Maybe we can find a way to remake Ground Hog Day for an entire winter? Hopefully, we can all look back and smile at the winter of record snowfalls across the region.

So, what now? As we dust off golf clubs, fishing rods and boats (not to mention mowers and rakes and paint brushes) try not to forget skiing entirely. These next few months are the time to recruit new instructors for next season. We all needed a few extra instructors on those post-blizzard crazy days - now is the time to find them. (And, our Association can use the new members!)

Over the winter, we held two regional meetings - one during "Elk Week", and one at Whitetail, also in conjunction with a cluster of educational events. Attendance at the two meetings was roughly 140 members, and we can report that no members expressed serious concerns or issues with the operation of our Association. But, as always, if members do have concerns, please don't hesitate to contact either myself or Eric Jordan, Regional Representative, at any time.

On a final personal note, Eric and I thank you for your support in the recent election, and we both

look forward to serving as your representatives on the Board of Directors for another three years.

Region 5 (Western NY State)

Steve Howie, Regional Director, and Ron Kubicki, Regional Representative, report: After a great ski season the warm weather came quickly and the spring/summer activities are in full swing. Skiing in the morning and biking in the afternoon, now if we could just get it to snow at 60 degrees we would be all set.

Our Region 5 Meeting/Seminars were such a great success last fall that many in attendance asked if we could do the same this season. While I know that at Bristol Mountain and Holiday Valley there is plenty of interest, if you think your area would like to host one of this season's Region 5 Meeting/Seminars, please contact me as soon as possible so we can work out all the details.

Thanks go out to Mickey Sullivan for the great selection of events in our region this season. With weekday, weekend, and even back to back Sunday events, hopefully there was an event that fit into everyone's schedule. If you have any suggestions for events in the future let us know and we'll forward them to Mickey.

As always, if you have questions or concerns please contact any one of the region's BOD or Committee members. We are always looking for your input. Below is a list of all Region 5 Committee and BOD positions, with name and e-mail address:

Have a great summer. We'll see you in the fall.

Region 5 BOD and Committee Members:

Steve Howie - Region Director:

showie1@rochester.rr.com

Ron Kubicki - Region Representative, PSIA-EVP:
rikubicki@yahoo.com

Debbie Goslin - SSMC Chairperson:
debbieGos@aol.com

Wendy Frank - SSMC Representative:
wendy@holimont.com

Rick Downing - AE&CC:
rdown@frontiernet.net

Lee Dame - Children's Committee:
leedame@rochester.rr.com

Region 6 (Eastern NY State)

Scott Allard, Regional Director, and Cherrisse Young, Regional Representative, report:

This is the time of year when we gather ideas for the next Board meeting. If you have any thoughts, ideas or suggestions, please feel free to send them to us. You can be assured that they will be considered.

This is an out-reach request to the members of the region: We are looking to hear from you. The region's

meetings are not well attended and we are not sure why. If it really means the membership is happy, that's a good thing. However, we feel we can serve you better on the Board if we could hear your voice more. Past meetings were not well attended so we asked for some input for better locations and times. We still have had no response. Please!

Thanks to nearly 500 members from Region 6 that have responded so far to the spring 2010 membership survey sent out in late April. Your participation and feedback is very valuable and it does show that our region cares about what is happening in the organization.

Finally, we would like to wish departing office staff members Trish Bianchini and Eileen Carr all the best with their new jobs and locations, and offer a big THANKS for all their help and efforts over the years!

As always, please contact us so we can better serve you on the Board: Scott: (allardc@frontiernet.net) or Cherrisse: (Young@mhccable.com).

Region 7 (States south of PA & NJ)

Paul Crenshaw, Regional Director, reports:

I hope your winter season was as great as ours. Mother Nature did an outstanding job providing the southeast with cold weather and lots of snow. It will take a long time to forget this winter, and I hope I never do. Our ski/snowboard seasons are over, the equipment is cleaned and put away, and we now move on to other activities until we return next winter. I hope you all stay active in whatever you enjoy and continue to stay in physical shape to ski/ride next season.

The Region 7 Board of Directors election is over. Walter Jaeger and I were elected by our members to serve the next 3 year term as your representatives. We both want to thank each of you for your encouragement and vote in this election. I am really impressed with the total number of votes which were cast from Region 7. It was a large improvement over the last election. I have always wanted to see our members take a more active role in our organization and by the numbers of you who voted we have made a good start. I hope that the number who voted in this election is just the start of many more becoming involved through voting and through being involved on committees. Walter and I encourage all of you to speak up if you have a question or concern about your organization; we have included our e-mail addresses to make contacting us easier. Paul Crenshaw (pcrenshaw@massresort.com) and Walter Jaeger (wjaeger1@mac.com).

Please have a pleasant and safe summer. ■

In Memoriam

Guy Amundsen, of Montpelier, VT, passed away on January 14, 2010, at the age of 72, while doing what he loved to do and participating in a PSIA-E Nordic Track/Skate event at Ole's XC Center in Warren VT, where he taught. He was a PSIA-E Nordic Level I Member, having joined in 2000. From his obituary: "At Ole's, he was well-known for his natural ability to connect with people, especially children. He was a master at getting beginner skiers excited about cross-country skiing."



Thomas Hamilton Chase, 56, of Lamoine, ME, passed away unexpectedly Sunday, Feb. 21, 2010, of a cardiac arrest while skiing. He was an Alpine Level II Member of PSIA-E, having joined in 2001. He taught at Sugarloaf Snowsports School, ME. From his obituary: "Thomas was accepted to the NY State College of Veterinary Medicine at Cornell University, and earned his DVM degree in 1981. He was a born teacher, and was proud to have achieved Level 2 status with the Professional Ski Instructors of America. He was an accomplished artist, creating a significant portfolio of oil paintings that captured the natural beauty of his native New England. His work was exhibited in galleries in Massachusetts, New Hampshire and Maine. He is remembered by colleagues as a first rate scientist. . . . His genuine goodness and gentle sense of humor endeared him to all he met. He will be fondly remembered and dearly missed."

David W. Crocker, of Dunnellon, FL, passed away on Jan. 6, 2010 at the age of 70, following a long illness. He was an Alpine Level III Life Member of PSIA-E, having joined in 1963. He taught at Killington Snowsports School, VT. Please see the "Tribute" to David in this issue, written by Sue Moses.

G. Dick Finlay, of Hyde Park, VT, passed away on January 17, 2010, at the age of 87. He was an Alpine Level III Life Member of PSIA-E, having joined in 1962. He taught at Bromley Mountain Snowsports School, VT. Following college Dick joined the U.S. Army 10th Mountain Division. At Bromley, where he taught for over 50 years, he particularly enjoyed teaching children to ski. He taught well into his 70s, and skied until just before his 80th birthday. He was a volunteer at the Vermont Ski Museum in Stowe, VT.

Diane M. Guthrie, of Madison, NH, passed away on March 7, 2010, at the age of 54. She was an Alpine Level I Member of PSIA-E, having joined in 2008. She taught at Cranmore Snowsports School, NH. A note from Cranmore shares that, "Throughout this past month in her battle against cancer, the odds never diminished her spirit for life and caring for all of us. As our little angel, Diane's spirit will live on each day in Snowsports."

Joseph Pete LeBlanc, of Merrimac, MA, passed away on February 11, 2010, at the age of 63. He was an Alpine Level III Member of PSIA-E, having joined in 1974. He taught at Ski Bradford Snowsports School, MA. His wife, Gayle, shares: "He worked at Ski Bradford for over 30 years.. starting as instructor, eventually ski school director, then director of skier services...his life long passion was passing on his love of skiing to others and his extended family at Bradford."

Frank F. Smith, of Schenevus, NY, has passed away at the age of 78. He was an Alpine Level II Member of PSIA-E, having joined in 1982. He taught at Windham Mountain Snowsports School, NY. ■

Tribute to David Crocker

by Sue Moses

David Crocker, age 70, passed away in Ocala, Florida, on Jan. 6, 2010, after a very long illness. David was a Level III Life Member of PSIA-E who became certified in 1963 by the United States Eastern Amateur Ski Association. During the fall of 1973 David became a member of the first Board of Directors of EPSIA, thereby becoming part of the transition team forming a brand new organization: PSIA-E.

David taught skiing for Stein Erickson in 1964 in Aspen, CO, at Loon Mt., NH, and Butternut Basin, MA during the 70s, and over the next 25 years at Killington, VT, Beech Mt., NC, and Stratton Mt., VT. He especially loved teaching and mentoring young people who aspired to certification. David regularly enjoyed the Masters Academy and the challenge of skiing and learning with PSIA's top pros.

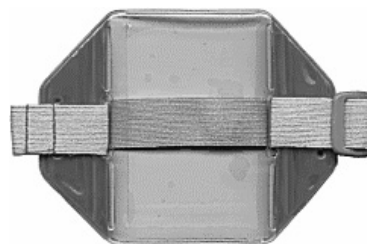
David's second love in sports was golf. He was very competitive and never stopped working on his game. He was a member of the Rutland Country Club and also played in Florida.

On one of his Masters Academy certificates a National Team member wrote, "A good life is long enough, but a long life isn't always good enough". David was taken from us way too soon, but his life **was** a good life. He was passionate about skiing and teaching and shared that passion. His enthusiasm for the things and the people he loved was infectious, and his dedication to the causes he championed displayed a commitment and integrity that will be his legacy in skiing and his life.

He is survived by his loving and dedicated wife, Ruth, his son Peter, and daughter Melissa. ■

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Snowsports School Management



The season in review

by Debbie Goslin

Chair, SnowSports School Management Committee

The 2009-2010 season wound to a halt after offering one of the best winters in certain sections of the East in recent history. For many of us, it's now on to our other passions, or starting up our spring/summer businesses. Then, the cycle continues... what a great cycle!

I'd like to take this opportunity to thank Mickey Sullivan and the office staff for their hard work and attention to detail. From our very first "on-snow" event, the SnowSports Management Seminar, to the Spring Rally, all of us as members of PSIA-E have benefited from information shared this past season at workshop clinics, exams and premier events. Special thanks and good-bye to Trish and Eileen from the office staff, who are moving on to new chapters of their lives. We will miss you!

As the SnowSports School Management Committee prepares for our November event, the SnowSports School Management Seminar, we once again are soliciting ideas for indoor and on-snow sessions. This is the premium event for Directors and Managers. What sessions would benefit you most as you prepare for the new season and hire and train your staff? How can we make this event more appealing so you can budget to bring more members of your staff with you? Remember, tracks are offered for Alpine, Snowboard, Children's and Adaptive trainers, with cross training offered for all disciplines.

Each region has an appointed committee member. Please contact your SSMC representative and let them know how we can prepare sessions that will be of most interest to you and beneficial to your SnowSports School:

Region I	Ross Boisvert	rossb@mcintyreskiarea.com
Region II	Joe Hanzalik	joe.hanzalik@gmail.com
Region III	Jay Barranger	jandjlawncare@taconic.net
Region IV	Steve Martin	smartin@skilliberty.com
Region V	Wendy Frank	wendy@holimont.com
Region VI	Gail Setlock	gail@goremountain.com
Region VII	Joe Darmofalski	darmofal@ntelos.net
Chair	Debbie Goslin	debbieg@kbemail.com ■

After two beautiful spring days at Killington for the AASI Development Team tryout four new Dev Team members were selected. Left to right in photo are:

*Brian Donovan - Peek'n Peak, NY
Greg Andrews - Stratton, VT
Chance Caswell - Hunter, NY
Terry Duffield (AASI Teams Coach)
Joe Jones - Stowe, VT*

Absolutely AASI



CONGRATULATIONS!!!



The winners of the Burton Snowboard Promotions which were held this season are:

AASI Level III Member – Adam Roys from Gore Mountain
Adam attained his AASI Level III certification and also won a Burton custom snowboard

AASI Level II Member – Kevin Walters from Loon
Kevin attained his AASI Level II certification and also won Burton bindings

The following new AASI Level I Members won a Burton backpack!

WELCOME to these new members and to the more than 370 new AASI Level I members who attained their L1 certification throughout the season!

- Region 1: Michael Peters from Salisbury, MA attained his Level I at an exam held at Cranmore, NH (R1)
- Region 2: Brian Jessiman from Jeffersonville, VT attained his Level I at an exam held at Smuggler's Notch, VT (R2)
- Region 3: Lawrence Crone from Avon, CT attained his Level I at an exam held at Ski Sundown, CT (R3)
- Region 4: David Christian from Warwick, NY attained his Level I at an exam held at Mountain Creek, NJ (R4)
- Region 5: Megan Lancto from Rhinebeck, NY attained her Level I at an exam held at Greek Peak, NY (R5)
- Region 6: Wendy Miaw from Hunter, NY attained her Level I at an exam held at Gore, NY (R6)
- Region 7: William White from Eldersburg, MD and attained his Level I at an exam held at Snowshoe, WV (R7)

Thanks to Burton Snowboard for being such a great PSIA-E/AASI 2009/2010 sponsor! ■





The Trick Is.....

Sit up Straight like Your Mother Said!

by Gwen Allard
PSIA-E Adaptive Examiner

Someone who is slumped over, or has a rounded posture sitting in a mono ski, may have problems with edge lock. They tend to hang on the turn - and their body follows the turn's arc - remaining on edge until they fall. A simple solution is to insert foam padding down into the lumbar region, forcing them to raise their shoulders, straighten their spine and sit erect. The upper body is then in a position that allows upper/lower body separation/cross over, and allows movement in the direction of the new turn. Try it! Hope it helps.

Now, put the skis away for the season....it's been a busy one and a great one. Thanks!



Bring it On and Wrap it Up

by Gary "Griz" Caudle, PSIA-E ACE Team Member & 15 Below Event Coordinator

Bring it On, Wrap it Up...they seemed to run together this year. Maybe 'cause time flies when you're having so much fun. We certainly had that and some great weather to match. Mt. Snow was a great end to the season, cold nights kept the snow firm, and sunny days softened things just enough to make conditions challenging and fun.

At both events we had people try snowboarding; always a good thing to get on any gear, and everyone was successful. The park seems to be the favorite place to ski and ride, so much of our time at the Wrap it Up event was spent there. Skills learned and mastered on other terrain most certainly transfers to the park, and the ability to teach a skill on open terrain or in the moguls makes the skill transfer that much better for the student.

This was my last 15 Below event. It is time to pass the proverbial torch to another ACE team member, and watch from the sidelines as the program grows. Thoreau said,

"...I left the woods for as good a reason as I went there. Perhaps it seemed to me that I had several more lives to live and could not spare any more time for that one...(but) if one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with success in uncommon hours..." (Walden, 1854)

I have enjoyed every 15 Below event and will treasure the time I have spent with the young people I have had the pleasure to ski and ride with. Thank you all for supporting 15 Below. It is now time for me to 'leave the woods' and pass into another phase of my life to pursue different dreams. We in PSIA and AASI are looking forward to the time when you will take the lead in the ski and snowboard industry.

Sapere aude,
Griz

Editor Note from Michael Mendrick: The thanks go to YOU, Griz. We all appreciate your energy, efforts and enthusiasm for the 15 Below events during the past few years! ■



Happy campers (or riders) wrap up the season at the Mount Snow 15 Below event.



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with loose heels

Recap of the Past Season

by Mickey Stone
PSIA-E Nordic Coordinator

Once again, Nordic had a solid year of events and trainings, despite the weather. The start, as we all know, was difficult, with snow temperatures not coming until early December. But, the areas got it together quickly and we had a successful Sno-Pro Jam, Mini Academy and Bretton Woods Nordic ITC.

Through the year, especially in January, we lost a number of events, but we countered them with about 6 in-house clinics that bolstered numbers and met our memberships needs.

We were fortunate to have our steep and trees clinic at Mad River Glen, where we received over 35" of snow during the first day. I believe we stopped for a 30 min lunch and skied until they wouldn't let us on the lift. The next day we were all excited; even more so because we received a little rain and we were all fortunate to be skiing breakable crust after skiing almost bottomless POW. It just doesn't get any better than that here in the East.

Our Cross Country events went well, with an average of 4-6 at each event, while our Backcountry

Accreditation serviced over 50 in the 6-day course. We were assisted by Chuck Boyd, National Ski Patrol AAIRE avalanche course conductor. Chuck was invaluable and spoke very highly of our course curriculum and delivery. Thanks, Chuck, and Bruce Hennessey.

An unfortunate situation arose at Ole's Cross Country Center on 1/14/2010, while Dale Rodgers was facilitating a skate clinic. A long time member, Guy Amundsen, collapsed and passed away of a heart attack just several yards away from the lodge. Please see picture and obituary in this *SnowPro*. A heartfelt thanks and spirit go to the entire staff of Ole's and to Dale for trying to revive Guy. Guy was one of the most lovable, good-natured and friendliest individuals I've ever met in all my travels around the world. He was great with little kids, always asked about you and your family, and had a twinkle in his eye of the excitement that he brought to everyone's heart. Over 300 Nordic skiers participated in a 3k ski around the airport in Guy's honor about a week after his passing. About half way around a gentleman popped out of the woods and played taps. We all stopped, thought of all our Guy-isms, shed some tears, and skied on quietly to the lodge, remembering our friend. It was truly inspiring to see that many Nordic skiers celebrate the life of Guy. Ski with the Gods, Guy!

We tried something new this season to prolong the event schedule and actually host the last PSIA event of the year. We held our first Norwegian Tele Fling at the beautiful Sugarbush Resort in Vermont. We hired National Nordic Demo Team Member Charlie MacArthur from Aspen, Colorado. Charlie was also a previous Alpine Demo Team Member, so you see how talented this educator truly is. We had a great staff-training day before the event, and had Charlie bounce between the two groups to share his expertise.

We learned a Maori Indian War Chant to get us psyched up for the day, and we learned about a different model by which to run our lessons and training: Weems Westfeldt, of Aspen, Colorado, is an educational and ski teaching Guru who has adapted management models to skiing. He calls it the Sports Diamond, and it takes into account not just technique and tactics, but also the will and desire to do something, the feel or touch on how to perform something, and the motivation or purpose of doing it. This fit in very well with our staff training and with our members. The Nordic Ed Staff prepared different models this year for delivery of our teaching activities and components. So, it was a highlight to have Charlie offer the Westfeldt approach as something new and different - or at least a different package - to teach what we have been doing for so long. By creating communication and delivery models you can keep technique and tactics, feel and motivation, and desire and athleticism fresh.

Of course, we had the Norwegian Throw-Down with Aquavit, salmon, caviar, gjetost and chocolate. In the morning we had Lefsa, a Norwegian potato tortilla with fresh preserves and crème fraiche. We also had Krum kaka, a breakfast cookie that looks like a cone. We also added Matt Welch's TELESTICK (a lurk) with which we all skied and had a great time feeling Norwegian. If interested, in a tele stick, look up Matt Weltch at (matt@telestick.com) and sign up for the FLING next season.

Since the snow was low, and left as soon as it came this season, do yourself a favor and get to Mount Washington, or, better yet, join us for some off-piste Argentina skiing in August with Randy French and me. Thanks for a great season by staff and members. ■



Norwegian Flingers celebrating with Aquavit, Salmon, Caviar, Gjetost (caramelized goat cheese) and chocolate after a long day on the bumps and slush at Sugarbush Resort"



Ole's Staff with Mickey and Dale



Charlie MacArthur, PSIA National Nordic Demo Team, with Dave Wells, Level III Alpine/Telemark Sugarbush Ski Coach, talking Norwegian at the Fling. Dave and his wife Martha made Lefsa and Krumkaka for the festivities



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

PSIA-E/AASI announces TWO 2010 dry-land training/jumping clinics at the Olympic Sports Complex

Tuesday and Wednesday, July 6 & 7, 2010

or

Wednesday and Thursday, September 1 & 2, 2010



FEATURE EVENTS				\$220
Num.	Event	Dates	Location	Deadline
001	Jumping Event	July 6-7, 2010	Lake Placid Jumping Complex	06/15/10
002	Jumping Event	Sept 1-2, 2010	Lake Placid Jumping Complex	08/13/10

Location: The jumping complex is located just east of Lake Placid, NY, on route 73. Approaching from 73 west, the pools and jumps are on your left. Meet at the Complex Gate house, which is just above the pools, at 8:15am each day. You can't miss it - just drive to the base of the 90-meter jump.

To Register: Please visit the website (www.psia-e.org) for an event application, fill it out and submit by the deadline of June 15 for the July event or August 13, 2010 for the September event. The cost is \$220 for PSIA-E/AASI members; \$245 for non-members. **Non-members, Registered and Level I Members must interview with Mickey Stone prior to registering.** Please e-mail him at: cpage3@aol.com. Applicants must be 16 years of age or above to participate. This event can be used for update credit for any discipline. Price includes coaching by PSIA-E/AASI Education Staff and ORDA coaches, trampoline usage, facility storage, pool fees, and handouts.

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

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

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

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

For the pool you will need:

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



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

Optional

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

Schedule:

Day 1

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

8:45-Noon Framing Safety and Training Groups

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

Lunch

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

Day 2

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

This is an excellent event to begin your freeride career. It allows you to learn how to become more aware of your body in the air, and what movements affect you during approach, take-off, performing the maneuver, and landing. Basic trampoline maneuvers will be performed before any tricks are added. The basic and simplest maneuvers will be experienced before adding more difficult ones. ■



education foundation news

2009-2010 EF Scholarship Award Recipients

Total scholarships awarded: \$8,820

Membership Scholarships

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Robert Ferguson
Henry Forman
Peter Gudolawicz
Thomas Gunter-Kremers
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Davidson Miller
Lucille Rogoff
John Stewart

Terry Scholarships

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Alex Solomon
Jesse M. Tucker III

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Agnieszka Wusatowski-Sarnek

CE Burbridge Scholarships

B. Michael Zuckerman

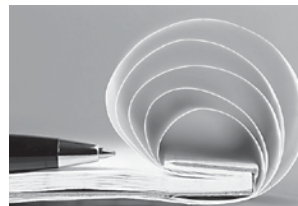
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Upcoming *SnowPro* Copy Deadlines

If you are submitting articles, information or ads for the *SnowPro* please note the following deadlines for upcoming issues:

Summer 2010: June 22, 2010

Writing Guidelines

General member submissions to the *SnowPro* should not exceed 1,000 words and should be sent to psia-e@psia-e.org as a MS Word document attachment. Please see additional guidelines on page 2 of this issue under General Information. Thank you!



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

Alpine Level III Certification Examination

Gary Aron
Marino J. Bartolomei
Scott N. Blackburn
Brendan Burdick
Peter M. Burnham
Lorraine A. Charron
Stephen Colvin
Bill Corrigan
Sandra Deitch
Robert Dick, Jr.
Brian Fretz
Gregory P. Gaspar
Elizabeth M. Ginexi
Jessica Hall
Patty Harrington
Murray Johnson
Ty Johnson
Frank King
David LaLiberte
Roger S. Lichtman
Edward P. Martuscello
Brennan McCleary
Bill McGuinness
Joseph Moore
Peter Novom
Sarah L. Richards
Robert P. Ruppel
Marilyn M. Schroeder
Troy Seidel
Billy J. Shreve
Yaron Steinhauer
Tyler A Sullivan
Robert Tripi

Alpine Level II Certification Examination

Jim Albright
Briggs Allen
Gary R. Allen
Alisa Anderson
Audie Arbo
Karen S. Armour
Edward E. Baker
Joseph Bardino
Alexander Bassett
Richard A Bernstein
Laura L Bourne
John A. Braun

Chandler R Brill
Todd A. Buffington
Chase D. Burkavage
Debbie Campbell
Dr Bruce Capron
Dennis B Carmody
Jon Chasson
Bill A. Cherry
Jilian D. Chevalier
Melanie Christopher
Charles F. Clark
Michael Cliffl
Frank Cobb
David L Corson
Daniel K. Croak
Vincent J. Cudiner
Howard A. Daniels, Jr.
Thomas Daum
Stephen J. Davies
Mr Thomas P. Davis
Andrew T de Morais
Marc A. DiGeronimo
Greg Dolbec
William E. Downs, II
Alexis N. Drane
Larry Endsley
Sheila M. Fabrizio
John H Farrell
Paul T. Ferris
Carey D. Fiertz
Sandy Fimiano
Garrett R Forster
Jodi Fortier
Ken Franson
Frederick Fritz
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John Gula
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Glenn M. Harley
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Meredith Harrop
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Joseph Hurley
Theresa A. Johnsonbaugh
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Eric Kawka
Kim Keller
Christine Kfoury
Richard F. Kinsman
Amy Kizak
Eric Kizak
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Christopher J. Kovaly
Aurora Kushner
Kimberly S. Lawser
Richard P Legere
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Laura Mammarelli
Dan Maneen
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William K. Mauney, IV
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Steven Melamed
Anthony D. Migliarese
Jonathan W. Miner
Steven Moff
Michael Mogensen
Abbie More
James D Morgan
Daniel J. Murphy
Mary Murphy
Noel D. Muyskens
Peter G Ness
Robert D. Olsen
Jason Osborn
David Pearlman
Jay Pizoli
Eric Premisler
Geoff Preu
Dwayne Propst
Francis Raggazino
Davey Rance
Brandee G Reiley
Jeffrey Rhea
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George Yanson

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Andrew Bouffard
Alston Boyd
Henry L. Desjardins
Mr Brian P. Donovan
Aaron Guilfoyle
Joshua L. Harris
Christopher J Marcoux
Troy McMullen
James S. Moore, III
Jamal Reid
Adam Roys
Michael Sager
Matthew Schmid

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Steve J. Alberts
Sean M Andrews
Alexander Collazo
Aaron R Costello
Douglas J. Dahnke
Loren Dailey
Bryan L. Davis
Mr Jonathan S. Diurba
Herbert Chuck Dodge
Jonathan P. Fifer
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Katherine Holder
Matthew Hooks
Christopher J Ingram
Gregory M. Johnson
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Mr Daniel V Kelly, III
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Jesse L. Maizlish
Steven E Maxwell
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Timothy J Shannon
Brent W. Shaulis
Wendy Smith
Peter Stevenson
Charlie Stewart
Brian Stokes
Luke W Susdorff
Emily K Vitols
Brian J Wallace
Kevin A Walters
Trevor Welch
Jamie Wells
Timothy F. Willis
William L. Winn

Nordic Downhill Level III Certification Examination

Karen L Dalury
Todd C. Meyer
F. Jay Nation, Jr.

Nordic Downhill Level II Certification Examination

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Brian Colleran
Eva Foster
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Adam S Kline
David A Powell
Mark R Schmale
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Jesse M Tucker, III
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Cross Country Level II Certification Examination

Marianne Borowski
William MacDonald

Adaptive Level III Certification Examination

Adam T. DeMuth
Steven D. Goodwin
Joseph Hurley

Adaptive Level II Certification Examination

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Andrew Crane
Wynn Englisbe
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Michael R. McGregor
Gregory Merena
Sandra K. Olney
Michael Rau
Shawn D. Russell
Catherine Zinn



now online at www.psia-e.org

Teaching Kids to Properly Use Ski Poles

by Tom Aldrich

PSIA-E Alpine Level I

Sugarbush Adventure Learning Center, VT and...

Mary Ann Clark

PSIA-E Alpine Level II

Sugarbush Adventure Learning Center, VT

How many times have you seen children skiing down the hill holding their poles out to the side, holding the poles in front of them, or just dragging the poles behind with their hands by their sides? The straps are flapping in the breeze, and when they fall there is a “yard sale.” The kids have no idea how to use poles, but think they need them to ski.

At the children’s ski school on our mountain, the decision to use poles is made only after the child over the age of seven has demonstrated they can consistently make parallel turns on intermediate terrain. Before this, a child has enough to think about if they are working to get out of the wedge and become parallel skiers.

As you evaluate your group, you decide the day has come to teach them how to properly wear and use ski poles. Because poles are a part of a skier’s equipment package, you understand a student must be taught proper pole use so the pole becomes an asset and not a dangerous liability, crutch, or hindrance to good skiing techniques.

After sizing the pole to the child, teach them how to properly use the straps. I like to do this inside before getting dressed. Have the kids put their hand up through the bottom of the loop, then bring the hand down over the strap and grab the handle of the pole, keeping the strap between the thumb and pointing finger. Practice this with and without gloves and before going out on snow. This is the best way to wear the ski pole and prevent thumb injuries.

Once outside, have the kids walk with the poles, moving the hands and poles in a natural gate. At this stage of the lesson, I like doing this without skis so the child can concentrate on the pole, not the skis. Demonstrate how the poles should be carried with the hands forward at approximately hip level and the sharp tips behind them. Then, show them how the poles are to be used with a pole touch. While walking, have them reach out at a 45 degree angle away from the “ski” and turn around the pole. Once they move past the pole, the pole should come out of the snow in a natural flowing motion without having to lift it up or pull it out of the snow.

Once the skis are on, repeat the above drills. Work with the pole tap and demonstrate how the hand moves forward, placing the pole between the tip of the ski and the boot and at least a 45 degree angle from the line of the ski. The hands should remain forward as the feet move past the pole. Here, I also like to teach sliding and skating while pushing with the poles. Now you are ready to take them on the hill.

Remember to teach them to remove the wrist straps before getting on the lift and to carry both poles in one hand while riding the lift.

This is just the start, but as with all parts of skiing, beginning with a good foundation is important to future success. ■

The Art of the Alpine Resort Trainer (A.R.T.)

by Lawrence Cohen

PSIA-E Alpine Level III

Seven Springs Snowsports School, PA

I was certified in 1964. It was about time that I had my skills re-evaluated by a demanding course and course conductor. To say the least, I was a bit tentative in signing up for this course. Fortunately, it was given at our mountain and I felt that Bob Shostek was going to be the course conductor. This made it a more acceptable decision.

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.

In early January conditions can be varied. In this case, it was wind, cold, and snowmaking throughout the mountain - all day. There were five of us, all level 3’s. It started with a question, on a green slope: “From a wedge position, how would you describe a wedge turn?” All of us had different answers. The conductor stated that there was no right or wrong. My answer was the shortest. I said, “Turn both skis in the direction you want to go”. The conductor said, “Is that it?” “Yes sir”, was my response. We had no further response from Mr. Shostek about any answer.

I felt that this was his initial evaluation of the group. From there he developed the movement patterns to parallel turns, with the basics being the core throughout all of the skiing maneuvers. My perception was that the Level 1 class, properly taught, was perhaps the most

important for the future development of any skier. As the day went on, we progressed through-out a wide variety of tasks applicable to all levels of skiing. I do remember an exercise to develop a movement of our core in the direction of the next turn. I was out of sync with the task; however, I had the required core movement and all of a sudden I heard our conductor from the bottom of the hill tell me to forget the task and continue doing what I was doing. The task had fouled me up, but the result was what was desired.

I can’t go into all that went on, but the second day involved more skill tasks and moguls (which I begged out of)...we had a “sit-down time” to discuss whatever was on our minds. Over the course of two days I believe we pushed the envelope on contemporary ski teaching.

We were given handouts that reflected much of what was being discussed. The handouts helped to provide a group environment for experienced coaches to pull from each other ways of looking at performance to identify needs of students and to develop an understanding of key points for the various tasks. Perhaps the most important goal was to sharpen the eye of the participants. Two days was really not enough time to achieve all of these goals.

We had limiting conditions on the hill, but somehow or another we executed the goals of the program. Mr. Shostek is an excellent coach. He offered honest evaluations of one’s status. There was mutual respect in both directions. I would highly recommend the ART program for those that fulfill the requirements.

This will be my 46th year certified and 50th year teaching...so you guys figure out my age. At this point, I’m not as strong as I was; however, I am a lot more efficient in my skiing and teaching. I don’t spend a lot of time in the moguls and I will pick my

continued next page

■ **your turn, continued**

spots. There are many seniors out there that have good skiing and teaching skills. Hopefully, ski areas will begin to recognize what they have hidden on their staff and properly utilize their skills in their training programs. ■

Thanks for the Scholarship

by Rob Ferguson

PSIA-E Area Rep.

Otis Ridge Snowsports School, MA

I would like to thank PSIA-E for the scholarship award that allowed me to attend the Intro to Racing Clinic, held at Ski Butternut this past season. It allowed me to fulfill my certification update requirement, have some fun, and learn a lot.

The course was run by Ray DeVerry of Butternut, whose terrain selection and skiing progressions were excellent, and, despite being at a small ski area, we skied a lot. Being an Introduction course a lot of information was necessarily put out to us regarding course setting, racer tactics, how a racer sets his/her line for a gate, plus some extra skiing drills specifically to strengthen our inside half while skiing or racing - and, of course, terminology used in racing, which might have a different definition when used for recreational skiing.

Ray presented it all in a simple, straight forward manner, and, as I wrote up my personal summary of the course more and more tidbits of what I learned came out; this tells me I learned a lot. I am working now to use the skiing progressions Ray used with us in a staff training clinic at my home mountain, Otis Ridge, and, as appropriate, use in some form in future lessons I might have.

We had a group of 8, and, as with all PSIA-E groups with which I've been privileged to participate, the camaraderie was evident from the start. How much did we ski? Well, in a nutshell, a number of group members talked about meeting somewhere for dinner, and once I got back to my room and cleaned up a bit, I had every intention of meeting the group; but, once I plunked down on the bed my day was over! I count that a super good day!

Many thanks to Ray and the PSIA-E Scholarship Committee. ■

Continuing Education

by David Hoyt

PSIA-E Alpine Level III

CSIA III

USSA Certified Coach

USSA Official

Greek Peak Snowsports School, NY

When you were hired as a snowsports instructor a goal was achieved. You may have said something like, "Oh Boy! I made it. I've arrived". Well, if you're like me you realized an horizon had been breached beyond which there is no limit for improvement.

Due to infinite variables, as in the game of golf, there is no "arrival". To quote from the movie *Tin Cup*, "...perfection is unattainable". Like snow flakes, no two ski or board turns are identical.

So, what to do? How do we improve? How do we avoid stagnation? The answer is Continuing Education in the sport.

First, decide **what** you want to achieve. See, "What's your Motivation" in Winter 2008 issue of *SnowPro*. **What** has to be answered before we ask **How**. After you know what you want, then the "how to get there" can begin.

Second, find a mentor - a veteran who cannot only help you with the on-snow improvements, but also offer some inside tracks, share experience, and help you get your head right about the whole process.

Third, join the "club". Become a member of the Professional Ski Instructors of America or the American Association of Snowboard Instructors... or both. This will provide you access to the best of the best in snowsports education. From top to bottom these organizations are cutting edge.

Is there more? Of course there is:

- Set personal goals.
- Clinic at your home area whenever possible.
- Learn about other disciplines like freestyle, racing, Nordic, adaptive.
- Read about the industry and the sport, expand beyond the norm.
- Discover what and how our international peers do it. Check out the Canadian, Austrian, or New Zealand organizations. There are many.
- Take a detailed look at Alpine racing. Start with USSA, CSCF, and USST, and run gates yourself. Check out NASTAR and other racing programs.

Finally, have fun getting better and smarter. Envision that first-timer you have guided from... "How do I put these things on?" ...to their first chair ride and run down the mountain. Envision the wide eyes and big smiles, then make yourself available for the same experience, once again. ■

The Question of Stance

by Chuck Janisse

AASI Level I

Killington, VT

Some of the first questions asked of beginning snowboarders are designed to determine stance - "regular" or "goofy". At my first snowboarding lesson, I knew that my stance was "regular" from decades of surfing. My left leg forward preference had been solidly established long ago. Likewise, some of my beginning snowboard students that are surfers or skateboarders have already established a stance preference. But, other than those few, most beginners either don't know they have a stance preference, or some friend had snuck up behind them, shoved them in the back, and told them they were "regular" or "goofy", based upon what leg they put forward to keep from taking a nose dive. Shoving somebody off balance to determine stance has always seemed a bit extreme to me. The technique I use is to ask, "Which foot would you kick a ball with." If the answer is, "My right," the lead leg would be the left leg. The leg that stays on the ground - the leg they balance on. However, I was surprised to learn, there's a lot more to it than that.

There is a substantial body of literature on the subject of why people have lateral preferences, such as right or left handed, and right or left footed. In the earliest studies, the left hemisphere of the brain was found to be the primary site for language abilities, and that 70% to 90% of humans have a left-hemisphere language specialization. It was also believed that a person's handedness was opposite from the specialized hemisphere. A person would be right-handed for left hemisphere language specialization. However, later studies found that most left-handed people also have left-hemisphere language specialization.

To date, there seems to be more questions than answers about the role brain lateralization may play in determining handed or footed preferences. In fact, the very definition of what constitutes handed or footed preference has not been determined. Some define handedness as the hand a person writes with. Other definitions rely on the hand that performs faster or more precisely on manual tests, or the hand that one prefers to use regardless of performance. Similar uncertainty surrounds the definition of footedness, or leg dominance, from which stance is determined.

Early on, leg dominance was determined by hand dominance. If one is right-handed, then one must be right leg dominant. Then, leg dominance

was determined by a one-foot skills test, such as kicking a ball, or stepping up on a chair. More recently, a comprehensive set of activities including both manipulative and weight bearing activities was used to determine leg dominance. The activities were kicking a soccer ball into a basket, stamping an inverted aluminum-foil muffin tin liner into a circle, moving a golf ball through a maze, writing one's name in the sand, smoothing the sand, arranging pebbles in a straight line, balancing a rod on the end of one foot, rolling a golf ball around a circle, kicking as high as possible on a wall, sitting and tapping out the rhythm to "Jingle Bells", and hopping on one foot. Those being tested were told to use the foot that would enable them to perform the activity successfully. However, those that demonstrated either a right or left leg dominance for the manipulative activities demonstrated the opposite leg dominance for supporting or weight bearing activities.

To bring this result back to the question of "which foot would you kick a ball with" to determine stance, if manipulative skills were the determining factor, the stance would be "goofy." If support or weight bearing skills were the determining factor, the stance would be "regular." Applying these criteria to myself, I would kick a ball with my right foot, and I have a "regular" stance preference for surfing or riding. For me, this would imply that support or weight bearing abilities play more of a role in determining stance preference for surfing or snowboarding.

However, for teaching the beginning snowboarder that doesn't already have a stance preference, maybe determining stance isn't all that important. The initial goals of teaching a beginner to manipulate the snowboard on both edges in order to control the direction and speed of the end that's going downhill can be done with either stance. Maybe too much focus is placed on stance. Maybe stance preference is more learned than innate. Perhaps whether or not a person's stance is a true representation of actual leg dominance determined after a series of lab tests is less important than just picking a stance and moving forward with the learning process. ■

U30 Event Provides an Option

by Jenni Jubok
PSIA-E Alpine Level I
Stowe Ski & Snowboard School, VT

For me, every PSIA-E event begins the same. I walk into an unfamiliar base lodge and take a look around. I usually find a few familiar faces, but feel oddly out of place, despite having the same plastic nametag pinned to my jacket as everyone else. Taking inventory, I realize that once again I am one of maybe a handful of attendees who are under thirty years old, and of that handful, often the only woman.

Noticing the low attendance of young people at the events I've attended, and from the conversations with people I work with, I decided to do a little research. In my final semester at the University of Vermont I did an internship project to find out what young people really want from our professional organization. I collected seventy-three surveys from ski and snowboard instructors, primarily in northern Vermont, and gathered demographic information from the office. I analyzed the information I gathered, and came to four clear recommendations for the organization.

At the PSIA-E Board of Directors regular meeting last June they discussed my report. They decided to follow through on one of my recommendations: To have a springtime event exclusively for skiers and snowboarders under thirty years old. The event was designed to give young people a chance to meet, socialize, and ride with people they actually want to spend two days on the hill with. Here, we would be able to share our ideas about the organization, pick up some hints from cool educational staff, spend time with other people, and ride a great mountain for two days.

So here are the details of the 2010 event. It was an open event for all certified members under thirty years old. The event was at Mount Snow on March 13 and 14. It was a weekend event, so it worked with school. The event cost was \$138, which is less than the Spring Rally and a number of other two-day events. It was open to Alpine, Nordic, and Snowboard members and was listed as U30 - Alpine, Nordic or Snowboard.

So, take your pick next year. Go to another random event to update and stand on the side of the trail talking about skiing, or come to the new Under Thirty Event, and have a blast skiing or riding with the future of our organization and enjoying the sports that we have grown up with and are truly passionate about. ■

Keep it Simple

by Richard S. Mailman
PSIA-E Alpine Level II
Master Teacher Certified
Jack Frost/Big Boulder, PA

At a Master Teacher clinic entitled "Assessing Beginner Movements", which was held at Camelback, a group of instructors was discussing the most prevalent problems occurring with never-ever skiers. The consensus was almost unanimous. By far the two problems that occurred most frequently were sitting back and leaning in the direction of the turn. This article will address the latter problem.

Leaning in the direction of the turn is simply leaning up-hill (into the hill) while turning. It is a problem that has frustrated many instructors, and students as well, for hours on end. The leaning takes place almost instinctively as soon as the turn begins and can have several causes. I believe the primary cause is simply fear. The student feels more secure the closer his or her body is to the hill. This is reinforced by the negative transfer of learning, since the prior experience hinders rather than helps the student learn a new task. We all know that when a person walks or climbs up or down a hill he or she leans into the hill. The same situation exists when walking up or down steps. Similarly, if the student has had prior experience riding a bicycle (or motorcycle) the student has learned that a more effective turn is accomplished by leaning into the direction of the turn. Thus, these prior experiences, plus the fear factor, make leaning into the direction of the turn almost "unavoidable" for some students.

The solution to the problem is to counteract the misperception of the student that he or she is safer leaning into the hill, and have the student understand and experience being more secure leaning away from the hill. This, for all practical purposes, actually places the beginning student in an upright and balanced position. This result is accomplished simply by taking away the pole from the hand of the turn direction; i.e. right turn, right pole goes - left turn, left pole goes. It is absolutely essential, however, that only one pole be taken away, enabling the student switch the pole to the outside hand.

I believe this works because the student equates the pole he or she is holding as an extension as of the student's arm, and thus perceives that the outside part of his or her body is closer to the snow. Therefore, leaning away from the hill is first perceived and then experienced to be a more secure position.

continued next page

■ **your turn, continued**

I know that taking away one pole just sounds too easy to be a solution to this type of problem, but I assure you that it works approximately 95% of the time (unfortunately, nothing is perfect). As was said in the cereal commercial, "Try it you, you will like it" (the results.) ■

Cars and Skis: Cause and Effect!

by *Harold Smith*
PSIA-E Alpine Dev Team
Attitash, NH

Like many of you, I've lost untold hours of my life standing at the sides of ski trails with other instructors, talking about how to turn skis. From all those hours, I have come to three conclusions: One, there is no single "right" answer to how we change directions on skis; Two, there is at least one wrong answer; and, Three, paying more attention while driving a car may be helpful. More specifically, paying more attention to turning left and right in your car may shed light on turning left and right on skis.

Consider this scenario: You're in the car, driving straight ahead with your coffee cup resting on the dashboard (not in the cup holder). Your cell phone is lying there on the passenger seat. You might even have a dog sitting up in the back seat. Suddenly, you realize the left turn you're supposed to take is coming up sooner than you remembered, so you need to turn left sharply. What happens? Your coffee goes sliding across the dashboard to the right. The cell phone slides off the right side of the seat, and even the poor dog gets thrown to the right side of the car.

This is an example not so much of bad driving as it is of good physics. And good physics applies both to cars and to skiing. To be specific, the result of changing direction to the left is that things appear to be pushed to the right - to the outside of the turn. (Note for physics geeks: this fictitious force towards the outside of the turn is actually the momentum of the objects in the car continuing

straight ahead while turning forces move the car to the left.)

Note here the distinction between cause (the car turning to the left) and the effect (objects seemingly pushed to the outside of the turn). It is an important distinction, because confusing cause and effect is at best ineffective: try to turn your car to the left by moving your coffee cup, cell phone and dog to the right of the car!

So now, let's go skiing: straight down hill, turn to the left and, of course, we feel that apparent force towards the right side of our body. Maybe you describe it as the right ski feeling "heavier", or the right ski gets "pushed" into the snow more than the left, or the left turn directs more of your balance to your right ski. As with the car though, these sensations are the result of turning to the left. Just like moving the coffee cup, cell phone and dog to the right don't turn your car to the left, pushing more on your right ski/boot is not the cause of you making a turn to the left on skis.

Thus, the one definitely wrong answer as to how we turn skis is anything having to do with pushing down on one foot, squishing fruits, vegetables or invertebrates in a boot, or lifting up one foot/ski. All of these actions treat the effect of changing direction as if it were the initial cause of changing direction on skis.

To get at the actual cause of direction change on skis, we can go back to the car. What do we do to turn a car to the left? We turn the front wheels to the left, via the steering wheel. At least for slower speeds and less skill development in skiers, a reasonable starting point for a discussion of turning skis is to use the analogy of a car: move something near the front into the direction you want to go. If you move the front of your skis or the front wheels of your car to the left, you will likely initiate a turn to the left. The effect of this in a car is coffee cups and dogs seemingly getting

pushed to the right. The effect on skis is to direct our balance towards the right (outside) ski. With both our skiing and our coaching, it is important to remember that this apparent force to the outside of the turn is actually the effect

from turning, not the cause of the turn. ■

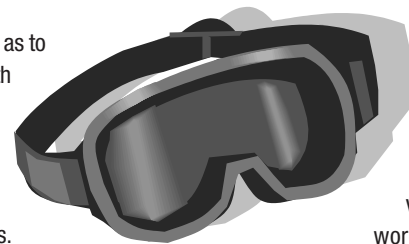
Lose the Goggles - Gain a Friend

by *Billy O'Brien*
PSIA-E Alpine Level II
PSIA-E Nordic Level I
Greek Peak Snowsports School, NY

Empathy: To seek understanding of the "Mind State" and to act accordingly in a beneficial manner towards another being. (Billy's definition!)

As snowsports instructors we succeed more through the rapport with our students than by the content of our constant "yammering". When I'm teaching a skiing lesson, I am trying to create in my

students a self awareness of balance, subtle muscular actions and tangible goals. To convey all this in words spoken by a

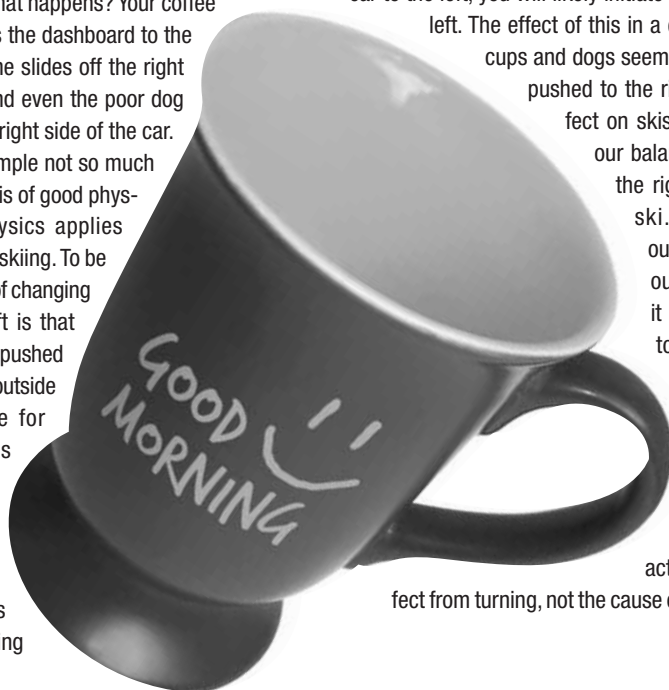


bug faced stranger/authority figure is asking for failure.

From a student's perception, the goggles over my eyes removes my humanity and reduces me to something much less friendly. My awareness of a student's current "head" or mind state is crucial as I shape the message to be appropriate to the student. When is the message working? When is the content useful? When is there understanding of the goal or of the outcome? For you to know, look into your student's eyes to know whether a student is scared to death or excited by the challenge; this is crucial to your message's content and delivery. **Ask your students to uncover their eyes in order to know their needs.**

Smiles are by far the greatest reward available in the snowsports school where I work. My supervisor smiles when I show up on time (also known as "seeing the whites of my eyes"). My friends smile when we make eye contact. I smile when I "see" the humor in a joke or a moment. My students smile when I praise their efforts and applaud their success. We become friends when we see and care about each other.

A smile which is fully appreciated through eye contact is the most powerful communication tool we own. If the eyes are the window to the soul, then a mask over the eyes is a terrible obstacle to Empathy. ■



Fear and Skiing

by Robert L. "Bo" Simpson
 PSIA-E Alpine Level I
 Region 7

I wrote this article for U.S. forces Boy Scout leaders while I was helping them to teach scouts for their winter sports badges.

In the final analysis, fear can be overcome only by experience and mileage. Pushing too hard on the skier that's afraid increases the fear and the chance that the reason for the fear will be realized by becoming the cause of an accident. Whatever or however you may personally feel about the situation, the skier facing fear is personally facing a real and up close threat to their person. Your feelings, words, actions and abilities have nothing to do with their situation and you will not be able to convince them otherwise. These skiers are truly the most difficult to work with, but the reward of breaking through their fear and helping them to successfully complete the task is an experience you have to obtain for yourself in order to understand how rewarding that success can feel.

Determining fear is usually a simple enough task. The skier, whether alone or in a group, will suddenly become stubborn about performing a task that they seemed comfortable with under just slightly different circumstances. The skier is already embarrassed about their fear, so you'll be totally unable to push them past it by using any embarrassment technique that may have worked to goad someone into doing something they didn't want to do in other situations. This is where you must physically help them past the pointed edge of their fear in order to help them overcome it. You'll literally be their hero once you accomplish this small feat. You'll also give them a small piece of confidence for the next time they face the situation which is causing their fear.

In my years of teaching (19), I've found that most fears fall into two categories. They are: 1) Of losing control (thereby causing injury) or, 2) Of heights (falling some distance). Blocking the skier's view or distracting them from the immediate view (getting them to look off into the distance) are two methods that I've had some level of success with in dealing with a fear of heights. The fear of losing control is only overcome by taking direct action to insure that the skier feels that you and they can deal with the situation together. When this situation exists, you must quickly determine the cause of the fear, choose a course of action where you work together to overcome the situation, let the skier know what needs to be done, then do it. The rest of the group is waiting. Get moving! Now! Waiting will only aggravate the fear.

My advice doing this can be summed up in a two word phrase, "Quiet patience". Remain calm, quiet, and patient in everything you do to deal with the fear once it is recognized. You must gain the skier's confidence that together you'll be able to get past the problem. You must insist that their help is required or this won't work. Once you've assessed what their fear is, determine a course of action that requires them to participate physically. Quietly and confidently explain how the two of you can overcome the difficulty by helping each other, then before they can object to the solution, take action and do what you've said you'll do. Once you've helped them to get past the fear the first time, it will be progressively easier for them to get past it again and again until the fear is fully overcome.

If the fear is too great to be overcome in a reasonable period, the skier may desire to be moved back to a lower group. Be sure to explain that your suggestion that they move is only to give them more time to build confidence, which will help to alleviate their fear. Let the skier make the decision to move back or to stay with the group. Explaining that they are holding back the rest of the group may serve to steel the resolve of some to meet the fear and conquer it. Others will elect to move back. In any case, once the skier gets past the fear, the skier will be grateful for your help and will feel tremendous personal accomplishment. You should also. ■

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