



SNOW

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Pro

SUMMER 2010

Spring Membership Survey Yields Valuable Info & Challenging Questions

by Michael J. Mendrick, Executive Director

This past spring we posted a brief ten-question survey to members to ask for your feedback on a number of important issues. We were amazed and pleased to receive nearly 4,000 responses (3,875 to be exact). That one-third of our members took the time to complete and return the survey is a testament to your passion for snowsports and your interest in our organization.

What follows below is a summary of the survey results, along with a selection of individual comments (drawn from the thousands submitted). The most popular answers are boldfaced. Also, I have responded to those comments or questions that seemed to pop up most frequently.

Spring 2010 PSIA/AASI - Eastern Member Survey

1. Please select the PRIMARY reason you DID attend an event this season:

Answered question	2,218		
Skipped question	1,657		
I wanted to further develop my skiing or riding skills	33.9%	753	
I was DUE or OVERDUE to attend an event for educational credit	32.1%	711	
I wanted to improve my teaching skills	26.3%	583	
Convenience (there was an event near my location)	3.9%	87	
I enjoy the social aspects of PSIA-E/AASI events w/new and old friends	3.8%	84	

Sample comments (total of 619):

- * I enjoy both the educational nature of the events as well as the socialization among the participants and the course conductor. Events hosted at mountains other than your home mountain encourages a sharing of ideas with instructors from other areas.
- * There are several primary reasons, inexorably linked...Skiing skills, Teaching Skills, Social interaction...
- * It was a combination of convenience, skill development, and being overdue for an event.
- * I use the events to fulfill my educational credits, but also as preparation and training tools to work towards higher certifications. Thus, I choose events that help me in areas that I need to work on.

2. Please select the PRIMARY reason you DID NOT attend a PSIA/AASI-E event this season:

Answered question	1,800	
Skipped question	2,075	
I was not due to take an event for an educational update	46.2%	
I could not take the time off from work to attend an event mid-week	25.0%	
I could not justify spending the money to attend an event	18.3%	
None of the events appealed to me	10.6%	

Sample comments (total of 822):

- * Cannot take time off of work to attend any mid-week events
- * Due to finances, I worked 7 days a week. I could not afford to take time off to attend an event. I was disappointed to find that there were no weekday evening events. I could have afforded to take an evening event.
- * I would love to go every year but I don't have the money and only go when I am due.
- * I run my own business, and this was a difficult year.
- **Michael Mendrick responds:** Don't forget the member scholarship fund (and other specialty scholarships) as a resource to help you improve your teaching and sliding. These funds are now available to all members in good standing (a new policy to make the funds more available to members in their first few years with PSIA-E and AASI). The scholarship pool has deepened from \$1,600 in 2003 to more than \$7,500 annually (enough to support 50 scholarships at \$150 each – the average event registration fee). If event cost is holding you back from participating, check out the article about scholarships in the Education Foundation section of this *SnowPro* issue and send in your application today.
- * Two-day events are difficult to work into my work schedule. The cost is also prohibitive since I have two kids in college and another on the way.
- * I could not take off of work at any time this year, though I wanted to attend an event. Just a crunch time at work and life.
- * As much as I have enjoyed them and as much as I would like to attend it is very difficult to balance family, the mountain's requirements for a part time instructor (25 days) and building in PSIA events.

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Editorial

Always be Moving Forward

by Bill Hetrick
SnowPro Editor

A wise man somewhere once allowed as how life is never static. We are in a dynamic situation from day-to-day, year-to-year. As a result of how we react to life's challenges and opportunities we either get better and improve our skills, knowledge, and performance, or we regress, relative to the world around us. We move forward, or we move backward. We don't stay the same – unless, of course we are in a self-imposed coma.

This is a sobering thought, and one that should get our attention as we enter this long, hot summer. What are our goals for our growth and development in the immediate months ahead leading up to the next wonderful winter? What should we be doing to create our own circumstances, and not be controlled by circumstances put upon us by others? It would seem that there are a number of categories of sustainable self improvement that we can discuss:

Our Physical Condition

What: We need to have a well-balanced training program to strengthen and maintain the muscle groups and the body systems that are critical to peak performance in our chosen snowsport.

Why: It seems obvious that only through good physical conditioning will we be able to have the strength, coordination and endurance to not only enjoy the sport, but also to perform at the highest skill level possible in our leadership role with the guests in our groups.

How: There's no intent here to go into the many different exercise, strength and endurance programs that exist. There are many options available through books, manuals, the Internet, DVDs, health clubs, etc. Programs can be developed through the guidance and ongoing supervision of a professional trainer. There's hiking, biking, swimming, walking, running – you pick it! Just do it! And, be sure to blend it with a well balanced plan of nutrition.

Our Mental Condition

What: We need to have a well-balanced program to strengthen and maintain that critical area between our ears. This is just as important to peak performance as physical conditioning - perhaps more so.

Why: We need to maintain the highest level of technical knowledge and skill application in the performance of our sport, and in professionally applying our teaching methodology. Our mind, once stretched by new ideas or new knowledge, never goes back to its original state. Maintain its growth and development!

How: Books, manuals, seminars and clinics, Internet, DVDs, CDs, you pick it. Take the next step in your cognitive and behavioral growth and development. Fine tune your reasoning, problem solving, and judgmental ability. Hone your thought processes! Then, as your cognitive repertoire grows and you gain more and more self confidence, sprinkle it all with the proper amount of humility, empathy and caring. Avoid the pitfalls of arrogance, stupid behavior, and the temptation to accept mediocrity in the pursuit of expediency; avoid these pitfalls by avoiding circumstances and situations that expose one to these weaknesses. We need to train our brain to recognize threats to top performance, and the rest will take care of itself. These positive behavioral sensitivities lead right into our final goal, and that's developing true professionalism.....

Our Professional Condition

What: Our professional status provides a statement of what we are and what we intend to become. It is the basis of self confidence and self respect. And, self respect can become the root of self discipline. Professional growth and development is the very basis of our "self" as a snowsports teacher.

Why: To maintain the highest level of performance in teaching our guests and in interacting with our peers.

How: Ah, here comes the hook! The way to maintain your high level of professionalism is through your membership in PSIA and/or AASI. (Be sure you've paid your dues for the coming year!) If you are a non-member reading this, get on board as a new member this coming winter; you are not truly a professional snowsports teacher until you do! The next step is to plan out your professional growth for next season: workshops, Master Teacher courses, specialty clinics, seminars, academies, rallies, exams. Whatever! It's all there, and you will find one of the best faculties available in the industry for broadening your mind and your knowledge. We are the organization for professional snowsports teachers in the United States – have been since the early

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Bill Hetrick, Editor

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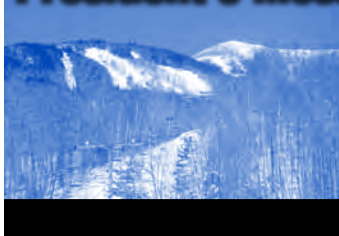
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President's Message



Fear Not!

by Dutch Karman
PSIA-E/AASI President

During Board of Directors meetings over the past two years, I have done something particularly unusual for me. I have paid close attention to the portion of the meeting dedicated to the budget presentation. Suffice it to say I'm just not a numbers kind of a guy, so I have to crank up an extra effort to keep up as almost two million dollars are arranged in such a way that makes sense to those who understand such things. The reason for the hard focus is simple. Our economy over the last two years has changed the business landscape so severely that there is no guarantee that our company, or any company, will last out the fiscal year.

Two years ago, the recession was still in its early stages, and some of the early victims included large companies, banks, and the auto industry. Last year, financial woes had trickled down to the work force, and unemployment had become a major concern. With discretionary dollars becoming a thing of the past, you had to wonder how long PSIA-E and the snowsports industry could hold out. Well, once again, the answer is, "Just fine, thanks." Faced with two of the toughest financial years in memory, our Eastern membership once again posted some great numbers.

Last season, PSIA-E/AASI added 1,265 new members. That's only seven below the four-year average. Our retention rate for the year was 88.7%, the highest in four years! Overall, our budget pulled to within 98% of projected income numbers for the year. In the face of all the challenges thrown our way, this is absolutely remarkable. The membership can be proud of their office staff, and even prouder of themselves for moving snowsports through two years of the toughest of times. Our members have once again shown their passion for teaching - and for learning - and snowsports will continue to thrive as long as that passion exists.

My message to Eastern members is one of heartfelt thanks and gratitude. It's going to get a little warmer before it gets cold again, but I'm already looking forward to seeing you all on the hill. ■

Executive Tracks



administrative update

Executive Tracks

by Michael J. Mendrick
Executive Director

The PSIA-E/AASI June 2010 Board meeting marked the beginning of my tenth year as your executive director. Overall, I am pleased we were able to hit our budget goals and end the year with a healthy positive operating net despite lower than expected numbers for new members and event registrations. Some highlights from this past season:

- We are projecting to end the fiscal year with a positive Operating Net income of approximately \$46,790 for the period of July 1, 2009 – June 30, 2010. Income was at 97.9% of budget and expenses are projected to finish at 97.5% of budget (\$45,000 under budget).
- This marks the seventh consecutive year of operating net revenues for the division ranging from a low of \$36,504 in 03-04 to \$81,507 in 06-07.
- Since 2002 (when a contingency budgeted contribution was initiated) the division has grown that fund from 0 to \$165,000 (before AMS contract deduction and current year contribution – which will leave us at \$162,000).
- Regarding membership, we ended up just slightly below the new member target of 1,275 with a total of 1,265 new members. This is very near the 4-year average of 1,272 new members per year as well. Our TEN-YEAR average is 1,255 new members.
- Our retention of existing members in 2009-10 was 88.7% -- considerably higher than the 87% budget projection. This also exceeds the four-year average retention rate of 87.8%. Our TEN-YEAR average is 88.5%.
- In events, our 6,201 total event registrations in 2009-10 was down by 333 vs. 08-09, and down 290 (4.5%) vs. the 09-10 budget. Our TEN-YEAR average is 6,908 event registrations (though that is skewed higher by the "First Track" years of 2002-2005). The more recent four-year average is 6,441 event registrations.
- Due to the continued generosity of our members the annual Education Foundation raffle for attendees at the ProJam banquet raised \$5,656 in just

two hours to help support member scholarships, the C.E. Burbridge scholarship fund and the Education & Programs fund of the EF.

- Legendary and long-time Schenectady Ski School Co-Director Frederica "Freddie" Anderson was awarded the first Einar Aas Award for Excellence in Snowsports School Management at the 2009 Snowsports School Management Seminar.
- An online membership survey conducted via Survey Monkey generated 3,875 completed surveys (an impressive 35% response rate). The Division office staff achieved a score of 94.4% of 3,749 responses rating member service as either "excellent" (54.3%) or "good" (40.1%). Only 1.8% of respondents selected "Needs to improve" for member services from the office staff.

Membership Results & Revelations

Summary statistics compiled by the division office revealed the following results in membership trends at the end of this season:

- 47.7% of new members (611) joined after February 15 (and will receive benefits through June 2011). This is up significantly from 34.5% joining after February 15, 2009.
- 82% of new members moved on to Level 1 certification in their first year of membership (vs. 84% in 08-09).
- 64% of new members are men; 36% of new members are women (65/35 in 08-09).
- 290 new members joined in March 2010 – nearly triple that in March 2008 (131). The extended period of dues benefits is a key factor in that change.
- Just less than half of new members (615; 48%) joining are LESS than 30 years old.
- 78 new members are MORE than 60 years old (8 are more than 70 years of age)!
- Region 4 (266; 21% of total) led in new members, with Regions 1 & 6 tied for second.

Priorities and initiatives for 2010-11:

- Facilitate a successful "Up 10 in 010" campaign to achieve a 10% increase in new members and event registrations over 2009-10 results via a collective effort of division office staff, Ed staff, volunteer leadership, snowsports school directors and individual members.
- Coordinate the impending construction project at 1 and 1 A Lincoln Avenue to improve property value and operational efficiency at the division office. Having all staff on one level and all storage and operations under one roof will greatly improve our efficiency and the work environment.
- Work with division and national staff to monitor continued transition and implementation of new association management software and database.

continued next page

■ **executive tracks, continued**

- Continue efforts to develop new member services and benefits to enhance perceived “value for the dollar” of Eastern Division ASEA members.
- Continue to strengthen sponsor and vendor relations for all disciplines.
- Continue a positive and proactive relationship with the national ASEA office in all elements of operational and promotional activities.
- Facilitate efforts as needed of the BOD and related task forces to address important issues related to forwarding the association mission and ensuring its operational health.

Once again, I am proud to lead a team of terrific professionals and work with a group of volunteer leaders who, day in and day out, dedicate themselves to “whatever it takes” to continue PSIA/AASI Eastern Division as a successful and member-centric organization. Thank you to all, and enjoy your summer! ■

■ **editorial, continued**

1960s. Many faithful, dedicated and hard working pioneers have gone before us to establish the strong organization we have today. Being a professional involves much more than being paid; it requires following a personal growth protocol that includes membership in your professional organization, and adhering to the official educational standards and code of conduct of that organization.

So, in conclusion, NOW is the time to be preparing for next season – physically, mentally and professionally. We are the teaching professionals in our sport and in our industry. Sustaining that status requires us to be constantly upgrading our skills and our knowledge; always moving forward, not backward.

Have a great summer. We'll “see” you in the Early Fall issue. Take care always! ■

James Leader Memorial Golf Tourney Returns to Okemo on October 7

After a long run of terrific and well-received events, the annual James Leader Memorial Golf Tournament will return to Okemo Valley Golf Club on Thursday, October 7, 2010. The event, held in honor of former instructor James Leader of Killington, is expected to draw more than 60 golfers from throughout Region 2 and beyond. The event fee remains unchanged at \$85.00 and includes golf, cart, and a hearty post-round buffet in the elegant Willie Dunn's Grille overlooking the course. This fun event is for serious and social golfers alike, and features individual prizes, team trophies, the highly coveted souvenir baseball caps, and the James Leader Cup - a beautiful trophy awarded to the winning team from Region 2.

The James Leader Memorial Golf Tournament is open to all PSIA-E/AASI members from all regions. You can enter either with a team or as a single player. Please remember to make your reservation early. To reserve a spot for yourself or a team, e-mail Marty Harrison at (mgone2sun@aol.com) or call 802-228-8522. The reservation deadline is Thursday, September 30, so don't delay. It will be a great day! ■

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■ **spring survey, continued**

► **Michael Mendrick responds:** In an effort to help our members get out to enjoy and experience our events, keep up on their education updates and stay involved in personal development we are introducing a series of 1-day clinics this coming season that will serve as one education credit (two are needed every two seasons). There will likely be four different courses offered a total of ten or more times throughout the season, mostly on a Monday or a Friday. This should help members with both the “time, convenience and money” equation.

3. Please select your PRIMARY source for getting information on PSIA-AASI Eastern EVENTS:

Answered question 3,817
Skipped question 58

The printed schedule in the early fall or fall issues of the SnowPro newsletter 54.4% 2,078

The online schedule on the Eastern Division website at www.psia-e.org 34.0% 1,298

Suggestions from my school director, trainer or fellow instructors 6.3% 239

The PSIA-E/AASI schedule poster in our snowsports school locker room 5.3% 202

Sample comments (total of 232):

- * I use all three but print and keep a copy of the online schedule. Sorry about that - old school. I still read a newspaper. But I do like getting e-mail notices. The one you sent about the spring rally made me get off my butt and register.
- * I count down the days to the new schedule posting online to plan out my season!
- * I use all of the above, though the sortable database is the most useful tool in helping me schedule my events.

► **Michael Mendrick responds:** We will continue to use broadcast e-mails as a tool to update members on upcoming event and program opportunities. In addition, we are looking to improve the sortable event schedule on the division website to allow you to enter more than one criterion at a time (e.g. month, discipline and region).

4. When do you prefer to attend a PSIA-E-AASI event? (pick one)

Answered question 3,716
Skipped question 159

Mid-season (January - through mid February) 42.1% 1,563

Late season (Mid February through early April) 30.8% 1,144

Early season (before January 1) 27.2% 1,009

Sample comments (total of 560):

- * I like the early season events so that I may take the things I learn and better myself through the rest of the season and teach things I learn to my other instructors.
- * It's a confidence thing with the late season. I plan on working harder earlier next season to apply for a mid- season exam or clinic.
- * I would prefer to attend an event early but that rarely happens for me. Between my getting my act together to look for an event and the possible events I'm interested in, it usually happens later in the season.
- * Location and course description take precedence over the time of year. However, I like taking the events earlier in the season so that I can apply what I learn in the same season.

A special thanks to John Lincoln for his many years of service as the Adaptive Coordinator for PSIA-E and AASI. John will be formally recognized at the Snowsports School Management Seminar in December.

5. What event-day option do you prefer? (pick one)

Answered question 3,778
Skipped question 97

Mid-week (Mon-Fri) event 55.2% 2,087

Weekend (Sat-Sun) event 35.4% 1,338

Sunday-Monday event 9.3% 353

Sample comments (total of 379):

- * Mid-week is much slower and for me it is better not to miss the weekend lessons.
 - * I work weekends at the mountain, and when employed in my other profession, must take vacation days to take midweek events, so this is a difficult question to answer. Priorities!
 - * Lately, it is extremely difficult to take time off from work during the week. Staffing at the regular job is slim.
 - * But I have just retired from the work world so a mid-week would work just fine.
 - * Mid-week makes it easier on the hosting mountain and less traffic and cheaper motel rates.
- **Michael Mendrick responds:** We will continue to provide the best possible mix of mid-week, weekend and (new) one-day clinics at as many resorts as possible to give you all the options you need to enjoy an event this season.

6. Where do you prefer to attend a PSIA-E-AASI event? (pick one)

Answered question 3,788
Skipped question 87

A ski area within a two hour drive 56.6% 2,145

My home ski area 24.4% 924

A “destination” ski area more than two hours away 19.0% 719

Sample comments (total of 499):

- * This gives me an opportunity to ski a different resort and meet new people.
 - * By getting away I don't have the distractions that I run into at my home area.
 - * Obviously, I would love to attend events at my home ski area, but it isn't realistic to expect many events to occur at my home mountain. Also, it's nice to get away to another mountain from time to time, and going to events allows me to do that.
 - * With the price of gas, lodging and time off from work, it is too expensive for many of us to attend an event more than two hours away.
 - * I prefer a destination resort but reality sets in and I have to do a local one.
- **Michael Mendrick responds:** This provides us with great information to use in our event planning for the season (keeping in mind that we take events to the areas that invite us to be there – a big commitment of hospitality on their parts that we greatly appreciate).

7. My primary means of keeping informed about PSIA-AASI Eastern Division programs, benefits and services is:

Answered question 3,788
Skipped question 87

SnowPro Newsletter 71.1% 2,694

Eastern Division website at www.psia-e.org 21.8% 827

Word of mouth from school director and fellow members 4.7% 177

Event poster and distributed information at my snowsports school 2.4% 90

Sample comments (total of 238):

- * I use the website first the snow pro newsletter a close second and the 32 degrees publication as third.
- * As soon as it comes out, I keep the newsletter as my guide for the season, referring to it for event schedules and possibilities.
- * Actually I use all four answers quite regularly; the newsletter is used most because it's usually available at my home and school.

continued next page

■ **spring survey, continued**

* I still like hard copy although I do use website - Snow Pro is a positive visual and table-side reminder.

► **Michael Mendrick responds:** A couple of years ago we were looking seriously at going with an online version of the *SnowPro* and eliminating the hard copy in order to save more than \$40,000 from the budget. We resisted that temptation with the thought that members appreciate and use the printed version. Now we offer both the printed version (though we average 32 – 36 pages now versus the previous 40 – 48) and the online Adobe PDF version. The response from the survey reinforces this decision to keep the printed *SnowPro* available for all members. By the way, all members have the opportunity to “opt out” of receiving the printed version of the *SnowPro* at any time.

8. The GREATEST value I get from membership in the PSIA-AASI Eastern Division is:

Answered question	3,708
Skipped question	167

Improvement in my teaching and ability to help others become better skiers or riders (professional development)	58.0%	2,151
Improvement in my skiing or riding (personal improvement)	27.0%	1,000
Discounts on products, gear, services, recreation and lodging	8.5%	314
The experience of attending events with fellow members (social)	6.6%	243

Sample comments (total of 563):

- * All of the above but my main reason for becoming a ski instructor was improvement.
- * All of the above are important values from membership in the PSIA-AASI Division.
- * Given that I move a lot the greatest value I get from PSIA (E or otherwise) is credentials - certification makes me known commodity.
- * All of the above, but the teaching component is critical along with having me stay on top of my game personally, and the camaraderie is great along with all the professional vendor discounts, which are fantastic.
- * The real value is attending high quality events with an experienced group of attendees, as well as top level trainers.

► **Michael Mendrick responds:** We were pleased to see that the primary value in membership is the EXPERIENCE of being a member; that is, the personal and professional growth, as both a skier/rider and as a teacher, since this is the area of greatest emphasis (program development and delivery) in our budget and our operations.

9. Overall I would rate the quality of member service I receive from division office staff as:

Answered question	3,749
Skipped question	126

Excellent	54.3%	2,034
Good	40.1%	1,505
Fair	3.8%	143
Needs to improve	1.8%	67

Sample comments (total of 298):

- * The staff rocks, they all want to help you succeed in the office and it shows.
- * We pay a lot of money for very little benefit.
- * I am not saying Excellent just to be nice. You have been very professional, family like, efficient, and quick to respond. I feel I am getting something for my Dues.
- * What member service? I pay high dues every year to get a card, and then every-other year I pay a lot more money to fulfill the education requirement.
- * I am local in Albany and able to drop by. Office staff has always been the best. Helpful, suggestions, courteous, patient....

* Anytime that I had to deal directly with the office they have always been extremely helpful, polite, and professional. I feel like I'm dealing with a Fortune 500 company. What a pleasure.

* I find it a tad “interesting” that it takes such a huge office staff cost to administer what amounts to simply a ski and snowboard school that has all of its events pre-booked with about three weeks notice ahead of the delivery of the lessons. Most of us who run schools would LOVE to have things that simple.

* At best, I can only rate the Eastern Office as Good, since there is no sympathy to their member's economic situation. One would have to wonder how many members were lost due to not being able to pay their dues on time due to unemployment or a cut-back in hours at work? These are VERY trying times and PSIA -E (and PSIA) has NOT adapted in helping their members.

* The only interaction I have had with the division office directly was to late add myself to a prep class. I reached them after hours, but heard from them immediately when they opened the following day. Incredible service.

* This organization does nothing for instructors other than cost us money.

* Staff I have dealt with are always professional, helpful, patient and very friendly.

► **Michael Mendrick responds:** The above comments show why it is such a challenge for an organization of nearly 11,000 members to serve everyone to the same level of satisfaction. As you can see from the comments, some are glowing with praise and some are definitively dissatisfied. We don't let the “good ones” go to our heads and we don't dismiss the “bad ones” as being baseless. You feel the way you feel for perfectly valid reasons from your perspective. As your staff executive I realize (as do all of our staff members) that we work for YOU and it is our jobs to do what we can, given the time, money and resources available to make your membership experience happy, rewarding and a great value. I pledge that we will continue that effort and that I thank the 94.4% that rated our division staff as “excellent” or “good” in providing member service to you. I would encourage any of our members with specific concerns to write me at mmendrick@psia-e.org or give a call to our office to speak with me. In addition, you can always speak with your two regional members on the PSIA-E Board of Directors; I can assure you they are dedicated volunteers serving your interests first and foremost.

10. I believe the overall “value for my time and dollar” I get from my membership in PSIA-AASI Eastern Division is:

Answered question	3,776
Skipped question	99

Good	47.5%	1,793
Excellent	31.2%	1,179
Fair	15.7%	591
Needs to improve	5.6%	213

Sample comments (total of 497):

- * Excellent offers of programs during the ski season. However, I would like to see more events/offers during the off season as well. I would like to see more member discounts, as well.
- * Experience vs. cost.... experience (learning) far outweighs the expense. Awesome value, as to what I get for how little it costs.
- * The economy is suffering and every company is trying to hold down costs. PSIA needs to do the same. Dues keep increasing and I do not see any effort to keep cost's down.
- * The clinics are a REAL bargain especially if lodging can be eliminated.
- * I feel PSIA-AASI Eastern has gone above and beyond to provide value; the challenge is not within the organization, it's the pay scale within the industry.
- * The educational staff is really quite awesome, and the staff in general is wonderful in terms of service and attitude toward us members.
- * I've been a long term member. I steadily see the value slipping day by day, year by year. It is all headed in the wrong direction if you are a professional and a serious educator.

- * Would you consider one-day events that count for 1/2 annual credit?
- * Consider that most instructors work part time and have full time jobs as well and an event requires scheduling and taking vacation time. How about other options like indoor sessions in the off season? How about 1 day sessions taken annually?
► Michael Mendrick responds: See my notes after Question 2 – this coming season we will be offering a series of 1-day clinics for 1 education credit (2 needed every 2 seasons). We also offer indoor Master Teacher program sessions each fall.
- * Show us where our money goes.
► Michael Mendrick responds: We are more than happy to share copies of our full budget upon request to any member. In addition, there is an article in the summer *SnowPro* (see page 9 of the Zipper Line section) each year that states the budget numbers and provides the highlights in both income and expenses that make up the budget.
- * I would like to see more PSIA-E effort towards improving the pay scale of snowsports staff.
- * I would love to see PSIA-E help elevate the role of the snowsports instructors by becoming an advocate in the areas of wages and benefits.
- * We need to become a ski union, for in reality PSIA has NO power what so ever!
► Michael Mendrick responds: We occasionally get this feedback from a selection of members and the concerns are certainly valid. The challenge for PSIA-E and AASI is that we are an educational association – not an advocacy or political organization. Our bylaws and our affiliate agreement with the national association state this and it is further supported by our mission and vision statements. That does NOT mean these concerns should be ignored; it means that PSIA-E & AASI needs to help facilitate the discussion and provide you with resources to draw upon rather than “lead the charge” in such issues. We have a Snowsports School Management Committee headed up by Debbie Goslin (Kissing Bridge). They try to address these types of issues at the annual SSSM Seminar in December and the members of the committee (along with your regional Board reps) are both approachable and open to trying to help with any such issues or concerns within the parameters of our mission. That’s a long way of saying that while we can’t lobby for you to make more money, we can try to help build the recognition of value that PSIA-E/AASI member instructors bring to a resort such that your school director can make a more effective case for your pay scales.
- * PSIA-E needs to offer greater discounts for lodging and meals
► Michael Mendrick responds: We are now in the fourth season of an affiliate agreement with Choice Hotels (Comfort Inns, Clarion, Quality Inn, EconoLodge) that provides a 15% discount off Internet rates to any PSIA-E/AASI member. Details are posted on the division website at www.psia-e.org.
- * Dues is too much. What does the national organization do for me??
► Michael Mendrick responds: Check out the National Report in the early fall issue of the *SnowPro* for answers to just this question.
- * PSIA should make arrangements w/ all ski areas to give its members significant discounts on lift tickets
► Michael Mendrick responds: Check out our division website at <http://www.psia-e.org/ms/eastbenefits/vipprivileges/> to see a number of discounted services offered by our Eastern snowsports areas to members. Keep in mind that ski areas and resorts are private businesses and set their own business practices. We are very fortunate that the ski areas that host us for our events do not charge our members participating in PSIA and AASI events a lift ticket fee. This saves members hundreds and thousands of dollars in a very short time.
- * The wealth of knowledge and networking alone are worth it. The other deals just make it much better.

BONUS QUESTION: Please provide any other comments in regard to your Eastern Division PSIA-AASI experience:

Sample comments (total of 942)

- * I am proud to be a member of PSIA/AASI and look forward to many more years with the organization.
- * I think more people would join and sign up for events if they did not have to pay dues twice in less than six months.
- * This year I took advantage of the VIP Subaru program and saved about \$ 3,000 on my new legacy. Love it!!
- * I enjoy all aspects of PSIA. It has been a big part of my life.
- * I believe it is a great organization providing great chance for any individual who want to improve their ski, or teaching ability.
- * As a member for over 10 years, I have been very happy with the AASI service, educational events, examiners and clinicians and social aspects of the association.
- * I have found my first year of membership to be very valuable, fun and rewarding. I look forward to many great years to come.
- * Again, all of my PSIA-E experiences have been enjoyable and fulfilling. Examiner instruction has been mostly excellent! Enthusiasm of staff has always been great...
- * Staff is always helpful and kind. Professional development events are valuable and have increased my teaching and skiing ability. Overall, I’m very happy to be a certified member.
- * As a full time, professional ski instructor, trying to make a living in this business PSIA does little to represent my interests. Shepherding children around on weekends is what the majority of our members consider ski teaching. While I respect the value of the service they provide I don’t consider it a “profession”. Their motivation is different from mine; their financial support comes from other sources, and they’ve become the constituency for PSIA-E. Perhaps the dedicated full time professional ski instructors need another organization that is focused on their needs. I’d hate to see that. I’d rather see PSIA-E step up to the plate and represent us all.
- * The East should be LEADING the organization and the industry, not meekly following. We used to be in that position; we are no longer. Also it is not “all about” PSIA-E, the PSIA-E employees, officers, Board, and administration; it is all about snowsports teaching, the welfare of the PUBLIC, the welfare of the membership, and the future of the sport. Go big or go home.
- * All good! I believe PSIA-E has improved significantly the past 6-8 years, and it keeps getting better. Thanks!
- * Continue to be sensitive to membership; continue to challenge membership; keep up the good work!

So, who answered this survey, anyway?

Which range includes your age?

46-65	60.4%	2,248
31-45	16.9%	629
66 or over	11.0%	409
21-30	8.2%	304
16-20	3.2%	120

Which is your PRIMARY discipline?

Alpine	81.0%	3,010
AASI	10.2%	379
Adaptive	5.4%	201
Nordic	3.4%	125

continued next page

■ **spring survey, continued**

At what level are you certified in your primary discipline?

Level I	49.8%	1,817
Level II	31.2%	1,139
Level III	19.0%	692

During the 09-10 Eastern Division season you taught snowsports:

Part-time (weekends and holiday periods only)	59.5%	2,197
On a full-time basis (4 or more days a week)	22.3%	825
I was unable to teach in 09-10 but hope to get back to teaching soon	12.7%	470
I am retired from teaching	5.5%	203

► **Michael Mendrick responds:** Perhaps our greatest attribute as an association is the passion of our members. With nearly 1,000 “additional comments” there is no apathy here; that’s for sure! Staff will be reading and responding to many of these individual comments throughout the summer and into next season. We can’t thank you enough for your time, energy and interest in your association! ■

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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.

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straight talk from the association

2010-11 Budget Overview

by Eric Jordan

PSIA-E Treasurer

At the PSIA-E June 2010 Board meeting the 2010-11 operating budget was reviewed, discussed and passed. The following is an overview of the key elements of that budget for the fiscal year July 1, 2010 – June 30, 2011. If you have any questions on the budget, feel free to contact your Regional Director. A copy of the complete approved budget (along with the 2009-10 year-end financial report) is available for review, upon request.

The 2010-11 budget is based on the following income scenarios:

- 1,328 new members (5% increase from 09-10 actual results of 1,265, but under “Up 10 in 010” goal of 10% increase - 1,391.) Four year average is 1,272.
- 87.9% retention (conservative vs. 88.7% actual in 09-10, given \$5 dues increase).
- 6,540 event registrations (5% increase from 09-10 actual results of 6,201, but under “Up 10 in 010” goal of 6,821.) Four year average is 6,450.
- \$5 divisional dues increase (as approved in January 2010).
- Conservative 3.5% increase in event fees, on average.
- Overall projected revenue is \$1,954,312 in 2010-11 vs. \$1,830,387 actual 2009-10 (an increase of 6% due to primary factors of \$5 dues increase, 5% increase in new members, 5% increase in event registrations and 3% event fee increase).

The proposed \$1,954,312 million budget incorporates the following elements:

- CRM division services agreement with National office (\$22,000) and training (\$3,000).
- Funding for electronic online voting for regional BOD elections (approx. \$2,000).
- Student discounted dues upon joining, with school director or sponsor verification vs. full dues first year/discarded dues upon renewal. This should significantly help with efforts to increase new members of student age.
- 2.5% cost-of-living increase in Board of Examiner wages.
- 5% adjustment to DEV, DCL & ACE wages (\$1,700 impact; last adjustment 05-06).
- 1.75% decrease in office salary line vs. 2009-10 budget due to staff reconfigurations, departures and seasonal needs adjustment.
- Action Plan budget at \$9,772 (1/2 of 1% of budget)
- Five print issues of SnowPro (32 - 36 page avg.)
- All Ed Staff mileage reduced by 4 cents/mile to \$.38/mile from \$.42/mile. This is based on reimbursement policy using 75% of current IRS rate of \$.50/mile. Subject to change within budget year if IRS rate increases (we do not decrease within budget year).
- Food per diem remaining at \$46.
- Ed staff training budget of \$113,500, as presented.
- Contribution to contingency fund at year-end 2010-11 at 1% of budget (\$19,542).

- Allowance for \$2,500 in engineering fees for site plans and approvals and \$5,800 in additional interest expense should loan be activated for office renovation project.

Summary

On projected revenues of \$1,954,312 and projected expenses of \$1,910,057, this budget will result in a projected operating net of \$44,254 and an accounting net (after adjustments and depreciation) of \$3,001. 2010-11 year-end member equity impact after deducting \$4,250 Eastern team escrow, assignment to EF and adding dedication of contingency fund is projected at \$18,294.

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

Eastern Division Board Approves New Student Dues Discount Policy

...\$30 discount now available upon joining!

by Michael J. Mendrick
Executive Director

In an important step toward accommodating new members ages 16–23 who are full-time students, your Eastern Division Board of Directors just passed a new policy in June 2010 that will provide the student discount rate of \$30 off the full membership dues level (\$20 division discount plus a \$10 matching discount from the PSIA national office) upon joining - beginning this season.

For several years we have had a policy that provided a student discount dues rate. This provided a significant savings to members ages 16–23 who could verify full-time student status. While this policy helped renewing members, it was not available upon joining – rather it was offered upon the first renewal year.

This new policy should greatly assist snowsports school directors in encouraging students in the 16–23 age group - who are on his/her snowsports staff - to join PSIA-E and PSIA and benefit from the \$30 off the regular rate UPON JOINING (not having to wait until the second year). Student status verification requirements for both the new member and affiliated school director will be clearly stated on the revised member application (available now online at www.psia-e.org). ■

Spring Rally Race correction

Tabi Freedman, who raced in (and won) the women's Nordic Spring Rally race was mistakenly omitted from the Spring Rally race results in the spring 2010 *SnowPro*.

Our apology (and congrats!) to Tabi. . . ■

continued next page

A Glimpse Beyond the Longest Day

by Peter Howard

PSIA-E Alpine Education and Certification Committee Chair

While bumps turned to rapids and white turned to green, your representatives and committees have been working to make life a bit more convenient for the membership. A series of adjustments to the exam process and the 2-day up date requirement have been approved by the Board of Directors and will be implemented by the time the days of summer have grown short. Some of the details of these adjustments are as follows...

► PSIA-E moves to on-line written testing for Levels 2 and 3 exams.

New Alpine written exam.....

- For Levels II & III, the written exam will have to be passed by a member prior to registering for the Part 1 (skiing) exam.
- The written exam will be taken on-line and be available by November 1 of each year.
- Arrangements can be made for special exam-taking needs by contacting the PSIA-E office.
- The written exam may be failed twice before being required to take a designated exam prep course.
- The exam will be a 50 question multiple-choice exam.
- Passing the written exam will be valid for 5 years. The written exam will have to be taken over if the member needs to start the entire exam process over.
- The on line-service that will be used randomizes the test questions and answers.
- The on-line exam will have a time-out feature that will be utilized to prevent fraudulent activities. There will be a registration fee of \$25 for the written exam per season. This \$25 fee will be valid for up to 2 exams per member, per season. This is not transferable between members.

► PSIA-E will offer a limited number of one-day continuing education update events. The update requirement will still be 2 days every 2 years. The proposed change is for the convenience of busy members who have difficulty finding 2 free days in a row. There will be 4 new courses this season that will be one-day events. They will be placed carefully into the event schedule to optimize availability and location. Two of these events will be skiing focused, and two will have a teaching focus.

- 4 new one-day on-snow courses will be offered this season.

- These courses are in addition to the many 2-day (and longer) courses that are on the event schedule.
- The primary purpose of this offering is to provide a more convenient way for members to maintain their certification and membership status.

► Last season PSIA-E created a pilot exam that condensed the two-part process into one three-day exam, with the possibility for two days of coaching and update credit if the skiing standard was not met after the first day. This season we will do this again by offering one Level 3 exam in the event schedule.

- Last year a 3-day all inclusive exam was offered for the Level II and Level III. The exam included one day of skiing evaluation and 2 days of teaching evaluation.
- The Alpine steering committee decided to continue to offer the 3-day exam format for the Level III exam only. It was the opinion of the committee that this format did not lend itself well to level II Certification due to the intensive nature of the condensed exam.
- Day one of the 3-day exam will be the skiing evaluation that will be held in a "station" skiing format. Candidates will ski about the exam site (ski area) to the designated locations where they will be evaluated by waiting examiners.
- For candidates that pass the skiing evaluation, days two and three of the exam will be conducted exactly the same as the Part 2 exam.

► There will also be some adjustments to the Levels 2 and 3, part 2 teaching exams. This season the Movement Assessment and the Teaching Movements and Skills Module will be combined to become one module (one third of the exam). Three examiners will score the 3 modules over a two-day period, similar to the way skiing is presently scored. Written feedback and standard attainment (new level attained or present level maintained) will replace the numbers scoring system. The Part 2 exam will end by 2:30 pm of day 2, with scores issued at approximately 4pm.

New Part 2 exam format.....

- Day one of the exam will consist of two ½ day modules. One module will be exactly like the current Teaching Children and Youth module. The other module of day one will be exactly like the Creative Teaching module.
- One examiner will conduct the scoring of these two modules on a pass/fail basis. There will no longer be a point system for scoring the Part 2 exams.
- Day two of the exam will consist of one module that will be a combination of Movement Assessment and Teaching Movements and Skills.
- This module, called "Movement Assessment and Teaching", will be held from 9am to approximately 2:30pm.
- The MA&T module will also be scored on a pass/fail basis by one examiner.

- In order to pass the Part 2 exam a candidate must pass a minimum of 2 of 3 modules.

On-line written testing, one-day update events, and a slightly more condensed and direct exam process are ideas that will make life easier for some of our membership, and this is a good thing. The counter balance to this is that these ideas also make it easier to put less effort and less commitment into being a professional. We hope these adjustments will be received with an appreciation for the flexibility they allow and a renewed commitment to be the professionals we advertise ourselves to be. Our busy lives are full of tradeoffs and choices. When we choose to become ski teaching professionals it is important to our customers and our professional peers that we make the effort to remain true to that ideal. ■



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PSIA-E/AASI Education & Programs Update

by Mickey Sullivan
Director of Education & Programs

The sun is high and the days are warm this time of year. But, your Education & Programming Department is very busy preparing for the upcoming snow season. There are some exciting nuances in store for this season, as you'll see in the Alpine Ed/Cert report by Chairman Peter Howard. As our committees and education department finalize the details of these adjustments they will be posted on the PSIA-E website for you. You can expect this to be complete by September 30.

Event Scheduling

The support of the resorts continues to be outstanding as we plan over 500 events for the 2010-11 season. We try very hard to meet the needs of all of our members in each discipline and region as we consider the geography, dates and event types across the division.

This year look for new Alpine "one day" continuing education events. Your PSIA-E membership still requires 2 days of continuing education every two years; however you can now choose to take 2 one-day events instead of 1 two-day event. Dates and locations are being carefully considered as we schedule these events. The popularity of these events will shape when and where we schedule them in future years.

Alpine Written Exam

The Exam process for the coming season will see a significant change as the Alpine written exam will be given on-line. The Alpine written exam must be passed prior to registering for the Part 1 of the exam. See Peter Howard's article for more details.

2010-11 Feature Events

As we construct the event schedule for the 2010-11 season there are many factors that shape our decisions. First and foremost we try to deliver what the membership wants. In addition, each snowsports area that hosts our events has certain requests, needs and requirements that we must consider. It's like putting a big, three dimensional jig saw puzzle together. We are very fortunate to receive the support and cooperation that we get from all of the resorts that host our many events. Following is the schedule for our feature events. The full schedule of events will be available on-line by September 1.

Event	Dates	Location	Disciplines
SSMgmt. Seminar	Nov 30, Dec 1	Killington	All disciplines
Children's Academy	Dec 6-8	Stratton	Alpine, AASI
Rider Rally	Dec 11-12	Mt. Snow	AASI
Mini Academy	Dec 11-12	Mt. Snow	Alpine
Snow Pro Jam	Dec 13-17	Mt. Snow	Alpine, Nordic
Race Week	Jan 10-12	Hunter Mt.	Alpine
Spring Academy	Mar 24-27	Killington	Alpine
Spring Rally	Mar 26-27	Killington	All disciplines



VIP *privileges*



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.

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



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

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

BJ's Wholesale Club – our Spring Promotion, which just ended June 30, was a success!

We will be running a Fall Promotion and Spring Promotion each year! The BJ's Fuel Your Fundraiser, which saves you money on your membership and provides \$5 per membership to the PSIA-E Education Foundation, has been popular for the past two years. Recently, BJ's informed us that we can offer this program more than one time a year. Therefore, as we have for the past two years, we will offer this in the October/November timeframe and again in May/June.

In the future, we will announce the program in the appropriate *SnowPro* and on our website. The form to take advantage of each promotional period will be available on the website only.

PSIA-E Education Foundation Scholarships

Next season's scholarship applications must be **postmarked no later than Friday, October 8, 2010**. See all the details about applying for scholarships on the Eastern website.

The Choice Hotels SOS Discount Program – the perfect program for your travel needs!

Here are the details of the Choice Summer 2010 Promotion which you can take advantage IN ADDITION to your 15% savings with our Special rate ID #.

Earn a free \$50 restaurant gift card when you stay two separate times at any Choice hotel.

- Just stay two separate times at any Choice hotel with arrival between May 20th and August 5th
- Earn enough **Choice Privileges**® points to redeem for a free \$50 restaurant gift card
- Stays must be booked at choicehotels.com or **800-258-2847**
- Must be a **Choice Privileges** member. Not a member? Go to www.choiceprivileges.com/signup/PSIA-E to sign up today!

Don't forget to book in advance and reference both the PSIA-E Special Rate ID # and your personal **Choice Privileges** member number to take advantage of your benefit and earn points.

If you have not taken advantage of this great year-round program, please try it out when you are planning your next vacation! See the details on our website link to Choice Hotels. ■

National ASEA Report

by Bill Beerman

PSIA-E Representative to the ASEA
Board of Directors

The National Board of Directors met in Golden Colorado, June 10–13 for its annual spring meeting. Following is the release provided from our National office by Wendy Schrup, Communications Director:

PSIA-AASI Board Leadership in Place for 2010

In elections held during its annual summer meeting, the PSIA-AASI Board of Directors elected a new chairman of the board and officers for the association's executive committee. In addition, one incumbent board member received another three-year term and two new board members were ratified.

Sheckleton Elected Chairman

Eric Sheckleton, who has served on the board since 2001 as the Northern Rocky Mountain Division representative, ran unopposed for the position of chairman and will take office for his two-year term on July 1, 2010. Sheckleton most recently served as executive vice president and, from 2002–06, served as communications vice president. Prior to that, Sheckleton served stints as president and vice president of the Northern Rocky Mountain Division, and as the division's snowboard committee chair from 1996 to 2002.

Allard, Albright Retire from Board

Sheckleton succeeds Ray Allard, who, after serving two terms as PSIA-AASI president and chairman of the board, chose not to run for reelection. From 1985 to 1999, Allard was executive director of Eastern Division, becoming that division's representative to the PSIA-AASI Board of Directors in 1997. During his 13 years on the board, Allard served on the executive committee in the positions of communications vice president and operations vice president before becoming president and chairman in 2006. Over the years Allard also led several committees and task forces, including the Certification Committee (1979–84), the Publication and Technology Task Force (1999–2003), and the PSIA-AASI Education Advisory Council (2003). Although no longer in a presiding position on the board, Allard will continue to serve for two years in the role of past president.

The June 2010 board meeting marked Craig Albright's last official meeting as the association's operations vice president, a position he has held since 2006. Albright has been a member of the board, serving as Western Division's representative,

since 2002. At the national level he has also served on the association's education and certification committees, the Presidents' Council, the Teams Task Force, and the Educational Advisory Committee. His service at the division level has included stints as president, certification vice president, and education vice president.

New Executive Committee Elected

In board-level elections held June 13 to fill expiring terms on PSIA-AASI's Executive Committee, the winners were John Pepler, who will serve as vice chairman, Peter Donahue, who will serve as secretary, and Ed Younglove, who will serve as treasurer. (Changes in Board titles were approved on second reading prior to the elections. Former titles for these positions were executive vice president, communications vice president, and operations vice president, respectively. As part of the approved title changes, the position of president and chairman of the board is now known simply as chairman of the board.)

Pepler, of PSIA-AASI's Central Division, has been a member of the national board of directors since 1994, serving as communications vice president for the past two years. His other role at the board level has been as executive vice president.

Donahue, the newly elected secretary of PSIA-AASI, has been the Rocky Mountain Division representative on the national board of directors since 2006. Donahue holds Level III certifications in alpine and telemark and is also an examiner for his division. Donahue has been teaching at the Ernie Blake Ski School in Taos, New Mexico since the late 1980s. He has been a PSIA member since 1982.

Younglove is the PSIA-AASI Northwest Division representative and a former division president (2001–07). In addition, he chaired the PSIA-AASI Presidents' Council from 2005–07. An alpine Level III and snowboard Level II certified instructor, Younglove teaches at Crystal Mountain, in Washington, and also serves as a division clinic leader. He joined PSIA-AASI in 1992.

New Board Members

Three board terms were up for ratification during the summer meeting, that of board reps for Northern Intermountain Division, Northern Rocky Mountain Division, and Western Division.

Walt Coiner, who joined the PSIA-AASI Board of Directors in 2006 as the Northern Intermountain representative, returns for another two-year term. He is a Level III-certified alpine instructor at Idaho's Sun Valley Ski & Snowboard School.

Eliza Kuntz, a Level III alpine and Level I telemark instructor at Montana's Red Lodge Mountain Resort, was ratified by the board to serve as the board representative for Northern Rocky Mountain Division, replacing Eric Sheckleton in that role. She joined PSIA-AASI in 1992.

Neil Bussiere, a Level III alpine and snowboard instructor at California's Mountain High Resort, received board ratification to serve as Western Division's board representative. Bussiere is a former Western Division president. He joined the association in 1991.

Each board term is for three years. Officers (chairman, vice chairman, secretary, and treasurer) serve two-year terms.

National Education Department Managers Ben Roberts and Earl Saline provided some insight into the 2011 season – FY 11 Proposals and Strategy....

Strategic Education Plan:

The Education Department's Strategic Education Plan (SEP) will be presented in a separate document and will be available on or before Monday June 7, 2010. This strategic plan covers a 3-year time period beginning with the next 6 months. Immediate, mid, and long range periods are identified along with specific tasks and projects to be started and completed per period. The plan encompasses all aspects of the Education Department's Quality Assurance and Quality Improvement initiatives in relation to PSIA-AASI's certification and credentialing work. Current and future educational programs and projects are also addressed in the SEP. This plan addresses the Education Department's need to meet immediate objectives and projects as well as to develop and implement programs and processes which will lead to achievement of the long-range goals of consistent, sustainable quality assurance and improvement in all of our programs and processes.

Proposals/Projects....

Maintenance & Priority Projects:

These projects are ongoing, or those that are of a high level of priority that encompass the traditional responsibilities of the department. The two biggest projects for FY11 are Interski and the 50/50 event, with additional priority projects including the 2012 Teams Taskforce, National Adaptive Academy. Ongoing review, revision and updating of PSIA-AASI education materials in all channels (print, website, and video) will also continue.

The work toward Interski has addressed three primary areas: event planning and logistics, content development, and planning follow up communication of PSIA-AASI's message and what was learned during Interski to the membership. Communication and coordination of the teams' efforts are addressed in these three primary areas. Through event planning and logistics, the "mini-academy" concept was developed to provide members a venue to ski and ride with the teams in Europe and as a means to reduce the costs of getting the teams to Interski. We have also worked with Interski to provide PSIA-AASI members with the opportunity to attend the Interski Congress itself. Content development

began well before fall of 2009 and is ongoing and we will continue in working with the Teams to further develop and refine this content over the summer of 2010. Presentations will be refined along with the collection of resource materials to accompany them,

Presentations are to be shared and practiced at the upcoming fall 2010 team training event. Leaving the October 2010 teams training session, each presentation should be ready for delivery to the members and at Interski in January 2011.

We will be working with Peter Kray to help communicate our message and what we learn during the Interski Congress to our members. Peter will be working with the Ed Dept, teams, Communication Department, and the Marketing Department to deliver portions of the Interski content in the winter and spring issues of 32 Degrees. We will also be posting Interski content for the members to the snowpros.org website. Peter will be attending Interski with the objectives of documenting our presence, collecting information and quickly getting information out to the membership. Pete will be using blog posts, online articles, and developing content for the spring issue of 32 Degrees. Due to the very short time period between Interski and the spring 32 Degrees deadline, Peter's involvement will be critical to the rapid sharing of the information gained through PSIA-AASI's attendance at the congress. A professional videographer will be on site to record the event for inclusion on the Matrix and web and for future PSIA-AASI projects.

Our hope is that the Interski committee will collect and provide high quality video of the event. However this is not yet assured and we are moving forward with our collection plan to ensure we provide maximum value to the membership through our participation in the congress.

There is much to report on National activities from last season and the upcoming season. I will provide this in our next *SnowPro* as meeting minutes become available. Thank you to the members that took the time to fill out the online survey form, both our divisional and national staff. Look to the near future for updates online and our E- Blasts. ■

Congratulations, thank you and best wishes to Ray Allard after serving two terms as the national PSIA-AASI President.

Around the Regions



Region 1 (NH & ME)

Tom Butler, Regional Director, reports: What's Shakin' Region 1? This issue of the *SnowPro* is filled with tidbits from the recent Board meeting, so you should acquaint yourselves with the activities of your Board.

Speaking of "your" Board, I am pleased to announce that we fixed the flux capacitor and have now arrived in the 21st century. We are going to be able to have our regional elections...wait for it...online! Yes folks, no more pen and paper and stamps and "oh I forgot where I put that last issue" mess. This next election (not ours) will kick it off. My hope in this technological windfall is that more than 100 of you will vote in the next Region 1 election. I do appreciate the 38 of you that voted for me last time, but considering there are 1300 Region I members, I think we can do better.

Once more you can check out the details of the Board meeting in this very issue, so I won't repeat what has already been written. As always, if you have any comments or concerns regarding the organization, please contact Ross Boisvert, Regional Representative, or myself.

Thank you for reading, and there will be a test on this issue – online, of course.

Region 2 (VT)

Steve O'Connor, Regional Director, reports: As I write this, four inches of rain just fell, high winds forced me inside, and the sun is breaking out from behind a grey background. Welcome to summer everyone! We just concluded the summer (June) Board meeting in Saratoga Springs. It was refreshing to get reacquainted with the other Board members and advisors, and with the newly elected members from Regions 4 and 7. My colleague, and your Regional Rep., Curt Cowles, is opening up and representing your interests with good questions that force honest discussion prior to voting. Although this session was relatively quiet with respect to major issues it is always very interesting to notice who speaks up and who is quiet. Sometimes the discussion wanders off on tangents that seem irrelevant and trivial. It can appear that the room is split down the middle, some for and some against, and then the votes are cast and everyone goes the same way.

It seems crazy sometimes, but it's a process, and eventually everyone contributes.

With the initiative of Tom Butler, Region 1 Director, and the overall support from the Board, it looks like elections in the future will be held on-line. Because of improved software capabilities we will be able to conduct elections electronically, which should mean more of you will get involved and new members with differing affiliations (Snowboarding, Nordic, Alpine and Adaptive) will step up. Over the last couple of years we have lifted most of the restrictions for new members: they can now vote in their first year of membership, scholarships are available sooner, and eligibility for Level 1 exams happens in the first year of membership.

As always, Curtis and I are honored to represent your interests and concerns at these meetings. We hope that, when motivated, you will contact us and have a discussion. Please feel free to contact me occonnor@together.net, or call 802-234-4032.

Have a great summer and get fit for another great winter on the snow.

Region 3 (MA, CT & RI)

David Welch, Regional Representative, reports: There is no real off-season in the Snowsport business. Yes, our slopes are void of snow, and most of us have switched gears and are enjoying warm weather activities, but some of us are already working on making the upcoming season happen!

Our Divisional office staff is hard at work planning for the hundreds of events that we hold each and every season, updating our eastern web site, working with the National staff to implement the new National database, and continually looking for new ways to serve YOU, our members, better and more efficiently.

Our many volunteer Board of Directors members, committee chairs, committee members and discipline coordinators are also working to keep our association healthy and moving in a positive direction.

Here in Region 3 we welcome back Rick D'Elia as our representative on the Education and Certification Committee. This is Rick's second term serving on this committee. Jay Barranger will be serving his first term as our representative on the Snowsports Management Committee. Thanks to Rick and Jay for volunteering their time and efforts to our region and its members.

Lastly, I'd like to mention that Ray DeVerry, your Regional Director, and I look forward to representing you for the next three years on the Board of Directors. Over the many years that we have represented this

continued next page

■ around the regions, continued

region it has been the face-to-face contact with our members that has been the best way to determine your views on how we operate as an organization. Each season we hold an annual membership meeting somewhere in the region that gives you the opportunity to have a voice and be connected to the process – so, don't miss out. Keep a lookout in future issues of the Snow Pro or via e-mail for the date and time of the next meeting.

Enjoy your summer!

Region 4 (PA & NJ)

Eric Jordan, Regional Director, reports: At our June Board of Directors meeting we had a coin toss to determine who would be your regional director and your regional representative, since the voting resulted in a tie. I chose tails, and won the coin toss, so I will be your Director and Steve Kling will be your Representative.

Our spring Board meeting was a very productive one, and your dedicated volunteer leadership from all regions, along with the division staff, has yet again put together a very fiscally responsible budget. Some highlights from the Board meeting include the introduction of on-line voting starting next year, as well as an on-line written test for all exam candidates. We understand that some members do not have access to the Internet, so there will be other options available if the on-line option is not available to you. Also, I was able to get a sneak peek at next year's tentative event schedule and it looks like we will have lots of great events throughout the entire region.

I am happy to report that Region 4 continues to be the leader within PSIA-E; not only do we represent the largest region as far as the number of current members, but we continue to lead the pack in new members each year. This speaks volumes to the passion and dedication of our region!

That's it for now; I hope everyone has a safe and enjoyable summer! As always, please feel free to contact me at enj5050@yahoo.com if you have any questions or suggestions.

Region 5 (Western NY State)

Steve Howie, Regional Director, and Ron Kubicki, Regional Representative, report:

In June, Ron and I attended the Summer Board of Directors meeting, Executive Committee Meeting (Ron) and the Snowsports School Management Committee Meeting (Steve). Although I'm sure most everything is covered in detail in other articles, there are a few things that I would like to share.

Region 5 Elections: This winter elections for Region 5 Director and Regional Representative will be held. What will be different this year, if everything goes as planned, is that we will be voting online for the first time. With the great success we had this spring with the online survey, I think this simplified process will see more members involved in the vote. Look for the details in Fall and Winter issues of the *SnowPro*.

Start Early: Last season started a little late and everyone was busy teaching in January and February. Take a look at the Schedule this season and think about attending an early season clinic or seminar as part of your preseason training. Sometimes we just get too busy.

Free Money: Now that I have everyone's attention, if you are considering attending any educational events or exams this winter you will want to check out the PSIA-E/EF Scholarships available for all disciplines. You can go to the PSIA-E website (psia-e.org), "click" on Education in the header menu, and then "click" on Scholarships in the drop down. All available scholarships and instructions are listed. One of the repeated questions at regional meeting was "what can you do to help us with the expense of attending event?" Don't miss this opportunity.

Ron and I will be working in the next few months to coordinate dates and locations for this season's Region 5 Meetings. If you think your area would like to host one of this season's Meeting/Seminars, please contact me as soon as possible so we can work out all the details.

I hope everyone is enjoying summer, and looking forward to another great winter. As always, if you have questions or concerns please contact any one of the region's BOD or Committee members; we are always looking for your input. Below is a list of all Committee and BOD positions, with name and email. Have a great summer and see you in the fall.

Region 5 BOD and Committee Members:

Steve Howie - Regional Director
showie1@rochester.rr.com

Ron Kubicki - Regional Representative, PSIA-E VP
rlkubicki@yahoo.com

Debbie Goslin - SSMC Chairperson
debbieGos@aol.com

Wendy Frank - SSMC Representative
wendy@holimont.com

Rick Downing – AE & CC
rdown@frontiernet.net

Region 6 (Eastern NY State)

Scott Allard, Regional Director, and Cherisse Young, Regional Representative, report: Summer is here, and winter is just around the bend. It will be here before you know it. Now's the time to start a pre-season program to be on top of your game come exam time.

We're looking to do an early-season meeting on-snow at Belleayre Mt. More info will follow as we get closer. We hope to have all disciplines on-snow at that time. If there are any special requests or ideas, please contact us.

A big thanks goes out to our region for responding to the Spring 2010 Membership Survey that was sent out in late April. The participation and feedback is very valuable, and shows that our region cares about what's happening in the organization – hey, perhaps our meetings should be in the form of a survey!

Have a great summer, and we'll see 'ya on the hill.

Scott: allardc@frontiernet.net

Cherisse: Young@mhcable.com

Region 7 (States south of PA & NJ)

Walter Jaeger, Regional Representative, reports: "Summer's the best time for skiing." My trainer mentioned that to me three years ago as I finished my first season training for Level III. Smiling, I understood exactly what he meant; it's a time when we are free to use imaging, reading and muscle memory exercises for particular skills in skiing. Try it, you may find this to be helpful when you return to the snow this winter.

The June PSIA-E Board meeting ended this month with its agenda smoothly reviewed and an operating budget approved. I was impressed with how penny-pinching and concerned the staff seemed to be to achieve the greatest amount possible with members' dues. A report from Bill Berman on PSIA National was presented for review. More about this will be coming out at a later date. National is on the move to make a better organization; one more responsive to members and one offering even greater services. It is worth all of us paying particular attention to the reports from Bill Berman regarding National.

I'm impressed how PSIA-E is trying to move quickly into on-line services to members. Voting will be held online. Surveys have been, and will continue to be held in the "cloud". (For those not tech-savvy,

“cloud” refers to the array of services to be had on the web.) We can take care of dues on line; PSIA-E’s web site offers a tremendous amount of information currently and will continue to expand. If you have not provided PSIA-E with your current e-mail address, please do so. We want your participation.

Region 7 is comprised of 4 snowsports areas in WV, 5 areas in VA, 1 in MD, and 4 in NC. This does not count the 2 ski clubs with PSIA members in DC and VA. Holding regional meetings is a challenge because of the distance between our members. Region 7 will be participating in an on-line survey to determine how best to handle our regional meeting for the future. Look for this link in your e-mail.

Paul Crenshaw, Regional Representative, and I want your input and questions. If you have concerns, please let us know. Get ready, be safe, winter comes!

Paul Crenshaw: pcrenshaw@massresort.com
Walter Jaeger: wjaeger1@mac.com ■

Classy-fied



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



Looking to make a change? Deer Valley is hiring Ski Instructors and On-snow Supervisors for the 2010-2011 ski season.

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

In Memoriam

Camille Cantrel, of Stanthorpe, Queensland, Australia, passed away on April 13, 2010, at the age of 46 after an 18 month battle with leukemia and lymphoma. She was an Alpine Level 1 member of PSIA-E, having joined in 1999. She taught at the Kinderhut in Breckenridge, CO and the Mt Selwyn Snowsports School in NSW, Australia. Her husband, PSIA-E DCL Guy Cantrel, shares: “In paying tribute to her here, I wish to honor all partners that allow us to pursue our passion by ‘holding the fort’ for us. Camille supported my career for 18 years, affording me the luxury of working in 2 Hemispheres whilst having a home with 3 children. She was my first call when making Dev Team in 2000 and her excitement then meant more to me than any other praise. She taught me dedication and discipline, fairness and patience. She was a certified gymnastic coach and swimming instructor. It is befitting that she posthumously received our Town’s Swim Club Life Membership for her contribution and that a permanent trophy was created in her name to support ‘athletes who labor hard and fair but never quite make into the limelight’. She will be with me on every mountain, in every turn.”

Leo Greenfest, of Roslyn Heights, NY, passed away on March 10, 2010, at the age of 85 following a battle with stomach cancer. He was an Alpine Level 1 member of PSIA-E, having joined in 1987. He taught at Windham Mountain Snowsports School, NY.

Collins Pomeroy, of Campton, NH, and Orleans, MA, passed away on April 24, 2010, at the age of 74. He was an Alpine Level 1 member of PSIA-E, having joined in 1995. He taught at Waterville Valley Snowsports School, NH. Peter Weber, of the Waterville Valley school, shares: “Collie was a most respected full time instructor at Waterville Valley, NH. He grew up in Pittsfield, MA where he was captain of the Pittsfield High ski team. After retiring he and his wife, Barbara, moved to Campton, NH. There, he returned to his love for the mountains and became a ski instructor at Waterville Valley. Collie’s patience, kindness and fun loving attitude made his many lessons enjoyable for his students. He was a lover of the mountains, the sea and all the hiking and biking trails in between.”

Gordon B. Richardson, of Virgil, NY, passed away on June 14, 2010, at the age of 79. He was an Alpine Level 3 member of PSIA-E, having joined in 1961. He received Lifetime Membership in PSIA in 2009. He was Director of Skiing and the Snowsports School Director at Greek Peak, NY, a position he held for 45 years. Please see the “Tribute” to Gordon in this issue.

Peter Sinclair, of Brownsville, VT, passed away in April, 2010, at the age of 61, following a brief battle with lung cancer. He was an Alpine Level 3 member of PSIA-E, having joined in 1977. He taught at Ascutney Learning Center, VT. Fellow PSIA-E member, Steve Hopkins, shares: “Peter spent the last couple of weeks in Utah on his annual Spring tour of skiing. Upon returning from that trip he became violently ill with breathing difficulties. His diagnosis was cancer of the lung that had spread to other sites. I knew Peter from teaching at Ascutney Mountain Resort. He was not only a friend but helped me in several ways to improve my skiing and teaching skills.”

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

Tribute to Gordon “Gordy” Richardson



Gordy

Liz Starr, member of the Greek Peak School, and PSIA-E Examiner, shares: “Gordy was a mentor to many, many people in the ski and golf industry. He had a profound impact on many of us who pursued certification and roles on the BOE. I was only 18 years old when I met Gord. Initially, I was very intimidated by him. Although I was in it for the fun, he made me realize and respect the professional aspects of being a ski instructor. Knowledge, performance, and appearance were characteristics which I quickly came to appreciate while working for Gord. I later realized these characteristics were a result of Gordon’s passion and love of the sport of skiing. Although

his standards were high, he was very caring and compassionate. He made me want to be a better teacher and to educate myself as much as possible about ski teaching. Earning Gord’s respect was very important to me. He encouraged all of his staff to pursue certification through PSIA, and many of us went on to join the Educational Staff and other aspects of the ski industry. Gord will be missed very much, yet his influence on those he mentored will be ever-present. He was responsible for the development of well over a dozen members of the PSIA-E Ed Staff through the years.”

Pat Crowley, of the Greek Peak School, and PSIA-E Adaptive Examiner, shares: “Gordon was a pioneer and a mentor, and always aspired to excellence. Numerous PSIA-E examiners received their training at our small mountain. Gordon was one of the first to support disabled sports way back in the early 70s. He was instrumental in convincing Greek Peak to provide support to the adaptive program, which has provided 35 years of service to the community. He was also a pioneer in the early development of marketing skiing to school programs, especially to colleges. His greatest legacy is the leaders in our industry that he mentored. Greek Peak has been a training ground for many of us, and Gordon was a key in our successes. Gordon was a good friend. Always willing to help and support, and also willing to criticize when necessary. He was a great instructor, both on and off the hill. I have great memories of him and I will miss him.”

Bill Hetrick, *SnowPro* Editor and past Eastern and National PSIA President, speaks for all of the many, many wonderful past and present volunteer Board and Committee Members, BOE, and the administrative staff, and shares: “Gordy was one of the most faithful and dedicated PSIA-E volunteers I had the privilege to work with through my years on the PSIA Eastern and National Boards, and a valued friend and colleague. He was one of the brightest minds we had when it came to identifying and pursuing the needs of the association, and sharing in problem solving and policy development. He always had the needs and interest of the members as his top priority. He served not only on the Eastern Board of Directors for many years, but on a number of key committees, including our long-range strategic planning committee. Thanks, Gordy! PSIA-E and the snowsports industry remember you with great respect and appreciation. We will miss you!”

Gordon’s published Obituary states: “...Gordon will be remembered for his kind and gentle nature, his warm and loyal friendship, his humor, wisdom, and the strong bonds he built with his friends and family. His grandchildren will long remember the close ties they cherished with “Poppy”. Gordon is survived by his wife, Monique, his son Grant (Lynne), his son Bryan, and grandchildren Eric, Cole, and Britt.

Compiled by Bill Hetrick, *SnowPro* Editor ■

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Jim Pottinger

Jim Pottinger, PSIA-E Alpine Examiner out of Seven Springs, PA, and a high school teacher at Gateway School District in Monroeville, PA, always wanted to learn more about Polar science and research. This August he will be living a lifelong dream of joining Professor Konrad Steffen in Summit, Greenland, for approximately two weeks doing solar radiation studies on the Greenland Ice Sheet.

Beginning in August, Jim will participate as a research team member in an authentic scientific expedition in the Arctic, joining other

K-12 teachers who will be working in research locations from the Arctic Ocean to Antarctica's McMurdo Station; it's part of a program that allows teachers to experience first-hand what it is like to conduct scientific research in some of the most remote locations on earth.

Jim is one of a number of teachers selected through a nationwide search to participate in PolarTREC, an educational research experience in which K-12 teachers participate in polar research, working closely with scientists as a pathway to improving science education. Through PolarTREC, selected teachers will have the rare opportunity to spend two to six weeks working with a research team in the Arctic or Antarctic. While on field expeditions, teachers and researchers will share their experiences with scientists, educators, communities, and students of all ages through the use of Internet tools such as online teacher and researcher journals, message boards, photo albums, podcasts, PolarConnect real-time presentations from the field, and online learning resources. After the field experience, teachers and researchers will continue to share their experiences with the public and create instructional activities to transfer scientific data, methodologies, and technology to classrooms.

The first expeditions will depart in July with teachers deploying to Alaska, Norway, and Siberia. The Antarctic field season will begin in October and continue through the winter of 2011 and will have teachers spread out across the southern continent from Southern Ocean to the South Pole Station studying a range of topics from deep sea biology to the development of a massive in-ice telescope.

PolarTREC is managed by the Arctic Research Consortium of the U.S. (ARCUS) and funded by the National Science Foundation.

We extend our congratulations to Jim. We're proud that he is a member of the PSIA-E faculty as one of our Alpine examiners, and we wish him the very best as he embarks on this outstanding experience. ■

Congrats Fred!

Raymond "Fred" McCaffrey from Gore Mountain recently completed all required courses and testing for Master Teacher Certification. His major was in Special Populations which he completed in February. Congratulations Fred! ■

OOPS! Haven't paid your dues yet?

The easiest way to renew your membership is online at www.thesnowpros.org through August 31. Your member number is both your log in name and password (unless you have recently changed your password).

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

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

Or, fax your dues renewal with credit card information to (518) 452-6099.

Be sure to renew ASAP, and take advantage of all your PSIA/AASI benefits!

If you have questions about your bill, please call the office at (518) 452-6095.

Watch for the event schedule to be posted at www.psia-e.org by the beginning of September, or in the Early Fall *SnowPro* Newsletter. ■

Team Elevations

Congratulations to our current AASI and PSIA-E education staff members that were elevated to new positions! The following elevations were approved at the June 2010 board meeting.

AASI Examiner

Tom Morsch
Tim Silfies

AASI Examiner Training Squad

Greg Fatigate
Mark Marino
Josh Sawtelle
Burleigh Sunflower

Alpine Examiners

Eric Lipton
Lucas Martin

Nordic Examiners

John (Bif) Russell (Downhill)

More successful certification exam news

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

Alpine Level III Certification

Cathey Kennedy
Bruno Zbinden

Adaptive Level II Certification

James Waddell ■



2010-2011 PSIA-E/AASI - NEW MEMBER APPLICATION

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

Fax# (518) 452-6099

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



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

ALL NEW MEMBERS MUST READ AND SIGN THE FOLLOWING:

As a new member of PSIA/AASI National and Eastern Division, I agree to be bound by all PSIA-E/AASI bylaws, policies and educational requirements. Continuing education updates (two days of clinic) are required every 2 seasons for most certified members. I am aware that the "membership year" runs from July 1, 2010-June 30, 2011 (or June 30, 2012 if joining on or after February 15, 2011) and that dues are non-refundable. If a full-time student age 16-23, I may pay the discounted dues of \$84.00 and verify that status with this signature.

Applicant's

Signature _____

Date _____

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

Please check all that apply - areas of interest:

- Alpine
 Snowboard
 Adaptive
 Telemark
 Cross Country
 Children's
 Racing
 Adapt. Snowboard

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

- 1 – ME, NH
 2 – VT
 3 – MA, CT, RI
 4 – PA, NJ
 5 – Western NY
 6 – Eastern NY
 7 – DE, MD, VA, WV, NC, SC, GA, FL, DC

YOUR DATE

OF BIRTH: ____/____/____

Male / Female
Circle one

NAME: _____
Last First M.I.

MAILING ADDRESS: _____
Street/Box City State Zip

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

E-MAIL: _____ CELL PHONE: (____) _____

SNOWSPORTS SCHOOL NAME: _____

TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED: **\$ 114.00**

PAYING BY: CHECK # _____ OR charge: MasterCard or Visa

Exp. Date: _____ Signed _____

OFFICE USE ONLY

Date Proc. _____ Initials _____
 CK/CC _____
 Num _____
 Batch _____
 Num _____
 Mem _____
 Num _____

APPLYING AS A NEW MEMBER, YOUR SNOWSPORTS SCHOOL DIRECTOR MUST COMPLETE THE FOLLOWING:

As Director, I attest to the following: This applicant is a member of my current staff. The candidate has received training and preparation, as addressed in the American Teaching System. As a candidate for Registered member status, the applicant has completed the PSIA/AASI entry level requirements, including 25 hours of teaching/training. If applying as a full-time student age 16-23, I attest to his/her student status.

Director's
Signature _____

Name of
School _____



THE SNOWPRO NEWSLETTER

The official newsletter of
THE PROFESSIONAL SKI INSTRUCTORS OF AMERICA
AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS
EASTERN DIVISION
Policies and Rates, Fiscal Year:
July 1, 2010 – June 30, 2011



Closing and Issuance Schedule (Published five times per year)

<u>ISSUE</u>	<u>AD CLOSING</u>	<u>DISTRIBUTION DATE</u>
Summer	June 25, 2010	Mid July
Early Fall*	August 20, 2010	Mid September
Fall*	October 15, 2010	Early November
Winter	December 17, 2010	Early February
Spring	April 15, 2011	Early May

*Includes PSIA-E / AASI event schedule.

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	News media / Ski Writers	Other ski industry organizations

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

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- ⊗ Classified ads must be prepaid.
- ⊗ Classified rate for MEMBERS is \$20.00 (minimum charge) for up to seven 36-space lines, and \$3.00 for each additional line. Maximum ad is 11 lines.
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DISPLAY ADVERTISING POLICIES:

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

Display Advertising Rates:

SIZE	PRICE	ADD WEB LISTING*	WIDTH X HEIGHT
1/12 pg	\$ 75	\$ 19	2.5" x 2.5"
1/8 pg	\$125	\$ 31	2.5" x 3.75"
1/6 pg	\$160	\$ 40	2.5" x 5.0"
1/4 pg	\$225	\$ 56	3.75" x 5.0" or 2.5" x 7.5"
1/3 pg	\$295	\$ 74	2.5" x 10.0" or 5.0" x 5.0" or 7.5" x 3.25"
1/2 pg	\$425	\$106	7.5" x 5.0" or 3.75" x 10.0"
2/3 pg	\$550	\$138	5.0" x 10.0" or 7.5" x 6.63"
3/4 pg	\$600	\$150	7.5" x 7.5"
Full	\$750	\$188	7.5" x 10.0"

Multiple Issue Discount Rates:

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

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

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

Fall Master Courses Announced!

It's official – the selection of fall indoor educational events has been finalized. Here are the courses being offered at Waterville Valley:

MASTER TEACHER EVENTS (Open to all Certified Members)

Key	Num.	Event	Dates	Notes	Price	Deadline
*	003	Anatomy	Friday, October 1		\$115	09/15/10
* &	004	Outdoor First Care	Friday, October 1	Limited to 10	\$135	09/15/10
	005	At Your Service	Saturday, October 2	Required for MTC	\$115	09/15/10
*	006	Functional Movement Screen	Saturday, October 2	Limited to 10	\$115	09/15/10
	007	Varying Student Populations	Saturday, October 2		\$115	09/15/10
	008	Communication Station	Sunday, October 3	Required for MTC	\$115	09/15/10
*	009	Functional Movement Screen	Sunday, October 3	Limited to 10	\$115	09/15/10
* #	010	Stance and Alignment	Sunday, October 3	Limited to 10	\$115	09/15/10
	011	Exercise Physiology	Monday, October 4		\$115	09/15/10
*	012	Stance and Alignment	Monday, October 4	Limited to 10	\$115	09/15/10
	999	Online Exam Registration	Includes all eligible exams for 2010-2011 season		\$25	04/15/11

KEY:

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

&= Outdoor First Care is a National Ski Patrol first aid course. NSP course materials required for this course cost \$20 – This is included in the \$135 course fee
= it is recommended participants bring their ski boots for analysis, however it is not a requirement

NOTES:

- These events are open to all Certified Members in any discipline however the main focus will be Alpine
- Attending two indoor courses will satisfy your PSIA-E continuing education requirement
- Lunch is provided for all attendees (sorry no spouse package is available at this time)
- Please see course descriptions below or visit www.psia-e.org for more info
- Registration will begin at 8:00a.m., classes begin at 9:00a.m. and conclude at 4:00p.m.
- Discounted lodging is available at Waterville Valley Conference and Event Center – please call 800-GO-VALLEY and mention PSIA Fall Master Teacher participant.
- Black Bear Lodge is happy to offer PSIA attendees the following rates: \$124.00 per unit/per night (including all taxes). This rate is for a One Bedroom Deluxe Suite, sleeping six. This rate is valid for October 1st - October 4th.

COURSE DESCRIPTIONS

Functional Movement Screen

Limited to Ten Participants

A ranking and grading system created to document movement patterns that are key to normal function. Basic movement pattern limitations can reduce the effects of functional training, physical conditioning, and distort proprioception (body awareness). The scoring system is directly linked to the most beneficial corrective exercises to restore mechanically sound movement patterns.

Varying Student Populations

Open to all Certified Members

Examine the diversity of teaching strategies available for meeting the special challenges and issues of teaching children, women and seniors. Participants will be able to create his/her own student-based coaching sessions for any group, regardless of age or gender.

At Your Service

Required for MTC

Explore the affect of public perception on the snowsports industry, as well as the instructor's role as a public relations arm of the home resort. To improve the ski teachers understanding of guest service and its relationship to the teaching model and the resort business.

Outdoor First Care

Limited to Ten Participants

A basic First Aid / First Responder Course appropriate for snowsports teachers. Learn basic first aid practices for dealing with accidents and injuries in the outdoor classroom environment. Required course for those interested in Backcountry Accreditation, qualifies as optional session for all others.

Communication Station

Required for MTC

To sensitize instructors to the range of roles that communication plays in ski teaching, and to ensure that the messages sent are the ones that are meant to be sent. Participants will participate in a variety of group exercises involving many learning/teaching styles.

Stance and Alignment

Limited to Ten Participants

Course content will help participants break down and understand the skier system, leading to improved movement analysis. Course conductors will examine lower extremity anatomy and function, varying boot constructions, footbed casting techniques and different nuances of each system. Course leaders will also discuss heel lifts, toe lifts, Q-angel, and cant measuring protocols, and help participants understand how to assess a guest's equipment needs. It is highly recommended participants bring their ski boots for analysis, however it is not a requirement.

Anatomy

Open to all Certified Members

Study the normal structure of the human body. Special attention is given to the skeletal, muscular, and nervous systems to increase the ski teacher's understanding of how the skeleton and muscles line up for maximum efficiency in skiing specific movements.

Exercise Physiology

Open to all Certified Members

Provides an overview of the effects of muscular activity upon the human body and its response and adaptation to stress.

Online Exam

Required for MTC

After your application for the online exam has been processed, you will receive an email with a link for each exam you are eligible for. You may access the exam immediately after your course or anytime thereafter until May 2011.

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

Wednesday and Thursday, September 1 & 2, 2010

FEATURE EVENTS				\$220
Num.	Event	Dates	Location	Deadline
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

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

Day 2

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

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



Training Programs

by Debbie Goslin

SnowSports School Management Committee Chair

Often, this committee is asked by a SnowSports School Director if we (as a committee of SnowSports School Managers) would assist them with an issue pertaining to their school.

Recently, the following question was submitted to our committee. Likely, this is a familiar scenario to many Directors whose staff includes various instructor segments.... Children's, Race, part-time, full time and evening instructors:

QUESTION: "I was recently asked to put together a training program for this coming season that will unify training across our primary groups of teachers – weekday, weekend and nighttime – does PSIA-E have any useful information that might help me?"

ANSWER: As a whole, all of us on this committee require our staffs to participate in "clinics" or training sessions throughout the season. Below are some suggestions that might work for your school:

Based on observations from the prior season, the Training Team suggests "mandatory" clinic topics that will enhance the instructor's "bag of tricks" and provide our guests with consistent lesson plans from instructor-to-instructor, lesson-to-lesson. Members of the Training Team meet several times prior to the start of the season, begin to develop a "script" of sorts that they all will follow and, once the snow falls, train together on-snow to work on demos and presentations.

Mandatory clinics are just that – mandatory. Every instructor, regardless of certification level or seniority must participate in each of the mandatory clinics.

Each member of the Training Team facilitates the mandatory clinics with the same level of enthusiasm, with the same demos, and basically the same script. It's OK for the clinician to add his/her own caveats as long as their presentation is consistent with the other trainers. The key is consistency. (If a guest participates in a First Time lesson and comes back the next weekend, the guest should expect to continue with the same movement patterns and understanding of terms. Nothing is more frustrating than participating in a second or third lesson and the instructor chooses to do it "their way".)

Develop a calendar of clinics offered for both ski and snowboard. The clinic topic is listed as well as the clinician facilitating. This allows the instructor to choose those clinics/topics and clinicians that they will gain the most information from.

Progression clinics – Start with the wedge and continue on to parallel, with each member in the clinic teaching a segment and then turning the next segment on to another instructor. From here, the clinician can easily determine the teaching knowledge of each instructor.

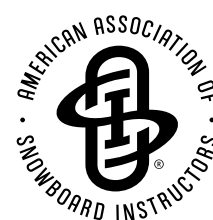
Personal skiing/riding assessments - One suggestion that has worked well is to list dates/times of clinicians to work with instructors on their personal skiing/riding improvement. Instructors sign up for assessment with their chosen clinician. On the agreed upon day, the clinician skis/rides 2-3 runs with the instructor, assesses their skiing/riding and then gives them "tips" for improvement. The clinician and instructor agree to meet at a future date.

At the second assessment, the clinician provides feedback on the instructor's improvement. The clinician then evaluates the improvement for the director for potential re-hire the following season.

Every area has "Pied Pipers"; those veteran instructors that everyone enjoys training with. Schedule ski/ride "Clinics with Sam". At these clinics "Sam" may ask the group if they have any stumbling blocks from the previous week. Once a topic is brought forth, the group joins in and new ideas are added to the instructor's "bag of tricks".

This committee welcomes questions from Directors and will combine our thoughts on your question(s) for the next *SnowPro* issue. ■

Absolutely AASI



AASI Update

by Ted Fleischer

AASI Advisor - Eastern Division

Well, we're about as far from a snowflake as we get here in northern Vermont, but after attending the PSIA-E/AASI Board of Directors meeting at the end of June, I'm already psyched for next season. Lots of good stuff in store for us! The Board approved our newest Member-at-Large on the AASI Steering Committee. There are two of these seats on the SC and they both serve two-year terms that expire on off-set years. Our newest Member-at-Large is Jeremiah Dixon. Jeremiah hails from Hunter Mountain, NY. With his experience there as the Snowsports School Director, and his past experience as a pro snowboarder, we're looking forward to his industry insight. Welcome Jeremiah!

On another note, if you've never practiced your big tricks during the summer months at the jumping facility at Lake Placid, this is your year! With a new ramp substrate, the sliding is now much more "boarder-friendly". Check out the event schedule for those dates, but don't delay, the sign-ups will be over soon. I can attest to the high level of energy and high quality facilities that the Olympic Compound provides. If their pool ramp and tethered trampoline doesn't get your heart pumping, you can always clamber up to the top of the actual ski-jumping ramp that was used in the Olympics ...I can pretty much guarantee you've NEVER seen a kicker like that!

Keep your eyes on the next couple issues of the *SnowPro* for next season's AASI schedule, and exciting new developments and offerings. I hope you'll say hi when we meet on the hill. I look forward to riding soon. In the meantime, have a great summer! ■

Kids. Kids. Kids.



PSIA-E Children's Academy 2010

by Jeffrey W "Jake" Jacobsen
PSIA-E Children's Committee Chair
ACE Team Member

Summer is underway, but the PSIA-E Children's Committee and the ACE Team (Advanced Children's Educator) have been talking winter! Together, we are pleased to announce the theme for the 2010 Eastern Children's Academy (dates & location TBA):

HD (High Def.) Kids – An Exploration of the Multiple Intelligence Theory On-Snow.

Together, we will actively explore the Theory of Multiple Intelligences. Groups will explore the novice, intermediate, and advanced zones presenting to all intelligences, and we will even be introducing a "new" intelligence - *I-Smart* - for children who are technology smart.

Have no fear, this is NOT an indoor-only clinic! We will be skiing and riding (on any gear) as we explore presentation styles and activities geared to all of the intelligences identified by theory. Whether you are a returning veteran or new to snowsports education, there will be a group for you. The ACE team is expert in the art of gearing the presentation to the group, all while keeping the FUN level up, the muscles warm, and the "Bag-O-Tricks" growing.

So, if you are looking for an early season educational event that will challenge the body and the mind, give some consideration to attending the Children's Academy. Much more to follow in the next issue of the *SnowPro*, so watch your mailboxes and read the issue cover-to-cover for the latest and greatest! ■



Canaan Valley Resort's First Annual Fall Golf Tournament

To help support the
*Education Foundation of the
Professional Ski Instructors Association of America
– Eastern Division*

Saturday, October 2, 2010

12:00 pm – Start Time
Captain Choice 4 - person
Prizes for the Top Three Teams
Closest to the Pin / Longest Drive

\$70 / person

Free driving range balls before tournament
Snacks for participants before tee-off
Awards and Barbeque to follow

To register call Golf Pro Shop: 304-866-4121, ext 2635
Pre-Registration available by September 18, 2010

*Special Lodging Rate for Participants – Available
Friday & Saturday*

\$49 per night
(plus tax & resort fee)

Contact Reservations @ 1-800-622-4121
(Identify as attending Fall Golf Tournament)



2010-2011 Pro Shop / Bookstore

Merchandise & materials available from:
Professional Ski Instructors of America - Eastern Division

1-A Lincoln Ave., Albany, NY, 12205-4907 Fax: (518) 452-6099

No phone orders, please. Orders can be faxed, mailed, or e-mailed to psia-e@psia-e.org



PAYMENT INFORMATION:		SHIP TO:	
Please enclose check or money order payable to PSIA-E/AASI, or		Name	
Master Card Visa Expiration Date	Card #	Address	
Signature		City, State, Zip	
		E-mail	
		Member Number	Day phone

MANUALS AND VIDEOS (PRICES SUBJECT TO CHANGE)		PRICE	QTY	TOTAL
126	Core Concepts Manual - <i>For all disciplines</i>	\$24.95		
152	Park & Pipe Instructor's Guide	24.95		
	Exam Guides (please circle choice) Alpine - AASI - Nordic D/H - Nordic T/S - Adaptive (Copier duplicates)	5.00		

All exam guides (and recent change history) are available FREE at www.psia-e.org.

ALPINE				
176	Alpine Technical Manual, 2 nd Edition	24.95		
265	Alpine Technical DVD ----- OUT OF STOCK UNTIL FALL 2010 -----	45.00		
17208	Alpine Cues to Effective/Ineffective Teaching	5.00		
148	Alpine Stepping Stones Pocket Guide	5.00		
174	Movement Analysis Pocket Guide	5.00		<i>Popular item!</i>
149	Tactics for All-Mountain Skiing	24.95		
306	PSIA-E Alpine Standards DVD - 2005 Edition	7.50		<i>Only available for this season - Half Price Sale!</i>
328	PSIA-E Alpine Standards DVD - 2009 Edition	15.00		

NORDIC				
133	Nordic Technical Manual	19.50		
266	Nordic Telemark Skiing DVD	15.00		
308	PSIA-E Nordic Standards DVD	15.00		

AASI / SNOWBOARD				
183	AASI Snowboard Instructor's Guide	24.95		
160	AASI Snowboard Focus on Riding DVD	15.00		
309	AASI-E Riding Standards Indicators DVD	15.00		

ADAPTIVE				
131	Adaptive Snowsports Instruction Manual	19.50		

CHILDREN'S/KIDS				
264	PSIA/AASI Children's Instruction Manual, 2 nd Edition	24.95		
125	PSIA/AASI Children Instructor's Handbook	9.50		
153	Children's Ski & Snowboard Movement Guide	5.00		
107	Captain Zembo's Guide For Kids - 2 nd Edition	9.75		

PINS				
	PSIA or AASI Registered Lapel Pin	(please circle discipline)	3.00	
	PSIA Adaptive or Alpine or Nordic Certified Level I or II or III Pin	(please circle discipline & level)	7.00	
	AASI Adaptive Certified Level I or II or III Pin	(please circle level)	7.00	
	AASI Certified Level I or II or III Pin	(please circle level)	7.00	
	PSIA-E Master Teacher Certified Pin		7.00	

Shipping/handling fees based on total amount of order.	Order total	
Up to \$15.00.....\$4.00 \$100.01 to \$200.00.....\$11.00	Add S/H	
\$15.01 to \$50.00.....\$6.00 \$200.01 and over.....\$13.00	Subtotal	
\$50.01 to \$100.00.....\$9.00	Add TAX to SUBTOTAL	
Most orders sent via USPS or UPS. Please allow 1-2 weeks for delivery.	TOTAL	
Orders delivered to CT, NJ & NY are subject to state and local sales taxes.		
For CT residents, please add 6%.		
For NJ residents, please add 7%.		
For NY residents, please add 8%.		



**PSIA-E/AASI
2010-2011
Event Application**



OFFICE USE ONLY

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

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

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

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

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

NAME: _____ Male / Female
Last First Circle one

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

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

EVENT #: _____ E-mail address: _____

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

AMOUNT: \$ _____ PAYING BY: CHECK # _____ OR charge:
 MasterCard or Visa

OFFICE USE ONLY

Date Proc _____
Auth # _____
Initials _____

Exp. Date: _____ Signed _____

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

All applicants must sign the following Release Form:

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

Signature _____ Date _____

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

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

Director's Signature _____ Name of School _____

ADMINISTRATIVE CHARGES FOR NO-SHOWS, CANCELLATIONS AND RETURNED CHECKS

TRANSFERS: Up to one week prior to original event \$10.00
During the week prior to original event (notice no later than 4:30 PM on last business day before event)..... 40 % of fee
NOTE: Transfers to another event must be before the three week deadline of that event.

NO-SHOWS: Regardless of reason 75% of fee

CANCELLATIONS: Up to one week prior to event..... \$20.00
During the week prior to event (notice given no later than 4:30 PM on the last business day before event)... 50 % of fee

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

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



with loose heels

Historical Tele Boots - Thanks Val.



For those who like to hike in the summer, or those who never give up searching for snow.



The Season in Review

by Mickey Stone
PSIA-E Nordic Coordinator

Once again the Nordic discipline had strong participation, and event attendance numbers were strong for the 2010 season. After coming off a great event attendance season in 08/09 we expected the possibility of a significantly lighter season this past year. However, this year's totals for all Nordic were 333 attendees, down from last season by just 39 - not too bad.

The challenging side was having a number of events with the minimal, or just above/below the break-even point, for attendance. In Nordic, if we cancel events with 4-5 participants, and that happens five or more times, it has a tremendous effect on our numbers - and reaching our membership's needs.

We had a total of 232 Nordic Downhill attendees, while we had 101 in Nordic Cross Country. Out of the Cross Country, 51 were enrolled in our Backcountry Education program. This program continues to receive high attendance after 7 years of programming with the Master Teacher offering. So, that means we had only 50 true Cross-Country participants this season, similar to last season.

As the trend continues, our off-piste, Backcountry, Pro Jams, Rallies and Instructor training courses netted the most attendance, even in a year where we were sliding on the same snow for over 40 days.

The latest Cross Country Ski Statistics from SIA show some good news, and information that solidly reinforces directions of CCSAA and PSIA.

We've known about the substantial female segment of x/c skiing for years (52 percent of x/c skiers) and to parlay the percentages, many resorts and product suppliers have created products and services for women.

Like most of us, the age statistics of x/c skiers continue to show an older skew. More than two-thirds of the population is above 35 years old, and less than 20 percent are below 24. With regard to other outdoor recreation, x/c skiing is amazing, with skiers aged 55-64 at 14.6 percent; 65-74 at 9.6 percent; and, above 74 years old at 3.7 percent - totaling nearly 28 percent of x/c skiers aged beyond 55. And x/c skiers are an accomplished bunch, as 97 percent of the males and 88 percent of the females are college grads. These are significant factors to incorporate into services, programs and marketing.

Of course, if you followed the weather last winter you'll remember the extensive snow covering the southern Atlantic states. The industry showed an increase in x/c ski equipment sales due to an increase in boot and binding sales as the southern region surged with a 285 percent increase; but, that region represents only about 2.7 percent of x/c ski equipment sales in the U.S. Clearly, there are many people in the south who enjoyed new x/c ski equipment and went x/c skiing and snowshoeing last winter.

Sales of x/c ski gear overall increased 4.16 percent in dollars, and 1.33 percent in units in 2009-2010 according to SIA. This might not appear like a

great report, but remember that the economy was not very good. As mentioned above, the statistics were impacted by increases in boot and binding sales and the southern region's surge in sales. The East and Midwest were slightly up last winter in sales also. So, we can see the cross-country pie is very small, and seems to be dominated by baby boomer participants and above. This directly correlates with our decreasing participation. Fewer young people are going to the sport, and into racing. So, we will see where this trend goes for the future. It seems younger folks are going to the off-piste backcountry and a combo of randonee and tele make up most of their gear purchases. Thus, our increase in off-piste and backcountry participants.

At our very first Norwegian Tele Fling with a National Demo Team member we had 70% of the staff participate in 3 days of training, along with a dozen of our membership. This proved to be a great time for all. Members enjoyed a National presence, and also relished skiing side-by-side with an eastern examiner as one of their group. We will look to continue this tradition, so check out the Norwegian Tele Fling for next season.

A hearty thank-you to the ND and T/S staff for another well communicated and hard working season during an average snow year. Big congratulations to John (Biff) Russell of Okemo, Plattekill, New Zealand and Japan for being elevated to Examiner in Nordic Downhill. A long journey, well deserved, Way to go Biff!

On the National Front

The Nordic Education staff would like to take the time to congratulate and applaud Ray Allard for his skillful guiding of the PSIA organization during highly transitional times with NSP, IT, Executive Director, Educational Director, and new committees.

I would like to thank Ray for the appointment to the National Education Advisory Council as I conclude my three years on the council.

We plan on Eastern Team Tryouts with the second Alpine tryout sometime in January. So, any Level III and above, give it a try. Find out how you match up among others in our division; it would be a great learning experience. Tele and Cross-Country are invited.

Our teaching DVD will be available at the beginning of the season. Finishing touches are being done now. Stay in shape, have fun, explore and enjoy the summer.

Thank you for your time and support of Nordic ■



PSIA-E/EF Scholarships Available for All Disciplines

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

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

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

In an effort to expand the reach of our scholarship program, at the fall 2009 Board meeting a new policy was passed opening up scholarships to any member in good standing (previously you needed to be a member in good standing for at least three years). You still need to meet the requirements of the specific fund for which you apply. All scholarship applications are reviewed and awarded by the Scholarship Review Committee, which is made up of PSIA-E Board of Director members. Following are the different types of scholarships available:

Membership Scholarship

The Membership Scholarship is open to members of all disciplines and certification status. This scholarship can be used for all PSIA-E, PSIA, and AASI educational and certification events. Thanks to the generous support of sponsors and members via donations of items and dollars for our "super raffles" each season, this fund now has a balance of more than \$23,000. One-third of that balance (approximately \$7,500) is available for scholarships this coming season. This fund has increased available scholarships more than four-fold from just \$1,600 in 2003 and can now support up to 50 scholarships each season (based on an average of \$150 each).

Terry Fund Scholarship

The Terry Fund Scholarship is designated for members of all disciplines with at least a Level 1 certification status who desire to further their education in the area of snowsports instruction for children. This includes all PSIA-E, PSIA, and AASI educational events that specialize in children snowsports issues. Approximately \$850 is available for awarding from this fund in 2010-11.

James Leader Memorial Scholarship

The James Leader Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in snowsports instruction. Applicants must be a member of PSIA – Eastern, with first priority given to employees of the Killington Snowsport School. Second priority will be given to members from Region 2 (Vermont), and the remainder available to all members

of PSIA – Eastern. The James Leader Memorial Scholarship has a separate application form and different criteria from other scholarships (e.g. member at least one year, requires a letter from your snowsports school). \$1,000 is available for awarding each season. To obtain a copy of the criteria and an application form, please visit the PSIA-E website at www.psia-e.org.

CE Burbridge Memorial Scholarship

The CE Burbridge Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in adaptive snowsports instruction. This includes all PSIA-E, PSIA, and AASI educational events that specialize in adaptive snowsport issues. Thanks to a request from fund sponsors Bill and Barbara Burbridge the fund will now be awarded at 20% of its value – meaning approximately \$2,000 is available this coming season versus a maximum of \$500 in previous seasons.

Board of Examiners/Development Team/Divisional Clinic Leader Scholarship

This scholarship is open to any member of the Board of Examiners, Development Team or the Divisional Clinic Leader squad. This scholarship is designed to help individuals in these groups to expand their knowledge and skills beyond regular training sessions, or to gain expertise in another discipline/specialty. This scholarship allows members of these groups to serve and educate PSIA-E members more effectively. Approximately \$2,400 is available for awarding this season.

How to Apply

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

Complete the entire application and mail or fax it to the PSIA-E office, post-marked no later than Friday, October 8, 2010. If you fax your application, please call to confirm receipt. The PSIA-E fax number is 518-452-6099.

The Scholarship Committee will review and evaluate applications at the October 23-24, 2010 Board of Directors meeting. Applicants will be notified of the committee's decision by mail, in early November.

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

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

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



now online at www.psia-e.org

Bang for Your Buck!

by *Aga Wusatowska-Sarnek*
PSIA-E Alpine Development Team
Ski Sundown, CT

You pay your membership fee and wonder, “What do I get for it?” Well, let me help you out with that thought. Sure, you know about the great benefits and promotional offers, hotel and other discounts we value so much. But, after eight years of being a member, for me it’s the EVENTS from which we receive a great value. There’s certainly no way to ski any cheaper, unless, of course, you’re lucky enough to have someone pay for you or you own a ski mountain. I’m not that lucky, and you probably aren’t either. So, for us everyday folks, and for an average \$150 for an event fee, you receive a two-day lift ticket, professional instruction by the PSIA-E Educational Staff, and you get to ski with a bunch of ski loving crazies, just like you. What’s more, the education is without measure: top to bottom, bottoms-up, and lateral. You’re able to share your experiences with other folks and learn from each other virtually everywhere: at the dinners, on the lifts, and mulling about on slopes.

Let me tell you about another benefit of events that I’ve discovered. Two years ago I was lucky enough to attend, in mid-December, what is known as the “Mini Academy”, available to Level III. Led by the National Team staff it was an incredible experience! This past season, as a “returning customer”, I attended this event again. The course was run by Bobby Murphy from Keystone, CO, who, despite my experience on the slopes, challenged me at a whole new level. My ability to tackle varied terrain and ski progressions improved measurably, and, being early in the season it prepared me to focus on the rest of the winter.

So, don’t sit and wonder what you get for your membership - get out and live it. At PSIA-E you get a darned good bang for your buck!

I want to express my many thanks to PSIA-E for the great educational opportunity that the organization provides through the hundreds of events conducted every year. In particular, special thanks to the Educational Scholarship Fund award that allowed me to attend the Mini Academy at Killington this past season.

Recession-Proof Training – Using Your Resources

by *Chris Ericson*
PSIA-E Examiner Training Squad
Belleayre Mountain, NY

As many of us look for that additional “edge” in our training regimen, and possibly getting to that next level of certification, we must ask ourselves, “Can I afford personal training right now, in this economy?”

For many, we know right now what resources and funds we can commit to put toward our training.

Consider questions like:

How many vacation days from work do I have left to take for some one-on-one coaching?

How much money is in my bank account to pay that personal trainer?

Can I afford to make a trip over the summer to Chile, or that last standing section of glacier in Alaska for a summer coaching camp?

Can I even afford a night or two in a hotel?

So, after looking at your bank account, maybe you can’t go any further than your home mountain, or one nearby. In these tough economic times, finding ways to make personal gains without taking out a second mortgage just takes some creativity, planning and using your available resources.

Coming from a limited budget well before the national economy got into its current state, I had to find ways to make the most out of my personal training that would challenge and push me. Here are some of the things I found helpful to do at or near home on a limited budget that are a great way to bump your training up a notch without emptying your wallet.

- **Find Your Steepest Terrain and Ski It as Slowly as You Can:** It’s easy to go fast! So take your favorite steep trail and make short, slow turns in a corridor, paying close attention that the skis are working simultaneously. No little wedges allowed!
- **Ski the Berm:** Skiing back and forth over that ridge of snow on the side of the trail can challenge even the most efficient skiers. Ski it in different conditions and figure out what you have to do differently with skill application when it is fro-

zen, compared to when it is soft. Keep your speed constant and in control.

- **Video Your Free-skiing and the Exam Reference Maneuvers:** Watch your video and compare your skiing with the – “What To Look For” (WTLF) in the exam guide. Are you doing exactly what the exam guide describes?
- **Ski in All Conditions:** As a young instructor, one of my long-time mentors would take me out in ALL conditions, skiing harder than ever. It prepared me for just about every exam I took, which included raining, snowing and/or had freezing rain. Ski the frozen icy bumps as well as the deep soft ones, and challenge yourself with one ski (or a light ski), no poles and hop to shape.
- **Hire a Trainer or a PSIA-E Educational Staff Person:** Get a few of your fellow instructors together and hire a PSIA-E Ed Staff person to come to your mountain. You can tailor the clinic to whatever you want and get the most out of your time. Don’t forget to take notes from your training session and review with your group.

In the perfect world I would have a personal coach with me every day for one or two runs. Just enough time for them to remind me of a few simple things I may have forgotten to be more effective or efficient with my movements. In reality, it is beyond the scope of many to even get a two-day clinic in every year. Yes, many times we may have to “bite the bullet” and put out the additional funds for coaching, travel and that “Ah-ha moment” of change in our skiing or riding. But, before you get to that point, try some home-schooling and use your resources. Your mountain probably has the terrain to challenge you and make you a better skier or rider. When the time is right, get that outside set of eyes to take a look and add some coaching advice to help prepare you for the next move. ■

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.

The Gift That Keeps on Giving... Parent/Child Lessons!

by Nancy Kohler

PSIA-E Alpine Level II

Windham Mountain Snowsports School,
New York

My Dad taught me to ski when I was about eight years old and it is truly the gift that keeps on giving... as a former elementary school teacher, mother of four, an obsessed skier, I am reminded daily of the value of those early lessons with my father - skiing is now my life!

I have passed my passion for skiing on to my children and countless others, and hope to ski happily into my 80s, like so many other senior instructors that I admire!

I must add that my father, Frederick W. Kohler, Sr., formerly the president of the Ford Motor Company Ski Club, now in his 80s himself, was a traditional father of the 50s, that worked hard to put the bacon on the table, and I rarely saw him at home. I did not get to spend much time with him growing up, nor do I share much in common with him, as a member of the Baby Boomer generation, so the ski experience is really a father/daughter bonding experience. I don't have to tell you the psychological and developmental value of that exchange for a young girl, especially me. Thank you Dad!

So, it occurred to me - hearing numerous parents state when picking up their child for a lesson, "He/she skis better than me", or, "I would like to ski with him/her but I can't handle it alone", and, better yet, "He/she won't listen to me" - that parent/child lessons might be the way to go; I started encouraging the parent to join me, and the child, for a lesson. The benefits have proven invaluable to all, and the parent/child bonding experience, priceless!

This past winter I received a call from the mother of a former young student living in NYC. She stated, "My daughter, Remi, took private lessons from you last year. You mentioned then that you were willing to give parent/child lessons. Would you teach my daughter Remi and my husband, Jeff, in a lesson this season?" Many lessons later everyone expressed how much they learned; Jeff LeSage stated, "Nancy was great with us--she had the ability to watch both of us at the same time and give us instruction to

improve based upon where we were in the learning process. One of the best parts is also spending time together on the chair lift!" Remi LeSage said, "It was great to be able to do something with my Dad that we both enjoy!"

Some parent/child instruction pointers:

Remember that the number one lesson is to have fun. Parents pay a lot of money for the snowsports experience, and children are our future in the industry. If they have a great experience, they will return. Be sure to invite them back at the end of the lesson - a welcoming pointer that we, who live at the mountain, often forget!

Point out to both parent and child that the same skills that are required of a beginning student are required of an advanced student, and review the basics.

Put both students at ease by discovering their interests/hobbies at the beginning of the lesson and use analogies in reviewing basic skills - e.g...Father and son like cars, so have them hold an imaginary steering wheel to turn left and right, traversing the terrain.



Remi and Jeff LeSage

If you are taking a lift, use the lift ride to get aquatinted, but also to review chair safety tips -

e.g...Place the child in the middle. When the parent is alone, place the child closer to the lift attendant. Teach a small child to close the bar on his/her own, and the safest point at which to lift the bar, etc.

I like to place my poles

across the lap of my students as a safety precaution. My students also often use my poles as a bar to hold onto when getting off the lift the first time.

Ask both students, parent and child, to come up with a goal for the lesson, what they would like to learn individually. Demo and team teach.

Do not "over-terrain" students. Instead, if the parent and child are at different levels, have them teach each other and engage in games. Children can teach adults a great deal, especially how to get out of their comfort zone.

Take pictures! This is a rare parent/child photo opportunity. I used my iPhone to take the picture above of Remi and Jeff. Remi's Mom gave me her Flip camera to get video footage for the grandmother; since that experience, I purchased my own Flip. I found it such an easy and helpful tool while skiing. Remind students that it is often painful for any of us to watch ourselves...

At the end of the lesson, review what was covered in the lesson and leave the students with one or two exercises to practice on their own. Remember to keep it simple, and simply have fun! If all else fails

in the lesson, build a snowman together; teach them how to play in the snow!

Nancy Kohler is a teaching artist/writer, ski fanatic, living in Columbia County, New York. She believes it is important to empower people of all ages to engage in sports at any age, especially young girls and women. After taking a 30 year break from skiing, Nancy is preparing for her Level III Alpine Ski Exam, and loving it! ■

More Thoughts on Basic Problems

by John Morris

PSIA Level III

Breckenridge, CO (formerly of Hunter Mountain, NY)

To add some thoughts to Richard S. Mailman's article, "Keep it Simple", in the Spring 2010 issue of SnowPro, I offer the following:

To address the sitting back problem, I would recommend tightening the top buckles of the boots. Beginners have no idea how snug they should be. Advise them they should rock back and forth in their boot and stop when they feel a slight pressure on their shin. With the same exercise, tell them when they rock back and feel pressure on their calf they are in the wrong zone. This works great for the feeler learners. These few things will get them in the target zone; then, play with your own bag of tricks.

Leaning into the hill is a problem for skiers of all levels, especially as the terrain gets steeper and more gnarly. It is never too early to introduce the basic skills: pressure, turning (rotary), and, of course, edging. For the beginner dragging both poles on the snow, holding their hands in front, as holding a tray, works great. There are more exercises like this that you can add; speak with your trainers. You can have your student lean into the hill (inclination) and ask them which ski has the most pressure or weight on it; by lifting the downhill pole up on a slightly pitched hill, it will be felt. They should tell you the weight went to the uphill ski, which in turn you can say that most of the weight on a nicely groomed slope should be on the downhill ski. Make some turns and have them feel all of the above. Stop on nice moderate beginner terrain and have them lean into the hill, again telling them to look at their skis. Ask them if their skis are flat on the snow. They should say NO. Both edges, one downhill, and one uphill, will be up the hill. Explain the consequences of this predicament, which will make it difficult to start their next turn. They will have to

continued next page

■ your turn, continued

make some movement to get into the next turn, and at that level it will be inefficient.

I also ask them why they think they should have their pole tops in front of them. I tell them that Balance is one reason - the king of all their skills - and eventually they will be using their poles and they work best in front of them.

While we are here let's have fun with some level five students. Think about these few things we will have them do, and think about how much it will impact their skiing: Ski on a blue run, and go the side of the trail, with a pitch. This exercise will relate to someone about to make a left turn. Have them lift up their downhill (left) pole. Typically, they will lose their edge, most of their weight will go to the uphill ski, and they will begin to slide down the hill. Next, tell them to drop their uphill pole (right) pole behind their hip and ask them if they are looking where they want to go. If they did it the way you asked, the answer should be NO. They will be looking up the hill. At this point, have them raise and lower the downhill pole (left) up and down. Tell them to pay particular attention to what their hip is doing. The further down the hill their pole is placed, the more the hip is into the hill, and both shoulders becomes more level with the skis, giving them better edging with more angulation and less tipping (inclination). There is much more you can add to this.

Have fun with your students and let them know why you are having them do something and how it is going to help them. ■

Pro Jam – Try it, you'll like it!

by Michael Zuckerman
PSIA-E Adaptive Level 3
PSIA-E Alpine Level 2
Adaptive Clinic Leader
Wintergreen Adaptive Skiing (WAS), VA

I was fortunate enough to receive a scholarship opportunity to attend the Pro Jam at Killington last December, and what a great opportunity it was. If you haven't attended this premier event, you really owe it to yourself to give it a shot. I can't imagine a better way to start a season than with a group of fellow instructors and an Eastern Alpine Education Staff member.

There were nine of us in the group – all prospective Level 3 exam candidates. We ranged from North

Carolina to Maine. Some of us were veteran Level 3 exam participants ☺, while others would be taking it for the first time. It was a great mix of youth and experience, focus and frivolity.

Our clinician was Mac Jackson, a PSIA-E Examiner and technical Director at Sugarbush Mountain. Mac was phenomenal. He found just the right mix of stretching and pushing us, and keeping it within our comfort zones and fun. The word is that Mac is an expert when it comes to teaching kids; and, if you need to have some kid in you to be successful with kids, Mac fits the bill. It seemed like every time I turned around Mac was catching air and being downright playful.

We spent five days skiing hard and playing hard. Mac had us practicing many of the tasks that we are likely to see at an exam, and gave each of us individual coaching and pointers. We focused on skill development, but at the same time had lots of opportunities to free-ski difficult and "sketchy" stuff – all terrain that would be fair game on a Level 3 exam.

The best part of the five days, though, was the overall group dynamic. It was wonderful skiing with a group of people all of whom had the same mission and focus. We were all coaching each other and acting as cheerleaders and partners. I came away from the week knowing that all of us would be working hard this winter to prepare for the upcoming exam, and that if any of those nine ended up in my particular exam group this spring, the morale of the group would be positive and fine.

I would like to take this opportunity to thank the scholarship committee for giving me this opportunity; to personally thank Mac for a job exceedingly well done; and, to thank the members of my Pro Jam group for helping to get me started on the right training path.

Again – if you are thinking of taking an exam in the spring, attending the Pro Jam is a great way to begin the exam prep process. Try it – you'll like it! ■

You're Supposed to Go to the Prep Before the Exam?

by Bob Tripi
PSIA-E Alpine Level III
Sugarloaf, ME

O K...So it was Spring 2009, I'm taking the Level III, Part II Exam and I was expected to pass; and, like so many instructors before me, I fell sick with "DOTM syndrome" during the exam. What's DOTM, you ask? Diarrhea

of the Mouth!! I hate that word, so I promise you I'm not using it again. Make a long story short, I failed by 1 point, and, I don't want to hear how it was a learning experience; it felt terrible.

Let's turn the clock forward. I knew I had to get "back on the horse", and I did. The 2009/2010 season came along, and in addition to the great training available at my home mountain, I also decided to attend the Level III, Part II Prep at Stowe.

After arriving at Stowe and the groups were starting to be sorted out, the organizers gave us a choice of 2 examiners. I stood back, observed the commotion, and saw one of our choices sitting there calm, collected, and waiting. His name... Examiner George Myers out of Sugarbush. I knew immediately whom I was going to ski with.

From the get-go, George provided us a clear overview of what we could expect for the next 2 days. It was decided the event would be conducted as a mock exam right down to the feared cards you select for Creative Teaching and the Children/Youth modules. And, no, they weren't the real cards... George had us write out scenarios similar to what we could expect.

Well, for the next two days we went through the modules. The butterflies, nervousness, and doubts were all there, but what was different this time was I didn't suffer from DOTM. In George's calm and patient way he not only identified what we did well, but what we could have done a little better.

Now, I asked myself what did George provide me that our trainers at my home mountain couldn't, and the answer was, absolutely nothing! So why, you ask, should anyone attend an Exam Prep? This is why...at our home mountains we are never off-duty. Necessary interruptions are part of our day-to-day responsibilities. Sure, we attend training, but with private lessons and clinics we're only a radio call away from an interrupted training session. While at Stowe, I could focus on the training – period! There were no interruptions. I truly was away and could commit 110% to the training.

Let's turn the clock forward again. It's now Spring, 2010, and I'm at the Level III, Part II Exam again; and, yes, this story has a happy ending, I passed! With that said....

Thank you Sugarloaf training staff, thank you to all who supported me when I've stumbled and encouraged me to continue, and thank you George for a great 2 days at Stowe. ■



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

**Alpine Snow Pro Jam - Alpine Master's Academy
December 13-17, 2010 – Mount Snow, VT**

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

(postmark date is required for processing applications)

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

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

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

Application will NOT be accepted prior to September 20th postmark date.

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

NAME: _____ Male / Female
Last First Circle one

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

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

E-mail address: _____

PAYING BY CHECK #: _____ AMOUNT: \$ _____

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

ONE APPLICATION PER PERSON PLEASE

Snow Pro Jam – Registered & Level I Members

Snow Pro Jam Cost - \$429 - Please select one option below:

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

Snow Pro Jam – Level II Members

Snow Pro Jam Cost - \$429 - Please select one option below:

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

Masters Academy – Level III Members Only

Masters Academy Cost - \$489 - Please select one option below:

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

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

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

Guest Name: _____

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



Professional Ski Instructors of America
 Eastern/Education Foundation
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2010 Snow Pro Jam – Masters Academy Registration Info

The 2010 Snow Pro Jam and Masters Academy will be held December 13th – 17th at Mount Snow, Vermont. We will begin to accept applications on Monday, September 20, 2010. Applications must be **postmarked** September 20th or later. **No applications postmarked prior to September 20, 2010 will be accepted.** Registration guidelines are listed below:

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

ALPINE SNOW PRO JAM - Registration Information Registered, Level I and Level II members ONLY!

- The event fee for the Alpine Snow Pro Jam is \$429 and limited to 350 participants.
- Complete the Snow Pro Jam - Masters Academy Application in this issue
- No faxed applications will be accepted.
- Applications may not be hand delivered to the office.
- There may be only two applications per envelope and only one application per member.
- If a credit card is declined, that member must overnight a money order for the amount of the event fee or that spot will be given to the next member.
- The first 350 applications received (in order of postmark) will be admitted to the event. All remaining applications will be processed on a first come, first served basis based on postmark and availability.

- Applications will be accepted through the November 22nd deadline.

Alpine MASTERS ACADEMY - Registration Information

Level III members ONLY!

- The event fee for the Masters Academy is \$489 and limited to 70 participants.
- Complete the Snow Pro Jam - Masters Academy Application in this issue
- No faxed applications will be accepted.
- Applications may not be hand delivered to the office.
- There may be only two applications per envelope and only one application per member.
- If a credit card is declined, that member must overnight a money order for the amount of the event fee or that spot will be given to the next member.
- The first 70 applications received (in order of postmark) will be admitted to the event. All remaining applications will be processed on a first come, first served basis based on postmark and availability.
- Applications will be accepted through the November 22nd deadline.

PLEASE do not call the office to see if your application was received. A separate file is made for each day of the application period. As an example, all mail received with a postmark of September 20th is placed in the appropriate file in the order of postmark (even

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

Regarding guests for the Snow Pro Jam & Masters Academy:

A Guest Package will be offered through the Mount Snow Ski and Snowboard School. Guests need to register directly with Mount Snow for the five-day lift ticket and five, daily two-hour (AM) lesson package. There will be no limit to the number of guests who may take advantage of this option. Cost of the package is \$275 and does not include a banquet ticket. Sign up by calling Mount Snow Ski and Snowboard School at 800-889-4411 after October 1, 2010. Please identify yourself as a PSIA-E Pro Jam guest.

There will also be a select number of banquet tickets reserved for guests. Any member wishing to bring a guest to the banquet should include the guest name and payment on their application where indicated. Payment of \$40 must be included with the application and there will be absolutely NO refunds given once payment has been accepted. If paying by check please use two separate checks; one for the event registration and one for the guest banquet ticket.

