



SNOW

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PRO

WINTER 2012

Eastern Division Membership Dues Survey Reveals Surprises & Reaffirmations

2,100-plus members provide valuable input for improving service & member value

By Michael J. Mendrick, Executive Director

Three days ago (I write this on January 9, 2012) I put together a very short and basic survey regarding membership dues amounts, payment systems and timetables. It was sent out via broadcast e-mail to all Eastern Division members of PSIA & AASI. In just one weekend more than 2,100 of you took the time to complete the survey and respond with honest and direct feedback. By the time the survey closes out on January 13, I estimate we'll have more than 3,000 total responses – a testament to your enthusiasm, interest and concern for your organization. Even more impressive is that a total of nearly 2,300 additional comments and observations were posted by members to supplement the survey answers. These comments ranged from the glowing to the flaming (those terms sound similar but have very different meanings). All the comments were valid and valuable and all will be shared with the leadership of both the Eastern Division and your national association in Lakewood, CO. What follows below is a summary of the survey results to date along with some observations and insight I would like to share with you. The purpose of this survey at this time is to get some real “from the source” data from our membership as we (that is, me as your executive director, Ron Kubicki, our division president and Bill Beerman, your division representative on the National Board of Directors) prepare to attend a National strategic planning session on the weekend of January 28 – 29 in Lakewood (along with leadership from all eight other divisions and the national office as well).

Q1. The current dues for membership in 2011-12 for both the Eastern Division and National Association is \$116 (\$66 Eastern Division; \$50 National Association). Please rate the overall value provided to you for the current dues investment.

Answer Options	Response Percent	Response Count
Excellent	14.5%	290
Good	44.4%	887
Fair	27.7%	553
Needs to improve	13.4%	267

Comments: That the rating for “Excellent” is only 14.5% (I'd like it to be 94.5%) and the combined rating for Excellent and Good is only 58.9% is troubling; the flip side is that 41.1% indicate that the current value provided to you for your membership dues is either “Fair” or “Needs to Improve.” These results are nowhere near where they should be and indicative of some widespread concerns on the part of division members.

Q2. The dues for membership in 2012-13 will be \$127 (Eastern Division to remain at \$66; National Association has announced \$11 increase to \$61). Sustained and enhanced benefits and services (e.g. free access to the Movement Matrix) have been communicated to all members by the National association prior to this planned increase. Is your perception of overall value likely to improve, remain the same or decrease given the change in dues next year?

Answer Options	Response Percent	Response Count
Perception of value is likely to improve	8.4%	168
Perception of value is likely to decrease	35.1%	701
Perception of value will likely remain the same	56.6%	1131

Comments: As expected, only a small percentage of you feel your perception of value will improve next season when overall dues increase by \$11. More than a third of you feel your perception of membership value will decrease. We recognize the need to partner with our National association to greatly improve those results in the coming months.

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guest editorial

Reflections on the National Dues Increase

By Tom Butler, Region 1 Director

Dear Members,

Hopefully you read the lead article of our last Snow Pro "National Dues Increase Announced for 2012-13" by the PSIA National Marketing Director, Andy Hawk (Fall 2011). I wanted to offer some clarification to the story because honestly, from where we stand in the eastern division, not all is well at PSIA-AASI.

The first thing to clarify is that your dues go to two different organizations. There is PSIA-E, which is the eastern division spanning from Florida to Maine and is the organization that puts out this newsletter 'The Snow Pro'. The eastern division also conducts all the events and exams here in the east. The education staff (examiners, ACE's, DCL's and Development Team members) are all employees of the eastern division whose office is located in Albany NY. Another portion of your dues goes to the national office in Denver. National brings you the movement matrix, national academy and the many pro deals that you have access to.

At the divisional level, here in the east you have representation on the Eastern Board of Directors. Tell one of your regional representatives that you are unhappy with or want something in the organization and we'll bring it to the Board of Directors and vote on it. You have a say and what you say is heard at every meeting. That's how our curriculum is shaped, from your input.

However, the national Board of Directors in Denver, who approved this increase, is a separate corporate entity from the other 9 divisions in PSIA. Since it is structured as such, their board members have an obligation to ensure the continued welfare of their corporation (National), not the welfare of the divisions. Basically you, we, have no say at the national level. If you get mad at us on the Eastern Board, believe me we hear you and work to find a solution. If you get mad at the National office in Denver, nothing happens, you have no representation. For instance, national's intent isn't to raise

dues every year (fingers crossed) but they could and we have no recourse. Does 'taxation without representation', ring a bell with anyone?

The \$11 dues increase, is a serious symptom of some of the problems that are going on within the organization. It was barely 8 months ago, in the spring edition of 32 Degrees that the national organization proclaimed that the financial health of the organization was sound. What happened? Where did that sound financial health suddenly go? These are questions that you all need to ask the national office because we, the eastern BOD certainly have. I would like for you to let Denver know that you are more than a membership number, more than a revenue source.

Another great question you should ask is what really are the benefits you receive from being a member? The eastern division goes to great pains to let you know with practically every issue of the Snow Pro what your membership benefits are here in the east. The vast educational content from our education staff is all home grown right here in Eastern Standard Time. Actually the first two bullet points in that national dues article are functions of the individual divisions, not national and the third point where Mr. Hawk claims "the psia-aasi shields, (are) recognized across the country and around the world signifying your accomplishments" is a bit of a stretch. One thing that the other international organizations have that we lack is a unified system. An exam format in Rocky Mountain is different than here in the East. While the standards may be consistent throughout, each division's process at evaluating this is different. The article later claims that this is a short-term goal of national's, "streamlining the consistency of our education and certification programs". In fact, it is the individual divisions that have taken it upon themselves to share education staff for the purpose of trying to bridge the gap in standards and attain that one system process that every other national ski and snowboard organization in the world already has. In the Canadian system, an exam in Quebec resembles an exam in British Columbia. The divisions, on their own initiative are working to achieve this so an exam at Cannon, NH, mirrors that at Mammoth, CA.

This is a national team tryout year so I'll leave you with a little bit of background on our National Team. The national team consists of 30 members in all disciplines. These team members, who represented our organization and our country at Interski last winter can't even get their insurance covered by the national office. The individual team members need to carry their own insurance to represent our organization. How can a national organization, that advocates and markets a national team, not support

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Michael J. Mendrick, Editor

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President's Message



Ron Kubicki

The Power of "One"

Hey Eastern Folks,

I hope all of your seasons have finally gotten underway. Here in Region 5 -- just before Christmas -- we are struggling a bit to get winter going, but by the time this Snow Pro comes out I am sure we all will be "living the life", and lovin' gravity. But, as I have a few moments at my desk, while I am doing schedules and looking for people to fill in some important slots in our school. I suddenly have come to the realization the most important number in PSIA-E/AASI, is not the ten thousand plus members here in the east, nor the national membership of over thirty one thousand. I am not looking for thousands, or hundreds, I am looking for that "one" I need. I have a spot where I need to find another snowboard teacher, "one" more adaptive, "one" more skier, it appears that I need always; the "one", the singularly skilled "one" who can fill that slot. Then I realized all that the division has done, all it has to offer, all the events, all our Ed staff's great work, all our committees and discipline chairs that develop and improve our educational tools have given me that "one" person -- YOU!

■ guest editorial, continued

them at the most basic level? So be careful aspiring team members, getting what you wished for this spring may not be what you bargained for over the next four years.

Bottom line, you need to be concerned. You should be asking questions at the national level and there is a raging debate going on within the divisions as to how PSIA in the future should be organized and represented. Being a member means that you are the boss, you tell us what you want and we, the divisions, work towards that goal. I fear the national office has lost sight of that basic concept.

The most concerning comment of all though from Andy Hawk's article I feel was not that dues were going up but was stated in the first sentence of the last paragraph. He claims that, "The most important thing to know is that we've (national) got our eye on the ball". We should all be questioning that. ■

All the education and commitment to learning to building and expanding your skill, all the time and effort, the thousands of runs you took to learn the tasks and movement patterns you understand, all the reading of manuals and watching videos, all the clinics you attended and continue to attend to enrich your knowledge base, all to give your resort guests their incredible on-snow experiences. It is your knowledge of the resort and mountain lifestyle that you alone are sharing with your student.

Think about it, no matter what type lesson you have, group or private, it is you alone. It is you alone who represent your resort, you alone who is PSIA-E/AASI. It is your shield, your level of certification, your dedication to their adventures that will determine how they feel about their time on snow. It does not matter about the millions of dollars of infrastructure; the new lifts, lodges, snow-making or grooming, it isn't the size of the slice of pizza in the cafeteria nor the temperature of Venti, triple shot, half foam, double whip, cappuccino, 1/2 shot hazelnut with non-fat soy in a tall cup in the café -- it is the time they spend with you that builds the life-long passion and commitment to the sport. You; the "one". None of the tangibles matter as much as the intangible you offer them, life-long memories, and introduction to the mountain lifestyle.

An hour and a half with you could lead to several returns that season for that family, maybe the kids will join a school group the next season for a six or

eight week package of lift and lessons, which may lead to seasons passes after that, which then may lead to seasonal housing in several more years and finally, to maybe eventually purchasing the second home at your resort. Thousands maybe a million dollars over the years, promoted through your skill as a snowsports teacher, as a PSIA-E/AASI member, promoted by the singular "you."

All of our skilled and dedicated Ed staff and volunteer leadership, all of whom fill vital roles for PSIA-E/AASI, none of them are ever more important then when they are at their home mountain, teaching and introducing their guests and clients to the excitement of snowsports.

Though I am the president of this division and director of my school, I am the least relevant of all my staff right now as individually each "one" is out with guests right now, interacting, entertaining, improving and building trust in a learning environment for their students. Each "one" of them alone and skilled, each "one" representing their home mountain, each "one" of them are representing PSIA-E/AASI, just as all of you do.

A talented and skilled national association of "ONE"!

And finally folks, because of your love of the sport, remember to -- each day, no matter what -- take at least one run just for yourself!

Peace

Ron ■



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administrative update

Record-setting EF Raffle; National Strategic Meeting in late January

By Michael J. Mendrick
Executive Director

Thanks to an ill-timed sinus infection (versus the well-timed sinus infection, I suppose) I missed my first ProJam banquet and “super raffle” on Thursday, December 15 at the Killington Grand Hotel. The next morning I spoke with Director of Education & Programs Mickey Sullivan and learned that thanks in part to my absence the Education Foundation Super Raffle raised a record amount of \$7,025! Actually, I think it was more due to the ongoing generosity and spirit of our members (a spirit stoked nicely by the dynamic raffle duo of Keith “Hoser” Hopkins and special guest/skiing legend/PSIA member Glen Plake). In any event, THANK YOU to all our sponsors that donated raffle items, our tremendous staff that sold raffle tickets, our “raffleers” and our members for supporting the program. The dollars raised will be split as follows between member scholarships, the C.E. Burbridge scholarship fund for adaptive programs and the Education & Programs fund of the EF.

\$4,566 to Member Scholarships Fund	(65%)
\$1,756 to Education & Programs Fund	(25%)
\$700 to the C.E. Burbridge Memorial Scholarship Fund	(10%)

The “spirit” was also demonstrated by the energy and “tributes” to Austin Powers on display at the end of a long week of sliding and riding with peers, friends and fellow pros. I understand it was quite a sight (check out the pics in this issue). Another great performance by Charlie Rockwell and his band “Crisis” capped off the evening and provided the perfect emotional exclamation point to another great week at the Snow ProJam!

Thanks to all our education and division staff, committee volunteers, resort staff at both Mount Snow (site of our Snowsports School Management Seminar) and Killington, PSIA/AASI National Team Members and most of all our attending members for kicking off our 2011-12 season in grand fashion!

National Strategic Meeting in Lakewood, CO

On the weekend of January 28-29 I will be joining our Eastern Division president Ron Kubicki and our PSIA/AASI National Board Rep Bill Beerman along with 40 or so other national and divisional staff and volunteer leaders in Lakewood, CO for a strategic planning discussion. This important meeting is a follow-up to the national membership survey that took place this past fall and will focus on refocusing (or reaffirming) priorities for both the national association and divisions to better serve the membership. Look for a comprehensive update on the meeting in the spring issue of the SnowPro.

Think snow and hope to see you on the hill. . . ■

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■ dues survey, continued

Q3. If given the option, which dues payment plan would you prefer?

Note: All new options are conceptual only at this point.

Answer Options	Response Percent	Response Count
Full dues billed in May and due by June 30 each year for the following season (current plan).	34.5%	656
50% dues billed in May (due June 30); 50% dues billed in August (due October 1).	16.7%	317
Full dues billed in August and due October 1.	27.0%	513
Monthly automatic checking debit system withdrawing 1/12 of dues each month.	5.8%	111
Pay multiple years of dues for designated discount.	16.0%	305

Comments: This was surprising to me. Anecdotally we often hear comments that the dues collection in May for a June 30 deadline is anywhere from inconvenient to unfair yet the response of 34.5% of you (nearly 700 members) was that the current system and timetable is your first preference of the options presented. Conversely, this also indicates that approximately two-thirds of you would prefer a DIFFERENT system and timetable for dues collection (though no clear favorite amongst the other options appears). The cold, hard truth (resist your urge to insert a joke about Eastern ski and riding conditions HERE) is that this is an area in which finding consensus is nearly impossible as what works great for some simply does not fit the needs of others.

Q4. Do you plan to renew your membership in 2012-13?

Answer Options	Response Percent	Response Count
Yes	72.6%	1450
No	0.7%	14
Unsure	14.8%	295
Yes, with reservations	11.9%	237

Comments: Our typical member retention rates have ranged from 86 – 89% annually over the last 10 years. As such, to see that only 72.6% of you plan to renew your dues next year without doubt or reservation is of great concern to us and has been a focal point of the communications between our divisional leadership and national leadership during the past six months and should never leave the “front burner” in the future.

Survey Respondent Demographics

Which range includes your age?

Answer Options	Response Percent	Response Count
16-20	1.8%	34
21-30	7.5%	144
31-45	14.1%	270
46-65	60.8%	1162
66 or over	14.7%	281
Prefer not to answer	1.0%	19

Which region have you chosen for your membership affiliation?

Answer Options	Response Percent	Response Count
Region 1 (NH/ME)	17.4%	331
Region 2 (VT)	17.0%	323
Region 3 (MA, CT, RI)	13.2%	251
Region 4 (PA & NJ)	18.6%	354
Region 5 (Western NY)	9.6%	182
Region 6 (Eastern NY)	16.1%	307
Region 7 (States south of PA & NJ)	8.2%	156

Which is your PRIMARY discipline? (sorry, please enter only one)

Answer Options	Response Percent	Response Count
1. AASI	9.2%	176
2. Adaptive	4.9%	94
3. Alpine	83.1%	1588
4. Nordic	2.8%	53

At what level are you certified in your primary discipline?

Answer Options	Response Percent	Response Count
Level I	48.0%	897
Level II	31.4%	586
Level III	20.7%	386

During the 2010-11 Eastern Division season you taught snowsports:

Answer Options	Response Percent	Response Count
On a full-time basis (4 or more days a week)	21.0%	399
Part-time (weekends and holiday periods only)	62.0%	1175
I was unable to teach in 2010-11 but hope to get back to teaching soon	11.3%	214
I am retired from teaching	5.7%	108

Comments: That 8 out of 10 survey respondents are either part-time instructors, inactive or retired demonstrates one of the primary challenges we have in meeting the needs of Eastern Division members – our demographics. More than 50% of our members are in their 50’s and 60’s and more than 75% of our members are part-time or inactive snowsports instructors. As such, matters of financial and time commitments related to membership make perceptions of “high value” a challenge for all parties.

The above results 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 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.

continued next page

■ **dues survey, continued**

This year we cut \$140,000 in our operating expenses over the previous year's budget. We held our event prices without increase for the first time in ten years. Next year we have already committed to not raising Eastern Division dues to help accommodate the National increase. I pledge that we will continue to evaluate the way we operate our division to minimize the expense to you as a member without you "feeling it" in terms of reduction of services or programming. If we need to make more cuts to the budget and make some more difficult decisions next year we will do so and we will encourage our national partners to adopt and practice the same strategy.

We know that some divisions in the PSIA-AASI world are going strong and growing and that overall the National membership numbers have reached record levels for the past four consecutive years but we also know that doesn't automatically improve YOUR situation here in the East. There is much more to be done by us to retain (or win back) your kudos instead of your cancelled dues.

I have read hundreds of the comments posted in this survey. It leaves me feeling both inspired and frustrated. I am inspired by the passion you express for your sport and for your organization. I am frustrated that more of you are not happy about the way your organization provides services and value to you. I didn't take this job nearly 11 years ago to watch this association stagnate; I took it to help you fulfill your potential as both an association of members and as individual members. It's still what I wake up to do each morning.

In November your Eastern Division president Ron Kubicki and I enjoyed a candid and productive conversation over breakfast with PSIA-AASI national executive director Mark Dorsey and Board Chairperson Eric Sheckleton. It wasn't chit chat. The subject matter was serious but the tone was light and the pledges sincere. We made it clear that we have a concerned and struggling Eastern Division membership and that we are committed to doing what we can (and encouraging the national association to do what they can) to attract more members to our organization, take better care of the members we have and try our best to realize the association vision statement to "Inspire Life-Long Passion for the Mountain Experience." I believe that should apply to our members as much as it does for the resort guests you serve.

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.

Thank you again for your time and input. I look forward to reporting back to you in the spring issue of the SnowPro on the results of the national strategic sessions. ■

Reminder -- \$30 Student Dues Discount Available

*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 passed a policy in June 2010 that provides 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. Qualifying students will pay \$86 in dues this season.

For several previous years we had a policy that provided a student discount dues rate upon the first membership renewal year. The policy passed in 2010 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). ■

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straight talk from the association

Spring Academy at Mount Snow in March

Ski with Eastern Team Members one last time before they head off to the National Team Tryouts

March 22 – 25

Apply online before March 7, 2012

You can expect plenty of ski time and lots of individual feedback from your coaches at this event. The maximum group size is limited to eight participants allowing for lots of individual attention! You will spend the entire 1st and 4th day along with the mornings of the 2nd and 3rd day with your coach. Day 2 and 3 will offer “Special Elective Sessions” to choose from. Coaches working this event will consist of PSIA-E Examiners, PSIA-E Eastern Team members and PSIA National Team members. Ski groups will be formed according to certification level and desired training focus. This is a great way to end your season with fantastic spring skiing, world class coaching, satisfying your PSIA-E continuing education requirements, and having plenty of FUN!

Après-Ski and other Activities include:

- Thursday: Mount Snow has Dog Sledding, Sleigh Rides, Maybe Doug or Eric has a suggestion....
- Saturday: PSIA-E Annual Membership Meeting at 3:00pm
- Saturday: Après-ski with Spring Rally participants at 4:00pm
- Sunday: Participate in the Annual Spring Rally Race (optional)

Spring skiing doesn't get any better than this. You won't want to miss this one. The Spring Academy registration deadline is March 7, 2012.

The Spring Rally: Fun in the Sun and Snow for Everyone!

March 24 -25

Once a year we invite ALL PSIA and AASI members for one final hurrah! All Alpine, AASI, Adaptive and Nordic members are invited. The Spring Rally is a great way to catch up on your PSIA-E/AASI education credits and ski or ride with new and old friends for the weekend. Ski and ride groups are organized according to certification needs, ski experience and education desires.

The Annual Spring Rally race (optional) will be held on Sunday. The Mount Snow Bud Light Reggae Fest provides lots of entertainment with live music, Sink or Skim competition and Duct Tape Derby. You can expect this party to be swinging, with music entertainment and lots of great people.

Mount Snow Grand Summit and Snow Lake Lodge are offering discounted lodging for PSIA AASI members. There are also many other properties offering discount lodging as well, please refer to the Eastern Website for complete listing under “feature events.”

Annual Membership Meeting

Saturday, March 24 at 3pm

This year the Annual Membership Meeting will be held on Saturday, March 24 at 3pm in the Grand Summit Hotel. As a perk for getting to the meeting on time we will provide one free beverage ticket to the first 50 attendees that arrive

by 3pm. The ticket can be redeemed at the Spring Rally Après ski party that starts at 4pm on Saturday in the Main Lodge. Our education staff members that are leading the groups will make arrangements for you to be near the base of the ski area at 2:45pm if you want to attend the meeting.

Registration INFO

The cost for this super Spring Rally weekend is only \$186. The registration deadline is March 7, 2012. So, Register Online at www.psia-e.org or get your event application form from your SnowPro or at (www.psia-e.org) and get it to us (fax: 518-452-6099). Don't miss out on these great late-season events. ■

Alpine DCL Team tryouts in March!

Have you ever thought about being on the PSIA-E Education Staff? The Divisional Clinic Leader (DCL) is an important part of our education staff; the position serves many needs for our members, and gives the team member a great opportunity for professional growth. If you're an Alpine Level III certified instructor, then you may want to consider trying out for the DCL Team. We're looking for a few exceptional men and women who are dedicated and passionate about teaching skiing and coaching ski instructors.

Why would you want to be a DCL – Alpine Educational Staff member?

- You are considered by your fellow PSIA-E members and our ski schools to be a highly trained and up-to-date snowsport educator. Our PSIA-E members and our ski schools look to you to provide them with valuable information regarding personal skiing and ski teaching.
- The training and understudy experiences, in which DCLs participate, provide a level of comprehensive information that is not readily or inexpensively available elsewhere.
- DCLs are able to train with the best snowsports educators and coaches in the country to become better skiers and ski teachers at almost no cost, other than travel and lodging.
- The DCL is not a prerequisite or path to the ETS or Examiner status. However service on the DCL team can serve as an excellent experience and training arena for the Development Team tryout if this is your desire.

Requirements to try out for the Alpine DCL Team are as follows:

- Must be an Alpine Certified Level III member.
- Be actively teaching skiing.
- Submit your application and event fee by the registration deadline
- **Submit a resume and two letters of recommendation with your application (one letter should be from your snowsports school director or immediate supervisor)**

The 2012 DCL Tryout information:

Mount Snow, VT: March 20-21, 2012 (registration deadline February 29, 2012)

If you have further questions, please contact DCL Head Coach, Rick Metcalf, at: (ram2ski@verizon.net), or Director of Education & Programs, Mickey Sullivan, at: (msullivan@psia-e.org). ■

Snowsports School Management & ProJam Banquet “Highlights”



A collection of education and division office staff including Pete Weber, Kathy Brennan, Ken Sauer and Division office staff member Candace Charles pay tribute to Austin Powers with impressive commitment to “theme.”

Photo credit: Harold Smith



Special guest Glen Plake, PSIA-E Alpine Examiner Keith “Hoser” Hopkins and Director of Education & Programs Mickey Sullivan have the most fun ever demonstrated by three guys reaching into a cardboard box. Actually, they just pulled another raffle winner on the way to more than \$7,000 in donations made to the “super raffle” to benefit the Education Foundation.

Photo credit: Robert Consentino, Sharpshooters Photography of White Plains, NY



During the banquet at the Snowsports School Management Seminar on November 30 at Mount Snow, VT PSIA-AASI Eastern Division Executive Director Michael Mendrick and PSIA- AASI Executive Director Mark Dorsey serve as bookends for award-winners Cherisse Young (A Division Service award for her time on the Board of Directors) and Bob Shostek (honored with National and Divisional Life Membership for his decades of dedication and service to both organizations).

One more PSIA 50 year member.

George Story, Alpine Level III member was left off the 50 Year member list. Congratulations George and thank you for 50 years of support.



ANNUAL MEMBERSHIP MEETING NOTICE

The PSIA-E/AASI Annual Membership meeting will be held in the Main Lodge at Mount Snow, VT on Saturday, March 24, 2012 during the Spring Rally. The meeting will begin at 3:00 p.m. and will include an organizational update, announcement of Region 1 and 2 Board election results, open forum with PSIA-E Executive Director Michael Mendrick and PSIA-E Board President Ron Kubicki and a chance to mingle with fellow members and volunteer leaders. It will be followed by the après ski with Rally participants in the lodge. Hope to see all Spring Rally attendees and interested members there! ■

The Enigma Skill

By Peter Howard, Alpine Education & Certification Chairperson

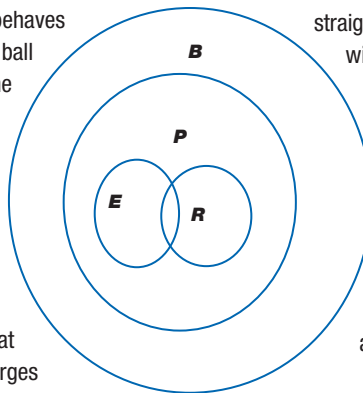
It's a bad time of year to be sacrilegious but could the skills concept be in need of a little tweak? Are the interlocking, same size circles of the Skills Concept diagram still accurate? To be sure it is a very useful illustration of the inter-relationship of the skills but perhaps it's time for a deeper look; but why now? Well it seems that skis just turn, hold and run over stuff much better than ever. In fact in a hundred days or less most relatively athletic skiers have the edging and turning skills pretty much figured out. The only thing missing is that the manufacturers didn't include a suspension system on the skis

The suspension system is still a skier's legs and joints. And pressure management is what this is all about; but to many it is still a bit of an enigma. Rocking the ski on edge and twisting the skis in a different direction can be easily seen, but the load a skier experiences underfoot is less noticeable to the observer. So what follows is a discussion of this unseen servant of the other skills. Ron LeMaster has a wonderful demonstration of how pressure behaves in turns. He uses a big glass bowl and a ball bearing. The ball is rolled around the side of the bowl. As the bowl is tipped the noise of the ball illustrates the pressure buildup at the bottom of a turn. The more the bowl is tipped the louder the ball rolls against the lower side of the bowl and the quieter it rolls against the upper side of the bowl. Ron calls the force load a skier experiences in the lower half of the turn "a virtual bump." The faster we go, the greater the degree of edge grip. And the tighter the turn the bigger the bump, and the more important pressure management becomes. What happens after the virtual bump the French ski technician Georges Joubert called "rebound" (or the effect of springing back of the skier's body, the skis, and the compressed snow). He knew in the 1960's that the best skiers knew how to manage the rebound. Our bodies are like firm springs, our skis are like leaf springs, and the boot cuff is a hinged spring. They all combine to produce a one piece bionic suspension system we recognize as a skier. If we fold too easily and bend like a wet noodle the skis are depowered on the snow and the bend comes out of them. If we stand too stiff and touch is lost, then we vault up and over the stiff leg flopping laterally across the skis and landing on heavy spot below the fall line. It's also worth realizing that there is little pressure generated during a wedge turn or even in parallel turns at modest speed. Flexing

to absorb pressure that isn't there is unnecessary motion. On the other end of the spectrum a tight world cup GS turn would be a virtual black hole that most of us would be crushed by.

It should soon be apparent that fitness has much to do with our ability to manage pressure. Pressure release and the direction of accurate core movement into the new turn are inexorably intertwined. Body awareness helps a person realize how the legs and body respond to force over the surface. Find a friend and have him or her bend their arm and make a fist. Place your hand on their fist and have them push hard against your hand. Without telling them what is going to happen quickly remove your hand. What will probably happen is their arm will straighten out, and if you are standing to their side you won't get a fat lip. The point here is that when body segments resist force and the force is removed (edge release), it is natural for the body segments to quickly straighten. Legs that straighten too quickly during a turn connection will cause the skier to lose grip on the surface and misdirect the flow of the core across the skis. Have him or her do the activity again, and this time manage the impulse to straighten their arm. Transfer this kinesthetic awareness to the legs on the snow. Like resisting the straightening of the arm, the skier must be disciplined with the action of their legs, carefully shortening one while lengthening the other. Like a cyclist striving for a round pedal stroke and constant even power on the chain the goal here is to strive for a long, connected and adhesive turn connection.

We also use our legs to manage real bumps and terrain changes. Without this compensatory action, balancing would be ineffective. For these reasons the skill of pressure management is the skill that supports the other skills. In general, advanced zone skiers on modern equipment would see the greatest performance increase if they focused on this pressure management. Pressure management and stance/balancing are the new skill blend priority for advanced zone skiers. To address this realization, teachers should re-imagine their coaching priorities in light of a reconfigured skills concept diagram. Just thinking.... If they continue to make skis this good, maybe pressure management needs a bigger circle with the edging and turning circles inside of it, and everything surrounded by balancing. ■



2012 National Team Tryouts

Now is the Time to ACT

Adopt an Eastern Team Member

The PSIA and AASI 2012 National Teams will be determined this Spring 2012. You can make a HUGE difference with the Eastern Team at this important event. Our PSIA-E/AASI members that make the National Team will be in a terrific position to share their focus, national and international experience and expertise with you, the member. PSIA-E/AASI has limited funding to support our Eastern Team members expenses to attend the National Team Tryouts.

This April 2012 our teams will be attending the PSIA and AASI National Team tryouts. The Alpine, Adaptive and Nordic Team tryouts will be held at Snowbird, Utah on April 22 – 26, 2012. The Snowboard Team and Alpine Freestyle Specialists tryouts will be held at Copper Mountain, Colorado on April 8 – 12, 2012

The National Team tryout process is not an inexpensive endeavor. The application and tryout event fees for the entire National Team selection process total up to \$620 per candidate. Our PSIA-E/AASI Eastern Team training fund can provide for lodging and the selection event fees. Eastern Team members will be responsible for their own transportation to Snowbird or Copper Mt. Director of Education Mickey Sullivan says, "This elite team has contributed thousands of hours and made significant sacrifices to reach this point in their careers, and to make the Eastern Team. It would be appropriate and very desirable if these athletes which represent our best skiers, riders and coaches did not have to cover all of their participation and travel expenses associated with attending the 2012 National Team tryouts."

HOW CAN YOU HELP!

You can be an important part of supporting our Eastern Team for the 2012 PSIA/AASI National Team tryouts. **Do you have a significant amount of air or travel miles that can be transferred?** In addition to the gratification of supporting the Eastern Team, you will have the opportunity to spend a full day on the snow with an Eastern Team member. Here is a way for you to help through our "Adopt an Eastern Team Member" program.

Here's how you can help:

- PSIA-E/AASI members can use their qualified frequent flyer miles to purchase airline tickets for

an Eastern Team member to travel to either Salt Lake City, Utah or Denver, Colorado for either the April team tryouts.

- First, PSIA-E/AASI members must make the commitment to transfer their air miles toward the "Adopt an Eastern Team Member" program.
- Second, PSIA-E/AASI members can request an Eastern Team member to adopt. Selections and Invitations from the National office for the on-snow portion of the tryout will be made on February 15, 2012.
- If the requested member is already adopted, then a team member in need will be assigned. You must be willing to accept an assigned team member with this program.
- Once the adoption is made, the team members will work directly with their new PSIA-E/AASI "parent" to make travel arrangements.

What does the PSIA-E/AASI "parent" get?

- Tremendous gratification for helping an Eastern Team member with their training.
- An opportunity to develop a relationship with an Eastern Team member.
- Recognition in the Summer 2012 Snow Pro newsletter.
- One all-day private ski/snowboard lesson during either this season or the 2012/13 season at the eastern team member's home resort; details to be arranged by "parent" and team member.

How do you adopt an Eastern Team member?

- E-mail Melissa Skinner at miskinner@psia-e.org with your interest and request **ASAP**.
- Although it is not necessary, you may indicate which potential Eastern Team member you would like to adopt. Team member adoptions will be on a first-requested basis.

Supporting the Eastern Team is a great way to make a difference! ■

Total Knee Replacement Surgery for the Professional Skier... Things You Should Know, and Things They DON'T Tell You!

By Mary Ellen Whitney, PSIA Adaptive Level III, PSIA Alpine Level II

In 1986, while ski racing in the annual Berkshires Regional Ski Instructors race at Brodie Mountain in Massachusetts, I crashed out of the course and lost my Anterior cruciate ligament, medial collateral ligament and medial meniscus. The injury was called the 'unhappy triad' whereby three compartments of my left knee were damaged requiring surgery. Knowing athletes who lived without ACL repair, I chose to continue life as an active athlete by keeping the surrounding muscles of my knee very strong, without surgery. The day finally came when all three surfaces of my knee met bone on bone, and the pain was too great after every form of exercise. I needed to replace the joint. I decided to do my research diligently to seek out the best course of action to allow continued activity at the level I am used to.

One of the most important orthopedic surgical advances of the century, total knee replacement was first performed in 1968. The most common reasons for TKR surgery are osteoarthritis, obesity, or a hyperactive lifestyle of repetitive use such as athletes often claim. While knee replacement was usually suggested only for older patients, younger patients are making osteoarthritis a more and more common occurrence. Having TKR surgery should be a cooperative decision made by you, your family, and your orthopedic surgeon. I strongly suggest getting opinions from more than one orthopedic surgeon

to explore alternatives to traditional TKR surgery that an orthopedic surgeon may discuss including a uni-compartmental knee replacement or a minimally invasive knee replacement.

Do your research on doctors, prosthetic devices and hospital statistics. I researched the names of the top 25 doctors in the US to find only two within reasonable driving distance for me. I chose Dr. Russell Warren at the Hospital for Special Surgery in NYC and made an appointment for my 'second opinion' for options. One of the important factors for me to choose a renowned surgeon was how many surgeries had he performed. His claim was over 50,000 TKR surgeries since 1970. Do the math...astounding, but believable, when I learned that on the day of my surgery – he was performing 5 other TKR's that same day, and operated at least two days a week. It was also important to me to choose a doctor that understood the lifestyle of an athlete, and not just weekend warrior athlete. Dr. Warren is the team physician for the New York Giants football team and oversees all medical care for the players. Ask what prosthetic device they use, and research it. Other important questions are regarding future replacement parts; and do they use glue to seal the prosthetic to bone.

TKR surgery involves substantial exposure, tissue dissection in a superficial joint with poor soft tissue coverage, and the implantation of a pros-

thetic device which the body determines as foreign material. Primary wound healing is of paramount importance to the surgeon, as infection is a dreaded complication after TKR surgery. For this reason, it is critical to research the hospital your doctor uses for surgery, as well. The Hospital for Special Surgery boasts one of the lowest infection rates in the country. Studies show that the duration of the surgical procedure factor into the rate of infection, as well as obesity and diabetes. It is critical to look at these factors as you choose your surgeon and hospital.

Get in shape before surgery. With three months to prepare, I knew I needed to be in top physical condition prior to surgery, to be ahead of the atrophy which would pursue after surgery and during my first 3 months of rehabilitation. Studies show that patients who train prior to surgery, reduce their odds of discharge to an inpatient rehabilitation facility by 73 percent, and are also more likely to walk more than 50 feet at the time of hospital discharge. So I hired a personal trainer to get my muscles and body in the best shape possible prior to surgery.

My surgery was performed in May 2010, shortly after ski season ended. I pre-donated my own blood for possible transfusion if needed. Surgery was performed under general anesthesia with a spinal block and sedation. I was in surgical care approximately 3 hours, with the actual operation taking roughly one hour. When I awoke in my hospital room, on morphine, my knee had been placed in a CPM (continuous passive motion) machine, which I was able to control the range of flexion by a remote. The device moves the joint continuously for extended periods of time, i.e., up to 24 hours/day.

Sutures vs. Staples? After reading some studies about suturing being better for closing the subcutaneous skin layers than staples, and that staples had a higher infection rate, I chose to request sutures, and asked for a plastic surgeon to close me. I also read that sutures allowed for more flexion on the CPM unit without skin breakdown. My scar is barely noticeable today – and believe me, that too matters to a female who likes to wear dresses and skirts.

Managing pain without medication is a choice you can make. While in the hospital, surgical pain following TKR will be extremely intense during the immediate post-operation. Aggressive analgesic therapy is essential to maximize goals of post-operative maximizing pain relief, minimizing side effects, and maintaining aggressive rehabilitation regimens. Morphine infusion is tapered and transitioned to oral pain medication by the second day. Most patients feel they need oral pain meds for the first few weeks.

Physiotherapy begins the first day after surgery to get you walking and moving the knee. From the second day you will be able to get out of bed with a walker. It is important to work diligently

with the PT while in the hospital to get the best result out of your knee. After going home it will be critical to do exercises daily to maximize the function of your knee. The total time in the hospital will be 5-7 days. Most patients go home, although some go to a rehabilitation facility for an additional week or so. Many people can leave the hospital walking with the aid of walker. But the majority leave the work to a physical therapist instead of pushing themselves.

Focus on full extension before flexion for ROM exercises. Exercises to regain full ROM will continue through therapy for several weeks, with the single most important goal of complete extension first (zero degrees to a few degrees hyper-extension), followed by increased flexion exercises. Sleep on your back with a rolled towel under your ankle to force extension during the night. You won't get much sleep with discomfort – but if you do not reach that goal, the end result will be disappointing. Final ROM after knee arthroplasty is fairly similar among various prosthetic designs, and usually approximates functional ROM at 100 to 115 degrees. As an athlete though, my goal combined with strength training was to be equivalent to my right knee – at 135 degrees to do yoga exercises on occasion. Some PT's may advice against this, but I have reached this goal, without complication so far.

Choose a good sports medicine physical therapist before surgery. Out-patient PT will start immediately after you are released from the hospital, or you can have home therapy if you cannot drive. Had it been my right leg, I would have needed a driver the first few weeks. I did not drive regardless for the first three sessions, and had someone at home to help me with daily living skills the first week post op. I worked very hard at the PT goals and followed through with every new exercise at home.

Blood clot medication – do research. Coumadin or blood clot preventative medication is a nasty harsh drug in your body. Because of my age (53), non-smoker, and other health factors I was low risk for clotting, I chose to take myself off Coumadin 3 weeks earlier than prescribed, under doctor's knowledge, and took an aspirin instead. Be advised that this should be with doctor consent.

Arrange for the rental, purchase or to borrow a Cryo-cuff knee ice machine for the swelling. This is one of the most important tips I can give. You will use it night and day for the first four weeks. There is nothing better than this unit because it compresses and ices while elevated. After every exercise session, you need to recover from the swelling and pain. It is an unending cycle for at least 8-10 weeks. They are worth every penny, and reducing the swelling will reduce your healing time. You also will need to borrow a walker and a shower seat. Ask around – no need to buy these things for temporary use.

Set up an exercise station at home before you have surgery. In physical therapy, many of your isotonic and strength exercises will be on the table. Knowing that you will be in pain and not be able to get down and up from the floor, I set up two picnic benches together, covered with a yoga mat, next to my bed in my bedroom. I did all my PT strengthening exercises here the first few weeks EVERY DAY! After seven weeks of PT 3 days per week for an hour and a half, I was released because they felt I was using PT as a gym, and it was a waste of insurance money.

Be prepared to be depressed. Situational clinical depression is to be expected with all surgeries, but TKR surgery is one of the hardest and longest recovery times for all joint surgeries. My depression set in at about 6 weeks post surgery. Being a healthy, active person with high expectations, I fully expected to be back in the saddle much faster, and it wasn't until I could ride my bike in August that I felt the tiny increments of recovery were starting to build. Depression is REAL. You can intellectually understand that you are depressed, and cannot do anything about it. It will pass in a few weeks or months, as you continue to realize the increments of healing. My smile came back the first time I rode my bike around the block, and the veil began to lift!

Psychological Issues for returning to skiing/snowboarding Being an adaptive instructor, certainly makes the re-entry to sport you love a little easier. I know that there is equipment available for me, such as outriggers, to make the re-entry easier. Knowing that was helpful, and I jumped back on skis early December and taught at National Academy at Breckenridge for five days consecutively without any pain or problem. But each person is different. Ease into it and see how it feels.

Snowboarding? Get gel filled knee pads for any kneeling activities. Because there is little soft tissue on top of the prosthetic where skin covers the patella, and pressure on the surgical scar tissue will cause it to break down, you need good knee pads for kneeling type of activities. Any type of kneeling on a hard surface for any length of time is not recommended. I was able to snowboard with these pads I found at a local sports shop.

High Impact activities? Your knee will not be completely healed until after one full year. I was able to ski, snowboard, and ride my bike and do many of the classes at the gym that I enjoyed; but I was reluctant to do any high impact activities. At about 10 months post-op, I began to jog lightly, without any swelling or pain. There are TKR patients who now run marathons, but the long term effects are yet to be known. Prosthetic parts absolutely wear out and can be damaged. What you do is your choice for how you want to live your life, but prosthetic parts

continued next page

■ **zipperline, continued**

do not last forever, and can be damaged. The good news is that the surgery and prosthetics keep getting better every year.

I am happy to report that I am now one and a half years post-op and I am 100% happy with the results. I skied all last season for the first time in years using both legs and without pain. I had to have my boots "uncanted" because my former valgus left leg is now as straight as an arrow! I ran a 5K race this summer, for fun with moderation. I recommend TKR for anyone who lives in pain.

Mary Ellen Whitney is PSIA Adaptive Level III, PSIA Alpine Level II and an Adaptive Clinic Leader for the Eastern Adaptive Board of Educators. She directs the STRIDE Adaptive Ski Programs at Jiminy Peak Mt. Resort, Hancock, MA with affiliate programs at Ski Sundown in New Hartford CT, & Catamount Mountain in Hillsdale, NY, ■

Questions about the changes to the Alpine Level 2 Exam process in 2012-13?

As first reported in the summer 2011 issue of the SnowPro (PSIA-E/AASI Education & Programs Update; page 7) some important changes are coming to the exam process for attaining the Alpine Level II certification beginning in the 2012-13 season. Though these changes do not affect the current season we are already fielding questions in the division office about these changes. In an effort to clarify some of the confusion and misperceptions of what these changes mean in terms of time and cost required to complete the Alpine Level II exam process we have set up a special web page that provides details on all related exam elements.

If you have questions or concerns regarding the exam process we encourage you to visit our Eastern Division website and the specific address: www.psia-e.org/exams. ■



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Around the Regions



Region 1 (NH & ME)

Tom Butler, Regional Director, reports: Hello Region 1. I hope all of you are well and had a wonderful holiday. I have been thinking a lot of Tim Terry recently.

Tim, husband to one of my coaches Natalie, passed away just prior to Thanksgiving. His memorial service was just the other day. Some of my most lucid thinking actually occurs at funerals and memorials because at the end of the day, at the end of a life, all that really matters is your family and those you've had the good fortune to help along the way. The service is their opportunity to reflect and tell the story about how you helped. It's wonderful to hear the stories and laughs as others recall how you lived your life and know that the stories are fueled by love and inspiration. I actually prefer funerals to weddings because of the clarity the event provides to our lives. Weddings are wonderful to be sure. One cannot be anything but happy at the thought of a life together with someone whom you love. A memo-

rial service however is more than just the thought of love though; it is love. It's that powerful feeling when you walk into the service that the person we are there to remember was special, did some magnificent things, and loved as hard as they lived.

Tim's service was like that. What became immediately apparent was that he wasn't necessarily the best in the world at anything, but was the best for the world; the best for his family and neighbors and colleagues and his church. It was the little gestures that were remembered, the friendly word, helping starting a car or assisting with a homework assignment. The sum of all of these little gestures totaled up to a well-lived life, one that's worthy of hearty laughs and bone shaking sobs. In the end though, Tim didn't cure the disease that afflicted him or invent something big like the Internet. What he did was more powerful; he showed those he knew the way to live and love.

Teaching is an act of love. We could teach sailing or math, cooking or how to tie shoelaces; it is rooted in love. As you stand before your clients this season, think about the impact that you are having on their lives. We're not curing cancer or solving

the world debt crisis; what we do, what any teacher does is much more important than that. We teach love every day on the hill, skiing and snowboarding just happen to be the vehicle for that love. When we teach, we are the best for the world

Ross Boisvert and I are going to be meeting many of you this season at regional meetings and events. There are some 'big' issues looming up on PSIA's radar screen and it's easy to get worked up about them. (see editorial in the front of this issue). Is it important? Yes...and no. Either way, it's just a distraction for what our true goal is, to teach and we should never waver from that goal. Teaching, as we said is loving and what could possibly be more important than that? Would you rather be the best in the world or best for the world? It's a simple choice really.

Have a great season everyone and thank you for being a teacher.

Tom

...Teaching is an act of love. We could teach sailing or math, cooking or how to tie shoelaces; it is rooted in love. As you stand before your clients this season, think about the impact that you are having on their lives...

Region 2 (VT)

Steve O'Connor, Regional Director, reports: Oh boy, a new season, I'll get to hook up with the many friends and acquaintances I only see when the snow flies. The struggle begins to put names to faces. Instead of names I see their turn shapes and remember some of the moments we shared that made a difference at the time.

During my first lesson of the season I found myself rapidly reflecting of past lessons. What did I do the last time I was in this situation? The memory fades in and out of my temporary self-conscience state as I remember what works and does not. I was astounded to hear Cameron (my 8-year old lesson) tell me he was confused with what I was coaching him. There I was skiing backwards in a wedge while trying to help him ski forward in a wedge. His comment to me was: "why are you doing the opposite of what you asked me to do?" This was my wake up call, I quickly abandoned my approach, found some more space and adjusted my expectations of this 8 year old's cognitive realm. The outcome of this lesson was good, the space we found allowed

Cameron to glide in and out of a wedge, to play and explore stepping and skating and find his balance while moving. I learned quickly that doing the same old thing does not always work and upon reflection found some solutions. I have a set of beliefs about coaching that rarely let me down: Get to know the Cameron's in your class, find out what makes them tick, ask them questions and listen carefully to their words and body language.

With the belief and knowledge that our division of PSIA is morally and fiscally accountable to its members, I ask you all to carefully look into the backgrounds and philosophies of the new candidates for Board of Directors for region 2. Personally, I will want to know their views and concerns regarding the current leadership of PSIA-National; what do we really get for our dues? Where is their leadership taking us? Is our organization supporting Snowsport School directors more than the members themselves? How can our organization work with resorts to sell the value of the certified professional?

With the new ability to vote on-line it is our hope that more members will participate in the process. It's important to get educated and find out what these new faces stand for.

It has been an interesting and fulfilling time being your representative to the board of

directors. I have learned a bit about understanding budgets and their impact on our membership. I have learned that there are fast talkers and slow talkers, some that put you to sleep and others that make you take a deeper look into issues that really matter. It's no different than state and national government. Thank you for the opportunity to get involved. Have a great season and make sure you find out what is going on.

Region 3 (MA, CT & RI)

David Welch, Regional Director reports: With the season well underway we can all look ahead to some great sliding in the region. It's amazing how areas go from grass to great conditions in just a matter of a few days. We've come a long way since those early days of snowmaking.

I have a change to announce in our region: Ray DeVerry, who served as our Regional Director since 2001, has stepped down from his duties on the PSIA-E Board of Directors. Ray is now employed at Stratton Mountain, which is in Region 2; therefore, he is ineligible to represent Region 3 for the remainder of his term per our association by-laws. It has been

a pleasure to serve with Ray for all those years on the Board as Regional Rep. During that time he was a voice for not only our region but for all PSIA-E members! Thank you, Ray, for your hard work and dedication. You will be missed on the Board! Ray is still an active Educational Staff member so I'm certain many of you will have a chance ski and clinic with Ray at an event in the near future.

While on the subject of Ed Staff members, it brings me great pleasure to announce that Chris Eseppi, who works out of Ski Sundown in Connecticut, has been awarded Divisional life Membership for his 25 years of service as an Educational Staff Member. Chris's efforts over the years have had a profound impact on many Region 3 members, and this award is a salute to his hard work and never ending passion for what he does out on the hill!

As always, if you have any questions, comments or news to pass on from our region, please e-mail me at (dbwelch317@att.net).

Hope to see you on the slopes soon!

Region 4 (PA & NJ)

Eric Jordan, Regional Director, reports:

Winter has finally arrived and the cold weather is hopefully here to stay. If you have not done so already, please be sure to check out our web site www.psia-e.org. There are tons of valuable resources available on our divisional website, plus you can register and pay for your educational events online as well.

I am pleased to announce that we will again be offering two regional meeting this coming season. Both meetings will be held in conjunction with ongoing educational events in order to make it more convenient for you to attend. Both meetings will take place at approximately 4:15 pm after all groups complete their ski days. The first meeting will take place at Elk Mountain on January 23rd and the second meeting will take place at Liberty on February 15th. I strongly urge you to attend one of the meetings since this is your opportunity to ask questions and make suggestions as to the direction of YOUR organization!

As always, please feel free to contact myself or Steve Kling, your Regional Representative with any questions you may have. My e-mail address is enj5050@yahoo.com and Steve can be reached at skling1@verizon.net

Eric Jordan

Region 4 Director

Region 5 (Western NY State)

Steve Howie, Regional Director Reports:

Hopefully by the time this issue of the Snow Pro goes to print, winter has finally arrived and spring skiing/riding will not return until late spring. As mentioned

in the Fall Snow Pro, the Region 5 yearly meeting will be held at Bristol Mountain on Thursday, February 9th, at 12 noon in the Children's Center. This is a great opportunity to learn more about our organization, ask questions, or make suggestion that as your representative can be presented to the BOD. The meeting is in conjunction with Several Alpine and Snowboarding events already scheduled at Bristol Mountain to make it easier for many to attend. For all members not attending scheduled events, but planning on attending the meeting, Bristol Mountain will be providing complementary skiing. Come early and make it a day of skiing and riding.

Regional Rep Dick Fox and I will be traveling to many of the resort in the region this winter hoping to meet up with as many members as possible. We will contact directors in advance with dates and times.

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

Region 5 BOD and Committee Members:

Steve Howie - Region Director:

showie1@rochester.rr.com

Dick Fox - Region Representative

dfox@Wmf-inc.com

Debbie Goslin - SSMC Chairperson:

debbieGos@aol.com

Wendy Frank - SSMC Representative:

wendy.frank@holimont.com

Rick Downing - AE&CC:

rdown@frontiernet.net

Lee Dame - Children's Committee:

leedame@rochester.rr.com

Pat Goode - AASI Steering Committee

Pat.goode@xerox.com

Region 6 (Eastern NY State)

Region 6 Director Brian Smith reports: Hello to all region 6 members and members throughout the Eastern division.

First: To be able to lead a group at this year's ProJam for an entire week and actually say, "hey the skiing is pretty good" is remarkable! Thank you to all the snowmakers in the East for getting it done. Secondly, Every year the snow sports staff at home show happy and enthusiastic, and willing to prepare for another season. Snow or no snow they show up ready. Thanks.

Region 6 resorts are in the survival mode as are many. Most areas are open and others are soon to be. My fellow board member Jack Jordan and his wife Kathy recently enjoyed their 12th season participating at the ProJam event in Killington. Jack reports that it was a great event and his experience was filled with moments of sharing and learning through out the week

Some ProJam highlights:

Glen Plake and his wife were attending the event as members. This was a real treat. Glen is a true ambassador for skiing. He and his wife are on their journey toward becoming level 3 certified members. I was amazed at the details and ideas he shares as to what's going on with kids and the cultural side of skiing today. Glen was a good sport and helped raise money for our Eastern team fund while at this event. Thank you Glen! Several National Team members were on hand to lead groups over the week and did a great job as always!

As stated in our last report we will be reaching out to area representatives and their snow sports schools in region 6. Jack has created a region 6 survey that will address topics that may not of been ask in the recent survey. There are questions unique to region 6, take a look and let us know your thoughts.

It is our intention to get to areas that wish to have their own organized "regional" meeting. Please contact us either by email or by posting a note on the Region 6 community website page. We will do our best to schedule those Snow sport schools that respond. It is not realistic to say that we will see everyone in region 6 but seeing a few is a step in a new direction.

There are many new topics out there causing a buzz, the CS1 and CS2 certificate program, next seasons exam requirement changes, and next years dues increases just to mention a few. We have already heard from many of you.

Adopting programs to assist members in hard economic times, like an alternative dues payment plan was addressed this fall and shared with National. Having a visit at the October board meeting by Eric Shekleton chairman of the board at National was a good start.

If you care to share thoughts on these or other subjects about the association, Jack and I would like to invite you to any of the following regional meetings we have scheduled:

Gore on February 1st in the main lodge, Santanoni room at 4:45 pm.

Bellarye on March 19th in the main lodge at 4:45 pm.

Whiteface on January 19th in the main lodge, Ausable room at 4:45.

Don't forget about the membership community web page for region 6 it's a great place to share your ideas and comments. There many events in region 6 to take advantage of on the PSIA/AASI event schedule. We encourage all members to try and make the regional meetings, whether you're attending the events that day or live in the area please feel free to drop by.

Brian Smith Region 6 Director

Jack Jordan Region 6 Representative

continued next page

Region 7 (States south of PA & NJ)

Walter Jaeger, Regional Representative reports: We've had a difficult time opening our slopes as the temperatures have not been favorable for snow making. On more positive notes Region 7 has completed the three surveys and developed tentative conclusions for developing new programs for Region 7. These will be reviewed at our Regional Meeting at Massanutten on February 6 at 4:30 p.m. These preliminary findings will be presented at our Regional Meeting to be held at WISP January 19, 2012. We hope to see many of you there. WISP has a full complement of events scheduled for us. As always Paul and I want to hear from you. Do not hesitate to contact either of us for your suggestions and critiques. If you've been reading 32 Degrees you are aware of the dues increase coming from National PSIA. The Board of PSIA-E is meeting this challenge in a positive manner for our members. Please let us know your thoughts as discussions continue to unfold. PSIA-E has done a great job of bringing an array of Events to our region this year. Your participation encourages more events in our regions. Have a fun and safe season on snow!

Walter Jaeger (wjaeger1@mac.com)

Paul Crenshaw (pcrenshaw@massresort.com) ■

Call for Regions 1 and 2 Committee Members

The Snowsports School Management Committee Representative, Alpine Education & Certification Representative and Children's Education Committee positions for Region 1 (NH, ME) and Region 2 (VT) are currently up for a three-year appointment, pending a recommendation from the Regional Director and Board ratification. The PSIA-E Board of Directors will approve the appointment of these positions at their June 2012 meeting.

If you are a current member of one of these regions and are interested in being considered as a representative to serve a new (or renewing for existing committee members) three-year term for one of these open positions in your region, please send written notification via e-mail to the attention of Michael Mendrick, Executive Director, at mmendrick@psia-e.org by March 20, 2012.

Thanks for your interest in serving your organization! ■

Region 1 and 2 Board of Directors Election

Voting Rules, Instructions and Candidate Profiles

There are five (5) candidates running for the PSIA/AASI Eastern Board of Directors in Region 1 (NH, ME) and three (3) candidates running for the Board in Region 2 (Vermont). The Board candidate receiving the most votes in each region is elected the Regional Director; the candidate with the second-most votes will be elected the Regional Representative (within compliance of the association bylaws provisions relative to Board elections). The three-year Board terms will commence April 1, 2012 and end on March 31, 2015. No write-in votes for any positions are accepted.

Voting for the 2012 election will take place online via electronic voting on a secure, dedicated web page. Paper ballots will be provided only to members without online access, upon request. Online voting will begin in mid-January and end on March 12, 2012.

Official results are to be announced at the Spring Rally Annual Membership Meeting on the weekend of March 23-25, 2012, and subsequently via the SnowPro and PSIA-E web site. The terms of the new Board members will begin on April 1, 2012, providing the opportunity for newly elected representatives to communicate with constituents prior to the June 2012 Board meeting.

To Vote:

1. Link to our special PSIA-AASI Eastern Board Elections website at www.psia-e.org/vote
2. Log in to the site using your last name and membership number. An e-mail with instructions will be sent out to all eligible voters when the voting is opened.
3. You must be a member in good standing and affiliated with Region 1 or Region 2 as of December 31, 2011.
4. Follow the steps at the website to complete your secured voting.

Thank you to our candidates and members for your participation in this important annual process.

Note: Candidate profiles are presented "as written and submitted" with the exception of spelling corrections, if needed.



Region 1 Board of Directors: Jason Audette –Alpine L3

Loon Mountain, NH – Staff Trainer

Statement of Background & Qualifications:

I began teaching skiing and got my Level I Certification about 15 years ago as a part-time coach in Loon Mountain's Children's Center and have been hooked ever since. I've spent most of my ski teaching career at Loon but spent a couple seasons teaching in Steamboat Springs, CO, spent a bit of time working for K2 in their marketing department, and spent two great winters at Waterville Valley NH. Over the years, I have held several different positions within the industry but the one that keeps me passionate is being a ski coach. I am currently on the PSIA-E Development Team and have been for several years. My family and I spend most of our winter weekends skiing at Loon Mountain NH where I serve as a part-time coach and staff trainer. Outside of skiing I work at a small investment firm in Boston. My background is diverse and varied and has led me to the acquisition of transferable skill sets such as communication, research and planning, organization, leadership, and management that would make me an ideal candidate for this position.

Statement of Philosophy & Direction:

"PSIA-E Mission Statement: To provide professional development opportunities that continuously improve member fulfillment and guest satisfaction in order to strengthen the snowsports industry."

Our organization's purpose is to ultimately serve you the member and support your efforts by offering world class educational opportunities and to endorse/promote snowsports education. As we continue to move our organization forward there are some challenges that must be addressed. Some of those will be difficult but some of those will result in a more unified and more robust organization. I sincerely want to be part of those challenges and help develop ways to better support the mission of PSIA-E/AASI/ASEA and its membership. I feel confident that my 15 years in the snowsports industry combined with my well rounded background outside of the industry will be a valuable asset to the board. If elected I will ensure that the region one members will be well represented and the region's concerns will be heard.

Region 1 Board of Directors: Ross Boisvert – Alpine L3

McIntyre Ski Area, NH – VP/GM

Statement of Background & Qualifications:

I became a ski instructor 27 years ago and knew that I would continue to follow my heart as I climbed the ranks; supervisor, ski school director and manager, retail and rental shop owner/manager and in 2009 I ascended to my current position, VP & General Manager of McIntyre Ski Area. I have served on the Ski School Management Committee of PSIA-E as a Region 1 member and (member-at-large) for the past 13 years, and I currently serve on the Small Ski Areas Committee of the National Ski Areas Association. I am also certified Ski Patroller and a member of the National Ski Patrol.

Through these past nine years it has been my pleasure to serve on the PSIA board. During this time my respect for the educational staff of PSIA/AASI and the entire Board of Directors has continued to grow as I see their commitment and dedication to the organization. The road PSIA/AASI has travelled during my

tenure certainly had its challenges and the road ahead certainly seems riddled with challenges too. These challenges need not be obstacles but rather with foresight and planning, opportunities.

Statement of Philosophy & Direction:

PSIA just celebrated its 50th anniversary this past year. We certainly owe the founders of PSIA a great deal of gratitude. Our organization has grown tremendously over the past 50 yrs. To build upon our successes of the past we need to refocus for the future. PSIA/AASI must be at the forefront of incorporating new technology and methods and skiing/riding styles into its teaching methods and programs. We need to be the innovators of the industry. Through relationships with manufacturers and athletes, PSIA/AASI must be at the forefront of where the industry is moving toward. This knowledge incorporated into our literature, training and certification will once again set the standard for producing relevant and exciting material delivered by knowledgeable professionals. Let us begin the next 50 years looking forward, planning and implementing exciting ideas so that PSIA/AASI will return to the forefront and once again be the premier standard of the industry. I will make it a top priority to work toward this goal of improved recognition and prestige of our organization.

With increased recognition and prestige, our organization can work to demonstrate the value of PSIA/AASI membership and certification to Area Owners and Managers. The improved recognition of the PSIA/AASI brand by the consumer will in turn reiterate the value of PSIA/AASI to those hiring and paying instructors.

I would like to increase participation in our educational programs and certification events by working to make them more accessible, relevant, and affordable to members and new instructors. Specifically looking to address the needs of our part-time instructors (with other full time jobs), by increasing weekend and night events. A critical component to retaining our membership is to maintain affordable member dues and member participation fees.

PSIA/AASI has a responsibility to deliver a high level of service and education to our industry and to its members. We need to continue to provide our members with educational materials and programs to further their educational and personal goals, while maintaining a high level of customer service. Our educational materials and events always have to be designed and conducted at the highest level of professionalism. We have to be the leaders in the industry by being always on the cutting edge of technology.

I will work toward developing and maintaining relationships between all snow sports providers, especially between large and small ski areas, to sustain industry growth and training. And if re-elected, I will continue to work towards implementing a committee or subcommittee for small ski areas. Small ski areas face a unique set of circumstances outside the general industry norms.

In order to ensure the best interest of the members of PSIA and to ensure the continued success of our organization I believe it is important that a member voice be heard at the board level. While I thoroughly support the progress and development of the organization's educational programs and feel this is a vital component of our organization. I would like to see greater diversity and wider representation of our members at the Board level by increasing the ratio of staff to non staff members represented on the Board. This provides a more realistic view of what is actually going on at the areas.

Our organization has an extraordinary future and many worthy goals yet to achieve. I look forward and hope you'll give me the opportunity to continue to serve and represent you on the Board of Directors.

continued next page



**Region 1 Board of Directors:
Tom Butler – Alpine L3**

*Alpine BOE –
Education Staff Employee
Sugarloaf, ME –
Ski & Snowboard School Director*

Statement of Background & Qualifications:

Your support, in the previous two elections, has allowed me to serve as your representative to the BOD. In addition to currently serving you on the BOD, I am also a member of the eastern education staff. My home resort is Sugarloaf where I serve as the ski and snowboard school director.

Statement of Philosophy & Direction:

PSIA was founded right here in Region 1. PSIA/AASI is an organization that was created by instructors, for instructors. Our membership here is honest and genuine enough to understand that this is a small industry, with a tight knit proud membership. As New Englanders, we also rely on our skills and ingenuity to try and fix something when it is not working correctly.

The recent dues increase from the national office is evidence that our organization on a national level needs fixing. When our government tries to raise taxes, we are able to communicate directly with the lawmakers. Not so with the national office who exist separately from the divisions and don't have that open relationship with its members. On the Eastern BOD (where you do have a voice) we are currently addressing this national issue. I would appreciate the opportunity to continue this work.

We all readily admit that teaching skiing or snowboarding in the east is not something that we are going to get rich from doing. We love to teach and want to help others get the same enjoyment out of our sport as we do. We do care however about the money we earn and want to know that when we give it to someone, it is being used appropriately. The national portion of your annual dues in my opinion could be utilized more effectively. The communication and organizational structure of national could be more open so that you have the prospect to be more involved and informed. Again, I would appreciate the chance to help make this right.

This truly is a small industry; one that doesn't need to be as complicated as it currently is or was originally intended by its founders. We have a great opportunity right now to set this ship right. Thank you for your support for the past two terms, and I look forward to hopefully serving you in the next.

**Region 1 Board of Directors: Jeffrey “Jake” Jacobsen –
Alpine L3, Children’s Specialist 2**

Gunstock Mountain Resort, NH – Business Services Director

Statement of Background & Qualifications:

- Director – Business Services
Gunstock Mountain Resort
- Chair - PSIA-E Children’s Committee
- Member – Advanced Children’s Educator
- Alpine Level III - PSIA – E
- Children’s Specialist II – PSIA
- Member – NSAA Education Committee

My name is Jeffrey Jacobsen and I am pleased to announce my candidacy for the Directors position of Region 1 – PSIA-E. I am a 20 year member of PSIA

and attained my Level III in 1995. I began teaching skiing in 1989/1990 and realized early on that I had a passion for teaching children. I pursued this passion and became a part of a growing children’s program at Gunstock Mountain Resort affiliated with SkiWee. Within three years I was running the Children’s Center at the resort and the following season became the Ski School Director and held that position for the next five years. I left Gunstock to become the Perfect Turn Director and summer operations manager at Attitash and spent the next three years at Attitash. I returned to Gunstock to assume the role I still have as the Business Services Director overseeing all of the profit centers at the resort.

Aside from my work in Ski Area Management I became a member of the ACE (Advanced Children’s Educators) team in 2002 and then the chairman of the PSIA-E Children’s Committee in 2004 (positions I still hold today). I also serve as the chair of the Learn to Ski/ Ride committee for Ski NH and sit on the education committee for the National Ski Area Association. I have facilitated multiple training sessions for NSAA.

As Chairman of the Children’s Committee I attend Board meetings and submit/ present a report on the activities of the committee. As a non voting attendee to PSIA-E board meetings I have been aware of many board discussions and decisions affecting members of the division. I have had the opportunity to listen and contribute to discussions and debates over issues as straightforward as ratifying existing committee members up to and including division responses to National Board decisions affecting our members. I have served on the National Task force charged with creating a unified National Children’s Certificate program (CS 1 & 2) and have helped to implement this program in our division.

I believe my background in the Snow Sports industry and involvement in PSIA-E provides me with the qualifications to sit on the Board as the Region 1 Director. If given the opportunity to serve the members of PSIA-E I will do so to the best of my ability.

Statement of Philosophy & Direction:

My philosophy regarding the management and oversight of a non-profit association is relatively simple. I believe that every decision made and every program created or amended must pass the litmus test of improving the experience of membership for the members, individually or as a group. Having been in attendance for many board meetings during my tenure as Children’s Committee Chair I believe that the organization is moving in a relatively good direction. I would like to see the National and Divisional organizations continually work toward promoting the value of membership and certification to the general population of students. These efforts can and may help drive the consumer toward requesting members and certified members for lessons. This will not only increase the value of membership for the individual instructor but also for resort owners and operators.

I have witnessed initiatives driven by the National organization that are challenged in passing the test of improving the experience of the individual member. However, with input from our division it is possible that at the end of the day these initiatives may prove to be a benefit for the membership as a whole. These situations call for a critical eye to review initiatives on a National and Divisional level and frank discussion as to the benefit to the end user...the membership. Should I earn a vote of confidence to serve as the Region 1 Director I will maintain this critical eye while keeping an open mind about proposals and initiatives brought before the board. I will continue to review our organizations bylaws for opportunities to improve the language and/ or to keep them current and pertinent to the membership. In closing, I believe that as a division of a national organization focused on providing education and certification standards to snow sports educators we have an obligation to be ever diligent in looking after the interests of the membership.

Region 1 Board of Directors: Chandler Simpkins – Snowboard L3, Alpine L3, Telemark L3, Children’s Specialist 1

AASI BOE – Education Staff Employee

Sunday River, ME – Training Supervisor

Statement of Background & Qualifications:

Member since 1988

AASI Examiner

PSIA Alpine Level III

PSIA Nordic Downhill Level III

Sunday River, ME: Snowboard, Alpine, Freestyle, and Telemark

Training Supervisor

I have been in the ski and snowboard industry since 1986 when I had my first job as a “lifty” at night, and scared myself silly on the beginner hill as a skier stepping on to a snowboard for the first time. Since those bitter cold nights I have been fortunate enough to be a Part and Full-time Line Instructor, a Staff Trainer, Training Coordinator/Manager, and Director of Training, and have worked at eastern resorts from Pennsylvania to the Canadian Border. I am now (or have been) a Snowboard, Alpine, and Nordic Educational Staff member, and even participated in an Adaptive exam as a Course Conductor. For 7 years I served on the Snowboard Steering Committee which was a rewarding experience as an opportunity to be involved in the organization from a different angle. From 1997 to 2000 I lived and worked in Montana (Northern Rocky Mountain Division) which has given the opportunity to see how other divisions operate (though I remained a “dual” Eastern Division member) and for the past 15 years I have successfully operated my own small business: Chandler Simpkins Historic Preservation and Restoration.

Statement of Philosophy & Direction:

Our membership is diverse in their interest in the snowsports disciplines, and our Board of Directors should represent their diversity. Though the Alpine discipline is the largest single segment of our population, there are also Snowboarders, Nords, and Adaptive members. Alternative disciplines need to be represented at the Board level so that there is a balanced and fair allocation of resources and time for these members.

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

After graduating from The University of New Hampshire, I started my “winter career” as a ski instructor at Stratton Mountain in 1989, joining PSIA that same year. The next season brought Martha and I to Aspen, Colorado where I taught at Buttermilk for three years, finding out and understanding how important children are to our industry. Okemo was my next stop, for eighteen years, Okemo was my home and always will have a special spot in my life and teaching career. There, I started out as a full time instructor, teaching mostly children, becoming a supervisor with duties that included teaching the public, training staff and supervising daily operations of the learning center. I have since moved on this year to Bromley Mountain where I have the honor of being Assistant Director of the ski and snowboard school.

Martha and I have three children, all who race and love to ski in the woods. I am a Managing Representative of Head Ski Equipment. Business experience and qualifications include starting Glebe Mountain Gardens and Landscaping from the ground up with smart business and financial decisions. Served on the VNLA (Vermont Nursery and Landscape Association) for one two year term.

Statement of Philosophy and Direction:

I work for you, the members. We need to keep you and add to the membership but our dues increases seem frustrating. PSIA-E/AASI is a membership driven organization. We need to attract new members and keep the ones we have. I will work with the other Board Members and come up with ideas and programs to gain members. The more the membership grows, the greater the possibility that our dues will stay reasonable. Our dues won’t go down. I’ll try to keep them low and to a minimum, maybe we can spread out the payments or get a discount if paid in full.

Snowsports teaching is a life long activity and if we can keep it fun, educational and affordable we will have you, the members, forever. The membership will do nothing but grow.

Thanks for the vote, see you in the trees.

Region 2 Board of Directors: John Hobbs – Snowboard L3

AASI BOE – Education Staff Employee

Killington, VT - Snowsports Manager

Statement of Background & Qualifications:

Then, Now and in the Future Snowboard Instructor/Coach

AASI/PSIA

Advisor to Board of Directors 4 years

AASI Steering Committee Chair 4 years

AASI Steering Committee Member 9 years

Snowboard Discipline Coordinator 4 years

Educational Staff since 1998

Various Teams Coach

Various Task force and committee member for Eastern Representative for National Snow Sports Management Seminar Committee

AASI/PSIA member since 1994

Snow Sports School Manager, Killington - Present

Assistant Director, Perfect Turn, Killington

Sales and Marketing, Killington

Corporate Trainer, American Skiing Company

Technical Delegate/Supervisor & Co-Director, USASA Series

International Judges Commission (IJC) National A Level Judge

USSA Official

NSAA speaker and moderator

Additional Sources of Wisdom - My Dad

Statement of Philosophy & Direction:

Region 2 Board Candidates



Region 2 Board of Directors: Curtis Cowles – Alpine L3, Telemark L1

Bromley, VT – Assistant Director, Bromley Ski & Snowboard School

Statement of Background & Qualifications:

I have been your Region Two Representative for the last three years and have learned a lot. I have served on two committees, “Up 10 in ‘10-‘11” and the “Scholarship Review Committee”.

continued next page

■ candidate profiles, continued

My interest in serving on the Board of Directors stems from an everpresent desire to continually develop our snow sports industry, believing that our organization remains a linchpin for such growth.

My four years of experience as Advisor to the Board of Directors affords me the knowledge of its administrative duties and responsibilities; this familiarity with our organization's infrastructure will allow me to hit the ground running and get out of the gate faster. But it is my solid experiences as a frontline snow sports instructor, management team member, and AASI Advisor that gives me a broad awareness and sensitivity to what I consider "foundational issues". I know firsthand the frustrations, concerns, dreams of "everyday" instructors; I also understand the challenges facing resort management. In addition the industry must deal with tough fiscal challenges.

As a Board member I can use my broad and diverse background to help create a more seamless and cohesive approach to the issues before us. From this perspective I believe there are key issues that are essential to the empowerment and the enhancement of our industry.

1. Know our current members. The demographics of our industry are dynamic and unless we actually know the complement of our "team" we are going to fall short of meeting their needs. Our members and potential members are more likely to willingly pay our fees and charges if we better accommodate their needs. Give them more tangible and intangible member benefits, programs geared towards memorable experiences, such as Pro-Jam and Rider Rally, educational programs geared to something other than certification, as well as affordable options for our younger less financially stable members. Flexible scheduling of events—one day training, evening events, split weekend events—are a means of acknowledging our members' requests. However, knowing our current membership is just the first step;

2. Increase membership. I have been actively involved in numerous actions plans focusing on member retention, growth, and promotion. If members know we are committed to promoting their profession and their professional growth we will succeed. Keeping programs relevant to the times and trends—racing, freestyle, multi/cross disciplines-- broaden the range and scope of and for our members. New membership increases our resources which in turn will set in motion a progressive pattern of growth and equally important, more like minded snow sports friends.

3. Let go of the "yours vs. mine": mentality. The divisive tenor which seems to hound some organizations never creates success. The growth and support of any one group (be it discipline, management vs. line staff, part time vs. full time) will increase tenfold by the growth and support of all groups. Not only must all groups need full representation at the Board level, there has to be a consistent and fair allocation of all resources—time, energy, money-- among all these groups.

I'd like to see us get back to the roots of what really drives the organization: passionate, committed professionals who readily embrace with conviction that this industry will take us and generations to come to the dizzying heights we call snow sports.

My ability to communicate clearly and tactfully will make me a strong Board member. My vision and hope of this organization is as a community of talented, dedicated, and unique individuals willing to take risks, to yield ego to unity, and to value that we, unlike many others, get to do what we love and nearly make a living doing it.



Region 2 Board of Directors:
Katherine Rockwell – Alpine L3
Pico, VT – Manager of Snowsports School

Statement of Background and Qualifications:

A long time PSIA/AASI-E member, I have been actively teaching since I was eight years old. I grew up in the Bromley locker room and started actually working in the school as soon as it was legal, passing my level I the winter after I turned 16. My passion for teaching has continued into adulthood. Teaching as much as possible while at Davidson College in North Carolina, I returned to Vermont after graduation to work full time at Killington Resort. Each year brought new challenges and responsibilities, eventually leading to my post at Pico Mountain as the Snow Sports School Manager. Since moving to Pico, I have worked to improve the school, created a recreational racing program, created Pico Planet Kids (an educational area for our youngest visitors) and now am enjoying transitioning the race program into a Competitions Department, hosting a wide variety of events. I am very organized and have been described as a "ready, aim, fire" type that strives for balance and efficiency.

Statement of Philosophy and Direction:

I believe we are here to teach people how to ski and ride, not teach skiing or riding. That said I believe we need to combine our technical knowledge with the art of working with people with the ultimate goal of creating lifelong skiers and riders. We need to focus on the next generation both within our organization and the industry as a whole. We need to focus on ensuring our practices still align with the needs of our students. The emerging Action Sports emphasis is going to challenge the traditional "ski school" model, but I believe we can take the fundamentals of good teaching and the reality of physics and offer an enticing product. PSIA/AASI has laid a great foundation, but it is time for the next generation to expand and capture the fresh feel of the industry today. Attracting new young members with the action sports skills is the key to the longevity of our business. It's selfish really- without the next generation to support the areas and sport we love, we'll eventually find ourselves waxing nostalgic about the good old days when you played on snow, not just on your Wii. ■

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What to expect with the Children's Specialist Course

By Gary "Griz" Caudle, *Advanced Children's Educator (ACE) Team; Children's Specialist 2*



Alright, so you have signed up for the Children Specialist event, completed the workbook, taken the on-line quiz, and you are of the snowboard genera. Speaking with others who have gone before you, you begin to re-think your actions because they have touted the event as primarily alpine focused.

WRONG! It is a children focused educational event. That means all children, and all disciplines; alpine, snowboard, and Nordic. The major emphasis at all Children Specialist events is how do we as "ski and snowboard" instructors teach children. When asked how a child thinks, acts, or develops physically, it makes very little difference what equipment they have chosen to put under their feet. I doubt, although we snowboarders like to think so, that a child will develop at a different rate cognitively, affectively, or physically because they have chosen snowboarding instead of skiing. Sure movements may affect the performance of equipment in different ways for different disciplines. What is important to remember is how does the child's age affect the developmental process and the child's ability to respond to our instruction? Keep in mind that we are teachers first, skiers and snowboarders second. We impart our knowledge about a passion for a sport. How this is done is what you have signed up for...to become a Children Specialist, not a skier or snowboarder specialist. So let your knuckles drag if you must, I do, and the kids love it. ■

Update from your AASI Advisor

By Ted Fleischer

After a summer that didn't seem to want to end, and a fall that was reluctant to leave, we finally seem to be in the full flow of winter here in the east. The holiday guests have temporarily departed and now is the time that many of us turn to addressing our own training needs. You'll see our schedule has a lot to offer again this season. If you look closely, you'll notice that we paired a Level I exam with almost every AASI educational clinic offered this year. This is intended to make the roadtrip to events more fun and more affordable since it will be more likely that you'll be able to travel to the event of your choice with a friend, even if they're not yet a Level I member. The hope is that this makes it easier for everyone to get involved.

All of our popular events are back such as the Freestyle camp at Okemo and the Trees camp at Jay Peak. Okemo's pipe is always smoking hot with its own dedicated lift. Bring your swimsuit to Jay this year and check out the east coasts biggest indoor waterpark after you slay the trees all day! Feeling like this is your season to take that next level exam? We are also offering three level II exams this season. The first one is right around the corner at Mt Snow, VT and then there's one at Timberline, WV for those of you hailing from south of the Mason-Dixon line. These are both followed by a Level II/III exam at Sunday River, ME near the end of the season. With a myriad of other riding improvement clinics like Steeps camp, Bumps, and Courdoroy and Carving you should be able to get to that next level in your riding and meet like minded riders at the same time. If you're prepping for an exam or just want to improve the product you provide your guests, jump into an educational clinic (all on-snow) such as Teaching Concepts or Movement Analysis just to name two.

Hopefully, no matter what goals you've set for yourself, you and a couple of friends can make a roadtrip to a new mountain, or even an old favorite, and join us on the hill for a lot of riding, a bunch of skill development, and a little carefully controlled mayhem to spice things up. Looking forward to seeing you all on-snow soon.

Think Snow.

Ted ■

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In Memoriam



Robert Ferguson, Windsor, CT

The family and friends of Robert Bruce Ferguson of Windsor, CT, are sad to announce his passing on October 20, 2011, after a long and valiant battle with cancer. He will be greatly missed and well-remembered by all who knew him.

Robert (Rob) was born in Evergreen Park, a suburb of Chicago, IL, March 21, 1947, to Robert L. and Hilda (Mattice)

Ferguson. The family moved from Illinois via Maryland and Pennsylvania to West Hartford, CT, where Rob graduated from Conard High School. He attended Temple University and the University of Maryland before enlisting in the US Army in 1967.

Rob served as Accountant with Hartford Office Supply for more than two decades. He was an avid skier and a PSIA Certified Level II Ski Instructor and Master Teacher at Otis Ridge in Otis, MA for over 20 years. He particularly enjoyed working with the children in their after-school ski programs. Rob is survived by his parents of Potomac, MD; his son, Robert Sean Ferguson of Houston, TX; his daughter, Laura Beth Ferguson, of Ransom, WV; and his two sisters, Cheryl Ferguson of Gaithersburg, MD and Dawn Ferguson of Kula, HI.

Donations to the Robert Bruce Ferguson Memorial Fund will be accepted at Legacy Bank, P.O. Box 103, Otis, MA 01253. Donations will support the Otis Ridge After-School Ski Program for youth.

Bob Cooperman of Windham, NY.

(Submitted by Cherisse Young, Executive Director, Adaptive Sports Foundation)

It is with a heavy heart that we pass on the news that longtime ASF volunteer instructor and WM ski school instructor, Bob Cooperman passed away after a long and courageous battle with cancer. Bob had been with the ASF and WM for over 20 years, achieved Level III certification in both Alpine and Adaptive ski instruction (which few in the country have), was a member of the Professional Ski Instructors of America-Eastern Division Adaptive Educational Staff, and above all was extremely committed to sharing his passion of the sport of skiing to the disabled and able bodied. He will be missed by many.

In lieu of flowers, Bob's wife Donna requested that donations can be made to the Adaptive Sports Foundation in Bob's memory.

Below is the Cooperman family contact information to send condolences.

Donna Cooperman
189 South Street
Windham, NY 12496
dcooperman@aol.com ■

NOT THE LAST WORD: A Tribute to Bob Cooperman

By Meryl Jacobsen

Author's note: Bob Cooperman made a difference in the lives of many people who are active in the ski community. In particular, he was passionate about helping those of us who are adaptive skiers to reach our potential. Bob has been my friend and mentor for eighteen years. In 2005 we co-authored Excerpts from Exam Dialogues.¹ It is with love, admiration and gratitude that I write this final "Dialogue."

Dear Bob,
After so many years of dialogues, it's time to write one last letter. It's been a great run, hasn't it? Do you remember our first meeting? You were a (PSIA) guest clinician at a local mountain. You taught more than skiing that day; you taught everyone a great lesson in inclusion by recognizing the abilities of a pair of 3-track skiers by inviting us to lead your monoski clinic. Politics be damned, you made sure that adaptive skiers had the same opportunities to learn as all other skiers.

We met again the next winter; you were conducting L1 adaptive certification testing. You asked the hard questions, but you were also very generous with your praise. Your compliments and expressions of encouragement planted the seeds to continue the educational process. I wonder how many of these seeds you planted in so many people over the years!

The seeds blossomed into a friendship during the following years. We began to dialogue. You were a sounding board when one was needed. You gave a dose of tough love when it was deserved. You gave approval when there was merit. You encouraged and convinced me to work toward L2 certification, smiling with parental pride at my successes. When I stumbled, you made sure that I had the resources to complete the journey. You gave your time, your expertise and your support. I recall the day you drove for four hours to surprise me by dropping in to ski with me just for an afternoon, and then you drove home for another four hours. My ultimate success was as much your effort as it was mine.

We continued to dialogue throughout the years. You stood by my side as I worked to build an adaptive training program where one was needed. You were always eager to listen to my stories, read my documents and give your opinions. Donna² and you even drove to New Hampshire for a weekend to train the volunteers of our fledgling program. More than once you donated your time and expertise this way.

More dialogues. You and I discussed everything skiing. You brought so much joy and excitement to my world of adaptive skiing. Do you remember the day when you invited me to help you teach the Master Teacher 3-Track Clinic? You sure knew how to build my confidence as well as my reputation as a trainer.

Then we had the dialogues about L3 certification. I remember the evening that Kathy³ and you suggested that I move forward along this track. You both provided me with the resources needed to progress and to meet these higher standards. You taught me the 'why'. Your voice still resonates in my head: *I don't want to know what you are seeing unless you talk about balance, edging, rotary, pressure!* You were there as I passed the second of my four, L3 adaptive exams. I remember telling you that I wanted you to put that next pin on my jacket. It was the only time that you ever made reference to your illness. You replied lightly, "You had better hurry up."

Bob, in the past few years you made it a point to introduce me to other adaptive skiers whom you mentored, and to other people in the ski world who

have been important to you. Many of these people have become my friends and colleagues. I believe that this was a final gift. You made sure that the dialogues will go on, and that the people who have been part of your ski life will continue to be a resource for each other. We are part of your legacy. Your passion and compassion impacted our lives. This is not the last word; the dialogues will continue.

Forever your friend and student,
Meryl⁴

Endnotes

1 Jacobson, Meryl and Cooperman, Bob. Excerpts from Exam Dialogues Snowpro Fall 2005: 21-23 < <http://www.psia-e.org/ms/eastbenefits/snowpros/SP2005Fall.pdf>>

2 Donna Cooperman holds PSIA level 2 alpine and level 2 adaptive certifications. She is a staff trainer for the Adaptive Sports Foundation at Windham Mountain, and has been with that program since its inception in 1983.

3 Kathy Chandler is a member of the PSIA Adaptive Board of Examiners and is the Adaptive Steering Committee Chairperson. She is the Director of Development and Special Projects at Waterville Valley Adaptive Sports.

4 Meryl Jacobson holds PSIA level 2 adaptive certification. She served as Adaptive Training Coordinator at Bretton Woods for 11 years, and as Training Coordinator for AbilityPlus last year. She is currently working with Kathy Chandler at Waterville Valley Adaptive Sports and trains instructors at various adaptive programs throughout the region. ■

Gravity is love and every turn
is a leap of faith.

~Author Unknown

Adaptive BOE Tribute to Bob Cooperman

By Kathy Chandler, PSIA-E Adaptive Advisor
(with input from the Adaptive BOE)

The adaptive sector has just lost a wonderful and passionate member of the Board of Examiners. In August he told us that he thought he “had another season to do this.” The “this” he was taking about was the, from the bottom of his heart help he gave to anyone who needed or wanted it. He always asked for the highest level from everyone and in an exam failed someone if they were not performing at the highest standard he thought they should be at. Bob Cooperman is one of those rare individuals who saw a person who shared the passion and helped them to build their skills to a level that he or she didn’t think possible. He sometimes saw that it was a nudge backward to surge forward. He would go out of his way to coach them at their home mountain, traveling far from Windham, often with his wife Donna, to assist individuals and programs to dig deep and pull out their best attempts.

When Bob came to Adaptive Board of Directors meetings, so often he came with a purpose and it was another idea he had for how to bring more people into the PSIA family. He believed in PSIA and all it could provide for instructors and the adaptive programs they served. To that end he would fight hard for those things that he thought would be good for the organization. His passion was contagious and helped a lot of people through the process.

None of us could stand sleeping in the same room with him as he snored so loud, and often fought hard with him about some of his projects or ideas, but now look back to say, maybe that wasn’t such a great idea. We had a good time at our last meeting reminiscing and telling Bob stories and I am sure we will go on telling the stories for a long time and warmly remembering that passion that was the true “Coop” we all loved. We will miss you Bob. Thanks you for all that you gave to adaptive sports. ■

Kids. Kids. Kids.



Jr. Spark - Wrap It Up Event coming to Mount Snow

(To run in conjunction with the Spring Rally weekend on March 24-25, 2012)

The end of the season Junior Spark “Wrap it Up” event is a great way for the kids show off their skills learned and mastered this season. Course content will be designed to meet the needs of the group, but topics might include coaching park & pipe, alternative equipment, teaching techniques, and two days of great skiing and riding. The on-hill sessions are staffed by the PSIA-E/AASI teaching pros from our ACE (Advanced Children’s Educator) team. You can expect to:

- try out different equipment, always a good thing to get on any gear,
- spend time in the park which seems to be the favorite place to ski and ride!
- rip up the challenging terrain that Killington is famous for
- Oh, yea, there is some educational stuff in there too...

Check out the Junior Spark event application on the Eastern Division website. Look forward to seeing you there! ■



Jr. Spark - Wrap It Up Event Sign-Up Form



Participants & sponsors -
please read & complete all sections.

EVENT: #757 - Jr. Spark - Wrap It Up Ride & Slide Event

EVENT FEE: \$160.00

EVENT DATES: March 24-25, 2012 at Mount Snow, VT SIGN-UP DEADLINE: March 7, 2012

NOTE: This event is open to all youth aged 13 – 15 and sponsored by a PSIA-E/AASI member. Participants must be able to comfortably ski/ride blue terrain (at minimum) at the hosting resorts to participate in Jr. Spark events.

ATTENDEE NAME: _____ Date of Birth: _____ Male / Female
Circle one

ADDRESS: _____
Street/Box

_____ City _____ State _____ Zip _____

HOME PHONE: (____) _____ E-MAIL _____

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

WHAT IS YOUR HOME MOUNTAIN? _____

PAYING BY CHECK CHECK #: _____ APPLICATION DATE: _____

OR please charge to: MasterCard or Visa Exp. Date: _____

_____ - _____ - _____

Cardholder Signature _____

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

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

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

Attendee Signature: _____ Date: _____

Sponsor Name & PSIA/AASI Member #: _____

Sponsor Signature: _____ Date: _____

Parent Signature (if different): _____ Date: _____

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

ADMINISTRATIVE CHARGES

NO-SHOWS: Regardless of reason50% 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.



2011-2012 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



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	E-mail	
Signature	Member Number	Day phone

MANUALS AND VIDEOS (PRICES SUBJECT TO CHANGE)		PRICE	QTY	TOTAL
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152	Park & Pipe Instructor's Guide - with free pocket guide, <i>Get a Clue!</i> (while supplies last)	19.95		
	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		
149	Tactics for All-Mountain Skiing	24.95		
172	PSIA Adult Alpine Teaching Handbook	22.95		
174	Movement Analysis Pocket Guide, 2 nd Edition (Cues to Effective/Ineffective Skiing) <i>Popular item!</i>	5.00		
17208	Alpine Cues to Effective/Ineffective Teaching	5.00		
148	Alpine Stepping Stones Pocket Guide	5.00		
328	PSIA-E Alpine Standards DVD	15.00		

NORDIC				
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330	Tele Elements 2011 DVD - *NEW*	15.00		

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160	AASI Snowboard Focus on Riding DVD	15.00		
309	AASI-E Riding Standards Indicators DVD	15.00		
162	Vail Children's Snowboard Handbook	15.95		
173	Vail Adult Snowboard Handbook	15.95		

ADAPTIVE				
131	Adaptive Snowsports Instruction Manual	19.50		
QC	The Quick Check Pocket Guide: Managing Behavior for Success on the Slopes - <i>Adaptive Sports Foundation</i>	5.00		

CHILDREN'S/KIDS				
264	PSIA/AASI Children's Instruction Manual, 2 nd Edition	24.95		
161	PSIA Children's Alpine Handbook	19.95		
153	Children's Ski & Snowboard Movement Guide	5.00		
QT	Children's Quick Tips - Snowboard or Alpine (please circle selection)	8.00		

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Orders delivered to CT, NJ & NY are subject to state and local sales taxes.		
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with loose heels

Early Season Notes

By Mickey Stone

Nordic Coordinator

We had a great start to the season with a large clinic at Lapland Lakes in New York where we did a combination of indoor and outdoor activities for over 20 participants. Who said the weather can let us down. We followed up with full clinics at Sunday River, Mini Academy and 20 plus at ProJam for Telemarking.

The Norwegian/Viking hats made their first debut at the party (thanks Gordie). We would like to congratulate Mike Cuzydlo from Kissing Bridge this year's winner of the Kare Anderson Distinguished Telemark Award. Mike has been teaching and spreading the telemark word for over 154 years. He is Level II certified and has patents on binding templates for canting and riser purposes. Great Job Mike

PSIA-E Nordic is also working with New England Nordic Association in the Adaptive Nordic Field. Eileen Carey runs this for NENSA and has created and Adaptive Manual which will be on line shortly) that is quite extensive. We are also doing three Adaptive clinics together this season. Check the event schedule.

One change: the Light Backcountry Clinic at Mt. Van Hovenberg has been changed to Garnett Hill, same time and dates.

Enjoy Telemark Skiing in Argentina in August 2012

Join Randy French and Mickey Stone, members of the PSIA-E educational staff, on an exciting and fun filled adventure to the Southern Hemisphere in August of 2012. Enjoy spectacular days of telemark skiing while your friends are at home sweating in the summer heat. You will have the opportunity to improve your skiing with personalized instruction as well as having time to explore the varied terrain. We will fly to Buenos Aires, Argentina and then fly to San Carlos de Bariloche. We will ski groomed snow and ungroomed snow at 2 ski resorts while viewing some of the most spectacular scenery any where in the world. Also around Bariloche and Cerro Bayo are a variety of backcountry skiing that we can choose from. We are planning on a 1/3 groomed, 1/3 ungroomed and 1/3 backcountry skiing schedule should the weather cooperate. Satisfy your skiing appetite with a delicious variety of restaurants and world class chocolate.

For further information go to the Nordic section of the PSIA-E webpage or contact Mickey Stone at cpage3@aol.com or Randy French at scodese@juno.com or call Randy at 585 447-0781.



SSM Committee Report

By Debbie Goslin, SSM Committee Chairperson

After the success of an "indoor" SnowSports Management Seminar, all of us headed home full of new information and an overall good feeling as we prepared for a new season – we were ready to go! Then Mother Nature took over, and most of us had to quickly change gears, reschedule and staff for a slower start to the Christmas holiday. For some of us it was a nice holiday, with areas closed for the first time in years, to be able to celebrate with our families. Professionally, it was another story!

Checking in with other ski areas, most were making snow and gearing up best they could for a holiday week of camps and out of town visitors. Our mountains and mountain crew did not let us down – reports all show snowmaking at capacity and grooming to spread that snow on as many slopes as possible!

That said, as a school director how do you safely manage staff and programs on limited terrain? If your area is "Terrain Challenged" - what is your game plan? Is it about the number of runs or the skills and challenges presented in each run? Even advanced skiers and riders can be challenged on beginner terrain! Here are a few suggestions to challenge your students on beginner and intermediate terrain – CHALLENGE being the optimum goal!

- Use tactics to give them a challenge – 5 short turns, 5 long turns, 5 short turns – work on transitions from long to short and short to long.
- Synchronized skiing/riding! Always fun and also a challenge! With so many choices and patterns to synchro, people learn about turn shapes, skiing/riding in rhythm and patterns different than their personal norm.
- Brush Gates – set up brush gates on easy terrain and teach them to start turns early while giving them a challenge.
- Obstacle course – always a challenge, always fun! And can be set up with a bag of bamboo!

The silver lining in all of this is that "Winter Will Come"! Let's do our best to motivate our staff and challenge our guests!

I'd also like to thank the 54 school directors that took the time to provide valuable input about the Snowsports School Management Seminar and potential plans for the 2012 event. The SSM Committee will give careful consideration of this input and work together with our Director of Education & Programs Mickey Sullivan to come up with a great plan for 2012.

And finally, thanks to my committee members Gail Setlock from Gore Mountain, NY and Wendy Frank from Holimont, NY for assisting with this article. Think SNOW everyone!

Thank you to all of our **great sponsors** for their support throughout the entire 2011-2012 season!





now online at www.psia-e.org

That's Why They're Called Classics

By Angelo Ross, Region 4

Renowned Twentieth Century thinker Mortimer Adler cited as his teachers Plato (b. 429, BCE), Aristotle (b. 384, BCE), St. Thomas Aquinas (b. 1225 CE), and the authors of all classics generally. Adler's position on thinking philosophically was that it is "everybody's business", and his masterpiece work is a catalogued and cross-referenced index of classic books called *The Syntopicon* (1952). In this "collection of topics" Adler and a team of assistants identified 102 Great Ideas which people—from kings to commoners—throughout the history of Western culture have considered, pondered, questioned, debated, struggled with, fought over, and generally wondered about. Among Adler's Great Ideas are *art, duty, equality, immortality, liberty, love, nature, opinion, reasoning, science, soul, time, truth, and will*. Recently scholars have discovered a heretofore unknown 103rd Great Idea; an idea with implications perhaps so profound that Dr. Adler and his team refused—maybe even feared—including it in *The Syntopicon: Snowsports Instruction*. A few examples of the Great Idea of Snowsports Instruction...

In *The Phaedrus* and *The Republic* Plato uses an allegorical story of a charioteer to describe the components of and struggle within the human soul. The charioteer represents human reason which struggles to control two powerful steeds: one representing the irascible human spirit; the other, irrational desires. The charioteer's goal is to ascend to "divine heights" but the distracted steeds work to pull the chariot off course. As snowsports instructors we see the truth of this allegory unfold often. In ATS we call the three domains of the soul (slightly modified for our purposes) the CAP Model: *cognitive, physical, and affective* aspects of the student profile.

Misunderstanding (cognitive) may result from ill-worded instruction, limited experience, or learning difficulties of our students. Lack of fitness or muscle memory (physical) limits the capabilities of our students. Fear (affective) can have profound effects on our students' on-snow experiences; sometimes to

the point of making one's first day on the hill the last. We may recognize parallel examples in ourselves: I am guilty of registering for a certification exam without the requisite knowledge of ATS (cognitive). I have tired earlier in my ski day than I would have with more dedication to a workout regime (physical). I have allowed my pride (or maybe fear of not having the "proper" colored pin) to complete the registration card for an exam for which I was not ready (an affective issue obviously related to my cognitive issue).

The good news is that each of these unfortunate examples has a flip-side. We can dig into our bag of tricks to give our students instruction using other words. We can select tasks that will help our students to develop over time the physical skills necessary to master a turn. We can choose terrain and create a learning environment and arm students with the tactics to overcome fear. With regard to ourselves we can prepare more for exams, ride more, read more, shadow more experienced instructors; we can work out in the off-season; we can swallow our pride and enjoy the experience of developing as riders and teachers at a different pace. Plato believed that our rationality—our charioteer—could overcome our steeds. I have to agree with that.

Hippocrates (460 BCE—370 CE), the Father of Western Medicine, wrote *On Airs, Water, and Places* as advice for those "*wishing to investigate medicine [and snowsports instruction] properly to proceed thus: in the first place to consider the seasons of the year...then the winds...and, the quality of the waters. When one comes into a city [or resort] to which he [or she] is a stranger...to consider how it lies as to the winds and the rising of the sun... and the ground, whether it be naked and deficient in [frozen] water, or wooded and well-watered... and whether it lies in a hollow, or wooded and well-watered, and the mode in which the inhabitants live...whether they are fond of drinking and eating to excess...or are fond of exercise and not given to excess eating and drinking.*"

Clearly Hippocrates was speaking to us as winter sports enthusiasts and travelers. Let us examine his teaching. Hippocrates advises us *in the first place to consider the seasons of the year*. Being from the east (and particularly for those of us in the Banana Belt of the Mid-Atlantic States and points south) it is essential when planning a winter trip that we consider the likely early or late season conditions, discounted off-peak rates, and perhaps plan some alternate off-snow diversions, for it is *then* that the winds most greatly impact *the quality of the [frozen] waters*. Then, *when one comes into a city [or resort] to which he [or she] is a stranger...to consider how it lies as to the winds and the rising of the sun... and the ground, whether it be naked and deficient*

in [frozen] water, or wooded and well-watered... Here Hippocrates is clearly advising us to be aware of changing conditions on the hill, not only in terms of wind direction which can impact snow coverage, but also *the rising of the sun* which will create areas of flat light and limited visibility throughout the day. It is also an obvious reminder to pack and use sunscreen. Next Hippocrates warns us to watch for bare spots ("*and the ground, whether it be naked and deficient in [frozen] water*") and I would venture to add that his intention was for us to avoid other hazards as well and to generally abide by Your Responsibility Code; and to be careful riding in the trees and to make sure there is plenty of snow in the glades ("*and whether it lies in a hollow, or wooded and well-watered*"). During our travels we should respect the locals ("*the mode in which the inhabitants live*") and ask them where to eat ("*whether they are fond of drinking and eating to excess*") and be sure to not enjoy ourselves too much to the point of not making first chair the next morning and to follow them—with their permission—to the sweet spots and powder caches ("*or are fond of exercise and not given to excess eating and drinking*"). Fine advice from the Father of Western Medicine.

In 1704 Jonathan Swift wrote "The Battle of the Books", in which he cleverly satirizes the age old battle between science on the one hand and the humanities on the other. The scientists are—in a less than flattering way—represented by the spider who using principles of mathematics and architecture constructs his "large castle with [his] own hands and the materials extracted altogether out of [his] own person." Swift paints a picture of a pompous, bloated, and selfish loner who achieves greatness only for his own sake. By contrast the bee, representing students of the humanities, with only its wings and drone-pipe (buzz) covers "universal range, with long search, much study, true judgment, and distinction of things, [and] brings home honey

Find more
"Your Turns"
on the web at
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and wax”, and accuses the spider of ingesting other insects in order to produce only “excrement and venom”.

I think Swift’s message to us as snowsports instructors is clear. As easy as it is for us to become caught up in the science and calculated mechanics of a carved turn—to become snow spiders—we should remember that there is another aspect to a day on the hill, and it is most likely the aspect that brought us to the hill in the first place: Fun. Probably truth lies somewhere in the middle of the spider-bee debate—knowing the technicalities and efficiencies of a sport can add to the enjoyment. But I think Swift would agree that most of our students are snow bees—at the resort to enjoy a day away from work, a day with the family; not to be inundated with as many equations and diagrams as we are capable of piling on them. (They’ll ask for it if they’re interested.) And we are wise to remember that for ourselves from time to time. I know that the pressures of the certification process and that instruction in general—be it on the mountain or in the American education system—are biased toward technical know-how, but nurturing our bee nature (and Plato’s steed of irrational desires) from time to time may be the right thing to do.

Had Mortimer Adler been a certified snowsports instructor the lost 103rd Great Idea may have surfaced earlier. However, *better late than never*. I intend to move forward from here; to embrace this Great Idea and have a fun winter of riding, learning, experiencing, laughing, enjoying, and so forth...

Coaching Corner: Golf, the \$5 Nassau and Skiing

By Harold Smith, *Alpine ETS*

Attitash, NH

2010-11 EF Scholarship Recipient

At most golf courses there is a practice putting green and a driving range, in addition to the actual golf course. Indeed, you will commonly see golfers working on their irons at the driving range, or practicing on the putting green before they go out to play 18 holes. Why is this? Why do golfers practice their game before they actually play their game? In my limited golf experience, there is a single, simple answer: money, cash money.

It seems that golf isn’t golf without a side bet here or there. Many of my golf buddies won’t even get a ball out of their bag without the phrase “\$5 Nassau” having passed someone’s lips. Named for

the Nassau Country Club on Long Island, the Nassau is a combination of three separate bets, for the winner of the front nine, the back nine and the overall winner of the round. There can also be surprisingly sneaky double-or-nothing opportunities which creep in. Play poorly and, trust me on this, twenties start flying out of your wallet.

This got me to wondering, what if skiing had something like straight cash motivating skiers to improve their skiing? What would be the equivalent in skiing of going to the driving range or the putting green before playing 18 holes?

With golf, every hole that you don’t miraculously hole-out from the green, you will use your putter. Golfers know this, so they practice putting. Might there be some similarly invaluable activity or movement in skiing? To my thinking, it may be the action of turning your legs in your hip sockets. Every time you change direction on skis, your legs should turn more than your hips and torso. So for me, on my skiing ‘practice green’ I do activities which focus on turning my legs in my hip sockets: pivot slips, javelin turns or short turns within a corridor, for example. Like a golfer, I might do this before my ‘round’, as a warm-up to the day’s skiing. Alternatively I might take time at the end of the day to visit my ‘practice green’ to refocus my muscles towards more progressive rotational movements.

What about an equivalent to golf’s driving range? What skiing activities might relate to developing the power and accuracy which golfers work on at the driving range? I’d suggest that powerful skiing comes from strong, accurate outside foot-to-outside foot movements, from the apex of one turn to the apex of the next. So at my “driving range” I do lots of stepping activities, like stepped J-turns, thousand steps, or what’s most effective, skating. I skate downhill, blending this into arced turns. I skate across flats trying to leave clean arcs in the snow. I skate uphill, trying to retain momentum through efficient movements.

Golfers also use the driving range to work on their touch with irons around the greens. In skiing, ‘touch’ and ‘feel’ equate to the flexing and extension movements involved in moderating the pressure of skis on the snow. Activities like tapping or raising the inside ski through a series of turns (Thumper turns, or Stork turns respectively), in-air transitions (Leapers and Hop turns), skate-to-shape or one-ski railroad tracks all call upon the flexion and extension movements necessary for developing touch on snow.

While golf has the \$5 Nassau as a devious way for one golfer to take untold amounts of money from the pockets of other golfers, this exact prospect of losing money seems to motivate many golfers to work on the components of their golf game.

Thankfully for many of us, bad turns on the slopes don’t necessarily cost us Jacksions at the

end of the day. Having been spared this actual cost, though, I am suggesting that as skiers we look for snow-bound putting greens and driving ranges. Rather than going out everyday, skiing the same runs at the same speed with the same ragged turns, why not work on some of the component parts of skiing? Find your ‘practice green’ to develop the flexibility to turn our legs in your hip socket, go to your ‘driving range’ to develop power and accuracy to ski from outside ski to outside ski. Use the ‘driving range’ to develop your touch on snow through more progressive flexing and extension movements. While you may not take money from the pockets of your skiing friends, you likely will improve your skiing.

Southern Skiing— It’s Where We Live

By Sandra Bohling

PSIA-E Alpine Level I

Gatlinburg Snowsports Center

Ober Gatlinburg, TN

Snow-covered mountains aren’t the first thing that come to mind when thinking about the South, but they do make a cameo appearance every winter. Not everyone can live where the greatest snow on earth falls on a regular basis, and travel is expensive, so why not enjoy our skiing close to home? We can’t order up a certain kind of skiing on a certain day, but if our schedules are a little bit flexible and we go often enough, we can get in some great skiing. Because of people’s fascination with the cold white stuff, periodically hordes of the snow-starved migrate up from farther south, and our resort is one of the first they can get to. We get a remarkable number of people who are trying skiing or boarding for the first time. For some, it is his or her first visit to the snow—EVER. Here is a vast opportunity for growth in the snow sports industry. Can we pass along a spark for the sport we love to these newcomers? We were all beginners once—what made us keep coming back?

The essence of that spark is simple—the joy and freedom of sliding downhill on snow. Effectively passing along our enthusiasm for our sport is the harder part. The sight of a huge, steep mountain and the feeling of awkward and heavy sports equipment can be intimidating for the uninitiated. This is where what we do as instructors can make all the difference. Making our guests feel welcome and relaxed will help them get to the fun part. Doing things like

continued next page

■ your turn, continued

verbally welcoming them to the resort (and to the greatest sport on earth!), smiling, shaking hands, making eye contact, learning their names, even if it means asking them a few times, will help them to feel welcome.

To help them feel more relaxed, we can use a little humor, especially tales of ski instructors

falling down—anything to help them feel less awkward and embarrassed in this new pursuit. This is especially true for adult beginners, since adults are not accustomed to falling like toddlers in front of other people. Showing a genuine interest in each person—being a friend—will help to foster interest in our sport. Taking a few minutes to rest now and then, and using that time to review safety rules or learn more about our students, will be appreciated by most of them. The activity level of a lesson is more of a workout than many are accustomed to. We can also be extra patient with the slower learners as well as excited about the faster ones.

Occasionally, in spite of our best efforts, some people will give up and walk out of a lesson, but not very often, and many come back for more! It is very rewarding to see our students from earlier in

A senior friend of mine once told me, “Be thankful for what you have; don’t think about what you don’t have.” That would include good friends, slopes of white to soar down, some powder days, the beauty of the mountains... And what could be better than hearing a 4-year-old laughing with delight as he slides down the hill on skis for the first time? I say, any ski day is a good day, and beats a day at the office! “More days on snow” is better than “just a few perfect days far, far away”; besides, we do get some perfect ones in there. While there might not be five months of them on endless terrain, there is enough variety for a challenge and for having fun. Only our imaginations are the limit. Throw in a little Southern hospitality, and we have a good time! Forty-

Yes, like the mythical village of Brigadoon sinking back into the fog at sundown to sleep for another 100 years, winter is too short, the snow is gone too soon, but without Southern skiing, maybe we wouldn’t be skiing much at all...

20 Years of PSIA ITC/Snow ProJam

By Rita Liptz, PSIA-E Alpine Level II, Ski Liberty, PA

It’s been 20 years since I joined PSIA in 1991 and went to my first ITC. What a wonderful exciting experience that was, meeting the “GODS” of skiing. Through the years it’s been a learning event, within a cult, a wonderful “sorority/fraternity” party to start off the coming winter season.

Lani Tapley was my first clinician (and he’s still going strong). Then, going through the process of 20 years of Snow ProJams and Level I and II preps/exams there was Mermer Blakeslee, Suzy Chase-Motzkin, Alison Cummings, Pam Greene, Mac Jackson, Brian McVicker, Steve Moore, Kristi Robertson, Bob Shostek, Ken Thulin, Troy Walsh, Brian Whatley, Dave Wisniewski, Terry Barbour and the list could go on. In reviewing the most recent list of National Demonstration Team Members and the PSIA-E Educational Staff, many of us have been around a long time and the list keeps growing! And what a pleasure it’s been associating with all “old” and “new” clinicians. It’s because of the ED staffs’ dedication to teaching that brings everyone back.

Even though there have been a few lean snow years, PSIA-E always manages to make the event a memorable one, including this past December. I was one of the lucky ten people chosen to ski with SUPERSTAR Glen Plake at the Wednesday afternoon session on December 14, 2011, and what a day to remember! He’s another type of GOD, and learning just like the rest of us, albeit he’s in a different league of skiing! No nonsense, just lots of laughs and tons of fun! He demonstrated his approach to skiing our “bullet proof” bumps, and showed us some of his ballet ski moves, twirling and dancing and asked us to give those moves a try! Well some of us could do them, some could not. Our session ended with learning how to “Charleston” on skis, being the last ones off the mountain! He provided lots of feedback and tips to achieve the “moves”.

I also had the opportunity to talk with Kimberly, Glen’s wife (formerly from Houston, TX). They are both going for their “Level III” PSIA status and both seemed to be delighted to attend our Snow ProJam at Killington. When in the United States they tour in their motor home supporting the skiing industry and its advancement. Their second home is in Chamonix, France, and I’m sure that if we are ever there when they are, we could look them up! They were both a great addition to our Snow ProJam, mixing and mingling and taking photos with everyone and Glen was decked out in his signature “Mohawk” hairdo. They are “ONE OF US”!

Thanks to PSIA-E for all the fun and challenging times! Looking forward to 20 more!



Glen and Kimberly Plake at ProJam

Rain, fog, whatever. You work through it.

-Radio Ron



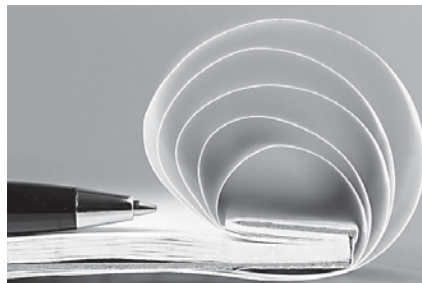
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**See Profiles of Candidates
for the Region 1 & 2 Board of
Directors Election starting on
Page 16 of this issue.**



Upcoming *SnowPro* Copy Deadlines

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

Spring 2012: April 16, 2012

Writing Guidelines

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

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