



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

SNOW Pro

SUMMER 2013

Everything You Always Wanted to Know About the Making of the PSIA & AASI Eastern Event Schedule (but were afraid to ask)

by Don Haringa, Director of Education & Programs & Melissa Skinner, Associate Director of Education & Programs

Have you ever wondered how the Eastern Division office staff goes about the process of making the event schedule for the season? I didn't think so...but when our Executive Director, Michael Mendrick poked his head into my office and *suggested* that I write an article for the Summer *SnowPro* detailing the process, I replied, "Sure, I'll bet the members would *really* enjoy that!" Talk about a dry assignment. On the other hand, a lot of people like to watch the show *How it's Made*, even when the subject is something like, "Today we're making dirt!," so I guess I can take a stab at this.

It occurs to me that despite the fact that in the skiing world I'm an Alpine examiner, in the world of making an event schedule, I'm a newbie for sure. To answer all of the questions (you know – the ones you are afraid to ask) we will probably need an "examiner level" event schedule maker. For that I'm going to call on decade-long division staff veteran and Associate Director of Education and Programs, Melissa Skinner. It will seem much cooler (at least to me) if I do this "interview style."

Don: Hi Melissa, I was wondering if you could answer a few questions for the members, about all the different steps we go through when we make the PSIA-E/AASI Event Schedule?

Melissa: We go through???

D: You know... you, Education & Programs Associate Candace Charles, AASI Advisor Ted Fleischer, Nordic Coordinator Mickey Stone, Adaptive Advisor Kathy Chandler, and...you know, we.

M: Seriously? I'm trying to write up all the OTHER stuff that will go under YOUR byline!

D: Well, that guy down the hall wants this for the summer issue.

M: You mean Michael wants it? Why didn't you say that to begin with? Okay then.

D: Alright then, I'll set the mood. It is a beautiful March Day. It has been a long, cold...

M: Could we get on with this?

D: I'm trying to paint a picture in the reader's minds!

M: Okay Ski Boy, paint "this"...I've got things to do, so ask the questions so I can get back to work!

D: Alright, I'll do the Readers Digest version. It's March. What is the first step in making the event schedule for next year?

M: Let's see... we first send out an "event bid letter" to all the eastern schools in our database. This gives the snowsports school director an opportunity to request specific events such as exams or Children's Specialist courses and/or specific dates that work best for their resort. For instance, Elk Mountain will only have events the last week of January and the Elk "super week" has become a Region 4 tradition of sorts.

D: Having spent 15 years as a Snowsports School Director I can really appreciate the director's role in this. You want to have events when the snow is good and when you think that the resort won't be too busy. You need to consider the terrain you have available, as well as indoor meeting space. You also want to hold events that your own instructors will want to participate in and at the same time still have enough staff to handle the daily business. I remember... (Melissa points to her watch) one time when... (Melissa starts to tap on her watch) I was just a wee lad (Melissa starts to tap on MY watch) Okay, I get it! So, now that the directors have returned their event bids, what's next?

M: Once we get the bids returned from the resorts, we send copies to the discipline coordinators and

advisors (Nordic, Snowboard, and Adaptive) and then it's time to dig in...

At this point Ted Fleischer, Kathy Chandler, and Mickey Stone (Snowboard, Adaptive, and Nordic respectively) take over the scheduling for their disciplines and I...I mean we work on the Alpine schedule.

The next step is to place feature events on the calendar and make sure the resorts are happy to

continued on page 2

Haven't paid your dues yet? Don't miss out!

The easiest way to renew your membership is online at www.thesnowpros.org. Use your e-mail address as your log in name and your member number as your password, if you have not already created a new password. ALL members may pay their dues online at the PSIA /AASI website.

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

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

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

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

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

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

the inside edge

3.....Executive Tracks

4.....Zipper Line

6.....Fall Master Courses Announced

8.....Around the Regions

12.....Education Foundation Scholarships Available

■ cover story, continued from page 1

have us at that time and feel it will be a mutually beneficial arrangement for both our members and their resort.

D: Feature events? You mean like the Pro Jam/ Masters Academy, the Snowsports School Management Seminar, and the Spring Rally?

M: You're starting to catch on! Yes, those are some examples of feature events. We have to take into account that some of these events involve indoor classes as well as banquets and sponsor parties, so we need to be actively involved with the resorts to make sure they have the facilities that we need available on the selected dates, and that the costs fit into our budget.

D: So what's next?

M: Don't release your bindings just yet, Ski Boy! Let's take this one step at a time.

D: Seriously, everyone is on the edge of their seat!

M: No, everyone is reading a mystery novel at the beach. But anyway, for the next steps we:

- Schedule specific events that the schools have requested. If specific dates are requested then those requests are honored if it is possible.
 - Select the dates and locations for the Level II and Level III Exams. A real effort is made to offer Level II exams in every region.
 - Schedule exam preps and prerequisites so there is adequate time for members to register for an exam after taking the prerequisite or prep course.
 - Consider the geographic flow of events so that neighboring resorts are not scheduled for the same events a few days apart. With that in mind, neighboring resorts can be used for different specific events, so that members can share lodging, while attending different types of events.
 - Evaluate the strengths and weaknesses of the resorts that have requested events in regard to terrain, the speed of the lifts, the length of the trails, the types of features that are available in their parks, and the time in the season that the resort is likely to have good snow. We also need to be very discerning when scheduling specialty events, such as *steeps and trees* or *advanced bumps*.
 - Review the notes that are taken throughout the previous season from event evaluations, e-mails, phone calls, etc., where members have requested specific events at a specific resort or region.
 - Send updates to the other discipline coordinators to keep them "in the loop" so that they can coordinate their events with the Alpine events if they so choose.
 - Scrutinize the events at each location individually to ensure that there are events that are open to any member, registered through Level III. For example, we wouldn't schedule an ART clinic, a Dev. Team Prep, and a Race Clinic at the same time at one particular mountain.
- D. Aren't the Race Clinics open to everyone?

M. Yes, but not everyone is interested in a race clinic. We need to make sure that if a mountain invites us to give our educational events then we need to try and accommodate every level of instructor.

D. Is that it?

M. No, that is not it! Now keep the restraint bar down and sit still until we get to the top!

D. Okay, what's next?

M. Next we need to:

- Repeat the last step, but this time we are checking to see that we have a balance of events by region. Do we have enough Level I events for the membership? Does every region have a variety of different events that focus on both skiing and teaching? Is there a mix of children's events for every region?
- Then we add the other disciplines schedules to the mix. Does each resort have the events they requested on the original bid request? Are there too many events scheduled at one resort? Are there any conflicts or potential staffing problems, i.e., do we have too many Children's Specialist programs scheduled on the same weekend to cover staffing issues with ACE Team members?
- Next we send out Event Contracts to the Snowsports School Directors for their approval on the events being offered, as well as the dates and the times. Reschedule events as needed, based on the Director's feedback.
- Finally we follow up with the Director's throughout August (during high vacation periods) to confirm their approval before the event schedule is posted online in early September.

Alright Ski Boy, that is pretty much the whole story!

D: I knew that.

M: Sure you did.

D: Thanks Melissa!

M: You owe me!

D: OKaaaay...

So there you have it folks. How to make a 500-plus Eastern Division event schedule in one easy lesson!

I'll bet you can't wait for the next time Michael Mendrick decides that you'd like to hear from me again! Maybe next time I'll tackle the ever-popular "Why don't you guys offer a 60 minute lunchtime online education update that's good for 5 years of credit?"

So until then, if you have any further questions about the making of the event schedule please feel free to write to me.

Actually, make that Melissa!

Don Haringa is the Director of Education and Programs for the Eastern Division. He thinks he's funny...

Melissa Skinner is the Associate Director of Education and Programs for the Eastern Division. She thinks that Don is funny...looking! ■



Volume 40, Number 1

Michael J. Mendrick, Editor

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

1-A Lincoln Avenue

Albany, NY 12205-4907

Phone 518-452-6095

Fax 518-452-6099

www.psia-e.org

General Information

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

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

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

SnowPro is published five times per year by the Professional Ski Instructors of America-Eastern Education Foundation. Permission is hereby given to all National and Divisional publications to copy original material from this newsletter providing credit is given to PSIA-E/EF and the author, and the material is not altered. Articles that contain specific copyright notices may not be reprinted without written permission from the author.

Note: Material published in *SnowPro* which has been provided by persons not writing in an official capacity, and for official purposes, is the responsibility of the author, and is not necessarily endorsed by the Association.

PSIA-E/EF reserves the right to refuse or edit all advertising.





administrative update

2013-14 Budget Approved Lower expenses projected than in 2008

by Michael J. Mendrick
Executive Director

At the PSIA-E June 2013 Board meeting the 2013-14 operating budget was reviewed, discussed and passed. This budget was prepared by our management staff, reviewed by the Finance Committee and Executive Committee and then presented to the full Board of Directors at their meeting on June 14-15.

On projected revenues of \$1,842,416 and projected expenses of \$1,794,480 this conservative 2013-14 budget forecasts a projected operating net of \$47,937 and an accounting net of \$7,078 eligible for additional contribution to member equity. As approved, the 2013-14 budget forecasts lower expenses than the Eastern Division actual results in 2007-08. In fact, the coming season will be the sixth consecutive fiscal year that the Eastern Division has held expenses to approximately \$1.8 million.

The following is an overview of the key elements of the budget for the fiscal year July 1, 2013 – June 30, 2014. If you have any questions on the budget, feel free to contact your Regional Director. A copy of the complete approved budget (along with the 2011-12 year-end financial report) is available for review upon request.

The 2013-14 approved budget is based on the following income scenarios:

- **1,100 new members.** In 2012-13 we brought in 1,119 new members. The previous season we took in 1,124 new members but that included just 157 for March (which averages 300 new members). The number of new members attracted by the Eastern Division in 2012-13 was the second lowest amount in more than 12 years and 10.5% below the previous 7 year average of 1,250 new members per year. This projection for 2013-14 is therefore conservative.
- **Member retention rate of 87.5%.** In 2012-13 we met our member retention budget of 86.8% and

currently show a retention rate for the fiscal year of 87.7%. The 2011-12 member retention was 88.5%. Last five-year average is 87.9%. As such, a retention projection of 87.5% for 2013-14 is below both our actual result in 2012-13 (during the \$11 national dues increase year) as well as the five-year average.

- **Total event registrations of 6,000.** Event attendance was low again this season despite no increase in event pricing for the second consecutive season and a good snow year in most of the division. At 5,925 our event registrations were the second lowest in the last 13 seasons – exceeded only by the 5,527 registrations in the “winter that wasn’t” of 2011-12. Last three-year average is 5,878. Last five years:

• 6,534	2008-09
• 6,201	2009-10
• 6,187	2010-11
• 5,523	2011-12
• 5,925	2012-13

- No divisional dues increase for second consecutive year.
- A nominal 2% increase in event fees over 2011-12 and 2012-13. This would be first event pricing increase in three seasons and we believe it is necessary to absorb increases in field staff expenses and create needed revenue. Though such an increase will help the revenue side of the budget by an estimated \$21,600 the impact on members will be negligible (e.g. Workshop clinic from \$143 to \$146).

This budget includes the following expense elements & adjustments:

- Office salary expense line increased by 2.29% over approved 2012 – 2013 budget.
- Food per diem (currently at \$48) increased \$2 to \$50 for all education field staff. Budget expense impact: Approx. \$4,000.
- Event expenses and pro fees reduced to more favorable ratio of 66.5% to event revenue from 2012-13 ratio of 69%.
- Ed staff mileage unchanged at \$.42/mile based on the formula of 75% of current IRS rate (January 2013) of \$.565/mile = \$.42/mile until or unless an adjustment is announced. May change within fiscal year if IRS rate increases (we do not decrease within year).
- Increase of “Level 1” non-examiner ACE squad members from \$125 to \$135

per day and “Level 2” non-examiner ACE squad members from \$135 to \$145/per day. Last adjustment (\$125 to \$135) was in 2010-2011. Expense budget impact: \$1,100.00

- Action Plan budget funded at \$5,000 vs. traditional 1/2 of 1% of projected revenue budget or about \$9,250. Expense budget impact: Savings of \$4,000.
- Five print issues of SnowPro.
- A newly redesigned Eastern Division website.
- Increased marketing budget to include \$5,700 in promotional initiatives to build general public awareness and resort management recognition of PSIA-AASI members
- With the contingency fund in excess of \$320,000 at year-end 2012-13 this budget includes a reduced contribution to contingency fund at year-end 13-14 reduced to ½ of 1% of budget (approx. \$9,212). Expense budget impact: Savings of \$9,200.

I would like to thank the members of the division staff, our treasurer Steve Kling and Finance Committee members Tom Butler and Steve Howie for their work in developing and reviewing this budget. I believe it is a financial plan that represents the best interests of the members by minimizing expenses without cutting member programs or services. If you would like to see the detailed budget please send me a note at mmendrick@psia-e.org and I will be happy to forward you the document. ■

Stuart Promotional Products

Division of PED-Stuart Corporation



*The Ski Industries Leading Supplier of
Armbands & ID Holders!*

www.stuart-inc.com

15351 Flight Path Drive Brooksville, Florida 34604
Phone: (352) 754-6001 Fax: (352) 754-1711

We Offer Free Imprinting!



straight talk from the association

PSIA-E/AASI Education and Programs Update

by Don Haringa, Director of Education and Programs

As I look back on my “rookie season” as the Director of Education and Programs I am amazed at what a tremendous learning experience this has been, and will no doubt continue to be. As a rookie I have had the excuse of being new to the job, or that most of the plans for the 2012-2013 winter season were made before I started, but that is no longer the case. I am fully immersed in the brainstorming and planning for the upcoming winter. Many people have contributed to the learning process that I’m enjoying. As you would probably expect, a great deal of knowledge has been passed along from our Executive Director, Michael Mendrick, as well as from the incredible staff at the Eastern Division office. You will probably get tired of hearing this from me, but the members of the Eastern Division are very fortunate to have such a great team working for them in Albany. I have also learned a great deal from the volunteer leaders of PSIA-E/AASI. Their commitment to the members of this association is commendable and the guidance that they have provided me with is exceptional. Thank you all!

I would also like to take a moment to thank our discipline advisors and coordinators for their hard work this past season. The logistics of staffing over 500 educational events can be challenging and sometimes stressful! Their dependable profes-

sionalism made the past season run smoothly and with no major glitches. A great big Thank You goes out to Ted Fleischer, AASI Advisor; Kathy Chandler, Adaptive Advisor; and Mickey Stone, Nordic Coordinator. Job well done!

There were several recommendations presented at the June Board of Directors Meeting that will help our members pursue their educational goals. We will be introducing a program that makes it easier for new members to join online. We are creating a new Tech Team within the BOE to help guide and lead the Ed. Staff and the members of the Eastern Division into the future. Additionally the Board gave their support to a new scholarship program for Snowsports Schools. Overall this past season was a very rewarding experience and I look forward to the challenges and successes this coming winter season will bring.

2013-2014 Feature Events

We are very fortunate to receive the generous support and cooperation from all of the Snowsports Schools that host our events. Without them it would be impossible to provide members with the quality programs and educational events at the best possible value. Here is a preview of our Feature Events for next season; the 2013-2014 event schedules will be available in its entirety by early September.

Event	Dates	Location	Disciplines
Snowsports Mgmt Seminar	Dec 02-04	Mount Snow, VT	All Disciplines
AASI Resort Trainer	Dec 02-04	Mount Snow, VT	AASI
Adaptive National Academy	Dec 02-08	Breckenridge, CO	Adaptive
Children’s Academy	Dec 09-11	Stratton Mountain, VT	All Disciplines
Mini Academy	Dec 14-15	Killington, VT	Alpine, Nordic
Snow Pro Jam	Dec 16-20	Killington, VT	Alpine, Nordic
Instructor Training Course	Dec 17-19	Bretton Woods, NH	Nordic T/S
Race Week	Jan 06-08	Hunter	Alpine
Spring Academy	Mar 27-30	Whiteface, NY	Alpine
Spring Rally	Mar 29-30	Whiteface, NY	All Disciplines ■

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

Staff

Michael J. Mendrick
Executive Director
Don Haringa
Director of Education & Programs
Sue Tamer
Director of Operations

Board of Directors

President
Ron Kubicki
Vice President
Eric Jordan
Immediate Past President
Dutch Kaman
Region I
Director – Tom Butler
Representative – Ross Boisvert
Region II
Director – Katherine Rockwell
Representative – Curtis Cowles
Region III
Director – Dave Beckwith
Representative – Richard Paret
Region IV
Director – Bob Shostek
Representative – Steve Kling
(Treasurer, PSIA-E)
Region V
Director – Steve Howie
Representative – Dick Fox
Region VI
Director – Brian Smith
Representative – Jack Jordan
Region VII
Director – Paul Crenshaw
Representative – Ty Johnson

Committee Chairpersons

Umbrella Steering Committee
Eric Jordan
Alpine Education & Certification Committee
Peter Howard
Snowsports School Management Committee
Deb Goslin
Alpine Education Staff/BOE
Mike Bridgewater
Children’s Committee
Jeff “Jake” Jacobsen
PSIA Representative
Bill Beerman
Adaptive Advisor
Kathy Chandler
Nordic Coordinator
Mickey Stone
AASI Advisor
Ted Fleischer
Race Programs Committee
Brian Smith
Area Rep Program Coordinator
Joan Heaton



THE SNOWPRO NEWSLETTER

The official newsletter of
THE PROFESSIONAL SKI INSTRUCTORS OF AMERICA
AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS
EASTERN DIVISION

Policies and Rates, Fiscal Year:
July 1, 2013 – June 30, 2014



Closing and Issuance Schedule (Published five times per year)

<u>ISSUE</u>	<u>AD CLOSING DATE</u>	<u>DISTRIBUTION</u>
Summer	July 12, 2013	July 2013
Early Fall*	August 16, 2013	September 2013
Fall*	October 11, 2013	November 2013
Winter	December 20, 2013	January 2014
Spring	April 12, 2014	May 2014

*Includes PSIA-E / AASI event schedule.

DISTRIBUTION:	PSIA-E / AASI Membership	Eastern ski areas & snowsports schools
	PSIA / AASI Officials	Officials of other PSIA Divisions
	News media / Ski Writers	Other ski industry organizations

The average size of each issue is 32 pages. The average circulation of each issue is 10,500.

CLASSIFIED ADVERTISING POLICIES:

- * Classified ads must be prepaid.
- * Classified rate for MEMBERS is \$20.00 (minimum charge) for up to seven 36-space lines, and \$3.00 for each additional line. Maximum ad is 11 lines.
- * Classified rates for NON-MEMBERS are \$40.00 (minimum charge) for up to seven 36-space lines, and \$5.00 for each additional line. Maximum ad is 11 lines.

DISPLAY ADVERTISING POLICIES:

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

Display Advertising Rates:

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

Multiple Issue Discount Rates:

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

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

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

FALL MASTER COURSES ANNOUNCED!

We are pleased to announce the selection of fall indoor educational events to be held at Mount Snow Resort, Vermont on November 1 – November 4, 2013

FALL MASTER TEACHER EVENTS- Open to all PSIA & AASI Members – Non-Members may attend for an additional \$25

Key	Num.	Event	Dates	Notes	Price	Deadline
	002	Skiing with All Your Smart Parts	Friday, November 1		\$118	10/16/13
* #	003	Stance and Alignment	Friday, November 1	Limited to 10	\$118	10/16/13
	500	Behavior Management Tactics	Friday, November 1		\$118	
	004	At Your Service	Saturday, November 2	Required for MTC	\$118	10/16/13
* #	005	Stance and Alignment	Saturday, November 2	Limited to 10	\$118	10/16/13
	006	Anatomy	Saturday, November 2		\$118	10/16/13
	600	Backcountry Accreditation	Saturday & Sunday, November 2nd and 3rd	1st course in Backcountry Accreditation – 2 Days	\$184	10/16/13
	007	Communication Station	Sunday, November 3	Required for MTC	\$118	10/16/13
*	008	Functional Movement Screen	Sunday, November 3	Limited to 10	\$118	10/16/13
	009	Motor Learning	Sunday, November 3		\$118	10/16/13
*	010	Functional Movement Screen	Monday, November 4	Limited to 10	\$118	10/16/13
	011	A Conversation with Fear	Monday, November 4		\$118	10/16/13
*	012	Treatment and Prevention of Outdoor Injury and Illness	Monday, November 4	Limited to 10	\$118	10/16/13
	982	Master Teacher Online Exams	Includes all eligible exams for 2013-2014 season		\$13	04/15/14

KEY:

- * = Events have limited attendance - may fill prior to deadline date
- # = it is recommended participants bring their ski boots for analysis, however it is not a requirement

NOTES:

- These events are open to all PSIA and AASI Members in any discipline however the main focus will be Alpine
- Indoor Courses are open to all members and non-members for an additional \$25 – bring a guest!
- Attending two one-day indoor courses satisfies your PSIA-E continuing education units (CEU) requirement
- You may register online at www.psia-e.org or complete a separate event application for each course and fax to 518-452-6099 or mail to 1A Lincoln Avenue, Albany, New York 12205. Please note non-members are not eligible to register online however; you can find the event applications on the eastern website at www.psia-e.org
- Lunch is provided for all attendees
- Please see course descriptions below or visit www.psia-e.org for more info
- Registration will begin at 8:00am, classes run from 9:00am to 4:00pm
- Discounted lodging at \$99 per night is available at Mount Snow Grand Summit. To make reservations please call 800-817-0764 and refer to PSIA-E Division group to qualify for the group rate.

COURSE DESCRIPTIONS AND INSTRUCTOR

At Your Service

Suzy Chase-Motzkin

Required for MTC

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

Functional Movement Screen

Brian Mieczkowski

Limited to 10 Participants

A ranking and grading system created to document movement patterns that are key to normal function. Basic movement pattern limitations can reduce the effects of functional training, physical conditioning, and distort proprioception (body awareness). The scoring system is directly linked to the most beneficial corrective exercises to restore mechanically sound movement patterns. Please refer to "Ineffective Skiing Movements or Deficient Movement Patterns? - A Look at the Functional Movement Screen in Alpine Skiing" article on the Eastern website.

Motor Learning

Richard Frear

Open to all

This course is designed to familiarize participants with the structure and function of neural tissue. To introduce principles of neurophysiology that are vital to an understanding of the nervous system's capabilities, how it coordinates the activities of the body's organ systems, and how these activities are adjusted to meet the changing situations and environmental conditions of the alpine world.

Communication Station

Suzy Chase-Motzkin

Required for MTC

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

Treatment and Prevention of Outdoor Injury and Illness

Richard Frear

Limited to 10 Participants

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

Anatomy**Richard Frear****Open to all**

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

Stance and Alignment**Bill Haight****Strictly Limited to 10 Participants**

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

A Conversation with Fear**Mermer Blakeslee****Open to all**

This course is designed to help instructors work with fear in both their students and themselves and to handle the psychological diversity in their groups more effectively.

Skiing with all your Smart Parts**Ellen Arnold****Open to all**

Getting bored with the same old/same old? Explore how you can use Multiple Intelligences to invite all of your student into your lessons, and engage them using all their smart parts. This session will be hands on, interactive, and immediately applicable to any age or skill level.

Behavior Management Tactics**Kathy Chandler****Open to all**

Participants will gain an overview on how to handle behavior issues including family relations, and students with ASD, ADHD, PTSD and TBI.

Backcountry Accreditation – 2 days Snow Sense and Planning**Bruce Hennessey****Open to all**

This 2-day intensive focuses on backcountry snow pack and terrain where avalanche awareness is a necessity, along with route finding and navigation, clothing and equipment needed for day and overnight outings, and the specific individual and group skills that lead to successful outings where there are no trails. All disciplines are encouraged to attend with specific focus on the different Nordic, Alpine and Snowboard equipment and techniques for the backcountry.

Online Exam**Required for MTC**

After your application for the online exam has been processed, you will receive an email with a link for each exam you are eligible for. You may access the exam immediately after your course or anytime thereafter until April 2014. ■



CALL IT TEACHING. CALL IT SKIING. CALL IT HOME.

Share your passion and teach at one of the top-rated ski resorts in North America. Deer Valley Resort in Park City, Utah, is hiring Ski Instructors and On-snow Supervisors for the 2013-14 ski season.

SEEKING STAFF WHO:

- Are able to demonstrate and teach contemporary ski methods on advanced terrain in all conditions to both children and adults
- Are able to commit to working weekends and holidays

WE OFFER:

- Competitive wage and benefit package
- Plenty of teaching opportunities for full-time staff
- Progressive ski programs with small class sizes
- Training to enhance your skills and credentials
- Opportunities for both experienced and apprentice ski instructors (intermediate skiing level required)
- A PSIA Ski School with an established clientele

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

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



DEER VALLEY
RESORT
deervalley.com

Around the Regions



Region 2 Report

Greetings from Region Two!

Imagine if all this rain had been snow... all the ski and ride gear that's not quite put away yet would be back in the cars and put to good use. But alas, it's not to be... In other winter news, we had a very productive spring board meeting, the results of which you'll find scattered throughout this issue of the Snow Pro. As always, the board meeting was a great time to all get together and talk teaching and business with a little social time thrown in. On the business end, congratulations go to all the newly elevated examiners, especially Pico/Killington's own Karen Dalury. The Pico staff will be taking advantage of every opportunity to free their heels with her, and you should too.

A lot of the discussion at the meeting this spring focused on the exam experience and what that should look like. While I like the ability to now bank passed sections of exams (and disagreed on the "lifetime" aspect), I worry that it will become too easy to just wait until the exam roll around to your home area to try again and people won't be exposed to enough different opinions and terrain. Travel can be expensive. Missed days, gas, hotel, food- but it's also really valuable. The time spent at another mountain with another set of people is an important part of your education. It allows you to experience things from the point of view of someone who's never done that task on that trail and keeps you sharp. You also get to see what else is out there. Your home mountain might have a great beginner area, but an hour or two down the road might be something better that you can bring back. It could also be worse, and you may have the opportunity to share with your clinic mates how you do it and why that works. It's through that collaboration that this industry continues to grow and change and we are an important part of it. Vermont is not that big- go explore.

Stepping off the soapbox- there aren't any details yet, but keep your calendars open and an eye out for more information on the James Leader Memorial Golf Tournament. The only thing decided so far is Killington wants to host. If anyone out there would like to be involved in helping spread the word and strong arming their friends into playing, please let us know. Check us out on Facebook or email Curt or me (gardencenter@comcast.net or katherineatpico@gmail.com) with any questions, comments, thoughts or concerns.

See you on the snow before you know it!

Katherine

Region 3 Report

As I am writing this there has been a heat wave in Region 3 and yet all my thoughts are on skiing! I am ready for some snow!

There are some exciting things going on in Region 3. Mohawk Mountain in Cornwall, CT has announced the appointment of David Yeagle as their new Director of Snowsports. David, a native of Mansfield Center, CT, returns to Connecticut from Afton Alps, MN where he was the assistant director. If you find yourself in the Cornwall, CT area stop in at Mohawk and welcome David.

Powder Ridge in Middlefield, CT is planning on opening again this season! Powder Ridge had been closed for several years and under a new group of investors is rebuilding and gearing up for the 2013 – 2014 season. More information can be found at this link. <http://www.powderridgepark.com/>

In our continuing efforts to improve communication throughout Region 3, please take a look at the following social media sites that have been set up for our region.

Region 3 Facebook page:

Region-Three-Psiaaasi-Eastern-Division

Region 3 word press site:

www.psiaregionthree.wordpress.com

Let us know if any information about your mountain or snowsports school needs to be updated.

We are very interested in hearing from you so feel free to contact us at the following email addresses:

Dave Beckwith (Regional Director) davelee26@sbcglobal.net

Dick Paret (Regional Representative) dickparet@gmail.com

Region 4 Report

Greetings fellow Region 4 members, I hope everyone is enjoying the summer but more importantly, getting ready for the upcoming winter ski/riding season!

Yes, that's right getting started in July with your physical and mental training. In just four short months we will be back on the snow (or close to being on snow) and NOW'S the time to get the fitness program into gear with training that will make the upcoming season much more enjoyable. Might sound crazy but just doing some basic training a few days a week will get you in shape and the reward of being in shape as the season starts goes a long way to enhance the season. As for the mental training, dedicate one evening or two of the week for a book, article and/or video about skiing/riding. (Don't forget the beer or wine to keep it low key). Thinking of doing your CS1 or CS2 this season? There is not a better time to start on the workbook either. Researching to find the answers is great and not only informative and educational but also very useful with coaching adults.

Some news from our most recent Board of Directors meeting in June:

*The Education and Program department of our Division started early this year to "get into physical and mental shape" for our upcoming season. Don Haringa, Director of programs, and education, along with Melissa Skinner, Associate Director of programs and education have been busy putting together the schedule of events and new programs for the upcoming season. Given the opportunity to glance at the tentative schedule for Region 4 and all other Regions in the Division it is going to be an exciting year. Region 4 will host numerous events, exams and programs throughout the entire region and season, including night events, a mega week or two and some weekend events to accommodate regional member's needs -- NOT just Alpine events and programs. Indications are that a variety of events for all disciplines will be available throughout the season. See the Early Fall SnowPro for more details about the upcoming season schedule and "new" programs, policies and events.

*The Operational department of our Division started the earliest of all departments to keep us in "physical and mental shape" for not just the upcoming season but they are taking initiatives and looking down the road at the future of what might lie ahead in the business part of the Division. Operations had a challenging year keeping cost and expenditures in line with the budget. Yes you might say we in the East had a great weather and snow year but our overall event attendance was low compared to what was anticipated. With this said I am very happy to say the Division ended in the "black" financially for this past season due to the guidance of our Executive Director Michael Mendrick and "hats off" to our office staff and discipline coordinators with the effort they put in to keep us within the budget. (You will find a more detailed report elsewhere in this newsletter about last season's operations).

In closing Steve Kling and I would like to thank all Region 4 members who participated in the last Regional election and supported both of us! If you have

any Region 4 or Eastern Division concerns, thoughts or questions you can contact either Steve Kling or me, Bob Shostek at any time.

Have a GREAT SUMMER and remember to START the mental/physical fitness program now

Region 5 Report

Steve Howie, Regional Director and Dick Fox, Regional Representative, report: Hopefully everyone is enjoying the change in seasons and keeping busy with the countless way, and toys, to occupy your spare time. Although winter is a ways off many of us are starting to think about the upcoming season. A quick update from Dick and I and then it's back to summer fun for everyone.

As you have read in this and several previous issues of the Snow Pro, there have been concerns about the direction of PSIA and many rumors, about the East. As your regional representative I can only try to express my gratitude to all the representatives on the BOD but most importantly to the job that our PSIA-E President Ron Kubicki has done for the eastern membership. It has been a difficult job and I know that no one, especially Ron, would have expected the need to extend so much time addressing the needs of this organization. VP Eric Jordon has shared the load with Ron as well as Michael Mendrick, the staff in Albany and the BOD, I know they have and will continue to represent us beyond any expectations I could imagine before having the opportunity to be part of this dedicated group.

Thanks Ron.

Every Fall, although there have been in-depth articles about available scholarship, I try to remind everyone that if you are planning on attending an educational event or exam this winter there are scholarship funds available. If you want to apply for an event scholarship for the 2013/2014 season, please wait until the event schedule is available. Start working on your applications over the summer and then mail to the office by the September 27, 2013 deadline. Check for the remainder of the details by going to the PSIA-E.org website, click on the Education tab and then on scholarships.

Based on the success of our past Region 5 Meeting/ Educational Seminars, I am working on an event for this fall. Look for details in the Fall Snow Pro but I will email info to region members.

When you get a minute, check out the Region 5 facebook page (PSIA-E Region 5). We are trying to get folks to use this to post interesting articles and to promote some on-going dialogue. The more activity the page gets, the better it will be.

As always, if you have any feedback or concerns, please contact any of you region 5 representatives.

Region 5 BOD and Committee Members:

Steve Howie - Region Director; showie@bristolmt.com

Dick Fox - Region Representative; dfox@wmf-inc.com

Debbie Goslin - SSMC Chairperson; debbiegos@roadrunner.com

Wendy Frank - SSMC Representative; wendy.frank@sympatico.ca

Rick Downing - AE&CC; ricdownin1@gmail.com

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

Region 7 Report

Summer has definitely arrived below the Mason-Dixon Line with its 90 degree days and 75% humidity. Those of us who are Winterites can be caught sitting on the back deck with our favorite beverage, after we have mowed the lawn, day dreaming of cold sunny days, that great feel of perfectly arching each turn, and even greater feel of passing that next level. Well I have three things that can help make those dreams come true!

First – Paul and I would like to thank all the members of Region 7 who took the time to fill out and make comments in the Eastern survey as this information

is extremely valuable in determining what your challenges and needs are as members. Two items really popped off the pages for Region 7 – the high cost of attending events due to the length of travel (Region 7 is a geographical challenge!) and 35% of members did not know about the Eastern Division scholarships that are offered yearly! You can kill two birds with one stone and apply for a scholarship which will obviously help with the cost of an event! There are 50 Membership Scholarships alone (worth \$150 towards an event) which are open to all Eastern members! Just go to the website under Education, Scholarships and download the application and fill it out while you are sitting on your deck! Make sure you have it postmarked by October 4, 2013.

Second – Dick Paret, Region 3 Representative, was kind enough to create a Region Seven Communications Blogsite at Wordpress. Right now it is just a listing of member snowsports schools in Region 7 with some slightly outdated material (please send me info on your school to update) but we would like to use it as a communication blog about Region 7 and it too could cut some cost by ride sharing to events, lodging choices and sharing perhaps and information that could be valuable to other members in our region. The website address is psiaregionseven.wordpress.com. Now Paul and I are not the greatest computer gurus out there so any help we could get (volunteer of course) in creating this blogsite would be greatly appreciated.

Third – As some of you know my real job is being a manager at a very high end wellness and fitness center and presently I am studying for a personal trainer certification so being fit, in my opinion, is very important. NOW – TODAY - is the time to start getting in shape for your next glide down the mountain! Make those turns really arch and let your physical shape show the examiner that you are beyond that next level of certification. The Snowsports industry is looking hard at our physical condition and is starting to lean towards mandatory physical testing of snowsports instructors and ski patrol (i.e. the "Vail FitnessTest") so let's get ahead of the curve and be ready in November. Get outdoors, hike our beautiful mountains, bike, walk the dog a few extra minutes – anything to get your heart rate up! 32 degrees has a great article on physical conditioning, check it out.

Well there you have it – apply, communicate and elevate (your heart rate)! A little bit of passion and preparation to help those dreams come true will go a long way. Thanks for Reading.

Ty Johnson – Region 7 Representative styckman55@gmail.com

Paul Crenshaw – Region 7 Director pcrenshaw@massresort.com

Not reporting: Regions 1 & 6 ■

Classy-fied



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

12th annual TELEPALOOZA 2014. Feb.8&9. 7 Springs Mtn. Resort. sponsored by W.PA Ski Council. Clinics AM & PM with PSIA Pros. Uphill/Downhill fun race, Nastar GS race. Kids under 16 FREE. Black Diamond, Cloudveil, the Clymb, Kiss My Face, Leki, Rocky Mountain Underground, Ramp Sports, Ski Logic, 22 Design, Volie, Penn Brewery. www.telemarker.org ■

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

Wednesday and Thursday, September 4 & 5, 2013

FEATURE EVENTS				\$222
Num.	Event	Dates	Location	Deadline
001	Jumping Event	Sept 4-5, 2013	Lake Placid Jumping Complex	08/14/13



To Register: Please visit the website (www.psia-e.org) for an event application, fill it out and submit by the deadline of August 14, 2013. The cost is \$222 for PSIA-E/AASI members; \$247 for non-members. **Non-members, Registered and Level I Members must interview with Mickey Stone prior to registering.** Please e-mail him at: cpage3@aol.com. Applicants must be 16 years of age or above to participate. This event can be used for update credit for any discipline. Price includes coaching by PSIA-E/AASI Education Staff and ORDA coaches, trampoline usage, facility storage, pool fees, and handouts.

Fax your completed application to 518-452-6099 or...

Mail your completed application to 1A Lincoln Avenue, Albany, NY 12205

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

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

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

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

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

For the pool you will need:

- Boots that can get wet for Telemark, Snowboard or Alpine.
- Skis or boards, preferably short, 150-175 cm. It works best with less shaped skis. So your straightest, shortest pair would be the best.

- Helmet a must. A Pro Tec or ski helmet preferred; no bike helmets because you need some type of soft or hard earflap in case you don't quite land right in the water. Strap must be worn.
- PFD approved personal flotation device; not a seat cushion over your shoulders.
- Mouthguard found at any sports store (Play it Again, etc). One you put in hot water and form to your mouth.
- Optional
- Wet suit, shorty, Lycra suits, etc. Whatever you will be comfortable in during the temperature of the day. The water is not heated; it is in the cool 70s.
- Towels, sunscreen and cameras or video.

Schedule:

Day 1

- 8:15-8:45 Meeting/Organization/Handouts/Waivers
- 8:45-Noon Framing Safety and Training Groups
 - * Warm-up flexibilities
 - * Trampoline etiquette and instruction
 - * Landing/turning/twisting/height
 - * Advanced moves for those with past training
 - * Viewing National Teams who are there

Lunch

- 1:00-4:00 Afternoon Gear prep/ Waxing/Safety on jumps/Into the water
 - * Approach/Take-off/Maneuver/Landing
 - * Adding tricks

Day 2

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

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



with loose heels

2012-13 Season In Review

by Mickey Stone
PSIA-E Nordic Coordinator

This year totals for all Nordic were 338 event registrations: 265 in Telemark, 26 in Backcountry and 47 in Cross-Country. This total is our third highest in 10 year average and our second highest telemark participation in history.

As the trend continues our Off piste, Backcountry, Pro Jams, Rallies, Instructor training courses and our Tele Exam netted the most attendance. We are seeing more Nordic Adaptive clinics and specific cross country topics wanted by the membership.

Though we saw about a 15-17% increase in skier visits this year across the board in New England there were still times of little natural snow on the ground throughout the season and during Holiday periods. This directly correlates to the slightly lower numbers on our Back Country and Cross Country participation numbers.

The spike in Telemark has somewhat to do with the abrupt halt to the skis season last year in mid March. We hold our exams and 2 big events that can tally 60-80 folks. So some of the high tele numbers are members making up for last season's demise and getting their credit up to date

Team training once again was split up into early season and late season, which proves to be the best type of training. A refresher get ready for the season and then a follow up on personal growth. A review of event content, standards, teaching creativity and admin were covered in the early season. At our second Norwegian Tele Fling we had 60% of the staff participate in 2 days of training along with a 24 of our membership. This proved to be a great time for all. Members enjoyed a skiing with different examiners each day and also relished skiing side by side an eastern examiner as one of their group. We will look to continue this tradition for next season at Pico VT in March

A hearty thank-you to the ND and T/S staff for another well communicated and hard working season during a good snow year. This group of professionals increases their skills and teamwork each season. Also, we would like to thank the office staff for all their support and guidance through the season.

NATIONAL

Currently both manuals have been written by outside authors for both the Telemark Technical Components (which will be included in the new Alpine technical Manual) and the Cross Country Manual (which is a stand alone piece). I was part of the review process through the stages. During the process the authors looked and commented on our Tele Instructional Video and we received positive comments for our approach, which they wish the Matrix reflected. These new manuals should be available this winter or early next spring due to the change in the Director of Education and Programs at National.

Seven staff members participated at the first Inter Tele in mid April at Snowbird Utah (Lacek, Doan's, Westwood, Hennessey, Dalruy, and Stone). Six countries were represented and all nations shared their outlook on their teaching and technical philosophies. With powder snow everyday and no spring corn/thaw/freeze it was an extremely informational and fun experience.

Our staff will be reporting on the web with some articles, progressions and suggestions for teaching tele this summer. We will also use this in our training pre season.

ELEVATIONS

Our staff would like to congratulate Libby Doan of Whiteface Mtn NY and David Gould of Sugarbush VT for them obtaining DCL Telemark status this past spring at Sugarbush VT. Also, a big congratulations to three hard working educators who accepted change and improvement in their development for three plus years to obtain Examiner status in Telemark. We would like to introduce the 2013 new examiners: Shannon Belt, Shawnee Peak ME, Karen Dalruy, Pico VT and Keith Rodney, Mount Snow Vt. When you see these folks congratulate them for their hard earned work, improvement and determination. They certainly will help us now and in the future. ■

AVALANCHE 20th ANNIVERSARY

Only the best for ski areas. Nothing less.

AVALANCHE IS PROUD TO OFFER A NEW SELECTION OF HIGH PERFORMANCE SKI CLOTHING ESPECIALLY FOR

PROFESSIONAL SKI INSTRUCTORS OF AMERICA

EASTERN DIVISION MEMBERS

GREAT SAVINGS! UP TO 40% OFF*
*retail price

Over 20 years experience working with ski area disciplines, operators, administration and safety. And now servicing ski schools around the world. We look forward to working with your ski school. Contact us to get a proposal.

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

3M Thinsulate INSULATION PRIMALOFT Teltek HYDROFLEX® Entren® Dermirax MP

For contact information regarding quantity discounting for your ski school go to our website and call your representative

HEAD OFFICE: AVALANCHE SKI WEAR INC.
Tel.: 418.877.5584 **WWW.AVALANCHESKIWEAR.COM**

Your Nordic and Alpine Supply Company

Reliable RACING
SUPPLY, INC.

www.reliableracing.com

Visit our expanded website or call us today for a free catalog.

1.800.223.4448

In Memoriam

Herman “Chip” Kamin, 62 of Pittsburgh, PA passed away on April 29, 2013. He was an Alpine Level III member as well as a 40 year member of PSIA. He was a principal at Kamin Realty. He leaves a vast community of friends and acquaintances from his biking, ice climbing, mountaineering, skiing, and kite surfing activities. In 1987, Mr. Kamin completed the first successful ascent of a major Himalayan Peak by a team from the Explorer’s Club of Pittsburgh, the only successful expedition from the U.S. that spring. He won two silver medals in 2005 in the National Senior Olympics in two biking events. Ten years ago he was a founding partner of the Selkirk Powder Co., a back country skiing operation at Schweitzer Mountain in Sandpoint, Idaho.

Frederick B. Kfoury Jr. of Manchester, died Feb. 19, 2013, suddenly.

He was the dear and devoted husband of Lois (Colyn); former spouse and dear friend of Debbie (Cheney) - Thompson; loving father of Frederick B. Kfoury III and his wife, Christine, of Raymond, Christine Kfoury of Manchester, Matthew Kfoury and his wife, Julie, of Manchester, and the late Karen Kfoury.

He loved spending time with his family, children, grandchildren and great-granddaughter. He loved reading, skiing and collecting Teddy Bears. He was known fondly as “Mr. Bear.”

Fred was an Alpine Level 1 member of PSIA that joined in 1989. He participated in the Catholic Medical Center Wellness Program. He was an avid sports fan, Red Sox fan and supporter of UNH Athletics. Fred was also a program supervisor, Pats Peak Ski Area Weekend Children’s Program.

Ian Charles Meserve, 44, of Center Conway, died surrounded by his family on May 5, 2013 from metastatic melanoma cancer. He was an Alpine Level III PSIA member from Center Conway, NH and on the staff of Cranmore Ski school.

Ian was born in Portland Maine on Feb. 4, 1969 to Marcia Styffe Mancini and the late Edward C. Meserve. He graduated from Gray-New Gloucester High School, Class of 1987, in Gray, Maine and attended the University of Southern Maine. Ian married Holly P. Libby on Oct. 2, 1993.

Ian started working winters at Mount Cranmore Ski Resort in 1990 teaching the rattlesnake program. After several years of being a weekend warrior he moved his family to the valley permanently in 1994. He eventually worked his way to being a Race Coach for the Cranmore Race Team. He enjoyed taking his kids free skiing, especially in the woods. He was a big believer to get the kids to work hard on racing they had to have fun first.

One of his greatest accomplishments was passing his love of skiing to his son. They skied in Austria several times together as well as Tuckerman’s Ravine. He loved watching the Patriots, the Red Sox and the Bruins with his family and friends.

He is survived by his wife, Holly Libby Meserve of Center Conway, NH ■.

More than \$15,000 in PSIA-E/EF Scholarships Available for All Disciplines

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

Each season, the PSIA-E Education Foundation makes monetary scholarships available to members who wish to further their education or certification status within PSIA-E, PSIA and AASI. The training that members receive as a result of the scholarship program increases their productivity and value as a member and as an instructor in their particular snowsports school.

Scholarships are available to any member in good standing. You still need to meet the requirements of the specific fund for which you apply. You may not receive scholarship monies from the same fund two consecutive seasons. All scholarship applications are reviewed and awarded by the Scholarship Review Committee, which is made up of PSIA-E Board of Director members. Following are the different types of scholarships available:

Membership Scholarship

The Membership Scholarship is open to members of all disciplines and certification status. This scholarship can be used for all PSIA-E, PSIA, and AASI educational and certification events. Thanks to the generous support of sponsors and members via donations of items and dollars for our “super raffles” each season, this fund now has a balance of nearly \$30,000. One-third of that balance (approximately \$10,000) is available for scholarships this coming season.

Professional Development Scholarship for Level I Members

This is a newly designated “**Professional Development Scholarship for Level 1 Members**” that earmarks 20% of the existing available Member Scholarship funds (approximately \$2,000) for Level 1 members to use specifically for L 2 prerequisite courses and practice exams in prep for taking their L 2 skiing and teaching exams. If you are looking to prepare for your Level II exam this coming season this is the scholarship for you!

Terry Fund Scholarship

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

James Leader Memorial Scholarship

The James Leader Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in snowsports instruction. Applicants must be a member of PSIA – Eastern, with first priority given to employees of the Killington Snowsport School. Second priority will be given to members from Region 2 (Vermont), and the remainder available to all members of PSIA – Eastern. The James Leader Memorial Scholarship has a separate application form and different criteria from other scholarships (e.g. member at least one year, requires a letter from your snowsports school). \$1,000 is available for awarding each season. To obtain a copy of the criteria and an application form, please visit the PSIA-E website at www.psia-e.org.

CE Burbridge Memorial Scholarship

The CE Burbridge Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in adaptive snowsports instruction. This includes all PSIA-E, PSIA, and AASI educational events that specialize in adaptive snowsport issues. The fund supports both the subsidy of Adaptive consulting programs and \$500 in individual scholarships each season.

Education Staff Scholarship

This scholarship is open to any member of the Board of Examiners, Development Team or the Divisional Clinic Leader squad. This scholarship is designed to help individuals in these groups to expand their knowledge and skills beyond regular training sessions, or to gain expertise in another discipline/specialty. This scholarship allows members of these groups to serve and educate PSIA-E members more effectively. Approximately \$3,000 is available for awarding this season.

William Hetrick Editorial Scholarship

The William Hetrick Editorial Scholarship was created by the PSIA-E Education Foundation Board of Directors in June of 2011 to provide a long-term legacy for Bill Hetrick and recognize his passion for both snowsports and writing about snowsports and the mountain experience. It will be an annual program that awards five (5) scholarships in the amount of \$200 in education "dollars" that recipients may use to register for PSIA-AASI education events. The scholarships will be awarded to contributors to the SnowPro and judged by an editorial review group that will read and evaluate submissions made to the Your Turn and Guest Editorial sections of the SnowPro each season.

How to Apply

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

Complete the entire application and mail or fax it to the PSIA-E office, postmarked no later than Friday, October 4, 2013. If you fax your application, please call to confirm receipt. The PSIA-E fax number is 518-452-6099.

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

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

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

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

Education Foundation Donors

The PSIA-E Education Foundation expresses its sincere appreciation to the following members who have contributed at least \$50.00 to the Foundation through the annual dues "add-on" program. Since no dues or program fees go to the EF, contributions are the primary source of support for the Foundation and its scholarships. Thank you!

Ronald E. Adinolfi	Cody Gossard	Donald O'Connor
Dennis Alessi	Pamela V. Greene	Stephen G. Paxson
William Bland Allen, III	David F Greenleaf	Nicholas Pera
Jackson L Anderson	Christoph Haas	George B. Phalen
Thomas O. Andrews	Thomas Haas	JoAnn Pietro
Robert J. Bacon	Ed Hale	Mary M. Prather
Terrence Barbour	Janet R Hall	Ole Retlev
Rick Baron	Douglas Hammond	Thomas Riford
Wayne Berthiaume	Ash Hartwell	Hubert Seemann
Ross Boisvert	G. Marie Hicks	Robert M. Shane
Fred Bowden	Joseph C. Hill	Allen Shaver
Louis J. Brawerman	Stephen Howie	Lennie Shaw
Herbert W. Burnham, Jr.	Barbara T. Hyde	Stephen Sheehy
Robin Calitri	Peter Isaia	Philip D Shutler
Linda J. Carabis-Brown	Richard Jackson	Craig F. Smith
Russell Carr	Robin L. Jackson	John W Sniezyk
Joe Cartier	Murray Johnson	Emily W. Spiker
Michele J Cavallaro	Kirk E. Jordan	James Stehn
Julian P Ceike	Peter Urs Jucker	Linda Steinle
Jonathan Cipes	John K Kennedy, Jr.	Robert Steinle
Charles F. Clark	Patricia King	Mickey Stone
Larry W Clark	Stephen P. Kling	Peter Stransky
David F. Clune	Robert M. Koontz	Philip A. Straus, Jr
Lawrence Cohen	Karlis V. Kopans	John J. Tatro
Edward J Collins, III	Michael B. Korber	Christopher Tinkham
Eugene C. Connell	William E. Kramer	Angelo S. Toutsis
Richard A. Copeland, Jr.	Robinson Leech, Jr.	Randolph E. Trow
John E.F. Cossaboom	Fred R. Leff	Brooks Tuttle
Kathryn Y. Cowdery	John Legge	Andrew VonDeak
Timothy DeFreitas	John M. Lewis	John A. Wheeler
Robert L Del Boca	Eric Lipton	George Wilson
William M Deriscavage	Richard S. Mailman	Robert Wisser
Robert J. Deutsch	Robert Malecki	Joseph Yanushpolsky
James R. Drummey	Stacy T. Malecki	Roger Zilliox
Stephen Duclos	Richard Marron	
Anonymous	Stephen J. McGrath	
Dan Earley	James P. McHale	
Karen M Earley	Paul Meck	
Margaret Eastman	Richard A Metcalf	
Donald R Falardeau	Gerard G. L. Meyer	
David L. Farrell	Robert Montbach	
Terence L. Farrell	Jon S. Muller	
Nicole Gakidis	Lloyd Holden Muller	
Robert E Gallo	Mike Murdock	
Reinaldo Gonzalez	Dolores Nolder	

SMILES WANTED



IN ANGEL FIRE, NEW MEXICO.

Same mountains, same division, same snow, but oh what a difference! We know each others names, work as a team and share the load equally.

We are 'Instructor Centered.' Everyone works with adults and kids and teaches both group and private lessons. We know that happy, motivated employees make happy, successful guests. It really is just that simple.

Hiring all levels of certified and uncertified ski, snowboard and nordic instructors as well as Childrens Specialists.

To join the team, drop us an email: rmay@angelfireresort.com or fill out an application online: angelfireresort.com/careers/apply

ANGEL FIRE
RESORT

angelfireresort.com
800.633.7463

Angel Fire Resort is an equal opportunity employer.

Start at the Bottom!

And stay there for two days of intensive instruction about ski & snowboard boot fit

Learn from the world's top experts how boots:

- Affect stance and balance
- Should fit
- Can be modified to improve fit & performance

Take your movement analysis skills to a new level!

MasterFit
U
University

Presented By

SKI **skiing**
MAGAZINE magazine



Mount Snow, VT Sept. 25-26 ♦ **Kitzbuhel, Austria** Oct. 2-3
Denver, CO Oct 21-22

Seattle (Everett), WA Oct. 30-31 ♦ **Reno, NV** Nov. 7-8

Master's \$435; Master's Plus \$450

Master's Plus not available at Kitzbuhel

Includes training manual, lunch daily, free pair of custom insoles and socks.

Registration and information

www.MasterFitUniversity.com ♦ (800) 575-4348

PSIA-E/AASI members earn 12 continuing ed credits at two-day MFU courses
MFU credit may be applied once every four years

Get the PSIA/AASI Rate when you book with Choice Hotels®



Book at choicehotels.com or call 800.258.2847 and ask for Special Rate ID#00224550



Must be a PSIA/AASI member to receive discount. Advance reservations required. Discount subject to availability and cannot be combined with any other discount or promotion. Valid at participating Choice hotels through 02/29/11.
© 2010 Choice Hotels International, Inc. 10-282/05/10



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

Snow Pro Jam - Master's Academy December 16-20, 2013 – Killington, VT

ONE APPLICATION PER PERSON, PLEASE.

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

Applications will be accepted **online, by fax, by mail, or even in person.**

No applications will be accepted prior to September 23, 2013. Any application received prior to September 23rd will be returned.

Online registration will be available at 9:00am on September 24, 2013

Please go to www.psia-e.org and click the Register Online button.

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

MEMBER NO: _____ PRIMARY DISCIPLINE/LEVEL: _____ / _____ DATE OF BIRTH: _____

NAME: _____ LAST _____ FIRST _____ Male / Female
Circle one

ADDRESS: _____ STREET/BOX _____
Check box if a change
CITY _____ STATE _____ ZIP _____

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

E-MAIL ADDRESS: _____
Event Name _____ Event Location _____ Event Date _____

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

_____ - _____ - _____ - _____ Exp. Date: _____ Signed _____
--

OFFICE USE ONLY	
Date Proc _____	_____
Auth # _____	_____
Initials _____	_____

Select the event:

- _____ Event 023 Master's Academy Cost is \$494 for Certified Level III Members
- _____ Event 024 Snow Pro Jam Cost is \$434 for Registered, Level I, or Level II Members
- _____ Event 652 Telemark Snow Pro Jam Cost is \$343 Non-members add \$25

Select the focus you are most interested in:

- _____ General Skiing Improvement _____ Senior Program (for ages 55+)
- _____ Level II Skiing Exam Prep _____ Level II Teaching Exam Prep
- _____ Level III Skiing Exam Prep _____ Level III Teaching Exam Prep
- _____ Race Program _____ Under 40 group
- _____ With Established Group, Examiner Name: _____

Select additional banquet ticket, if desired:

_____ I would like to purchase an additional guest banquet ticket for \$40.

ADMINISTRATIVE CHARGES FOR NO-SHOWS, CANCELLATIONS AND RETURNED CHECKS				
	Transfer	Cancellation	No Show	Returned Check
Up to one week prior to original event	\$10.00	\$20.00	75% of fee	\$25 additional
During the week prior to original event	40% of fee	50% of fee	75% of fee	\$25 additional
(Must call no later than 4:30 PM on last business day before event – transfers to other events must be before the deadline date)				



Professional Ski Instructors of America
 Eastern/Education Foundation
 1-A Lincoln Avenue
 Albany, NY 12205-4900
 Phone: 518-452-6095

**NON-PROFIT
 U.S. Postage
 PAID
 Albany, NY
 Permit No. 249**

Time Valued Material

2013 Snow Pro Jam – Masters Academy Registration Info

The 2013 Snow Pro Jam and Masters Academy will be held December 16th – 20 th at Killington, Vermont.

Once again we will be accepting applications online, by fax, by mail or even in person. This process was very successful last season and it helps you save time and money! We will begin to accept applications beginning Monday, September 23, 2013. All registrations received on this date (or postmarked on this date) will be guaranteed a spot in the Pro Jam or Masters Academy. No applications will be accepted prior to September 23rd. Applications received prior to September 23rd will be returned.

PREMIER EVENTS - These events are made possible in part through a grant from the PSIA-AASI Education Foundation

Num#	Event Title	Open to	Limit	Price
023	Masters Academy	Open to Level III Members	80 Participants	\$494
024	Snow Pro Jam	Reg, Level I or II Members	350 Participants	\$434
652	Tele Snow Pro Jam	Open to all members & Non*	No Limit	\$343

* Non-members may attend the Tele Snow Pro Jam for an additional \$25, but online registration is only available for members. Snow Pro Jam and Masters Academy are only open to members. Non-members should complete an event application available on the Eastern website at www.psia-e.org.

- Complete the Snow Pro Jam - Masters Academy Application in this issue or apply online
- Faxed applications will be accepted
- Applications may be hand delivered to the office
- Applications will be accepted through the November 27th deadline as space allows

What Is Pro Jam and Masters Academy?

Pro Jam and Masters Academy is the gathering spot for nearly 500 snowsports instructors, sponsors and guests from all over the East Coast. Each day offers great skiing, coaching and après ski activities along with the opportunity to network with other snowsports enthusiasts. Sponsor Showcase will be on Tuesday, Afternoon optional sessions offered on Wednesday, the Banquet is on Thursday evening and wrapping up on Friday with a full day of fantastic skiing with the best coaches in the country! There are groups for those who want to gear up for the season, or for people who want to begin preparing for exams. Regardless of which type of group you choose, you can expect to have a great time.

Guest Package for the Snow Pro Jam & Masters Academy:

A Guest Package will continue to be offered through the Killington Snowsports School. Guests need to register directly with Killington for the five-day lift ticket and five, daily two-hour (AM) lesson package with a maximum group size of five. There will be no limit to the number of guests who may take advantage of this option. Cost of the package is \$235 and does not include a banquet ticket. Sign up by calling Killington Snowsports School at 1-800-923-9444 after October 21, 2013. Please identify yourself as a PSIA-E Pro Jam guest.

Banquet Tickets:

There will also be a select number of banquet tickets reserved for guests. Any member wishing to bring a guest to the banquet should include the guest name and payment on their application where indicated. Payment of \$40 must be included with the application and there will be absolutely no refunds given once payment has been accepted. ■