

# SNOW PRO



## Regions 5 & 6 Election Issue

# Eastern Snowsports Schools show where MORE FUN starts!

Peek'n Peak snowsports staff having FUN!



Kids & fun at Belleayre Mountain, NY



Okemo school staff show where the fun starts!



McIntyre shows its colors



Welcome to the FUN at Montage, PA!



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# HIGHLIGHTS



◀ Bluebird skies, great snow and lots of happy members – ProJam 2013!

▼ Ray Allard receives PSIA National Lifetime Achievement Award, presented by Bill Beerman



▲ Suzy Chase-Motzkin and her group like it shaken, not stirred



▼ Letitia Osborne as Jill Masterson in the Bond classic Goldfinger



▲ Remember when mid-winter looked like THIS? Perfect December snow at Killington!



◀ Dave "Wiz" Wisniewski and Candace Charles celebrate the 007 theme as James Bond and PSIA-Galore

## president's message

RON KUBICKI



### "Holy Polar Vortex Batman!!!"

**N**egative 35 wind-chill, actual temp negative 12, nose hair crinkles as you breathe, schools closed, driving bans, dire warnings to stay indoors, dead batteries, layers, down clothing, factories and malls closed and local TV full of pictures of vehicles off the road! What does this mean?

Well to all of us who read this newsletter it probably means great skiing and riding! We are a weird tribe; us snowsports enthusiasts. As I write this and I can't help but think of the bracing first turns. Outdoors reveling and playing in this pristine polar scenario we all love. Outside my window snowmakers look like smoke stacks. I can't wait to hear the crunch of that cold snow under foot as I head to the quad. I can imagine all of you heading to lift, strapping in, clicking in, sliding up to the chair.

Receiving a real and hearty "Good Morning" from the lifty, who is loving life, 'cause he is one of us, sharing the lift ride with Ski Patroller who is out posting slopes, a wave from the snowmaker hauling a hose back to the shop to thaw out. It is 9AM with blue skies and arctic air, a picturesque ride up the lift, unload, shrug deeper into your parka, turn downhill; first turns!

This is the morning of January 7th and I need to get this article written for the next newsletter. I was trying to decide what subject I needed to discuss with all of you. Do you need more information about the Governance Task Force, what the status is of Eastern's proposals before the national board, how are we planning to move forward in our relationship and evolve our association? And I thought -- really?

No, I decided! I am fortunate to have a lifestyle that is going to allow me to spend a glorious morning in the beauty of extreme nature. I have friends and colleagues, who appreciate the same incredible pleasure this morning, and mountain is giving us, and I decided; the best message I can give you today as your president is just go do what we do!

You're going to arc, go to the park, shred, 3-trak, carve, skate, trek, off-piste, rut corduroy; whatever it is you do, just go do it, because this is what we are.

I am proud to be part of this community, I am proud to be part of PSIA-E/AASI, I am proud to be one of you!

So the Presidents message for today is - Turn right! Turn left! Repeat!

Peace Ron <<

## executive tracks

MICHAEL MENDRICK,  
EXECUTIVE DIRECTOR

### Who you are, what you want and what we are doing to help you have more fun and get a better value from your membership!

**T**he following are bullet points (lots of 'em!) from a presentation I made at the 2013 Snowsports School Management Seminar and the 2013 Children's Academy about our organization, our members, our needs and our actions to address them.

#### What we know about our membership (demographics and trends) . . .

- Year-end membership has gone from 11,172 in 2002 to 10,695 in 2013 (down 4.3% in 10 years).
- Non-paid (Life Members) has increased from 132 in 2009 to 267 in 2013 (up 102% in 4 years).
- # of new members in 2012-13 was 1,119; has averaged 1,225 over the past ten years.
- 69% of our current members are male; 31% are female.
- 64% of new members are male; 36% are female.
- Of new members 2012-13: 55.6% Alpine; 22.9% Snowboard; .5% Adaptive; .3% Nordic; 13.3% Registered
- 56% of our total membership is age 50 or older.
- 49% of our new members in 2012-13 were less than 30 years old.
- 87% of new members achieve Level I in first season.
- We lose 4 out of 5 new members from the active ranks within 10 years of joining.

#### What members have told us they value & need (spring 2013 member survey with 2,500 responses) . . .

- 58% want mid-week events.
- 55% want events within 2 hour drive of home area.

- 46.5% say greatest value in your membership is improvement in your teaching; 36% say improvement in your skiing or riding; 13% discounts on products, gear, etc.
  - » 20% of 16 – 35 age group say discounts important; only 10% for members of 20-plus years.
- 91.4% say service from division office is good or excellent.
- 92.7% say quality of educational experience from field staff is good or excellent.
- Nearly 40% say dues is too expensive for what is offered to members.
  - » 47.5% of 16 – 35 group says too expensive; 36% of 20-plus year members.
- 47.4% say prefer paying dues by June 30; 52.6% would prefer dues paid by October 1.
  - » 62% of 16 – 35 group prefer October 1; 63% of 20-plus year members prefer June 30.
- 53% of members say the cost of dues & attending events is the biggest deterrent to remaining a member.
  - » 77% of members 16 - 35 agree; 43% of 20-plus year members agree
- Cost of events 2nd leading reason for not remaining a member yet 93.1% of members are not aware of EF scholarships (37.8%) or have never applied (55.3%).
- 2012 – 78 scholarship applications; 2013 – 128 scholarship applications.
- 77.4% of respondents disagree that the general public has good awareness of PSIA-AASI members.




## » executive tracks, continued

### What we are doing to help address issues, concerns and needs. . .

- Keeping our expenses in check. We spent \$100,000 LESS in 2011-12 than we did in 2008-09.
- Our expense budget has remained at \$1.8 million for the last five years.
- Keeping your costs in check.
  - » Did not raise Eastern Division dues in 2012-13; no dues increase for 2013-14.
  - » Did not raise event registration fees in 2011-12 or 2012-13; only 2% for 2013-14.
- Making it easier and less costly to become a member.
  - » A “joining event” no longer required. Initial training at home area.
  - » \$30 student discount UPON joining (for 16 – 23 year old members; policy changed in 2011 vs. the previous policy of students paying full dues upon joining and getting the discount in their second year).
  - » “January White Sale” for new members joining and signing up for their Level 1 exam by January 22, 2014 and passing their Level 1 exam by February 15, 2014. They will receive a \$50 credit toward a future education event registration through the 2014-15 season.
  - » New members joining on or after February 15 may enjoy the rest of the current season and all of the next season for one dues payment.
- Making it easier and less costly to stay and grow as a member.
  - » Available member scholarship monies have grown from \$1,600 in 2003 to more than \$10,000 in 2012. Total scholarship monies from all funds is now more than \$15,000.
  - » Monies from scholarships now open to ALL members in good standing (vs. members in 3rd or more year).
  - » “Professional Development Scholarship for Level 1 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 preparation for taking their L 2 skiing and teaching exams.
  - » Alpine Level 2 exam subsidy lottery for school directors to offset costs for deserving staff. Three schools from each region will be drawn (21 schools in total). \$150 L 2 exam “grant” you may use to subsidize the registration fee for 3 staff members by the amount of \$50 each.
- Building stronger recognition of snowsports instructors and the FUN of learning & teaching.
  - » New MORE FUN STARTS HERE! initiative includes more than 80 Eastern resorts displaying 120 promotional banners in lodges and learning centers.
  - » Goal is to connect PSIA & AASI Eastern Division and snowsports education to FUN.
  - » Skiing & Riding is fun. Skiing & Riding BETTER is MORE FUN. We help you ski & ride better.
  - » Created a permanent Membership Promotional Committee to develop initiatives and ideas to better promote our members to the general public and resort management.
  - » “Hatched” Parker, the More Fun Penguin for display and More Fun Foto Contest.

I hope you find this information interesting and valuable. If you have any questions or comments feel free to write me at [mmendrick@psia-e.org](mailto:mmendrick@psia-e.org). Look for those MORE FUN banners out there and enjoy the rest of the season – the weeks are flying by! ☺☺



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**Michael J. Mendrick, Editor**

*The official publication of the Professional  
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1-A Lincoln Avenue

Albany, NY 12205-4907

Phone 518-452-6095

Fax 518-452-6099

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

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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](mailto:psia-e@psia-e.org) as an MS Word document attachment.

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## 2014 Spring Academy – Spring Rally

**PSIA-E Alpine Spring Academy - March 27-30, 2014- Register before March 5th**

Back by popular demand, the Spring Academy is returning to Whiteface Mountain just outside Lake Placid, NY. The home of the 1980 Olympic Alpine events, Whiteface Mountain is the 5th highest peak in New York State, and it has the greatest vertical drop of any ski resort east of the Rockies.

If you are looking for a fun, dynamic and educational event for the end of the season, then this is it. Coaches working this event will consist of PSIA-E Examiners and PSIA-E Eastern Team members. The groups will be small, with a maximum of 8 members per trainer. You can expect plenty of ski time and lots of individual feedback!

**PSIA-E Spring Rally - March 29-30, 2014- Register before March 12th**

Most everyone knows by now not to miss this event. After all, Whiteface is the “Olympic Mountain.” The Spring Rally is for all disciplines. Great sun, great snow, great mountain, great friends, and Lake Placid is a great town! A super weekend of skiing, training and skill improvement!

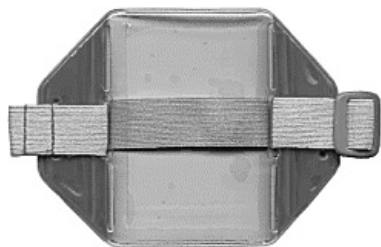
This year there will be an “Après-Ski Party” and spring celebration on Saturday afternoon at the Whiteface Mountain Lodge. Be sure to remember the Hannes Schneider Memorial Race held on Sunday. Early registration will begin on Friday, March 28 at 3:00pm followed by the Annual Membership Meeting at 4:30pm.

**Mark your calendar and meet your colleagues in March at Whiteface!**

Event 278 – Alpine Spring Academy	March 27-30	\$343
Event 279 – Alpine Spring Rally	March 29-30	\$190
Event 423 – AASI Spring Rally	March 29-30	\$190
Event 557 – Adaptive Spring Rally	March 29-30	\$190
Event 687 – Telemark Spring Rally	March 29-30	\$190

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## The Promise Purchased

Peter Howard

Eastern Education/Certification Chairman

I didn't need a Ferrari to learn to drive and I don't need Seth Wescott to learn to ride or JP Auclair to learn to ski. I do need someone who can teach and demonstrate the sport to the level that I require to improve

I bought this lesson because I thought I would learn faster and safer than I would alone or with my friends. I trust that this will be the case. In fact I trust your area enough that I gave my most treasured possession in the world, my child, to one of your peers for the day.

My trust is a gift to you and if you are careful with it, it will grow strong like thick ice on a lake. If you are indifferent or careless it will melt and fracture.

My Motivation to purchase the lesson or be in the lesson is mine. It could be realistic or fanciful, misguided or spot on, but just the same it is mine. I have an expectation and an outcome in mind and I trust that you will ask me what it is and get me there or to somewhere better. To debate my motivation gnaws at the roots of my purchase decision.

I hope that within reason; what is done, why it is done and how it is done is all based on who I am. I may be in a group but I do expect personal attention and acknowledgement of my efforts.

I trust you and the area to find and provide a place where I can focus on learning. You are a facilitator of risk, and in order for me to risk learning I need physical safety as well as emotional and social safety. In most cases my learning will be proportional to the care with which the learning environment is prepared, chosen, and managed.

I expect that when I move to learn it will be noticed. Please provide advice that will help me understand where, when, and how much to move my body to make my skis or board interact with the snow in a desired way. Without this accurate advice I could have, or should have taken the mountain tour or hung out with my friends. By the way will I get to ski and ride as much as I would with my friends? I certainly hope so. At the moment I am emotionally invested in this activity but in reality my worth on the planet has little to do with how good I am at this. Help me remember this when appropriate, and deliver advice attached to performance outcomes, rather than right or wrong judgments.

This is my down time. I suppose I could have traveled to see the Monarchs gather in the trees of Mexico, entered the polar plunge to raise awareness of hypothermia, or gone to the Odd Fellows Hall for the Bean Supper Social but I chose to spend my disposable income here. It is my hope that along with learning something this lesson will probably be fun to do, but my fun, like my motivations are as individual as I am. If I am the gal watching the butterfly migration, my fun expectations may be different than if I am the guy headed for the bean supper social.

Lastly I like two recent TV commercials that to me are really on the mark when it comes to the Promise I think I Purchased. One is the insurance ad where the guy calls the company and the fellow on the other end of the line is him. The message is that the company is so all about “Who” he is, that it might as well be him answering the phone at the company's office.

The other is the Fairpoint commercial where the boss walks in and tells his employee to take the rest of the day off, go to his shore front home for the weekend, invite friends over to watch the big game, come in on Tuesday because Monday is busy and then talk about his promotion. The tag line is “It starts out great and gets better”.

Dear Professional I trust you know this is the promise I purchased. <<

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

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## Hunter Mountain to Host Team Tryouts

In March 25-26, 2014 we will have two team tryouts at Hunter Mountain, NY. One is for a position on the Advanced Children's Educators Team (ACE) and the other is for the Alpine Divisional Clinic Leader Team (DCL). Day one will focus on skiing and riding. At the end of day one, a selection will be announced for those who will continue with the teaching portion of the exam on day two. Candidates who were not successful on day one are encouraged to attend personal skiing and riding improvement on day two which will satisfy your continuing education requirements.

**The ACE Team**

The ACE team is a specialty within the Eastern Division Education staff and the expected level of accuracy is above the Level 3 standard whether you are trying out as a snowboarder or skier. The tryout will consist of skiing and riding tasks that will be announced on the first morning of the event. There will also be two on-hill peer-coaching segments, involving some aspect of child development relative to skiing and riding skills and the snowsports industry. In addition to the on-hill portion, candidates will be asked to make a short (15 minute) indoor presentation. Possible topics of the on-hill segments and indoor presentation will be sent out prior to the tryout.

**The DCL Team**

The DCL Team is Alpine only and is for those instructors who wish to provide our Eastern Schools with the most innovative and current information on ski and snowboard instruction and certification. The training and understudy experiences, in which DCLs participate, provide a level of comprehensive information that is not readily or inexpensively available elsewhere. The DCL Team is not a path to 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.

**Team Tryout Requirements:**

- Must be a Certified Level III member.
- Must be actively teaching.
- Submit a standard event application and event fee of \$230 by the registration deadline of March 5, 2014.
- Submit a resume and two letters of recommendation with your application to Don Haringa, Director of Education & Programs at dharinga@psia-e.org. (one letter should be from your snowsports school director or immediate supervisor)
- Provide a short statement of what you would contribute to the team

Event 307	Alpine DCL Tryout	Hunter Mountain, NY March 25-26, 2014	cost is \$230
Event 743	ACE Team Tryout	Hunter Mountain, NY March 25-26, 2014	cost is \$230

## Einar Aas Award to Karen Dolan



Karen Dolan, longtime Snowsports School Director at Cranmore Mountain Resort, receives the 2013 Einar Aas Award for Excellence in Snowsports School Management from Eastern Division Executive Director Michael Mendrick at Mount Snow, VT on December 3. Karen was voted on by her peers in the snowsports school management field from a group of finalists that included Bruce McDonald of Wachusett Mountain, MA and Doug Kaufman of Mount Snow, VT. In all there were 28 nominees for the award this year.

Wrote her nominators from Cranmore, "Karen is what keeps the family of Cranmore strong. She is always supportive, encouraging and real with you. She is one of the key reasons that school staff keep coming back season after season. I cannot imagine a winter without Karen a part of it at Cranmore."

Congratulations on being recognized with this prestigious honor, Karen! <<



## around the regions

### Region 1 Report

Hello Region 1,

My Region 1 Board partner Ross Boisvert and I hope you are all well. I began writing this on Sunday January 5th and had it nearly done. It was a nice piece actually on exams and goals, a little bit about some national stuff and trying to capitalize on everyone's wide angle lens as we all strive to set goals for when the New Year hits. However the next day, January 6th, Sam died.

Samantha Wright was not a PSIA member or even an ski / snowboard instructor. She was a Montessori preschool teacher in Kingfield, Maine, which is just down the road from where I live at Sugarloaf. The day she died was horrible in every way; the roads were awful, the temps were bitter cold and it was blowing a gale. I hate to point out though that when driving up to your mountain, these are all conditions which you encounter regularly. Anyone living in snow country experiences this and we just soldier on without really giving it much thought. Well, I'm asking all of you to give it some thought. Not just the driving but take a moment to think about your friends and family as well.

Sam was on her way back from Farmington with the van she just picked up from being serviced. Her husband dropped her off at the service station and he was continuing on to another destination while she headed back up to Kingfield. Sound familiar? We've all done this, and each time we expect to see everyone later on. We even verbalize it, "See ya later" or "I'll call you later", with such certainty that we don't give it a second thought. Then sometimes, unfortunately, bad stuff happens and that person doesn't see you later or won't be calling you back. I can attest that many of my friends and colleagues, upon finding out about Sam's accident called their friends or family just to check in and say hi. They called people they have been meaning to call because that morning it hit firmly and squarely that you don't get to choose the time, it chooses you.

Someone said to me once that we're all motor-boats cruising around a big lake. The wake that we leave behind is our influence that radiates away from us comes in contact with everyone else. Some boats are little dinghies pattering around and others are sleek crafts slicing through the water. If that's true then Sam was an aircraft carrier. Her wake extended well beyond her preschool and community. As I sit in these memorials (there have been others unfortunately), I wonder about my wake and who is it going to reach? The truth is that I haven't the slightest clue who it will touch, influence or inspire; nobody knows but that makes the responsibility even more awesome. If we knew, then we could turn it off and on like flicking a switch. The Hall of Famer Joe DiMaggio understood the weight of this obligation as he tried to play his hardest every game because, in his mind, "There may be a kid in the stands who never saw me play".

As a snow sports teacher, you come into contact with an unbelievable number of guests each season and form tremendous friendships with great people at your mountains. Are you playing your hardest every game? Steve Prefontaine, one of the most successful runners in US history trained and raced ferociously hard because in his opinion "to give anything less than your best, is to sacrifice the gift." Translation: You just don't know the impact you will have out there or where it will lead. You can't see your wake, whether it's with your students, your friends or your family. We only learn about it later, hopefully way later but who really knows?

In closing, this year my primary New Year's wish for everyone isn't to work diligently on your demos or to attain another certification level. Don't get me wrong, you should continue to do these things but in the grand scheme of things, it's only skiing and riding. I would much rather have you all focus your attention on your friends and family and, this is the director in me, your students. Skiing and riding may be what we do, but teaching is who we are. This is how Sam Wright lived her 38 years and her wake, when it's all said and done, will be measured not in years or decades even, but in generations! What a wonderful legacy and I hope that all of you may leave such a lasting impression.

Thanks everyone and have a great season.

Tom Butler & Ross Boisvert

### Region 2 Report

Greetings Region Two!

Hopefully by now the after effects of the Polar Vortex followed by the January Thaw are behind us. It's times like this when our professionalism is pushed to the extremes- More Fun Starts Here! is a reflection on not only our belief that being better at our chosen sport makes it more fun, but that we as a group are fun. What do you do to add that extra fun?

Some business to attend to: We'll be having a Region Two meeting at the Mount Snow Mega week 4:30, Monday February 10th in the main lodge. It's been a busy season with PSIA and there's a lot to talk about. This is your organization- we want to hear from you! If you are not able to make this meeting, we'd still like your feedback. Start a conversation on Facebook or email us. We'd also like to hear from our northern friends- We can schedule another meeting, just let us know and we'll look for a time that works for you.

January being Learn to Ski and Ride Month, now is a good time to reflect on how you and your area contribute to creating lifelong skiers and riders. 13 if the resorts in Vermont are offering \$29 packages for beginners. It's one thing to get them there; it's another to keep them. We are the face of skiing and riding- what we do out on the hill makes all the difference. The boots and weird, there is a lot of equipment to keep track of, it's probably cold. Many areas are investing in Terrain Based Learning features in an effort to add more fun and less stress to the learning process. Is

your area? Have you learned about the philosophies behind the movement even if your area doesn't have the space to build the features? Is this an area where you would like to see PSIA/AASI offer events? This is a critical time in our sports- and it's great to see the concept of More Fun Starts Here spreading through our organization.

Congratulations to all of you who have attempted or passed exams. The spring season is coming up quickly, so be sure to look ahead and continue on your path.

See you out on the snow,  
Katherine and Curt  
katherineatpico@gmail.com  
gardencenter@comcast.net

### Region 3

Winter is in full swing. Many of the resorts and areas in Region 3 got off to great start as you all know. There have been a few "bumps in the road" with rain and some warm weather. But let's hope winter will continue to cooperate and give us a banner year!

A second Region 3 meeting will be held at Wachusett Mountain on Feb 25, 2014. This meeting will held in concert with a series of events that will be held at Wachusett Mt. that week. This will be a great opportunity to get in some training, or an update and attend the regional meeting. We hope to have some special guests for the meeting so additional details will follow and be available on our Region 3 Facebook page.

Region-Three-Psiaaasi-Eastern-Division and the Region 3 word press site:

[www.psiaregionthree.wordpress.com](http://www.psiaregionthree.wordpress.com)

Details will also be emailed out to all Region 3 area reps. Hope to see you there!

Ski Butternut had a wonderful start to the season, especially with all the different weather conditions. They have had a huge turnout for both returning and new instructors. All regular programs have been up and running with the usual efficiency. The Butternut team has been holding regular on site clinics for all instructors which have been successfully improving skill levels across the board. They are looking forward to another great season.

Mount Southington is celebrating its 50th year of operation. A ceremony was held on Jan. 12 to mark the event and a plaque to commemorate the milestone was presented by CT. State representative Joe Markley.

Yagoo Valley in Exeter, RI is also celebrating 50 years! Let's hope for another 50 years for both of these areas!

As always, 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  
Give your students miles of smiles!.....Think Snow!!

Dave Beckwith

## Region 4 Report

Greetings Region 4 members,

I have been talking with fellow Region 4 members and reports are that we have all experienced a great start in early December! Sounds like everyone enjoyed a solid holiday business. However, Mother Nature has been playing games with us - every weekend since the Christmas holiday into mid January came with at least one day of rain. In spite of that, I have experienced some fantastic skiing at all resorts while traveling the region doing educational events since the holiday. Our region's resorts have done some incredible work in recovering the snow quality after the rain and most areas report that business levels are great.

As your region BOD representatives, Steve Kling and I held the first of two regional meetings at Liberty Mountain Resort on January 8th. (The second is scheduled will be at Elk on January 27th). Approximately 40 members and non-members attended the meeting and received a written update about what is happening in the division and nationally. The update material, provided by our Executive Director, Michael Mendrick, included information on "What we know about our membership" (demographics and trends), "What members have told us they value & need", (information attained from the spring 2013 survey) and "What we are doing to help snowsports school directors" (your BOD response to address issues, concerns and needs of school directors). All attendees had the opportunity to ask questions or share concerns about the association and the region. A few questions about the exams, in particular the "banking process" and its effect on the membership long-term were addressed. A few members inquired about the division & national having a "lifetime" membership dues cost for senior members of the organization.

Questions arose about younger members (especially college students) and their PSIA educational credit requirements while in school and the year after graduation. Our response to these questions was that policies are in place for these situations and concerns will be brought to the BOD to review the policies for possible revisions. Overall everyone seemed to be satisfied with our division's operations and educational programs in all disciplines.

The ProJam and Masters Academy at Killington was a huge success again - the division members attending experienced some of the best skiing in years at this event. Overall our divisions event attendance numbers (as of this date January 12th) are very light. We are hoping/anticipating the attendance numbers will pick up for February and March. The "mega" week at Elk has some great attendance numbers and the Children's events (CS1 & CS2) are experiencing strong attendance across the division.

That's it for now, let's hope for a snow filled February and March for the entire division!

Any questions, concerns or issues please feel free to contact myself or Steve your regional representatives at any time.

See you on the hill!

Bob Shostek, Region 4 Director

## Region 5 Report

Happy New Year everyone. Another Christmas Holiday scramble behind us. I hope everyone was having fun being busy. Over the two week period, we certainly received most of the combinations of snow and weather common to our part of the world (no bottomless powder).

There is not too much to update since the fall regional report. . . . PSIA-E BOD continues to move forward with ASEA (PSIA/AASI National) in terms of re-defining the goals and responsibilities of these two entities covered by our PSIA / AASI memberships. Slowly there is a feeling of mutual trust and a clear change of focus toward the members. That is good. Eric Jordan is doing an excellent job of keeping our Division's concerns on the front burner.

Please make note of the two regional meetings in Region 5:

Wed., Feb. 5, 4:00 at Bristol Mtn.

Tues., March 4, 4:00 at the Creekside Lodge at Holiday Valley

These are being held in conjunction with a flurry of PSIA / AASI events, so it is a good opportunity to rub elbows with other snow sports addicts as well as give your representatives some feedback and guidance.

As you know, there is an election in Region 5 this year. Please check out the information in this issue of the *SnowPro* and vote early (and often). ☺

Ron Kubicki will be ending his term as Divisional President this June. He has done an outstanding job and we all owe him thanks for his unwavering commitment to all members of PSIA-E. Make no mistake, he has put thousands of hours into making this Association better for you and me. If you see him, tell him "thanks". Eric Jordan from Region 4 will be taking over as president and we can all count on similar commitment from Eric.

We should also thank Steve Howie for all of his years serving as the Region 5 Director. He has decided to not seek another term. His knowledge and wisdom will be missed.

It is safe to say that the Region 5 Facebook page is not suffering from overuse. Please check it out and contribute something of interest. If you post a question and Steve or I don't know the answer, we will get an answer and reply on the page.

If you like private conversations better, you can always contact us at:

Steve Howie: showie1@bristolmtn.com

Dick Fox: dfox@wmf-inc.com

Debbie Goslin: debbiegos@roadrunner.com

Wendy Franks: wendy.frank@sympatico.ca

Have a great season and (as our fearless leader Ron says) "Be sure to take a run for yourselves"

## Region 6 Report

Winter is in full swing around Region 6. Despite some rain around the area this past week the skiing has been quite good in Region 6. Christmas week reports are very good for the 2014 season with many resorts having some record numbers over the holiday period. It benefited some areas that Christmas and New Year's fell between two weekends. Early snow and longer visits resulted in solid attendance.

Typically after the holiday rush many snow sports school begin to schedule certification training for those staff that are committed to learning continuing their education experience. As an alpine trainer for my resort, I'm happy to say that the new exam changes have been received quite well by the majority of our staff. I feel there is a level of anxiety when taking exams and the new changes to the process may reduce some of this. Remember to pass along a training suggestion that your candidates spend time training skiing tasks, mountain performance zone skiing, and reference movements that seem most challenging. This will complement the skiing scenarios that a candidate is already proficient in.

While skiing at a resort in the Southern part of Region 6 I had a chance to compare notes with the alpine training manager while there. It seems their school and mine share similar attendance numbers for Level 1 and 2 exam candidates to train for the 2014 season. It seems there is a core group still in the pipeline amongst the membership. If you are a Level 3 at your resort don't forget to encourage fellow instructors to continue their education path.

The Winter Olympics are around the corner and many areas are playing into the Olympic fever. I heard kids in a competition program in line ahead of me chatting about their favorite competitor. It was very cool to see young kids getting stoked about the winter games.

This season marks a uniform change for the Alpine Board of Examiners. Brilliant blue will be the new colors as avalanche continues to sponsor our educational staff.

On divisional matters, the boards of directors have moved another step closer to a positive agreement between ASEA as it relates to the GTF (Governance Task Force) recommendations regarding governance language used in proposed agreements. This is a good thing that I feel will ultimately make our association stronger. Having a clear description of the scope of responsibilities between the divisions and ASEA that reflect the current association culture will hopefully have a positive effect on day to day business between all the stakeholders in PSIA. Then, after final agreements are made we can move forward to other business matters at hand. A big thank you to Eric Jordan (Vice President) and outgoing president Ron Kubicki for their commitment to the GTF and the entire governance issue throughout the past 3 years. They have done a lot of work in collaboration with ASEA leadership to establish clear definitions as it relates to governance. Thank to Bill Beerman for his insight as our ASEA Eastern rep on the national board.



I recommend to all region 6 members to continue to email myself and or Jack Jordan regional rep, your ideas, comments and suggestions. If current members can contribute through suggestion we can better represent our membership's true needs at the board level. Thank you. Have a great mid-winter season!

Brian Smith, Region 6 Director

I hope by now all of you have been able to enjoy some of the best early season snow conditions we have seen in many years, despite Mother Nature's mood swings. We have been off to a busy and rewarding start. In addition to great snow my wife Kathy and I have enjoyed the perks of our PSIA memberships by purchasing new skis through one of our sponsors providing us with great savings. Lessons have been very frequent, rewarding and enjoyable. Those "never-ever 5 year olds can be a challenge, but equally rewarding, when seeing their pride and sense of accomplishment when making those first wedge turns.

This year, Belleayre has added another magic carpet surface lift which has provided our guests and instructors with easier access in our beginner learning area. The upper mountain bump trails are great. . . . lots of soft moguls with NO ICE! Hopefully when we host various PSIA bump clinics on March 17-18 conditions will be just as favorable. Also we will be hosting our southern region 6 meeting at Belleayre, March 17th at 3:30 PM in the Longhouse lodge. Plan to join us for some excellent skiing, refreshments and conversation. If you are not participating in any of the offered events that day but would like to ski prior to the meeting, please contact me (jjordan12465@gmail.com) so I can arrange for lift tickets for you. Jack Jordan, Region 6 Representative

Jack Jordan, Region 6 Representative

## Region 7 Report

Most resorts in Region 7 opened around Thanksgiving this year with more snow and trails than usual. It was then strange that business was so slow with the conditions as good as they were. All this changed as the Holiday Season started. Most resorts have reported large numbers in attendance and in lesson numbers. This season may set many records.

As always, we encourage you to support the PSIA & AASI Events scheduled in Region 7. By attending these events assures our region of continuing to have events scheduled closer to home to reduce our expenses. We have many very exciting events scheduled. You can refer to the event descriptions on our eastern web site for a detailed explanation of any event you are not familiar with.

Your Board of Directors continues to work with ASEA to improve our organization. In time I'm sure we will all see beneficial improvements.

The first of two Region 7 Meetings is scheduled

for Thursday, February 27 at Massanutten Resort. The meeting will begin around 4:30 PM with refreshments in the Slope Sliders Room on the first floor of the lodge. The second Region 7 Meeting will take place at Cataloochee Resort in NC on Monday, March 3. Ty Johnson will host this meeting upstairs in the Cat's Lair Building. Both of our meetings are being held in conjunction with several alpine and snowboard events at both resorts. Please plan to attend and participate in the discussions going on. This is an opportunity to ask questions you might need an answer to. If we do not know the answer we will make every attempt to find the answer for you.

Please feel free to contact Ty or me whenever you have a question or concern. We will make every effort to supply you with the information you desire. Have a great season.

Paul Crenshaw – Region 7 Director  
pcrenshaw@massresort.com

Ty Johnson – Region 7 Representative  
styckman55@gmail.com ☐☐

## In Memoriam

Lawrence Cohen, Age 84, peacefully died at the Good Samaritan Hospice House, Wexford, PA, on Friday, November 8, 2013. He graduated from Peabody High School and earned a B.A. in Business Administration at the University of Pittsburgh. As a Captain USAF, O.S.I., he served during the Korean War. Larry had an adventurous spirit and many interests. He became a member of the Civil Air Patrol and later qualified for a civilian flyer's license. Business sent him several times to China to set up textile manufacturing in the 90s. He also became a licensed realtor. Larry was a skilled skier and ranked at the highest level of the Professional Ski Instructors Assn. He taught in Davos, Switzerland, several centers in the U.S. West as well as New England and Seven Springs, having taught countless friends and people, including celebrities, the finer points of skiing. More recently, he joined the faculty of the athletic department at Pitt to create their first Ski Program for academic credit in collaboration with Seven Springs Resort, a program enthusiastically received by the students. He was also an intrepid cyclist, runner, and tennis player.

*Excerpted from the Pittsburgh Post-Gazette*



Dale Larry Martin, 62, of Birdsboro, passed away on September 5, 2013, surrounded by his family and pets after a brief illness. He was the beloved husband of Sheila A. (Wieand) Martin. The couple was married 41 years this past June. Dale was an expert skier and snowboarder and was a certified instructor. He also enjoyed traveling and hiking. Dale received his AASI SB Level 1 certification from AASI-E at Okemo Mountain VT, December '06. He was one of the first riders serving as a volunteer professional certified instructor for the Flying Dutchman Ski Club, Reading PA. He served four seasons as Director of Snowboarding for the Club, proudly growing its snowboard school in instructor credentials and student enrolment.

Dale also loved wildlife, hiking and adventure trips, and was a world traveler for both snow sports and summertime trails. Along with his wife Sheila A., AASI SB Level 1 '04, Dale was "checking off" hiking extensively national parks in his leisure time with a mere handful yet to conquer in the US at the time of his death..

# Regions 5 and 6 Board of Directors Election

## Voting Rules, Instructions and Candidate Profiles

There are three (3) candidates running for the PSIA/AASI Eastern Board of Directors in Region 5 (Western & Central NY) and two (2) candidates running in Region 6 (Eastern NY). 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, 2014 and end on March 31, 2017. No write-in votes for any positions are accepted.

Voting for the 2014 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 15, 2014.

Official results will be announced at the Spring Rally Annual Membership Meeting on the weekend of March 29-30, 2014 and subsequently via the *SnowPro* and PSIA-E web site. The terms of the new Board members will begin on April 1, 2014, providing the opportunity for newly elected representatives to communicate with constituents prior to the June 2014 Board meeting.

### To Vote:

1. Link to our special PSIA-AASI Eastern Board Elections website at [www.psia-e.org/vote](http://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 5 or 6 as of December 31, 2013.
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 5 Board Candidates



**Brian Donovan – Snowboard L3, CS2  
AASI ETS – Education Staff Employee**  
*Peek 'n Peak, NY – Ski & Snowboard  
School Director*

### Statement of Background & Qualifications:

- Snowboard Level 3 Teacher and Rider
- Children's Specialist 2
- Full time Snow Sports Educator since 2005
- AASI Eastern Division Examiner Training Squad member
- Selected to the AASI Eastern Snowboard Demo Team in 2011
- Invited to the AASI National Snowboard Team tryouts in 2012
- Ski and Snowboard School Director and Snow Sports Operations Manager at Peek'n Peak Resort in Region 5
- 2nd Place "Up 10 in 10" PSIA-E/AASI promotion to sponsor new members in 2010/2011
- Winner of PSIA-E/AASI 2007/2008 "Member Gain a Member" promotion for Region 5
- Qualified for snowboard NASTAR Nationals in 2010 and 2011
- Article about children's instruction tactics published in Winter 2010 *SnowPro* (article titled: Let Kids Have Fun)
- Article about teaching jumping published in Spring 2012 32 Degrees (article titled: For a Sweet Jump, Teach Your Students About 'Pop')
- Article about overcoming an unsuccessful attempt at a certification exam published in Fall 2013 *SnowPro* (article titled: So I wasn't successful at my exam last season... What now?)

### Statement of Philosophy & Direction:

My name is Brian Donovan and I am excited to announce my candidacy for the Region 5 Board of Directors. I would really like the opportunity to serve the members of the Eastern Division. I believe that just as our membership is diverse

in the ways in which we slide down mountains, our Board of Directors should represent this diversity. PSIA/AASI is an organization created by and for instructors, and as such we must elect a Board of Directors with the purpose of maintaining this keystone of who and what we are. We need to make sure that the Board of Directors represents and works for the members. I plan to work for the members. I like the saying, "A person has two ears and one mouth and they should use them in that proportion." I will make sure that the voices, needs and concerns of our membership are heard and then would like the opportunity to make sure that this voice is carried into the Eastern Division and eventually carried to the National level. I will work to find ways to generate new members and retain the dedicated ones that are already a part of this great organization by first listening to them, and then acting on their behalf. I would greatly appreciate your support as I strive to become a member of the Region 5 Board of Directors.



**Wendy Frank – Alpine L2, Telemark L1,  
Master Teacher, CS2**  
*Holimont, NY – Snowsports School Director*

### Statement of Background & Qualifications:

- Member of PSIA-E since 1988
- Alpine Level 2
- Nordic level 1
- Master Teacher
- Children's Specialist 1
- Children's Specialist 2
- Sports Science Accreditation
- Snowsports School Management Committee Region 5
- Former Children's Committee member Region 5
- Children's Program Director 20 years HoliMont
- Snowsports Director 10 years HoliMont
- Presenter at SSMS



- Teacher in Public School System 20 years
- BS Education – English
- MS – Education School Counseling
- MS – Education – English
- Board of Directors JNE, JCC Hamilton

#### Statement of Philosophy and Direction:

Professional development has always been one of my priorities. As a member of PSIA-E, I have always found great resources, professional staff members, and enthusiastic support from all. Having been on the Snowsports Management Committee for several years, I have been able to serve PSIA-E and its members in a greater capacity by helping organize and facilitate the Management Seminar, as well as respond to our members needs throughout the season. If I am elected to the Board of Directors for Region 5, I hope to be able to take my service one step further by discovering what our Region 5 members are looking for from PSIA-E, by keeping members in our region up to date on the latest policies, events and benefits, and by representing their wishes at board meetings. This season, our snowsports school is concentrating on our new focus of “MORE FUN STARTS HERE” by raising instructor and public awareness of how much fun it is to take a lesson from a PSIA/AASI trained instructor, and by encouraging new instructors to become a part of our worthwhile PSIA-E team. Being a member of PSIA-E/AASI is very important to me, and it would be an honor to serve on the Board of Directors for Region 5.



#### Dick Fox – Alpine L3, CS1

*Holiday Valley, NY – Instructor/Staff Trainer*

#### Statement of Background & Qualifications:

Probably my strongest qualification is that I am very much like most of you (maybe a little older). I started teaching skiing in western NY in 1965 at the age of 16, taught part time in high school, college, and graduate school. I did a couple of seasons of full time ski bum instruction including one summer in New Zealand. Then I “settled down”, opened an architectural, engineering, and construction firm and getting my ski coaching “fix” as a part timer. I have been doing this out of Holiday Valley in Ellicottville since 1973 working as a line instructor, supervisor, coach, trainer ..... whatever.... right up to the present. During that time I built a business and a family (all snowsports instructors at one time or another) and struggled like most of our membership to balance conflicting responsibilities with my love for our sport.

In 1991 I tried out for and made the very first RCL team in Waterville Valley. From then to March 2012, I was continuously employed by PSIA as a member of the Ed Staff and had a ball leading a variety of educational events with our members. I have always been able to relate to our part time members and have a genuine respect for everything that they do to share the love of our sport.

In 2011, Region V elected me to be their representative to PSIA-E Board of Directors. The last three years have been a learning experience and I have a newly increased appreciation for the role of these dedicated volunteer leaders. We have made some pretty strong evolutionary movements, but I believe that we still have some distance to travel.

I have been fortunate to be the President of a strong group of designers, builders and engineers and, in that role have learned how to deal with ever changing economic and regulatory climates. I have had to learn the challenges of being an employer, setting and living with budgets, and making certain that our professional services remained relevant to those we served. My strength has always been strategic planning which has landed me on a variety of non-profit boards and committees, which has assured that I am no stranger to hard decisions and no wallflower when it comes to asking hard questions.

With all that I have gained from skiing (friends, memories, lifestyles, and some of my deepest satisfaction), it is now time to give whatever knowledge, skill and maybe even wisdom back to my sport.

#### Statement of Philosophy & Direction:

I believe that PSIA-E is a leader in snowsports education. We have been able to nudge the momentum of both PSIA-E and National back toward the needs of our members, but more change is still needed. I still believe that the greatest challenge for PSIA will be to remain relevant to our membership and become relevant to the many snowsports professionals who have not yet seen an advantage to becoming or remaining members.

I plan to continue to support educational programs which have end goals other than simply becoming “certified. I also support and plan to lead an effort to expand the mission of PSIA-E to more actively serve the resorts, the snowsports schools, and snowsports professionals regardless of membership status. PSIA should see itself as a major participant in assuring that resort guests have great experiences and that our sport remains interesting to occasional participants as well as those who get completely addicted (More Funs Starts Here).

I believe that PSIA-E should continue to look for flexible venues such as the one day training events; evening events; and split weekend events which make it more realistic for those trying to stretch limited resources of time and money. At the same time, we should strengthen the premium events like the Pro Jam which create great experiences and memories. I would like to support our region (the western frontier) in continuing to be able to provide a variety of events, including some of the premium events.

I think that the same technological tools that businesses use to reduce overhead and increase the effectiveness of communication can continue to be expanded at both the national and Divisional level. I would support furthering the current direction of increasing the information that is available to our membership for “free” (or inexpensively) through digital technologies. In addition to expanding availability of National and Divisional educational materials, I plan to continue to work to make our new regional Facebook page more useful for sharing information of interest to our members.

I can candidly admit that my primary constituency will remain part timers who support our organization and for whom being a snow sports professional is more of a passion than a livelihood (this applies to most full-timers also). I think that this is a good thing, particularly for our region. I would very much appreciate your support (and vote).

## Region 6 Board Candidates



#### Jack Jordan – Alpine L2

*Belleayre Mountain, NY – Staff Trainer*

#### Statement of Background & Qualifications:

I have been an active member of PSIA-E for over 18 years and have served as the Region 6 Representative the past three years, as well as a full-time instructor and staff trainer at Belleayre Mountain. I am an elected official of the town of Shandaken, retired school superintendent, former magazine editor and married to my wife Kathy. She is also a full time instructor and staff trainer at Belleayre and is working as Assistant Snow Sports Director this season.

My educational background as teacher, coach, principal and superintendent has enhanced my ability to better serve as a member of your Board of Directors.

#### Statement of Philosophy & Direction:

I will work to make our organization as user friendly as possible. This includes keeping your costs as reasonable as possible, continuing the efforts to make National work to meet our needs, offering the best possible educational opportunities and services to you and listening to and acting upon your suggestions and concerns.

I have enjoyed the last three years as Region 6 Representative and look forward to your support in re-election to another term.



**Brian Smith – Alpine Level 3**  
**Alpine BOE – Education Staff Employee**  
*Gore Mountain, NY – Alpine Training Director*

**Statement of Background & Qualifications:**

- Gore Mountain Ski Resort North Creek  
 1984 to Present  
 26 years affiliated  
 1999 to present: Alpine Training Supervisor 11 yrs.
- Whiteface Mountain Lake Placid  
 2008 to 2013  
 Alpine Trainer and Instructor (Children programs)
- Professional Ski Instructors of America Eastern Division  
 Member since: 1986  
 Alpine level 2 1988  
 Alpine Level 3 1993  
 PSIA Development Team member 1999  
 PSIA Examiner 2001 to Present  
 Eastern Demonstration Team member 2003 to Present  
 National Children's Education Accreditation  
 PSIA Eastern Alpine Race Programs Committee Chair 2004 to Present
- Wells Central High School &  
 National Sports Academy Lake Placid Alumni  
 Adirondack Community College SUNY: Business Marketing

**Statement of Philosophy & Direction:**

The past two years as your regional director for Region 6 I have learned a great deal about the process of the Board of Directors. I am confident that if elected to this position again I can continue to contribute to the Eastern Division in a positive way that can benefit our members. I believe that being a member for the past 28 years has given me a great deal of depth and understanding of our association and the snow sports industry in general.

Staying current with industry trends and changes within our snow sports industry has provided helpful insight while working with the board. Working at the same resort for the past 29 years and most recently as a supervisor for the past 16 years has put me in direct contact with many members of PSIA-E.

Traveling across our division from 1999 to 2014 as a member of the board of examiners, combined with my experience at my home resort has given me the opportunity to listen to hundreds of members share their insight to the association. This experience has served me well over the past two years serving on the Board of Directors. ⚡

## snow sports school management

### TOOK A CHANCE

## A Director's view of the Fall National Conference at Copper Mountain

*Robert P Gallo*

*Mount Peter Mountain School Director, PSIA-E Development Team Member*

It's mid September and I'm looking for something to do. It's the first time in ten years I'm not coaching youth football so I'm hoping for an early ski season. When I received an e-mail from the PSIA National Office inviting all Snowsport Directors to the Fall National Conference at Copper Mountain (the ski gods have answered my call). So I forward the e-mail to my mountain manager and she liked the idea. I make all the necessary arrangement and could not wait for October 24th to get here.

I land in Colorado to snow covered mountains and start to make my way up to Copper. As I drive by A Basin I see that they're open and loading. I arrive at Copper and check into a very nice three-bed room condo where I meet Ben Craig (ACE Team Member) and Director of Dartmouth Skiway. We register, get our welcome package and go to the opening Dinner event. Now we are more stoked than ever for the first chair tomorrow morning.

Our group meets in the morning at breakfast and up the hill we go lead by Matt Boyd National Team Member and Craig Panarisi (pano) Vice President of Mountain Operations Stratton Mountain. As introduction's start I'm realizing I will be skiing with past national team members and current examiners from all over the country. "Ok Robert keep your head down shut your mouth and listen" which if you know me I don't do so well. For the next three hours two true ski professionals lead us with input from some very knowledgeable ski instructors. We then break for lunch and head inside for classroom sessions. The first session was headed up by Matt (Creating and keeping your Dream staff) this topic was well received and many good ideas were exchanged. Followed up by Craig's The Buck Stops Here: The Business of Snowsports Schools. In three days we did a lot of skiing and exchanging of ideas both on the hill and in the classroom. We worked through concepts and theories and applied it to our own personal skiing. What a way to start the season!

This experience at the fall conference was not only memorable but a great learning experience. Our group leaders, Matt Boyd and Craig Panarisi did a great job. The accommodations, meals and the beautiful environment were fantastic and I look forward to returning next year, with even more Eastern Snowsports Directors. ⚡

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## Smart Style is for more than just parks

Bonnie Kolber  
*AASI Education Staff  
 Examiner Training Squad*

**Y**ou don't need to be in the park to teach freestyle safely. Smart Style IS a lesson and can be broken down in fun segments anywhere on the mountain giving people the ability to safely navigate through the parks. Smart Style is an initiative developed by the National Ski Areas Association, Burton, and PSIA/AASI to develop safety-oriented practices and good etiquette in the park and pipe. Smart Style consists of four points: Make a Plan, Look Before You Leap, Easy Style It, and Respect Gets Respect.

The first points of Smart Style are "Make a plan" and "Look before you leap." As an instructor you can use trail side features such as jersey booters, berms, tree jibs, and small drops to teach your students how

to scope takeoffs and landings. Riding by or around the feature first allows your students to come up with a plan of attack, and check out the conditions of the approach & landing zone. You might want to challenge your students to "call your trick," this can lead to a higher rate of success and less flailing once they are hitting the feature, and is part of making a plan so they don't have to think about what to do once they've taken off! Another lesson is to session a trail or woods feature and teach your students how to stop in a safe place so they are visible and not in someone's line or landing zone. These are just a few ways to help people prepare to enjoy freestyle safely through fun lessons.

The next part of Smart Style is to "Easy style it." Starting small and working your way up can happen anywhere on the mountain. A terrain progression might start with some ground school freestyle to dial in the movements. Then take that move off something small like a knoll, bump, or berm to simulate what it's going to feel like to hit something larger. Easy styling tricks can be fun in a group if each person adds a move off a specific feature. For example, one person might tap a log, the next person might 180 to tap the log, the next person might 180 on and off the log, the last might 360 over it. Or, someone on their own could straight air off a jersey booter, then try to grab the next time through, then try to spin, then spin with a grab. . . . Whether trying more challenging features or tricks,

the key is to start small and find safe progressions within a person's ability range, and know when to stop. This gives a real sense of accomplishment, establishes goals, and lets people have fun while staying safe.

The last piece of Smart Style is the old adage "Respect gets respect." Minding traffic on the trail can help students understand about the flow of traffic in the park. If they are going to be hitting trail side features, make sure they are not popping out unexpectedly where other people are skiing and riding. Get into the habit of setting someone up to spot the landing so they can give an established "clear" or "not clear" signal, and have people call "dropping" when they are ready to go. Waiting for people to go by, finding a quiet part of the trail, and communicating with others in a positive way makes everyone on the mountain feel safer and more relaxed. Respecting the other people on the mountain is key to letting your creative style rip!

Freestyle lessons can be taught all over the mountain in a safe manner. Using elements of Smart Style to set up lessons allows people to get comfortable with freestyle progressions and etiquette without having to be in a park. Hopefully some of these ideas of how to teach Smart Style in fun freestyle segments all over the mountain will help your students' progress and have fun safely in the parks! ☞

## Proactive vs. Reactive

Danny Murawinski,  
*AASI Dev Team  
 Brian Donovan  
 AASI Examiner Training Squad*

**W**hether it is ripping through trees, blasting park features, laying out carves, or sending it down a shoot, it is essential that the body be one step ahead of what the board is about to do. This is the core to dynamic riding. Dynamic riding is when the body is constantly changing and never standing still or sitting idle over the board. If the body is consistently moving out of a previous movement into a position where it is ready to make a new movement, then it will be prepared for what the board is about to experience next. This concept is what makes a rider proactive versus reactive.

If a rider is using fore/aft pressure or flexion/extension movements to shape a turn, then as soon as that turn is finished the body should be moving into a neutral position. This allows the rider to be ready to collapse the front leg to begin a new turn as soon as needed. This can be compared to a typewriter dinging at the end of a typed line. It needs to be physically reset in order to keep typing.

A rider can initiate a turn, shape a turn, finish a turn, and then much like a typewriter dinging, the rider needs to immediately reset to be ready to initiate a new turn, shape a new turn, etc. Efficiently getting to a neutral position quickly after the end of a turn will increase the amount of movements the body can do in order to perform the next turn, ollie, slash, slide, etc. This allows the rider to be proactive in negotiating the terrain ahead as opposed to reacting to it.

For example, being proactive on off-piste terrain is a vital part of safely negotiating through it. Off-piste terrain provides the rider with a variety of possible situations. If the body is not able to return to neutral position then it will begin to react to the terrain below and the terrain will decide the outcome of that run. Whereas, if the body is continually moving into and out of the neutral position, the rider will be able to decide the outcome of that run.

Being proactive is something that can be coached to riders without them knowing it. By focusing on using enough effort to complete the previous turn, they will be ready to initiate the new turn without thinking about it. Riders often shorten the rear leg at the end of a turn and get locked in this position. This produces a slow initiation. Actively extending that rear leg at the finish of the turn will move the rider's center of mass fore and have the rider ready for the next maneuver. The timing of this move is vital to the success of it. The extension

should happen at the very end of the turn or right at the ding of the typewriter. Coaching this simple move provides the riders the tools they need to become more proactive. This concept can be applied to any part of the mountain. By adjusting the timing, intensity, and duration of this move, a coach can guide their riders to become proactive everywhere.

Being proactive will make riders more dynamic in variable snow, on steeps, in the bumps, in the trees, etc. Becoming more dynamic all over the mountain will increase the rider's confidence in his or her own abilities. This will reduce injuries, encourage creativity, and give the rider a sense of ownership of the terrain they are negotiating. Providing riders with the right tools will make them more proactive and will keep them one step ahead of the terrain in front of them. ☞

## adaptive airtime

### Join The Adaptive Bandwagon

*Kathy Chandler, PSIA-E Adaptive Advisor, Adaptive BOE*

There are many well established adaptive programs in the East that provide thousands of adaptive lessons each season. There are others that may be newer or not as big or as well established, some are separate programs and some a part of the snowsports school, but they ALL work hard to provide the best quality lessons to their students/clients. PSIA-E continues to provide workshops and clinics that will help to keep us all at the forefront of adaptive skiing and meeting the needs of our students/clients. Thanks to the vision and determination of Gwen Allard, the Eastern Division's Adaptive program has always been a leader in the adaptive movement, and we want to stay there and continue Gwen's pursuit.

Each year PSIA-E creates a schedule of educational clinics for instructors that keeps us at the forefront

and meeting the needs of adaptive instructors. We are always open to suggestions from instructors about things that would appeal, so please don't hesitate to let us know. Of course we are looking for things that will appeal to adaptive instructors, but it is also important to the Adaptive Board of Educators that we are here for alpine and/or AASI instructors. There are some alpine or snowboard instructors who have experience working with the special populations we teach and we always welcome their input. As we know, the special populations are in so many lessons we teach, so the adaptive schedule is open to ALL instructors, in ALL disciplines. Everything we do is built from the alpine or snowboard principles; we just add a twist that addresses a student's individual needs.

We are doing more and more consulting days for programs that are looking for specific training for their staff. This is an opportunity for smaller programs or those who do not have a resident PSIA Adaptive Educator to get some personal training in the things that they need. These are one or two day clinics that can be scheduled through the PSIA-E office. The Adaptive Educators will come to your program and help to keep your staff trained in any of the disciplines. We work hard to meet the needs of all of the adaptive programs and keep the eastern instructors at the forefront! Please join us! <<

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## kids, kids, kids

### Our experience at the Children's Specialist 1 event

Michael Funk (*Adaptive L1*) and Allan Miller (*Adaptive L1*)

December 21 & 22 2013 Gore Mountain NY

Last year, after achieving our Adaptive Level 1 certifications, we started talking about the next phase of our professional education as we gained real world teaching experience. We both teach at Double H Ranch Adaptive Winter Sports program. It is an amazing environment of 150 volunteer instructors teaching children with disabilities. Our fellow instructors would agree that Double H provides a rich and rewarding experience. We wanted to bring more than our marketing and engineering backgrounds could.

In doing the research to start our Level 2 preparations, we discovered that the Children's Specialist Accreditation is required for Alpine and snowboard but not for Adaptive. Never-the-less, it still seemed the correct next step as we only teach children at the Ranch (other than Family Weekends). At about the same time, a very good article in the "SnowPro" talked about the scholarships available through PSIA-E. We applied for the scholarships hoping to extend our meager ski education budgets. We are grateful to PSIA-E for awarding us scholarships from the Burbridge Scholarship Fund. We applied for the Children's Specialist 1 course at Smuggler's in March as that was our original plan.

It pays to know a lot of people who have more information than you do. One of our very good friends, an instructor at Gore, sent us a note that Gore was planning an in-house Children's Specialist 1 Accreditation in late December. A note to Gail Setlock, Gore's Snow Sports Director, got us tentative spots if the session was not totally filled by Gore instructors. We were fortunate as the openings were available for us. That was the easy part. Now we had just two weeks to read the Children's Instruction Manual and the Children's Alpine Teaching Handbook, complete the workbook, take the on-line exam, and be properly prepared for the two-day on snow course.

Our preparation plan was to read the manual, rough out our answers to the workbook questions, take a cut at the on-line exam, and then, go through the workbook together. Gail suggested writing down our resource references for each of our responses to the workbook questions to help substantiate our answers and facilitate the discussion during the course. We must have read reasonably well as we both passed



Gary "Griz" Caudle and his CS 1 accreditation class on December 21 & 22, 2013

the on-line exam on the first attempt. One must correctly answer at least 80% of the questions to pass. The exam covers the manual and workbook material thoroughly. Later, during discussion sessions at Gore, our workbook answers proved to be (mostly) correct. The discussions were valuable and helped clarify and deepen our understanding of the material.

During the weeks prior to the CS1 weekend, we took about five evenings together to review and discuss the workbook. The material is interesting and thought provoking. Our conversations often expanded as we related the course material to our real life teaching experiences at the Double H Ranch. We also spent time postulating scenarios we might be asked to teach and worked through ideas on how we would present them to children of various ages. This preparation raised the quality of our CS1 weekend as it improved our performance, lowered our anxiety (slightly), and enabled us to relate better with our fellow instructors, many of whom have been teaching children's classes for years. It should be noted that one of the greatest benefits of taking a PSIA course is meeting and learning from fellow classmates. This was no exception. We learned a great deal from the ten Gore instructors who took the class with us. They are a very talented and experienced group and we made some great new friends.

The weekend of the course presented some challenging weather as the temperatures for Saturday and Sunday were to be in the high forties and low fifties with rain. The weather was no problem because we are expected to teach in all conditions. We arrived at Gore early to register, handed in our workbooks, and suited up for skiing. We met our Instructor/Evaluators Lisa Gouwens and "Grizz", and we met

our Gore classmates, many of whom were PSIA Level 2 Alpine certified.

Given the forecast, we immediately got on the mountain before it started to rain. The classmates were divided into two groups. The sessions went well. After a warm up run we worked our way down one of Gore's easier trails, working initially just on movement and movement analysis. In subsequent runs, we added discussions on how we teach the movements to children of different ages. We also reviewed CAP (Cognitive, Affective and Physical abilities) for each of the children's age classifications (2-6, 7-11 & 12+). One of the instructors demonstrated "spider webbing" (connecting movements with stories) using the Wizard of Oz. We skied with no flex like the Tin Man, then up and down like the Flying Monkeys (extension and flexion). We had movements for the twister, the Good Witch, the Lion and the Scarecrow. The learning experience was fantastic as Lisa and "Grizz" provided well-paced, challenging and effective teaching. We scarcely noticed the time or weather. We ended the day feeling that no moment was wasted and never noticed that we had gotten soaked from the rain. Impressively, the Gore groomers did an amazing job of maintaining high quality trail conditions.

We reconvened Sunday morning. Travel was dicey as freezing rain covered the roads overnight. All arrived safely and class started with an energetic review of the workbook. True to the CS1 spirit of using games as a teaching device, we played "Jeopardy" with the workbook. Answers to the questions were read and we had to guess the workbook question. The experience of the group came through. (It got a bit out of control when the answer was presented as "False" and we all started yelling the several T/F questions in the



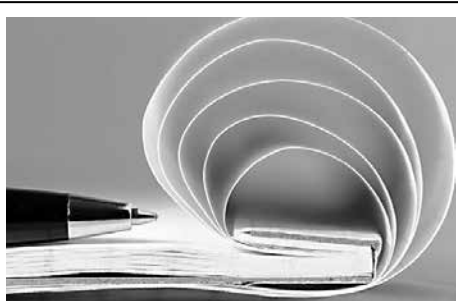
workbook.) It was a great example of how normally dry material can be made fun.

Our day then turned to the individual teaching evaluations. On the mountain, each of us was given a card stating the scenario we were to teach. Interestingly, the two instructors approached this differently. One group rode the lift in teams of two with the specific suggestion to help each other lay out the PDAS (play, drill, adventure, summary) approach to the scenario. The other instructor recommended that the students not discuss the approach with each other. On the ride home after the weekend, we spent much of the time discussing this and the different styles of our two instructors. Whether deliberate or not, this turned out to be a valuable part of the weekend, further reinforcing that many roads can be taken to get to the Land of Oz.

The moment of truth arrived on Sunday afternoon when we returned to the lodge to see if we earned the Children's Specialist 1 certification. Everyone knew the material and provided great on-snow examples of teaching. Still, the air was tense...lots of nervous pacing...each of us assuring the other one that he/she would pass.

We all passed. Congratulations to Erin Barton, Kayla Carlozzi, Kathleen Cirelli, Stephan Doyon, Joani Isabella, Warren Leigh, Chantel Marino, Dave Semo, Mark Swanson and Bruce Tubbs. Personally, we felt very fortunate to be in this group. Our fellow classmates were very giving of their time, advice, and encouragement.

We highly recommend this course. The information we learned is critical to teaching children with fun and effectiveness. <<



## Upcoming *SnowPro* Copy Deadlines

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

**Spring issue: April 12, 2014**

## Writing Guidelines

General member submissions to the *SnowPro* should not exceed 1,000 words and should be sent to [mmendrick@psia-e.org](mailto: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! <<

## Announcing the ACE (Advanced Children's Educator) Team Tryout

Sue Kramer  
ACE Team Coach  
PSIA-E Alpine Examiner

**T**his March 25-25 at Hunter Mountain, N.Y. the Eastern Division will host the first ACE team tryout in 5 years. As we all know, children's ski and snowboard lessons are a healthy majority of our business and the ACE team members are busier than ever! Reality of being a snowsports pro is such that teaching kids is what we do, whether it is as a privates or seasonal instructor, weekend warrior, or race coach. ACE team members have a unique opportunity to share their love and knowledge of teaching kids and passion for snowsports with other pros. The intention of this article is to help you best train and prepare for the tryout.

The ACE team is a specialty within the Eastern Division Education staff and the expected level of accuracy is above the Level 3 standard whether you are trying out as a snowboarder or skier. The tryout will consist of skiing and riding tasks that will be announced on the first morning of the event. There will also be two on-hill peer-coaching segments, involving some aspect of child development relative to skiing and riding skills and the snowsports industry. In addition to the on-hill portion, candidates will be asked to make a short (15 minute) indoor presentation. Possible topics of the on-hill segments and indoor presentation will be sent out prior to the tryout.

This tryout is open to all Level III Members regardless of discipline. To register for this tryout, submit the standard event application. In addition, submit the following materials via e-mail to Don Haringa, Director of Education & Programs at [dharinga@psia-e.org](mailto:dharinga@psia-e.org) by the registration deadline of March 5, 2014.

- Personal Resume.
- Two letters of recommendation (suggest School Director and an additional snowsports educator).
- A written statement on, "What I would contribute to the ACE Team" (maximum 500 words).

Thank you for considering this opportunity to join the team. We look forward to seeing you in March!! <<

## xx-ploring

*The following article was written by a long-time supporter of the Tele group and the Pro Jam. He is from my home state of PA, and once again is passionate about what he has learned and would like to share it with others. Thanks Dave! Mickey Stone, Nordic Coordinator*

## Delayed Lead Change – Why Are You Waiting?

Dave Berger, aka "Dr. Dave – Telemark Turnologist"  
Big Boulder Ski Area, PA  
Telemark Level 2, Alpine Level 2

**I** was prepping for my first-ever PSIA exam (Level I Telemark) in 2006 when I was confronted with the question, "Why is a delayed lead change advantageous for beginners to learn right away?" I was only about 2 weeks away from taking the exam and honestly had never heard of delayed lead change (DLC). No worries, I thought. I'll just post something on the Telemark Talk forum of telemarktips.com (a site that only recently went extinct) and I'll be inundated with wisdom. Well, that wasn't quite true; in fact it precipitated some snide comments about PSIA people skiing like robots and being very narrow-minded about how things should be done. (What do you expect from free-spirited folks who eat granola, ski on "hippie sticks" and read only anti-establishment literature?) I have subsequently participated in close to a dozen PSIA-E Telemark events and I am very happy to say those critics could not have been further from the truth. Every clinician I met so far seems to embrace the maxim that there are many types of effective turns (some more efficient than others) and that we advance the sport and our personal skiing and teaching by being able to describe what we see and then prescribe something that will produce a performance change, adding or refining a skill that just might save the day in a specific snow condition.

I recall fudging my way through that written exam question with some mumbo-jumbo about two-footed stability and keeping the movement gradual to minimize any imbalance. My first official indoctrination to DLC was at that 2006 Level I event, and I have been learning and refining that style ever since. Really it's nothing more than starting a turn while the new inside ski is still leading, allowing the edges to hook up and shape the turn before the outside ski catches

and passes the inside ski to complete the turn in the familiar outside-lead Telemark orientation.

Last Spring, due to cancellation of the PSIA Telemark event at Elk Mountain, I substituted the Intermediate Trees event at Gore with Mark Lacek. Sure enough, a portion of Mark's clinic addressed delayed lead change. Mark liked my explanations and demonstrations well enough to ask me if I'd consider drafting an article for *SnowPro*. This is the result. My personal view of the advantage of DLC can be grouped into five Fs:

**Feel – Balance stimulation.** I once read that people enjoy skiing for one of the same reasons they like roller coasters. Both activities stimulate balance. Although the sensations seem “whole-body,” most of this has to do with subtle changes that occur in the inner ear. Regardless, there is excitement and thrill as we make the adjustments needed to maintain balance. Delaying the lead change adds a variation to the range of sensations. To me, turns feel silky, sleek and supple when I do the “downhill dance of the devotees.”

**Finesse – Elegance and grace.** Curiously some of the folks on the Telemark Talk forum who all but attacked me for posting about the DLC exam question were the same ones who, in another thread, oohed and aahed over the smoothness Urmas Fransoch (Nordic Chair – PSIA-West) displayed in a posted video. You guessed it – Urmas was skiing a beautiful demonstration of DLC.

**Flexibility – Another turn in the quiver.** With the variety of terrain and snow conditions you encounter over the course of a season, you can never have too many tricks.

**Fitness – Muscles fire over a long duration.** Compared to alpine skiers, Telemarkers rely more on muscle and less on skeleton to remain upright, and that physical challenge is what draws many people into telemarking. When lead change is delayed, the muscle is firing throughout the range of motion in a slow, yet dynamic progression versus the “bracy,” static position that skiers typically hold if they start the turn with a thrusting stride.

**Fun – Just the sum of the other Fs.** Add them all together and you're in for a ton of fun.

Delaying the lead change requires patience, especially if you have strongly-ingrained the movement pattern from countless repetitions of thrusting the new outside ski forward to start the turn. By the time I first learned about it, I had likely made tens of thousands of “old school” telemark turns. Like many others who made their first telemark turns around 1990, I started with long, skinny skis, leather boots, a vision of how other people did it and a copy of Paul Parker's book (first edition). At my December 2006 Level I event, Bruce Hennessy coached me through my first DLC turns, which I viewed as “new school” telemark made possible by wider, shaped skis and higher, stiffer plastic boots. At first, it seemed awkward to slow down the lead change but after practicing the new movement pattern for a few runs, I was starting to get some feel for it.

With delayed lead change, the new inside ski (while still advanced from the end of the old turn) is tipped to the little toe side and begins shaping the turn above the fall line. The tipping happens by allowing the core's momentum to cross over the skis. This is enhanced by extending the new outside leg (uphill at transition) and allowing the inside leg to flex. This sets up both skis to do some great carving. The outside ski comes forward progressively as the inside ski is drawn back, allowing the skier's weight to settle evenly between the skis in a nearly equal weight split, perhaps slightly favoring the inside ski as the lead change takes place. Lead change still usually occurs above fall line but timing can be varied to suit conditions and mood. “Delayed” simply means the turn starts before the feet pass each other; in fact, many skiers believe “progressive” would be a better term. After feet are in the telemark orientation, looseness and relaxation in the lower spine allows the turn to continue until the skier's body moves progressively into “counter,” the anticipation where upper-lower body separation stores energy like a torsion spring. At transition, when the skis are tipped the opposite way, the stored energy is unleashed to start the skis arcing well before fall line with no additional twisting input required from the skier.

Delayed lead change is a good teaching tactic for alpine skiers crossing over to telemark. They already bring a strong sense of parallel turn entry and of tipping both skis to get the turn happening early. But it should not be applied to every situation. It works particularly well for carving on a smooth piste and it also works in deep, light snow. But when the pitch gets steep and the going gets tough, you might prefer the quick advance of the old-school telemark to cut off the top of the turn and limit acceleration. The additional smoothness and elegance I have developed by practicing DLC has carried over to an extent even when I try to make old-school turns. Simply put, I believe this technique has made me a more well-rounded skier. It also feels both really efficient and sensual! The beauty of freeheel skiing is that we have so many different turns at our disposal to call upon as we interpret the situation. When the going gets tough, pick the turn you need to succeed. In all other cases, choose the one that gives you the most fun at the moment!

I know why I am waiting; waiting (delaying the lead change) offers rewarding sensations and more fun to my personal skiing. Now I must ask a question. If you haven't tried DLC yet, why are you waiting? ☞

## Nordic Mid-Season Update

Mickey Stone  
Nordic Coordinator

**W**elcome to the Yo-Yo year! First it dumps snow, then it gets unseasonably warm with rains and then it gets frigidly cold. Mother Nature has decided to give us three of those cycles before the end of January. We never knew the January thaw was going to last a month! Despite it all we have had our best year to date with all our disciplines. Lapland Lakes in New York, Rikert in Vermont and our X-C ITC at Bretton woods have allowed us to serve well over 40 of our X-C Nordic members, all in great snow conditions (kind of). It is a pleasure to serve these dedicated resorts that are the leaders in teaching Nordic skiing.

Our Telemark events also have been very strong with a lot of folks targeting exams late in the year. We had the best snow in the 24 years I have participated in the Pro Jam at Killington. When we have snow under our feet our membership just explodes with adopting new movement patterns and the ability to make changes in their skiing. A powder day never hurts the enthusiasm either. Let me tell you, five straight days of telemarking plus being social in the evening

takes an extreme recreational athlete. That is why we enjoy ourselves so much with our Pro Jam supporters.

I would like to take this time to introduce John Mann from western New York area, who has skied the Holimont, Holiday Valley, Kissing Bridge and Bristol areas for over 30 years. He is an avid cyclist; the kind that goes out and does 100 miles once a week. He embraces the enjoyment of skiing because of its closeness to nature, the outdoors and the physicality of telemarking. John's determination and life evolving around athletics was one of the foundations of Kare Anderson; they share that free endorphin addition to their lives. This year we have awarded the KARE ANDERSON MEMORIAL AWARD (this is the first year after Kare's passing to Valhalla) to John. Congrats John and his new wife Katherine!



John Mann receives the Kare Anderson Memorial Award.



Enjoy these few pics of our team at Tele Team Training this past week at Pico Vermont. Hope they inspire you to sign up for any type of Nordic event and find out where the FUN REALLY STARTS. Just ask Parker! <<



John Doan Air Tele Leapers anyone



Parker doing dryland aerials with the tele team (Come on the Nords know where the fun starts!)

Don Sensenig and Christian Nation hittin the steeps



John Doan above and Keith Rodney below demonstrating early inclination into a turn and then evolving into an angled countered position

Karen Dalury slicing it up as she is skiing into a counter





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**All applicants must sign the following release form:**

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**Applicant's  
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**As Director, I attest to the following:**

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- ✓ If I am presenting this candidate for any level of certification, I further attest that the candidate has received exam training and preparation. If a candidate for Level I, the candidate has completed the entry level requirements, including a minimum of 50 hours of teaching/training; for Level II the requirement is 150 hours of teaching/training and for Level III the requirement is 300 hours of teaching/training including at least 150 hours at advanced levels.
- ✓ This applicant is a member of our training staff and has my approval to attend, if application is for an ART event.

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School**

**ADMINISTRATIVE CHARGES FOR NO-SHOWS, CANCELLATIONS AND RETURNED CHECKS**

	<u>Transfer</u>	<u>Cancellation</u>	<u>No Show</u>	<u>Returned Check</u>
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

(notice no later than 4:30 PM on last business day before event – Transfers to other events must be before the deadline)

**Please refer to [www.psia-e.org/charges](http://www.psia-e.org/charges) for complete description of administrative charges.**





Thank you to all of our Great Sponsors for their support throughout the entire 2013-2014 season!



Logo Business Cards



Thank You



# Parker the Penguin is having a FUN season – hope you are, too!

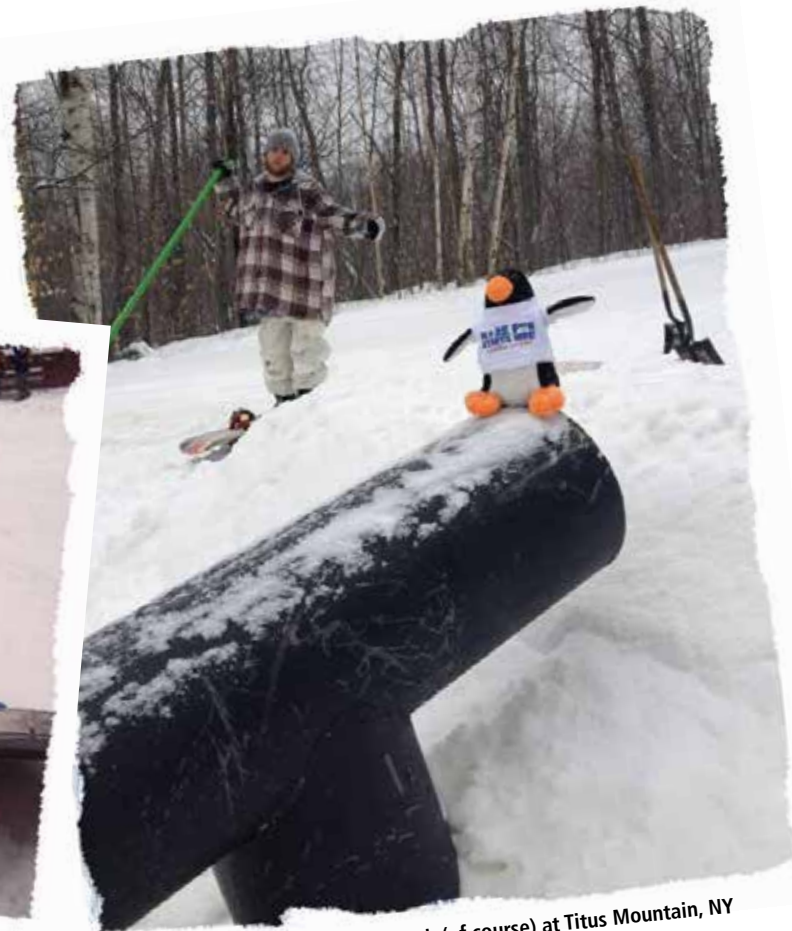
Parker hooks a ride with ACE Squad's Tina Buckley



Parker and parents have a family reunion at Holimont, NY!



Parker hanging on in the "back seat" at Belleayre, NY



Parker checks out the Park (of course) at Titus Mountain, NY



Who says long skis are dead?



Professional Ski Instructors of America  
Eastern/Education Foundation

1-A Lincoln Avenue  
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# Time Valued Material

**Look for Parker the "More Fun" Penguin Welcome posters**

**MORE FUN STARTS  
at your PSIA-AASI  
Eastern event!**



**MORE FUN STARTS HERE!**

AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS

PROFESSIONAL SKI INSTRUCTORS OF AMERICA

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american association of snowboard instructors

**EASTERN DIVISION**  
[www.psia-e.org](http://www.psia-e.org)