

2015 Eastern Membership Survey Results

7 regions + 4 disciplines + 3 age groups = complex equation for success

By Michael J. Mendrick, Executive Director

First and foremost, thank you to the nearly 2,000 Eastern Division members that took the time to complete our most extensive membership survey ever in April. The 42 questions covered everything from events to member services to dues value to recognition and rewards for snowsports instructors and you provided us with an awesome supply of both data and comments. In fact, more than 4,500 individual comments, suggestions and concerns were shared by members. These comments have been shared with all Eastern leadership and play an important role in helping us determine what to work on for you in the coming months in prep for next season.

- Overall survey demographics:
- Total surveys completed – 1,988
- Approximately 70% of surveys completed by members age 50 and older
- Nearly half of surveys completed by members in their first 10 years of membership
- 80% of surveys completed by members in the Alpine discipline
- Nearly half of surveys (48%) completed by Level 1 members

The 2015 Eastern Division Membership Survey reaffirmed that members have a high regard for the member service and educational programming we provide to them. The survey also reaffirmed that many of the same issues and concerns that members expressed when we began doing annual surveys in 2010 remain today. It also illustrates how we really have (at least) two primary membership segments we are trying to serve - both with different needs, issues and concerns. We have younger (16-29) and newer (first 10 years) members that are concerned about the cost and time obligations of becoming involved, staying involved and progressing in certification levels. We have veteran members (20-plus years) and older members (50-plus years) that are concerned about the level of recognition and reward they are receiving for the many years of financial and physical effort they have put into their membership. One common issue with all member segments is the overall cost of becoming and remaining a member relative to “what they get out of” being a member (value as THEY perceive it).

Below is a summary of some of the key questions and results along with observations and potential indications of those results.

The PRIMARY value I get from membership in PSIA-AASI is (please select the most valuable element):

Answer Options	Response Percent
Improvement in my teaching and ability to help others become better skiers or riders (professional development & certification)	53.7%
Discounts on products, gear, services, recreation and lodging	13.2%
Improvement in my skiing or riding (personal improvement)	24.4%
The experience of attending events with fellow members (social, camaraderie)	8.7%

Executive Observations:

“Improvement in my teaching” is far and away the highest rated value of PSIA-AASI membership by all levels of experience and all age groups. That said, it becomes a somewhat lower value as members remain in the organization for longer periods of time. Conversely, “Improvement in my skiing and riding” and social elements of membership become a greater value the longer a member is in the organization. Also, it is clear that most members are not in it for “the stuff” (discounts, gear) - they are in it for the experience that membership provides.

Indications:

We should continue to focus on ways to improve the membership experience in terms of helping instructors become better teachers, skiers and riders while not discounting the value of social elements and “community” as members progress in experience.

“It is clear that most members are not in it for ‘the stuff’ – they are in it for the experience that membership provides.”

Congratulations to Survey Response Winners!

The following lucky members are the prize winners for taking the time to complete the Spring 2015 Eastern Membership Survey. They were three of the nearly 2,000 members that provided us with awesome information and suggestions on how to make our organization better for YOU!

- › **Daniella Midulla** wins \$66 Eastern dues for 2015-16
- › **Deb McNamara** wins a \$200 Amazon gift card
- › **Matthew Connolly** wins a \$100 education certificate for a 2015-16 event

Thanks to ALL for participating in this year's survey.

inside

President's Message	2
Zipperline	7
Around the Regions	9
Election Results	12
Your Turn	22

president's message

Eric Jordan



Greetings Eastern members, I hope you had an enjoyable and rewarding season! We saw record snowfall and experienced countless "all time" powder days throughout the entire East coast. In fact, our friends on the West coast were extremely jealous of us since we had the best conditions in the country this season. The amazing conditions were well received by resorts and guests throughout the division which in turn increased the demand for lessons. Let's hope this trend continues and that we can experience seasons like this on a more regular basis.

We all know how crazy and hectic the season can be at your resort and the PSIA-AASI Eastern office is no different. Your office staff in Albany deserves a big thank you since they have yet again delivered another great season with exceptional member service. Another big thank you needs to go out to the entire education staff since they are the ones responsible for delivering our exceptional educational events.

Thanks also to the nearly 2,000 Eastern members that took the time to complete our annual membership survey. This survey is extremely helpful to your leadership team since it allows us assess our strengths and weaknesses as well as set our priorities for the upcoming season. We have a Board of Directors meeting scheduled for June in Saratoga Springs, NY. We will

spend quite a bit of time reviewing the survey results which will assist the Board in setting our short and long term goals that will best meet your needs. Check out the cover story for an overview of the survey results.

Speaking of our upcoming Board of Directors meeting, we will have some new faces on the Board for Region 1 and 2. First, I would like to thank both Tom Butler, Region 1 and Curtis Cowles, Region 2 for their past service on the Board. Both Tom and Curtis spent many years on the Board and were both great assets to our organization. Region 1 will have two new faces with Peter Howard as the new Region 1 Director and Peter Holland joining the Board as Region 1 Rep. Region 2 will continue to be represented by Katherine Rockwell MacLauchlan as well as the addition of Ted Fleisher who will begin his first term on the Board as Region 2 Director. I am looking forward to working with our new Board members so that we can continue to build on our momentum and bring you the services and benefits you want at the best possible value.

Keeping with our Board of Director theme, we have been extremely busy trying to wrap up our new affiliation agreement with the National organization. We have spent the past 6 months negotiating terms and conditions that will meet the long term needs of your division and, most importantly, our members. I am pleased to report that we have been able to find acceptable terms on all our major concerns. As I write this message, we are nearing the end and are literally down to one sentence that is located within the transparency section of the agreement. I am confident that we can wrap this up quickly and there is a very good chance that by the time this message is published, your leadership will have executed our new affiliation agreement that will serve us well for decades to come.

That's all for now. As always, please feel free to contact me or your regional representative if you have any suggestions, thoughts or concerns. I can be reached at president@psia-e.org.

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

Staff

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

Board of Directors

President
Eric Jordan
Vice President
Ross Boisvert
Immediate Past President
Ron Kubicki
Region I
Director – Tom Butler
Representative – Ross Boisvert
Region II
Director – Ted Fleischer
Representative – Katherine Rockwell
(Secretary, PSIA-E)
Region III
Director – Dave Beckwith
Representative – Dave Welch
Region IV
Director – Bob Shostek
Representative – Steve Kling
(Treasurer, PSIA-E)
Region V
Director – Wendy Frank
Representative – Dick Fox
Region VI
Director – Brian Smith
Representative – Jack Jordan
Region VII
Director – Paul Crenshaw
Representative – Ty Johnson

Committee Chairpersons

Umbrella Steering Committee
Ross Boisvert
Alpine Education & Certification Committee
Peter Howard
Snowsports School Management Committee
Doug Daniels
Alpine Education Staff/BOE
Keith Hopkins
Children's Committee
Jeff "Jake" Jacobsen
PSIA Representative
Bill Beerman
Adaptive Advisor
Kathy Chandler
Nordic Coordinator
Mickey Stone
AASI Advisor
Ted Fleischer
Race Programs Committee
Brian Smith
Area Rep Program Coordinator
Joan Heaton

Your Nordic and Alpine
Supply Company

**Reliable
RACING**
SUPPLY, INC.

www.reliableracing.com

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

1.800.223.4448

Volume 41, Number 5

Michael J. Mendrick, Editor

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

1-A Lincoln Avenue
Albany, NY 12205-4907
Phone 518-452-6095
Fax 518-452-6099
www.psia-e.org

General Information

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

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

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

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

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



executive tracks

MICHAEL MENDRICK,
EXECUTIVE DIRECTOR

Big Push Perceived as Having Little Pull with Public

A "good start" but broader nationwide effort needed to make an impact

By Michael J. Mendrick, Executive Director

As many of you know, the Push for Public Awareness was a major Eastern Division promotional initiative in 2014-15. It combined such elements as half-page ads in glossy lifestyle magazines and free-distribution tabloids, promotional posters in retail shops and snowsports school locker rooms, a new trade show exhibit for consumer events and divisional events and even grassroots promotional items like car magnets. In a budget that is typically dedicated almost entirely to the operations and efforts to develop educational and professional development tools, events and opportunities for members, we spent more than double the amount of money (\$18,000) on this program than any other promotional effort in the past 15 years. Even at that, less than 16% of members that responded to the 2015 Eastern Division Membership Survey "agreed" or "strongly agreed" with the statement "I believe that skiing and riding resort guests had a better awareness of PSIA & AASI and our members this season compared to a year ago."

We know that we put our message to "Ski with us. Ride with us." along with the PSIA and AASI logos in front of the general public more than a half-million times via printed advertisements. We know that more than three dozen Eastern resorts displayed the promotional slogan online as part of their snowsports school webpages. We don't know what impact those magazine ads and web placements had on snowsports school business, requests for PSIA-AASI members or increases in awareness of our brands. One encouraging note is that more than twice as many snowsports

school directors agreed/strongly agreed with the "better awareness" statement (32.9%) than regular members – an indication that our members that work within the industry at the point of customer contact saw more improvement than our members that are part-time instructors.

We know we distributed 3,000 car magnets, 500 locker room posters and 1,000 retail outlet posters that showcased our message and brands. We know they were very popular with members (we offered 250 and got requests for 550). We do not know the impact of those distribution efforts beyond anecdotal (e.g. "A guy saw my car magnet in the mall parking lot and asked me about it.")

We know we offered a Lift, Learn & Turn Package in 105,000 printed copies of recreational publications during Learn to Ski & Snowboard Month. We know that only 10 people entered the drawing. I attribute this poor result to it being a "drawing you MIGHT win" vs. "an offer you ALL can use" (such as a discount with ad for a private lesson). We had some resistance from schools and resorts about offering a division-wide discount; as such we will be working with our Snowsports School Management Committee to develop an incentive for Learn to Ski & Snowboard Month 2016 that schools and resort management can support broadly throughout the division.

Here is how you evaluated the Push for Public Awareness program via the Eastern Division Membership Survey.

Rate the VALUE of the Eastern Division Push for Public Awareness and "Ski with us. Ride with us." promotional ads and materials for the following objectives:

Answer Options	Poor	Fair	Good	Excellent
As an attempt at improving resort guest awareness of PSIA & AASI members.	16.00%	38.40%	37.71%	7.89%
As an attempt at improving non member instructor awareness of PSIA & AASI.	13.51%	40.54%	38.02%	7.94%
As an attempt at building morale within the PSIA & AASI membership.	13.86%	35.46%	41.38%	9.30%

Rate the EFFECTIVENESS of the Eastern Division Push for Public Awareness and "Ski with us. Ride with us." promotional ads and materials for the following objectives:

Answer Options	Poor	Fair	Good	Excellent
As a means of improving resort guest awareness of PSIA & AASI members.	23.81%	45.26%	27.59%	3.34%
As a means of improving non member instructor awareness of PSIA & AASI.	18.39%	45.52%	32.01%	4.07%
As a means of building morale within the PSIA & AASI membership.	18.29%	39.72%	36.73%	5.26%



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

Answer Options	Response Percent
Excellent	50.8%
Good	42.0%
Fair	5.6%
Needs to improve	1.5%

Overall I would rate the quality of educational experience I receive from division education field staff as:

Answer Options	Response Percent
Excellent	61.2%
Good	32.2%
Fair	5.0%
Needs to improve	1.6%

Executive Observations:

It is encouraging that the highest percentage answer regarding member service from the division staff and educational experience from the field staff is “Excellent” and that, in both cases, more than 92% rate the division office staff and education field staff as either “Good” or “Excellent.” Ratings for the education staff are remarkably strong and consistent regardless of member experience level or age. Even more impressive - these ratings for both office and education staff have remained consistently positive since the first annual Eastern membership survey in 2010.

Indications:

We should continue to focus on ways to attract, train, compensate and retain the best quality people we can at both the division office staff and education staff levels to ensure the high marks we receive from members continues to be a bright spot in the annual survey.

The dues for regular (active, non-student) membership in 2015-16 for the combination of the Eastern Division and National Association will be \$133 (Eastern Division dues remains at \$66; National Association up \$6 to \$67).

Please select the statement that best reflects your perception of value of EASTERN DIVISION dues:

Answer Options	Response Percent
The divisional dues provide a strong value for what is offered to members	23.9%
The divisional dues amount is fair for what is offered to members	55.7%
The divisional dues amount is too expensive for what is offered to members	20.4%

Executive Observations:

It is encouraging that nearly 80% of members feel that Eastern Division dues provide either a “strong” or “fair” value for what is offered. There is an ascending trend that the longer a member is involved the higher the value rating. There two stats that show a considerably higher percentage of our youngest and newest members feel that divisional dues are too expensive compared to all other membership segments. In fact, twice as many members in their first 10 years feel divisional dues are too expensive compared with members of 20 or more years.

Indications:

We need to do more to build the perception of high value for our newest and youngest members.

Please rank the level of importance that you believe the organization should place on each of the following objectives.

Answer Options	# of responses
PSIA-AASI Credentials are Recognized as the Industry's Premier Standards of Competence	463
Growth in Public Awareness of the Value of PSIA-AASI Members	273
Members Have Skills & Resources that Enhance Their Success as Instructors	846
Members Enjoy & Benefit from Participation in a Professional Community	239
Divisions Benefit from Available Resources & Economies of Scale that Enhance Their Operations	121

Executive Observations:

Members across all categories consistently rank “Members Have Skills & Resources” as the #1 objective amongst the choices (which are taken from the list of National Ends - goals and objectives). The #2 objective for all members in all segments is that “PSIA-AASI credentials are recognized”. The third most important objective is a virtual tie between “Growth in public awareness” and “Participation in a professional community.”

Indications:

This data will hopefully help PSIA-AASI leaders prioritize efforts and resources toward the National Ends -- which are currently listed as a group without prioritization.

Workplace satisfaction is an issue of growing interest in the snowsports teaching profession. Please select the following statement that best agrees with your opinion of your resort and snowsports school work environment, pay, instructor obligations and benefits.

Answer Options	Response Percent
I am very satisfied with my working arrangements, environment and benefits as a snowsports instructor.	32.6%
I am somewhat satisfied with my working arrangements, environment and benefits as a snowsports instructor.	39.5%
I am somewhat dissatisfied with my working arrangements, environment and benefits as a snowsports instructor.	19.2%
I am very dissatisfied with my working arrangements, environment and benefits as a snowsports instructor.	8.7%

I believe our resort management has a strong appreciation of the value of having PSIA-AASI members on the snowsports school staff.

Answer Options	Response Percent
Strongly agree	29.6%
Agree	41.3%
Disagree	19.5%
Strongly disagree	9.6%

Executive Observations:

Approximately 70% of responding members felt satisfied or very satisfied with their snowsports working environment and with the level of appreciation shown to them by resort management. For both questions the level of satisfaction and agreement decreased measurably with years of membership and age of member.

Indications:

That members indicate becoming less and less satisfied with their working environment and more likely to disagree that resort management shows appreciation for PSIA-AASI members indicates a significant issue for veteran and older members. We need to recognize that working to address and improve satisfaction with these issues is a key to keeping veteran members active and involved.

My biggest deterrent to remaining a member of PSIA-AASI is (select one):

Answer Options	Response Percent
The cost of dues	19.6%
The cost of attending events	15.7%
The time required to attend events	10.4%
The requirement for educational updates	4.5%
The lack of recognition of my certification status by resort guests	9.6%
The lack of recognition of my certification status by resort management	12.7%
None	27.5%

Executive Observations:

Of the listed deterrents, “the cost of dues” was indicated as the overall biggest deterrent to remaining a member. The cost of dues and the cost of events is less of a deterrent to longer term members than to newer members. Conversely, a lack of recognition of certification status by resort management is more of a deterrent (an ascending trend) in longer term members than newer members. Results show a relatively high percentage of 16 - 29 year old members concerned with the cost of dues and events and a relatively high percentage of 20-plus year members and 50-plus age members concerned about recognition for their certification status.

Indications:

This is another example of younger/newer members having different needs and concerns than older/veteran members. Finding a way to balance resources and efforts to develop effective solutions for each group will continue to be a primary challenge for the organization.

I believe that skiing and riding resort guests had a better awareness of PSIA & AASI and our members this season compared to a year ago.

Answer Options	Response Percent
Strongly agree	2.0%
Agree	13.9%
Unsure	52.1%
Disagree	24.9%
Strongly disagree	7.1%

Executive Observations:

This continues to be an area of concern with members year after year. Very few members surveyed feel that there is better awareness of the PSIA-AASI brand, organization and members than a year ago. This is after the biggest divisional promotional effort in many years (the Push for Public Awareness).

Indications:

In order to make any measurable impact on these survey results and member perceptions about public awareness I believe there needs to be a much stronger committed and combined proactive effort at both the national and divisional level. These survey results have not changed in the past several years. For an organization that has been around for more than 50 years on a national level to have such a limited degree of public awareness is an ongoing challenge to member satisfaction and ongoing threat to organizational relevance.

What do you feel should be a higher priority for the Eastern Division?

Answer Options	Response Percent
Promotion of the PSIA-AASI brands and members to the skiing and riding public.	32.9%
Development of more event scholarships and subsidies to support members pursuing professional development.	15.6%
Both are equally important.	43.1%
Other issues should be a priority	8.4%

Executive Observations:

From a planning and budgeting standpoint the results to this question present quite a challenge -- that the highest percentage response to this question was “both”! The challenge is that we have limited financial resources currently to address either issue (promotion or professional development) to the degree necessary for impactful change much less dilute the efforts by trying to dabble in both. A trend is that the older the member the more important “Promotion of the PSIA-AASI brand & members” is to them. Conversely, there is a descending trend that indicates that members feel “development of scholarships” is less of a priority as they age.

Indications:

Finding a way to be effective in meeting both of these needs for our different membership segments will require a combined effort of divisional staff, committees and volunteer leadership. The recurring theme is that younger and new members want financial help to become and remain involved; more experienced and older members want more recognition and rewards for the time, energy and dollars they have invested in their membership over the years.

In Summary:

Moving forward, “cost vs. value” as perceived by you – the member -- will be the key to our future financial health as well as organizational relevancy both within the industry and with the skiing and riding public. I am hopeful that moving forward there will be a more proactive and productive partnership between the National association and all divisions in addressing and acting on the priority needs, issues and concerns that you express to us. At the same time, we will continue to do what we can at the “local” divisional level and maximize the impact of the limited resources we have to make a positive difference in the way our members feel about being snowsports instructors and members of PSIA-AASI.

You can find the detailed data and results for all questions in the 2015 Eastern Division Membership survey online at <http://www.psia-e.org/ms/2015survey>. ☞

The majority of members felt the Push for Public Awareness was "Fair" as both an attempt and in its effectiveness. The highest ratings were for building morale within the membership vs. improving guest or non-member awareness. Nearly 500 individual comments were also shared by members about the program. Many of the comments stated this was a "good attempt" but not enough to be effective. Many other members heard of the program but never saw any of the materials at their resorts or advertisements in the selected publications. Some felt that "Eastern Division" was too much of the promotional focus. That's a tough one – the Eastern Division funded the program entirely and part of the objective was to show both our members that we were "out there" on their behalf and to show non-member instructors that we exist as a resource for them.

In 2013-14 we presented the "More Fun Starts Here!" banner program (125 six-foot banners at 80 Eastern resorts) to tie together the fun of learning snowsports with our brands in a generic "non-certified member" promotional way. The PPA campaign in 2014-15 focused more on promoting the value of taking lessons with a "certified pro."

I believe much of the value in the Eastern Division promotional programs of the past two years is in the pride, camaraderie and awareness it has helped create within the membership by demonstrating that we are trying to help get our message and brands out there in front of the people they teach throughout the season as well as the resort management for whom they are employees.

The bottom line is that a nearly \$20,000 program made very little impact in the mind of members regarding an area of high concern for the majority of members. These survey results have not changed in the past several years. For an organization that has been around for more than 50 years on a national level to have such a limited degree of public awareness is an ongoing challenge to member satisfaction and ongoing threat to organizational relevance.

In order to make any measurable impact on member perceptions about public awareness and brand strength I believe there needs to be a much stronger committed and combined proactive effort at both the national and divisional level. In addition, it is clear that a combination of both grassroots and broader-based efforts will be needed at the committee, individual member, snowsports school and resort level as well if we want to make any real difference in public perception and awareness of our organization, our brands and our members. At the Eastern Division level this is a topic of key interest to both the Snowsports School Management Committee and the Membership Committee moving forward.

More can and should be done. It is our my hope that a broad-based nationally-facilitated promotional program supported by the divisions will be developed in order to offer consistent creative materials and compelling messages on behalf of our members. I will continue to make my own "push" for that collaborative effort as well.

As always, your thoughts and ideas are welcome at mmendrick@psia-e.org ☞

Alpine Eastern Tech Team Vision Statement

*To be inspirational
skiers and teachers
who are mentors
to our membership
and education staff
while striving to lead
the Eastern Division
in the pursuit of
excellence in ski
instruction.*

ALPINE TECH TEAM SELECTED



Congratulations to the new Alpine Tech Team Members selected at the one day tryout at Stowe Mountain on March 25, 2015. From left to right: Troy Walsh, Kathy Brennan, Doug Stewart, Lani Tapley, Chris Ericson, Brian Smith, Tim Thompson, Nate Gardner, Matt Tinker, Dave Capron, Mick O'Gara, Mickey Sullivan. Missing from photo are Jack Baily, Ellen Garrett, Lucas Martin and Doug Hammond. We are excited to have this new Tech Team with such a fine diversity of skills and talents!

zipperline

STRAIGHT TALK FROM THE ASSOCIATION

Congratulations to New Alpine Education Staff Members

ALPINE DEVELOPMENT TEAM



Congratulations to the 2015 PSIA-E Development Team. These guys join an already powerful team. Left to right are Eric Timmerman, Jimmer Hayes, Art Menichini, Matt Boyd (DEV Team Coach), Candace Charles, Dave Yeagle, Ezequiel Usle, Kyle

Steinmetz, Angelo Ross, Mike Logsdon, Russ Kauff, and Peter Novom. Missing from photo Bonnie O'Hara.

ALPINE EXAMINER TRAINING SQUAD SELECTED



Congratulations to the five new ETS Members selected at the tryouts on February 11-12, 2015 at Mount Snow, Vermont. Left to right are: Augie Young, Jes Stith, Stan Wilkes, Matt Ellis, Mark Absalom and ETS Coach, Doug Daniels!



NEW TELEMARX DEV TEAM

Congratulations to Ali Pirnar from Killington! He was successful at the Tele DEV Team tryouts held at Killington on March 14-15, 2015.

NEW AASI DEV TEAM



Congratulations to Ian Boyle from Jay Peak and Eric Wright from Loon! Both were successful at the AASI DEV Team tryouts held at Loon Mountain on March 23-24, 2015.

NEW ADAPTIVE DEV TEAM



Congratulations to Edward Meltzer from New England Disabled Sports at Loon and Daniel McIntyre from Adaptive Sports Foundation at Windham! Both were successful at the Adaptive DEV Team tryouts held at Mount Snow on March 30-31, 2015. Kathy Chandler, the Adaptive Advisor, is in the middle.

NEW TELEMARX DCL



Congratulations to Shawn Riggle from Timberline! He was successful at the Tele DCL tryouts held at Timberline on February 28-29, 2015.



Master Teacher Program 2014-15 Graduates

A special congratulations goes out to Joseph Piazza from Holiday Valley Resort in western New York and Larry Sipe from Seven Springs Resort in Pennsylvania. Both successfully completed the Master Teacher Certification this past season. The Master Teacher program provides instructors with an in-depth educational background in a variety of different specialty areas. In order to receive Master Teacher Certification, the instructor must complete 20 days of coursework and pass an online exam for each course. Coursework includes indoor lectures as well as on-snow application. Congratulations! <<

Thank you Curtis Cowles & Dick Paret!



Cowles



Paret

Region 2 Representative Curtis Cowles and Region 3 Representative Dick Paret both wrapped up their service on the Eastern Division Board of Directors on March 31.

Curtis was on the Board for two three-year terms beginning in 2009. He served on both the Scholarship Review Committee and the promotional "Up 10 in '10-11" membership campaign committee.

Dick Paret served on the Eastern Board since 2012. He was active in both the Membership Committee and Scholarship Review Committee as well.

Thank you to both Curtis and Dick for all your time, energy, ideas and good humor and great service through the years! <<

Thank you to Eastern Resorts for flying the colors!



The following snowsports schools and Eastern resorts proudly displayed the Eastern Division "Ski with us. Ride with us." graphic on their web pages this season. Thank you for encouraging your resort visitors to ask for PSIA and AASI member instructors!

Attitash, NH	Holiday Valley, NY
Crotched Mountain, NH	Holimont, NY
McIntyre Ski Area, NH	Kissing Bridge, NY
Pats Peak, NH	Toggenburg, NY
Bromley Mountain, VT	Belleayre Mountain, NY
Jay Peak, VT	Gore Mountain, NY
Killington, VT	Hunter Mountain, NY
Mount Snow, VT	Mountain Trails Ski Center, NY
Okemo Mountain, VT	Thunder Ridge, NY
Pico Mountain, VT	Titus Mountain, NY
Smugglers Notch, VT	Windham Mountain, NY
Sugarbush, VT	Beech Mountain, NC
Yawgoo Valley, RI	Ober Gatlinburg, TN
Buffalo Ski Club, NY	Massanutten, VA
Greek Peak, NY	Wintergreen, VA

Our apologies if we missed any Eastern snowsports schools that supported the program as well – let us know and we'll make sure to acknowledge that support on our Eastern Division Facebook page.

Annual Spring Rally Race Results

Mount Snow, Vermont - March 29, 2015
Hannes Schneider Memorial Race



2015 Hannes Schneider Memorial Race winners Ray DeVerry and Sally White

Alpine Women 16-29	None	Alpine Men 60+	John Gould	22.05				
Alpine Women 30-39	Anna Hinds	27.23	Snowboard Men 16-29	Ben Winchell	30.24			
Alpine Women 40-49	None	Alpine Women 50-59	Rose Bolha	26.98	Snowboard Men 30-39	None		
Alpine Women 50-59	Rose Bolha	26.98	Alpine Women 60+	Sally White	* # 22.41	Snowboard Men 40-49	Dan Colchamiro	32.62
Alpine Women 60+	Sally White	* # 22.41	Telemark Women	None	Snowboard Men 50-59	None		
Telemark Women	None	Snowboard Women	Nicole Burnett	34.12	Snowboard Men 60+	Gary Burnett	34.39	
Snowboard Women	Nicole Burnett	34.12	Alpine Men 16-29	Jeff Giegler	20.91	Telemark Men 16-29	Sunny Cyr	29.07
Alpine Men 16-29	Jeff Giegler	20.91	Alpine Men 30-39	Matthew Gay	24.32	Telemark Men 30-39	None	
Alpine Men 30-39	Matthew Gay	24.32	Alpine Men 40-49	Eric Kizaak	24.52	Telemark Men 40-49	Keith Rodney	21.57
Alpine Men 40-49	Eric Kizaak	24.52	Alpine Men 50-59	Ray DeVerry	* # 20.08	Telemark Men 50-59	Mitch Klutsch	25.67
Alpine Men 50-59	Ray DeVerry	* # 20.08				Telemark Men 60+	None	

Hannes Schneider overall race winners designated by "∞"

Willcocks Trophy winners designated by "#" <<

around the regions

Region 1 Report

Here is an update on our Region 1 spring meeting that took place at Sunday River, ME on March 30.

At 4:30 Monday afternoon Peter Holland (Region 1 Rep) and Peter Howard (Region 1 Director) convened the spring region 1 meeting with about 50 people in attendance. The following subjects were discussed with a question and comment session at the close of the meeting.

The Push for Public Awareness Campaign. This is the Eastern Division's initiative to create awareness in the skiing public that certified instructors exist and that they are the best bet for purchasing a quality lesson experience. We as teachers also share the responsibility to show and let our customers know about the value of certified professional instruction.

The National Affiliation Agreement. This is an ongoing matter of organizational structure, defining the relationship between the 9 divisions of PSIA and The National Office in Lakewood Colorado.

The relationship between PSIA and USSA. There is a growing relationship between USSA (the organization that oversees the education and credentialing of race coaches) and PSIA. Many people see an opportunity here to at the least share our educational resources since what we do has many similarities. Formalizing this relationship beyond personal ties could be a pathway to making both organizations stronger and more valuable to their membership.

Region 1 event offerings in 14/15. There was discussion of why and how the event calendar is created and what events were and were not held in region 1. Sentiment was that there should have been more events and particularly (Child Specialist events) in region 1 this season.

Certification Results. Due to recent exam process changes (the "banking" system) it was mentioned that we are keeping an eye on how some of these new policies may or may not be affecting pass rates.

National Fall Conference and Education Staff exchanges with other divisions. Information was shared about on going staff exposure to other divisions and how this keeps the certification Standards across the country the same and how over time it is hoped that exam processes will become more and more similar.

The National Demonstration Team. Information was shared about the present status of the national Team, its relationship with the National Office, the way Team Members presently function as somewhat independent contractors, and the support/direction or lack thereof that they get from the National Office. These issues also affect the Teams upcoming trip to Interski in Argentina.

The trend of flat or slightly declining member numbers and event attendance. For the last couple seasons event and member numbers have been on a slight decline. This affects the organization's ability to robustly fund initiatives that benefit the members and training for the Education Staff.

Comments and suggestions from meeting attendees were as follows

A forum page on the Eastern Web site is a good thing. More "real time" experiences could be shared. (Exam successes, special times in events with epic skiing etc) These instant looks into what we all experience would captivate younger members accustomed to instant communication.

Certification pass statistics could be summarized and placed on the web site at the close of the season.

The reciprocity of certification level recognition from division to division should be unquestionable since we are all members of a national organization with national standards.

At your service,

Peter Howard, Region 1 Director

phoward@prexar.com

Peter Holland, Region 1 Representative

PWHolland@worthenind.com

Region 3 Report

What a winter it was! Region 3 and the rest of the East had record snowfalls resulting in many of the resorts and areas in our region having record long seasons! This translated into increased an upswing in lessons and an increase in revenue for many resorts. This is certainly one for the record books.

Our Region 3 meeting was held on January 24, 2015 at Powder Ridge Mountain Resort in Middlefield, CT. The meeting was held in concert with Level 1 and CS1 events that were in progress at Powder Ridge. We also had good attendance from other PSIA-E members that live in the surrounding area. Topics covered were changes to the exam formats, event offerings, organization financials and the current status of where we were with the affiliation agreement. There was some lively discussion and we were able to address many of the questions our members had.

As many of you know, the Region 3 Representative position on the PSIA-E Board of Directors was open due to Dick Paret relocating to Region 2. I am very happy to announce that the position has been filled by Dave Welch. Dave, formally SS director at Ski Sundown in New Hartford CT and currently at Otis Ridge in Otis, MA brings several years of previous BOD experience with him and I am sure will do an outstanding job.

Please welcome Dave Welch as the new Region 3 Rep to the PSIA-E BOD!

I also want to thank Dick Paret for his hard work and dedication to Region 3 and the BOD.

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

Region 3 Facebook page.

Region-Three-Psiaasi-Eastern-Division

Region 3 word press site:

www.psiaregionthree.wordpress.com

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

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

Dave Beckwith Sr. (Regional Director)

davelee26@sbcglobal.net

Dave Welch (Regional Representative)

dbwelch317@att.net

Have a wonderful Summer!

Dave Beckwith Sr.

Region 4 Report

Greetings fellow Region 4 members. I hope everyone is enjoying spring weather and a welcome break from this past winter's continuous cold weather. From January 5th till the end of March and for some of us in the region the cold came and stayed into April. However, the cold weather made for some outstanding skiing/riding for the entire East. But many resorts reported that the cold weather also had a negative effect on skier visits, especially on the major holiday weekends.

Overall, skiers/riders experienced some of the best event conditions and coverage but as in the last few seasons, the divisions' overall predicted attendance for events this season was slightly down.

We held two regional meetings this past season, one in early January at Whitetail resort with 50+ in attendance and one in late January at Elk Mountain with 70+ attending. Michael Mendrick, Executive Director, provided a written report of the Eastern Division affairs for both meetings and an in person update at Elk that included finance, scheduling, retention, benefits, and ongoing divisional promotional campaigns. At both meetings members were given a chance to voice concerns, issues or ask questions about what is happening in the division. Overall I am happy to report members at the meetings expressed satisfaction with what is happening in our region and the division.

Congratulations are in order for numerous Region 4 members who were very successful at educational staff tryouts this season. Four of the five new Examiner Training Squad (ETS) are from Region 4, they are; Mark Absalom from Camelback, Matt Ellis out of JFBB, Jes Stith from Liberty and Stan Wilkes out of Whitetail. The fifth new member of ETS is Augie Young from the Adaptive Sports Foundation of Windham. Region 4 also wants to congratulate some new Development team members from our region. Three out of the twelve new Development team members are from Region 4, they are; Mike Logsdon from Liberty, Art Menichini from Montage and Angelo Ross out of the

Hidden Valley-Seven Springs area. Best of luck to all new educational staff member with their new roles in the Eastern Division!

Eastern division has just completed the second year of Level II & Level III exams with the "banking" system in place. I'm pleased to report that all members participating in this new system indicated they are very pleased with the concept. Although the success rate has not changed that much regarding attaining the national standard in all three teaching modules or all three skiing phases with the new system, the percentage of members attaining one or two of the modules in teaching or skiing phases is rapidly growing with success. If we look at "banking" one or two of the modules/phases compared to the past without "banking" anything, the success rate for attaining the national standard at either level has increased dramatically. Basically the "banking" concept is working for the eastern membership on the certification track to achieving the national standards at a given level.

Our division Board of Directors will meet in June to prepare for the upcoming 2015/16 season, I will report about that meeting in the summer issue of the Sno Pro. Remember there is only 7 months till next skiing/riding season, so start your training program and savings program NOW!!!

As always contact me or Steve Kling with any concerns, issues or questions about the region or division Have a great spring....

Bob Shostek, Region 4 Director

Region 5 Report

Hi Everyone, After a "chilly" winter, it is good to hear that most resorts had a good season. I can attest to the fact that the snow was phenomenal in Western New York. Unless it really warms up, we could be skiing until June!

Debbie Goslin from **Kissing Bridge** reports that their pre-season enrollment was up 25% from last year. They are certainly doing something right! They also had six new Children's Specialist 1s, five new Level 1 Alpine, and one Level 2 Skier. KB would like to see more women's events offered next season, along with more senior events set up with lots of skiing and camaraderie. Night events would be great as well, as it would give examiners a chance to ski with staff members during the day. Most importantly, the events need to be FUN. We want to attract the younger instructors and keep them coming to events because not only are they informative, they are lots of fun as well. Night events would make it easier for the younger instructors to attend who are still in school.

HoliMont now has 12 new Level 1 Alpine Instructors, two Level 3 Telemark Instructors, Three Children's Specialist 1, and one instructor passed his Level 2 Skiing. All our early morning clinics have

paid off this season. Next season, HoliMont plans to have a new, improved beginner area complete with a new chair lift, Terrain Based Learning elements and Magic Carpet. We are very excited about this as it will certainly be more fun teaching and retaining beginner skiers and riders.

An instructor at **Greek Peak** asks if it would be possible for over 60 PSIA/AASI members to take updates every three years instead of every two. Her reasons are that money is more limited after retirement and it is more difficult to travel to events. Events and lodging are costly. Something to think about.....

Ron Kubicki says **Holiday Valley** is going to relocate their main road to make all parking on the same side so no one has to cross the road to get to the lodge. They are also getting new uniforms. This season they gained 14 new CS1s, Five Level 1 Alpine Instructors, two AASI level 2s. Their season started in November, and closed the 12th of April. The golf and Ski High Adventure Park, Ropes Course and Zip Line should be opening in May.

Gene Connell from **Peek'n Peak** had eleven instructors pass their Level 1 AASI exam, One Level 2 AASI, five Level 1 Alpine, seven Children's Specialist 1, and one Telemark Level 1. With 89 instructors, Gene says 2/3 of his staff is now certified with PSIA/AASI. 35 are Level 2 or 3, 21 are Children's Specialists, 4 are Freestyle Specialist, 2 Telemark, 2 Nordic and 1 Adaptive certified instructor.

Peek'n Peak celebrated its 50th anniversary this season. Ron Hamilton, who founded the original ski school when Peek'n Peak opened, also celebrated 50 years of service in the ski industry. The number of Peek ski days this season was 128, the highest (tying the 2007-2008 season) for the past 20 seasons! As for other records this season, the cold temperatures put an unfortunate damper on the number of skier/boarder visits. Despite the poor overall turnout, they taught well over 7,000 hours of lessons with nearly 4,000 of these Peek'n Kids. They are looking forward to a warm and well-deserved break before the summer season begins. The Peek Adventure Park will be up and running on May 1st with many instructors staffing the park features and teaching lessons.

We are looking forward to the PSIA-E Board of Directors meeting in June. Any of you Region Fivers who have anything you would like us to pass on to the board, please let us know. Stay tuned for all the latest news from the Board. Have a fantastic summer!

Wendy Frank, Region Five Director

wendy@holimont.com

Dick Fox, Region Five Rep

dfox@wmf.com

Region 6 Report

What a great winter in the Eastern US this year! Lots of snow and lots of cold has kept the snow pack in place. I skied at Hunter for a week back in February and the first day of a race camp turned out to be an epic powder day team teaching with Jeb Boyd. The snow was amazing! I Skied Whiteface and Gore later in March and was amazed at the terrain still accessible. The snow sports schools at Gore, Whiteface and Belleayre had a good season of business and there were a lot of happy students and happy parents. Snow makes a lot of things better in our industry. Thank you to all the resorts in region 6 who are member schools within the division. The support that all of these mountains give to their instructors for snow sports education and certification is greatly appreciated!

As some friends and fellow instructors already know I took advantage of an opportunity to take my family out to Colorado in January to teach skiing at Aspen Highlands, before my girls are anchored down with grade school and all that goes with it. We had a great experience for the time have been here! It was actually kind of fun to laugh about how all the snow was falling back East.

I found it very interesting that instructors at Aspen Highlands share much of the same desires and interest as most Eastern members do about skiing, training and certification. Despite the culture for more full time pros, terrain and some snow condition differences, the desire to be part of a solid PSIA organization is the same no matter where you teach in the USA.

In regard to being part of a solid PSIA association, I very happy to report that we as a division have made good progress with the affiliation agreement between Eastern and ASEA. There is some language within the agreement that needs some attention but I believe we are very close to an agreement. This would be a great way for the season to end. I look forward to getting this agreement established so we can begin to invest our efforts towards tasks that will have benefits to our Eastern members as we look to the future.

Another positive outcome this season was the selection of the "new" Eastern Alpine Tech Team at Stowe VT this past March. This team has incredible depth and experience and I feel this team will help contribute to the creation of new programs, writings, technical messages, BOE teams training, certification scoring consistency and much more. The team has diverse talent and everyone has a passion to help the division serve its membership with creativity and professionalism. I look forward to seeing the influences this team will have on the division.

This past April a new Alpine development team was selected at Killington Vt. The snow was good and there was a great turn out for the event. There were a lot of skilled expert level 3 instructors who competed for a spot of this team. Keep your eye open next season as many of the new team members will be out and about understudying various events. I'm very proud

to say that there were some region 6 members who were selected to the new Dev Team.

I feel it is important to thank our administration office and all the staff in Albany for another outstanding job managing everything from membership services and benefits to event scheduling and staffing and all that it takes to keep the division rolling. Thank you. In part the management of the eastern office and divisional business by our administration staff and board of directors once again have kept the Eastern division from raising divisional dues for the 5th year in a row. This is amazing! Great job to all those involved!

I would like to take a moment to thank all our members who committed themselves to taking part in certification exams. The commitment to getting any level of certification is a big one that requires a lot of training and preparation. With the exam season now over a big congratulations goes out to all who have participated in any of the exams this season. Thank you for your dedication.

Many resorts are still spinning lifts on weekends and spring skiing looks like it will be around into the month of May. This is a great time to get with fellow instructors and get out for a sunny spring day to rip a few runs and enjoy stories of a great season. Region 6 resorts are thankful for the good snow year and cold weather to support it. Thank you to all of the instructors throughout the region and division for your hard work and dedication to the sport of skiing and riding.

Have a great spring season!

Respectfully,
Brian Smith

As I write this during the second week of April our mountain, Belleayre, remains open with nearly 100% of the trails available. The season's snowfall amounts provided us with an awesome season and my hope is that many of you experienced the same. This winter's cold temperatures protected and preserved the snow, but ongoing harsh winds and below zero temperatures made it just a little less than a perfect season, but no complaints here!

On March 23rd we hosted the Region 6 meeting with over 50 attendees. The following are highlights of the meeting, thanks to the copious notes taken by our Assistant Snowsports Director, my wife, Kathy.

- It was recommended that candidates who fail CS1 be offered a re-take free of charge.
- Recommended that exposure to Freestyle and Racing be incorporated into all levels of Alpine Certification.
- Although new member numbers, as well as event participants were down, member retention remained about the same. 56% of our members are in the 50+ age category.
- The PSIA/ASSI-E budget remains in good shape thanks to the diligence of our administrative staff.
- Direction for action and planning for the Eastern Division comes directly from the results of member surveys (an important reason to take the time to complete the surveys).

- A member spoke very highly about his recent educational event and suggested examiners visit numerous Eastern Division resorts to ski/visit with instructors to promote membership. (Beyond attendance at an event).
- A more detailed description of each educational offering be developed and included on the website. If event names are changed such as In Search of Corduroy to Modern Skiing, this should be noted as well.
- The new Eastern Trainers Academy was praised as a valuable new event and it was hoped this would become a regular offering.
- In an effort to reduce cost to event participants, it was noted that the administration in Albany would help arrange "in house" events if attendance warranted it.
- National dues were discussed at length and Eastern effort, led by President Eric Jordan, for increased transparency, was duly noted.
- Member benefits need to be highlighted more, for example reduced cost for lift tickets and equipment as well as skiing/riding and instructional improvement. Most equipment purchases are now on line rather than the "paper pro form" of the past.
- Dues add-ons (additional contributions) could be directed to specific areas such as scholarships for members under 21 years of age, and perhaps generally earmarked for "a local applicant". This may encourage more members to contribute and "pay it forward". Perhaps promote this option by including this on the website, in the newsletter and on the dues renewal form itself.
- "Push for Public Awareness" was positively received.
- The opportunity to "fast track" was discussed and this procedure also needs to be more clearly communicated to members.
- National standards dictate why a candidate must attain at least a Level II certification prior to taking CS2.
- Change the name of the organization to just PSIA...Professional Snowsports Instructors of America.
- Add information on the website and/or newsletter to advertise to candidates at various events the opportunity to share transportation and/or housing accommodations.
- Many newer instructors are involved with Children's programs and thus miss out on training opportunities. Free them up at specific times for training.
- Members were reminded to share questions, concerns and suggestions with their Regional and Area Representatives. Contact Joan Heaton for information on the Regional Rep program.

The meeting proved to be very successful. A Special thanks to the examiners who were in attendance for events and provided valuable input, in particular,

Bob Shostek, who responded to many of the concerns and questions from the attendees.

Once again I hope you enjoyed a safe, happy and successful season teaching, skiing and riding. See you next winter.

Region 6 Representative-Jack Jordan

Region 7 Report

As the winter season 2014-2015 has now ended for all of us I hope your season was a successful one. By successful, I mean successful for your resort financially but more importantly for you as a professional teacher. I hope you were able to meet your yearly goals or at least work toward reaching them and/or making new ones. Never be satisfied with where you are, always continue to want more out of our profession. I think all resorts had some days and nights with some of the coldest temperatures we have had in many years. There is still a lot of snow at most resorts even as I write this report in mid-April.

We held our Region 7 Meeting at Massanutten Resort on February 25 with approximately 60 members present. There was not much discussion at the meeting, more a sharing of facts and information. We were fortunate to have a rather large number of BOE members present who were there working events. Most all of them do not live in Region 7 and so their presence was even more special.

The second Alpine Level 2 College was held at Massanutten Resort. The success rate was good and candidates gave much of the credit to the time spent with the BOE Staff prior to the exam portion. Ty Johnson is gathering information for the next *Snow-Pro* Report from area trainers about their view of the success of the new Alpine Resort Trainer Program at individual resorts and how members viewed the training toward certification exams.

The season has now ended; don't just forget about skiing and riding. Read and study about your sport, stay "tuned in" to it. By the time you receive this report our Eastern Survey will already be over. I hope you took the 5 minutes required to complete it. The Board really does look at the responses from this survey. You know that this summer you will receive your bill for dues for next season. Avoid a late fee and pay on time. Come fall, look for information about scholarships for events. Most importantly have a great spring and summer. Enjoy the outdoors with family and friends and be ready for winter to return. Please contact Ty or me with any questions you might have about your organization and let us know if you feel our "Push for Public Awareness" Campaign was of any benefit to you at your resort.

Paul Crenshaw, Region 7 Director, pcrenshaw@massresort.com

Ty Johnson, Region 7 Representative, styckman55@gmail.com ☞

Region 1 & 2 Board Election Results



Peter Howard
Region 1 Director



Pete Holland
Region 1 Representative



Ted Fleischer
Region 2 Director



Katherine Rockwell MacLauchlan
Region 2 Representative

Eastern Division Board elections for the 2015 – 2018 terms for Region 1 (ME, NH) & Region 2 (VT) were completed in March. Thanks to the more than 1,000 members that participated in the elections.

Congratulations to new Region 1 Director Pete Howard of Sugarloaf, ME and new Region 1 Representative Pete Holland of Pats Peak, NH. They will serve a three-year term on the Eastern Board of Directors beginning April 1, 2015 – March 31, 2018.

Note: Only one member of the Examiner Staff may be elected in a region at one time. Since Peter Howard, Mick O'Gara and Rob Bevier are all Examiners only one could be elected to the Board.

Region 1		Total Voters: 1503	
Candidates	Votes	Percentage	
Rob Bevier	89	15%	
Pete Holland	92	15%	
Peter Howard	153	25%	
Elizabeth Limerick	87	14%	
Mick O'Gara	129	21%	
Jim Tuttle	57	9%	

Congratulations to new Region 2 Director Ted Fleischer (Jay Peak, VT) and to reelected Katherine Rockwell MacLauchlan (Pico Mountain, VT - this time in the role of Region 2 Rep). They will serve a three-year term on the Eastern Board of Directors beginning April 1, 2015 – March 31, 2018. Thank you to ALL candidates for their interests in serving!

Region 2		Total Voters: 1389	
Candidates	Votes	Percentage	
Ted Fleischer	159	37%	
Katherine Rockwell MacLauchlan	141	33%	
Richard Paret	61	14%	
Chris Saylor	65	15%	

SKI A Ski A Ski Trainer

Have You Tried It Yet?



Just \$38.50, with 45% Discount Code 'PSIA-E'
skia.com/us

classy-fied

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

In Memoriam



John "Jack" Mehaffey, 68, of Dalton Pa., took his final run on December 15, 2014. He is survived by his loving wife of 17 years, Sandy Hyman-Mehaffey.

Born in Philadelphia, Jack was the oldest of 9 and considered the 'leader of the pack', but he was most proud of his two children, John Jr. and Cristina; and especially his grandson, Timothy Miller.

Jack was a proud level 3 certified member of PSIA from the Elk Mountain Ski School. He worked at Elk for the past 31 years and served as a supervisor for the past 18 years. Jack was a brilliant ski teacher, an elegant skier and a great boss with an uncanny ability to make everyone feel like they had the best job in the world. Jack was a great team builder and the ultimate "lead by example" boss. Everyone who worked for Jack looked at him as more of a best friend than a boss which fostered a very productive and special workplace. I personally witnessed this on many Friday afternoons in the locker room where you would find Jack and his team telling stories of their day and unwinding over an adult beverage. I also witnessed this first hand on February 28, 2015 when more than 200 of his friends and family gathered high atop Elk Mountain for a torch light parade to celebrate his life. His passion for the sport was extremely contagious and he shared this love with everyone he came in contact with. Jack was a fixture at the Masters Academy where he would meet up with old friends and create new ones each year. It was overwhelming to see the outpouring of support from his Masters Academy family when they received the news of Jack's passing. Clearly, Jack had made a lasting impression on everyone and they will surely remember him as a great friend.

Jack was a 30 year veteran of the Philadelphia Police Department where he proudly served as Officer and Sargent. Upon retirement, Jack also pursued his love for sporting clays. Not only was Jack a highly certified ski teacher, he was also an advanced certified instructor for shot gun sports at the esteemed Griffin and Howe Shooting School of Hudson Farm, Andover, NJ. Jack's other hobbies included scuba diving and horseback riding and guiding.

Jack cherished his camaraderie with his PSIA family and friends near and far. I feel honored to have worked alongside Jack and privileged to call him a trusted friend.

Submitted by Eric Jordan, PSIA-E AASI President ☞

Mervyn L. Taylor passed away January 8 of this year at 83 years of age, in his home state of Maine where his passion for skiing was born. His father was a cabinet maker and made him his first pair of skis. He skied for Deering High school in Portland, Maine in Nordic, Alpine and even ski -jumping. He started his family skiing at Mount Agameticus in Southern Maine. He was up early making breakfast and packing the lunches, gear and family into the car every weekend day. He patrolled and taught skiing while his wife, Jackie, sold ski school tickets. In 1967 he moved us to Minneapolis, MN where he chaperoned school ski trips and taught at Buck Hill on the weekends. Close enough he thought to "Western" skiing, he packed his family of 5 in a Volkswagen for ski trips through the Dakota "Badlands" nonstop to Red Lodge, Montana and the next years to Colorado to ski Vail, Arapaho and Keystone.

His work brought him to Upstate NY where he taught at West Mountain and then Gore Mountain, both Alpine and Nordic. All 3 of his children went through the Gore Mountain Junior Ski School Program and today all of his kids and grandkids ski, teach, patrol, race and are on the competitive freestyle circuit.

Merv finished his career at the Camden Snowbowl in Maine. He recently received his 40 year PSIA letter and pin. This was one of his most cherished awards. I have one of the beautiful skis that my grandfather made for him over 70 years ago, the other was destroyed in a young boys encounter with a tree on a trail not quite wide enough.

Submitted by Brad Taylor ☞

Jim Walsh, a longtime member of PSIA-E, died from a long illness on Sunday November 16, 2014.

Jim was born on August 10, 1943 son of the late Harry Hawkins Jr and Lucille Margaret [Batchelder] Walsh. He grew up in Keene, NH graduating from Keene HS in the class of 1961. He served in the Navy for a short time. On September 4, 1963 e married Brenda Tatro; she survives him.

Jim loved skiing, and for over 40 years he was professional Instructor. He worked for 32 years at Strum Ruger enjoyed golfing, hunting, fishing, camping and coached Little League for years

He was a very dedicated and caring ski teacher to all and especially to the children. His skiing career included working on the opening of Arrowhead ski area in Claremont NH and as a ski instructor at Mt Sunapee in NH. He was Director of Skiing at Mt Ascutney, VT and taught at Magic Mountain in Vermont. He returned to Mount Sunapee as an instructor in the early 90's. He also worked for a short time for the New England Handicapped Ski Association NEHSA at Mount Sunapee.

Jim , certified in 1973 was the type of instructor that we all aspire to be -- always willing to give of his time and his knowledge, always welcoming and above all a true role model for all that good ski teaching is. His presence will always be with those he touched; he for sure touched me.

If you wish to honor or carry on Jim's good work you may make a donation to NEHSA. Information may be found @ www.nehsa.org

Submitted by Steve Mc Grath ☞

Thank you to Scholarship Committee

With many thanks to the PSIA-E Scholarship Fund Committee and with funding from the Membership Scholarship Fund, I attended the Children's Specialist 1 Clinic on February 11th & 12th at Beech Mountain. I applied for a scholarship last fall. The process was not complicated and I sent it in with the idea that even if the answer was 'no' it would not hurt to try! The email response said that I would hear back in November, so when I received the letter in my mailbox from PSIA, I was sure that it was a 'Dear Shelly' letter telling me to try again next year . . . but no! The letter told me I was the recipient of a scholarship for the 2014-2015 season and also that I would be registered for the Children's Specialist clinic!

As I did the research for what was involved and required, I began to wonder how would I do? There was the book to study, an on-line test to take, then a workbook to be completed before attending. First I took the on-line test. I have been teaching children for most of my career, so I seemed to do fairly well and felt good about my results in that category. Then I began to read, re-read and highlight the Children's Specialist Teaching Manual. Finally there was the completion of the 12 page (!) comprehensive workbook.

The first day of the clinic was a beautiful blue sky day. Beech Mountain director and staff were great hosts. Our group was fortunate to have two excellent trainers, Matt Tinker & John Haagen and eleven participants - three of the eleven from my home area, Cataloochee! Ashley was on snowboard, Dalton on his Telemark skis by the second day and me, on alpine skis. We discussed our workbooks page by page to begin the clinic and got to know one another some. Then we headed out for a day of sliding and working on skills / real vs. ideal, using each other for study. Fun was had and much learning accomplished!

The second day was very windy, cold, snowing and with snowmaking on-going - real winter weather! We worked inside on spider webbing, then used our worksheets to prepare for and teach a segment relative to age, within our group. In the afternoon we worked on learning styles. Much emphasis was placed on the CAP model.

I have gained a great amount of knowledge to be used in future lessons and shared with my snow school. I also made new friends and renewed acquaintances with other clinic candidates and felt like I received a 'fine tune' to my current skiing skills as well. The clinic was a wonderful experience and I am happy to say that I attained the CS1! Proud!

Shelly J. Coker

Alpine Level I Certified, Children's Specialist 1
Cataloochee Ski & Snowboard School <<

2014-2015 EF Scholarship Award Recipients

Total scholarships awarded: \$13,512.00

Name	Scholarship Fund	Name	Scholarship Fund
Kevin G. Adams	Membership	Jake D Holmquist	Membership
Christopher J Anderson	Membership	James Jasper	Membership
Gina R Basiliere	Membership	Anne Jehn	Membership
David P. Bertelli	Membership	Adam H Kaufman	Membership
Maria Booth	Membership	Andrew D Laforge	Membership
Steven L. Botti	Leader Fund	Richard Lazarus	Membership
Ms Laura L Bourne	Membership	Katherine Lynn E Lenowitz	Membership
Jamie L Brough	Membership	Jacquelyn Bode Marston	Leader Fund
Jessica R. Burns	Membership	Elle M Matalavage	Membership
Glen A. Carbutt	Membership	Richard Mezzacappa	Membership
Ms Terry Carey	Ed Staff	Michael R Miller	Membership
Rachael G Carr	Membership	Richard J. Minogue	Burbridge (Adaptive)
Sophie Cochran	Membership	Gregory R. Mirando	Membership
Shelly Jackson Coker	Membership	Andrew Myers	Membership
Caroline C Conner	Membership	Mr Cary J Nadel	Membership
Grace A Corapi	Membership	Mary-Ellen Panagrosso	Membership
Elizabeth S. Crouse	Membership	Sara Paret	Membership
Steve M. Czerny	Membership	Laura J Rider	Membership
Darlene M. Desroches	Burbridge (Adaptive)	Randy L Robles	Membership
Nigel Dyson-Hudson	Membership	Keith Rodney	Ed Staff
Ms Donna Kaye D. Erwin	Membership	Julia T Schneider	Terry (Children's)
Shawna Riley Fatigate	Membership	Scott Schuler	Membership
Lennie Fillius	Membership	Carlos Serrano	Membership
Cynthia Fish	Membership	Cindy Shoer	Membership
Nathan E. Gardner	Ed Staff	Mr Andrew J. Snyder	Membership
Jacqueline B Garofalo	Membership	Dillon B Sowers	Membership
Laura K Gilham	Membership	Alessandra R Spaulding	Membership
Nicholas A. Gillotte	Membership	Christina E Swanson	Membership
Vernon S Goertz	Membership	Mark Swanson	Membership
Brittany L. Goodman	Membership	Cynthia L Trochlil	Terry (Children's)
Meghan R Grady	Membership	Michelle A Trotter	Terry (Children's)
Mr Layth Haddad	Burbridge (Adaptive)	Laura Turner	Membership
Leslie Ricker Hall	Leader Fund	Sally Widerstrom	Burbridge (Adaptive)
Carol L Hauspurg	Membership	Michael J Yeager	Membership
Samuel B Haverinen	Membership	David Yeagle	Ed Staff
Suzanne Havran	Membership	Martin Young	Ed Staff
Barbara W. Hill	Membership		

A Time for Transition

By Ted Fleischer

Outgoing AASI Advisor

Greetings!

Well we did it! We got through an exceptionally long, cold, winter and while most of the flowers around my house are still asleep, most of the snow piles are nearly gone. I hope everyone remembers fondly the powder days, good times with friends, great lessons we taught, and fun clinics we attended this season. I had a great winter but, as always, I'm looking forward to the change of seasons and the opportunity to do it all over again next year. Almost all of it that is...

As some of you may know, I will be resigning as the AASI Advisor this spring after six years in the role. This is for several good reasons:

First, I'm quite sure that some of our younger brothers and sisters have some excellent ideas and very creative ways to help lead us. This will make room for them. While I always sought out the help and advice from others, sometimes it takes a new individual to get us to that next level. I'm looking forward to continued progress.

Secondly, with the support of many of you, I was fortunate enough to be elected to the PSIA-AASI Eastern Division Board of Directors for Region 2 (Vermont). Thank you for all of the confidence and support! Our bylaws state that as a Director I may not also hold a year-round position, even if it is part-time. So for this reason I must resign.

Lastly, but certainly not "least", I'm looking forward to scaling back my AASI specific duties. While I will obviously still be quite involved with our organization due to the duties on the BOD, I will not have to focus nearly as much on the day-to-day doings of the AASI scheduling, staffing, and whatnot. I will be able to teach and clinic more! I'm certainly looking forward to that.

I will help with the transition of our new AASI Advisor as much as is needed or asked for, and I'm sure that many of our most popular events (and some new ones) will be back on the schedule for next season. I look forward to hearing from all of you regarding any Region 2 issues that you would like to see addressed at the Board level, or any suggestions that would benefit our division regardless of what Region you work or reside in. I'm looking forward, as always, to seeing you all on the snow next season. I'm grateful for all of the help I received from everyone in the Albany Eastern Division office. Without their help and support I would have made many MORE mistakes than I actually did. To all of the other Members that have contacted me, or I've been in touch with, Thank-You for all of the help, suggestions, and questions over the last 6 years. Ride On!

Ted Fleischer

Outgoing AASI Advisor <<

Confession from a Snow Skater

By Terry Duffield, AASI Examiner

It is hard to believe the winter is finally over. I was fortunate to spend my final days on snow just the same way I started it. Snow Skating!! I never could have imagined how one small piece of equipment could have had such a profound change on how I view the East Coast, teaching and most of all my snowboarding.

As luck would have it I got to be part of both of the snow skate events that PSIA/AASI had the foresight to schedule this year. I won't bore you with a recap of the first event at Stratton as I doubt I could paint a better picture than Chance Caswell did in a previous article you may have read. If you didn't read the article it is time to get back to the bath room and sort that out! One part of that first event that really needs to be said is that all of the riders were all similar in ability levels and ages.

Along comes the second snow skate event that was graciously held at Liberty Mountain. From my office in Williamsburg, Brooklyn I had plenty of time to ponder how this event would go. Would the riders be of the same ability level and how would the terrain difference from Stratton to Liberty affect how the clinic would be run? So I did the only thing I could. Went to the local refreshment area at Liberty and as luck would have it spent the night with some of the group who couldn't wait until the next day!

As the event sign-in wound down several things became apparent. I was going to have a split. Of my seven participants I had 2 skate rats, 1 pregnant lady, one person who was trying this because of the article read in the *SnowPro* (go *SnowPro*!!) one person who was nervous she couldn't keep up and 2 people who have been skating for a few years. Since safety, fun & learning is my mantra this was going to be an interesting day!

After our morning introductions I started the group out with one of my favorite quotes from Terje Hackonsen "One run on a snow skate is like taking 5 runs on a snowboard". This let the group know that we didn't need to see how many runs we could pound out warming up and to perhaps take some time to feel each other out. So we went to the long easy run that every resort has. For Liberty that run was called Dipsy Doodle. That run also ended up with one member of the group conservatively falling about 65 times.

Here is where the true magic of snow skating happened. Because snow skating has no bindings you tend to worry about what is exactly in front of you. This in turn makes what is ridiculously easy on a snowboard a bit of a challenge on a snow skate. This allowed the group to stay together while we learned different ways of how & when to pressure the skate. After a brief split in the group we all came together and started working on individual goals. The really

cool part was how everyone in the group cheered on their peers regardless of what they were working on. By the end of the day and 16 runs later the group had come together and Mr. 65 falls had not only become the most improved he was in the upper middle part of the group in ability. The transformation was truly amazing for me as a clinician as well as the group.

As day two came around you can do the math. The group had taken 90 runs (if they had been snowboarding) and snow skate leg had to be countered with some vitamin I (ibuprofen). We also lost one member to fatigue and our pregnant lady didn't want to push her luck. Both decided to snowboard with the group instead. Two runs in and they couldn't believe how much improvement they felt in their snowboarding and how effortless it now seemed. As for the rest of the group they raged every run Liberty had to offer including the double black bump runs.

Some of the things that really jumped out at me were this. Trails you never would go on due to boredom become fun and challenging again. Snow skating makes the East Coast big again. By moving away from binding restrictions you learn how to push down on your board NOT pull up on your bindings. Snow skating makes you use only the moves that actually get the board to turn and keep you on it. Once these moves are mastered it seems to immediately translate to you snowboarding. Snow skating moves directly translate to snowboarding.

I hope to see you next year at one of our snow skate events! I know I will be spending my summer thinking about skating and looking forward to seeing new faces experience what has been truly life changing for me. <<

Use the right tool for the job

By Toby Burrows

AASI Development team

Peek 'n Peek Resort

Whenever I strap into my snowboard, I go to battle. This is the battle of Power vs. Finesse. There is no "perfect turn" as there are many ways to turn a snowboard. However we strive to make efficient movements that relay more control to our boards. When I take my first run of the day I struggle to get the blood flowing as I warm up. This typically leads to big, powerful movements to actively steer my board. As I get warmed up and start riding more dynamically, I strive to quiet down big movements. Using smaller, more subtle and more efficient movements allow me to use more finesse.

A good practice I have found to make that transition is while ripping huge carved turns. When I approach the fall line and am ready to engage the new edge I throw my shoulders downhill almost like I'm

in a superman position that allows the downhill edge to hook up and rocket into the new turn. This is one of many examples of power. As I take more runs and get more relaxed and warmed up, I begin to quiet those movements down.

In order to use more finesse I begin to bend my knees more to get a lowered, balanced stance. It's like I'm swinging a framing hammer instead of a sledgehammer. This allows me to make quick tip to tail movements, which use the board's sidecut and cause it to work for you. The next crucial step is softening your ankles at the start of a turn. This will create a faster, more efficient means to create edge angle. All of these components lead to more subtle riding that will allow you to make minute adjustments at any point in the turn.

Riding with either power or finesse is not a bad thing. It is important to be able to differentiate between the two. When you conquer the battle of riding with either or, and work to combine the two, you have tools you can use to your advantage all over the mountain. One thing I have done to further my own riding is worked on finding what works best for different conditions and riding styles. Power works great for me, especially when riding through softer snow. I force my board through piles of snow in order to stay in balance. Finesse works best when I stumble upon the blue porcelain that inhabits our east coast. Lightening the board and gliding across the ice works way better than trying to dig through to the snow underneath.

There is always a time and place for either of these, as there is always a right tool for every job. One place I have found power to excel in is riding crud where I can push the piles out my path. However, finesse is much better suited to riding icy bump fields. I have made the analogy in the past of trying to use "Thor's" hammer or using a framing hammer to set a nail. Both of those tools will work. However, if given the opportunity it is best to use the most efficient tool. <<

Congratulations Burton Winners!



Burton Winners Michael Brainard and Ty Jensen



CONGRATULATIONS!!!

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

AASI Level III Member – Michael Brainard from Smuggler's Notch
Michael attained his AASI Level III certification and also won a Burton NUG Flying V snowboard.

AASI Level II Member – Ty "MK" Jensen from Snowshoe
MK attained his AASI Level II certification and also won Burton Mission bindings.

The following new AASI Level I Members won a Burton Treble Yell backpack!
WELCOME to these new members and to the more than 300 new AASI Level I members who attained their L1 certification throughout the season!

Region 1

Michael Murphy from Cannon Mountain, NH attained his Level I at an exam held at Loon, NH

Region 2

Peter Breidenstein from Stratton, VT attained his Level I at an exam held at Stowe, VT

Region 3

Stephanie Yanaros from Powder Ridge, CT attained her Level I at an exam held at Ski Sundown, CT

Region 4

Megan Teachout from Roundtop, PA attained her Level I at an exam held at Seven Springs, PA

Region 5

Matthew Teribery from Holiday valley, NY attained his Level I at an exam held at Peek n' Peak, NY

Region 6

Karen Plate from Gore Mountain, NY attained her Level I at an exam held at Gore Mountain, NY

Region 7

Brandon Stephens from Wintergreen, VA attained his Level I at an exam held at Wintergreen, VA

Thanks to Burton Snowboard for being such a great PSIA-E/AASI 2014/2015 sponsor!



adaptive airtime

The ABOE and Adaptive Development

By Kathy Chandler, Adaptive Advisor

Each year the Adaptive Board of Educators (ABOE) works hard to provide educational and certification opportunities for the membership that will engage and grow the interest and expertise in teaching skiing to people with differences. We have lots of fun adaptive devices and have to think creatively on our feet...or skis/board how to get each skier/rider to perform the skiing tasks. We all believe that in the end we are just here to teach skiing/riding and everything we are doing is based on just that. It doesn't matter the tool or device used, the same movement patterns and action of the skis/board on the snow is the same. Our movement analysis is the same as any other skier/rider. We are looking for the same things. So we are moving in that crossover, multi divisional direction on our ABOE.

Two of our members have worked hard to attain higher alpine achievements in their personal development. They are setting the stage for the adaptive sector to be understood and incorporated into the alpine world. Augie Young did extremely well and is now on the alpine ETS team. He has spent the last five plus years training for this and we are all so proud that he has joined that team and is growing in the alpine arena. He will soon be examining not only for adaptive, but also for alpine. James "Jimmer" Hayes, just finished his Level III alpine and this year tried out and succeeded getting on to the Alpine Development Team. Wow! We knew he was good, and were so happy to have him on our team, but he has consistently proved it to us all, both adaptive and alpine! We are so proud and happy to have these two on their alpine quest and helping us to educate that sector in our creative approaches to teaching skiing.

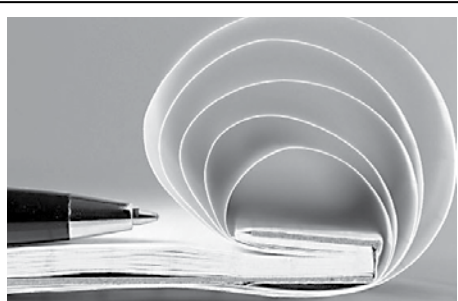
On the Snowboard side, Holly Anderson and Rob Bevier are both on our Adaptive Board of Examiners and have been instrumental in helping us to develop the adaptive certification exams. With their help we are now examining Level I and Level II candidates and building our ranks of people who are climbing that ladder. We have two new members of the ABOE, Bart "Woody" Woodward and Craig Yonkers out of West Point. They are part of the Adaptive Snowboard Educators after passing the Snowboard Adaptive Development Team exam last year. They have passed all four modules of the Level II exam and are assisting us in the further development of educational clinics and materials for riders. The goal this year will be to start the Level III process, so we can continue to

develop and grow the expertise of those interested in adaptive snowboard.

This year after two grueling days of examining, Ed Meltzer and Dan McIntyre have both joined the Adaptive Development Team. Congratulations and welcome to both Ed and Dan. In order to even try out for this they both have completed their Adaptive Level III and Alpine II exams. They will join our team and have an educational path of lots of coaching and understudy work to get them on their way to being examiners for PSIA Adaptive. This includes attaining their Level III alpine as well.

This coming year we will be working closely with Mickey Stone and the Nordic staff to start the process of developing certification for Adaptive Nordic. We will start with a Level I exam and continue to build that as we have with Alpine and Snowboard.

As you can see, we have a board who are all committed to developing the adaptive sector of PSIA, while educating and developing personally. In addition to the eight mentioned here there are thirteen others who all have the same dedication and passion for adaptive. We all want to continue to provide the membership with the best product and be leaders in the field of adaptive. If you have any suggestions of areas that you would like to see us pursue, please contact any one of us and we will look into it. We are here for YOU. <<



Upcoming SnowPro Copy Deadlines

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

Summer issue: July 10, 2015

Writing Guidelines

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

\$2 per order donation to PSIA-E EF scholarship fund

Jane Skipro
Ski & Snowboard Instructor, Certified Level 3 Alpine, Level 2 Snowboard
Specializing in lessons from ages 4 to 84 - let's go have some fun!
(123) 456-7890 cell
(123) 456-0012 home
you@yourdomainname.com
www.snowproportal.com
EASTERN DIVISION MEMBER
THREE PEAKS RESORT SKI & SNOWBOARD SCHOOL
Reservations (123) 456-7890 x123 www.3PEAKSRESORT.COM

Get 250 pro quality business cards with personalization options, PSIA/AASI Eastern logos & FREE SHIPPING for just \$49.

Get the details @ www.psia-e.org/cards



Get a pro quality snow pro website in 60 seconds

You're a pro on the hill and it shows. Now look like one on-line too. Sign up and create a turnkey individual instructor website complete with all your contact details, personal bio, lesson booking request form, password protected client pages, embedded video support and more.

Use signup code "PSIAE50" to get a full year for \$49 and save another \$20 on cards!

SNOW PRO PORTAL

Built by snow pros, for snow pros.

snowproportal.com

Congratulations

Congratulations to the following members who passed their new Level II and Level III certification during this past season! Members who passed their Level I certification are listed on the website at: www.psia-e.org/new - check it out!-

Alpine Level III Certification Examination

Roman Ahsanov
Jonathan P. Butler
Sylvia de Bruin
James Hayes, IV
Anne Jehn
Vincent E Kenney
Michael R Miller
John R. Nedzel
Timothy J Nolan
Jacob Pierce
Brandon D Rist
Peter W Shoemaker, Jr.
Ezequiel Usle
Matthew W. Weitz

Alpine Level II Certification Examination

Brian L Abend
Christopher J Anderson
Tyler J Baret
Jeffrey S Bartlett
Craig W Baum
Tom Beck
Peter L. Berdos, Jr.
Alexander Blossom
Kathryn E Brinton
Kristin Buchholz
Alexander E Carr
Mark T Connors
Travis J Corey
Nancy J Dengler
Megan S Foster
Brendan R Grady
Gerald Griffiths
James B Hildebrand
Brian T Irwin
Patricia A. Jacobson
Anne Jehn
Mr Hansueli Jungen
John M Kelsey
Spencer King
Jake C Klikunas
Walter P. Knight
Kathleen M Lahey
Warren W Leigh
Russ M. Lindsey
Wenda M Luff
Mark A MacDonald
Peter M. Mastrangelo
Elle M Matalavage
Robert G. McHugh
Christopher J Merck
Douglas T. Meyers

John Milligan
Sheri A Miltenberger
Jeremy D Moore
Jarrod P Moss
Scott M Nielsen
Leslie R. Nitkiewicz
Bernadette Oldroyd
Michael J Pangia
Anthony R Parissi
David A Patch, Jr.
Amanda Pierson
George G. Privon
Jeff L Rai
Thomas M Rose
Charles B Roy
Shannon M. Rucker
Mr George Schildge
Rebecca E Sender
John T Shelley
Sarah L Silvestri
Theodore B Stone
Ms Anna Strzezek
Lowell W. Swartz
April M. Umlauf
Ms Toni Ward
Kim A Williams
Bethany G. Yellis
Jerry F. Zell

Snowboard Level III Certification Examination

Michael S Brainard
Dennis B Carmody
Christopher Fratkin
Arlin B Goss
Christopher D Grosjean
Ryan Holden
Danielle C. Lambert
Joseph R Lambert
William L. Winn

Snowboard Level II Certification Examination

Marc Felicien Antaya
Edward Beaudry
Andrew J Betros
Jonathan P Bland
Peter Z Breidenstein
Walter Campbell
Sean P Carney
Sara Anne Caveney
C. Clifton Caverley
Grace A Corapi
Allan B Cox

Michael C Crow
James W Dillon
Nicole C. Erickson
Joseph Mark Graham, II
Daniel P. Hood
Nicholas S Hover
Patrick M Hunt
Chuck R Janisse
Ty MK Jensen
Felicia A Key
Carolyn L.W. Lansom
Katherine Lynn E Lenowitz
Tyler Longland
Antone G Lutz
Eric Mortensen-Nemore
Jason T Piasecki
Jacob Pluta
Brian M. Preman
Alissa J Saft
Nicholas A Santoro
Bryan Sharp
Hannah L Small
Wyatt Andrew Soeffing
George A Swepson
Patric D Tiberi
Julia S. Tidwell
Martin W Wallace
Johanna Wezwick
Grant A Willard
Kevin Wu
Julianna Yetzko

Telemark Level III Certification Examination

Clark C. Duffin
Adam S Kline
Ronald A Lessard
Patrick H. Quinn
Adele L. Wellman

Telemark Level II Certification Examination

Michael E Ambrocik
Lucas Blazejewski
Allegra L Burch
Keith E Cassidy
Richard D. Derevensky
Thomas M. Donnelly
Cheryl A Guyre
Kelly E Kapp
Rick E Landenberger
Clinton McCarthy
Samuel M Pratt
Paula M Riegel
Jeffrey A Ringer
Greg Whiteaker

Cross Country Level II Certification Examination

Maria Allen
Lisa Bernardin
Audrey Crowe
James Drew
Tim M Henshall
Caroline A Herzog
Joe W Homer
Michael P. Hussey
Russ Myer
Lauren M Stagnitti

Adaptive Level III Certification Examination

Mr I-tai Lu

Adaptive Level II Certification Examination

Karen H. Clark
Todd D. Clark
Kevin J. Holub
Hollace Brooke McIntyre
Andrew J McLellan
Laura J Schutz

Congratulations to New Level I Members

While space considerations prohibit us from listing all new Level I members in the *SnowPro*, we are pleased to congratulate you all on the division website at www.psia-e.org/new. If you received your Level I in the 2014-2015 season, or know someone who did, check it out! ☀☀

xx-ploring

By Mickey Stone
PSIA-E Nordic Coordinator

The endless winter went on and on. On April 7, 2015, we had our last snowfall in Vermont, totaling 6 inches at Killington. Social media has reported that Vermont has received more snow than any other of the contiguous states. Jay Peak boasts the most snow of any resort, other than Alyeska, Alaska. Jay Peak, Smuggler's Notch and Stowe received around 350-360 inches of snow, with Alyeska getting just over 430 inches. The overall average for Vermont this year was 240 inches, which is the highest in 10 years. At the top of Mt. Mansfield, when we were there skiing the Hourglass to Hellbrook, there was 7 ½ ft at the stake. What a year!!! (713 Smuggler's Notch back bowls skiable on 1/1 2015)

To make the season even better, the Telemark Team purchased new uniforms on their own from a Telemark specific company called Fly Low. New school styling, functional, durable and fun colors set the team off right at Team Training. Once again, on January 4th we received 8 inches of snow at Stowe. (706 pic of team) During this remarkable season, our Cross-Country discipline supported two exams for the first time in the 25 years that I have been coordinator. Congratulations to all the successful Level II/III candidates. See listings under exams in the *SnowPro*. A big thank-you to Breadloaf at Middlebury and Bolton Nordic Centers for their huge support in hosting our exams. (Pic 1)



Our new popular Free Heel Women's clinic ran for the second year in a row with double digit participants. Okemo is a perfect venue for this clinic, with its diverse terrain that accommodates all levels of skiers. Karen Dalury and Libby Doan make the event very special and cater to each person's needs; instead of the usual Aquavit and salmon party, they serve Champagne and chocolate. As always, we have something to learn from them. (Pic 2 & 3)



The snow kept falling in January and February, with over 100 inches, but the temperature kept falling, too. Northern Vermont set a 42-year record with 52 continuous days under the freezing mark, 22 of them below zero. Lots of cold feet and warm drinks after lessons this year! Hot tea, toe/hand warmers, boot muffs, and constant movement for cross country and telemark skiers was the daily norm.

Our biggest highlight of the year was at Timberline, WV. We planted a telemark seed in West Virginia over 23 years ago at Timberline. It was one of the first places I visited when I was on the National Demo Team. This year, we had our first Level II/III/DCL and Dev team exams there at the end of February. We were blessed with an extremely long drive, great hospitality, 18 inches of new snow, and a Norwegian Party that had participants drinking Aquavit like puppies out of a bowl. Congratulations to all and to those who passed. A special congrats to Shawn Riggle, a new DCL.

Annie and Bobbie Snyder have been running the ski school at Timberline for over 30 plus years. Annie, a dedicated Nordic and Tele skier, has shepherded, guided, supported many, and has made Timberline one of the biggest Telemark certified schools in all the East. Her dedication and caring has been a mainstay, year in and year out. I cannot say enough about how supportive she has been of PSIA-E and all of her Nordic staff. So we recognized Annie with a Trophy, a ceremony, and a special Vermont Goodie basket for her years of service. (Pic 4)



We cannot let our new Examiner Jay Nation go by without a "That-a-Boy." Jay fell on a ledge while powder skiing at Timberline the first day when we were scoping out tree and powder lines. None of us thought not much of it until he decided

to get it checked out. (Pic 5) You got it! He chipped off his elbow and then skied the next two days without poles as he shadowed the exam for training. Now that has got to deserve a raise. Way to go JAY!

Also a big "Thank-You" to Chip Chase, Nordic backcountry Guru at Whitegrass, for hosting a fantastic cross country event at his place. Somehow on the way home, Don Sensenig and I found a quart jar of West Virginia "Spring Water" in our car. Ouch!

Our sidecountry events at Jay, Saddleback, Smugg's and Stowe all received about a foot of snow right before the events. At times, it was hard to find the lines we normally ski, due to so much snowfall. The snow was up to the middle of trees that were 20-30 feet tall, so conifer branches bent down and covered all the openings. Thanks to all who participated in those epic events. We went home tired and satisfied. Thanks to the staff who did a tremendous job guiding and keeping everybody in fresh lines and safe. (Pic 6)



Our Tele exam at Killington also gave us another taste of Mother Nature with a little warmth drizzle and then 8 inches of snow. (Pic 7) Congratulations to all participants and those who passed. A special congrats to Ali Pirnar, new Development Team Member from Killington. Welcome aboard ALL!



I could go on and on about the events, the participants, the staff, and the conditions, but it is time for some of the team to go to Snowbird to participate in the second Inter Tele Academy. I appreciate the staff that attends to further their knowledge and training. Nice job, John Tidd, Hal Westwood, Karen Dalury (repeat offender), Keith Rodney and myself. Big Kudos to Keith and Mickey for giving presentations at the event. Enjoy the spring, since it has finally arrived. For you Track folks, here is a link to some lesson plans from National Team member Dave Lawrence.

<http://www.xcskiacademy.com/blog/one-drill-that-will-help-you-kick-like-a-mule>

What a year! We deserved it! Thanks to all who participated this season. It's time for the bikes and bathing suits now. Sorry no pictures of that! Ha! Ha! Enjoy ☺☺

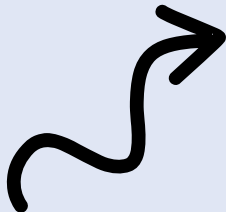
STUART PROMOTIONAL PRODUCTS

WWW.STUART-INC.COM

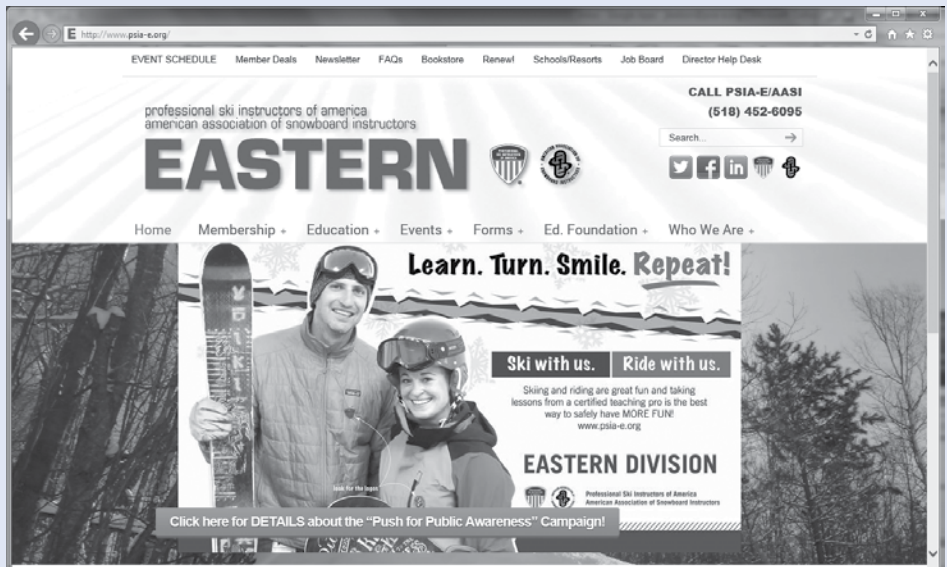
YOUR SOURCE FOR ALL YOUR IDENTIFICATION NEEDS!

**ARMBANDS
BADGE HOLDERS
LANYARDS
BADGE REELS**

15351 Flight Path Drive, Brooksville, FL. 34604
Phone: (352) 754-6001 Fax: (352) 754-1711
10% Online Discount Code: SPP2014



For the latest updates, visit us here



2014-2015 Season Sponsors

Thank you to all of our great sponsors for their support throughout the entire 2014-2015 season!



Thank You!

your turn



“Life Lessons--Past, Present & Future”

By Jimmer Hayes

Gore Mountain & Double H Ranch Winter Adaptive Sports Program

PSIA Eastern Alpine Dev Team & Adaptive Educational Staff Member

Life is full of lessons, some direct, some not so direct. I was fortunate to have had a father who taught lessons that keep on giving, even with his passing this past December...

These lessons kept on giving this past winter and no doubt will for the rest of my life. How so? At every line up at Gore Mountain there is an orange cone with “JH” on it, not only as a reminder of Dad, but also of the ski instructor he was. He never turned down a lesson and always raised his pole when a supervisor asked if anyone would like to volunteer to teach. Lesson learned, work hard and never forget where you came from.

This past April I tried out for the Alpine Dev Team along with 29 highly skilled coaches, snow sports directors and instructors, and it is was with through my Dad’s lessons that I successfully made the team! My Dad always reinforced that sometimes you have to take a risk in order to obtain your goal. Well, during the tryouts I made the tactical decision (after “consulting” with my Dad), to go for it during my free runs, and my scores reflected that I chose wisely. Those tactics could have easily backfired (after all falling is part of our sport), but the lesson learned was that sometimes the reward outweighs the risk.

I can visualize my Dad making his signature short turns in perfect form down the last two hills on Showcase at Gore Mountain. At the end of each day, I try (not always succeeding) to emulate his stance while making thirteen perfectly linked turns down the last hill. When this happens, it is Dads past, teaching me in the present and making my future brighter by making me a better skier as I continue with my PSIA career.

Work, yes it something we have to do, but Dad always said if we are lucky enough to do what we love, then work doesn’t seem so much like a job, but more like a passion that we happen to get paid for. I am sure that for the most part this is something we all feel as snow sports instructors. Lesson learned, let your passion become your job and it will never feel like work.

Enjoy each and every day. My Dad bravely fought cancer for over five and half years, and with every medical procedure he endured he was hopeful it would give

him more time to spend with family, to be able to continue working (see second paragraph!) and to be able to continue skiing. Yes, my Dad continued to ski even though he was in constant pain. As recently as last October, he looked me in the eye and said, “Jimmer, I just want to be able to feel the snow underneath me and make some turns again...” Lesson learned, take nothing for granted and enjoy each and every day no matter how good or bad it may seem!

I challenge you to make thirteen perfect turns for Dad the next time you descend the final hill of Showcase at Gore Mountain.

As all of us continue with our PSIA careers, allow the past to positively influence the present, which will make our futures even brighter!

Thanks Dad, for continuing to teach me. I will make some turns for you soon...

Have an awesome summer! ☺

“So You Think You’re a Ski Instructor...”

By Bob Tripi, Sugarloaf, Maine

PSIA L3, CS1

I’m a 27 year veteran, PSIA Level III, Supervisor Adult Ski & Snowboard Program at Sugarloaf, Maine, and then I registered for Children Specialist 1.

Fellow instructors, peers, and friends alike asked me, “Why?” They pointed out, “Curiosity killed the Cat”, “What did I have to prove?” But I said what I usually say, “What the Heck”... let’s see what all the drama is about. Specifically, if this course is mandated for Level II, let’s see if we’re simply feeding the organization’s coffers or is it something worth pursuing...

This is how it began, the Children’s Manual had to be read AND studied, we had to complete the CS1 workbook, an on-line exam needed to be completed, and if that wasn’t enough, we were facing 2 days on snow where an educational/certification event would take place. Before my skis even touched-down on snow I learned more about working with kids than I did in the past 27 years. From Maslow to Piaget, to building student/parent partnerships, I already had my money’s worth, the price of admission was fulfilled.

Then came Matt Tinker. Examiner, colleague, friend, and what I experienced in the next 2 days was inspiring to say the least... “Tink” guided the widest possible range of instructors most Examiners would have looked at and said “OMG”.

From Park & Glade Rats (and I say that with the highest respect) to seasoned veterans, we became a team. A single unit sharing experiences that created one of the most unlikely team of players anyone could imagine. 65 years old and having a 22 year old coaching me on how to ski “switch” more effectively, or skiing a glade with Glade Rats showed me what I may have forgotten, how much fun skiing can be.

So what’s this article about anyway?

To begin with there’s the question if CS1 should remain a mandate to take a Level II exam. My feeling is absolutely not, it needs to be a personal & professional mandate for everyone who wants to be an instructor, period! Granted, it focuses on children’s instruction, however, any veteran would immediately recognize the material’s relevance for all students regardless of their age.

Secondly, and perhaps more importantly, over the past several years there’s been a move to have several event’s registration based on age, ability level, and even gender. CS1 needs no such restrictions. The very make up of our event contributed to its success. We all brought something to the table, from college students, to private sector professionals, to full-time instructors, it was a melding of experience that grabbed my attention from beginning to end. Without a doubt this was the single most educational worthwhile event I attended in 27 years.

With that said, thank you Brad, Harper, Dillon, Sam, Scott, Tomi, and Jeanne. Attending this event with you was one of the highlights of my career. And as far as “Tink” goes, thank you so much for everything you’ve done, continue to do, and will do for Sugarloaf. ☺

This section is utilized for the publication of articles from the membership, and we invite your active participation. Content reflects the opinion and knowledge of the writers only, and is not to be interpreted as official PSIA-E information.

Thoughts on Converting New Skiers & Riders

By Joe Giblin

Alpine Level II

Cannon Snowsports School

Cannon Mountain, NH

The latest issue of Ski Magazine arrived just before Christmas and when I arrived at the mountain the day after and the vacation week had begun, all the talk was about the 33 tips provided by the PSIA National Team members. At Cannon Mountain in New Hampshire, where I work, we were really proud of the contributions of Cannon's own Matt and Jeb Boyd.

As great as all those tips were, and they were all good, they centered on advanced skiing. But, back on page 9 of the magazine was a much more important article and as I observed during the next few days a more pertinent one as well. This article talked about a company selling a program to ski schools called Terrain Based Learning for the beginners or "never evers".

As a supervisor of daily (walk in) lessons for eight to 12 year olds, this one caught my eye. I am new to the Cannon Snowsports staff, but had noticed a few things right away. Some instructors were not using the width of our fabulous beginner hill and sending new skiers

down the fall line for their first run. Joe Hession, the owner of Terrain Based Learning apparently has noticed the same thing elsewhere. I had been pointing out how our beginner slope offered many traverses that ended in a slight uphill so the guest would come to a natural stop on the first run. My small staff had been doing this before I got there, but some of the adult instructors were not.

In fact, we watched a veteran instructor take a group of adults, part of the January Learn To Ski promotion, and send them down the fall line for a first run and fall they did. During the next two hours, they made one run down the short beginner slope and it was fall after fall after fall. Not a traverse was made nor was the concept of using the terrain to aid in speed control or to help initiate turns introduced or employed. Meanwhile, other groups of new skiers learned to traverse and turn to a stop as well as to link turns and made it beyond the short beginner chair to the longer quad in the family area.

Baseball fans know all too well the joke that if I were only successful at my job 30% of the time, like a batter hitting .300, then I would be fired. The article on page 9 talks of the industry conversion rate for first time skiers. It states that industry wide only 17% of first timers become committed skiers but when Hession's program is employed they nearly double it to 30%. This is such a big improvement that resorts are buying his program...yes, buying it. That is spending money that

could be going to you as instructors for something you should already be doing.

How many of those first time skiers in that veteran instructor's class will come back and ski again? My guess is none. From my casual observance of the group, my estimate is that close to 40 or 50% had the fitness level and athleticism to ski, maybe higher and that should translate to the conversion rate. If resorts like Killington and Whistler Blackcomb are buying into Joe Hession's program that indicates that we are not doing our job.

Ski Magazine is read by skiers, not first timers. The tips provided by the National Team members hit their reader base. But maybe, PSIA as a whole, needs to get back to promoting good first time lessons. I have seen both Matt and Jeb Boyd teach groups of first timers and they are naturally great at it. I have also skied at many resorts and have seen the learning areas. They all have some terrain that can be used to aid new skiers and buying into a program is not needed as much as convincing the resort to aid the Snowsports School with some grooming to create natural terrain for learners. If that happens, then we as instructors must step up and use that terrain properly to show new skiers and riders the joy of sliding on snow.

Only then can we raise the conversion rate beyond 17% and start hitting closer to .300 or the Hall of Fame goal of .400. Only then, can we go back to our resorts and prove our worth to the industry and start to look for a better wage. <<

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



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



Must be a PSIA/AASI member to receive discount. Advance reservations required. Discount subject to availability and cannot be combined with any other discount or promotion. Valid at participating Choice hotels through 02/26/11.
© 2010 Choice Hotels International, Inc. 10-282/05/10

AVALANCHE 20

Only the best for ski areas.
Nothing less.

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

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



GREAT SAVINGS!
UP TO 40% OFF
retail price

**EASTERN DIVISION
MEMBERS**

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

3M Thinsulate

PRIMALOFT

Tetlon

HYDROFLEX

Entrant

Demizor-MP

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

HEAD OFFICE: AVALANCHE SKI WEAR INC.

Tel.: 418.877.5584

WWW.AVALANCHESKIWEAR.COM



Professional Ski Instructors of America
Eastern/Education Foundation

1-A Lincoln Avenue
Albany, NY 12205-4900
Phone: 518-452-6095

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

Time Valued Material

Once again, we extend a big **“Thank You”** to the following areas who hosted one or more of our events this past season. Their generous support continues to assist us in providing members with quality programs at the best possible value!

Alpine Mountain
Attitash Mountain Resort
Bear Creek Mountain Resort
Beech Mountain Resort
Belleayre Mountain
Blue Hills Ski Area
Blue Mountain Ski Area
Bolton Valley Resort
Bolton Valley XC Nordic Center
Bousquet Ski Area
Bretton Woods XC Nordic Center
Bristol Mountain Winter Resort
Bromley Mountain
Burke Mountain
Camelback Mountain Resort
Canaan Valley Resort
Cannon Mountain
Cataloochee Ski Area
Catamount Ski Area
Cranmore Mountain Resort
Dartmouth Ski Way
Elk Mountain Ski Resort
Garnet Hill Lodge & XC Ski Area
Gore Mountain
Greek Peak Mountain Resort
Gunstock Mountain Resort
Gunstock X-C & Snowshoe Center
Hidden Valley Resort
Holiday Valley Resort
Holimont Ski Area

Hunt Hollow
Hunter Mountain
Jack Frost Mountain
Jackson XC Ski Touring Center
Jay Peak Resort
Jiminy Peak Mountain Resort
Killington
Kissing Bridge
Labrador Mountain
Liberty Mountain
Loon Mountain Resort
Mad River Glen
Maple Wind Farm
Massanutten Resort
McIntyre Ski Area
Middlebury College Snow Bowl
Montage Mountain
Mount Abram
Mount Peter Ski Area
Mount Snow Resort
Mount Southington
Mount Sunapee Resort
Mount Van Hoevenberg
Mountain Creek
Oak Mountain
Okemo Mountain Resort
Olympic Sports Complex
Pats Peak Ski Area
Peek 'n Peak
Powder Ridge

Rikert Nordic Center
Roundtop Mountain Resort
Saddleback Mountain Resort
Seven Springs Mountain Resort
Shawnee Peak Ski Area
Shawnee Mountain
Ski Butternut
Ski Sundown
Smugglers Notch Resort
Snowshoe Mountain Resort
Stowe Mountain Resort
Stratton Mountain Ski Resort
Sugarbush Resort
Sugarloaf Mountain Resort
Sunday River Ski Resort
The Hermitage Club
Thunder Ridge Ski Area
Timberline Four Seasons Resort
Titus Mountain
Toggenburg Mountain
Trapp Family Lodge
Wachusett Mountain Ski Area
Waterville Valley Resort
White Grass XC
Whiteface Mountain
Whitetail Resort
Windham Mountain
Wintergreen Resort
Wisp Resort
Yawgoo Valley Ski Area