

president's message



Board Meeting highlights; Affiliation Agreement with ASEA signed; Eastern Board message sent to National leadership

By Eric Jordan, President

2015-16 Budget Challenges

Greeting members, I hope you are enjoying your summer. In mid-June we completed a very challenging but ultimately successful and productive Board of Directors meeting in Saratoga Springs, NY. Our agenda was robust as we looked back on this past season and discussed how to make improvements for the coming season. We certainly have our fair share of challenges on the horizon. Balancing the 2015-2016 budget was extremely difficult in that our revenues have remained essentially level for seven straight operating years but expenses continue to grow – particularly related to events and insurance. For example, our Worker's Comp insurance premium went up \$21,000 – that is the equivalent of a \$2 dues increase just for ONE expense item. That said, we have opted to not raise dues once again for the coming season, which marks the 5th consecutive year of holding your dues at the same level as we have tried to keep your overall dues burden to a minimum.

After making some tough decisions and difficult cuts totaling nearly \$50,000, we were finally able to balance the budget for 2015-16 but in doing so it became clear that it is likely an Eastern Division dues increase in 2016-17 will be necessary. No formal decisions have been made yet but this topic will be discussed during the summer months by our Finance Committee with a recommendation to the Board expected by October. For more information on our financials, please see the Treasurers Report on page 2 of this issue.

New Roles and Faces

Speaking of financials, I would like to congratulate Katherine Rockwell MacLauchlan on her appointment as our new Treasurer. Katherine will be replacing Steve Kling, our former Treasurer, as Steve was recently elected to be our Eastern Representative on the PSIA – AASI National Board of Directors and began service in that role on July 1. I would also like to congratulate Dave Welch, who was elected as our new Secretary. Steve Martin was elected to serve out the current term (through March 2016) as Region 4 Representative. Welcome to Steve! Also, I would like to thank Bill Beerman for all his years of dedication and service to the organization. Bill was the President of the Eastern Division from 2002 – 2004 and most recently served as our National Representative for the past 9 years. Bill's contributions to the organization have been instrumental in continuously moving us forward in order to better serve our members.

Affiliation Agreement with ASEA

I am pleased to announce that the Eastern Division has signed an Affiliation Agreement with the PSIA – AASI National (ASEA). This was a long and challenging negotiation for both the Eastern Division leaders and ASEA leaders but I think it needed to be to ensure the interests and needs of our members were protected and promoted. In the end I think we both have a solid agreement that respects the autonomy and roles of both organizations while solidifying the partnership that is so important to our future relevance and health within the snowsports industry. If you would like to view a copy of the signed agreement, please visit our website www.psia-e.org/ms/affiliation-agreement/.

Eastern Board message to ASEA Leadership

In an effort to convert the signing of the Affiliation Agreement into positive action, the Eastern Board of Directors drafted a resolution at the June meeting that was sent on July 1 to the PSIA-AASI National Board via their Chairperson, Ed Younglove. The Board of the Eastern Division is committed to developing and maintaining a solid, proactive and collaborative working relationship with PSIA – AASI National that allows us to collectively work towards addressing common concerns of the Eastern (and all) members. The following are some excerpts of the resolution that was sent to PSIA – AASI National Board Chair Ed Younglove.

- We believe that "cost vs. value" AS PERCEIVED BY THE MEMBER will be the key to our future financial health as well as organizational relevancy within the industry and to consumers and general public.
- We believe that our success in increasing the number of members that feel their dues, time and effort expended on PSIA-AASI is a good investment will be limited without a strong and consistent collaborative effort between the National PSIA-AASI and all Divisions.
- We remain hopeful that with ASEA and all divisions now officially affiliated there will be a more proactive and productive partnership moving forward between the National association and all divisions as was outlined and agreed upon nearly ten years ago at the 2007 Strategic Planning Sessions in Denver.
- We ask that a commitment to follow-through on pledges made and an open dialogue on member concerns expressed be the next primary steps in re-building our partnership.

As you can see, the Eastern Division is committed to making sure your concerns and needs are addressed. We believe that in order to have any measurable impact, we need the support and collaboration of the National organization. The above referenced resolution was crafted to facilitate more consistent collaboration and better communication since this was the overwhelming theme that came out of our October 2014 meeting with National PSIA-AASI Board Chairman Ed Younglove and Executive Director/CEO Mark Dorsey. Now that the affiliation agreement is behind us, we need to be laser focused on following through on the commitments made since they provide us with the biggest opportunity to meet the needs of the members and grow our organization for future success.

That's all for now, as always, please do not hesitate to contact me if you have any questions, comments or concerns. I can be reached at president@psia-e.org. ☺

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Treasurer's Report

By Katherine MacLauchlan

PSIA-AASI Eastern Division Treasurer

The only way this report can begin is with a big thank you to Steve Kling - outgoing treasurer and Region 4 Board Representative who is now bravely representing our interests on the National stage as the Eastern rep on the ASEA Board of Directors. His number is on speed dial, and one can only hope to come close to filling his shoes.

We have been extremely lucky to have such a competent and jovial staff. Our Director of Operations Sue Tamer has a great mind for numbers. Sue will be making her "farewell tour" during the 2015-16 season and wrapping up a long and awesome 20-year career at the Eastern Division office next June. Michael Mendrick has a great mind for numbers too, but we don't want him to get too praise happy and leave for something bigger, so we'll keep that to ourselves.

That said - this was a challenging year for the Eastern Division budget. To recap FY15 (which ended June 30), we ended the season in the operational black with a slight uptick in new members, very strong retention of existing members (89.27%) and an operational expenses budget that was under budget by \$268. Of some concern is the down trending event attendance coupled with an uptick in the ed staff and travel costs associated with putting on our events. Some of this is due to the exam banking and need for more staff to make events run that wasn't factored in to the FY15 budget. We're looking at the unexpected additional expense of the banking (more to track during the exam, leading to an extra admin person), tricky event ratios and how to be more efficient. We believe the banking is worth the effort, and that events like the Level II College are worth pursuing, but we need to look at them more carefully to ensure they support the division and serve the members without damaging member equity. Hotels, food and mileage costs are also on the rise.

Looking carefully at FY15 gave us good insights into FY16 (July 1, 2015 – June 30, 2016). We are also in an interesting one year situation regarding the Finance Director position. Sue will be in and around the office at various parts of the season to catch the new Finance Director up to speed. We're looking to have this position filled in November, and the board agrees with the assessment that given the seasonality of our business, that having Sue available for training is an investment in the future that will set us up for another successful run. Another variable out of our hands is an increase in our Workers Compensation Insurance. Sue negotiated a reduction in the broker's fee, but an uptick in claims lead to a more than \$20K increase in premiums. We made some hard cuts and are looking for more diverse ways to increase income (see Michael's Executive Tracks column on the adjacent page for more details on that). Online learning modules, one day events, rethinking the calendar and changes to how we do business are all on the table and either implemented or under investigation. By changing line items such as the number of print issues of the Snow Pro, the fall board meeting format and participants and reducing the Action Plan budget and shuffling the training budget around, we saved \$24,485 before we got into the debate.

The debate centered on the projected negative member equity of around \$28k. While the operating net was positive, adding in depreciation, some needed capital expenditures and our contribution to the contingency fund made for a scary number. Michael put together some scenarios to consider that ranged from an \$8k negative impact to a positive \$3k. The positive scenario added 20 more new members, \$1k in interest income and upped the event fees an average of 5.5%. These were acceptable, but this scenario included cuts that we felt were too extreme, such as eliminating the entire action plan budget, the fall board meeting, eliminating the 5 and 10 year zipper pulls, and the examiner exchange to name a few. Some of the cuts were acceptable, and others were seen as not member friendly and not ultimately productive. After much debate, we settled on Plan D- leaving us with a positive operating net of \$25k but ultimately an accounting net of negative \$8.9k. Our contingency fund is strong, and we felt some of the scenarios playing out this year (such as the Sue transition) are acceptable for the year, and can be eliminated in the FY17 budget.

As we move forward, we will need to be forward thinking as well. The Way It Has Always Been Done might not cut it anymore. As we look at events, staffing, and formats, things will likely change. What will not change is our commitment to education and member satisfaction. We are also very aware of the costs of membership and are looking to either hold expense or increase value. Simple things like later starts to some events would reduce the number of hotel nights needed for both participants and staff. On snow at 10:00 allows staff and participants who live within 2 hours (the distance most, but not all, travel) to spend the night at home and still get in a substantial day on snow at significant savings. More details on such an event are forthcoming this fall.

Our pencils are sharp and our eyes are certainly on the bottom line. Stay tuned and let us know how it's going. We're here to responsibly serve you. See you on the snow! ☺

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Director of Education & Programs
Sue Tamer
Director of Operations

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Immediate Past President

Ron Kubicki

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Region III

Director – Dave Beckwith

Representative – Dave Welch
(Secretary, PSIA-E)

Region IV

Director – Bob Shostek

Representative – Steve Martin

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Director – Wendy Frank

Representative – Dick Fox

Region VI

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Representative – Jack Jordan

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Michael J. Mendrick, Editor

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executive tracks

MICHAEL MENDRICK,
EXECUTIVE DIRECTOR

A Look behind the Numbers

The 2015-16 Budget: What's In, What's Out and What it Means

By Michael J. Mendrick, Executive Director

Developing and balancing an operating budget for our Eastern Division has been challenging in recent years as our revenues have remained stable (some would say stagnant) at \$1.85 million for seven consecutive operating years. During that time we have repeatedly strived to keep expenditures in check and still be innovative with new programming and projects to benefit our members.

The process for 2015-16 (the fiscal year that begins July 1, 2015 and runs through June 30, 2016) was our most challenging in more than a decade. Continually rising operational and event related costs, flat revenues for several years and the pressure to minimize financial burden on our members while still providing high-quality programming and services combined to test your division staff and volunteer leadership to answer tough questions and make some difficult decisions.

2015-16 Budget Review and Approval Process

Following are details on the approved budget as prepared by the executive director with support and consultation of operations and education staff. This budget was presented for review and discussion by the Finance Committee and Executive Committee, reviewed and revised by the Eastern Division Board of Directors and approved on June 20, 2015 for the fiscal year running July 1, 2015 – June 30, 2016.

Summary: This approved 2015-16 budget projects Operating Income of \$1,905,776 and Operating Expenses of \$1,880,148 for a projected Operating Net of \$25,628 for the period July 1, 2015 – June 30, 2016. Accounting adjustments and obligations (primarily depreciation and capital expenditures) will result in a Net Member Equity Impact of (\$8,900).

The 2015-16 approved budget is based on the following income scenario:

- **1,240 new members in 2015-16.** In 2014-15 we attracted 1,256 new members. That was a bounce-back year to similar levels as 2008-2011 when we averaged 1,286 new members during that four-year stretch. That was then followed by a three-year period from 2012-2014 when the average dipped to 1,145. The ten-year average is 1,231. The last five-year average is 1,188. New member stats are remarkably consistent from year to year and typically range between 1,150 and 1,250 each season. This projection for 2015-16 is therefore conservative relative to last year and the ten-year average.
- **Member retention rate of 88.50% in 2015-16.** In 2014-15 our retention rate of 89.27% exceeded our member retention budget of 88%. Last five-year average is 88.5%. As such, a retention projection of 88.5% for 2015-16 is below our actual result in 2014-15 and on the five-year average.
- **No divisional dues increase for fourth consecutive year.** Between 2011-12 and 2015-16 (5 operating years) Eastern dues has gone up a total of \$2 (an average of 40 cents per year and a total of 3% in 5 years).
- **Total event registrations of 5,650 in 2015-16.** Event attendance was considerably under budget projections of 5,900 for 2014-15 despite only a small 3% increase in event pricing, some new programs introduced as a result of the "Education & Programs Summit" in May 2014, an improved economy and a great snow year in most of the division. Last five-year average is 5,795. The last three years of trending from 5,925 to 5,777 to 5,637 makes it very difficult to project much more than a slight bounce-back to 5,650 event registrations in 2015-16 particularly with an event price increase included in the budget revenue. (See below).
- **An average 5.5% increase in event pricing over 2014-15.** The 5.5% increase will not be across the board – some events will see smaller price adjustments and some will see slightly more.

National Update

By Steve Kling
Eastern Representative
PSIA-AASI National Board

As your new representative to our PSIA-AASI National Board of Directors, I want to first thank Bill Beerman, whom I succeed, for his many years of service both to the Eastern Division and our National Association. While I have not always seen eye to eye with Bill on National issues in recent years, Bill's unquestionable effort and dedication have served us all well for many years. When you cross paths with Bill this winter, you might consider thanking him for his efforts.

In late May, I attended the spring meeting of the National Board as a guest. This meeting came just a few weeks after the Eastern Division had ratified the long-debated Affiliation Agreement with ASEA (the corporate umbrella name for the PSIA-AASI national association). I have no question that the fact that all divisions have finally signed contributed to an overall positive attitude and I believe, goodwill toward the Eastern Division.

On July 1, Joel Munn from the Rocky Mountain Division and I became new voting members of the National Board. I had ideas and priorities that I wanted to explore upon taking office, but those were all put on hold when we learned at the close of business on July 1 that Executive Director Mark Dorsey was resigning his position to take another job outside the snowsports industry effective on July 31. So, on day one our first national Board priority became finding a successor to Mark as the national PSIA-AASI executive director. Almost immediately several notable figures in PSIA-AASI and the snowsports world expressed interest in the position.

Not long after Mark announced his resignation we had a national Board meeting via conference call to map a strategy for selecting the new executive director. Ed Younglove, national Board Chairperson, proposed a search committee of four members which after discussion was approved by the Board. Neil Brussier, from the Western Division is the Chair, John May from Northwest, past Chair of the Association, Eric Sheckleton, and in a bit of a surprise, our own Eastern Division President, Eric Jordan are the other members. I believe that Eric's inclusion on the search committee is recognition that establishing and maintaining strong and positive relations with all the Divisions will be a key expectation for the next executive director. This search committee will recommend an overall strategy for selecting a new Executive Director by mid-August. Keep an eye on the national PSIA-AASI website at www.thesnowpros.org for updates on the selection process.

While the process of selecting a new executive director is underway, we will not be sitting idly by, but rather moving ahead to with a number of different proposals we believe will move our national association forward. In anticipation of joining the national Board I have been in frequent contact with representatives of other divisions also interested in progress. Among issues we will be bringing before the Board are the issues left unresolved from the governance task force of two years ago, and perhaps the most important issue for us is some form of proportional voting. (As the ASEA Board operates now, each division has one vote, so that my vote on behalf of the 10,700 members of the Eastern Divisions carries the same weight as the vote cast by the representative from a di-

vision that might have only 450 or few members). We will also be working hard to reorder spending priorities for national and perhaps reduce overall spending. And while those specific issues are important, my overarching focus is education. I have no doubt that some members of the national board disagree, but I along with some other national board members believe that our national association has lost some its focus on member education and keeping the U.S. at the forefront of ski and snowboard teaching education. I will be doing all I can to once again make education the primary focus of PSIA-AASI. Please feel free to contact me at any time with concerns or questions you may have about the workings of your national association at skling1@verizon.net. ☐☐



» executive tracks, continued from page 3

Balancing the 2015-16 budget required compromise and cuts

The following cuts from 2014-15 expenditures were made in order for the Eastern Board to approve a balanced 2015-16 budget that includes a conservative operating net income projection of approximately \$25,000 on \$1.9 million (a margin of only 1.3%).

Change in operation or expenditure

4 print issues of SnowPro vs. 5 (spring 2016 now online only)	\$6,000
Elimination of dental plan from staff benefits	\$2,500
Modification of executive director health plan	\$5,485
Action Plan budget elimination (Education Foundation will fund projects)	\$5,000
Change in fall BOD meeting format – voting BOD only, shorter schedule	\$5,000
Reduction in training budget from 14-15 approved	\$3,000
Reduction to marketing and promotions budget	\$2,000
Reduction in general operations budget	\$2,000
Adjustment to National Rep stipend	\$500
Total Cuts/Savings	\$31,485

Savings vs. 14-15

I would like to thank the division staff, Finance Committee (Steve Kling, Katherine Rockwell MacLauchlan and Dick Fox) and the entire Eastern Board for their work in developing, reviewing, adjusting and ultimately approving this budget. I believe it is a financial plan that represents the best interests of the members by minimizing expenses without significantly cutting member programs or services. If you have any questions or would like to see the detailed budget please send me a note at mmendrick@psia-e.org. ☐☐

zipperline

STRAIGHT TALK FROM THE ASSOCIATION

Every Skier should have a Little Spring in their Skiing

By Peter Howard

Alpine Education & Certification Chairperson

Well it happened again, the lifts closed and everybody went home. But just before that the spring skiers got in their runs with playful urgency because time was not on their side. It's wonderful to see the folks who accept the uneven and unpredictable sliding qualities of spring snow. Off at the top and its still sort of frozen from the night before. Down through bumps and harbor chop because the grooming budget was reduced to one cat driver and 2 trails. Lastly the white ribbon of death, 20 ft wide of gray corn snow, 200 yds long, with 200 people heading for the lift.

What a joy to watch. They're a tougher and rougher breed than most. Whatever technique or skill these skiers have it should be bottled and prescribed to the persnickety snow snobs who packed it in a month ago. These are the folks not deterred by signs reading, "some walking required." Thirty feet of wet grass is just an invitation to take to the air or sit back. There seems a certain merriment in being totally unencumbered by concerns of technique. It's all about what you can do, not what you look like doing it. In spite of technical flaws like over rotation or lots of vertical movement these stoic skiers soldier on to the last day and the last chair ride. So if the technique is a little funky where does their mojo reside? Well most professionals would agree that in general we stand in the middle of the skis and bend the skis from the center. To really engage the tips and get a wicked carve turn started bending the ski ahead of the toe piece has been suggested. Except of course if you're pond skimming, about to hit the muddy face of a melted out water bar, or skiing manky bumps in the trees. Herein lies the magic of the spring skier. They have figured out how to keep up with the skis at ground level. They accept uncertainty and accommodate with flexibility. They are like seaweed attached at its base and moved by the currents but never torn from its rooted anchor. These skiers have tactical savvy. They've stuffed it in a time or two and know the consequences and how to avoid them. Accomplished spring skiers have open skills and some have open beverages.

It's also probable they have a storied past, perhaps they were kicked off motel lawns and golf courses for using turf skis where only strolling or golfing is permitted. Could be they tried to ski the steepest sandiest gavel pit in town, in July. Maybe they went out of control on roller blades and got a little road rash hitting the loose rocks of the truck run-away ramp. In the mill towns of northern New England bulldozers push up large piles of wood chips creating huge stockpiles for the making of paper. Although the piles are fenced in, that hasn't stopped the occasional midnight powder run and the revelation of legendary tracks at morning shift change. It makes you wonder if sometime, somewhere, some crazy skier made turns on what would become our toilet paper. Chances are it was one of those spring skiers, probably the one on the very last chair. I hope it was a professional out of uniform. ☺

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Robert "Doc" Garner, an Alpine Level I member from Mountain Creek, NJ, with Giovanni Melesi, a fellow ski instructor/director at a ski school in Italy, enjoying a summer afternoon and a copy of a recent *SnowPro* at Nilus Bar, in Varenna, Lake Como, Italy.

In Memoriam



Pamela Leader. With family and friends at her side, Pamela S. Leader, 57, of University Park, TX passed away on June 27, 2015 at the cardiovascular unit of UT Southwestern Hospital. Born to Mary Jane Moody Leader and Charles R Leader, Jr., she is survived by her mother Mary Jane, brother Charles R., nephew Charles R Leader, IV and Ann Hollingshead. Pam is preceded in death by grandparents Jane O. and Robert B Moody, aunt Susan B

Moody Wilson, father Charles R and brother James R Leader. She is a 1976 graduate of Fairview Park High School, Ohio and a 1983 graduate of SMU. In addition to many charitable pursuits, Pam was also a board member of Soul's Harbor, Dallas. She was a supporter of the Byron Nelson Golf Classic and Dallas Children's Theater. In lieu of flowers please make a donation to Soul's Harbor, Inc., 13134 Nile Drive, Dallas, Texas 75253.

Editor's Note: Pam Leader was also a benefactor to the Eastern Division's Education Foundation and was responsible along with members of the Charles Leader family for initiating the James R. Leader Memorial Scholarship Fund as well as contributing funds to the Eastern Division's office renovation and its subsequent renaming to the Leader Center for Snowsports Education in 2011.



Merrick J. Kacer, a resident of Tunkhannock, died Saturday July 4, 2015 at home.

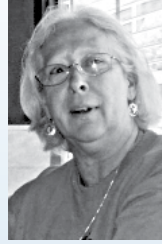
Born April 30, 1974 in Plainfield, NJ, he was the son of the late Francis M. Kacer and Virginia Roworth Dallin and husband, Crombie S. Dallin, Sunset Beach, NC. Merrick was a consultant at the Massanutten Ski Resort. He had a passion for golfing and skiing and served from 2006 to 2008 as the Region 7 Board Representative for the Eastern Division.



Rhae DeVerry, a long-time member of PSIA-E has passed after a long illness on Tuesday, July 14, 2015. Rhae was born July 28, 1937 and married Alan DeVerry in 1955. He survives her.

Rhae introduced her family to skiing in 1963 and it became one of the focal points of their family's life and their passion continues today. The family enjoyed it so much, she and her husband became ski instructors at Otis Ridge in the late 1960's and they soon after joined PSIA-E. They both became Alpine Level III members together in 1974. Her passion for skiing, teaching, and helping made her a fantastic staff trainer for both Otis Ridge and Ski Butternut snow sports schools. She was actively involved in the ski schools every season since they had joined the staff.

If you wish to honor her and support her passion, please consider making a donation to the PSIA-E Education Foundation in her name. Information can be found at: <http://www.psia-e.org/who-we-are/education-foundation/>. You may also send a check to the PSIA-E Education Foundation at 1 A Lincoln Ave., Albany, NY 12205.



Patricia A. Kiselica, age 66, of Hackettstown, NJ formerly of Fountain Hill, PA died Thursday, October 30, 2014 at Hackettstown Regional Medical Center. Patricia was born January 10, 1948 in Fountain Hill, PA. She was employed by Moravian Academy, Bethlehem, PA as a Teacher. She served as a camp counselor at Moravian Academy and she taught Sunday school at Moravian Church in Bethlehem, PA. Patricia was also a ski instructor for Shawnee Mountain and Camelback Ski resorts both in PA. She was a PSIA member since 1986 and achieved both her Alpine Level 2 and Telemark Level 2 certifications.



Tom Rainone, 84, of New York City and Highmount, New York, died January 20, 2015, a 40-year PSIA Life Member.

After teaching his first ski lesson, he was asked by the owner of the area if his students learned anything, he replied, "I'm not sure, but they had a good time". And thus was Tom's philosophy.

He did not start skiing until age 40, was fully certified at Hunter Mt., and became Ski School Director at Highmount Ski Center by age 50. Along the way he met many pros who were the best of the best in the ski world, but in the summer they had to mow lawns to make a living. Tom didn't think this was right. So, seeking to improve the visibility and the finances of the skiing professional, he gathered the Eastern Demonstration Team at Stowe to produce a real gem of a ski teaching film, "A Method To The Madness", written by Dennis Brobst and Stu Campbell, directed by Cal Cantrell, starring D-Team members Dennis Brobst, Mike Hickey, Spike Kulas, Sue Luizzi (Spencer), Tim Petrick, Bill Tate, Tom Varanka, Alan Woods and Joe Woods.

Tom was a volunteer at the 1980 Olympics at Lake Placid, serving as chief of the Alpine Events press room, helpfully he was fluent in Italian and French. He was retired from his business in Brooklyn, Gem Packing, known for fine olive oil. His wife, Beverly, and son, Gregg, survive. <<



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! ☺



It may be summer, but at PSIA-E-AASI we are thinking about winter. If you have winter on the brain as well, then here are some opportunities to get a jump on the season.

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

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

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SNOWSPORTS INDUSTRY AMERICA

Mount Snow, VT Sept. 30-Oct. 1 • **Kitzbuhel, Austria** Oct. 8-9
Denver, CO Oct. 20-21

Seattle (Everett), WA Oct. 28-29 • **Reno, NV** Nov. 4-5

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Fall Indoor Courses Announced!

Get a head start on your early season training! These courses may be indoor but plan on lots of activities and exercises both indoor and outside. There will be group break-out sessions, lots of hands on activities and many props to keep it interesting! Great course conductors ready to take your skills to the next level – come join us!

MOUNT SNOW RESORT, VERMONT ON OCTOBER 31, 2015 - NOVEMBER 1, 2015

Fall Indoor Course - Open to all PSIA & AASI Members – Non-Members may attend for an additional \$25						
Key	Num.	Event	Dates	Notes	Price	Deadline
	002	At Your Service	Saturday, October 31		\$150	10/14/15
* #	003	Stance and Alignment	Saturday, October 31	Limited to 10	\$150	10/14/15
	004	Anatomy	Saturday, October 31		\$150	10/14/15
	600	Backcountry Accreditation Snow Sense and Planning	Saturday & Sunday October 31–November 1	1st course in Backcountry Accreditation – 2 Days	\$200	10/14/15
	005	Communication Station	Sunday, November 1		\$150	10/14/15
	006	Exercise Physiology	Sunday, November 1		\$150	10/14/15
*	007	Treatment and Prevention of Outdoor Injury and Illness	Sunday, November 1	Limited to 10	\$150	10/14/15

KEY:

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

= it is recommended participants bring their ski boots for analysis, however it is not a requirement

NOTES:

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

COURSE DESCRIPTIONS AND INSTRUCTOR

At Your Service

Suzy Chase-Motzkin

Open to all

Master the ABC's of Service by exploring why excellence in service is important; learning some simple processes that can help improve the service we provide on a constant basis; and by strengthening the personal skills we possess that help us stay motivated. The course helps snowsports teachers provide our resort guests with experiences that are filled with Achievement, Belonging and Contribution, all the time!

Stance and Alignment

Bill Haight

Limited to 10 Participants

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

Anatomy

Richard Frear

Open to all

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

Backcountry Accreditation – 2 days

Bruce Hennessey

Open to all

Snow Sense and Planning

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

Communication Station

Larry Robinson

Open to all

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

Exercise Physiology

Sue Kramer

Open to all

Provides an overview of the effects of muscular activity upon the human body and its response and adaptation to stress and the environment. Gain an understanding of the physiological systems that affect skiing and riding performance and how to achieve optimal performance of these systems.

Treatment and Prevention of Outdoor Injury and Illness

Richard Frear

Limited to 10 Participants

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



THE SNOWPRO NEWSLETTER

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

Policies and Rates, Fiscal Year:
 July 1, 2015 – June 30, 2016



ISSUE

Summer
 Early Fall*
 Fall*
 Winter
 Spring

AD CLOSING DATE

July 17, 2015
 August 21, 2015
 October 16, 2015
 December 18, 2015
 April 15, 2016

DISTRIBUTION

July 2015
 September 2015
 November 2015
 January 2016
 May 2016

*Includes PSIA-E / AASI event schedule.

DISTRIBUTION:

PSIA-E / AASI membership
 PSIA / AASI officials
 News media / Ski writers

Eastern ski areas & snowsports schools
 Officials of other PSIA divisions
 Other ski industry organizations

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

CLASSIFIED ADVERTISING POLICIES:

- * Classified ads must be prepaid.
- * Classified rate for MEMBERS is \$25.00 (minimum charge) for up to seven 36-space lines, and \$3.00 for each additional line. Maximum ad is 11 lines.
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- * When submitting files electronically please attach order/contract, the native file, along with any necessary font files, and fax a hard copy of the ad to the attention of Jodi at **(518) 452-6099**. You may also submit ads via disk, accompanied by a camera-ready copy of the file. Camera-ready ads are subject to an additional charge.
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- * Submit ads to: Jodi Bedson, PSIA-E/AASI, 1-A Lincoln Ave, Albany, NY 12205 or **by e-mail to: jbedson@psia-e.org**.

Display Advertising Rates:

SIZE	PRICE	WIDTH X HEIGHT
1/12 pg	\$100	2.5" x 2.5"
1/8 pg	\$150	2.5" x 3.75"
1/6 pg	\$175	2.5" x 5.0"
1/4 pg	\$250	3.75" x 5.0" or 2.5" x 7.5"
1/3 pg	\$325	2.5" x 10.0" or 5.0" x 5.0" or 7.5" x 3.25"
1/2 pg	\$450	7.5" x 5.0" or 3.75" x 10.0"
2/3 pg	\$600	5.0" x 10.0" or 7.5" x 6.63"
Full	\$800	7.5" x 10.0"

Multiple Issue Discount Rates:

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

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

**ALL DATES, RATES & POLICIES ARE SUBJECT TO CHANGE WITHOUT NOTICE.
 WE HEREBY RESERVE THE RIGHT TO PUBLISH ANY ISSUE AS AN ONLINE ONLY VERSION.**

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

Don't miss out on this great member educational benefit! Each season, the PSIA-E Education Foundation makes monetary scholarships available to members who wish to further their education or certification status within PSIA-E, PSIA and AASI. The training that members receive as a result of the scholarship program increases their productivity and value as a member and as an instructor in their particular snowsports school.

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

Membership Scholarship

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

Professional Development Scholarship for Level I Members

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

Terry Fund Scholarship

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

James Leader Memorial Scholarship

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

CE Burbridge Memorial Scholarship

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

Education Staff Scholarship

This scholarship is open to any member of the Board of Examiners, Development Team or the Divisional Clinic Leader squad. This scholarship is designed to help individuals in these groups to expand their knowledge and skills beyond regular

training sessions, or to gain expertise in another discipline/specialty. This scholarship allows members of these groups to serve and educate PSIA-E members more effectively. Approximately \$2,000 is available for awarding this season.

William Hetrick Editorial Scholarship

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

How to Apply

For all funds, eligible members can apply online by visiting the PSIA-E web site at: www.psia-e.org. You will find information on the scholarships under the "Education" tab.

Complete the entire application online, no later than Friday, October 2, 2015.

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

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

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

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

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

Telepalooza 2016. 14Th Annual 2-day Telemark Event at 7 Springs, PA, January 30&31. Clinics with PSIA ed staff, uphill/downhill funrace, nastar slalom, food, drink and awesome prizes, sponsored by ramp sports, icelantic skis, 22 designs, volie-usa, kahtoola, powderwhore ski video, penn brewery. Telemarker.Org for info.

Education Foundation Donors

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

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Brian Donovan named new AASI Advisor

By Don Haringa

PSIA-E/AASI Director of Education and Programs

This past spring the members of Region 2 elected Ted Fleischer as their Regional Director. When Ted decided to run for this position, he resigned as the AASI Advisor. As such, I would like to congratulate Ted on his newly elected position on the Board of Directors. I am certain that Ted will do an outstanding job as the Region 2 Director, and I look forward to working with him in the future. I would also like to thank Ted for the outstanding job he did as the AASI Advisor. Ted is the only AASI Advisor that I have worked with since I took this job, and I couldn't have asked for anyone better. Throughout his tenure, Ted came up with innovative, relevant, and fun programs for the AASI membership. He helped Candace and Melissa to staff the events, and he also mapped out where the events were to be held. He is creative, pleasant to work with, and still a kid at heart who loves the sport with a true passion for excellence. Thank you, Ted!

As Ted moved into the Region 2 Directors seat, the chair for the AASI Advisor became vacant. The position was announced, and 3 highly qualified and talented members of the AASI BOE applied for the job. After reading resumes, cover letters, and letters of recommendation, Ted, Holly Anderson, Candace Charles and

I conducted interviews. While any of the three candidates would have been fine choices, in the end Brian Donovan stood out as the person that we felt was best qualified to lead the Eastern AASI Ed Staff into the future.

Brian is currently the Training Manager for Skiing and Riding Services at Mount Snow Resort. He is a member of Eastern Division AASI Board of Examiner, and a member of the AASI Eastern Team. Prior to Mount Snow, Brian was the Snowsports Operations and Adventure Park Operations Manager at Peek'n Peak Resort in Western NY. Like Ted, Brian possesses a real love of the sport, a tremendous work ethic, and a creative mind. He has a lot of ideas for new events that AASI instructors can look forward to in the future. Having worked with Brian in the past, I was impressed with his leadership skills, his ability to work with all ages of skiers and snowboarders, his organizational skills, his calm, easy going demeanor, and his ability to rip on a snowboard! I am confident that Brian will do a wonderful job as the new AASI Advisor.

When he is not in Vermont Brian lives in North East, Pennsylvania, with his wife Jen, and his St. Bernard, Mullen.

Congratulations and welcome, Brian! ☺

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Philip Linford, Deer Valley ski instructor for 19 seasons

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Welcome to the AASI Dev Team!

By Greg Fatigate, AASI Examiner

It is with great pleasure to introduce our two newest members of the AASI development team, Ian Boyle and Eric Wright. These two stood out in a STACKED Development team tryout back in March. Without any further ado.....

Ian Boyle - Jay Peak Resort

It is with much excitement to be a part of the AASI Development team! My name is Ian Boyle, I am 22 years old and originally from The Garden State... NJ. I only say originally because I currently reside in Jay, VT working at Jay Peak Resort. This past winter I had the EPIC experience of going through the AASI Development Team Tryouts. I call this an epic experience because I walked away with much more than just making the team.

It was the most nail-biting, exciting, and humbling process I have been a part of. Just like end of the year exams there was an undeniable feeling of the "butterflies". What made these butterflies disappear was as I got to know the other candidates a pattern started to emerge. Aside from everyone else having butterflies, they were all just as excited to be there as I was. Once we got on snow it was very clear that everyone wanted a similar outcome from those two days.

We all wanted to shred hard, have fun, and learn new things from each other. Whether it was learning a new trick or just listening to conversation, I couldn't help but sponge in the excitement. All of us truly wanted each other to succeed and all enjoyed one another's company. This created an extremely friendly environment with an even more positive vibe.

At the end of day two, while awaiting results I will never forget the feeling of having everyone who tried out, even if they were already cut, standing there with overwhelming support. It was truly an amazing two days where I walked in only knowing a handful of the people trying out, and walked away with new lifelong friends.

Now, I look forward to the upcoming season. Being a new member of the AASI Education Staff, I look forward to giving back to all of you what this organization has given me. I hope to meet all of you, share ideas, opinions, and collaborate on where we can go next. I hope to have a fun time riding with you all and push our riding and teaching alike. Most of all, I hope to give you the same sense of teamwork and friendship that I have been shown time and time again by everyone in this organization. Think Snow and thanks for reading!

Eric "Easy" Wright - Loon Mountain Resort

As a newly selected Development Team member, I think I can sum up the whole experience as SUPER FUN!! Ok... maybe there were a few nervous moments mixed in there but as the tryouts went on it became

more natural. As the group displayed their talents it was evident that there were seventeen others with a similar passion for snowboarding at the event.

After being inspired by the teaching and riding at the tryouts, I went home with some food for thought. The entire tryout had a great sense of support from the group of individuals that I was competing with. This helped me realize something: that we, as educators, must strive to 'lead the charge' in the end goal of getting people to feel the love of the shred!

By learning, supporting, and sharing, my goal is to give a better experience to all potential students. With more support behind me at my local resort, I feel enabled to benefit the members by raising public awareness and the value of our certification. I strive to help and inspire AASI members and other instructors to 'lead the charge' every time we teach.

I look forward to being a part of the AASI education staff as a member of the development team and having a coach to lean on. I'm excited to gain a deeper understanding of teaching by sharing experiences with other professionals, like you all who make up the AASI membership. I'm super stoked to be part of the team, and I'm ready to strap in for the ride! «

...that we, as educators, must strive to 'lead the charge' in the end goal of getting people to feel the love of the shred!

Thoughts on Retention

By Terry Duffield, AASI Ed Staff

As winter fades and summer arrives, most folks are no longer thinking of their particular snow sport or what might keep us all in our winter jobs we love so much. I would have to say that I have counted myself in that lot as well. This is until November 6, 2014 changed my life forever. That was when my daughter, Winter McGee Duffield, was born.

As I am striving to be Father of the Year, thoughts are entering my head as how to make her a lifelong snow sport enthusiast, just like her mom and dad. This should be the same approach we all take whether it be a family member, or a guest we teach at our perspective resorts. This, of course, comes with the problem that all parents face. Getting our children to listen to what we are saying while getting them to understand why it is a good idea.

As luck would have it I have a lot of experience with this as I am the supervisor of Mountain Riders at Stratton Resort. Mountain Riders is a program of 100-120 children ranging from 3 ½ to 18 year olds. The program has a retention rate of 90% as well as a positive growth rate. Here are some of the lessons the children have taught me over the last 7 years.

The biggest thing the children have taught me is that I don't know anything. No matter how right I knew a move I was teaching was, they thought it was wrong. So out the door went direct instruction and in came guided discovery. I found by riding in a way they wanted too (modeling), it made them ask how to do it. Instead of just telling them the answer we felt it out and made connections with what they already knew until they got the move they wanted to make. By doing it this way the children have a much greater feeling of accomplishment and ownership of not only their riding but their riding future.

The next thing that I learned was that you cannot be too creative when teaching a group of kids. It turns out that spinning a story (spider webbing) with just enough truth to make it believable but enough fantasy that they are not sure. The key is to make sure the story hits on the moves or performances you want them to learn. For this to work you need to be on point and know where it is going. You need to remember that these children are in many ways much smarter than us. If they find out you were wrong through this experience you will lose them for a very long time.

The last thing the children have taught me is to me a good listener. Once you have started your story and give the kids ownership of the lesson you need to sit back and realize you are not the focal point of the lesson. I find I am just a guide that gives a little nudge every once in awhile with a well crafted question or two. Trying to control the group with your knowledge may be the biggest turn off to a group of children.

So it dawned on me that perhaps we are at a 90% return rate was from a philosophy we all believe. Say hello to safety, fun and learning. By modeling to a group a fun way to ride draws them in, regardless of ability level (Note: this works for never-ers as well). Allowing the group to control their destiny creates an atmosphere of fun and ownership. Finally, never letting them know we were teaching them the whole time keeps them safe and starving for more of this type of lesson.

The catch to all this is that you need to really know what the subject you are teaching is and why it can work. The best way for all of us to obtain this information is to go to as many clinics as you possibly can. Whether at your own resort, through a PSIA-AASI clinic, or from a trusted mentor. I know I still do... «

AASI Update – “A Well-Earned Congrats & Thanks!”

By Brian Donovan, AASI Advisor

As many of you might know by now, this spring Ted Fleischer was elected as a Region 2 member of the Board of Directors for the PSIA/AASI Eastern Division. With this election, Ted will be working for the membership of the Eastern Division in a new capacity, and as such, he will no longer be serving in the role of the AASI Advisor for Snowboard Programs. Whether you were aware of it or not, Ted served us in this role for the past 6 years, and during his tenure made great progress in the areas of growing the Education Staff as well as creating yearly event calendars full of a great variety of courses to help the members improve both personally and professionally.

Ted was instrumental in expanding the 2 and 3 day “Camps” that you find on the event calendar each season, and many of these “Camps” have grown to be the best attended events offered. I want to take this opportunity to personally thank Ted for the great deal of effort and passion that he shared with us during these past 6 years. Ted is an excellent addition to the Board of Directors, and he will no doubt continue to help steer the Eastern Division in a great direction in his new role. Thank you very much Ted and congratulations on your new role!

I would like to also take this opportunity to introduce myself. For those that do not know me, my name is Brian Donovan. I am an AASI Eastern Division Examiner and I am the Training Manager for Skiing and Riding at Mount Snow, VT. I will be taking over the responsibilities of the AASI Advisor for Snowboard Programs for the Eastern Division. I am excited to continue the work set forth by Ted and the other Advisors that came before him as we move into the future together. I will be working with the AASI Steering Committee, the Education Staff, and the Division Office Staff, the National Office, and the other Divisions of PSIA/AASI to continue moving snowboarding and snowboard instruction forward in the East.

Now on to the good stuff with some updates from around the Division: The end of season Level 2 and Level 3 Exams took place at Loon Mountain, NH this year, and we saw good pass rates at both exams. The candidates arrived extremely well prepared, took advantage of great conditions, and really showed their stuff over the course of three days. We welcomed 31 new Level 2 and 9 new Level 3 Certified snowboard instructors at a rowdy awards celebration at the conclusion of the Exam.

This spring we also held an AASI Ed Staff Development Team tryout at Loon Mountain, NH, and we had more members tryout than at any other tryout held this century. 18 members took part in the process, and spent two and a half days in an intense competitive tryout consisting of indoor presentations, interviews, on-

snow riding tasks, and multiple opportunities to coach on-snow clinics to peers. Kudos to all who participated in the tryout! Everyone brought years of experience and immense passion for teaching snowboarding to the tryout. At the conclusion of the tryout, we welcomed Ian Boyle from Jay Peak, Vt and Eric Wright from Loon Mountain, NH as the two newest members of the AASI Eastern Division Dev Team.

This spring also sees the elevations of some current AASI Education Staff members. Toby Burrows, Amy Gan, and Danny Murawinski have all been elevated from the Dev Team to the Eastern Division Examiner Training Squad. Greg Andrews and Bryan Fielding have been elevated from the Examiner Training Squad and will become the two newest Eastern Division AASI Examiners. We are excited about all of the great things to come out of these folks in the future. Please congratulate all of them on these impressive accomplishments if you have the opportunity to do so.

For this upcoming season, we will again be offering multiple event mega weeks containing various events all at the same resort over the course of several days. The goal of these mega weeks is to help more members take advantage of travelling, lodging, and bonding together throughout the season. We have been listening to your requests for some new events, and so you will see some new event offerings added to the event calendar for this upcoming season. We are also digging into the archives and will be bringing back some old fan favorite events this season as well. Keep your eyes peeled this fall for the AASI Snowboard Schedule for the 2015 – 2016 season and hopefully you can find some events that get you excited to ride and share with friends! Please check out the www.psia-e.org website for event descriptions if you have any questions about what might be covered at specific events.

Please do not hesitate to reach out to me and let me know how I can help you work towards your professional and/or personal goals. As I sit here and write this, my estimate is that winter starts in approximately 120 days! Not that I am counting though! Enjoy the rest of your summer and I'll see you soon! ☺

Go Skate this summer!

By Greg Fatigate

AASI Examiner

Training Manager, Smugglers' Notch

In the last Snow-Pro, Terry Duffield wrote about snow-skating and the positive attributes that it brings to snowboarding. Dig the previous Snow-Pro edition out from under the pile on your coffee table to read the whole article. Of all the attributes he pointed out, there was one that sticks out as the most significant in relation to snowboarding. “Snow-skating has no bindings”. The binding-less aspect is the key. So why bring this up again, especially in the heart of summer? It turns out there is another readily accessible board sport you can do right now that cultivates the same skill set. It's been around since before Elvis was on the Ed Sullivan Show. No snow required: skateboarding.

Snowboard bindings allow us to pull up on our equipment. That one move of pulling up on our equipment, tends to straighten out our legs and make things kind of weird and funky. We get that moment of off-balance sketchiness that usually leads to an iron-stop-heel-side. The ability to shorten your legs to relieve pressure from the board is the progression “hump” that all riders must overcome to ride successfully on advanced terrain. The reason skateboarding (along with surfing), is so beneficial is that when a terrain change approaches, you cannot pull your board up to you. Rather, you have to actively shorten your legs to ALLOW your board the opportunity to come up to you as a result of the terrain. I think of it as “floating” through a bump field or absorbing rough terrain.

If you are new to skateboarding, the best places to have a positive experience early on are the places you might think to go to last. Find a local skate park

next »»



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kids, kids, kids

Thanks Jake!

By Melissa Skinner, Associate Director of Education & Programs

For the past ten years, Jeffrey “Jake” Jacobson has served as the Children’s Committee Chair. This spring he has stepped down to allow a new perspective to the Children’s educational events. In Jake’s own words,

“The organization has made many changes in the way children’s education is valued and presented to our members and I feel these changes have had a positive impact on both our members and the guests they teach. There are a number of people in the children’s education world who would bring a fresh set of legs to the role of chairperson and with it new and exciting ideas.”

Jake has faced some challenging obstacles over the years and has introduced many new programs and educational events to support children’s instruction. In particular, the SPARK program that was offered for six years and recruited members and non-members to participate in Children’s instruction. The new Children’s Specialist events were introduced and became a requirement for Alpine Level II and Level III Certification. He also arranged for many great guest speakers at the Children’s Academy events over the years. His dedication and commitment to providing the best children’s educational clinics has been instrumental in teaching children of all ages.

... Jake made members of the committee feel welcome and valued their contributions...

“I believe that I speak for everyone on the ACE team and children’s committee when I say that over the course of his tenure as committee chair, Jake made members of the committee feel welcome and valued their contributions,” said Sue Kramer, ACE Coach and newly appointed Children’s Committee Chair. “He has been a great leader, mentor, and organizer for both the committee and ACE team. His passion for teaching kids, drive to developing innovative programs, and attention to detail has enabled the children’s committee and ACE team to provide outstanding educational programs for kid’s education throughout the eastern division. We wish Jake the best of luck with his responsibilities as business manager of Gunstock.”

Thanks again from all of us at PSIA-AASI Eastern, Jake! <<



(<http://www.concretedisciples.com/>), preferably one that has a mini-half pipe or a bowl. These two elements are very user friendly to those of us who do not bounce anymore. Climb down into the flat-bottom, you don’t have to drop in from the coping. Starting in the flat bottom, roll around with your feet set wide on the board. For your safety, skateboard progression is subtle go slow! The difference between being comfortable pumping in the lower transition and getting up to the coping is quite a step. Additionally, if you find a bowl, try to re-create the sensation of carving on snow. You do not need to go high up on the transition to do so.

I know what is crossing your mind right now: “I’m too old”, or “That’s for kids who bounce up from falls”, and “If I only started skating thirty years ago when I was just a young lad”. Seriously though, many of us learned to snowboard after adolescence. Maybe on snow you don’t go huge and you like to keep your board on the snow. So why not take the same approach on a skateboard?

If you do get out on a skateboard, here’s a few tips:

- * Wear full pads: wrist guards, knee pads, elbow pads, helmet
- * Keep your belly in between your feet at all times.
- * Focus on your feet: keep them at least shoulder width apart so that your belly button can stay in-between your feet.
- * Sustained hills and long, steep ramps are not a good idea for a newer skateboarder. Progress with patience.

Check it out: Skate parks are popping up everywhere. While skateboarding has a long reputation of rebellious behavior, many skate parks now are incorporated in town parks, near schools or as a regularly run business. Outside parks are typically empty in the early morning before lunch. Set yourself up for success early by giving yourself the space to practice. My point is that you and a few friends will be able to find a skate park where you will fit in and have the opportunity try it comfortably.

Either way, summer activities like skateboarding have the potential to improve your snowboarding skills. All board sports are similar. To me, skateboarding is an old friend that has dictated my own style. When I find the moments in time through the winter where I am “floating” through tricky terrain because I am allowing my board to get closer to me rather than pulling it towards me, I thank my skateboard. It’s easier and more accessible than you may think. Hope you have a great summer and maybe get out and skate. <<



Welcome Sue!

The PSIA-E Board of Directors is pleased and proud to announce that Sue Kramer has accepted an invitation to be the Children’s Committee Chairperson, following Jeff “Jake” Jacobson’s retirement from the committee.

Sue has been an alpine examiner since 2005 and an ACE team member since 2003. She was a candidate for the PSIA Alpine National Team in 2008 and 2012, and for the past three years she has been a facilitator for the National Children’s Task Force (NCTF) at the PSIA annual Fall Conference, held at Copper Mountain, Colorado. She has been working with kids of all ages for 30 winters and for the past 8 seasons has joined the race crew at the Bromley Outing Club, now as the head technical coach. Kramer is in her second term as the ACE team coach and is excited about new opportunities to serve as the Children’s Committee Chairperson. <<



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Creativity Takes Practice

By Sue Kramer

Children's Education Committee

Chairperson

ACE Team Coach

Alpine Examiner

While the truly committed snowsports instructor works year round by teaching in the southern hemisphere, I don a completely different personality at home in the Northeast- that of ceramic artist. I make functional and non-functional pieces. Stuff that I sell weekly at our local farmer's market. It's a pleasant way to spend the summer months. Being somewhat confined to my studio, I find my mind wandering to thoughts of winter- thoughts that then somehow become intertwined with working with clay. You see, I have a fairly recognizable style at the market and it sells. The problem is, I get bored with it. Fifteen years ago, when I was trying to come up with a style that I liked, it was exciting. I tried different clays and glazes. I researched other artists. I stole ideas and morphed them into something new. And I made many mistakes. I still do because I'm always trying to introduce something new into my line of work. Customers continually ask me, "What do you have that's new this year?"

Bouncing back to thoughts of ski teaching, I wonder, "How can I be creative? What new ideas do I have? What will it take to explore and perfect these ideas?" Many instructors experience a brain freeze when teaching kids. They know the theory (Keep it simple, make it fun; Silly for the young ones, group activities for teens etc.). But how do you develop a new game or activity? And why do some instructors seem so creative while others don't? I think it comes down to confidence and believing that creativity is a skill that can be practiced and refined. Here are a few suggestions for developing a creative mindset during the off-season.

1. Keep a journal to record ideas. During the day, keep track of all ideas that pop into your head, no matter how outrageous, relevant or not to skiing.
2. Count the number of ideas you register in one day, one week, and one month.
3. Change daily routines. This forces the mind to see things from a different perspective and to realize how the old routine can be modified for improvement.
4. Choose an item in your garage or kitchen. List how many different uses this object has other than what it's intended for.
5. Do your research. What's new in mainstream media? What kids movies are hot? Which are not? What characters are represented on

cereal boxes, granola bar boxes, and fruit snacks? What preferences do these characters have? Did someone say Minions?

6. Practice observational skills: Examine a photograph for 20 seconds and then list as many things from the photograph as remembered. Increase the challenge by looking at a skiing clip for 20 seconds. List as many things as possible. Repeat as necessary. Change the time parameter for more or less challenge.

To develop new ideas, we must first improve our observational skills. With this comes clearly defining that which is being observed (suggestion 6). We become aware of what characteristics can be altered and which cannot. To the creative person, fixed characteristics are just as valuable as variable ones because they further help to set parameters (suggestions 3 & 4). For example, a spoon could probably function as a knife or fork but probably not as a dog brush unless it was modified. The final product/idea is determined by establishing who the audience is (suggestion 5), what style or technique you want to explore, or what function needs to be satisfied.

I have no doubt that everyone will realize that creativity is something that can be practiced by simply re-focusing thought patterns. The summer season is not only a time to reacquaint ourselves with family and friends but also a time when we can hone our creativity skills, regardless of surrounding, be it office, garden, construction site, or studio. ☀

Our Youngest Clients

By Darlene Desroches,

Yawgoo Valley Ski Area

Level 1 Ski/ Level 1 Snowboard

As children's instructors, we often have "ideal" lesson plans in our heads for our weekly programs, walk-in group lessons, or scheduled private lessons. But what happens if you are assigned a student that does not fit the lesson plan in your head? You could be assigned the "Crier" (where everyone knows where you are on the teaching area by the high-pitched wails) or young 2- 5 year olds whom are unsure of the sport and may not fully participate in your planned lesson.

Most programs have these 2-5 year olds on the snow for only short periods of time due to their ages. So how can we as instructors use this little time on the snow to get them moving on skis? How do we get those criers or children with some doubts about the sport to put the skis on? This calls for some deviation from the lesson plan in your head. Here are some ideas you can use to adapt your mental lesson plan:

1. Let the criers know you cannot help them when they are crying. Crying is usually fear of the unknown or being away from parents; however, talking to them in a calm soothing voice (about anything that makes them

stop i.e. their outfit, favorite color, favorite snack, what they did in pre-school, etc) to ease the tears. Assure them you will not let them get hurt, that you will stay with them as they explore their new environment and that their parents "just went to get coffee" and will return for them.

2. Yes they are young to have conversations with, but speak with them in words they understand while kneeling/sitting at eye level with them. Ask questions to find out why they are scared of the new sport, are they afraid of going too fast? Is the teaching area too big of a hill? Are they cold? Are they hot? Do their feet hurt? Do not downplay or ignore their feelings, they are very real to them. Let them know it is ok to be a little "frightened" and have these fears. Once again, reassurance that you will be with them and not let them get hurt goes a long way.
3. Once you figured out the fear they perceive with the new sports, have them observe the other students for a few minutes. If staffing permits, can one of the instructors or apprentices stay with them to explain what the others are doing? Slowly easing them into the group activities is the goal, even if done in a limited way. If they do not want to put skis on, can they do sidestepping or "ski" down the hill with only their boots? If they don't want to put that second ski on, you can work on drills with only one ski or do balance drills.
4. Distract them with a learning environment made up of props. Besides the usual set-up with hoola hoops and cones, there are great "natural" distractions in your ski area. In the ski area that I work, if you can get 1 or 2 skis on, we scoot on over to see the snowmaking guns up close, move toward the ski lift to see older kids getting on, or explore the area where groomers/ski mobiles are stored. We can work on scooting, side stepping, learning how to turn around with stepping, and if you go the right route, go down small hilly areas to get them acclimated to sliding down hills.

Assurance that we as instructors will be there, that you won't let them get hurt, and you will work at their comfortable pace is what these type of students are looking for in the lesson. Do they challenge you to modify your "lesson plan"? Sure they do! These "challenging" young students challenge us as instructors to be creative! The great part of getting these fearful, timid, or tearful students is the reward at the end of the program when they are skiing and smiling all because you were willing to try a new plan. ☀



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Congratulations Mickey Stone!

At the Eastern Board of Directors meeting on June 20, Mickey Stone was awarded Joe Wood Examiner Emeritus status for his 25 years of service as a member of the Nordic Board of Examiners and, as such, will be awarded Eastern Division Life Membership beginning with the 2015-16 season.

Congratulations Mickey and thank you for all your time, dedication, energy and efforts! <<

Nordic Season in Review

By Mickey Stone, Nordic Coordinator

When it is an epic snow year with lots of snow on the ground and the temperatures are back to a "normal" (ha ha) winter, it seems the Nordics come out in big numbers. We had a great season overall, actually one of our best in my 23 years of managing the program. Our overall numbers for all of Nordic was 355 participants (highest season was 388). We had 261 in Telemark, 19 in Backcountry, and 75 in Cross-Country. This is above the average attendance for the last 5 years by 50+ attendees.

The event season started with a great showing at Mini Academy/Snow Pro Jam at Killington, with some of the finest firm snow we have had in years. Once again we acquired a little extra snow/rain that softened up the firm snow and accumulated, so conditions certainly added to the fun for these events. Our Early Season Primers in Telemark and Cross Country all had double-digit number attendees. In January, February and March it seemed that it snowed in VT, NH and Maine each week, along with beautifully crisp days of 10 to -30 degrees. Finally a real winter!



The mid-January and early February events historically seem to struggle for solid ratios for event attendance. This year we scheduled fewer events and held them at busier snow locations, and we fared

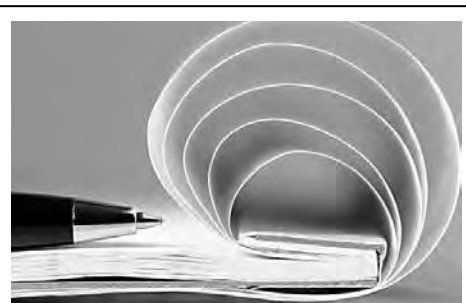
better this season, cancelling only 7 out of 44 events. We had a very successful woman's Telemark event at Okemo, VT this year, and we received feedback suggesting having more of these events in the future. Our off-piste and back-country (BC) events were well attended, as were the Learn-to events. Otherwise, participation numbers were fairly evenly dispersed between all of our topical events, but with far more events with double digit attendance this season than ever before (12 out of 44).

One of the most exciting educational breakthroughs this season was that we held two Cross Country Exams and two Telemark Exams for the first time in all of PSIA-E Nordic existence. Cross Country Resorts are now pumping some money into ski schools and advertising certified schools to attract winter customers to participate in their outdoor activities. It is great to see Nordic resorts wanting to advertise that they have Level II/III PSIA-E Certified Instructor. Analysts had predicted that there would be fewer areas, and they also said they would be bigger and more sophisticated. We can now see those forecasts coming to fruition. The Telemark exams were held in two locations, the first in Timberline WV, which I have not visited since training the Navy Seals down there 17 years ago. It was like a homecoming, with members coming out of the hollows and across state lines to participate. A total of 16 participants shared in the event, a Norwegian Party, and World Telemark Day on 3/1/2105. The members were appreciative of an exam happening in the South, and we plan on doing it around every 3 years from now on. Thank-you Ullr, for the 18 inches of snow the day before the exam.

Probably the most important part of the exam session was that Annie Snyder was honored by the PSIA-E Nordic Staff for her 30+ years of dedication to telemark and cross country skiing, teaching, and training staff. The award was well overdue and justified, and it was an emotional and well attended celebration.

The second telemark exam, held at Killington, was equally as good with 15 participants and new snow also. We gained a southern DCL, Shawn Riggle from Timberline, and Ali Pirnar, from Killington, became a new Development Team member. Congratulations to these dedicated educators! Both will have a positive impact on our squad.

Training for the Telemark staff was held at Stowe in early January, and we had the place to ourselves, along with bulletproof snow with 8-10 inches of light powder on top, and sub-zero temperatures; a telemarker skiers dream! This was a new training venue for us (and we also had our Spring-fling there) and the mountain was a gracious host. A big shout-out to Coach Dave Merriam and his admin staff. We accomplished a lot, tweaked new exam scorecards (a big thanks to Jodi Benson and Jay Nation for the help), worked on tasks, teaching scenarios, and personal ski improvement with movement analysis on ourselves for discussion. The Cross-Country team was fortunate to have snow on the ground at Sleepy Hollow X-C, above my house, for all of us to get in about 18ks both days. The new Adaptive events and preparing for Adaptive Level I was our focus this year.



Upcoming SnowPro Copy Deadlines

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

Early Fall issue: August 21, 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! <<

NATIONAL

Currently, we are looking at a Level I workbook for Tele and an online exam, similar to the one we have, that all divisions would use. Exam score cards that are similar for each division have also been put on the table.

For Cross-Country, our lead examiner, Randy French, is on the Level I workbook committee along with representatives from other divisions. They are trying to get content for fall delivery for both the CC and Tele workbooks. The new Telemark manual was introduced in the early winter and it was a big success. Expect to see this manual as part of the on line testing for next season. This past season we did not incorporate it into the exam. The Cross Country Manual is finished and we are awaiting distribution, probably in the fall. These are much-needed items for our membership since the last manuals are 5 years old. Sometime mid-season there will be a Cross Country National meeting in Colorado, to discuss the new manual, standards, workbook, and best practices.

InterTele was a National/International event that took place at Snowbird, Utah, on April 23-28. Though the west did not have a lot of snow we were fortunate that the Wasatch had received the most compared to the east coast and Alaska. Plus, we received some snow before and during the event. The Eastern Ed Staff was very well represented. Better by far than any other division. A big thank-you for career development participation by Karen Dalury, Keith Rodney, John Tidd, Jay Nation, Christian Nation (L III but hucked more than anyone there), Hal Westwood, Ali Pirnar and Mickey Stone. We also had 5 members at large from the East participate. Karen, Keith and Mickey all were facilitators of an event topic for two days. Nice job "The East"

We also are planning for the National Team Tryouts once again next season. I am proud to announce that, Karen Dalury, Keith Rodney, Matt Charles and Christian Nation will be our eastern team and trying to become part of the National Team Tryouts in the spring of 2016.



The Telemark squad scored some sweet contemporary uniforms this year with the support of PSIA-E. Thank-you to Fly Low. Finally for all you "Telemaniacs," check out this website. Thanks to Shannon Belt for bringing it to our attention. A little dry land summer workout for you all <http://telemaniacski.com/> Enjoy the off season.

Thank-you for your time and support of Nordic ☀

In Praise of the Bomber Tele Stance

By Matt Charles, Telemark Development Team

When I'm not skiing, I've been known to zone out in front of the TV. And whether I'm watching Game of Thrones, House of Cards, or Breaking Bad, the recurring theme is this: Power is temporary. As skiers, we are intimately familiar with this concept. Just when we seem to have everything working together (muscles engaged, skeleton aligned, edges working in concert, skis performing as advertised, etc.), something changes, and we're stuck scrambling to regain that strong, powerful feeling. But the better we are at getting back to our positions of strength, the easier skiing becomes.



The freedom that we derive from telemark skiing comes with a cost. Without the power benefit of a locked down heel, we need to make some extra moves to get ourselves into a position of strength commonly referred to as the "telemark stance". Since a telemark stance without power is no telemark stance at all, I prefer to teach the "bomber telemark stance" ("bomber" is a climbing term meaning "bombproof"). My favorite bomber tele stance is the stance I'd use when skiing through manky snow and being pelted with spears from a White Walker (a character from Game of Thrones, not a new term for tele skiers). I'd want something strong, powerful, and utterly invincible to snow conditions and zombie hordes alike. But strength and power do not need to come solely from muscles. Proper skeletal alignment, precise edging movements, and adjustment to changing conditions all contribute to the construction of a successful bomber telemark stance.

A powerful tele stance is a lot easier to attain when all of your bones are in the places they are supposed to be. This means that joints are flexed evenly, the center of mass is somewhere above the space between the feet, and the lower body is turning more than the upper body. Since movements that come from the bottom of the stance affect more change than movements from

the top of the stance, ankles and knees are vital. Brute strength isn't important. Getting your skeleton in the right place is.



Edging movements are also essential to the strength of a bomber stance. A bending ski with its edge engaged is more powerful than a flat ski. As we work to build our edge angles, we are building our bomber stance at the same time. The point of maximum strength of the telemark stance coincides with the point of maximum edge angle or bend in the ski, somewhere near the fall line, when the skis are making the most shape in the turn.



Finally, conditions du jour play a role in building the strong stance. If the pitch, snow condition, or terrain changes, the bomber tele stance has to adjust to the new reality. A patch of ice might require that the skis be moved directly below the body. A bump may necessitate some flexion to absorb. The ability to move, adjust, flex, and extend is a fundamental key to building a bomber stance.

Here's the crazy part: even if you do everything right to build a strong, powerful telemark stance (align the skeleton, build the edge angles, anticipate terrain irregularities, etc.), the moment you reach full power is your cue to start moving to your next bomber stance, with the other foot as the lead. The lead change is a constant, consistent movement, and if you're not continuing motion, you've stalled somewhere. A strong, bomber stance is the end game, but it's also the beginning. Power truly is temporary. ☀



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**Snow Pro Jam - Master's Academy
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Applications will be accepted online, by fax, by mail, or even in person. **Limited online registration will be available starting approximately 9:00am on September 21, 2015. Please go to www.psia-e.org and click the Register Online button.**

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- _____ Event 016 Snow Pro Jam Cost is \$450 for Registered, Level I, or Level II Members
- _____ Event 652 Telemark Snow Pro Jam Cost is \$355 Non-members add \$25
- _____ Event 500 Adaptive Snow Pro Jam Cost is \$450 Non-members add \$25
- _____ Event 017 Alpine Level II College Please use standard event application, Signature Required

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2015 Snow Pro Jam – Masters Academy Registration Info

The 2015 Snow Pro Jam and Masters Academy will be held December 14th – 18th at Killington, Vermont.



Once again we will be accepting applications online, by fax, by mail or even in person. This process was very successful in the past and it helps you save time and money! We will begin to accept applications beginning Monday, September 21, 2015. All registrations received on this date (or postmarked on this date) will be guaranteed a spot in the Pro Jam or Masters Academy. No applications will be accepted prior to September 21st. Applications received prior to September 21st will be returned.

PREMIER EVENTS - These events are made possible in part through a grant from the PSIA-AASI Education Foundation				
Num#	Event Title	Open to	Limit	Price
015	Masters Academy	Open to Level III Members	90 Participants	\$540
016	Alpine Snow Pro Jam	Reg, Level I or II Members	350 Participants	\$450
652	Tele Snow Pro Jam	Open to all members & Non *	No Limit	\$355
500	Adaptive Snow Pro Jam	Open to all members & Non *	No Limit	\$450
017	Alpine Level II College	Please use standard event application, Signature Required		

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

What is the Pro Jam and Masters Academy?

Snow Pro Jam and Masters Academy is the gathering spot for nearly 500 snowsports instructors, sponsors and guests from all over the East Coast. Each day offers great skiing, coaching and après ski activities along with the opportunity to network with other snowsports enthusiasts. Sponsor Showcase will be on Tuesday, Wednesday we will offer afternoon optional sessions, Thursday all attendees are invited to the Banquet, and wrapping up on Friday with a full day of fantastic skiing with the best coaches in the country! There are groups for those who want to gear up for the season, or for people who want to begin preparing for exams. Regardless of which type of group you choose, you can expect to have a great time. In an effort to keep costs down for our two most popular events we are pleased to announce that pricing for ProJam and Master's Academy increased by less than 3% this season.

What is the Alpine Level II College?

Members may attend this five day event as the Alpine Level II Skiing exam. The first three days you will be coached in the Level II Skiing Performance Areas by your course conductor. On Thursday, you will be evaluated by two examiners, one in the morning and one in the afternoon. The examiner will assess your performance in the Level II Skiing tasks and provide a score for the Skiing exam. Your final score will come from your original examiner on Friday morning. Any performance area you are successful in, you may keep for life based on continuous membership.

Guest Package for the week of Snow Pro Jam & Masters Academy:

A Guest Package will continue to be offered through the Killington Snowsports School. Guests need to register directly with Killington for the five-day lift ticket and five, daily two-hour (AM) lesson package with a maximum group size of five. There will be no limit to the number of guests who may take advantage of this option. Cost of the package is \$249 and does not include a banquet ticket. Sign up by calling Killington Snowsports School at 1-800-923-9444 after October 15, 2015. Please identify yourself as a PSIA-E Pro Jam guest. Package is available for individuals over the age of four.

Banquet Tickets:

Your registration includes one banquet ticket. There will be a select number of banquet tickets reserved for guests. Any member wishing to bring a guest to the banquet should include the guest name and payment on their application where indicated. Payment of \$45 must be included with the application and there will be absolutely no refunds given once payment has been accepted.