

## How to Build an Eastern Event Schedule

By Melissa Skinner

Eastern Associate Director of Education & Programs

Since our events are traditionally listed as the “most valuable benefit” you receive as a member of PSIA-AASI, we thought you’d like to know just how it all comes together.

Each year more than 600 educational events in Alpine, Snowboard, Nordic, Adaptive, Children’s Education and Racing get listed on our annual Event Schedule poster that you see on your locker room wall. In a typical season more than 450 of those events will run – from one-group clinics of 6 people to our ProJam with nearly 500! It is a huge undertaking to both develop and deliver the wide variety of educational offerings available to Eastern members which is by far the largest array of events in the national PSIA-AASI network of divisions.

We depend on member feedback in our surveys; volunteer contributions via our committees; tremendous hospitality from dozens of our Eastern resorts and snowsports schools; the rolled-up sleeves of our office staff; and finally the endorsement and support from our volunteer leadership on the Board of Directors.

Just like any construction project, building the complete event schedule requires a good solid foundation. Before this can happen, we need to collect our materials from the various steering committees and Board approvals. This



includes new event formats, new programs and educational offerings, or even the elimination of some programs that are no longer of interest to the membership. We also need the proper tools for the project, this is where the 275 Eastern Snowsports Schools come in. All snowsports schools receive a “bid request” in March. This form, or application if you will, allows Eastern Schools to request specific events, specific dates, or sometimes only specific disciplines. Keep in mind, some events such as Alpine Advanced Bumps or Freestyle Specialist 3 require specific terrain. Some snowsports schools request one of everything, while others can only host events on certain dates or time frames, and some can host only a limited number of events for various reasons. Gathering all this information and disseminating it to the various discipline coordinators takes a bit of time before the actual construction can begin.

The next step is to select resorts for the premier events. Not all schools can host over 300 instructors on a weekend; have indoor facilities for keynote speeches; will have appropriate terrain available at a certain time of season; or will be capable of serving a large buffet dinner. It takes negotiating with host resorts, understanding the needs and expectations for each premier event, terrain considerations, avoiding conflicts with other industry partners, and cooperation not only with the Snowsports School but all staff at the host resort.

The next step is to select where and when the Alpine certification exams will be hosted. Again, terrain selection is of utmost importance. Timing is the main challenge. Most members pursuing certification prepare early in the season, while still putting in their regular hours at their affiliated school. Exams are

*continued on page 4* **»»**

### Thank you Sue Tamer



On Friday, June 17 the Eastern Division Board of Directors, office staff, committee chairs and discipline advisors all gathered during the summer Board meeting in Saratoga Springs, NY to celebrate and give thanks to Sue Tamer for her 20 years of dedication to our members and staff as our Director of Operations. Here Eastern Division Executive Director Michael Mendrick presents retiring Director of Operations Sue Tamer with a photograph of Connery Pond and Whiteface Mountain in the Adirondacks – a region of New York State Sue often visits and loves for camping and kayaking.

Now go enjoy those mountains and lakes whenever you want to, Sue! **««**

#### inside

Executive Tracks	3
Zipperline	6
National Report	10
xx-ploring	16
Your Turn	20

## president's message

**ERIC JORDAN,  
EASTERN DIVISION PRESIDENT**



**G**reeting Eastern members, I hope you are enjoying the summer months and staying in shape for the upcoming ski and ride season. In mid-June, your Board of Directors had a very productive meeting and passed many new initiatives and policies that are sure to have a positive impact on our organization.

Your representatives on the Eastern Board meet in person twice a year and the June meeting always has a robust and comprehensive agenda. Job #1 is reviewing the past year's performance which includes an in-depth analysis of the annual Eastern membership survey results. For the most part, the membership appears to be positive about the overall direction and programs of the organization but there are clearly some areas that need to be improved.

## 2016 Master's Academy to feature the new National Alpine Team!

**T**his past April a new PSIA-AASI National Alpine Team was selected for a four-year term after a very intense and grueling tryout. This new team is ready, willing and able to conduct any type of clinic or presentation that will benefit you – the membership! As Michael Rogan, Alpine Team Coach, says, "I am very excited about the diversity of the new Alpine Team as we have specialists in just about every genre of skiing of teaching. We have a ton to offer!"

We are excited to bring in several members of this new Alpine National Team for our annual Master's Academy this December. There is a new pay structure in place to support this group of talented professionals and, as a result, we have agreed to an increase in the cost to hire these very talented professionals. While you will see an increase in the Master's Academy registration fee this season we think you'll agree it remains an outstanding value and a great time including five days of skiing with a National Alpine team member or alumni, lift tickets for the week at Mount Snow, VT, a sponsor party with hors d'oeuvres and banquet for all attendees the Master's Academy!

Hope to see many of you at Mount Snow in December! <<

For example, the membership is telling us that they value our educational events the most but the overall cost of attending events (gas, lodging and time away from work) prohibit them from taking as many events as they would like. That being said, the Board has committed to increasing our online/e-learning offerings so that you can get educational credits from the comforts of your home year around. Another exciting initiative for this coming season is a brand new Advanced Educator track. This program will include some components of the Master Teacher program but will also include a Level 3 teaching exam equivalency and an on hill teaching assessment. Look for more information on this exciting new track in the next issue as it is sure to be a huge success and a very valuable educational tool for the entire membership.

Lastly, the board has recognized several members for their long time contributions to the organization and granted Divisional Life membership to Craig Smith and Ron Kubicki. The Board is also requesting that PSIA National grant Bill Beerman, Dave Merriam and Mickey Stone National Life membership for their valuable contributions over the years.

Speaking of PSIA-AASI National, hopefully by now you have heard that Nick Herrin has been named the new CEO. As you know, I was on the CEO search committee and I am very proud of the work that was done by all the committee members. I would also like to recognize the search firm of Sterling Martin Associates – the company that assisted us with the national search. Their experience and expertise was invaluable throughout the process and we could not have chosen a better team to guide us through the huge undertaking of hiring a new CEO. With his combination of experience as a National Alpine Team member, an assistant GM at Crested Butte, CO and a snowsports school director at Telluride, CO, I am fully confident that Nick will do a great job and I look forward an exciting future under his leadership.

In closing, I would like to thank Sue Tamer, our long time Director of Operations, for all her years of service. Sue recently retired after 20 years of service to our division. Sue was an amazing asset to our membership and a great resource and friend to the Board. We are certainly sad to see her go but wish her the best of luck with her retirement. I would also like to welcome Elaine Canell, our new Director of Finance, to the office team. Elaine has a tremendous amount of experience in the non-profit arena and will be a great asset to the organization.

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](mailto:president@psia-e.org). <<

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

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

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## executive tracks

MICHAEL J. MENDRICK,  
EXECUTIVE DIRECTOR

## A Look Behind the Numbers

### The 2016-17 Budget

Developing and balancing an operating budget for our Eastern Division is an annual challenge that requires the attention and efforts of many people at both the staff and volunteer level. I can attest that all the people involved (division staff, discipline advisors, Finance Committee members, Executive Committee officers and ultimately – the full Board of Directors) take seriously the responsibility for developing, discussing and approving an operating budget that represents your interests.

For your information, here is a peak behind the curtain as to how the process plays out:

#### Budget prep timetable:

- Mid-May – June 3: Year-end projections, staff research, computations, projections
- By Friday, May 27: Distribution of 2015-16 year-end financial projections
- June 6 – 10: Preparation of draft “executive budget” for 2016-17 by Michael Mendrick and Sue Tamer with staff and committee assists
- By Friday, June 10: E-mail distribution of draft budget to FC and ExCom members
- Monday, June 13: FC and ExCom joint conference call to discuss draft budget
- Tuesday, June 14: Draft budget revisions as needed; E-mail distribution of revised proposed budget to full BOD
- Thursday, June 16: Additional budget discussion at ExCom meeting as/if needed
- Friday, June 17: Presentation of budget and discussion on first day of BOD meeting
- Saturday, June 18: Voting on proposed budget on second day of BOD meeting

### 2016-17 Budget Review and Approval Process

This is the budget as prepared by the executive director with support and consultation of operations and education staff. This budget was presented to, revised by and endorsed by the Finance Committee and Executive Committee on Monday, 6/13/16 and

was subsequently approved by the full Board of Directors on June 18.

**Summary:** After a damaging 2015-16 operating year during which projected revenues were off by more than \$230,000 due to a historically poor winter, this approved 2016-17 budget projects Operating Income of \$2,000,366 and Operating Expenses of \$1,939,382 for a projected Operating Net of \$60,984 for the period July 1, 2016 – June 30, 2017. Accounting adjustments and obligations (renewal of dedicated contingency fund contribution, depreciation and a large number of capital expenditures) will result in a Net Member Equity Impact projected at \$25,585.

#### The 2016-17 budget is based on the following income scenario:

- **1,200 new members in 2016-17.** Even though we only hit 1,005 new members this year it was an anomaly (we had 20 less Level 1 exams, for example) and I am confident we can return our projection to 1,200 new members for 2016-17. In 2014-15 we attracted 1,256 new members. The ten-year average is 1,231.
- **Overall member retention rate of 88.1% in 2016-17.** In 2015-16 our retention rate of 88.44% essentially matching our member retention budget of 88.5%. Last five-year average is 88.5%. As such, a retention projection of 88.1% for 2016-17 is just below our five-year average.
- **New divisional dues structure as approved in February, 2016.** \$50 for 16-29; \$60 for 30-39; \$72 for 40 – 74 and \$50 for 75 and older
- **Total event registrations of 5,675 in 2016-17.** We feel like this season was an anomaly with event registrations at a historically low 4,524 in 2015-16. We had nearly 30% of our surveyed members say they did not attend an event this year because of “poor weather or conditions” vs. less than 2% selecting that reason in 2014-2015. Between better expected (or at least more normalized) conditions and pent-up demand by those in need of updates we feel that a return to the still-conservative total of 5,675 event registrations for the coming season is realistic. The previous three seasons event registrations totaled 5,925 in 2012-13, 5,707 in 2013-14 and 5,637 in 2014-15.
- **A combined \$28,500 in National funds -** \$12,000 of which (Marketing Match, Dues Billing reimbursement) are newly negotiated, \$10,000

continued on page 5 

placed mid to late season allowing the candidate sufficient time to prepare and practice. Not only is timing of the exams a concern, location is just as important. We strive for equity in the schedule so that members from Region 4 have the same resources and opportunities as those members from Region 2. It is not always possible, but an attempt is made to place exams within a reasonable travel time for candidates in all regions. Finally, the number of exams is taken into consideration. If there are too many choices the risk of canceling the exam goes up.

As the base of the schedule begins to take shape, it is time to consider where practice exams and pre-requisites will be of the most assistance to the members pursuing certification. These are scheduled earlier in the season so members receiving feedback from these clinics will have time to practice and prepare prior to the actual exam. All events have a deadline date three weeks prior to the clinic or exam. This is taken into consideration as well. For those who may be successful in part of the exam process and would like to complete the process at another exam later in the season, sufficient time must be allowed for the member to register.

There are several Eastern Snowsports Schools that prefer to schedule clinics in the same time frame year after year. For example, Elk Snowsports School will host most any PSIA/AASI event at their resort, but only during the last week of January. This works out well for those who like to plan ahead. These clinics are placed on the schedule next. By now, the schedule is really starting to take shape and a visual calendar is created.

The next step is to add the events that Snowsports School Director's specifically requested. These may include Children's Specialist, Freestyle Specialist, Level I Exams or Senior Skills Clinic. It is not always possible to fulfill everyone's request but a concerted effort is put forth to make it happen. As more and more events are added to the schedule, safeguards to ensure the most efficient and effective use of the Education Staff is utilized. The creation of "flows" during the week or weekends ensures the most logical and cost effective use of education staff.

Now that the framework is complete the construction continues to progress by breaking down each category or event topic by Region. For example,

does each region have educational events for the membership both early in the season, as well as something later in the season to accommodate the needs and goals for all members? Are the events being offered open to members of all certification levels? Are members able to complete the required pre-requisites prior to certification exams? Are the educational events scheduled appropriately for that location? So many things to check!

Next, more disciplines are added including Telemark, Cross Country, Adaptive and of course Snowboard. At this stage the visual calendar is a bit overwhelming. It is much easier to break it down week by week to see any potential conflicts. Once the events are in place, a contract is sent to each Eastern Snowsports School with the proposed events and dates to be held at their resort. Occasionally there will be a conflict with dates, and the events will have to be adjusted slightly to accommodate the needs and wishes of our host areas who contribute immensely to our programs. Without their support and dedication, we would not be in a position to offer as many programs as we currently do.

Finally, after one last inspection, the entire event schedule is posted on the website, still in draft form with potential for changes to be made. After members, directors, staff trainers, and others in the industry review the schedule, even more comments and suggestions are forwarded to the office. After much consideration and multiple discussions, only gross major oversights are considered for addition or deletion from the schedule. These final changes and adjustments are not taken lightly, and not all requests and suggestions are granted approval. After the final adjustments are made, a printed version of the final schedule is included in the Fall Snow Pro Issue and a new event poster is designed.

Now, when you look at the event schedule this year you'll have an idea, and hopefully an appreciation for the thought that goes into making the schedule. If you find yourself wishing that a specific clinic was closer to your home resort, have a talk with your Snowsports School Director or your PSIA-E/AASI Area Rep, and suggest that they put in a bid for that event next year.

The process for the 2016-17 schedule is already well underway. We look forward to seeing you on the slopes – there will be plenty of exciting opportunities! <<

## Share your passion and enthusiasm, while enjoying the Greatest Snow on Earth!

**Solitude Mountain Resort in Utah is hiring Ski and Snowboard Instructors for the 2016 - 2017 winter season.**

- Seeking staff who can commit to working weekends and holidays
- Apprentice instructors needed, will train
- PSIA/AASI certified instructors needed who can demonstrate and teach contemporary ski/ride methods on all terrain, in all conditions to both children and adults
- Children's Program Supervisor and Trainer position available

### **We Offer:**

- Competitive wage and benefit package
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Please apply online at [skisolitude.com/employment](http://skisolitude.com/employment) or contact **Tim Wolfgram** at **801-536-5731**, [t.wolfgram@skisolitude.com](mailto:t.wolfgram@skisolitude.com) or 12000 Big Cottonwood Canyon, Solitude, Utah 84121.



of which (Auto Subsidy) is a result of the discontinuation of the Subaru promotional vehicle program (\$5,000 per car).

NATIONAL FUNDS 16-17	
Auto Subsidy	\$ 10,000.00
National Team	\$ 6,500.00
Marketing Match	\$ 5,000.00
Dues Billing Exp Reimbursement	\$ 7,000.00
<b>TOTAL</b>	<b>\$ 28,500.00</b>

- **A projected revenue of \$5,300 from a new online web listing service** for members on our consumer website [www.MakeWinterMoreFun.com](http://www.MakeWinterMoreFun.com).
- **ZERO increase in event pricing.** With the new dues structure in place we believe this will be a positive message for members that we are not “piling on” the costs to them and it will help us achieve a solid bounce-back year in event attendance. The only exception to this is the Master’s Academy, which will incur an increase due to a revised pay rate structure by the newly named National Alpine Team.
- **E-learning revenues (4 online courses, online exams) projected at \$15,000** (from non-existent in 2013-14).

**This budget includes the following expense elements & adjustments:**

- **Restoration of Action Plan budget to \$5,000 (from \$0 in 2015-16).**
- **Office salary expense line** for 8 full-time and 2 seasonal (Nov – March) full-time staff increased by only 1.75% over approved 2015 – 2016 budget. The salary budget has increased a total of 6.4% in the last six budget years (average of 1.06% a year).
- **Operational expenses budgeted at \$277,071** – down slightly from the

2015-16 actual of \$283,931 due to major reduction in office maintenance costs (changed garbage collection provider and office cleaning service for savings of \$5,000 plus). Also some temporary savings in 2016-17 due to Worker’s Comp being based on reduced payroll from 15-16 season

- **Marketing budget of \$17,500 (up from \$12,500)** to include \$5,000 matching grant from national PSIA-AASI. Focus to be on continued efforts to support the Push for Public Awareness initiative and with an emphasis on driving traffic to the consumer-oriented website (and new member web listings) at [www.MakeWinterMoreFun.com](http://www.MakeWinterMoreFun.com).
- **Ed staff mileage adjusted by 2 cents/mile from \$.43/mile to \$.41/mile** based on the formula of 75% of current IRS rate of \$.54/mile = \$.41/mile.
- **Buy-back of current Avalanche BOE uniforms (\$12,435) and purchase of new Alpine BOE jackets (\$22,665)** included in Capital Expenditures.
- **National meetings expense line item increased to \$8,500** to support attendance of President and Executive Director to fall National Strategic Meeting (\$2,500) and attendance by 6 divisional discipline coordinators and education committee leaders at National Fall Education Conference (\$6,000)
- **Contingency contribution at 1% of budget (\$20,000)** to help build member equity after the nearly \$100,000 hit in 2015-16.

I would like to thank the division staff, Finance Committee (Katherine Rockwell MacLauchlan, Treasurer & Chair, Ted Fleischer, Pete Holland 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 renewing support for important educational and marketing programs. If you would have any questions or would like to see the detailed budget please send me a note at [mmendrick@psia-e.org](mailto:mmendrick@psia-e.org). <<

**WHITETAIL RESORT  
Ski School Advertisement  
For Ski Area Management  
June 29, 2016**

Whitetail Resort is looking for a Director of the Ski/Snowboard School. The Director will be responsible for overseeing all aspects of successfully operating the Ski/Snowboard School including hiring, training, and supervising all staff for both adult and children’s programs. The staff consists of 325 instructors serving a high percentage of beginners. The successful candidate will have PSIA/AASI certification along with a minimum of five years of instructing experience. In addition a minimum of 3 years of supervisory experience is required as well as experience managing budgets and excellent guest service skills. Position is seasonal starting in September and ending in April. Web site: [www.skiwhitetail.com](http://www.skiwhitetail.com)  
Send resumes [tjones@skiwhitetail.com](mailto:tjones@skiwhitetail.com)



## Eastern Board Approves Eastern Life for Craig Smith, Ron Kubicki

Recommends Merriam, Beerman and Stone for National Life

By David Welch, Membership Recognition Chairperson

In June 7, 2016 the Membership Recognition Committee met via conference call to review two nominations for the Divisional Life Membership Award and discuss possible National Life Award nominations as well. Regional Representatives present on the call were: Peter Holland, Katherine Rockwell MacLauchlan, David Welch, Dick Fox, Jack Jordan and Paul Crenshaw.

Our first order of business was to review the two nominees for Divisional Life Membership; they were Craig Smith, from Belleayre (nominated by Jack Jordan) and Ron Kubicki, PSIA-E/AASI Past President (nominated by Michael Mendrick).

After our review and discussion of these nominations this committee finds these members most deserving of the highest divisional recognition and therefore recommended the Board of Directors award Divisional Life Membership to Craig Smith and Ron Kubicki. That recommendation was approved unanimously by the Board on June 18.

Next the group reviewed the process in which ASEA awards National Life Membership. On a recommendation from Steve Kling we reviewed the qualifications and contributions of Dave Merriam and Bill Beerman – both longtime contributors to snowsports at both the divisional and national level. As such we made the recommendation to the Board that the Eastern Division recommends National Life to both these individuals. In addition, we recommended our long-serving Nordic Coordinator Mickey Stone for National Life given his achievements and contributions both in the East and on a national scope.

The Eastern Board unanimously approved a request to National that these individuals be awarded National Life membership. That request will be considered at the next National Board meeting.

All awards will be presented at future Eastern Division events in the coming season. Congratulations to all honorees! <<

## To Those Who Dare

By Peter Howard

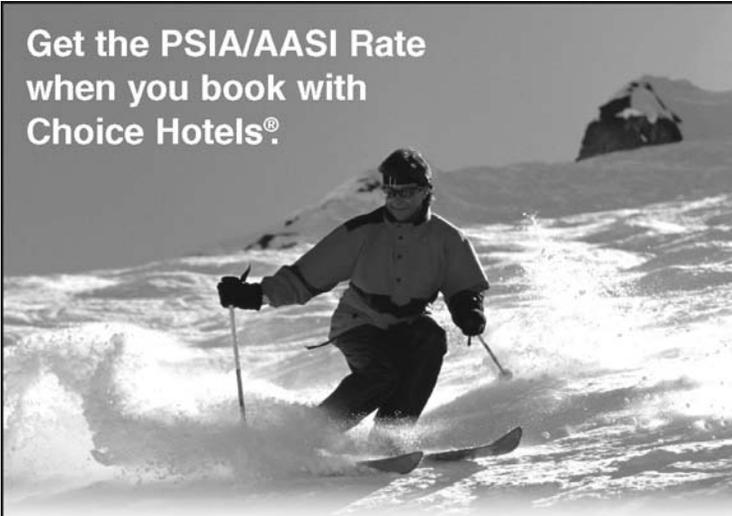
Alpine Education/Certification Chairman PSIA -E

A few days ago a nice fellow called me up and asked if I would read something he wrote about a new approach to teaching certain aspects of alpine skiing. My initial reaction was what could possibly be said about a sport analyzed by many experts around the world? Of course being a person involved with PSIA it's easy to think we have most, if not all, the answers. The fundamentals are all encompassing and nicely written. Our Demonstration team has access to US Ski Team coaches. So, to write about ski technique is a daring activity. Your ideas better shine bright, because there are a lot of stars out there.

But hold on, somebody's got to do this. If no one tried to produce words or images about the sport, we wouldn't have Warren Witherell, Al Hobart, Eric Bendix, Lito Tejada Flores, Harold Harb, Ron LeMaster, and many others. The internet is full of tips about bumps, carving, etc. You may or may not agree with the perspective of the authors, but the real question is do we dare to expose ourselves to opinions outside of our present understanding. Are we grounded enough in the real to recognize when ideas get out there or become ethereal. The words we hear describing some aspect of the sport may be different than what we are used to and only an open mind will let them in. Likewise images can only enter an open eye, and if you watch a lot, you know what's hot. Chances are if someone can walk the walk, their talk is worth listening to.

So as the dog days of summer set in, take out that lap top and surf for those who dare to produce words and images of our cool sport. You might find ideas from an Austrian, a Canadian, or a race coach from a nearby mountain. Steal the best and leave the rest. I'd like to think PSIA members are the best teachers in the world because we dare to be students first. <<

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## The Unspoken Engagement of PSIA Members

The conversations in the school about ski/ride education

By Walter Jaeger, Membership & Promotions Committee Chairperson

It is typical to see several instructors discuss a question regarding a skiing/riding skill. Sometimes discussions become heated with the finer points of clarification hotly debated. The best conversations, with the greatest potential for growth, are those that are a little more open-ended. Examples might be: great skiing is accomplished with the feet; how much weight/force is on the inside ski; what do you mean the outside ski is the brute and the inside ski is the brain; when do you move “into” the turn; what moves first in the turn; and how does one be in movement continuously throughout the whole turn. You get the idea.

These conversations are important to maintain a school of instructors who are engaged in the learning of and teaching of the sport. If you walk amongst instructors and they are discussing how to incorporate a different approach to teaching a particular student, you have found instructors engaged in the teaching process. If instructors are asking for particular clinics on X, Y or Z, you have found instructors who strive to be better in their profession. Have you noticed how the conversations tend to increase when someone returns from a PSIA/AASI event? Often the excitement from what they’ve heard, and learned, prompts the conversation. Sharing is what we do naturally, we are teachers after all. Those conversations are particularly interesting when there is some confusion or disagreement with what the clinician introduced or taught. These are the moments when what was said is as important as to whom it was said.

One of the processes of discovery is how differently people “hear” exactly the same thing and come away with a completely different understanding. Was the concept poorly explained or how was the concept applied to an individual’s growth path? For instance, a skier involved with reaching for a LIII certification knows what it means to “turn one’s feet”. When a clinician offers a tip on turning the inside leg/foot a little more, they are pulling the instructor to a more in-depth understanding of his or her control within the turn. If another person in the clinic overhears the same thing, their interpretation of the statement may be very different and subject to some misunderstanding.

It is wonderful to experience moments in instructor conversations where a debate about what was said and meant leads, not to more confusion, but to a greater desire and interest in understanding and teaching our sport.

Talk and ski or ride in your head over the summer. <<



## Eastern Division Consumer-oriented Website to become [www.MakeWinterMoreFun.com](http://www.MakeWinterMoreFun.com)



Last fall the Eastern Division introduced a new consumer-oriented promotional website at [www.LearnToSkiandRide.org](http://www.LearnToSkiandRide.org). After receiving input from industry contacts about similar and potentially confusing website domains and after viewing and considering all input from our staff and Membership & Promotions Committee we are going with a slight (but important) modification to the website moving forward:

The consumer site domain will be changed to [www.MakeWinterMoreFun.com](http://www.MakeWinterMoreFun.com).

Thanks to Scott Nielsen of the M & P Committee for the observation that the “We” is not who we are targeting with the website and therefore doesn’t relate to the consumer – until they get to the site, that is. As such [www.MakeWinterMoreFun.com](http://www.MakeWinterMoreFun.com) both addresses the consumer directly and plays directly off our current promotional slogan, materials and teardrop flags that tie into what WE do – We make winter more fun!

The domain has been secured (as has [www.MakeWinterMoreFun.org](http://www.MakeWinterMoreFun.org)) and the transition will take over the next couple of months as we incorporate new features and content into the site as well as the exciting new web listing benefit for our “actively teaching” members. Watch for details on that opportunity in early September. <<



### Upcoming *SnowPro* Copy Deadlines

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

**Fall Issue: October 14, 2016**

### Writing Guidelines

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

## Fall Indoor Courses Announced!

**N**EW location this year!! Come join us for one day, two days or all four days of valuable continuing education! With an assortment of topics there will be something for everyone. These courses are open to all members and non-members for an additional \$25. There will be group break-out sessions, tons of hands on activities and lots of interaction to keep it exciting! Lunch is provided for all participants – this is a great networking opportunity before the season gets underway. These expert course conductors are some of the finest in the East! Come join us!

### CAMELBACK SKI AND SNOWBOARD SCHOOL, PENNSYLVANIA ON OCTOBER 27, 2016 - OCTOBER 31, 2016

Fall Indoor Courses - 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	Thursday, October 27		\$150	10/05/16
*	# 003	Stance and Alignment	Thursday, October 27	Limited to 10	\$150	10/05/16
	004	Anatomy	Thursday, October 27		\$150	10/05/16
	005	Communication Station	Friday, October 28		\$150	10/05/16
*	# 006	Stance and Alignment	Friday, October 28	Limited to 10	\$150	10/05/16
	007	A Conversation with Fear	Friday, October 28		\$150	10/05/16
*	008	Outdoor Injury and Prevention	Friday, October 28	Limited to 10	\$150	10/05/16
	600	Backcountry Accreditation Snow Sense and Planning	Saturday & Sunday October 29-30	1 <sup>st</sup> course in Backcountry Accreditation – 2 Days	\$200	10/05/16
	009	Motor Learning	Saturday, October 29		\$150	10/05/16
	010	Teaching Skiing in Spanish	Saturday, October 29		\$150	10/05/16
	350	Understanding and Interpretation of AASI National Standards	Saturday, October 29		\$150	10/05/16
	500	Teaching Kids on the Autistic Spectrum	Sunday, October 30		\$150	10/05/16
	011	Exercise Physiology	Sunday, October 30		\$150	10/05/16
*	012	Movement Analysis and Creating a Lesson Plan	Sunday, October 30	Limited to 35	\$150	10/05/16

#### 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
- 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](http://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](http://www.psia-e.org)
- Lunch is provided for all attendees
- Please see course descriptions at [www.psia-e.org](http://www.psia-e.org)
- Registration will begin at 8:00am, classes run from 9:00am to 4:00pm <<

## Sneak Peek on New Program

**T**his fall an exciting new “advanced educator” alpine program will be introduced. The curriculum will include a combination of on-snow educational events, eLearning modules and indoor education. Anatomy will be a required course. In addition, one of the following will also be required: At Your Service, Communication Station or Stance and Alignment. Consider your selections when registering for the Fall Indoor Courses at Camelback in October. <<

# Highlights of the June 2016 Eastern Board Meeting

Presiding: Eric Jordan, PSIA-E President

Prepared by: Michael J. Mendrick, Executive Director

Recorder: Krista DiCaprio, Member Services Director

## Motions & actions on proposals, policy & procedures:

1. Motion/Second: That review and completion of the Level 1 Workbook for Alpine, Nordic and AASI be mandatory for candidates prior to taking a Level 1 exam. Motion carried. Unanimous.
2. Motion/Second: To approve the concept of reintroducing an advanced educator certificate program similar to the previous Master Teacher program to include Level III teaching exam equivalency and an on-hill teaching assessment. Motion carried. Unanimous.
3. Motion/Second: To approve the development of a regularly scheduled assessment and reevaluation process for members of the Alpine BOE. Details to be presented at October 2016 Board meeting after discussion by Alpine Steering Committee. Motion carried. 13 in favor, 1 against, 1 abstention.

Notes: Proposals regarding changes to CS1 and CS1 exam pre-reqs for L II and L III exams and the development of a Senior Specialist Accreditation were deferred until October 2016.

## Budget/Financial:

1. Motion/Second. To approve the 2016-17 budget as endorsed and presented by the Finance Committee and ExCom with a projected Operating Net of \$60,984 and Impact on Member Equity of \$25,585. Motion carried. Unanimous.

## Action Plans:

1. Motion/Second: To approve funding of up to \$1,500 to support continued development of the "Kid's Kube" app developed by the Children's Committee in 2015-16. Motion carried. Unanimous.
2. Motion/Second: To approve funding of up to \$1,000 to support the Children's Webinar project as proposed by the Children's Committee. Motion carried. Unanimous.
3. Motion/Second: To approve use of up to \$800 to support the development of an Alpine Teaching Standards video to be shared with members via online video streaming as a new benefit. Motion carried. Unanimous.

Notes: Action plans submitted by Walter Jaeger regarding ski club outreach and resort management communications will work through staff and marketing budget.

## Proposed changes to Bylaws:

None proposed at this meeting.

## Committee/task force and other appointments:

1. Motion/Second: To approve members of the Alpine Steering Committee as presented: Don Haringa, Chair; Jeb Boyd, Pete Howard, Keith Hopkins, Bob Shostek. Members at large Matt Boyd, Doug Daniels, Sue Kramer, Rick Metcalf. Motion carried. Unanimous. Note: Per motion of June 2014, Alpine coaches to serve as at-large members.
2. Motion/Second: To approve the 2016-17 Adaptive Steering committee for ratification as presented. Kathy Chandler, Chair; Augie Young, Geoff Krill, John Swartwood, Leslie White. Motion carried. Unanimous.
3. Motion/Second: To approve the 2015-16 AASI Steering committee for ratification as presented. Ted Fleischer, Chair; Brian Donovan, Rob Bevier, Greg Fatigate, Jim Pearce, Holly Andersen, Terry Duffield, Tom Morsch, Candace Charles (ex officio); Don Haringa (ex officio). Motion carried. Unanimous.
4. Motion/Second: To approve the SSM Committee as presented: Doug Daniels, Chair; Region 1 – Bob Tripi; Region 2 – Russ Kauff; Region 3 – Steve Positano; Region 4 – Angelo Ross; Region 5 – Jane Robinson-Till; Region 6 – Gail Setlock; Region 7 – Joe Darmolfalski. Also serving

as members at large are Steve Martin, Joan Heaton, Steve Howie, Ross Boisvert, Don Haringa (ex officio), Melissa Skinner (ex officio). Motion carried. Unanimous.

5. Motion/Second: To approve the 2015-16 Alpine Education & Certification Committee for ratification as presented. Peter Howard, Chair; Region 1 – Kathy Brennan; Region 2 – Charlie Rockwell; Region 3 – Rick D'Elia; Region 4 – Jess Stith; Region 5 – Rick Downing; Region 6 – Chris Ericson; Region 7 – Tom Parker; Mack Jackson (member at large). Motions carried. Unanimous.
6. Motion/Second: To approve the 2015-16 Nordic Steering Committee for ratification as presented. Mickey Stone, Chair. Hal Westwood, Karen Dalury, Randy French, Mark Lacek, Keith Rodney, Jim Tasse. Motion carried. Unanimous.
7. Motion/Second: To approve the following members of the Racing Advisory Committee as presented: Chair (TBD); Tom Chase, Doug Hammond, Brian Whatley, Dave Wenn, John Jacobs. Motion carried. Unanimous.
8. Motion/Second: To approve the following members of the Children's Committee for 2016-17: Sue Kramer (Chair); Region 1 – Steve McGrath; Region 2 – Alison Cummings; Region 3 – Gary Rivers; Region 4 – James McHale; Region 5 – Mary Claire Vivian; Region 6 – Lisa Gouwens; Region 7 – Pierce Byrd; Mac Jackson, (member at large). Motion carried. Unanimous.
9. Motion/Second: To approve the members of the Membership & Promotion Committee for 2016-17: Walter Jaeger, Chair; Rusty Carr, Jon Cipes, Debbie Goslin, Lisa Batchelder, Scott Nielsen, Dick Fox, Cathy Blinken, Richard Paret, Krista DiCaprio (ex officio).
10. Motion/Second: To approve the members of the Finance Committee for 2016-17: Treasurer Katherine Rockwell MacLauchlan (Chair); Peter Holland, Ted Fleischer, Dick Fox, Michael Mendrick (ex officio), Elaine Canell (ex officio).
11. Motion/Second: To approve the recommendation of the Member Recognition Committee and award Eastern Life to Craig Smith. Motion carried. Unanimous.
12. Motion/Second: To approve the recommendation of the Member Recognition Committee and award Eastern Life to Ron Kubicki. Motion carried. Unanimous.
13. Motion/Second: To approve the recommendation of the Member Recognition Committee and award Eastern Life to Dave Merriam and request the granting of National Life from the ASEA Board.
14. Motion/Second: To approve the recommendation of the Member Recognition Committee and request of the ASEA Board the granting of National Life to Bill Beerman (who already has Eastern Life as an Examiner Emeritus). Motion carried. Unanimous.
15. Motion/Second: To approve the recommendation of the Member Recognition Committee and request of the ASEA Board the granting of National Life to Mickey Stone (who already has Eastern Life as an Examiner Emeritus). Motion carried. Unanimous. Note: Vote during Executive Session.

## New Business:

No motions were introduced under New Business.

Ted Fleischer presented the concept of Skills Teams and will develop further for future consideration.

Umbrella Steering Committee (VP Ross Boisvert) will conduct a conference call this summer to discuss consistency amongst disciplines in policies and practices. <<

## National PSIA-AASI Marketing Update

By Susan Urbanczyk, CAE  
 Director of Membership Marketing and Communications  
 PSIA-AASI Lakewood, CO

### Happy summer!

The 2015-16 fiscal year turned out to be another good year for the PSIA-AASI national association. In June, a new membership record was set and it also marks the end of the second year of highest sales ever. However, more can be done to tell PSIA-AASI's story and build the organization's foundation for future growth. With our new CEO, Nick Herrin, coming on board this month, it's expected that 2016-17 will be a great year.

Below is a short snapshot of some (not all) of what's to come next season.

First, much of the current programming referenced in this report, such as programs that help members access education any way they want to receive it and when they want to receive it (e.g. digital or print) will continue next season. However, there will also be an increased focus on making quality education accessible to more of the membership and schools by continuing the division education subsidy and providing key audiences (such as the new 2016-20 team, divisions and members) with some of the tools and resources they've requested this past year to spread the story about PSIA-AASI:

- Graphic design support for divisions
- Marketing matching fund for divisions
- Internal and external communications to promote PSIA-AASI
- Pilot program to grow engagement among millennials and potentially membership

In 2015-16, divisions requested **graphic design support** to help them create materials for their division. In this season, divisions that want graphic design help and expertise so that divisional materials better align with the overall brand can work direct with PSIA-AASI's design agency up to a certain number of hours for no fee to produce materials, such as an annual report or other collateral.

Also last year, some divisions requested that the **marketing matching funds pool** be added back into PSIA-AASI's budget. This year, extra support is available for those divisions that want to supplement their local programming efforts. For every \$2 of divisional spending, there would be a \$1 match from national. For example, if a division wants to print additional display banners to hang up at member snowsports schools and the division's total cost to print those banners is \$10,000, PSIA-AASI would match half of the division's total bill and provide \$5,000. This means the division would then have \$15,000 to spend on printing display banners for schools.

One of PSIA-AASI's ends/priority results is to show **growth in public awareness** for the value of its members. Input collected from member surveys was analyzed and a need was expressed to better educate external audiences about PSIA-AASI. This year, a small agency that specializes in public relations and media relations will work with our organization to help with internal and external communication.

This includes proactive pitching to national media (online, broadcast and print) to educate and secure media coverage about PSIA-AASI; working with our staff to develop messaging that aligns with this campaign; manag-

ing social ad buys; and helping staff to roll-out and provide training on the campaign during Fall Workshop. Part of the campaign will provide key influencers such as the PSIA-AASI team, members, schools and divisions (those that are interested in using these tools), with resources to spread a consistent message about PSIA-AASI.

For example, there will be an online toolkit available in Fall 2016 and located on thesnowpros.org that contains materials everyone can use to promote the organization and their role as a certified ski or snowboard instructor. Tools may include items such as a how to guide, example messages to post on individual's social media channels, branding assets such as a business card or postcard, digital badges to post to social media, etc. Team, divisions and members will be interviewed and used as a sounding board to build out these materials.

We're hoping to see **increased relevant media coverage** and engagement on our social channels as a result. We're also hoping to **activate PSIA-AASI influencers** (team, divisions, schools, members) to spread the word about the organization using consistent messages that can be shared digitally and during in person events. In addition, a **redesigned website** with input from a member task force will be launched later this year. The organization will also explore the feasibility of directly connecting the public to the membership via a "**find an instructor search**", a function that could be turned on through The Community.

Another ends/priority result for PSIA-AASI is to build a **healthier organization inclusive of a younger and more vibrant demographic**. This year, a small national pilot program to grow membership and engagement among millennials using tools such as **online social media ads**, will be created for next season. The campaign will be created with input from divisions and schools. Old concepts from PSIA-AASI previous campaigns created more than 10 years ago, such as "Ski. Inspire. Teach." will be reviewed and refreshed so that there are local recruitment resources available for divisions and schools that choose to use them.

For example, in Fall 2016 there will be an online "**become a ski or snowboard instructor**" **toolkit** located on thesnowpros.org that contains materials that divisions and schools can use to encourage individuals to join PSIA-AASI. Tools may include items such as a how to guide for recruitment, collateral support pieces (e.g. poster, rack brochure), and links to videos that help tell the story about PSIA-AASI

With this pilot program, the organization will first benchmark data to determine what drives awareness and traffic to set the stage for potential growth by analyzing digital traffic patterns. We're also hoping to see growth engagement among millennials and test a member drive concept as a result.

Thank you for all that you do and all that you have done to help make so many results possible over the past year. Looking forward to all that the 2016-17 has to offer and please contact me if you have any questions. ☞

## Update on the PSIA-AASI National Board of Directors

By Steve Kling, Eastern Representative on ASEA Board

**G**ood news, Part One: Hopefully you have seen the news that we hired Nick Herrin as the new CEO of our national PSIA-AASI association. Nick was serving as assistant general manager of Crested Butte before accepting his new position. Nick has also served as a ski school director, and served three terms on the National Alpine Team (having decided not to try out again this past spring.) So, we will have someone at the helm that has an intimate view not only of what we do, but also of the larger ski industry and the instructors' role in the industry. I think you will quickly see the knowledge, great energy and enthusiasm Nick brings to his new role.

As you may recall, Eastern Division President Eric Jordan was part of the four member search committee that shepherded the entire process. I participated in all the in-person interviews with six final candidates. The support for Nick as the candidate to recommend to the ASEA Board was unanimous and strong. The Board's acceptance of Nick was equally strong and unanimous.

Nick will be attending our Eastern Board meeting in October and we are hopeful he will be attending both the Management Seminar and perhaps Projam. This will allow Nick to get to know the Eastern Division and our concerns, and for our leadership to build a strong working relationship with our new CEO.

Good news, Part Two: Tom Spiess. Tom had been the chief financial officer for National until last summer when he was asked to take over as interim CEO. In ten months Tom proved himself to be far more valuable to our organization than just a financial officer. The national Board was extremely impressed with and grateful to Tom for his interim leadership. And, I am hopeful that Tom will continue with us for a long time and forge a responsive and effective management team with Nick.

Good news, Part Three: Budget priorities at the National office in Lakewood, CO are moving in the right direction from an Eastern Division perspective. The national association is substantially reducing spending on contractors and "outsourcing" and funds are starting to be directed toward priorities the membership tells us are important but that previously did not receive much attention from National. We do have the unfortunate loss of the Subaru sponsorship arrangement, but that was really beyond our control. Subaru is changing its marketing focus substantially and our membership does not fit with its future marketing priorities.

Good news, Part Four: We are seeing a renewed focus on education from our national office. The hiring of Nick Herrin is a clear symbol of that. The staff is also moving forward aggressively to update written materials, and next November there will again be a fall educational conference bringing together leading educators from all Divisions, the national office and certainly the National Teams. This meeting will also include meetings of all Divisions Presidents and Executives in an effort to improve communication and cooperation across all fronts, and hopefully find or renew common purposes. The hope is for all 9 divisions and the national association to find common goals and common strategies to reach those goals. Stay tuned to future reports to find out how we are doing.

Steve Kling

Skling1@verizon.net <<

## Natalie Leduc Collection at Saranac Lake (NY) Free Library

**T**he Saranac Lake (N.Y.) Free Library announces the acquisition of the Natalie Bombard Leduc Collection of Ski Books and Periodicals, now installed in its Adirondack Research Room.

Natalie Leduc is a renowned ski historian and founding member of the International Skiing History Association. She won the New York Women's Slalom Championship in 1948 and Senior Golden Skis in 1952 and 1956. She has been credentialed as a Professional Skiing Instructor of America for over 60 years. When it came time recently for her to sell her house, Natalie wanted to make sure the books in her collection were kept together, in Saranac Lake, and were available to researchers, as they have been in her home.

To ensure that her ski books could be relocated to a suitable archive, an ad hoc committee of friends assembled and asked the Saranac Lake Free Library to accept the collection. Funds were raised and new cabinets were built to house them. Michele Tucker, director of the Adirondack Collection, organized and shelved the books, and an experienced volunteer has begun the big job of cataloging.

Other artifacts from Natalie's skiing life which fell outside of the library's collection policy have become part of Historic Saranac Lake's collection nearby. Together, all these items constitute the Natalie Bombard Leduc Collection, memorializing a truly remarkable life on skis. The collection may be accessed on most weekdays from 10 a.m. to 12 noon and from 1 p.m. to 5:30. Call the Adirondack Room at 518 891-0807 to confirm its availability. <<

## There is still time to renew your membership! Don't miss out!

**I**f you have not paid your dues for 2016-17 yet don't worry – there is still time. The easiest way to renew your membership is online at [www.psia-e.org/renew](http://www.psia-e.org/renew). Follow the instructions to login using your **e-mail address** as your log in name and your member number as your password, unless you have changed or created your own password. ALL members may pay their dues online at [www.psia-e.org/renew](http://www.psia-e.org/renew)

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

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

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

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

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

Watch for the event schedule to be posted at [www.psia-e.org](http://www.psia-e.org) by the beginning of September, and in the Fall SnowPro Newsletter. <<

## More than \$13,000 in Eastern Education Foundation Event Scholarships Available for All Disciplines - Apply by October 7!

**D**on't miss out on this great member educational benefit!

Each season, the PSIA-E Education Foundation makes 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 scholarship 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 over \$24,000. One-third of that balance (approximately \$8,000) is available for scholarships this coming season.

### Professional Development Scholarship for Level I Members

This is a designated "**Professional Development Scholarship for Level I Members**" that earmarks 20% of the existing available Member Scholarship funds (approximately \$1,600) for Level I members to use specifically for Level II prerequisite courses and practice exams in prep for taking their Level II 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 I 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.

### 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/AASI - Eastern Division, 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/AASI - Eastern Division. 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/scholarships](http://www.psia-e.org/scholarships).

### 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 educa-

tional events that specialize in adaptive snowsports. 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, ETS, 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/AASI - Eastern Division 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 is an annual program that awards in education "dollars" that recipients may use to register for PSIA-AASI education events. The scholarships are awarded to contributors to the SnowPro as well as those that provide time and talent to educational writing projects such as manual updates and online course development

### How to Apply

For all funds, eligible members can apply online by visiting the PSIA/AASI - Eastern Division web site at: [www.psia-e.org/scholarships](http://www.psia-e.org/scholarships). You can also find information on the scholarships under the "Education" tab.

**When the schedule comes out, choose an event and complete the entire scholarship application and submit it online - no later than Friday, October 7, 2016.**

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 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: ([scholarships@psia-e.org](mailto:scholarships@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! ⚡

## William Hetrick Editorial Scholarship Winners Announced

**C**ongratulations to the following members for being selected to receive \$150 from the William Hetrick Editorial Scholarship Fund for their contributions to the *SnowPro* during the 2015-16 season. The scholarships are available for use in registering for events in the 2016-17 season.

### Dave Gould

PSIA-E Telemark DCL, Alpine 2  
Sugarbush, VT  
Article: Flex and Rock and Roll  
Your Turn section  
Fall 2015 *SnowPro*

### Jean-Marie Vajda

Snowboard 1  
Belleayre Mountain, NY  
Article: Not Skate Away  
Absolutely AASI section  
Winter 2016 *SnowPro*

### John Santelli, PhD

Alpine 1  
Campgaw Mountain, NJ  
Article: Ski this Way  
Your Turn section  
Winter 2016 *SnowPro*

### Leslie White

Adaptive Clinic Leader, Alpine 2  
Liberty Mountain Resort, PA  
Article: The Problem Student  
Adaptive AirTime section  
Winter 2016 *SnowPro*

### Mary Ellen Whitney

Adaptive Clinic Leader  
STRIDE Adaptive Programs  
Article: Riding to Recovery  
Adaptive AirTime section  
Spring 2016 *SnowPro*

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 is a program that awards scholarships in education “dollars” that recipients may use to register for PSIA-AASI education events. The scholarships are awarded to members that contribute articles and Your Turn submissions to the *SnowPro* each season.

The William Hetrick Editorial Scholarship is generously supported by members of the Hetrick family via continual donations throughout the year in honor of Bill as a husband, father and snowsports professional.

Thank you to the award winners as well as ALL volunteer contributors to the *SnowPro* over the past season! ☺☺

## Education Foundation Donors

**T**he 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!

Richard A. Adams	Robert E Gallo	Mr Val Joe Painter
Ronald E. Adinolfi	Katherine M. Giannini	George Paras
Dennis Alessi	Reinaldo Gonzalez	George B. Phalen
William Bland Allen, III	Cody Gossard	JoAnn Pietro
John Andras	David J Gray	Beverly B. Rainone
Thomas O. Andrews	David F Greenleaf	Ole Retlev
Robert J. Bacon	Dr. Christoph Haas	Thomas Riford
Terrence Barbour	Thomas Haas	James Roberts
Terence E. Barrett	Douglas Hammond	Angelo J. Ross, III
Wayne Berthiaume	Mr Frank T. Hirai	Richard J. Rossi
Ross Boisvert	Peter Holland	Richard C Sample
Jeff Boliba	Mark Holmes	Dr Hubert Seemann
Louis J. Brawerman	Barbara T. Hyde	Glenn Shaikun
Richard M Budd	Peter Isaia	Mr Robert M. Shane
Herbert W. Burnham, Jr.	Richard Jackson	Dr Lennie Shaw
Linda J. Carabis-Brown	Robin L. Jackson	Stephen Sheehy
Mr Michele J Cavallaro	Murray Johnson	David F Shutler
Mr Julian P Ceike	Kirk E. Jordan	Pamela Singer
Thomas D Chase	Michael Kahn	Craig F. Smith
Charles F. Clark	Stephen P. Kling	John W Sniezyk
Larry W Clark	Karlis V. Kopans	Emily W. Spiker
Edward J Collins, III	Jack E. Kramer	Linda Steinle
Mr Eugene C. Connell	William E. Kramer	Robert Steinle
John E.F. Cossaboom	Keith Lawrence	Mickey Stone
Kathryn Y. Cowdery	Fred R. Leff	Peter Stransky
Douglas W. Daniels	John Legge	Rick Svencer
David A Day, IV	John M. Lewis	Catherine L. Sweetser
Timothy DeFreitas	Eric Lipton	Dietmar B. Tannheiser
Robert L Del Boca	Rita Liptz	Gregory C. Thall
William M Deriscavage	Bruce Livingston	Christopher Tinkham
Thomas D DeShazo, III	Richard S. Mailman	Evelyn Trebilcock
Robert J. Deutsch	Robert Malecki	Randolph E. Trow
Robert DiMario	Stacy T. Malecki	Mr. Brooks Tuttle
Theresa M. Dunn	Richard Marron	Andrew VonDeak
Anonymous	Stephen J. McGrath	Cynthia Ann Wallace
Dan Earley	James P. McHale	John A. Wheeler
Karen M Earley	Paul Meck	James S Wickersham
John M. Eason	Gerard G. L. Meyer	Larry Wilberton
Margaret Eastman	Robert Montbach	James M. Wilson
David E. England, Jr	Dr Lloyd Holden Muller	Robert Wisser
Herb Eschbach	Mike Murdock	Joseph Yanushpolsky
F. Dennis Fahey	Noel D. Muyskens	Frederick A. Yost
Greg Fatigate	Dolores Nolder	Roger Zilliox
William F. Fusco	Donald O'Connor	

## kids, kids, kids

### Kids Instructors Matter

By Mark Aiken

PSIA-E ACE Team Member

I coached a peewee hockey team for three years. Each of the first two years, I invited my old high school coach Larry Goldberg, a collegiate star and nearly a Boston Bruin, to come to a practice. The kids loved him. The third year, however, my team was challenging. The kids didn't pay attention, their attitudes were poor, and frankly, we had a lot of problems. I didn't call Larry that season.

When I ran into him that summer, he asked if I had coached again and why I hadn't called because he had looked forward to coming. "The kids were tough," I said. "I didn't think it was worth it."

"Don't ever say that," he told me. "Always give them the opportunity."

Instructors in our kids programs experience every possible behavior challenge from students who: don't want to ski or ride, act out, complain, don't listen, or are too tired to even walk. These behaviors, taken at face value, might suggest that they don't want, don't deserve, or won't benefit from what we have to offer.

None of the above is true. Teach your best lesson even in the face of tired, cranky, unmotivated young students. Why, you ask? Because some of what you are teaching gets through, even if it doesn't appear so. Obviously, you'll tailor your lesson to the student's specific needs. Their skiing or riding breakthrough may come hours, days, or years after they leave our care. You might have been the only person who gave them the benefit of the doubt. They may return home knowing they were difficult but always remembering that doggedly positive and optimistic instructor. That instructor was you.

As kids instructors, what we do matters. We make an impact, not just on their skiing but on how they act and see the world. Keep instructing, even when you're not sure your students are listening. My hockey coach had it right: some of it sneaks through and your efforts make a huge difference for kids in your lessons. <<

### Why Can't I Ski in the Summer, Dad?

By Ben Craig

PSIA Alpine 3, AASI 1, ACE Team Member

Director of Snowsports, Catamount, MA/NY

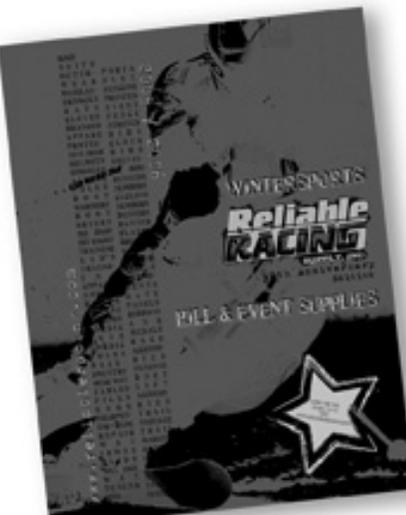
As I sit down to write this, huddled next to the AC unit and hoping my electric meter isn't spinning so fast it will take flight, my almost 4-year-old son asks me: "Why can't we go skiing today Dad? There is always snow at Catamount, right?" He has never been to the mountain in the summer. "Sorry buddy, it's too hot for snow." I replied.

If you have kids, you also may have had this question in the offseason. Or perhaps your little one is finally showing interest in skiing; but, it is hot enough outside to poach eggs on the driveway. So what might you do to keep the kids happy and feed the skiing stoke in July?

Well, here is an idea that worked for both my kids and is in line with skill based learning. Grab a beach towel or throw rug; get the kid's gear (you might skip the outerwear); insert kid into gear (my kids insist the helmet/goggle combo is necessary); and place the kid in their skis on the towel. Now, go to some smooth flooring like hardwood or tile where the kid standing on the towel should slide without too much trouble. Pulling them around the house not only gets them laughing and remembering/learning that skiing is awesome, but it also works a great deal on our five fundamental movements.

Since we won't have gravity helping us out, we (the parent/puller) create sensations for our kids that encourage the use of fundamental movements. 1) Controlling the relationship of the Center of Mass to the Base of Support to direct pressure along the length of the ski is easy by changing the speed you are pulling; the surface from hardwood to carpet; or picking up the front of the towel. 2) Outside ski to outside ski is simulated by pulling them around corners as you dodge things like tables, chairs, and more. This is also a good reason for the helmet/goggle combo to be used, in case you slightly miscalculate the towel's turn radius. 3) Legs turn under a stable upper body is experienced when they keep their eyes on you while you twist the towel under them. 4) Edge angle control by inclination and angulation as you have them rock side-to-side while you pull them around. 5) Regulate the magnitude of pressure created through ski/snow interaction as you place things on the floor to create some bumps to get pulled over and you can always have them bounce up and down while you pull.

So give the kids the stoke in summer; keep them loving the sport; get your creative juices flowing in the off season; and you just might be surprised how this summer sliding translates when the little ones hit the real stuff next season. <<



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## In Memoriam

**Ralph Fletcher Frink, Jr.**, 78, of Nellysford, VA died Thursday, April 28, 2016, in his home surrounded by his family. Born on November 10, 1937, in Shallotte, North Carolina, he was the son of the late Ralph Frink, and the late Catherine (Ludlum) and Wilfred Byrd. Ralph was a United States Army veteran, wherein he served in the 101st Airborne Division.

Ralph deeply loved his family and friends. He was a man of many interests and passions. He was a faithful member of Rockfish Presbyterian Church. He learned to ski at the age of 42 and pursued it diligently. He spent his retirement as a Wintergreen Ski Instructor. He was an artist, focusing mainly on water color depictions of nature. Ralph enjoyed travel, with a special appreciation for the southwestern United States. He obtained his pilot's license through the Sailplane Society of America. He loved music and was a member of his church choir as well as various choral groups. In recent years he volunteered with the Potomac Appalachian Trail Club, Habitat for Humanity, and local church missions.

**Jeffrey C. "Biff" Beinhaur**, 57, of Lower Allen Twp., Camp Hill, died Thursday, December 24th, 2015, at his home surrounded by his family.

Jeff was the Director of Competition Services at Roundtop Mountain Resort, a USSA Level 200 Alpine coach and referee and a Level 3 Instructor in the Professional Ski Instructors of America association. He coached numerous youth competitors who attained State and Regional rankings. He was also a former longtime volunteer fireman for Lawnton's Company 44. Professionally, he was an Information Technology Consultant in the Harrisburg area.

Born on March 10th, 1958 in Harrisburg, he was the son of the late Donald J. and Phyllis M. (Bush) Beinhaur. He was also preceded in death by a brother, Donald J. Beinhaur, Jr.

Surviving are his wife of 35 years, Tracey Mahoney Beinhaur; his daughter, Tess Lorraine Beinhaur at home; a brother, Glenn E. Beinhaur (Susan) of Landisburg; two nieces and a nephew.

**Ralph Rittenhouse Umsted, Jr.**, age 79, of Lewes, DE passed away on Monday, February 22, 2016, at his home in Lewes, DE. Mr. Umsted was a member of the Sons of the Revolution, Professional Ski Instructors of America, the Delaware Seaside Model Train Club, the Train Collectors of America Club, the Military Officers Association of America and he was a member of the Georgetown Presbyterian Church. In addition to his parents, Mr. Umsted was preceded in death by his grandson, Henry Umsted. He is survived by his loving wife of 55 years, Christena (Parker) Umsted, of Lewes, DE; his son, Chip Umsted and his wife, Anna, of Berwyn, PA; his two daughters: Beth Bowersock and her husband, Ron, of Wilmington, DE and Christy Kinsman and her companion, Chas Abate, of New Canaan, CT;

**Dwight G. Brainard, Jr** passed away on July 3, 2016 after a long battle with Alzheimer's. He was 86 years old having been a longtime member of PSIA and NSP.

He started skiing about age 5, and skied until age 77 when the effects of Alzheimer's were starting to take a pronounced grip. While in high

school in Kenmore, NY during the 1940's, he was known for organizing trips to Allegheny State Park that had one of the few rope tows in the region. While a civil engineering student at University of Buffalo, he (and his fellow students) leased land from a farmer and cleared trails, also leased the tractor to power the rope tow, and helped found what was the UB Ski Club, later to become Sitzmarker's Ski Club (1948) which eventually became part of the Buffalo Ski Club (1991). In the years to follow he was the driving force to make skiing a focus for the family.

After moving to the Albany, NY area, he joined the Helderberg Ski Club (south of Albany) that dated from the 1930's and had a few members that survived the original 10th Mountain Division. This was more of an outing club than than a modern ski club. With regular trips to the Adirondacks and Tuckerman's in the White Mountains, the activities in addition to alpine skiing included cross country skiing, snowshoeing, mountain climbing, canoeing, etc. It truly was a year round club. During those years he became active in the National Ski Patrol. Helderberg Ski Club had a local ski hill at a county park, but without any type of lift, the Helderberg Ski Patrol had to practice rescuing "skiers" from trees as the NSP required lift evacuation as part of their training / certification!

Once he retired from his career as a highway engineer with the NYS Department of Transportation, he starting teaching skiing at Windham Mountain with the Adaptive Sports Foundation. He taught there for over 20 years.

Rarely one to complain, whenever he got to ski at a "real" ski area with a lift, he would ski though lunch (eating on the lift) and plan the day to be at the top when the lift closed. That being said, he never took a "last run." There was always to be a time for another run. He was always grateful for each time he skied, never assuming he would be able to ski again, but always grateful for each new opportunity to ski. Once he was confined to memory care, he tried regularly to teach the staff to ski — he had such a joy of skiing and teaching.

Thanks dad for all you taught me.

Submitted by Robert Brainard  
Alpine LII, Telemark LI

**Shiras Parker Reeves**, 86, of Partridge Drive in South Egremont, MA died on Sunday, December 27, 2015 at Geer Nursing and Rehabilitation Center in Canaan, CT. Shiras worked as an Insurance underwriter but his true passion was being on the slopes skiing.

In 1962 he started with the Catamount ski school as an instructor and was promoted to the ski school director in the mid 1980's. It was a position he held proudly until he retired in the late 1990's.

When he was not at Catamount teaching Mr. Reeves loved taking trips to the many ski resorts in Vermont where his son worked, the most recent being Stowe Mountain Resort.

Shiras is survived by his wife Thelma Puzzo Reeves, and his sons Scott Reeves and wife Jacquie and their children Teagan and Parker all of Stowe, VT and Frank Reeves and wife Kathleen and their kids Sage and Sorrel of Goshen, CT. <<

## xx-ploring

### Nordic Season in Review

#### Season In Review

By Mickey Stone, PSIA-E Nordic Coordinator

**W**hat a difference a year can make! Last year we had colder temperatures on average and above average snowfall, which spurred on great event attendance. This season we had the warmest temperatures overall for the entire winter and one of our lowest snowfall accumulations in over 50 years in Vermont. During the 14/15 season, Burlington, the “Queen City”, had over 38 consecutive days below freezing with 22 of them below zero. This year, Burlington had the warmest consecutive temperatures for the year with over 48 days above freezing.

Needless to say, the snowfall for the Northeast was extremely low from late December until April 15 and non-existent from November 1<sup>st</sup> to Christmas. This directly affects both our cross-country discipline and our off-piste and backcountry adventures. We were able to get 11 Nordic events to go, out of 20 scheduled, with 84 participants. This number is still right around our average (94 the highest in four years and 73 the lowest in four years). In our Telemark discipline we hosted 24 out of our 34 events and saw 208 participants in them. Once again for our four year average this number falls in the lower middle for event participants. So though a low snowfall year, with nothing really motivating anyone, the Nordis stuck to within their four-year average.

As usual the Pro-Jam, Mini Academy, Exam Prep, Spring Fling, XC ITC and a few tele and XC in houses were our base of membership support this season. Obviously our off-piste and XC events were very low in numbers. Actually, had it been a normal year our numbers with this base would have been one of our best years. Next season numbers should be better due to the amount of members who choose not to participate due to snow conditions at the resorts and in the off-piste.

Our Exams went well with 24 in tele and 3 in cross-country. A big congratulations to Christian Nation for attaining Development Team status and a big hug out to Jay Nation for shepherding along his talented son. Nice job! Welcome aboard Chris.



Of course, a big thank-you to the Nordic staff. This was a trying season with rain, little snow, hard dirty snow, ice, little motivation, and areas looking bleak; but, for each event the staff dug deep and did what they had to do and more. The same goes for each of the resorts. Our evals are always in the 90% but this season they were slightly higher, the members definitely could see the added 10% plus that we all gave. A big shout out to the staff!!! Thanks you for all your support and especially to Les Garcia, Paul Paffendorf and Dave Berger for assistance to our National Team.

#### Training

XC training in early January at Bolton Valley gave us just enough snow for one day and then a trip to Trapp's Family Lodge pulled it out for us on the second. Thanks for the snowmaking at Trapps and their continued support. The team formulated articles; activities for different levels; consolidated race technique from the high end to recreational skiing; and practiced video movement analysis for the season.

Telemark training was at Killington and the snow was not quite as brown as it was at the Pro Jam. The team analyzed and evaluated the activities to ski for Level II/III/Dev in preparation for our exams and new scorecards, as well as preparing accuracy for the National Team tryouts. Each of the participants had a chance to run a half-day clinic for practice and feedback from their peers, never easy being in front of those people! We also brought in Jim Shaw from CO, who was the current Telemark only National Team member. Jim shared an on snow summary of all the countries from his Interski trip to Patagonia, which is always an interactive experience with all the different philosophies around the world. To top it off we celebrated John Tidd's retirement that has been written up in the SnowPro and an award ceremony with Gwen Allard at the Sno Pro Jam in Killington last December. Good luck John we will miss you greatly. Big thanks to Jim Shaw for his trip and input.

#### National

The East had four great candidates, out of a total of 12 that participated, for the two positions on the National Team. Unfortunately, we did not make it into the two positions. Greg Dixon from Bend Oregon (North West) and Grant Bishop (Intermountain) from Jackson Hole are our new Telemark team members, congratulations to them. In XC Emily Lovett and Greg Rhodes from CO (Rocky Mtn) were the winners.

You could not ask for a better venue, care and support, snow conditions or organization of this event. Great job by National in a pivotal year with new coaches and interim CEO for putting on a good program.

By the way, this year's National Academy, I believe, netted 265 participants; the largest it has been. I heard a lot were from the East, which I saw when

I was out there a week earlier, getting that last, or only, powder of the year under their belt before a long summer.

### National Team Tryout Candidate Reflections

#### Preparation, Preparation, Preparation.

Karen Dalury

This was indeed the most challenging endeavor I have ever experienced. The biggest takeaway for me was the acknowledgement that despite almost six months of preparation I realized that I could have been more prepared. We were a solid group of ten all with excellent strengths to share. We all fit in and deserved to be there. This did however make separation even more challenging.

I always knew that I have a good eye when it comes to MA but discovered through this process that, although I am a good thinker and can usually get to the crux of an issue, I am not necessarily a fast thinker. My personal MA strength is through mindful observation of students over time. I learn a lot by skiing behind students. I believe I fell short in this task as our job was to observe about 30 seconds of a skier in our group from the bottom of the run and quickly come up with the “correct” description. This didn't really happen for me, so, improvement needed here.

Ok, so the selectors found a few areas in my skiing that could be improved. Some I agree with and some not so much. Ugggggh! Although subtle, I still over rotate my upper body. And the occasional stiff front ankle, that hinders your dynamic balance, popped up from time to time. I also realized that practicing demos over and over and over again until they not only are good, but excellent, would have helped.

I am proud to have been part of the group, the only woman, and by far the most senior member of the tryout team. I believe now we are all friends for life.



### Matt Charles

The PSIA Telemark team tryout tested my limits as a skier and an instructor. There were new mountains, new moves, new people, and new experiences. As instructors, we know the deal with these situations by now: do your best and if it's good enough, they'll take you. If not, better luck next time. But then there are the little things that pop up in the tryout that you can't anticipate: the mental game, the self-motivation, the grind. Did that teaching segment go as well as I think it did? Does this other instructor really want me to do THAT? Am I doing this task right or should I do it more like Karen? Boy, Keith's medium radius turns look good. How can I recover after that catastrophe of a free run? You're supposed to stuff those thoughts down, keep pushing forward, and do your own thing, but you can only push the doubts down so far. What can you do in this situation? In my PSIA career, I've found there is only one thing to do: make yourself better. Get better as a skier, get better as an instructor, and get better as a person, so that next time, there will be no doubt on either side.



### Keith Rodney

While at the tryout I came to the realization we have fundamental movements and basic skills. For years we have been looking at our fundamentals to help us perform better. Through the tryout process I realized if we focus only on the fundamentals, and not the basics, we may miss some skills. See my article in the Your Turn section where I describe this in more detail and give some ideas on how to develop skills.

Also, the tryout fueled my passion for working with our great eastern team. We have such a strong group of open minded fun people to ski with. I am looking forward to sharing my experience with the eastern team, membership, and resort staff.



### Christian Nation

When we look at the level of professional athletes it's safe to say we wonder what it takes to be in their shoes. Comparing what they do, to what we do, and what it takes to attain that level of ability. For me, looking at what the skiing and teaching level was of the national team members, I found myself comparing rather than reaching. When you have the ability to ski with each of the candidates you can see what they do, analyze it, and dissect it on the spot. Competing, not just skiing, with these people was exactly what a twenty-three year old needed. Knowing what has been set as the standard, myself, as well as every other aspiring national candidate, now has the next target goal to shoot toward. This experience for me seems to have been different than others. I



left not disappointed, rather driven to become even better than I currently am. Being a Snow Pro, it is our job to not let barriers hinder us, but push us. For all we know

one of us could be the next national member, or even be skiing with the next superstar! <<



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## your turn

### A Balanced Life

By Martin Young  
PSIA-E Dev Team

A recent discussion on a sailboat about weight distribution reminded me of the importance of understanding external forces as they interact with the three planes of balance we need to manage in everyday activities. Every movement we make involves forces that try to disrupt our state of balance. From walking up a flight of stairs to skateboarding in a skate park, various external forces need to be understood and balanced.

Off-season is a great time to start thinking about fundamental movements and isolating what our body does to maintain equilibrium. By understanding how we manage external forces we can begin to explain dynamic balance, or maintaining balance as external forces change through movement.

There are three planes of balance involved in every movement: Fore/aft, side to side, and up and down.

To isolate fore/aft balance stand still, rock forward and back, and feel the joints and muscles of the body adjust to maintain your balance. Feel the movement in the ankle complimenting subtle knee and hip movements. Think of how those movements change as you walk forward in a straight line. This is the process of isolating our focus to the primary movement plane.

To feel side to side balance, build on our mastery of walking in a straight line, and now walk around a series of corners. Feel how side to side balance needs to be adjusted. You can now start to feel the foot tipping from big toe side to little toe side and adding in more knee and hip motion. We learn at an early age to move slightly to the inside of a turn. Run around a series of turns, try to describe how and when to adjust the amount of lean and centering between turns.

Finally, to experience up and down balance walk up a flight of stairs and focus on the movements that adjust for changes in the vertical axis. Calf and thigh muscle control plays a larger part of your balance changes. If we can isolate the body control required to move up and down the stairs, we can see tensioning and relaxing body parts account for up and down pressure changes.

Every movement we make has a blend of balancing movements in all three planes; however, the ability to focus on a primary plane is a powerful tool

to integrate in your movement analysis. Focus drills and activities to highlight how new movements can overcome disruption of our resting equilibrium. This allows us to coach body control and communicate the focus that allows students to understand and master the movement.

I challenge each of you to begin to isolate primary planes of balance in your everyday movements, sports, and activities. Try to isolate the forces that are advantageous or detrimental to mastering an activity. Think about how movement reacts and balances external forces. Challenge yourself to describe the movement in simple terms. Which body part reacts to external pressure to maintain dynamic balance?

Summer homework is to revisit skiing movements and think of the plane of balance that is addressed in each of the pressure related movements in the Skiing Fundamental.:

- Control the relationship of the COM to the base of support to direct pressure along the length of the skis.
- Control pressure from ski to ski and direct pressure toward the outside ski.
- Regulate the magnitude of pressure created through ski/snow interaction. ‹‹

### Drills

By Martin Young  
PSIA-E Dev Team

We all have our favorite drills, the go to ones that we like to use. But like the plug-in kind in the garage toolbox, they need to be used with planning and care. The important challenge we face when we reach into our bag of tricks and pull out a drill is our goal for using it. A drill needs to: isolate a movement pattern and create a sensation to transfer to the student's skiing/boarding. We must have a plan to integrate that sensation into their skiing/riding.

#### Isolate a movement pattern

Drills are not a time filler in a lesson. They are used to focus on a movement you would like to highlight for the student or group. Have a clear understanding in your own mind of what progression and sensation will be your focus of the drill. This is a great use for the five fundamentals from the national standards. Selecting one of the five should help you clarify a focus. The same drill may be modified with speed, terrain and accuracy. Just remain aware of the desired outcome based upon your modifications. For example, pivot slips in the bumps may be used to focus on a different movement pattern and sensation than doing them on a flat slope.

#### Create a sensation

Try to lead the group into a feeling that results from isolating a body part movement. Polish up your guided discovery skills with a brief description, a good demo, and then turn them loose to try it. With each iteration, try to elicit feedback on what body parts are doing the work. Have them touch the muscles they are feeling. You can give some more details as you keep skiing the drill. Personal feedback, combined with a more specific task description, can further isolate awareness of the movements. The goal is to create a sensation and the ability to translate that to ski/board performance.

#### Integration

Once they can feel the desired sensation it is time to start moving it into a sustainable movement pattern. Try not to jump from the drill straight back into free skiing. You should slowly back out of the drill so the sensation can be felt in free skiing. An example is to create the sensation of the whole leg twisting in a pivot slip traveling in a straight line. You could then add a slight direction change by twisting the legs and balancing against the building pressure a little earlier in the pivot. Still look for the legs twisting from the hip sockets. Now vary the speed of the twist and continue to monitor the movement pattern. Solicit feedback to ensure the sensation is still being felt and that they understand why we are doing this.

Try to be laser focused on the movement the drill is used to amplify. Resist the temptation, in the above example, to correct an arm movement unless it is detrimental to the twisting of the legs.

The longer I teach, the less I tend to focus on the big picture. It is far too easy to get dragged off topic if you let yourself focus on too many variables. We usually have a short amount of time to develop a sensation that a student can assimilate into their skiing. A clear concise message focused on a defined movement gets me better results every time. ‹‹

### Basic Skill vs Fundamental Movements

By Keith Rodney  
US Telemark Ski Team Assistant Coach  
PSIA-E Telemark Examiner  
PSIA-E Advanced Children's Educator

While at the 2016 Telemark National Demo Team tryout I came to the realization we have fundamental movements *and* basic skills. For years we have been looking at our fundamentals to help us perform better on skis and boards. It was through the tryout that I realized if we focus on the fundamentals, and

not the basics, we may miss some skills. When we setup our training to improve fundamental movements we create drills that will show those movement patterns. Then we go out and practice those drills with the goal of skiing the drills well at an exam. Here is where the problem lies, we practice the drills on terrain similar to what we think the task will be tested on. So, if the conditions change for the test, our training has not adequately prepared us for the new conditions. Then we receive feedback on the drill and go back and practice some more; all the while having not changed or adapted the basic skills needed to do the drill on a wide variety of conditions. In this article, let's take a look at how we can change our training patterns to become more successful for the long-term, not just at the next test.

Our training should look at both fundamental movements and basic skills. Fundamental movements are the most rudimentary components that our skiing or riding can be broken into, for example: control the ski rotation (turning, pivoting, steering) with leg rotation, separate from the upper body. Basic skills are the simple movements and patterns we use to create and fine-tune what we do on our equipment, for example: rotary control movements that include twisting, tipping the skis, rolling the foot, tipping the shin, twisting the thigh.

As teachers we use drills to develop our student's basic skills and enhance their performance. We may use this idea when we work on our own skiing. For example, look at the drill of skiing in the bumps with no poles. We may work on this task simply for the experience and practice for an exam. Better yet, using no poles in the bumps can work on our basic skills. If we use our pole touch to assist in turning, when we take away the poles it may show us that we twist the upper body to turn. Then we can slow down our moves so we can start the turn with the legs and limit upper body use. Finally, when you eliminate the poles you may feel how your body ineffectively absorbs the bumps. Once we are aware of a movement we can then look to change or improve it.

In another example, if we have a hard time stacking our hips over the feet, which can cause the tails of the skis to washout in a turn, we should work on moving our hips forward or practice drills that will put our hips in a better position. Leapers, hopping from old edge to new edge then turning, is one drill to use. Start off the leapers by just getting off the ground, this will start the job of moving the hips over the feet. Next, increase the challenge by jumping so skis stay level with the ground. Then to top it off, jump off the tails and

land on tips, also known as Dolphin Turns, while changing edges in the air.

These are just two examples of how exam drills are not just for the exam but are to enhance our basic skills. As we become accomplished at the new drill it is time to add a challenge like, a new snow condition, a different ski, a change in pitch, or more. It is this changing of conditions that creates a learning environment so our basic skills will enhance and improve.

Let's take a lesson from our own teaching and use these drills for what they are and build our basic skills. This way, when we have to perform these drills for a test, we have the tools necessary to ski it well in all conditions. ☞

## The Journey to Level 2 Certification

By Matt Lyerly  
Alpine Level 2  
Massanutten, Virginia

**W**hen I began my coaching career in the 2009–2010 winter season my goal that year was to get PSIA Certified. Thanks to my trainers and some hard work that season, Level 1 (L1) cert became a reality. With that brand new bronze pin came newfound powers and beliefs including but not limited to: I was now a GREAT skier; I could handle ANY skiing situation on the mountain; and I would be able to figure out Level 2, despite the warnings of a much greater challenge. Now, a L1 skier certainly can ski well and should be congratulated for a job well done. But, and especially in my case, coaching at a small mountain in the South East, L1 certainly didn't mean any situation on the mountain was within my grasp. I found that out the next season when I attempted L2 skiing. Day one of the exam seemed all good, but I knew something was wrong on day two when the conditions changed overnight from sunbaked mashed potatoes to frozen corduroy. My skiing hadn't suddenly changed overnight, so what was wrong? Inefficient movements, that's what. I won't bore you with all the details but all three examiners agreed... 'Retains Level 1'.

Fast forward to the 2014-2015 season. After some debate, and maybe a little soul-searching, I decided to give L2 skiing another try. At the time I remembered a 32° article discussing the benefits of slow skiing, particularly to anchor good fundamentals. So in my free skiing I would warm-up by skiing slow. Really slow. In particular, the low-level demos including wedge, wedge Christie, and open parallel, were the bread and butter of

my free skiing routine. Throw in some skating and practice for L2 specific tasks and suddenly it was starting to come together. After three days of training during the L2 college event, it was show time again. This go around I passed with flying colors and was a L2 skier.

After an off-season spent basking in the glow of my new certification, and in the hot summer sun, it was time for the 2015-2016 season. My goal was simple – finish L2 certification. I had previously completed the online written exam and attained Children's Specialist 1, all that was left standing between me and that silver pin was the teaching exam. I was hoping to use the busy period around the Christmas and New Year holidays to fine-tune my coaching and take on as many assignments as I could. After a late start to the season the mountain finally opened. In addition to my regularly scheduled weekend shifts I fit in study sessions, including but not limited, to hypothetical creative teaching scenarios, reviewing the CAP model, and training my eye for movement assessment by watching other skiers. One of the most useful tricks I used was to develop a skier profile of one person from my classes. I'd identify their learning preference, multiple intelligences, and skill set. This really helped me to prepare for the creative teaching segment. When it was time for the exam I was ready and I really believed in my teaching. So did the examiners... 'Attains Level 2.'

I thoroughly enjoyed the L2 exam process, the long nights of skiing specific tasks, lesson planning, and other training paid off. If you are considering certification, I suggest you learn from my experiences and slow down your skiing to anchor skills and movements necessary for L2 success; spend time making hypothetical skier profiles; know the CAP model and fundamental movements of skiing; and hone your eye to see what's really happening in your student's skiing. Also realize the differences between L1 and L2 are real and are significant. Be prepared to put in some work.

The real winners are my students who, hopefully, saw their skiing improve under my watch. Attempting L2 forced me to step-up my whole game and the result was more return business this past season than all others combined. I would also be remiss if I forgot to thank my trainers at both Winterplace and then Massanutten. I owe much of my success to your tutelage and feedback... thank you. ☞

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



## 2016-2017 PSIA-E/AASI - NEW MEMBER APPLICATION

Mail or fax to: PSIA-E/AASI, 1-A Lincoln Ave, Albany, NY 12205-4907

**Fax# (518) 452-6099**

Call (518) 452-6095 for information only. Applications cannot be accepted via phone.

***This application is valid to be used between July 1, 2016 and June 30, 2017.***



Rev. 07/01/2016-N

**As a Registered Member of PSIA/AASI - Eastern Division**, you will become a member of PSIA-AASI, the largest organization of professional snowsports instructors in America. PSIA and AASI operate under the umbrella of American Snowsports Education Association (ASEA). You will receive welcome information via e-mail and mail, including an introduction to the association, an explanation of your benefits as a member, and you will have immediate access to the national website, [www.thesnowpros.org](http://www.thesnowpros.org) and the division website, [www.psia-e.org](http://www.psia-e.org).

***Please print clearly and fill out ALL sections. This application must include payment and must be received BEFORE OR AT THE SAME TIME as registering for a PSIA-E/AASI event to ensure the member event price. Have you included an event application (ex.: Level I Exam) with this application?  Yes  No***

The Eastern Division of PSIA & AASI is divided into seven geographic regions (listed below). As a new member, you may choose to be affiliated with one region – the one in which you work as a snowsports instructor or the one in which you live. This affiliation is for regional mailing and voting purposes. You should affiliate with the region in which you are most active as a snowsports instructor. Please check the appropriate region below. **If you do not choose, the region in which you live will be assigned** as your designated regional affiliation by PSIA-E Bylaws, Section 10.8. You must then notify the division office in writing, should you choose to change your affiliation to the region in which you work.

- 1 – ME, NH    
  2 – VT    
  3 – MA, CT, RI    
  4 – PA, NJ  
 5 – Western NY    
  6 – Eastern NY    
  7 – DE, MD, VA, WV, NC, SC, GA, FL, DC

**YOUR DATE OF BIRTH:** \_\_\_\_/\_\_\_\_/\_\_\_\_

Please circle one:  
Male / Female

**NAME:** \_\_\_\_\_  

Last
First
Middle Initial
Nickname (for your name tag, if different)

**MAILING ADDRESS:** \_\_\_\_\_  

Street/Box
City
State
Zip

**HOME PHONE:** (\_\_\_\_) \_\_\_\_\_ **WORK PHONE:** (\_\_\_\_) \_\_\_\_\_

**E-MAIL:** \_\_\_\_\_ **CELL PHONE:** (\_\_\_\_) \_\_\_\_\_

**SNOWSPORTS SCHOOL NAME** \_\_\_\_\_ **FULL TIME / PART TIME / OTHER**

**Please check all that apply - areas of interest:**

- Alpine  
  Snowboard  
  Adaptive  
  Telemark  
  Cross Country  
  Children's  
  Freestyle  
  Adapt. Snowboard  
 TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED, AGE 16-23: **\$ 107.00**  
 TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED, AGE 24-29: **\$ 117.00**  
 TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED, AGE 30-39: **\$ 127.00**  
 TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED, AGE 40-74: **\$ 139.00**  
 TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED, AGE 75&up: **\$ 107.00**

**OFFICE USE ONLY**

Date Proc. \_\_\_\_\_ Initials \_\_\_\_\_

Ck/CC \_\_\_\_\_

Num \_\_\_\_\_

Batch Num \_\_\_\_\_

Mem Num \_\_\_\_\_

Num \_\_\_\_\_

**PAYING BY:**  CHECK #: \_\_\_\_\_ **OR** charge: MasterCard  or Visa

\_\_\_\_ - \_\_\_\_ - \_\_\_\_

**EXP. DATE:** \_\_\_\_\_ **SIGNED** \_\_\_\_\_

**ALL APPLICANTS MUST READ AND SIGN THE FOLLOWING MEMBERSHIP AGREEMENT:**

- I am aware that the “membership year” for PSIA-E/AASI runs from July 1, 2016 - June 30, 2017 (or June 30, 2018, if joining on or after February 15, 2017) and that membership dues are non-refundable.
- If you are a new member wishing to attend a certification event after February 15, 2017, you still need to submit your new member application and **event application by the deadline date**. Your application will be processed on or after February 15 to ensure you receive the extended membership benefits.
- As a new member of PSIA/AASI National and Eastern Division, I agree to be bound by all PSIA-E/AASI bylaws, policies and educational requirements. Continuing education updates are required for active Certified Members. Active Certified Members, under the age of 65, must obtain 12 credits every 2 seasons to maintain good standing. 12 credits (CEU's) equal 2 days of clinic credit.

**APPLICANT'S SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_



## OFFICE USE ONLY

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

**Snow Pro Jam - Master's Academy**  
**December 12-16, 2016 – Mount Snow, VT**  
 PSIA/AASI - Eastern Division, 1-A Lincoln Avenue, Albany, NY 12205

**LIMITED online registration will be available starting approximately 9:00am on September 19, 2016**

Go to [www.psia-e.org](http://www.psia-e.org) and click the **Register Online** button.

No applications will be accepted prior to September 19, 2016 or by phone. Please mail, fax to 518-452-6099 or register online. Any application received prior to September 19<sup>th</sup> will be returned. Please refer to the Eastern Website for administrative charges.

**ONE APPLICATION PER PERSON, PLEASE.**

MEMBER NO: \_\_\_\_\_ PRIMARY DISCIPLINE/LEVEL: \_\_\_\_\_ / \_\_\_\_\_ DATE OF BIRTH: \_\_\_\_\_

NAME: \_\_\_\_\_ LAST \_\_\_\_\_ FIRST \_\_\_\_\_ Male / Female  
 Circle one

ADDRESS: \_\_\_\_\_ STREET/BOX \_\_\_\_\_

Check box if a change

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

HOME PHONE: (\_\_\_\_) \_\_\_\_\_ WORK PHONE: (\_\_\_\_) \_\_\_\_\_ CELL PHONE: (\_\_\_\_) \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

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

## OFFICE USE ONLY

Date Proc _____
Auth # _____
Initials _____

Exp. Date: \_\_\_\_\_ Signed \_\_\_\_\_

**Select the event:**

- \_\_\_\_ Event 016 Master's Academy Cost is \$570 Certified Level III Members  
 \_\_\_\_ Event 017 Alpine Snow Pro Jam\* Cost is \$450 Registered, Level I, or Level II Members  
 \_\_\_\_ Event 651 Telemark Snow Pro Jam Cost is \$355 Non-members add \$25  
 \_\_\_\_ Event 501 Adaptive Snow Pro Jam Cost is \$450 Non-members add \$25  
 Event 018 - Alpine Level II College - use a standard event app - director's signature is required.

**Your registration includes the banquet, Please select menu option:** (subject to change)

- \_\_\_\_ House Salad; Boneless Breast of Chicken Stuffed with Spinach and Prosciutto; Penne, Portabella Mushroom, Roasted Red Pepper and White Wine Butter Sauce; Wild Rice Pilaf; Cheesecake  
 \_\_\_\_ House Salad; Marinated Grilled Vegetables, Sautéed Spinach & Toasted Couscous; Penne, Portabella Mushroom, Roasted Red Pepper and White Wine Butter Sauce; Seasonal Vegetable; Cheesecake  
 \_\_\_\_ I would like to purchase an **additional** guest banquet ticket for \$50. Indicate selection above.

**\*Alpine Snow Pro Jam members – please select the focus you are most interested in:**

- \_\_\_\_ General Skiing Improvement \_\_\_\_\_ Senior Program (for ages 55+)  
 \_\_\_\_ Level II Skiing Exam Prep \_\_\_\_\_ Level II Teaching Exam Prep  
 \_\_\_\_ Level III Skiing Exam Prep \_\_\_\_\_ Level III Teaching Exam Prep  
 \_\_\_\_ A Touch of Freestyle \_\_\_\_\_ First Time at Pro Jam – I'm a Newbie!  
 \_\_\_\_ With Established Group, Examiner Name: \_\_\_\_\_

Please select your group focus from above options



Professional Ski Instructors of America  
Eastern/Education Foundation

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

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**U.S. Postage**  
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**Albany, NY**  
**Permit No. 249**

## Time Valued Material



### 2016 Snow Pro Jam – Masters Academy Registration Info

The 2016 Snow Pro Jam and Masters Academy will be held December 12th – 16th at Mount Snow, 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 19, 2016. Applications received prior to September 19th 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
016	Masters Academy	Open to Level III Members	90 Participants	\$570
017	Alpine Snow Pro Jam	Reg, Level I or II Members	350 Participants	\$450
651	Tele Snow Pro Jam	Open to all members & Non*	No Limit	\$355
501	Adaptive Snow Pro Jam	Open to all members & Non*	No Limit	\$450
018	Alpine Level II College	<b>Use a standard event app - director's signature is required</b>		

\* 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. Alpine 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](http://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, groups for those who want practice Freestyle, 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.

#### 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 be offered through the Mount Snow Ski and Snowboard School. Guests need to register directly with Mount Snow 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 \$225 and does not include a banquet ticket. Sign up by calling Mount Snow Ski and Snowboard School at 800-889-4411 after October 1, 2016. Please identify yourself as a PSIA-E Pro Jam guest. Package is available for individuals over the age of four.

#### Additional Banquet Tickets:

Your registration includes one banquet ticket. There will be an additional 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 \$50 must be included with the application and there will be absolutely no refunds given once payment has been accepted.