



## president's message

**ROSS BOISVERT,  
EASTERN DIVISION PRESIDENT**



## Thank you Eastern Members!

2018-19 a season of many firsts

**H**ello Eastern Members! I want to begin by thanking you for your energy, enthusiasm and engagement as members and as snowsports educators this past season! All in all it was a rewarding season with good conditions in much of the division and epic conditions in the most northern and eastern resorts of VT, NH and ME. It was also a season of many "firsts" as well.

### Here are some highlights:

- Nearly 5,000 of you attended Eastern events throughout the season! We have just over 9,000 active members and more than half of you took the time to come out and learn, play and turn with us this season. Another 255 took one of our on-line courses. That's pretty impressive.
- More than 3,300 of you followed us (and your fellow members) on the Eastern Division Facebook page (up nearly 500 from the previous season).
- More than 1,700 of you earned certifications and accreditations in our various disciplines including 577 new Alpine Level I members, 235 new AASI Level I members and 355 Children's Specialist I members. See the complete list of earning members beginning on page 3.
- More than 1,000 instructors joined PSIA-AASI as new members this year!

- Nearly 600 members and staff (574 all together) attended our ProJam and Master's Academy at Killington, VT to kick off the event season in December and at the other end of the season more than 350 made our late March event at Stratton Mountain, VT one of the biggest Spring Rally events in many years.

### Now for some firsts. . .

- Let's start with the new "First Chair" event. More than 60 new members enjoyed these "welcome to PSIA-AASI" orientation events designed to provide a great introduction to the organization as well as skiing and riding assessments, safety info and teaching tips.



- For the first time ever, the Eastern Division collaborated with the National PSIA-AASI office to offer a "National-Eastern Member School" package. Schools and resorts responded with great interest and enthusiasm and we went from 2017-18 and 28 National member schools based in the Eastern Division to 70 National-Eastern member schools based in the East in 2018-19.
- For the first time ever we are offering a new quarterly auto-pay dues payment program for those members who need or prefer to break down their dues payments into four payments throughout the year vs. one payment in June of each year. This

*continued on page 28* ➤➤

## Eastern Board Adds Two New At-Large Board Members

### Objective to bring youth and diversity to the Board of Directors

By Michael J. Mendrick  
Executive Director

**A**s a follow-up to a recent member-approved Bylaws change allowing the addition of up to two at-large Board members in addition to the 14 regionally member-elected Board members, on May 7 the Eastern Board unanimously approved the addition of Katie Brinton and Dave Isaacs to the Eastern Board to serve a one-year term (through April 30, 2020).

We recently did a "needs assessment" survey amongst the current Board members and the top three expressed needs for filling the first at-large Board seats were as follows:

- 1) Youth
- 2) Diversity in Gender and/or Race
- 3) Diversity in Discipline (beyond Alpine)



Photo Credit: Okemo Mountain Resort.  
Katie Brinton, At-Large Board Member

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Matt Boyd's Master's Academy group enjoys a moment in the sun!

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## executive tracks

**MICHAEL J. MENDRICK,  
EXECUTIVE DIRECTOR**

### Quarterly Auto-Pay Option Finally Here for Members

Initiative was eight years in the making

In the fall of 2010, I was doing some retrospective analysis of our membership dues, membership trends and the effect of the former on the latter. From the 2000-2001 season to the 2010-2011 season, our combined membership dues (National and Eastern) had increased from \$70 to \$116 (a 65% increase over the last decade). In the meantime, our Eastern Division membership was getting older and our ability to attract and retain younger members was becoming more of a challenge with each passing year.

As a long-time member of my local YMCA, I got to thinking, "Why can't we bill our members for dues monthly or quarterly like the Y does?" I knew that as our operating costs continued to increase and our dues increased as well it would help our younger members and perhaps even our older members on a fixed income to have the option to break down the dues payments into several smaller pieces throughout the year.

In the spring of 2011, I proposed to the Eastern Board of Directors that we pursue such an "auto-pay" dues plan and they enthusiastically agreed and endorsed the concept. In June of 2011, the Eastern Board sent a resolution to the National PSIA-AASI management and Board that they explore and implement such an incremental payment option for members as soon as possible. Initially, there was some resistance from the national management at the time as to whether or not such a plan was necessary. PSIA-AASI national membership levels were at an all-time high and it cloaked the growing challenges here in the East. There were also database software restrictions in place that would have made such a program impossible (or at least very difficult and expensive to implement).

Fast forward to 2016 and the onboarding of new PSIA-AASI national CEO Nick Herrin. Nick and his COO Tom Spiess (who filled in admirably as



Interim CEO during the 2015-16 membership year) both recognized and endorsed the concept of "incremental auto-pay" for dues and the exploration of just how and when it could be done and offered to members officially got underway.

Now here we are, nearly three years of exploration, research and National's commitment to a major \$250,000 database software transition later. That software program is being implemented as you read this and now, for the first time ever and only in the Eastern Division, we are

able to offer ALL Eastern members with the option to "auto-pay" your membership on a quarterly basis.

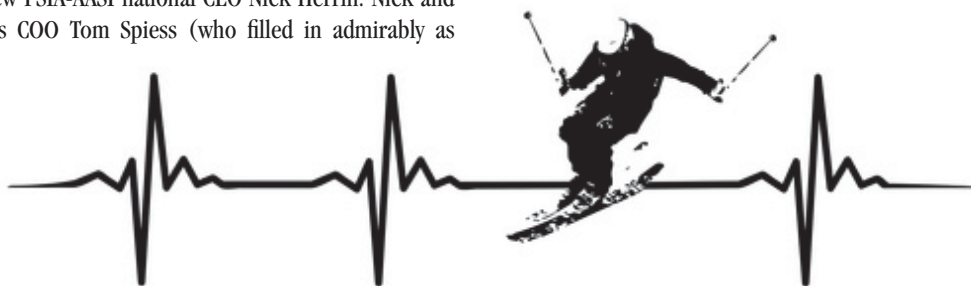
When you receive your membership renewal in late May you'll have the option to "opt in" to the auto-pay renewal program by assigning an automatic quarterly charge of \$35.25 to your credit card or via PayPal from your checking account. More convenient. Better timing. Less out of your pocket all at once.

Even better – for those of you who used to wait until fall to renew, you can now avoid the \$40 late fee assessed after July 1 just by opting in and paying your first installment of \$35.25 by June 30.

You can still choose to renew by paying the full \$141 that is due by June 30, 2019 for the 2019-20 season.

According to our Spring Membership "Mini-Survey" in April, 28% of you are planning to take advantage of the new program. If you are in the 16-29 age group, that number rises to more than 40%. We think that's awesome as it demonstrates the need for many of you to have this convenience available and, in many cases, will allow you to remain involved as an active member.

Look for all the details with your annual membership renewal notice in May



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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 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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# Congratulations

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

## Alpine Level III Certification

Luca Arrigoni  
Robert Baylor  
David P. Bertelli  
Stanley Biasini, III  
Kimberly L. Bishop  
Mr Brandon M Bock  
JB Bucha  
Kristin Buchholz  
Jim Butler  
Lyman R. Clark  
Kris F. Constanzer  
William C De George  
Shawna Riley Fatigate  
David Fryzel  
George Gallate  
Brendan R Grady  
Clay Harpending  
Lindsey K. Harris  
Christine Holden  
Blake R Hubbell  
John R Ineson  
Mark Kapitan  
Filipp E. Kistenev  
Diantha S. Korzun  
Marc T. Leavitt  
Warren W Leigh  
Rich Lucas  
Jean-Philippe Maheu  
Kelly B. Marshall  
Wendy L. Morris  
Brian J. Nuss  
Erroll O'Brien  
Jose Padilla  
Robin L. Paul  
Gareth Price  
Paul J. Rainey, III  
Wayne D Remington  
Mr Etai Scharf  
Martha Sears  
Helen J. Squitieri  
Theodore B Stone  
David Su  
Alexander Washburn  
Guy Williamson  
Sean Wilson

## Alpine Level II Certification

Daniel M. Ammerman  
William R Baughn  
Suzanne E Beck  
Charles Begin  
Sharon M Beilinson  
Evelyn Bell  
Col Bruce G. Bennett  
Zachary Berzolla  
Mr Charnjiv Brar

Katie Nicole Brennan  
Josh Roy Brown  
Kirsty Bruce  
Andrew Burnett  
Laura Cammarano  
Nicholas G Caratzas  
Tony Carey  
Mike A Caselle  
Rachel Channell  
Martha G Dale  
John C Deddens  
Deborah W. Dennison  
Gail Deviriglio  
Nicole L Diaz  
Robert S Dixon  
Rudolf Effing  
Alison E Estey  
Justin M. Everett  
Paul Ferrari  
Jorge Ferretti  
Mr Joseph T. Fignar  
Susan J French  
Tanja Gallate  
Steven Michael Gevarter  
Roy Gibson  
Patrick Gile  
Vernon S Goertz  
Charles M Goller  
John A Grizzard  
Elizabeth Gross  
Michael F Gualano  
Andy Guest  
Paul W Hastey  
William L. Hayman  
Zachary J Hearn  
Corinne Hirai  
Tristan Isfeld  
Heidi L Joyce  
Andy Katz  
Marilyn Keis-Hartunian  
Bruce A. Kimball  
Michael Henry Koch  
Andrew D Laforge  
Alexandra E Lehnes  
Melissa M Linne  
Monica Lockhart-Diaz  
Karl Loh  
Thomas H Luster  
Laura B MacDonald  
Amy Macy  
Mike Maher  
Kevin L. Malley  
Russell Michael Martinson  
Jennifer McAward  
Christopher John McCathron  
Michael W McClurg  
Geoff Meadville

Rebecca S Miller  
Albert J Montefusco  
Keith Montgomery  
Deborah Moore  
Jordan K Nadel  
Sharon Nelb  
Christopher P Nelson  
Corey A Pabst  
Mr Devon Page  
Tracy Pawelski  
Joseph C Pecar  
Janice Peters  
Mark G Quinn  
Richard Barry Rachor, Jr  
David E. Raindorf  
Elizabeth A Regan  
Ian Patrick Riccelli  
Bonnie R. Ricker  
Mitchell Rotbert  
Mary Elizabeth Sabelli  
Kevin Schulman  
George B Seeley  
Douglas Shufelt  
James A Slavin  
Anna Soule  
Stephanie E Spencer  
David E Spivey  
Paul Stolar  
Julie Ann Stuart  
Mr Gary S Summerton  
Leslie Surprenant  
Anastasia Swanson  
Adel K. Teplitz  
Lee Thonus  
Claudia M Tolley  
Dominique Ulrich  
Gerald L. VanZandt  
Steven Vitiello  
Alexandra Wallace  
Scott C Wedderburn  
Jeanne M Weiser  
Melanie M Werenczak  
Ms Radka Wildova  
Ian Eric Will  
Robert D Wilson  
Victoria Wilson  
David K Zollin

## Snowboard Level III Certification

Jordann Sylvestre Archut  
Nicholas J Block  
Sean M Dolan  
Jonathan P. Fifer  
Angelica Horne  
Steven E Maxwell  
Lindsay Diane Seligman  
Les Wetmore

## Snowboard Level II Certification

David W Binford  
Tyler C. Boback  
Alison E. Canavan  
Charles Daniel Crider  
Curtis Fearrington  
Wayne J Glass  
Joseph R. Gomez  
Michael W. Hecht  
Julianne R Hutchins  
Jarrett Ashton Hyder  
Kevin A. Jacobsen  
Brendan J Lamb  
Matthew O MacDonald  
Michael J Mason  
Julie Elizabeth Mullen  
Lucas R Peduzzi  
Dylan W Rowe  
Brandon A Stephens  
Owen Lee Sullivan  
Sviatlana Svirydziuk  
Jamie Dylana Thomas  
Jason Andrew Walker  
Allyson Katherine Wolski

## Adaptive Level II Certification

Mary Zita McAliney

## Adaptive Snowboard Level III Certification

Holly A. Andersen  
Rob Bevier  
Michael W. Ma  
James S. Moore, III

## Adaptive Snowboard Level II Certification

Christopher Chapin Brower  
Yuri Czmola  
Richard G. Quinn

## Telemark Level III Certification

Kurt Byrnes  
Erik Janicki

## Telemark Level II Certification

Samuel B Haverinen  
Elizabeth A Stefany  
David A Thaler  
Timothy F Watson  
Jeff L Weimer

## Cross Country Level II Certification

Mark H. Jacobson

## Children's Specialist 2 Accreditation

Christopher J. Baker  
Erin Barton  
Craig W Baum  
Paul M. Bellamy

Ian T. Boyle  
John Bruckner  
Liam P. T. Callahan  
Matt M Dembinski  
Susan E Dorfman  
Virginia Dow  
Patti Fischer  
Kevin F. Fitzpatrick  
Charles R Fleming  
Robert Milic Greenawalt  
Crystal Hayes  
John Hoover  
Joani M. Isabella  
Shane L Johnson  
Alexander Jukofski  
Nancy S Kearney  
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Lucas Kornbluh  
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Mark Lindberg  
Stephanie A McCathron  
D. Scott Meeker  
Mike Mercaldi  
Daniel Meyer  
Stephen Miller  
Sheri A Miltenberger  
Joseph Moore  
Kelsy Morganwalp  
Wendy L. Morris  
Jose Padilla  
Genevieve Pennington-FitzGerald  
Mark D Pitts  
Julie A Priddy  
Ms Astrid Kirstin Rapp  
Angelo J. Ross  
Kailla A Ryan  
Emily B. Santella  
Mr Etai Scharf  
Dylan Kelly Sim  
Mr Matthew D. Smith  
Scott R. Snyder  
Michael Stewart  
David Su  
Charles S Swart  
Todd E. Takken  
Charles E Tasse  
Mark C. Taylor  
Mr Xusong Xie  
Stephanie M. Zimmers

**Freestyle Specialist 2 Accreditation**  
George J Kelly

**Freestyle Specialist 3 Accreditation**  
Thomas Garrett Wisniewsk

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PSIA-AASI Eastern**

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Representative – Steve Martin

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Director – Dick Fox

Representative – Joe Hazard

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Director – Ty Johnson

Representative – Walter Jaeger,

*At-Large*

Katie Brinton, Dave Isaacs

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*Snowsports School Management Committee*

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Erik Barnes

*Children's Committee*

Martina Buckley

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Tom Butler

*Adaptive Advisor*

Kathy Chandler

*Nordic Coordinator*

Mickey Stone

*AASI Advisor*

Brian Donovan

*Area Rep Program Coordinator*

Joan Heaton

» **two new at-large board members, continued**

Katie and Dave combine to provide both and we are excited to welcome them aboard and look forward to their contributions over the next 12 months. Below are the candidacy statements that Katie and Dave submitted for consideration by the Board.

“Through my work as a writer with Ski Area Management Magazine, I have had the opportunity to become informed on a number of the significant issues affecting snowsports participation and, consequently, snowsports instruction (an aging market, a dwindling middle class, climate variability, etc.). My increasing awareness of the hurdles we face as an industry makes me excited about the potential to tackle some of these challenges and facilitate the growth and vitality of PSIA-AASI Eastern through a possible role on the board.

I am excited by the efforts of PSIA-AASI National and the National Teams to build our brand value and support solid ski instruction by increasing our public visibility, working closely with member schools, and prioritizing people and teaching skills. Going forward, I would be eager to work with the Eastern Board to consider more ways, locally, that we can continue to utilize and build off this work to set our existing members up for success and encourage potential members and member schools to see the value that we offer.

I am encouraged by the nascent NextCore group initial plans to better communicate the appeal of our existing educational programs to a youthful audience and to further develop PSIA-AASI East's social media platforms. As a member of the Board, I could be an added voice of support for those current and forthcoming NextCore initiatives. As a member in that target NextCore demographic, I would also bring my own perspective about the ways the Board can continue to meet the needs of and grow this fundamental area of our membership.

Additionally, I would look to be an advocate on the board for women, supporting existing programs like online educational credits and women only events that make it easier for women to participate. I would aim to explore new initiatives and additional programming that can help us attract more young women and retain more women who are allowing their membership to lapse because of demanding home and work lives.

As a full-time professional in the snowsports industry under the age of thirty and a female member of the division education staff, I feel that I am uniquely positioned to represent some key, underserved membership demographics in a potential role with the Eastern Board.”

“I recently ran for the Board of Directors in Region 4 and the experience inspired me to become more involved and engaged with our organization. Through campaigning this year and being an active member of the NextCore advisory group, I spent



**Dave Isaacs, At-Large Board Member**

significant time traveling around my region to meet with members at several mountains to seek their input on what the organization does for them, as well as opportunities that exist to better serve their needs. I feel that through this season I was able to make many connections through out the region, as well as in Region 2 where I also teach a few weeks a year at Smuggler's notch. Moving forward those grass roots connections would give me the ability to keep a finger on the pulse of our membership, especially among the groups that feel underrepresented such as the snowboard side, and the younger demographic.

As a member of the Board of Directors, I know I would both bring a fresh perspective to the conversation, as well as have the experience to engage in debate in a mature and sensible manner with the best interests of our membership at heart. Since the election results came out a few weeks ago, I have been searching for an outlet to continue the momentum I built this season to become more engaged and contribute to the growth of this phenomenal organization that has given me so much. This opportunity to be a Board Member At Large is exactly what I have been looking for, and I'm very glad that the Board has created this position.”

In a welcome letter to Katie and Dave, Eastern President Ross Boisvert wrote, “You are serving as the first-ever “at-large” Board members in the history of our organization and have been selected for your enthusiasm, your dedication to snowsports education, your achievements and contributions in the industry, your youth and energy as well as your willingness to share your input, ideas and perspectives. We thank you in advance for your contributions to come and look forward to seeing you at our annual Board planning and budget meeting on June 23-25 in Saratoga Springs, N.Y.!”

Thank you for your willingness to serve and congratulations to both Katie Brinton and Dave Isaacs! <<

## Thank you Paul Crenshaw!

**M**arch 31 marked the end of more than a decade of service by Paul Crenshaw on our Eastern Board of Directors as both our Region 7 Director and as a Region 7 Rep. We want to thank Paul for his thoughtful consideration of every issue and opportunity we have faced in the last decade-plus (Paul has been on the Board since 2008).



Those that know Paul know he is humble about his own accomplishments but we think it's worth noting there have been an impressive number of achievements in his snowsports career including:

### Background & Qualifications

- Member of PSIA-E since 1980
- Instructor at Massanutten Resort for 42 years
- Member of PSIA/AASI Eastern Board of Directors 10/08 to present
- Held every position from Instructor to Manager in the Learning Center at Massanutten Resort
- Have Adaptive Level 1 Certification, Children's Specialist 1 & 2, former member of the DCL Squad and completed both the Eastern Trainer 101 & 201 programs
- Presently oversee 185 senior and junior instructors and all inside and office staff
- B.S. and M.Ed. degrees in Teaching Special Education
- Taught Special Education for 30 years in public school system

Thanks for everything, Paul! ☺☺

## zipperline

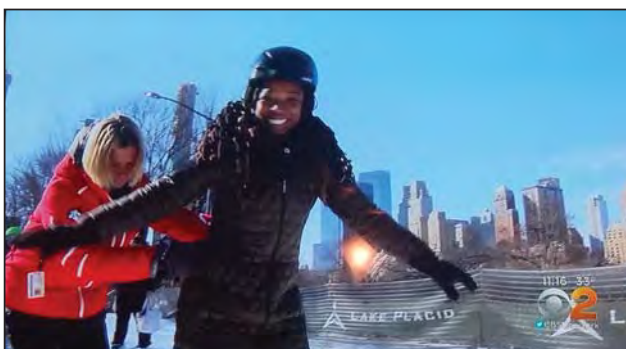
### 2019 NYC Winter Jam

*By Bonnie O'Hara, Ace Team Member and former Alpine Dev Team Member and Melissa Skinner, Assistant Director of Education*

On the morning of January 26, 2019 I entered the gates of Central Park in NYC wearing ski pants, my PSIA Ed Staff jacket and carrying my ski boots. I headed toward a large fenced in area that was set up like a trade show and proceeded through the early crowd to what looked like a small ski school beginner area. Gore Mountain had blown a huge mound of snow the night before and had groomed it into an urban snow field for all to enjoy! Carpets were set up, cones placed, and the make shift rental area was laid out. The perfectly crisp, sunny day was about to unfold! NYC Parks, the Olympic Regional Development Authority, I Love NY, and I Ski NY offer this free winter sports festival each year, called **Winter Jam**.

Together with fellow instructors from multiple New York ski areas, we introduced skiing to New Yorkers of all ages! As folks anxiously scrambled up the carpets to take a first run, Pros offered support and encouragement while students felt what it was like to glide on snow for the first time. It was amazing to note the excitement and success for these never-ever skiers. Smiles were huge and the energy was contagious! Many asked how they could continue and where they might go from here.

If PSIA's vision is to "Create Lifelong Adventures through Education" then I think we certainly captured that essence. And who knows- someday you may ask one of your students where they first learned to ski? Won't it be cool when they say "Central Park"! ☺☺



## A Season Ending Injury – Some Personal Reflection

By Chris Ericson

PSIA-E Examiner

PSIA-E Education and Certification Committee Chairperson

It happened within a fraction of a second and I could only relate it to taking a guitar string, pulling it high off the fretboard and letting go. Instantly I was unable to walk on my right leg as something just went terribly wrong around my calf area. Within minutes the entire area became so tight that I was unable to place my heel flat on the floor and only able to walk on my tippy toes. I would love to tell you that this happened in some fantastic fall, within chairlift view of people watching, cheering and gasping, as I did a double ejection on a 45-degree pitch - but to the contrary, it was a fairly unimpressive event. While warming up at my local CrossFit, on what would be considered a simple push-off with my right leg for a sprint, the stars aligned perfectly, and I ruptured what was later to be determined by my Doctor the gastrocnemius muscle. I knew as soon as it happened, that there was no way I was skiing the upcoming weekend and most likely the rest of the March and April season.

In the years I have been skiing, running, hiking or biking, I have considered myself lucky to be essentially injury free. Yes, I have had the occasional banged up ribs and sore knees happen from time to time, but this was the first time I did something that kept me out of a ski boot. I know; I am a lucky guy!

Four days after my diagnosis and injury, I had my first Physical Therapy session. A serious yet comical dialogue with me explaining to the Physical Therapist that I could no longer dorsiflex my right foot although my Tibialis Anterior seemed to be fine with minimal pain and that plantar flexing seemed to work OK. I saw a fairly perplexed look on my therapist's face as he stated: "no patient has ever used those words with me before. What did you say you did for a living?" I quickly learned that the relationship you build with your Physical Therapist and being able to give specific and accurate descriptions of pain and limitations, can go a very long way.

Whatever the outcome of this injury, for sure it was going to be a learning experience for me, and I was going to be getting an education from my therapist in some of the PT principles. We got right into the discussion of how rehabilitation of an injured athlete should carefully be evaluated continually through the treatment process. Injuries are time dependent, which means that the normal healing process follows a pattern of acute phase, subacute

phase, and chronic phase. Re-injury will happen if we didn't take appropriate steps now to repair and strengthen my gastrocnemius muscle.

It is important to understand that the phase of the healing process you are in will dictate the treatment approach. The Physical Therapist must accurately diagnose which phase and what treatment the patient should receive and how long that process should last. Moving too quickly through these phases can have some really negative effects. As I learned, this is not a "no-pain, no-gain" situation.

The acute phase of treatment involves the R.I.C.E. (Rest-Ice-Compression-Elevation) principle, which allows for healing to take place and controls inflammation. Recently, the letter 'P' was added to this acronym, 'PRICE'. The 'P' stands for protection and is meant to prevent further injury. For example, an injured leg or foot may be protected by limiting or avoiding weight-bearing through the use of crutches, a cane, or hiking poles. I was very good with the "R" and said hello to Netflix's bingeing! For sure this was a rare opportunity to put my butt on the couch, elevate my leg, and ice, ice baby.

The subacute phase also is a control motion phase, where you may carefully perform active-assisted range of motion exercises and strengthening exercises. For me, this could have been as simple as a towel being placed on the floor and trying to scrunch it with my toes. That little movement activated muscles from somewhere behind my little toe all the way up to behind my knee. A simple activity like this, took a lot of work.

The chronic phase is a return to function in which you progressively return to pre-injury workout routines. What I found with this is that as I became more confident to do more normal activities, I was also very hesitant. It has been widely documented that the emotional recovery that an athlete must endure can often be harder than the physical. I did not like the sound and feel of my muscle/tendon snapping when I started to run, and I don't want that to happen again. To say I was a little "gun-shy" of making particular moves is an understatement. I experienced and continue to experience, fear of re-injury, concerns about not performing as per pre-injury level, fear of letting my coaches down, pressure to recover quickly, and some decreased confidence. Some athletes may also go through the five stages of

grief or loss which include; denial, anger, bargaining, depression and acceptance. When you lose the ability to do what you love, it's hard to look on the bright side of the situation and look towards the future when you are reunited with what you love to do.

Whether it is skiing or some other activity, I have always tried to hold myself to a high standard of physical activity. The important part to my recovery was that my coach and Physical Therapist wanted me to stay active—within the confines of the injury. I had a leg injury, not an upper body injury, so although I wouldn't be doing any box jumps anytime soon, there was no reason why I had to stay out of the gym. I was limited, doing most activities from a sitting or lying position, but just being in the gym around others was mentally a very important step for me and helped get through the grief that I was feeling.

As PT increased with intensity and the activities became more refined, I noticed my recovery happening quicker. I had long said that staying active and physically fit not only helps prevent injuries but makes recovering from them that much quicker. This was undoubtedly the experience I was having as each day was leading to more efficient and functional movements. Six weeks out from the injury I am feeling much less limited with only a faint reminder of my injury.

As we enter the off season, I want to remind our membership of the importance of continued strengthening and conditioning. As a matter of fact, I would recommend an excellent book by fellow PSIA-E Examiner Sue Kramer titled, *Be Fit to Ski*. This book goes into great depth about exercise science relative to skiing and will help you understand what fitness areas you should be training in. Finding a program that works for us as individuals that considers our age, overall health, and limitations that we may have is very important. Widely promoted workouts and gyms have brought a new level of excitement to getting fit. However, leaping fire pits, climbing walls and carrying bags of concrete up a slippery mountainside may not be what every person needs in order to maintain fitness and strength. As it was in my case, it may be just the smallest and simplest move that can have you in six weeks of rehab. What you do between now and next November could have a very real impact on your ability to prevent and recover from an injury. <<

## Congratulations New Alpine Education Staff Members!

**A** special congratulations to the newest members of the PSIA-E Alpine Examiner Training Squad! The **Examiner Training Squad (ETS)** tryout is for current or former Development Team Members wishing to further their career as an Eastern Alpine Examiner. These young and talented new team members were selected in a demanding and competitive tryout at Hunter Mountain in February 2019. ETS Team members are required to attend an annual training event and to understudy members of the Education Staff at various events and exams throughout the season. We wish them luck in their new role on the Eastern Education Staff! ☺

Angelo Ross, Seven Springs, PA  
Candace Charles, Plattekill Mountain, NY  
Joe Hanzalik, Mount Snow, VT  
Jeannie Masters, Waterville Valley, NH  
Keri Reid, Okemo, VT  
Wayne Conn, Mount Snow, VT

Brian Dolin, Windham Mountain, NY  
Eric Anderson, Wisp Resort, MD  
Patrick McCord, Whitetail Resort, PA  
Jeff Korajczyk, Waterville Valley, NH

*Congratulations to all!!!*

Life IS  
BETTER  
on the  
Slopes



New Alpine Examiner Training Squad Members (L-R) Angelo Ross, Candace Charles, Joe Hanzalik, Jeannie Masters, Keri Reid, Wayne Conn, Brian Dolin, Eric Anderson, Patrick McCord, Jeff Korajczyk

## Thank You Eastern Division Host Areas!

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

Adaptive Sports Foundation	Holiday Valley Resort	Mount Snow Resort	Stowe Mountain Resort
Adirondack Community College	HoliMont Ski Area	Mount Southington Ski Area	Stratton Mountain Ski Resort
Bart J. Ruggiere Adaptive Sports	Hunt Hollow	Mount Sunapee Resort	STRIDE Adaptive Sports Program
Beech Mountain Resort	Hunter Mountain	Mount Van Hoevenberg	Sugarbush Resort
Belleayre Mountain	Jack Frost Mountain	Mountain Creek Resort	Sugarloaf Mountain Resort
Bethel Inn	Jackson XC Ski Touring Center	New England Disabled Sports	Sunday River Ski Resort
Blue Mountain Ski Area	Jay Peak Resort	New England Healing Sports	Thunder Ridge Ski Area
Bretton Woods Mountain Resort	Jiminy Peak Mountain Resort	Notchview XC Ski School	Timberline Four Seasons Resort
Bristol Mountain Winter Resort	Killington	Outdoor Adventures Sacrifice in Service	Trapp Family Lodge
Bromley Mountain	Kissing Bridge	Okemo Mountain Resort	Vermont Adaptive Ski & Sports
Bryce Resort	Laurel Mountain	Peek 'n Peak	Wachusett Mountain Ski Area
Camelback Mountain Resort	Liberty Mountain	Pico Mountain	Waterville Valley Resort
Camp Peggy O'Brien	Loon Mountain Resort	Rikert Nordic Center	West Mountain Ski Area
Canaan Valley Resort	Lost Valley	Roundtop Mountain Resort	Whiteface Mountain
Cannon Mountain	Lounsbury Adaptive Ski Program	Seven Springs Mountain Resort	White Grass XC Touring Center
Cataloochee Ski Area	Mad River Glen	Shawnee Mountain	Whitetail Resort
Cranmore Mountain Resort	Maine Adaptive Sports & Recreation	Ski Academy of Switzerland	Windham Mountain
Dartmouth Ski Way	Maple Ski Ridge	Ski Butternut	Wintergreen Resort
Garnet Hill Lodge & XC Ski Area	Maple Wind Farm	Ski Sundown	Wisp Resort
Gore Mountain	Massanutten Resort	Sleepy Hollow Inn	Yawgoo Valley
Greek Peak Mountain Resort	McIntyre Ski Area	Smugglers Notch Resort	
Gunstock Mountain Resort	Mohawk Mountain Ski Area	Snowshoe Mountain Resort	
Hidden Valley 4 Seasons Resort	Mount Peter Ski Area	Song Mountain	

## Congratulations New Alpine Eastern Team!

In March 5-6, twenty-two highly skilled Level 3 instructors competed for a spot on the Alpine Eastern Team. This demanding try-out, held at Whiteface Mountain, was designed to select inspirational athletes who have a combination of superior technical accuracy, exceptional teaching skills, and the people skills that draw others into the profession. This team will represent the Eastern Division at the National Team Tryouts in Breckenridge in 2020.

### Congratulations to the 2019 Alpine Eastern Team!

**Troy Walsh**, Team Coach from Sunday River

**Frank Cartwright**, Hunter Mountain

**Luke Martin**, Pat's Peak

**Peter Novom**, Okemo Mountain

**Keri Reid**, Okemo Mountain

**Nate Gardner**, Stowe

**Josh Haagen**, Mount Abram

**Charlie Roy**, Stowe

**Ben DeBenedictis**, Stowe ☞



(L-R) Troy Walsh, Frank Cartwright, Luke Martin, Peter Novom, Keri Reid, Nate Gardner, Josh Haagen, Charlie Roy, and Ben DeBenedictis. Congrats to all!

## Save the Date!

Planning ahead? Here are some dates to put on your calendar now:

**2019 Jumping Event at Killington Mountain School Bag Jump, VT on September 7-8, 2019**

**2019 Fall Indoor Clinics at Jiminy Peak, MA on October 26-28, 2019**

**2019 Snowsports School Management Seminar at Killington, VT on December 2-4, 2019**

**2019 Children's Academy at Killington, VT on December 2-4, 2019**

**2019 Master's Academy and Snow Pro Jam at Mount Snow, VT on December 9-13, 2019**

**2020 Spring Academy at Stowe, VT on April 2-5, 2020**

**2020 Spring Rally at Stowe, VT on April 4-5, 2020**

## Glen Plake Receives Children's Specialist 2 in the Eastern Division

By Maureen Drummey  
ACE Team Member

This past January I was selected to work a Children's Specialist 2 (CS2) clinic at Windham Mountain. As it turns out, I had Glen Plake in my group as well as 4 other CS2 participants. I'm not going to lie, I was a little nervous when I received an email 24 hours before the event that started with, "No pressure, but Glen Plake will be in your CS2 group tomorrow." There is always some bit of anxiety when doing an event, but this one was a little different.



Glen Plake and Maureen Drummey

I wasn't sure how having such an icon in my group would affect the group dynamics or how the public would react to seeing him at the resort. Actually, my biggest fear was that he would not be prepared and I would be the person who failed Glen Plake. I'm glad that was not the case!

Upon arriving at the mountain first thing in the morning, I was greeted by Glen. He was asking about a timeline for the morning and where to meet. He was just like everyone else showing up to an event. He was even a little nervous making sure he had everything he needed and had arrived on time. When we went on snow, we did all of the normal introductions and getting to know each other activities. Then we went right into CS2 mode for the two days.

Throughout the two day process, I paired all of the participants up and we shared information. Glen participated and contributed just like everyone else. It was very clear that he worked very hard to not only learn all of the material but was able to put it into action. I was really impressed by his knowledge and desire to be treated and evaluated just like everyone else. When it came time for him to do a teaching segment, it was all about Barbie (the Barbie doll). He had us walking down cat walks and posing for the paparazzi as we planted our poles. It was pretty funny not to mention creative.

I had a lot of time to talk to Glen to figure out his reasoning for going through the process of being a part of PSIA. This also impressed me. He believes that everyone in the US should be certified and have an organized method to deliver information to our guests - good technical information. Teachers have teaching certifications, pilots have a pilot's license, etc. People entrust themselves and their children with the instructors in a mountain environment. The instructors need to keep them safe, act as a tour guide as well as teach them something about skiing or riding.

Throughout the two days, I kept thinking of how this will be a PSIA event that everyone will remember - sharing their CS2 experience with Glen Plake. He was an all-around nice guy, funny and giving to all of his fans. Both he and his wife, Kimberly, were super friendly and welcoming and were "normal" people! Go figure. I really feel blessed to have met and spent time with both of them. We are truly lucky to have Glen Plake and his wife represent our organization as well as the snow sports industry. Oh ... and he passed his CS2! ☞



## No Traditional Classroom on the Hill

By Mike Logsdon, PSIA-E Examiner Training Squad

**J**ohn O'Donohue in his book, *Anam Cara*, states, "The eye of imagination follows the rhythm of the circle. If your vision is confined to linear purpose, you may miss out on the secret destiny that an activity can bring you."

The traditional view of skiing for people from my generation was developed with lots of straight lines and straight skis. The skiing of today is formed by shapes, curves, and detours from tradition. I believe modern skiing is about imagination, innovation, athletic movements, energy, and finding the rhythm of one's own beat. I believe the imagination of those who dare to disrupt the traditional straight lines of skiing – such as Glen Plake, Bode Miller, Ted Ligety, Candide Thovex, and Mikaela Shiffrin, just to name a few – are in fact leading the way in showing us what we should be "doing" and how we should be teaching skiing!

We all know the flow of good skiing when we see it; we know there are fundamental truths that define good performance. PSIA has recently documented the 5 Fundamentals we believe are present in high performance modern skiing. However, the application of these fundamentals may, in fact, vary based on diverse equipment, different terrain, park features, big mountain lines previously thought un-skiable and constantly changing race course designs. As an example, when hopping, jibbing, or ollieing onto a box or rail, the Center of Mass (COM) may be toward the back of the skis to "spring" off the tails (Base of Support (BOS)) with the energy to move up and over the apparatus, and then while in the air move the COM back to over the center of the skis (BOS). Or maybe the COM will move to the front or rear of the skis doing a tail or nose press. Another example may be in Candide Thovex's world of freeride. Controlling the Rotation of the Legs Separately from the Upper Body may not be the case. Rotation happens as a unit or with an upper body rotation when pulling an aerial from a cliff. A final example is a fast Ted Ligety or Mikaela Shiffrin

run. They are perfect examples of "Skiing from Outside Ski to Outside Ski."

Today we need to consider adjusting the traditional ski school lesson and diverge from the linear teaching progressions that are designed to get our students from point A to point B in an hour. Instead, we need to move toward a teaching cycle (a circle). We need to develop ways to engage and excite the wants and needs of our students and to help them find a vision of good skiing. Through our People skills, Technical skills, and Teaching skills, which are three components of the Learning Connection, we need to engage our creativity to tap into their imaginations. We need to have a student to teacher connection to make that happen. We need to engage with them in their world and bring their world into the lesson. When we make that personal connection with our students, we will find a much greater likelihood of success and develop clients who are excited about skiing and returning for additional lessons.

Yes, we still need to apply that traditional, and possibly analytic way of thinking when it's necessary, there will always be clients who are best served by such an approach. But, when it's not, we can break from tradition, we can move, jump, fly, pivot, rotate, flow, retract, extend, leap, shape, hop, ollie, slide, slip, reach, jib, skid, carve, huck, skate, and bonk while always keeping them engaged and excited about the new skills, strategies and tactics we can share.

Helping our students to discover what's inside them and guiding them to realize their potential and strengths will help make skiing fun and exciting. When we design lessons tailored to their needs, wants, motivations, and creativeness then we can create a new generation of skiers that master the fundamentals but become skilled in different applications. As ski teachers, our mantra should be: "Let me help you find your groove and develop your enthusiasm for our great sport!" ☞

## Advanced Educator Program 2018-2019 Graduates

Congratulations goes out to our newest Advanced Educators!

**Craig Baum** from Hidden Valley, PA

**James Burns** from Camelback Mountain, PA

**Robert Delia** from Camelback Mountain, PA

**Allen Friedman** from Hunter Mountain, NY

**Diantha Korzun** from Smuggler's Notch, VT

**Daniel MacPhail** from Wachusett Mountain, MA

**Karen Anne Riley** from Killington, VT

**Martha Sears** from Wachusett Mountain, MA

**Matthew Smith** from Loon Mountain, NH

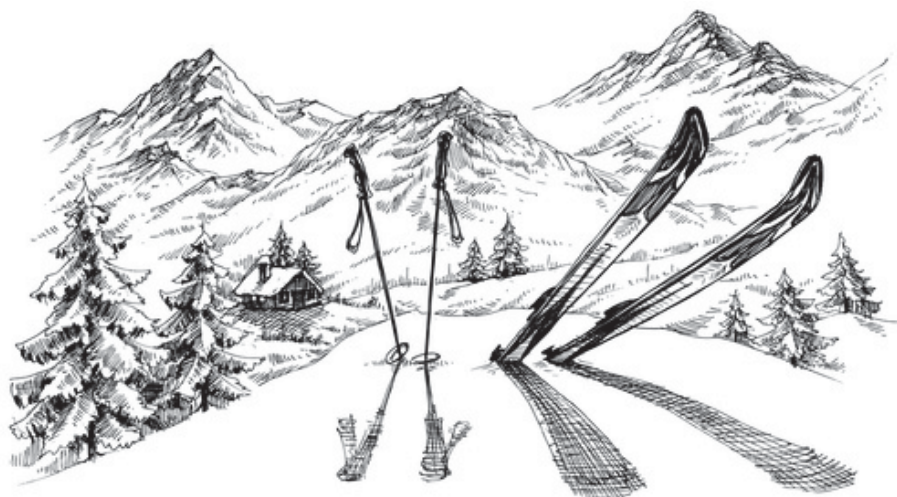
**Theodore Stone** from Wintergreen Resort, VA

**Leigh Toth** from Wintergreen Resort, VA

**T**he Advanced Educator program is a certificate based track that consists of indoor, on snow and eLearning courses. Any participant who completes all of the courses will be considered to have met the Level III Teaching Standard, and therefore, will need only to successfully complete the Level III on-line Professional Knowledge exam and the Level III Skiing exam to earn the Level III certification. The Advanced Educator Program is open to all certified members wishing to improve their teaching skills, however you must be a minimum Alpine Level II Certified to be evaluated at the Level III Standard in several of the courses.

### 2018-2019 Coaching Advanced Skiing and Racing Accreditation Recipients

Congratulations to Norman Marsilius and Martin Hightower for successfully completing all three courses in the Coaching Advanced Skiing and Racing Accreditation series. This accreditation includes three specific courses, Advanced Movement Analysis, Coaching Tactics and Techniques and Course Setting and Drills. The Coaching Advanced Skiing and Racing accreditation is geared for ski instructors and coaches who wish to broaden their knowledge and sharpen their eye for coaching upper-level skiers and to learn how to coach racing tactics and techniques. Congratulations to both! ☞



## national report

By Tom Butler, Eastern Rep on the PSIA-AASI National Board



I like to read the Obituaries. Here's why: They never fail to fill me with inspiration of some sort, learning about a life well lived, the good deeds done, and the lives who have been positively influenced along the way. The obituaries are also a wonderful refocusing tool for us because they are not so subtle nudge that highlights that whatever we have done, we can do more. How much more? Well that's the rub since the answer to that question is at the finish line and who on earth knows where each of our finish lines are? So, without trying to sound alarmist, time is of the essence people (cue the music to the *Days Of Our Lives*).

Case in point: Just a few weeks ago, I was reading about Charles Sanna who died at 101. You probably never heard of Mr. Sanna but I bet you have heard about Swiss Miss Cocoa; Mr. Sanna invented that along with a host of other things. He also patented a special golf putter design and, for good measure, he wrote a children's book too -- at 89 years old! He commented in an interview a month before he died in mid-March that, "It's nice to know that you've done something that will carry on."

I have hanging on the wall in my office an obituary of Eroni Kumana, a fisherman from the Solomon Islands who died in 2014 at 96 years old. Mr. Kumana's world history altering moment came back in the summer of 1943 when he happened upon some shipwrecked sailors and saved them. One of those sailors was a young lieutenant from Massachusetts named John Kennedy. Mr. Kumana couldn't possibly have understood the massive effects of his actions at the time but that's what is so humbling about every moment of every day. We have no clue what that moment, action, or kind

word will bring. Lots of times we look for the significant moment, the bottom of the ninth, down by 3 with bases loaded, and a full count kind of moment while multiple smaller moments may pass us by. If we looked at the power of the significance in every moment rather than the one significant moment, our wake may have a subtler and more lasting effect.

A few years ago, I wrote in an article where I commented that I see us as boats moving around in a big pond and the wake that radiates out from our hull represents our personal influence. Our wakes continue a long way and touch a lot of other boats. Some wakes will rock a boat and others will have a subtle effect but they affect others regardless. As we go through our day, whether we realize it or not, our "wake" will affect others. Are you aware of your wake and if so, how the impact of it is felt?

Quite recently, PSIA-E lost a couple of significant members whose "wakes" have affected and continue to affect untold thousands of people over the years. John McDonald from Cranmore passed away mid-winter and then in late April we lost Craig Smith from Belleayre Mountain, NY. To my knowledge, neither knew each other but both sought and reveled in the experience of helping others better themselves. John served us as a member of the venerated 10<sup>th</sup> Mountain Division in WWII and taught with the Cranmore Ski School in NH. Craig, also a veteran having served in Korea, had been an instructor since 1966 starting at Bobcat Ski Area in NY and continuing as an instructor and trainer with the Belleayre ski school from 1976 onward. I didn't know either of these gentlemen but by the number of friends, family, and staff who turned out for John's memorial at Cranmore and by the number of "likes" and comments about Craig on Facebook, it's obvious that these guys trailed behind them strong and broad-reaching wakes.

Both John and Craig sought to serve no matter what they did and the effects speak for themselves. Craig commented in his Belleayre bio that working with and training new instructors was what he enjoyed most. Considering the size of the Belleayre ski school and that Craig worked there for over 40 years, doing the quick math that equates to roughly 7,000 people he influenced in some form or fashion. Not everyone stayed in instructing but who knows what words of encouragement or advice influenced others in their lives? To really super-size this thought, if we think about all the people he trained over the years and if *they* were inspired to help others in the way he did at Belleayre, well then the lifelong influence of Craig Smith had an exponential effect.

John MacDonald is in the same boat. Having

been a member of the Hannes Schneider Ski School at Cranmore since 1948 (!), can you imagine how many thousands of people he influenced? And, that's just from his skiing at Cranmore. As a ski instructor when he was in the Army at Camp Hale, the base of the legendary 10<sup>th</sup> Mountain Division, he not only served us but all the soldiers he worked with as well. Also, since he was also a PGA golf pro, one could easily add thousands more to his list of those he served.

The amazing thing is that the stories of John and Craig are not isolated incidents. We all have worked with similar people at our mountains and I'm willing to wager my Star Wars action figure collection (don't judge), that each and every locker room in the nation, heck -- in every skiing nation around the world has people in it right now who are having an exponential influence on others. I would also bet that while every one of those people past and present recognize that each day they have an opportunity to make a difference in others. The great ones always do; they live their lives intentionally and understand the awesome responsibility that every moment with someone, no matter how small is an opportunity.

What does this mean for all of us? Well if I can circle back to reading obituaries, there are clues everywhere on how to lead a fulfilling and influential life, on how to take opportunities and to use them as learning experiences and without trying to sound too hokey about it -- on how to make the world a better place. I think if we take every ski lesson, training session or even a trip to the grocery store and look at it as a potential opportunity to change someone's life, then we all have the power to positively influence others and leave a lasting legacy.

Business executive and writer Peter Stropole commented that, "Legacy is not leaving something for people, it's leaving something *in* people." I love that quote. John MacDonald and Craig Smith are only two of the many examples of this and know that this capacity resides in all of us. It may just take reading an obituary every now and again to help us remember.

So, how is this a national report? On the surface, it isn't really a traditional one but hopefully you are able to look at it with the lens of how the actions of John and Craig are representative of members in all of PSIA-AASI's divisions. As we reflect on this amazing season and look forward to others, hopefully the legacy of John and Craig will inspire us to greater things.

Thank you for being a teacher and have a great summer.

Tom <<

## around the regions

### Region 1 Report

By Dave Capron

PSIA-E Examiner; Region 1 Director

**A**s I write this, it is now half way through April and the ski and ride season is almost over. As I look back at the 2018-19 season here in Region 1, it is one to remember. The snow started in early November and even though we had some tough times with that dreaded rain on top of great snow, the snow was plentiful all season long here in most of Region 1.

On March 27 we held the second Region 1 Membership meeting of the season that over 50 members attended. PSIA-E Vice President Peter Howard, Eastern Representative to the National Board of Directors Tom Butler, Region 1 Representative Peter Holland, and I, (Dave Capron, Region 1 Director), were all in attendance at the meeting. It was great to see such a big turnout for a regional meeting, it shows the passion and dedication of the members in Region 1 who want to participate and not only hear what is going on from their leadership of PSIA-E but also to give feedback and advice from their perspectives for the future.

Some of the items that came up at the meeting were the members are looking to get more detailed information on member benefits on the website, children's educational events, new online courses for teaching and movement assessment, a listing of reciprocal skiing/riding discounts in the east, and a great discussion of the value of Interski 2019 in Bulgaria. It was great to see so many of our members get excited about Interski and show an interest in what not only our talented team members were presenting but also what other countries were sharing. Also discussed were how many at the meeting had read articles or watched the many videos found on the PSIA website and YouTube.

I feel this season has been a very productive season for Region 1 with the meeting with the Snowsports Directors in Region 1 and the two membership meetings held at Sunapee in January and Sunday River in March. These meetings have given Peter Howard, Peter Holland, and I great insight and understanding about how you, the members we represent, feel about issues important to you. We want to try and make as much of what you want happen as possible and thank all of you who attended the meetings and also those of you that let us know your thoughts through emails or conversations at other events. We are always open to your feedback and not only welcome it but ask for it. Peter Howard, Peter Holland and I will be attending the PSIA-E Board of Directors meeting in June and will bring your concerns and feedback we have received from you to

that meeting to help guide where we go next year with our offerings and programs.

I want to thank all of the Snowsports Directors in Region 1 for being supportive of PSIA-E and look forward to seeing them next fall at the second annual Region 1 Directors Summit. Special thanks go out to Steve DeBenedictis (Bretton Woods), Kyle Steinmetz (Sunapee), and Matt Erickson (Sunday River) for hosting these meetings in Region 1; with their support these meetings have been a great success.

There are two more things I would like to share with you the members. First, please don't wait until October to think about skiing and teaching. Get yourself out and do some hiking or biking or maybe just some stretching or coordination work for next season. Now is the best time to start getting ready for next ski/ride season, don't wait. Have fun getting ready for next season, training can be fun. You don't have to go out and run a marathon or ride the bike 100 miles; just get out for a walk or play a round of golf without the cart. Make training fun and you will want to do more of it. Second, get out a good book on skiing or teaching and do some reading. There is a great new manual, *Teaching Snowsports* that is a great place to start. Getting an early start on next season will mean a much better season for you and your students.

Have a great off season and I can't wait to see all of you again next season on snow.

Dave Capron, Region 1 Director  
Peter Holland, Region 1 Representative

### Region 2 Report

By Katherine MacLauchlan  
Region 2 Representative

**H**owdy y'all!

The flowers are blooming and the Superstar Glacier is in full swing. By now many of you have hung up your boots and moved on to summer activities, but Ted and I wanted to take a minute to thank you for a great winter season. Region two continues to be an active and engaged segment of our membership- from attending meetings to participating in forums, and reaching out- keep up the good work!

We wanted to also take a moment to make sure you knew about the closed Facebook groups for both AASI and PSIA East. The AASI group has been active for a while now, and the NEXTCORE group (shout out to Chris Schneider for getting the ball rolling) started a parallel group for PSIA. These groups are designed for networking, sharing wins and losses, asking for advice, coordinating rides and room shares- whatever helps you build community and grow. Search Facebook for AASI East or PSIA East, answer the questions, and start sharing!

The NEXTCORE group also met at Stratton on March 29<sup>th</sup> for a great day of brainstorming, connection and sliding. Be sure to read the article in this issue of the SnowPro, and if you know of any

folks 16-35 who are interested in working towards a stronger organization, please have them reach out.

Lastly, we want this section of the newsletter to be what you want it to be - please reach out to either of us with news, topic suggestions, questions or comments. PSIA-AASI is a membership organization, so let's hear it members - we're here to help! Katherine and Ted  
[Katherinemaclauchlan@gmail.com](mailto:Katherinemaclauchlan@gmail.com)  
[tedfleischer@gmail.com](mailto:tedfleischer@gmail.com)

### Region 3 Report

By Dave Beckwith  
Region 3 Director

**I** hope that you all had a fabulous season! Reports from around Region 3 show that our resorts had a great winter. Although many areas in Region 3 were not blessed by large amounts of natural snow like some of the areas north of us, snow makers worked their magic and had us skiing and riding on some great surfaces.

As you all know it was an election year in Region 3 and we had quite a race! Dave Welch and I ran as the incumbents. Also, on the ballot were Briana "Breezy" Grenier from Wachusett Mt. and Geoff Romero from Catamount Mt. The initial voting ending in a tie between Dave Welch and Breezy Grenier. Per our By Laws, their names were placed into a hat and the final result determined by a draw with Dave Welch being picked as the Region 3 representative.

Be on the lookout for Breezy Grenier and Geoff Romero to be "movers and shakers" within PSIA-E. Both are members of Next Core and will be active in developing and promoting PSIA through that avenue. They bring to the table just the type of vision and energy that the organization needs; I look forward to working with them in the near future.

I want to thank all of you who voted and appreciate your support of both our Region and organization. As your Region 3 representatives, both Dave Welch and I represent "your voice" to PSIA. Do not hesitate to contact us with your questions, recommendations or concerns. We are here for you!

If you have not had the chance, check out PSIA East on Facebook. It is a new communication initiative created by the Next Core group that is rapidly growing with new members being added daily! Please see the link below:

<https://www.facebook.com/groups/PSIAEast/>

The summer is a great time to get in some online education. Check the PSIA-E website to see what is available.

Now it is time to dust off the bike, fly fishing gear, kayak and the golf clubs. When I'm out on the bike, I'll be riding "miles with smiles" thinking about the days until snow making begins!

Have a great summer.

Cheers;

Dave Beckwith, Region 3 Director

## Region 4 Report

By Bob Shostek, Region 4 Director  
Steve Martin, Region 4 Representative

**G**reetings fellow region 4 members. Hopefully, you are all enjoying spring weather while anticipating the upcoming summer months for your non-snow sports activities. Most of our division had a good start in December followed by the dreadful warm weather periods with some rain mixed in. Region 4 experienced some challenges until mid-January when our weather changed to normal winter trends. Reports from R4 areas indicated from mid-January to end of season the Eastern division experienced some excellent snow and skiing conditions. A great way to end a challenging start.

Region 4 had 69 total events scheduled for the '18-'19 season at 7 different resorts in the region. We experienced some great skiing and conditions at most events that took place. Because of low registration, 10 of the scheduled 69 events were cancelled. Steve Martin and I would like to say Thank You region 4 members for your attendance and for supporting our regional/divisional events this past season! Your ongoing interest, participation and commitment to the profession is what keeps region 4 and the eastern division successful! We would also like send a huge THANK YOU to the area Managers and Directors in our region who hosted regional events this past season!

We held 2 regional meetings this past season, the first at Liberty Resort in the south and second at Camelback Resort in the north. At Liberty we had 17+- attend and at Camelback 67+- attended. After a brief summary of the division update was distributed at each meeting, we opened the meetings up to questions, concerns and issues from attendees. The overarching theme from attendees at both meetings was the schedule of event reduction in our region. After explaining the rationale for the reduction of events across the entire division, most realized the new business model implemented for this past season. (It was understood that members from other regions within the division had similar concerns.) I am sure our Board and Office staff will discuss the feedback of schedule concerns and issues from this past season and make the necessary adjustments to address the members concerns.

Another topic at the meetings was cost of membership and events. We shared with attendees of the divisional announcement early in the '18-'19 season that a monthly payment would be implemented this coming billing cycle for new members, then the following year for all members. Since these meetings and this announcement, details about this year's dues payment concept has changed. Great news! The timeline has been moved up and a quarterly payment plan will be available for ALL members! Check out Michael Mendrick's Executive

Tracks article on page 2 for more details. Steve and I will be addressing your concerns and sharing your feedback at the BOD meeting this coming June.

Congratulations to 10 members of the division who were successful at attaining Examiner Training Squad (ETS) status this past January. Current and past development team members are eligible to participate in this highly competitive exam, which validates solid contemporary skiing, strong technical knowledge and communication skills that display teaching abilities we strive for on the education staff. We are fortunate to have 2 out of the 10 from region 4 attain ETS status: Angelo Ross from Hidden Valley-Seven Springs Resorts and Patrick McCord from Whitetail Resort. Great Job guys!

Lastly, we would like to thank the 200 plus Region 4 members who took the time to vote this past season. Your continued support is appreciated!

As always, don't hesitate to contact me or Steve Martin with any concerns, issues, suggestions or questions about the region or division. You can count on us to voice your feedback!

I'm calculating about 225 days till the snow flies ...  
Have a great summer!!!

## Region 5 Report

By Dick Fox  
Region 5 Director

**H**appy Spring, everyone! If you are like me you have mixed feelings about the change of seasons – I somewhat miss the crazy busyness - and somewhat I don't miss it too much. Time to watch the tomatoes grow.

Lots of superlatives for the winter of 2018 - 2019: great snow, (weird weather); lots of guests, lots of lessons. Holiday Valley saw an increase of almost 7% in beginner lessons (bodes well for the future). It was encouraging to see a sixteen percent increase in adult lessons. Our Rip 19 card (which gives beginner lesson guests discounts on future skiing, lessons, and other resort amenities), received a real workout this year and I think that we have "hooked" a bunch (about 2000) new sliding addicts.

Holiday Valley is also encouraged by the addition of over 30 new PSIA-E members, accreditations, and certifications. It is nice to see an upswing in interest, particularly in the "under forty" crowd.

Among the events that kept things hopping at Holiday Valley was a very exciting Nor-Am boarder cross event which we hope will become a regular feature of our winters.

HoliMont hosted a number of PSIA events and offered skiing to the general public for the last weekend of the year (April 13 and 14) with a ton of snow remaining.

Joe Hazard reports that Bristol checked-in with one of its longest and most successful seasons. In addition to the overwhelming turnouts for the alpine

racing and season-long Brigade programs, the freestyle program continues to groom some of the most accomplished young mogul skiers and aerialists in the East. With the new terrain park and jump site, Bristol also hosted the Chinese National Aerial Team for 5 weeks and then the US Developmental Aerial Team visited with some local talent for a few days of training before a meet in March. Bristol also hosted a number of Nordic cross country races and provided training facilities for local teams and individuals.

In checking with directors, instructors, and staff from areas around Central New York, everyone had a season of memories. Greek Peak's lift and snow-making enhancements added to the draw, and lessons and programs were as busy as they have been in years. Swain continued to attract younger families, school groups, and women with programs specifically targeting the needs of those customers. Song and Labrador's efforts to attract Syracuse area skiers and snowboarders with aggressive pricing also introduced many to our winter sport.

All of the areas reported significant participation in their learn-to-ski/snowboard programs. Each of the areas are building promotions and marketing to entice people to get out and enjoy winter. With many instructors progressing through the CS program, we're seeing a number of experienced instructors now eagerly involved with our youngest learners at every area.

Debbie Goslin from Kissing Bridge echoes the fact that it was a good snow year and that she also saw an uptick in the participation of PSIA-E events.

A modest increase in Region 5 interest in PSIA membership seems to be a bit of a theme for 2019. Hunt Hollow was able to add ten new members through a midseason In-House event and I know of similar successes at other resorts.

There is no doubt that new generations are re shaping our organization. I hear it as I visit resorts and I see it in the Next Core group activities and feedback. This is incredibly important as our membership has been on a steady trend toward aging. My hope is that all age groups in our membership will contribute toward this evolution so that we can remain relevant and vibrant.

We heard at the Region 5 membership meeting, and by way of several constructive emails that more events (particularly level one and CS1) are needed in convenient locations in Region 5 on weekends when our younger instructors are able to attend. Know that you are being heard. These can be problematic to schedule, but the In-House request route seems to have been successful when school and resort management are behind the request. Event scheduling and attendance will be a topic at an upcoming board conference call and at our spring and fall Board meetings.

Summer and fall are our planning seasons, so please contribute your suggestions.

I hope that everyone enjoys the "off" season

and comes back next fall re-charged. Now, I think that I will go out to climb and earn some last turns on patches.

Please stay in touch.

Dick Fox (dfox@wmf-inc.com)

Joe Hazard (j-hazard@hotmail.com)

## Region 6 Report

By Joan Heaton

Region 6 Director

**W**hat great conditions we were able to enjoy as we wrapped up a great 2018-19 season!! That last week at Windham was glorious . . .

On Sunday, March 10<sup>th</sup>, Windham Mountain Resort hosted *A Day of Skiing and Celebration* in memory of Karl Plattner who died October 28, 2018, at the age of 91. Karl Plattner was the long-time director of the VIP Ski School at Hunter Mountain from 1962 to 1995. In leaving Hunter, Karl became an Ambassador at the Windham Mountain Resort until 2015. The day's celebration, organized by Franz Krickl, Windham Mountain Snowsports School Director, and Margo Plattner, Karl's wife, consisted of a ski demonstration led by Karl's children, Karl Jr., Jackie, and Carol, slide shows, speeches, an open mic, and social-time with refreshments. Many friends and former instructors from Karl's HUGE ski family traveled from as far as California and Florida to pay tribute to a renaissance man and a part of ski history. Windham Mountain provided a very fine tribute to Karl. By the way, the ski run ended with a demonstration of Wedeling and *yours truly* was in the group!!!

Our Spring Regional Meeting was held at Whiteface Mountain for the first time in many years. Both Brian Schwartz, Whiteface Mountain Snowsports School Director, and Bill Fisher, PSIA-AASI Eastern Division Area Rep for Whiteface, were happy to host our meeting. Five events were scheduled to be held at Whiteface the week of our meeting. We had hoped to draw attendees from these groups. Our meeting brought together Michael Mendrick, our Executive Director, and Don Haringa, our Education and Programs Director, and a handful of members. As always, Michael and Don offered all current PSIA-AASI E information to those in attendance and every question was answered flawlessly. New PSIA-AASI E Area Rep for Titus Mountain, Kitty Vileneuve, was also in attendance. Refreshments were plentiful and we appreciated the coffee supplied by the mountain.

From Whiteface, I journeyed further north to Titus Mountain to meet and to chat with Christine McKane, Snowsports School Director, Rust Eddy, Assistant Director, and several instructors. They were proud to share with me the information about their

*4-1-1 Program*. The program is offered to any regional 4<sup>th</sup> grade as part of their larger 'Intro to Ski' Program available to grades 5-12. 4<sup>th</sup> graders who complete the program receive a free pass and rentals for the season and a lift ticket/lesson voucher for a parent. Anyone wanting more information about the 4-1-1 Program can contact [jeheaton@optonline.net](mailto:jeheaton@optonline.net).

I finished my road tour with stops at West Mountain and Gore Mountain. West Mountain continues 'full steam ahead' on its mission to become a racing academy with plans to install a new chairlift this summer. At Gore Mountain, my chat with Gail Setlock, Snowsports School Director, was pleasant, informative, and satisfying. I left Gore thinking- 'all is well' with this Snowsports School.

In my travels, I also stopped by Hunter Mountain and visited with Raoul Ratsep, Hunter Mountain's Ski School Manager. After a chat in the lovely sun of a blue-bird day, I once again thought- 'all is well' with this Snowsports School.

Greg Hammond, Area Rep for West Mountain, reports that a new Northwest Chair is coming to West Mountain for the 2019-2020 season. Installation is planned for this summer. West Mountain is 'on the move.'

Katie Giannini, PSIA-AASI E Area Rep for Hunter Mountain, reports that Team Hunter has been working hard this season and has had an amazing showing at exams. Here is Hunter's Region Six team. Congratulations to all successful exam candidates from Hunter!

### USSA Level 100 + CS 1

Jessica Anthony

### USSA Level 200

Katie Giannini

Eric Lundberg

Zbig Cwalina

### AASI Level I

Giona Kleinberg

Jaea Kleinberg

Oliver Nowak

Emilia Pawlowski

### PSIA Level I

Juke Jager

Deborah Collins

Jessica Anthony

Carl Sanner

Brent Kirkpatrick

Richard Pollinger

### AASI Level II + CS1

Kevin Jacobsen

### PSIA Level II + CS1

David Raindorf

Leslie Supernant

Gail Brooks-Devirgilio

Charnijiv Brar

Michael Koch

Jennifer McAward

Russell Martinson

### PSIA Level III

Luca Arrigoni

### PSIA Eastern Team

Frank Cartwright

With our off-season ahead, be sure to do what is needed to stay in shape. The snow will be flying again before we know it. Well, we can hope so!!!

Region 6 will hold its Fall meeting at Ski Plattekil in Roxbury, N.Y. on Sunday, November 10, 2019 at 1:30 pm. It is planned to invite all Region 6 Education Staff Members to attend and to be available to meet all members in attendance. Refreshments will be served.

Plan to attend – mark your calendar!!

Joan Heaton, Region 6 Director

## Region 7 Report

By Ty Johnson

Region 7 Director

**W**ell another ski season has come to an end and while it was not the best that Region 7 has seen at least it was way better than the last two! While the season had its ups and downs, Region 7 was able to sustain just enough cold to make it until mid to late March.

A regional meeting was held at Massanutten Resort on March 5 during the events taking place there. Training Hub events were discussed. To try and get more participation at events and make it easier for members to attend events, resorts are being selected within a region to hold multiple events. Snowshoe and Massanutten are already potential Training Hubs for Region 7 events with other resorts under consideration for the future. Member Customized Events can also play a part in scheduling events, especially in a region as big geographically as we are. If Region 7 can band a couple of resorts together (ie. Beech and Sugar), they can alternately host a Level 1 Exam every other year. Food for thought.

I would like to thank Paul Crenshaw for his service to the Board from 2008 until 2019. He has been elected by Region 7's members for three terms and has worked extremely diligently and hard for the region and Eastern Division during that time. Some very difficult National and Divisional decisions had to be made and Paul helped on all of them.

Now that I am back on the board, PLEASE do not hesitate to contact me or Walter with your concerns or thoughts on how we can make Region 7 (your ski home!) better! Either contact me by email or text. Hope all have a great summer!

Ty Johnson

styckman55@gmail.com 434-531-3379

Walter Jaeger

Wjaeger1@me.com ☞

## Region 7 Regional Award Presented to Jim Cottrell

By Walter Jaeger, Region 7 Rep

**P**aul Crenshaw and Walter Jaeger traveled to Appalachian Ski Area to present PSIA-AASI Eastern Division's Regional Award to Jim Cottrell, Founder and Director of the French Swiss Ski College at Appalachian Ski Area.

We arrived to a crowd of seventy five or more well-wishers for a surprise presentation on that Tuesday afternoon, March 19, 2019.

Since 1969 Jim and his staff have introduced skiing to hundreds of thousands of southern residents. Through Jim's efforts, the French Swiss Ski College has affiliations and programs with 32 colleges, universities and public community colleges. Those states include: NC, SC, AL, GA, OH and TN.

The French Swiss Ski College claims it has provided a million lessons in the time of Jim Cottrell's tenure. And . . . still counting.

The school has assisted in training members of the U.S. Marines, U.S. Military Academy, Green Berets, Navy Seals, and U.S. Army Special Forces.

Jim also became involved in the Special Olympics. He was asked by Eunice Kennedy Shriver (founder of the Special Olympics) to assist and write the first guidelines and training manual for Special Olympics Coaches. Through his efforts and support from Appalachian Ski Mountain they have held Special Olympic Games since the 1980's.

Jim joined PSIA in 1981. In 1982, he received his Associate Certification (now known as Level II)

and his Full Certification (Level III) in 1988. Jim served as a Board representative before there was a Region 7 for PSIA-E. His focus was providing better access to PSIA-AASI training across the entire Eastern Division.

Because of his significant efforts to bring the experience of good skiing to the customers of the French Swiss Ski College, his substantial and continuing involvement in the Special Olympics and his creative and ongoing efforts to foster the creation of a ski culture in the Southeast, Region 7 members asked he be recognized by PSIA-E. We are extremely proud to do so. Representatives like Jim Cottrell for the ski industry, are few and far between.

PSIA-AASI owes Jim Cottrell a huge thank you. <<



Standing ovation for Jim Cottrell



Walter Jaeger presenting the Region 7 Regional Award



A full house for the Regional Award presentation



Jim Cottrell

## Regions 3, 4 & 7 Board Election Results

**B**elow are the results of the Board elections in Regions 3, 4 and 7. Congratulations to Dave Beckwith and Dave Welch for returning to the Board as Region 3 Director and Region 3 Rep, respectively.

Congratulations to Bob Shostek and Steve Martin for returning to the Board as Region 4 Director and Region 4 Rep, respectively.

Congratulations and welcome (back) to Ty Johnson as the new Region 7 Director and to Walter Jaeger – now returning to the Board as the Region 7 Rep.

Thank you to all candidates for their interest in serving and for the tremendously competitive elections this year!

New three-year terms began on April 1, 2019. <<

### Region 3 Candidates

Dave Beckwith	80 votes	Regional Director
Dave Welch	58 votes*	Regional Rep
Breezy Grenier	58 votes	
Geoff Romero	28 votes	

\*elected via drawing of lots.

### Region 4 Candidates

Bob Shostek	232 votes	Regional Director
Steve Martin	199 votes	Regional Rep
Dave Isaacs	131 votes	

### Region 7 Candidates

Ty Johnson	92 votes	Regional Director
Walter Jaeger	75 votes	Regional Rep
Michelle Shuford	64 votes	

## adaptive airtime

### 5 Tips to Use Adaptive Equipment Better

By Mike Ma

Adaptive Development Team

Adaptive L3, Snowboard L3, CS2, FS1

At the Adaptive Spring Rally in Stratton in March, one member said he wanted to know what was new in the adaptive world. My immediate response was, "What's new? Old stuff. Teaching skiing and snowboarding. As an Ed Staff, we have put a focus on going back to old school teaching sliding on snow."

To explain more, in adaptive programs across the country, you often hear things like, "Oh, Jane's great with tethers," or "Tom is our outrigger expert." While expertise with a particular piece of equipment is useful, it does not replace good solid teaching fundamentals by itself. The most valuable piece of equipment we bring as instructors in a lesson is our eye. We can get the best mileage out of gear when we can intelligently connect the two.

We are here to teach sliding on snow, not to be experts in equipment. What's more, good sliding is good sliding. The fundamentals do not change, no matter who you are. These ideas were also central themes in our Adaptive Snowboard Level 3 this January. Our examiner and National Team member, Josh Spoelstra, challenged me and 5 of the best adaptive instructors in the East to investigate the relationship between adaptive equipment, athlete profile, and the goal of independence.

Here were 5 themes that guided my season's equipment-themed lessons and clinics, from L3 Exam to Spring Rally.

**Match your equipment to a specific movement and performance.** The more precisely you set up your intended use for a specific piece of equipment, the better. For instance, if you are working on carving, a tilt-based task, you may want to favor riggers instead of tethers, which promote steering by rotation. Make sure you have the right tool for the task versus just using what you know.

**Equipment can be used as a progression device, then try to get rid of it.** One of the best things about equipment is that it can safely put the body into new positions and create new sensations. However, once a student has explored that sensation and made a movement connection, they may be ready to move on. One athlete I observed using the Sno-wing was being guided to move his front hip inside the turn and said "Oh, I like that." We progressively lessened the force used to guide the equipment until we were able to dispense of the Sno-Wing

altogether and he was making dynamic movements from the hip by himself. As the saying goes, often the best equipment choice we can sometimes make for our guests is no equipment at all.

**Factor energy used carrying equipment.** Not only do you have to consider the energy used not only in sliding with equipment, but also in transport. Flatland skating or even just riding a chairlift with equipment dangling can sap a lot strength quickly. This is especially true with athletes who have conditions such as multiple sclerosis, muscular dystrophy, or cerebral palsy where energy levels fluctuate rapidly. Therefore, you may adjust your program based on the equipment choice. For example, you may plan on fewer runs with heavy gear such as a Rider Bar than someone you are tip tethering.

**Independence may make you go "backwards."** Paradoxically, there may be times when an athlete may have to make transitions to gear that is perceived as less independent to maintain independence. How's that, you ask? For instance, one scenario we were given in our L3 exam was coaching an independent mono-skier who has a progressively degenerative spinal injury. We came up with a program that accommodated a reduced ability to make rotary movements from his trunk, instead utilizing upper body strength from the chest and shoulders. We created progressions that blended new tipping movement patterns into his mono-skiing to prepare him for independent bi-skiing. It may seem counterintuitive, but sometimes using equipment "backwards," can keep our athletes on snow independently for as long and safely as possible.



Notice the similarities between the author's use of the Rider Bar, an adaptive equipment staple, and Burton's LTR Handle Bar, a staple of their new efforts to introduce snowboarding to children.

**Adaptive equipment can be used for able-bodied sliding** -- If you have seen new Burton's LTR Handle Bar, you will instantly recognize the similarities to an old piece of adaptive snowboarding equipment, the aforementioned Rider Bar. This is not a coincidence. Good sliding is good sliding. Just as the inclusion of children-focused approaches (e.g. the growth of Children's' Specialist programming) has had broad benefits to the industry far be-

yond children, I firmly believe that blending adaptive elements can have just as broad an impact on our sport. If good children's teaching is just good teaching, then I believe that good adaptive teaching is just good teaching -- including when it comes to equipment.

For example, I have used a single outrigger with high-level able-bodied riders to address common challenges such as riding with an open stance. This open stance often impedes adequate pressure for a toe turn, but when you keep a single outrigger tracking on snow, the rider has to close the shoulders, likely creating a better stance alignment and efficient extension of the ankle in the initiation phase of the turn.

Our movement analysis, coaching, and feedback in the adaptive world should be no different than any other discipline, and I believe that our ability to use equipment is a special edge. That said, the more intentioned we are about the use of equipment to connecting movements to the equipment on snow, the more rapidly we can get our athletes to independently enjoy this sport we all love. <<

### See it, Ski it, Teach it

By Joe Hurley

PSIA-E Adaptive Clinic Leader

Alpine Level II, Adaptive Level III

How many times have you had someone come up to you during a sit ski lesson and say, "That looks like fun" and your response is "well my student is having fun." What am I getting at? We have an awesome selection of adaptive equipment that makes it possible for people with disabilities to ski: Bi-skis, Mono skis, outriggers and tip holder tethers just to name a few. As a ski professional, I can honestly say that it is fun to take the equipment out and ski it. Each piece has its own challenges, and they are all different; it's not as easy as many of our students make it look.

In an effort to understand what it takes to use these devices, I have taken them out and learned to ski with them. I had to work hard to use subtle movements to make a turn in a mono-ski, while not leaning into the turn. It is hard to do. How do I use the same movement patterns when I am sitting down that I do when I am standing? I found that it takes a lot of focus to drive the tips of my skis into the turn when I have a tip holder attached. I recommend that any instructor go out and ski it!! Ski the equipment. Feel what your student is feeling. Learn to understand all aspects of the equipment that you are asking your student to use. Acquiring a better understanding of the equipment will help you not only teach it at a different level; you will definitely increase your knowledge and understanding as you continue on the road of a professional ski instructor. See it, Ski it, Teach it. <<

## we got next! NextCore News

NextCore is a dedicated group of young members age 16-36 that are working together to promote the change and develop the programs and benefits vital to long-term engagement of the "next core" of PSIA-AASI membership.

### Successful inaugural NextCore on snow session held at Stratton Mountain

By Katherine MacLauchlan

NextCore Advisor, Region 2 Representative

After months of productive exchange online, the NextCore group gathered to put names to faces and bases to snow. Stratton Mountain was generous enough to host us out of the Sun Bowl, and after brief introductions, conversation started to flow, tracks were laid, and serious analysis of the direction of the organization from the viewpoint of our next leaders was bountiful. Shannon Rucker noted "having both snowboard and alpine disciplines together was extremely beneficial: it fostered collaboration, a greater understanding and appreciation, and stimulated conversations that would not have otherwise occurred. I believe more events should be structured to encourage or allow for this as well!"

Lead by NextCore liaison Katherine MacLauchlan, AASI Advisor and Examiner Brian Donovan, Alpine Examiner Matt Tinker, and shadowed by James Friedman, Education and Programs Associate, the group focused on fostering connections and unapologetically dissecting and evaluating the types of events, communications, and goals the organization is pursuing. This is especially helpful heading into the summer planning season. Brian Donovan noted "I loved the opportunity to be able to connect in person with this group and be able to better understand where everyone is coming from and what they see the future of the organization being. Establishing connections with this group has already started lines of communication to work on goals that were discussed and created at Stratton. Can't wait to do it again!"

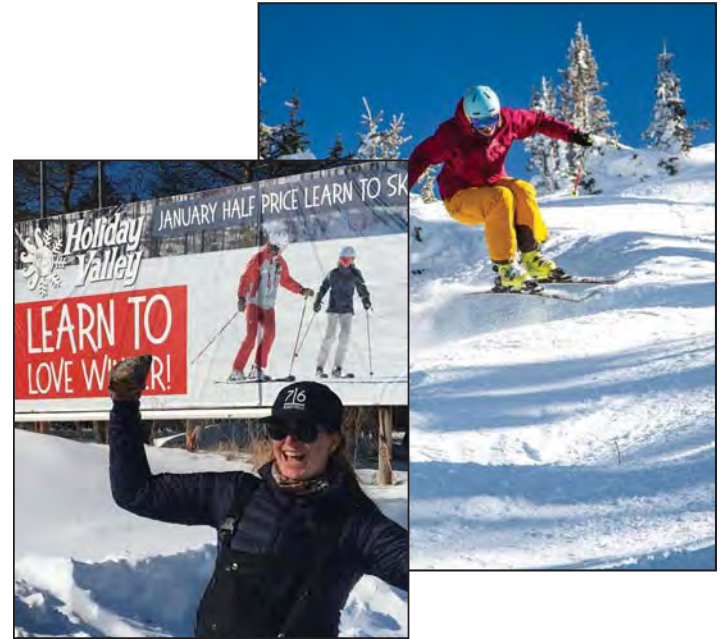
An overarching theme of the day was communication and connection. When asked to reflect on the event for this article, both Breezy Grenier and Stephanie Zimmers shared similar thoughts- "It was great to finally meet in person and have a chance to learn, exchange, and develop ideas to help promote our industry!" and "It was really awesome to hear everyone's stories. We were able to collaborate in person and formulate a plan for action on all of these wonderful ideas. Fun time!" respectively.

Not all sunshine and hugs (though it didn't rain as hard as predicted), the group also chatted about difficult issues facing the industry and PSIA-AASI in general. The group was pleasantly surprised to find many of the initiatives discussed had been tried in the past or were currently available, highlighting the lack of communication through channels this group expects. The difficulty in fostering connections with other members and staff either leading up to or following events was discussed at length with possible solutions debated. One solution was the launch of the PSIA East Facebook group to parallel the successful AASI East group- we encourage you to join your respective discipline and contribute as much as you can. You never know when a helpful tip, ride to the mountain, or couch to sleep on will really make a difference in a fellow instructor's journey.

As Chris Schneider summed it up, "it was great to have a face to face open conversation about the pros and cons of our organization. On top of that we had a range of people from instructors, up to directors which helped in a great exchange of information." We are at a critical turning point for our profession and organization and this group is excited to be involved in the planning and execution of our programming going forward. Katherine MacLauchlan added "now the real work begins. It's time to get Action Plans and Proposals to the board, new courses ironed out, and leadership positions filled. I look forward to working with this group until I'm too old and seeing where their collective creativity takes us." <<

### Meet our First #WOE!

What's #WOE? A way to showcase the amazing talent of leaders in our Eastern Division who all happen to be women!



**Name:**

Allie Doro

**Home Mountain:**

Holiday Valley

**Mentor(s):**

Mark Raymond, Brian Smith, Nate Gardner

**Best moment on snow:**

The days you feel like you are floating

**Most Jerry moment:**

I skied around on April 1st, aka gaper day out west, with one pole (on purpose) and asked everyone if they had found my other pole.

**Why did you join PSIA-AASI and why do you stay?**

I love to learn and I love to teach. The constant struggle for an unachievable perfection keeps me hooked

**What do you hope to bring to the membership as a leader?**

A restoration of energy and drive. I want to show off the struggle and the success of what we do as instructors and celebrate our work every day to keep the sport alive.

**Anything else you'd like us to know?**

Make yourself uncomfortable sometimes... you will learn the most.

**Editor's Note:** #WOE is a social media initiative of NextCore. Each Wednesday an Eastern member is highlighted on our Instagram ([psiaeasi](https://www.instagram.com/psiaeasi)) and Facebook ([www.facebook.com/PSIA.E.AASI/](https://www.facebook.com/PSIA.E.AASI/)) accounts. Thanks to NextCore Action Group member Shannon Rucker for heading up this effort and compiling the profiles! <<



## In Memoriam

### Jeff Skelskie

Jeffrey Wayne Skelskie, 70, passed away on February 17, 2019 at home surrounded by loving family and friends.

Jeff was the son of the late Dr. Jacob and Thelma Skelskie. He attended the Rectory school in Pomfret, CT and Proctor Academy in Andover, NH. He graduated from Eureka College. Jeff put his heart and soul into many volunteer endeavors such as Make-a-Wish, March of Dimes, and the Granby Conservation Commission. Jeff was on the board of SolarFest, active in the Granby Preservation Society and the Granby Energy Committee. He also received the Distinguished Service award from Northeast Sustainable Energy Association for his leadership in the Tour de Sol and Junior Solar Sprint. He was a lifetime member of National Ski Patrol and a PSIA instructor for 30+ years. Jeff possessed outstanding technical abilities and applied them across his many fields of interest. His interests were not limited to auto mechanics as an ASE Master Technician for 30+ years, solar/alternative energy gaining him the title "Battery Doctor," car racing supporting the Make-a-Wish Foundation, and all varieties of theatrical arts. Jeff was known for many things over the years: husband, father, and of course friend. His constant thirst for new adventures blessed him with the ability to develop and maintain strong lifelong friendships.

Jeff is survived by his devoted wife Wenda, son Adam, daughter-in-law Sara, grandchildren Joshua and Samantha, Adam's mother Teresa McPeck Harrison, step brother David Rosenberg and wife Doreen, and cousin Barbara Skelskie Mer and husband Benny. In lieu of flowers, donations can be made Nature's Landing, P.O. Box 176, Brandon, VT 05733. For more information or online guestbook, please visit [www.beersandstory.com](http://www.beersandstory.com). ☐☐



### Kenneth Jackson

Kenneth William Jackson of Malta passed away peacefully on January 21, 2019 in Saratoga Springs, NY. He was 74 years old. Ken was born on February 11, 1944, in Shipley, England. He was the son of the late Albert Edward Jackson and the late Winifred Jackson. He was preceded in death by his loving wife of 46 years, Pauline Jackson, who passed away in 2017. He was also preceded in death by his brother, Ronald Jackson. Ken is survived by his son Paul Jackson and his wife Caroline Amegee Jackson of Halfmoon, NY, and two grandchildren Owen William Jackson, and Liam Marcus Jackson. He is also survived his sister-in-law Irene Jackson of Hull, England, and by nieces Joanne, Diane, Lisa and Emily, and nephews Peter and John. Ken Obtained a Master's Degree and a Ph.D. in Analytical Chemistry from Imperial College London (UK). He was a Fellow of the Royal Society of Chemistry (UK). He was a Senior Lecturer at Sheffield City Polytechnic (UK), then Professor and Division Head of Analytical Chemistry, University of Saskatchewan (Canada). For most of his career he held a joint appointment as a Research Scientist with the New York State Department of Health, and Professor (and for a time Department Chair) in the SUNY School of Public Health. His research led to the publication of numerous scientific papers and book chapters. He regularly participated in National and International Scientific Conferences, where he was frequently an invited speaker. Ken



was an avid skier with Level 3 certification from the Professional Ski Instructors of America (PSIA). He taught skiing for many years at Jiminy Peak, MA and then Gore Mountain, NY, where he was also a staff trainer. In recent years he found his real passion, teaching adaptive skiing to physically and developmentally disabled children at the Double H Ranch in Lake Luzerne, NY. He also trained instructors at Double H, helping some of them to obtain PSIA certification. Much of the summer was spent on his sailboat in Westerly, RI, where he and Pauline and their golden retriever, Henry, had some wonderful times. In recent years Ken's greatest joy came from spending time with his grandchildren, Owen and Liam who loved him very much. Memorial Donations can be made in his memory to St Jude Children's Research Hospital at [www.stjude.org](http://www.stjude.org). Online condolences may be made at, [www.tunisonfuneralhome.com](http://www.tunisonfuneralhome.com) or <http://www.lastingmemories.com/kenneth-william-jackson>. ☐☐

### Craig Smith

By *Chris Ericson*  
PSIA-E Examiner

On April 27, 2019 the ski industry lost a true ambassador of the sport when Craig Smith, 87, of Hurley NY, died at his home, surrounded by his family. Craig Smith was a Lifetime Member of PSIA-E, a 41-year member of both Belleayre Ski School and a mentor to many. Craig attended Lafayette College and served in the United States Marine Corps during the Korean War. Soon after his discharge in 1956 he relocated to Kingston to take a job with IBM where he worked until his retirement in 1990. He later returned to college to learn German and pursue his interest in geology. As a Staff Trainer at Belleayre he was honored to work with all the new instructors and help them develop into confident teachers who understood first, what they were doing and second, why they were doing it. When an instructor received their Level I certification, he was just as (if not more) excited as they were. For many years, Craig worked with long time PSIA-E Examiner Otto Frei helping to guide guests at various European ski resorts. Craig was so popular on these trips that Otto gave him a special commemorative pin because he spent more days skiing in Europe with Otto than anyone else. His patience and inquisitive nature made him someone who was very approachable. The Belleayre training staff often took great pleasure in watching Craig work with the youngest and least experienced instructors in developing their teaching skills. His passion was infectious, and he became the pied piper of Snowsports Instructors. When unable to ski himself, he would often be found in his work boots, standing on the snow in the teaching area giving verbal instructions to new students. Craig was a member of Grace Community E.F. Church and very active in the local community having volunteered for over 30 years in the Hurley Little League, specifically with the girls' softball program. He was a member of the Hurley Heritage Society, the Hudson River Maritime Museum, Trail Sweepers Ski Club, the Marine Corps League and also the Ulster County Civil Air Patrol.

Craig will forever hold a place in our hearts, and we will think of him often as we search for our best turn, the deepest powder and our most *perfect* Wedge Christie.

The family requests that memorial donations be made to Grace Community Church, 160 Seremma Ct, Lake Katrine, NY 12449 or Hudson Valley Hospice, 400 Aaron Ct, Kingston, NY 12401. ☐☐



## kids, kids, kids

### Calling for Advanced Children's Educators (ACEs)

By Sue Kramer

PSIA-E ACE Team Coach; PSIA-E Alpine Examiner

**N**ext winter, 2020 is a big tryout year. There are National Team tryouts, Development Team tryouts, and ACE team tryouts. Our organization relies on the passion of its members to push themselves to whatever limits they deem a good fit for their talents and energy. If your wheelhouse is teaching kids, you have excellent skiing or riding skills and have a knack for leading, please consider trying out for the ACE team.

The ACEs have to be masterful within their chosen discipline, and they must also be able to modify the information for both the child and the kids' instructor. Since the creation of the Children's Specialist credential in 2008, the primary role of an ACE is to certify instructors in their CS1 or CS2. In addition to delivering these events, we provide educational events like the Children's Academy, Kids Racing and Kids Bumps events. Outside of events, we have been the sole creators of the Kids Kube app which offers loads of activities for kids of all ages.

Like the other Education Staff teams, there are time requirements to be an ACE. In addition to early season training days, an ACE is required to work 10 days for the division. If your fellow staff members come to you for advice on teaching kids and you're ready for that next step in professional development, please consider trying out for the ACE team. It'll be fun!

Sapere aude!

Sue Kramer ‹‹

### Children's Specialist 1 Journey

By Chris Herrick, Whitetail Resort and  
Patty May, Massanutten Resort

**H**ave you ever experienced qualms when faced with teaching children? Perhaps that queasy feeling comes from not understanding the psychology of children – how they may think, learn, and act in a new situation. To help address this, PSIA-AASI offers a Children's Specialist 1 (CS1) course in which instructors can reap valuable teaching information and techniques.

Instructors who are constantly striving to improve their skills and always on the lookout for new and innovative ways to teach can benefit greatly from exploring the CS1 offering. The CS1 experience gives participants a wonderful opportunity to exercise their creativity, learn new approaches to teaching, and receive valuable feedback from an experienced Advanced Children's Educator (ACE) team member. Some instructors work with children all day, every day. Even instructors who only teach a few children a week would benefit from a few new tricks in their toolboxes. With that in mind, a group of focused instructors attended a CS1 event in early March at Massanutten Resort. All were anxious to glean new ideas to take back to their home mountains.

When asked what the most difficult issue was in preparation for the class, the consensus was that completing the workbook was the most challenging. Little did we realize how long it would take to complete this comprehensive workbook. The workbook goes into great detail, covering a number of different childhood development theories, teaching approaches, class management, learning preferences, communication, etc. Most of the pertinent information can be found in the Children's Instruction Manual; however, some of the questions aren't so easily answered and can be researched elsewhere, so be ready to do a little more digging. The workbook consists of a combination of multiple choice and essay questions. The multiple-choice component was relatively easy to complete. The essay questions took much more thought, time, and energy.

Anyone planning to take the CS1 course should be prepared to spend a significant amount of time on the workbook. This is not something that can be put off until the weekend before the class. By spending quality time on completing the workbook, you will be in a much better position to take the required quiz and participate in the class. The workbook contains tons of great information; be sure to take advantage of this valuable resource.

#### Five Key Takeaway Tips for Preparing for CS1

1. You should become familiar with the Children's Instruction Manual, in particular, chapter 3 on "How Children Learn."
2. Leave plenty of time to do the CS1 Workbook. This is not a do-in-a-single-sitting task. Plan for multiple sessions over at least several days or weeks. In fact, if several instructors from your mountain are planning to participate, it's a great idea to set up some group study sessions. That way, you can share ideas and look at the questions from many different perspectives.
3. Watch the CS1 videos on the PSIA website and ponder the questions posed at the end of the videos. Be prepared to re-watch them during the first evening of the event.
4. Get lots of practice teaching kids across all age groups (3-5, 6-7, 8-12, and 12-teens) and across different levels (first timers, beginners, and advanced beginners).
5. During the event, you will most likely have the opportunity to "teach" a class. Be sure to pay particular attention to your teaching segment. Make it clear, with a progression focused on movements that build one skill that is appropriate for the age and level of the assigned student. Make it follow the Play-Drill-Adventure-Summary (PDAS) model.

With all that said, enjoy the event - it's a great learning experience! ‹‹

### Part of a "Growing" Population

By Tina Buckley

ACE Team Member

Bear Creek Mountain Resort Staff Trainer

**B**ear Creek is one of the smaller mountains in the Eastern Division, by vertical rise that is. Its reputation is of being a "Family Mountain" and on any given day during the sliding season, you can observe children of all different ages and skill levels occupying the slopes here. It is almost comparable to the children's areas in those huge amusement parks; the age appropriate "rides" spark the children's curiosity for those faster, bigger "rides" at a larger resort, once they outgrow a smaller mountain. Another benefit of smaller sized snowsports areas is the fact that children can venture out on the slopes on their own easier and earlier with – what I call – indirect supervision (e.g. from the chairlift) without getting lost. With no guardian in tow, children explore the winter world on their terms, their speed, their slopes, their abilities. That gives them mileage, the sensation of self-actualization (Maslow is knocking) and most often motivates them to get more curious about better sliding.

As instructors we have to generate and tap into this curiosity. The children we teach today can and should become the life-long snowsports enthusiasts of tomorrow. To help you refine your skills in teaching children, the ACE Team creates events and offers certifications every season. The first one every season is our famous Children's Academy. This is an event to get you excited and inspired for the season, update you on drills and skill development in regards to teaching children and can answer all early season questions you might have gathered after a long summer and fall. Coaching Kids in Bumps is another example of an event where you can learn more about exactly that topic. Just like adults, children can be hesitant to get into a mogul field, especially when the moguls are Volkswagen

continued on page 28 ‹‹

## xx-ploring

### 2018-2019 Nordic Highlights

By Mickey Stone

PSIA-E Nordic Examiner

PSIA-E Nordic Coordinator

**2**018-2019 was truly a Nordic Season. We never had any excuses that there was never enough snow to run an event. In the Green Mountain spine in Vermont, they received one of the highest average snow totals for the entire state of Vermont. Northern Vermont, from Sugarbush to Jay, received over 300 inches of snow and our neighbor Maine, also received close to the same amount. Fortunately, the 8 or 9 snowstorms we received this season were as normal followed by some amounts of rain, but after that we received snow again. We only received one real storm that ended in rain and then froze. - It happened in late March and that was the only real freeze thaw cycle we had. Which has been unheard of in the last 10 years. So thank you Mother Earth for a snowy season!!!

Due to this we had another solid year with over all numbers near 250 participants in our events. Record events with around 20 participants each were the Pro Jam, Tele Exam, Cross Country ITC, and the Spring Rally.



Spring Rally 2019 Participants 2019

We scheduled four fewer events this season and only canceled 4 total. On a positive note we had a strong showing in Level I events in both Tele and Cross Country and larger numbers than usual in our exams.

Kudos to the Nordic staff for a great year and the office support. I am off with Randy French and family; Hal Westwood, Nordic Examiner and 10 PSIA-E members to the birthplace of Nordic in Norway for two weeks. SKOL enjoy!!!

Congratulations to all our exam participants and especially to our successful candidates (the members who earned Levels II or III are listed in the SnowPro under exams). We would like to especially congratulate Adele Wellman from HoliMont

ski area in NY who participated in the DCL/Development team exam and received a Development Team spot. Congratulations Adele! Please read about her journey in the sidebar - it is very special!!!

*We often take for granted all our great events and our excellent educational staff in the Eastern Division and throughout PSIA-AASI, especially after all the years our organization has been the key trainers for our ski/ride industry. It is refreshing to hear about how a Level I event can change, motivate and satisfy our members. I think we often forget how much our participants care and put into participating. Please enjoy the article below from the perspective of one of our members and Ed Staff, enjoy the kudos we all receive for doing our best with each and every clinic group we guide. ☞*

### Level I Telemark Exam

By John Keegan

**T**he Level I Telemark exam is a course that I would recommend to anyone who has the desire to challenge themselves and see the mountain in a totally different light. I was fortunate to have a group of people from my home mountain and one of the current gurus in the sport as our examiner. Keith Rodney was great to work with and explained early on that this would not be like any other exam we had ever done. He could not have been more right. Out of the eight participants, four had never tele skied in their life. All of the crew were excellent alpine skiers and I was the only representative whose primary discipline was snowboarding. I had some time logged over the years on tele skis with no formal instruction. I had asked about an in house event like this for a couple of years and was overjoyed that PSIA and Keith could accommodate.

Day one was a beautiful spring day. After registration, we went outside to go over the plan of attack. We had about three different variations of equipment and learned about the pluses and minuses of all of them. NTN or Normal Tele Norm is the latest and greatest from my understanding. We learned about the history of the sport and where it is now. Then to my surprise, we all went to the bubble. Remember, four of these folks had never done this. I was amazed and nervous. At the top, Keith explained that we could totally ski alpine anytime we wanted and so we started out using an alpine technique. This was a relief to our new tele mates. Keith guided us to easier terrain to start the journey. It was pretty much an open forum and after a few minutes, I spoke up about my skepticism. Keith knew what he was doing and already knew the ability of our group,

so he was very comfortable with this progression. I made it known how cool this was that we just went for it. Sometimes in this industry, we can get hung up on the steps needed and not focus on the end result, but I was very impressed with how well Keith's strategy was working. We started in on the progression of steering and worked on getting a little separation of our feet - always under the watchful eye of our trainer. He was able to give great feedback since we were a smaller group and all of us were working well together. We were given ample time and space to kind of feel out this new alien type of skiing. There were some cue words and movements that improved my skiing instantly. After figuring some things out for myself, I tried to help/focus on some others. Keith said that I was saying and seeing the right things and had a "natural" idea of how this worked. We spent the rest of the day going over and practicing the progression. Everyone was getting it and having a blast.

Day two was a concern of mine because of potential fatigue. Thankfully, that didn't show up until around 2:30. We worked on things from the day before and Keith did challenge some of the group that had already done this with harder tasks. A few more elements were introduced - all with clear direction and reasoning of why and how. The most important safety aspect that was addressed and reinforced at all times was to do what you can when you are comfortable to do so - for example, steeps on Ridge. We were lucky this event was happening midweek so there was very little traffic on the hill. A lot of the second day involved stupid human tricks and independent practice which is key. Seven out of eight of us passed and some were highly recommended to continue on to level 2. At no time did I feel pressure to perform or like I was ever put on the stage. This is why I think Keith was talking about it being different from any other exam we had attended. He bounced around to everyone individually and said what he needed to for what was next. I would do this event again in a heartbeat. I have no regrets and hope to teach a tele lesson soon.

Thank you

John Keegan ☞



John Keegan attending the Level I Telemark exam at Mount Snow

## My Journey to the Development Team

By Adele Wellman

Nordic Development Team



10,462 ... That's the number of thank you cards I should be writing this spring.

I just made the PSIA -E Nordic Downhill Development team at Killington, VT, but would not have done so without the help of thousands of people. I started teaching skiing in 1985. Since then, 27 of my 34 years were full time, only taking breaks to finish college and raise two darling daughters. It's mind-boggling to think of how many people I have taught over that time frame. Each lesson was different and I learned what worked for some people didn't for others. My bag of tricks grew. Although the students came to me to master a new skill or overcome a fear, I was improving my own teaching too. I had to problem solve and invent new class-handling skills - how do I teach 22 beginners at one time? If I make up a fun mantra will it be easier to get a group of timid intermediates though a mogul

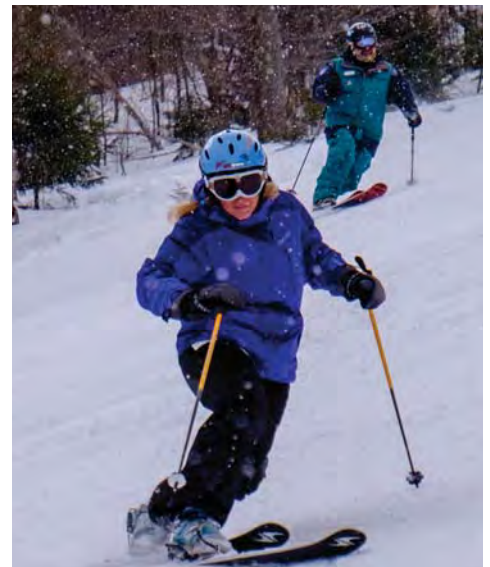
run? Many times, I was pushed out of my comfort zone when teaching to the techy folks or people who skied faster than me. However, each one of those experiences provided me with a strong foundation so when the examiner asked if I had anything else to add to a tree or steep lesson, I could confidently say "YES, I DO!" So, thank you students for allowing me to learn from you.

I have been a member of PSIA since the beginning of my ski career, joining to learn how to ski and teach from highly trained instructors and examiners. Clinics are an amazing way to improve a skill, learn a new discipline or just ski with like-minded folks. Over the years, I have successfully taken 11 exams to become certified in: Cross-country, snowboard, alpine and telemark (Levels 1, 2, and 3). Without the help and guidance of talented and caring clinic leaders who believed in my abilities and pushed me to become a better skier and rider, I would not be on the Development team today. Examiners were helpful too, letting me know I still needed to "own" the trees and bumps, ski the steeps with confidence and work on my upper level teaching (aka super girl skills). So, thank you to the girls and guys with the shiny pins and cool jackets for being amazing role models and the encouragement throughout the years. I am excited to work with so many of you!

Instructors teach because we love it, we want to share the joy of skiing/riding with others, we are not in it to get rich. Certifications are expensive, fortunately I have received several scholarships over my career. The scholarship that I was most honored to receive is the Nancy Oaks Hall Scholarship. Nancy was a member of the PSIA Alpine Demonstration Team, a coach, instructor and artist. As one of the few women on the team, she knew the importance of support from like-minded women. The schol-

arship was created to provide opportunities for women to grow personally and professionally in the ski/ snowboard industry, take on leadership roles and be role models for peers. Although I have never met her, my new boss, Mickey Stone, PSIA-E Nordic Coordinator, was friends with her when he was on the National team. He wrote one of the letters of recommendation for me for the scholarship I was awarded stating that I had many of the same teaching mannerisms as Nancy. What an amazing compliment and vote of confidence from both the scholarship review committee and from the head of the tele world. They had faith in my abilities and myself! Thank you!

I owe the most thanks to my ski buddies, the people I train with whom I train, call for tele talks, and watch videos to work on movement analysis. They are the crew who make me ski one more run when I want to go in or tell me to ski it again until I like it. They tele, alpine and ride. They are my young friends who I mentor and my older friends I admire. The people who listen to my wild ideas, unique teaching style and sound effects, the ones who let



Adele and Mickey at Timberline in West Virginia

me be me and come back for more. My co-workers from Gatlinburg, TN, Snowshoe, WV, Holiday Valley and HoliMont in NY are why I have a new title. When it came to skiing the steep, slick slopes of Killington, it was the time on the hill practicing the moonwalk drill that allowed me to make a normally scary hill downright fun. Teaching weekly clinics (sometimes on short notice) for the past 15 years gave me the ability to come up with a lesson plan for an open tele drill on the hill. At the end of the exam for DCL, it didn't seem that hard only because unknowingly, I had been training for it since I put my first pair of boots on in my 20's. I still have to improve my skills, but thanks to so many people along this journey, the examiners elevated me to the Development team! WAHOO! And that's a win for all of us! <<



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## AASI Update

By Brian Donovan

AASI-E Examiner, AASI-E Advisor

There is so much to reflect upon as we close out the 2018-2019 winter season:

**End of Season Exams** – We held our end of season exams during the 3<sup>rd</sup> week of March at Mount



Snow, Vermont this season, and had over 50 candidates show up to put their teaching and riding talents on display. Mother Nature gave us a complete mix of the variable conditions that the East Coast can throw at us, and at the end of the week, we had some great results. We welcomed 21 new AASI Level 2 and 7 new AASI Level 3 certified instructors at the end of the 3 days! Our newest AASI Level 3 certified instructors are: Jordann Sylvestre Archut from Sugarbush, Sean Dolan from Stowe, Jonathan Fifer from Mount Snow, Les Wetmore from Smugglers Notch, Nicholas Block from Stratton, Steven Maxwell from Sugarbush, and Lindsay Seligman from Blue Mountain!!! A lifetime of hard work, experience, and dedication goes into earning a Level 3 certification, and we want to pass along a huge round of applause and congratulations to this newly certified group of pros.

**AASI Eastern Team Tryout** – With a National Team tryout scheduled in the spring of 2020, we hosted an AASI Eastern Team Tryout during the 1<sup>st</sup> week of April at Stowe, Vermont. After 2 grueling days of a tryout, seven new AASI Eastern Team members were announced. Our 2019 AASI Eastern Team is: Todd Ainsworth from Okemo, Ian Boyle from Jay Peak, Loren Dailey from Stratton, Brian Donovan from Mount Snow, Greg Fatigate from Smugglers' Notch, Tom Mulligan from Sugarbush, and Tom Vickery from Gore Mountain. This team will continue to train together in hopes of being invited to the 2020 AASI National Team tryout at Breckenridge next spring.

### Some ideas to stay active and engaged as you head into summer:

1. Get outside and play – whether you are picking up a brand-new sport or dusting off the cobwebs on your old athletic gear, get outside this summer and be active. Run, bike, kick soccer balls, play catch, golf, swing a racquet, skateboard, and do anything that will challenge you physically and mentally.
2. Catch up on your readings – Find some quiet time to peruse the AASI Snowboard Technical Manual or the brand-new PSIA-AASI Teaching Snowsports Manual.
3. Take a PSIA-AASI E-Learning Course – Courses can be found under the “Education” heading on the [www.thesnowpros.org](http://www.thesnowpros.org) website.
4. Check out our Official Member Suppliers in the “Pro Form” section of the [www.thesnowpros.org](http://www.thesnowpros.org) website to take advantage of the discounts that you earn as a member of AASI.
5. Get engaged with your AASI peers through social media. Join the “AASI East” Facebook group on Facebook and stay connected to each other this summer.
6. Become a beginner again – Take a lesson in something this summer. Learn how to play an instrument. Put yourself into the role of the beginner in order to remember how intimidating and nerve-racking it can be to be new at something. Focusing on all of the added challenges when you're first learning something will definitely improve your performance when you're in the role of the instructor next winter.

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## THANK YOU TO BURTON SNOWBOARD!!

AASI Eastern Division would like to thank Burton and Burton Global Experience Manager, Shaun Cattnach, for their continued support of our members and our organization.

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

### AASI Level III Member – Lindsay Seligman

from Blue Mountain, PA

Lindsay attained her AASI Level III certification and also won a pair of Burton Anon M4 Toric goggles.

### AASI Level II Member – Alison Canavan

from Gore Mountain, NY

Alison attained her AASI Level II certification and also won a Burton 28L Day Hiker pack.

**Thanks to Shaun and Burton Snowboard for being such a great PSIA-AASI Eastern Division 2018-2019 sponsor!**

## 2019 AASI Eastern Team

There is a PSIA-AASI National Team tryout coming up in 2020. The PSIA-AASI National Team Selection process helps PSIA-AASI select the nation's best instructors to represent the association at the highest level. As a result, the team will embody these three attributes outlined by the Teams Taskforce:

- Lifelong learners
- Inspirational educators
- Inspirational athletes

The PSIA-AASI National Team is selected on a “best in the nation” concept. For 2020, there is no set maximum number of team members. Every four years, men and women are chosen to represent the association following a rigorous selection process and will serve a four-year term. Congratulations to these team members who will be representing the Eastern Division at the 2020 National Team Tryouts!

- Todd Ainsworth, Okemo Mountain
- Ian Boyle, Jay Peak Resort
- Loren Dailey, Stratton Mountain
- Brian Donovan, Mount Snow
- Greg Fatigate, Smuggler's Notch
- Thomas Mulligan, Sugarbush Resort
- Thomas Vickery, Gore Mountain



(L-R) Kathy Brennan, selector; Team members: Ian Boyle, Tommy Morsch, Loren Dailey, Amy Gan, Todd Ainsworth, Brian Donovan, Greg Fatigate, Thomas Mulligan, Tom Vickery

## your turn

### A Journey to Gold ...

By Lindsay Seligman  
AASI Level 3, CS2, FS1

**A** day and a date that will always be remembered, the attainment of my AASI level 3. It's truly remarkable what we as humans do by putting ourselves out there to attain goals, dreams, and achievements to better ourselves in various ways!



March 20<sup>th</sup>, 2019 was a remarkable, breathtaking, unforgettable date for me in Mount Snow, VT. That day my candidate number was finally on the pass poster and our AASI East Advisor announced my name to walk up for my gold pin. My epic journey for level 3 started in winter 2008 at Hunter Mountain, NY. It was my first attempt for level 3 and it was a complete failure. That summer, I hit the books with my feedback form writing out notes, teaching segments, and how I could better prepare myself for my second attempt. Next season winter 2009 Killington, VT was my second attempt at level 3. My hard work paid off with passing the teaching and professional knowledge, but I failed the riding. Alright I've got it - just a one-day level 3 riding retake right! "How hard could it be?" I thought.

That silly little thought I had given myself at the age of 26: "how hard could it be - a one-day riding retake." Little did I know that it would be 10 years later after 10 attempts of level 3 riding retakes before I attained it. I wish I could go back and shake that girl with that silly little thought. I spent countless hours riding, training, and preparing each season to attain that one day riding retake.

I hit emotional points where I had given up, had meltdowns, and year after year of frustration and disappointment. This season I tried a different approach. I spent a lot of my time in Northern Vermont riding challenging terrain at Stowe, Smuggs, and Killington, VT. My biggest struggle is at the resort where I'm located in Pennsylvania, we are somewhat lim-

ited on challenging terrain that meets the Level 3 National Standard. That meant a lot of time and travel which I wasn't afraid to tackle. I had also reached out to other instructors, trainers and several of the education staff for help. A few of these individuals really gave me precise feedback and insight into what I was doing and what I needed to do to be able to attain that Level 3 riding National Standard.

**DON'T EVER GIVE UP** on your dreams and goals. "ENJOY YOURSELF AND LIVE LIFE TO THE FULLEST". For those of you who have not attained your certification yet or are thinking about attempting the next level of certification ... don't be afraid to work hard, reach out to others and don't be afraid of failure. There is always next time. Whatever happens make it the best positive learning experience and learn how you can grow from that. I promise you it's going to be the most rewarding life-learning-journey you conquer! ⚡

### Emotional IQ 101

By Katie Brinton  
PSIA-E Development Team  
Okemo Mountain Ski + Ride

**T**eaching an effective student-centered lesson means coming to grips with all of your student's needs. As Maslow so succinctly diagramed for us, if a person wants to achieve self-actualization, they have to tick a lot of boxes along the way.

As coaches who work in the outdoors, we are pretty good at tapping into our students' physiological concerns (Who needs a bio break?!). But we aren't always nuanced when it comes to interpreting our students' emotional needs.

#### Take the emotion fear for example.

My husband is keen to master surfing. He and I have both taken a few lessons, but we are very much in the "still figuring this whole thing out" phase of our learning. We are both lifelong swimmers, but I have a hard time paddling when I am on the board.

We shared this information with an instructor right before a surf lesson we took while on our honeymoon. The instructor said the right things—we'll take it easy and assess the conditions, we can go back to the basics if we need to—so my husband and I eagerly hit the water.

The waves were coming in quick sets. Faster than I had anticipated. And they looked big. My husband paddled out, but I was having a hard time breaking through.

Tail between my legs, I slunk out of the water and over to my instructor. I told him about how the

sets felt fast and big, and then I swallowed my pride and told him that I was...afraid.

He responded, well, you don't have to go back out if you don't want to.

#### My heart sunk.

To be clear, he did not follow up that offer to quit with advice or support. He simply shrugged. And then, when I did go back out because I didn't want to be a quitter, my confidence was utterly demolished. I continued to struggle as I exhausted myself fighting to get past the waves and then catch them. Finally, without any real attempt at coaching, the instructor suggested I go back to the beach and call it a day.

When I had told him I was afraid, I was desperately grasping for encouragement and advice. Instead, I got dismissal. I had been vulnerable. The instructor had been oblivious.

Thinking about that lesson still bums me out. It sucked. It ate up a day of my honeymoon. And it knocked my confidence in the ocean. But what disappoints me the most is how differently that lesson could have gone with a more emotionally intelligent instructor. An instructor who had been better able to recognize my apprehension and coach me to a place where I could feel confident could have made that moment on the beach a breakthrough instead of a breakdown.

Emotional intelligence is the ability to tune into the affective obstacles to your student's learning. Sometimes the student offers you those obstacles on a platter (crowded trails make me nervous). Other times affective concerns only become apparent as situations arise (I noticed that you keep looking behind you at the other sliders when you're skiing...).

Make sure to look for physical cues. For example, a fearful skier will often brace, lean into the hill, rush out of the fall line, spend a lot of time traversing, etc. ... Listen to what your students tell you (I'm scared of the steeps.). And then listen for the things they don't tell you (In my case, why is my husband getting this when I'm not? Why are these waves different than the waves I've surfed before? HELP ME, PLEASE.).

Whatever your student's affective obstacles, be it fear, embarrassment, frustration or other, empower your students with knowledge and skills. And more importantly, take the time to connect with them. Build a bond. Let them know they aren't alone. And foster their self-esteem.

If we cultivate our emotional intelligence, we are better prepared to set our students up for success. But cultivating emotional IQ can be hard. The waves that looked huge to me looked tiny to my surf instructor, so it was difficult for him to empathize with my nervousness. Similarly, I haven't been scared of anything on my skis in a long time. But being a student again, even in a different sport, has helped me

*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.*

to be more attuned to the emotional hurdles we all face when trying something new.

As we come into the shoulder season and summer, I encourage you to get out there and try a new sport or activity. Fine-tune your emotional intelligence by placing yourself in the role of learner instead of educator. I know I will be. While I was disappointed with that surf lesson, you'll find me back on the ocean this summer, swallowing mouthfuls of saltwater but, hopefully, also catching some waves. ☀

## Titus Mountain Gets the 4-1-1

By Rust Eddy

Assistant Snowsports School Director  
Titus Mountain

**G**reetings from Titus Mountain Family Ski Resort in Malone, N.Y. I want to share with you something very special that is going on at our mountain. As Instructors, we all know the joy of “giving” the gift of skiing to another person, especially when that person is a youngster. Watching them move from tentative apprehension, if not abject fear, to safely and confidently skiing down the hill, brings huge smiles to their faces and to ours. Now, imagine that process multiplied by 80 grade schoolers, every school day of the week over the course of the entire season!

At Titus we have developed our 4-1-1 Program, offered to any regional 4<sup>th</sup> grader as a part of our larger “Intro to Ski” Program available to grades 5-12. During the Intro to Ski Program, we work individually with each child (sometimes as many as 100), fitting them with rental equipment, teaching them to stop, to turn, to safely load and unload from the lifts; and, very often, to graduate off the learning hill to more difficult terrain. 4<sup>th</sup> graders who complete our program receive a free pass and rentals for the season, and a lift ticket/lesson voucher for a parent. Grades 5-12 receive a 1 day voucher as well as a lift/lesson voucher for a parent.

The news is out in northern New York about the 4-1-1! This year nearly 30 schools participated in our Intro to Ski Program; up from just 5 schools a few short years ago. Nearly every school within a 50 mile radius of Titus brought at least one of their grades to Titus for our program, some brought several. Over 1700 kids participated! When you add in our 5 week “After School Program” we had over 2500 grade schoolers visiting our mountain.

The Snowsports School staff with Christine McKane, as our Director, Kitty Villeneuve, PSIA-AASI E Area Rep for Titus are certainly not the only reason that Titus was voted the #1 Family Friendly Resort and the #1 Best Beginner Resort. Our entire Titus Mountain staff's commitment and devotion to our surrounding schools is definitely a reflection of that Family Friendly atmosphere. ☀

## In Praise of Older ... Instructors

By Dick Fox

Alpine Level III and Children's  
Specialist 2

**S**ince few readers born after 1960 would understand the borrowing of the title of this article from “In Praise of Older Women”, suffice it to say that this was a 1978 movie of some notoriety. You can google it on your own to make the full connection.

Being a bona-fide member of the Howdy Doody and Roy Rogers cohort, I followed a recent discussion in our social media chat pages concerning the dilemma of “what to do with our aging instructors?” Since a large (and growing larger) proportion of our PSIA-E membership and Eastern Snow Sports instructors are becoming septua – and octogenarians, I thought that it would be interesting to add some observations from a personal point of view. So, who are these gray haired dinosaurs?

All humans exhibit an evolution of their CAP characteristics and this does not end at age 15. So my friends and I are likely to exhibit at least some of the following physical attributes:

- We are likely to have joints that have been “well used” (maybe replaced) and offer us pretty much continuous discomfort and perhaps limited range of movement.
- Our muscles have lost some of their strength and fast-twitch (explosive) power leading us toward more subtle movements.
- Internal balance (inner ear) has been replaced by environmental “wisdom.” For some fun, watch us try to stand on one leg with our eyes closed.
- Eye sight and hearing can be diminished for some of us. Coupled with an acute understanding of the healing time required by an epic crash, we are generally not as comfortable with the same speeds that would have been common a decade ago.
- In all probability, our aerobic capacity and muscular endurance has decreased some, making “Miller time” occur earlier in the day.

I think that too much is made of this physical evolution. We have all learned how to deal with this and, arguably, the children of the sixties can relate better to the limitations of most of our guests, replacing high end athleticism with more efficient and energy conserving movement blends.

In the cognitive realm, our decades of experiences can add interesting dimensions to the learning partnership. We are the group who grew up repairing screw-in metal edges with toothpicks and glue and who regularly repaired the bottoms of our wood skis with heavy bodied black paint. We have balanced careers and families with our love of snow sports and we can offer a bottomless reserve of hints

and stories, creating a unique personal experience. With decades (not just years) of coaching experience behind us, we have pretty much seen and done it all, making our quivers full of teaching arrows.

But the true treasure arrives in the affective realm. Long gone are many of the emotional, hormonal, and/or ego driven behaviors, replaced with a genuine appreciation of the opportunity and privilege of sharing our love of being outdoors in the winter and sliding on the snow like kids. We know that we are not solving world hunger, and we are realistic about the wealth building rewards of teaching snow sports. We are likely to be the ones standing at the meeting place for training and we are unlikely to be missing in action at line-ups. We will probably complete our paperwork and take care of our uniforms and equipment. We will tolerate the locker and lunch room drama and we will gladly lend a hand (or an ear) when someone needs help. We will dutifully pay our PSIA dues and look forward to participating in educational events.

If all that it takes to keep us feeling included and engaged in an industry that we love is not expecting us to take three back-to-back beginner lessons (with lots of climbing around and painful rotary movements), and not asking us to demonstrate hop turns, it is a good deal for the industry.

The message? Don't worry about us. We will continue to carry our weight and add our special perspective to the industry. And ... we will know when it is time to hang it up. ☀

## Make it Natural - Move

By Lloyd H. Muller

Level II, Master Teacher  
Whitetail Ski Instructor

**T**eaching Never-Ever students is the most challenging lesson an instructor can be assigned. Everything is new to beginners, which means their learning curve is straight up while they master long feet, slippery snow and fears of hitting every tree within 100 miles. Truly, teaching these trusting people should mean that only experienced instructors should be assigned to them. Alas, such is not the case. Usually, their teachers are also new, and they rely on a rote progression that was taught during their orientation training. This article is aimed at these new instructors. Hopefully, they will learn how the drills they are teaching are aimed at having their students adapt what they already know about moving athletically to this new sport called skiing.

The first step in teaching a good lesson is to learn about your students. The *Core Concepts* book talks a lot about this important factor. So, let's look at a variety of students and make some broad comparisons.

How old are your students? What are their motivations? What sort of sports background do they have? Some students will trust their bodies - what they feel and see, they do instinctively. Consequently, they will move in accordance with the demands of the slope and the turns they are making. Others will learn to ski by remembering movements they once did playing other sports. The instructor's drills will rekindle those natural, balanced movements they once enjoyed in basketball games, ice skating or dancing. Skiing, for all these people, will not be seen as a foreign sport "never done before;" instead, it is the application of once-learned movements. Finally, some students will have few or no athletic experiences from which to draw. These students may be nervous, unfit, and/or unprepared for our winter environment. The activities the instructor uses and the progression they follow will help them to realize there are many similarities with movements they do make every day. A good example is walking. Everyone can do that. The instructor's job is to take that common experience and relate it to skiing.

I have just alluded to moving, but what specifically do I mean by "moving?" As suggested earlier, I use walking as an illustration by having students take a step and consciously search for what happens. What do they feel? Can they feel their leg muscles lifting the heels of their feet? Can they feel their knees bending? Importantly, can they feel their hips moving in a desired direction? That is, is their center of mass moving forward? Students are encouraged to work together so they can exchange information.

Now, I ask my students to tighten every muscle in their body. Tighten them in increments of 10%, 20%, 50%, 70%, 100% while trying to move. Is it easy or hard? Next relax: 10%, 20%, 30%...50% while moving. Is it easier? Do they have more range of motion? So, what does this show to students? They get to feel their bodies and how they work...or not, if they don't relax.

Next, I have my students apply these natural movements by having them play games they know. They start by playing tag; it's fun, which is the point of the lesson for them. Next, I have them play simulated basketball in teams of two. One person pantomimes dribbling, and the other guarding. Soccer is another good simulation. Quick "cutting" or turning movements are encouraged. As they do this, remind your students how they moved their eyes towards their desired targets (where they want to go). This exercise is followed by an explanation that skiing involves these skills they have just used. Skiing simply adapts them. Thus, never-evers can apply what they already know to this new sport of skiing.

So far, so good. The next step is to refine these movements towards good rotary skills. Have the students place their feet side by side on a piece of PVC piping to ensure properly balanced bodies. Then have them do a "bow-tie" with each foot. While doing so, have the students pat their hips to feel each

leg turning in its hip socket. They are also told that this twisting movement will be used for turning skis, so it is a sensation they will be feeling as they ski.

Then, they carve arcs in the snow. First, their arcs have one foot turning inward while the other one is stationary. Their hips and upper bodies will remain quiet, but the hips of the arcing feet are always patted so, again, the students can feel their legs turning. The students are reminded that these rotary movements are what will turn their skis. As they do so, I have them watch their legs move while continuing to pat their hips thus combining two methods of learning.

The next step has the students making arcs with their feet turning outward. This is done in a manner like the previous inward arc except the toe is arcing outwards. If done correctly, the same hips as the arcing feet are pulled forward with their chests still pointing ahead in their original direction...in effect, creating early countering. During this time, students are encouraged to feel how their bodies are moving. They can also watch their classmates' movements. Again, note how this progression provides multiple learning methods for the students.

To reinforce the idea of how these outward arcs are analogous to basketball movements or chase turns, the students are asked again to play those games again. The students can alternate the arcs with their basketball turns until the connection is solid. As they do so, have them note how their upper bodies remain quietly balanced over their legs. All of their rotary foot movements come under stable hips generating a slight but solid upper-lower body separation.

Now, have them shuffle to the crest of a short pitch. Here, they will "STOP" with their uphill sides forward above their short legs. Their long legs will be downhill. Their upper bodies through their hips will have a very mild counter facing down the slope as they conform to their inside halves being forward. Here, I have them note how their bodies are set up in an athletic, balanced position that are ready to make a turn in the direction of their chests just as they do when playing basketball. This is repeated in the opposite direction. All this to create a learning experience of what their bodies should be doing on a hill.

Now comes the important boot slide down the hill. The students will face straight down the hill and then start shuffling forward. This imitates the initiation of a skied run. After a step or two, the students will then shuffle an arced turn just as they practiced on the flats. Interior legs will move ahead and become shorter. Their upper bodies, including hips, will become slightly countered and separated from their legs. This shuffling will be repeated scissor-like through an arc until they are going uphill. That is, they shuffle their turns until they are completed. Their tracks should resemble a "smile." Have your students study these arcs as they show what they are trying to achieve: a safe turn to a stop through the use of their new skills.

It is important for students' learning that these progressions be experiential. That is, elaborate explanations are not what are needed. Rather, comments should be directed towards having the students see and feel by themselves what is to be done. So, to encourage this learning, ask them questions. Where are their feet? How are their bodies stacked up? Which shoulder and hip are leading, and which are back? Is there a sense of balance? As they answer these questions, their learned experiences are reinforced.

The final stage of learning is repeating this progression with the students on skis. Each boot drill is carefully mimicked to reinforce the visions, feelings and oral discussions of turning that were taught during the boot drills. Then comes the first turned run! I give several demos showing how their boot drills turn their skis. Starting with the most capable student, I have him or her look at a target towards which his or her turn will be directed. With a slight push from their poles, it's into the turn. With success, all the other students can watch and celebrate their friend's fabulous success. Each of them can then follow with their own turns. It's all going downhill from there. «

## Psychology Matters

### Psychological Perspectives on Motivation: Insights and Strategies for the Mountain Class

By Tony Crespi

Professor of Psychology, School Psychology Program, The University of Hartford, Connecticut

While many gifted ski instructors and coaches are able to elicit tremendous interest from students, there are other pros who seem less than captivating. One secret ingredient to enhancing teaching involves motivational strategies. When students are motivated, learning is improved. This article reviews four researched ingredients to motivation. For those who meld these ingredients into their work, the results can be inspirational.

### Understanding Motivation

Each year, children and adults walk away from classes and workshops bored and unhappy. It happens and it happens in all types of settings including mountain classes. Fortunately, most people can also recall one or two teachers who evoked passionate learning. These individuals knew about motivation.

Like many issues, motivation is a complex topic. While many people talk about motivation, it is challenging to define. Motivation is like that because it isn't physical, so you can't see it, it makes no sound and, therefore, cannot be heard, and you cannot actually taste, touch or smell motivation. Nonetheless, most people know something of its potential.



Psychologists often define motivation as those actions which give meaning to our behavior and which drive us to perform. In a practical sense some call it drive, and still others ambition. In this article we will call this motivation. If we accept the idea that motivation is a desirable entity for learning, then ski pros able to elicit motivation are better prepared to enhance learning and development.

Dr. Raymond J. Wlodkowski, Professor Emeritus at Regis University, Denver, identified four ingredients to motivation: 1) Expertise 2) Empathy 3) Enthusiasm and 4) Clarity. In a basic way, these four characteristics can serve as a foundation for teaching and coaching. Consider each in turn.

### Expertise

A teacher and coach must know their subject. Understandably, breadth and depth of knowledge is one cornerstone to expertise. Limited knowledge, on the other hand, breeds monotony. Ask yourself, can I draw on a reservoir of examples in my teaching to better explain concepts? The pro who possesses breadth can meld ideas and is better able to enhance interest.

Evaluate your expertise: Choosing snow conditions, trails, pitch, as well as appropriate and interesting learning activities reflects expertise. Does the sequence of learning activities you select reflect solid expertise? What do we expect the student to feel and experience? Strengthening depth and breadth of knowledge helps develop greater expertise.

How can you develop your expertise? Watch others? Read professional journals and articles. Attend PSIA and USSCA clinics and workshops. Ask for feedback from students and peers. To develop expertise, the development of knowledge is one foundation to effective coaching. Add depth and breadth to your expertise.

### Empathy

While there is no substitute for knowledge, knowledgeable teachers must also be empathic. By anticipating and exploring expectations, wishes, interests, anxieties, as well as student fears and apprehensions teachers can maximize empathy. Does the student change their stance because they are tense? Is it the pitch, snow, or sounds that create tension? What can you do to maximize student learning and promote a successful, positive, lesson? Can you change fear into joy?

Empathy involves an understanding of student strengths and weaknesses, knowledge of personal drives, and a knowledge of those facets which promote tension, apprehension, anxiety, fear, as well as excitement and joy. Armed with this knowledge, you can build on strengths which reinforce positive learning. Analyze learning from the skier's vantage point - maximizing empathy - and you can better maintain and foster interest.

How can you maximize empathy? Ask students how they felt about the lesson. Ask if they felt you un-

derstood their experience? Would changing the trail have decreased anxiety and increased positive feelings? Evaluate your empathy and compare your evaluation with student feedback? Ask others to observe your teaching. Engage in honest self-evaluation.

### Enthusiasm

Enthusiasm is contagious. The truly enthusiastic teacher is one who can emit a sense of energy, animation, and excitement about their subject. In addition, while teachers can enhance enthusiasm, the situation itself – the mountain – can also promote excitement. Are you taking students to those trails which promote enthusiasm? Does the ride on the chairlift or gondola create excitement? Would a run through the park or bumps enhance positive energy? Do you ask students what they find most generates their enthusiasm? What's their favorite activity? What's their favorite run?

While enthusiasm may be more easily generated by some teachers and students, it is important to recognize that enthusiasm is related to motivation. When was the last time that you heard someone speaking in a monotone? While ski pros need not jump up and down to display enthusiasm, it is important to convey interest.

How do you enhance your enthusiasm? Be proactive. Do you display good eye contact? Does your face reveal interest? Are you enthusiastic? Do you ask if a particular trail or lift would be pleasurable? What enhances or decreases your enthusiasm? Does cold or wind decrease your energy? How does ice impact your excitement? Do you consider how you can use your personality in conjunction with the mountain to build enthusiasm? Be proactive. Be enthusiastic.

### Clarity

While some explanations and skiing demonstrations may seem clear to a teacher, sometimes the simplest of explanations may sound foreign to a learner. Sometimes, to a student, our demonstrations don't clearly match our words and explanations. Clarity is a critical to teaching. A Snowsports teacher may have great knowledge, but the ability to communicate that knowledge is critical as well.

How clear is your teaching? People learn best what they understand. Are you asking students for feedback on your clarity? Ask: Am I being clear? Is my demonstration clear? Do you understand how this might feel? Do you feel more accurate and precise skiing in this fashion? Do you adjust your explanations based on feedback?

By design, effective teachers must communicate clearly. Do your students understand your explanations? Is your vocabulary suitable? Is the detail sufficient? Do you ask students if you are clear? These questions can serve as a checklist for assessing clarity.

Taken globally, motivation is a powerful concept. From a psychological perspective, motivation encompasses attitudes, and needs, as well as

strengths and weaknesses. Most often, teachers attribute motivation to the student. This is unfortunate though, because of the influence teachers can have on learning and development.

### Concluding Thoughts

Ski teaching and coaching can be challenging. Ski pros either teach well or risk losing interest. Clearly, the pro who is able to provide a class atmosphere which enhances motivation will have the edge in maximizing learning. The four ingredients of motivation discussed in this article can serve to uncover the secrets of effective teaching. Each of the variables are clear but, still, many pros can benefit from analyzing each carefully and determining whether they are present in their own work. Truly, the task is not easy, but the benefits are tremendous. <<

## Skiing for a Reason, a Season or a Lifetime

By Kayla Carlozzi  
*Alpine Level II and Children's Specialist 2, Gore Mountain*

If you have not heard this truism floating around social media it reads, "We have three types of friendships in life: friends for a reason, friends for a season or friends for a lifetime." As you read that, I'm sure it sparked a memory of relationships you have had in the past.

As I read that quote for the hundredth time, I could not help but think about how it concretely related to the industry trend we have been witnessing in snowsports lessons: a clear decline in the number of skiers as well as a conversion rate for beginner skiers that still lags behind the goal.

A prime example is the girlfriend who is learning to ski because her boyfriend, a lifelong skier, dragged her on this ski trip with a bunch of friends. They rented a house and she is bound and determined to make the best get away weekend with the crew. The boyfriend knows she needs to take a lesson from someone other than himself, so here you are. As you start the lesson, you try to gauge her interest in the sport and quickly realize that the **reason** she is reluctantly there is to amuse him. Her main reason for being there is simply to enjoy après ski and spending time with her friends.

Then you have the parent who arrives at your lesson meeting area and as you start to talk to the parent about their experiences, their motivation for taking a lesson becomes obvious. They divulge to you that their children are more advanced and they would like to feel more confident when they're skiing with the kids. You can tell, they are there for the next couple of **seasons**, but once the kids are in ski club or have grown out of the sport, they might not stick with it.

Then, there is the two-year-old you are almost dreading to have for a half hour lesson. You know that their muscles are not yet fully developed and their range of motion is limited because they essentially just learned to walk, and they are in cumbersome clothing and equipment. The mom apologizes knowing that she is too young for a lesson, but the little girl is looking at you with her skis on and pure joy radiating from her face, she wants to ski. You bring her to the carpet area as she chats away about how excited she is, she already has her sights set on moving up to the snow train. At the end of the lesson (still not having successfully accomplished a balanced straight run) she looks at the chair lift and says, "I'm going to ski there next." That little girl has skiing in her blood; she's in it for life.

Skiing can appeal to people and spark joy for a variety of reasons. As a sport there can be a personal challenge to understanding the technical aspects of skiing and learning to accomplish them. An individual can look at it as a sport that involves spending time outdoors even in the middle of winter. Skiing can also be a sport that can be enjoyed with friends and family, whether you are male or female, young or old.

Our job as instructors is to figure out where that spark stems from and encourage and build on it throughout our lesson. We can take the girlfriend who's there for her boyfriend and introduce her to why she should do this for herself. Maybe she's a yoga instructor and this is another way to add movements to her body she otherwise would not have created. Or for that parent who is trying to keep up with their kids, we can coach them through skiing to have a skill set to be able to ski with the family into the woods where he suddenly realizes that the possibilities are endless and wants to ski well into the next generation. But mostly, it's our duty to take that spark for determination and build on it with that two-year-old to create a lasting memory of their first ski lesson. If you create that bond between you and the two-year-old, you'll ensure that when she comes back, she'll want to ski with you and get to that next level - the snow train.

### » AASI Update, continued

7. Pay your AASI member dues on time – whether you're opting into the new quarterly dues payments or just paying with a one-time annual payment, make sure to pay your dues before the June 30<sup>th</sup> deadline so as to avoid any late fees. Pay your dues on time and use that money that you saved in late fees towards an event next season, or maybe just use it for some drinks while catching up with friends after a fun day on snow.

Start getting in shape for next winter – it's never too soon or too early. Start getting into riding shape now so that you can maximize your time and fun factor on snow next year.

**Send off** – Congratulations to everyone who earned new certifications or accreditations this season, salutes to all of you who attended at least one educational event this winter, welcome to all of the folks who joined our organization this year as new members, and THANK YOU to everyone who got out on snow and taught snowboard lessons! Thank you for your passion and dedication to teaching snowboarding! Thank you for being ambassadors for our industry! Have a great summer, and I can't wait to see you all again soon!

Keep in mind another adage, "You only get one chance to make a first impression." Yeah, your gloves are wet and you are still sore from that last run on Lies. Your enthusiasm for the sport is contagious; your attitude in each lesson could be the difference between introducing your student to a sport you love and possibly creating a "skier" or having the student walk away vowing never to do that again. If we view every lesson as a chance to help create a skier, to find what appeals to them, what sparks that joy and determination and build on it, we have succeeded.

The best thing you could give your students, is a reason to ski every season for a lifetime. «

## Some Thoughts about Chris Ericson's article:

### I am a Ski Teacher - Not a Physics Teacher

By John Petersen  
*Alpine Level II and Children's Specialist 2*

I am writing in response to Chris Ericson's article entitled, *I am a Ski Teacher - Not a Physics Teacher* which spoke about his journey through the maze of technical information and how much it hit home for me. I am mid-way through a similar journey.

My somewhat tongue in cheek saying "searching through minutia for answers to the big picture" hints at all the technical material and knowledge I have sought out regarding the world of teaching and coaching. I have been embracing this technical knowledge by reading all the material I can get my hands on. There is some great stuff out there and you can really fill your head with it all!

I feel it was necessary for me to travel through this journey so that I could gain some perspective and maybe find some deeper understanding to become a "better" instructor. It was like getting a self-guided formal education. But in what?

I was embracing the saying; "The more you

know, the more you know you don't know." This is true on many levels. To me, the knowledge gathering became addictive ... until one day recently when my knowledge far outgrew my abilities.

Something became less fun all of a sudden, and I realized that I needed to put the books down and get out there and SKI ... and then ski some more! I began having fun again and in that, my lessons became more energized, focused and, well, fun!

I also decided to keep all the fun things that I had learned over the years of being in this sport, including check hops, wedeln, short swing, step turns, kick turns, etc. and to work them into what we now consider modern technique. I call them "fun-tactics."

I've done some research about the history of skiing and discovered where the sport started and how it has evolved. This helped me put into perspective the changes in how we approach teaching people how to ski that have occurred just in my lifetime. I embrace the Fundamental skills and consider them PSIA's new renaissance. They, to me, are a benchmark for technical efficiency and represent a very smart way to package together all the good things that we have learned through history regarding human movement on skis.

As Chris points out, much of this technical knowledge has little direct meaning to our guests. It certainly clears a room and causes eye rolls and side-long glances. Quoting the fundamental skills verbatim without showing an understanding of their relevance to ski instruction also elicits the same responses.

But if we can use that technical knowledge like we use any other tool at our disposal, it helps round out our skill set. If you know how to relate the tech to skiing and in turn how it can be used in a lesson to teach skiing in a fun way, you're on the right path. It's in these "degrees of separation" that I have found usefulness in technical knowledge.

Incidentally, in my 30 years of teaching, I have only been asked twice by clients to share my technical knowledge with them in a lesson and honestly I hesitated to do so, even though I love that kind of discussion in the right environment.

Lastly, the struggle it may take to gain enough perspective pouring over all this information takes time. Digesting, assimilating, experimenting and working with it all on the way to personal ownership is a process. With the right guidance and coaching through on-hill and event clinics, skiing with fellow instructors, giving lessons, reading older and newer material (not just about skiing), internet outlets like PSIA's podcasts, the Matrix, E-learning courses like *"The History of Snowsports"* and yes, even at exams, the "big picture" will begin to emerge.

Thank you, Chris for sharing your journey through this "mind field." You are not alone!

**John Petersen**

Life is a skill blend «



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THANK YOU!

## » president's message, continued

new program will be an option for you to “opt in” next month when paying your 2019-20 dues.

- For the first time, we created a new action and advisory group of young members age 16-36 called “NextCore.” The NextCore Action Group includes 14 members selected from 32 applicants and another 40-plus are participating in the NextCore Facebook Advisory Group. Both groups have already contributed dozens of discussions and ideas for improving the PSIA-AASI membership experience. For example, check out the new PSIA-East Facebook group for members – more than 400 of you opted in within the first week. They also held their first ever NextCore Ski & Ride event at Stratton Mountain, VT on March 29 and spent nearly as much time meeting and exploring ideas off the hill as they did skiing and riding. This is one dedicated group and vital to our future as our “next core” of members!
- For the first time, we are welcoming two new at-large members to the Eastern Board of Directors – Katie Brinton and Dave Isaacs (see sidebar story on the cover). This is in addition to the 14 representatives you elected to represent your region.

The intent is to provide the Board (and membership) with fresh perspective, ideas and skill sets that can enhance the effectiveness of your volunteer leadership.

- Finally, for the first time we offered a “Last Laps” multi-discipline event for 22 members that were not quite ready to put away their gear over the weekend of April 28-29 at Killington, VT.

None of these initiatives could have been successful or benchmarks set without the support of our generous membership and collaborating snow-sports schools and resorts. Thank you all and have a great summer. And don't forget – the countdown to snowmaking weather has already begun! ☀



More than 20 members enjoyed the latest event in recent Eastern history during the first “Last Laps” event at Killington the weekend of April 27-28. Thanks for joining us and making it happen!

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## » part of a “growing” population, continued

sized from their perspective. But if you've ever watched children “playing” in the moguls, giggling and smiling from ear to ear, you know why it is important to know how to pique children's curiosity without letting them get intimidated. Coaching Kids in Racing is geared towards mastering the gates, again, on the kids' level. If you'd like to try an indoor, online event, why not look into the children's webinars that are offered? And then take that gained knowledge and put your on-hill experience to the test and get certified as a Children's Specialist

This past season we offered a total of 31 children's events plus 10 In-House CS events. We saw a total of 503 participants in all of those events. This past season we handed out 344 CS1 pins and 54 CS2 pins to the successful Children's Specialist candidates. Over three times as many instructors participated in a CS2 event vs the Level III Children and Youth module exam. 17 professionals enjoyed the ‘Total Play Series’ webinars.

So if you want to be part of a growing population as an educated and certified Children's instructor who is taking care of the “growing” population, register for and participate in one or more of those exciting Children's events next season. ☀





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Check out our “member-to-member” Facebook groups and join in on the conversations with more than 1,300 of your friends and snowsports colleagues at [www.facebook.com/groups/PSIAEast/](http://www.facebook.com/groups/PSIAEast/) and [www.facebook.com/groups/AASIEast/](http://www.facebook.com/groups/AASIEast/).



More than 3,200 members follow every move we make – do you?! To keep up on the latest news, photos and buzz, follow us on Facebook! [www.facebook.com/PSIA.E.AASI](http://www.facebook.com/PSIA.E.AASI)

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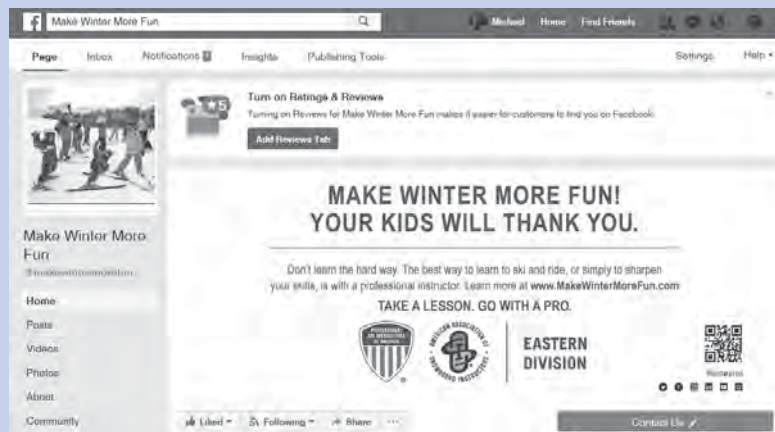
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