

Regions 3, 4 & 7 Election Issue

Wendy Frank, Jay Barranger Honored at Snowsports Management Banquet

Einar Aas Award for Excellence in Snowsports School Management

2018 Honoree – Wendy Frank, HoliMont, NY

The Eastern Division began awarding the Einar Aas Award for Excellence in Snowsports School Management in 2009. The Einar Aas Award is presented to a snowsports school director in the Eastern Division as a tribute to the late Einar Aas and to honor his memory. Einar was an outstanding snowsports school director; his dedication to his students, his school, this organization (both divisionally and nationally) and the snowsports industry is legendary. This award recognizes a snowsports school director for achieving and maintaining the highest standards in snowsports school management as nominated and selected by his/her peers.



Wendy Frank and Jay Barranger proudly display their "Einar" and "Ronnie" awards!

Past honorees include:

- 2009 Frederica "Freddie" Anderson; Schenectady (NY) Ski School
- 2010 Dave Merriam; Stowe (VT) Snowsports School
- 2011 No award
- 2012 Roberta "Bertie" Holland; Pats Peak, NH
- 2013 Karen Dolan; Cranmore, NH
- 2014 Terry Barbour, Mad River Glen, VT
- 2015 Co-honorees Doug Kaufmann, Mount Snow, VT and Gwen Allard, Double H Ranch, NY
- 2016 Pete Weber, Waterville Valley, NH
- 2017 Franz Krickl, Windham Mountain, NY

The 2018 honoree is Wendy Frank of HoliMont Ski Club in Ellicottville, NY. Wendy received the highest honor given to snowsports school directors on December 4 at the Snowsports School Management Banquet. Helping to present the award were Holimont staffers Mark and Mary Claire Vivian. "Wendy has been an inspiring, motivating, encouraging leader in the ski world for over 30 years. Her humor, compassion, and drive have made her a well-admired head of HoliMont SnowSports for 15 years and Children's Director for the preceding 20," said Mary Claire.

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AASI Pop-Up Powder Clinic at Jay Peak, VT



Jay Peak hosted 10 members for the second annual "Pop Up Powder Clinic" on January 23-24. Thanks to great conditions and never-ending snowfall at Jay, the event was scheduled, promoted and conducted all within ONE week thanks to the efforts of Region 2 Director and Jay Training Supervisor Ted Fleischer as well as Snowsports School Director Craig Cimmons and AASI ed staff member Joe Jones. Thanks to our members for signing up and showing up on short notice. Looks like it was worth it!

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president's message

**ROSS BOISVERT,
EASTERN DIVISION PRESIDENT**



Hello Eastern Members! Well, after a record-setting start to the season for many areas the holidays brought some weather challenges to many of us. Fortunately, as I write this in mid-January, winter

has returned with new snow and cold temps throughout much of the Eastern Division.

I'd like to share with you some highlights of the season so far. There are a number of positive and encouraging early-season indicators. Members seem excited to get out there on the hill to "learn it, love it and share it!"

ProJam & Master's Academy set records for attendance and fundraising!

This event once again enjoyed awesome early-season conditions at Killington, VT and was one of the biggest and most successful membership events in our division history!

- Record combined attendance of 574 registrants, Eastern education staff, National team members and division office staff. This is by far the largest PSIA-AASI event in the country.
- Our generous members shattered the previous one-year-old fundraising record of \$7,905 by more than \$1,000 by donating a total of nearly \$9,000 (\$8,938) in two hours during the ProJam-Master's Academy banquet on Thursday, December 13. This will provide a big boost to the Education Foundation member scholarships and education projects fund. Big-time thanks to ProJam SuperRaffle "Director of Sales" Bob Shostek & his team of ticket sellers! Thanks to team members Ken Sauer, "Big Jeff" Korajczyk, Dave Capron, Emily Gregg, Kathy Brennan, Rick Svencer, Vic Antonelli, Lani Tapley, Josh Haagen, Chris Carter, Nate Gardner, Chris Dayton, Doug Hammond, Rich Weiss and Jes Stith!
- I also need to extend a huge shout-out to Alpine Examiner Ken Sauer and long-time member Mike Murdock for their donations to the Silent Auction! Ken donated a week stay at his time-share condo at Snowbird in April and Mike donated a pair of skis used by US Ski Team member Ted Ligety during the 2015-17 World Cup seasons.



PSIA National Alpine Team Coach Michael Rogan and Team Member Matt Boyd take a quick break to enjoy a pose with their groups at the 2018 Master's Academy.

New National-Eastern Member School Program

Our first ever collaboration with PSIA-AASI National on a member school program has been a smashing success with 65 schools & resorts joining this season (more than double the 28 Eastern-based national member schools in 2017-18). A combination of creative incentives and proactive promotion by National CEO Nick Herrin and Eastern Executive Director Michael Mendrick has paid off with a tremendous level of engagement by our school directors and resort management. Check out the list of member schools in the Snowsports Management section of this issue. We had 19 total Early Season Level 1 exams with 144 attendees this season vs 11 Early Season Level I exams last season for 122 attendees.

New Members through December 31, 2018

- 384 new members have joined this season vs. 304 at the same time last year and 252 the season before that. We're off to a great start – up 26.3% so far year over year!
- We are at 36.6% of our 2018-19 Budget Goal vs. 29.2% as of December 31, 2017.
- Help us talk it up. And don't forget, 15 year old instructors can now be register members!

Jay Peak AASI Pop-Up Powder Clinic: The Sequel

By the time you read this the second annual "Jay Pop-up Powder Clinic" will have taken place on January 23-34. Thanks to the combination of an awesome snow season so far at Jay, a promising forecast in mid-January and the efforts and initiatives of Craig Cimmons, Ted Fleischer and Greg Fatigate of Jay Peak, members enjoyed this spontaneous add to the event schedule that came together in just 8 days from announcement to the first lift ride. Thanks to all that made it possible!

NextCore off and running

The newly created NextCore "action & advisory group" is rocking and rolling already thanks to the enthusiasm of the members and leadership of NextCore Advisors Katherine MacLauchlan and Brian Donovan. There are 13 members of the NextCore "action group" and another 28 members in the Facebook "advisory group" – all dedicated to engaging the "next core" of young PSIA-AASI members for the long run. Check out Katherine's article in the new NextCore section of this SnowPro issue!

Representing!

I have been out on the road often on behalf of the Eastern Division and also serving double-duty as president of Ski New Hampshire this year. It's been great to see members and school directors at the Snowsports School Management Seminar at Mount Snow, Ski New Hampshire meetings and the Region 1 membership meeting with executive director Michael Mendrick at Mount Sunapee, NH (to name a few so far this season).

If we ever had a chance to reenergize the ski industry with excitement and getting new people into the sports, it's now. SHARE THE PASSION with someone new. Think snow and get out and glide. Thank you, Ross Boisvert ☞

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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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MICHAEL J. MENDRICK,
EXECUTIVE DIRECTOR

National-Eastern Member School Program Update

New partnerships established, established partnerships reaffirmed via new program

The new National-Eastern Member School Program is off to an awesome start in this, the inaugural season for the partnership. More than 60 Eastern snowsports schools and resorts (63 to date) have signed up for the mutually-beneficial program that both serves our membership and provides numerous new benefits to snowsports school directors and staff. The expanded program has more than doubled the number of National member schools (28) during the 2017-18 season.

Welcome to the following National-Eastern Member Schools!

If your school is not on the list and you'd like to get involved, go to the following link for more information: <https://www.psia-e.org/member-school-program/>. «

Membership Dues
Notification for 2019-20

New Monthly Payment Option Introduced
for Some Segments

In Thursday, January 24, the Eastern Board of Directors approved the following membership dues rates and policies for the 2019-20 fiscal and membership year beginning July 1, 2019.

The dues for all Eastern members will be \$72. The discounted dues for members age 16-29 and age 70 and older will be replaced by a new "monthly debit" option for paying dues. Those members will be able to have the full National & Eastern dues (\$69 National/\$72 Eastern = \$141 total) debited from a bank account or charged to a credit card in the amount of \$11.75 monthly beginning in June 2019.

This new program will initially be available to the following member segments for the 2019-20 membership year:

- All new members (regardless of age) that joined during the 2018-19 season. Since the majority of members join in February and March, this will provide an alternative to receiving another dues bill just three or four months after joining.
- All members age 16-29. These members previously received a discounted Eastern dues amount of \$50.
- All members age 70 and older. These members previously received a discounted Eastern dues amount of \$60.

All other members (age 30-69) will receive a dues bill in May for 2019-20 as has been the practice for decades. The following year (2020-21) the monthly payment optional program will be available to ALL Eastern members.

The Eastern Board has been pushing for this program since June of 2011 and thanks to the partnership and IT investment by PSIA-AASI National, it is now becoming a reality.

AbilityPlus at Attitash Adaptive Program	Region 1
Adaptive Sports Partners of the North Country	Region 1
Bretton Woods Ski & Snowboard School	Region 1
Cannon Mountain Snowsports School	Region 1
Cranmore Snowsports School	Region 1
Gunstock Ski & Ride School	Region 1
King Pine Snowsports School	Region 1
Lakes Region Disabled Sports at Gunstock	Region 1
Lost Valley Ski and Snowboard School	Region 1
McIntyre Snowsports School	Region 1
Mount Sunapee Learning Center	Region 1
New England Disabled Sports at Loon	Region 1
Pats Peak Snowsports School	Region 1
Ragged Mountain Learning Center	Region 1
Sugarloaf Ski & Snowboard School	Region 1
Sunday River Ski & Snowboard School	Region 1
Waterville Valley Snowsports School	Region 1
Adaptive Sports at Mount Snow	Region 2
Bolton Valley Ski & Snowboard School	Region 2
Jay Peak Snowsports School	Region 2
Killington Snowsports School	Region 2
Magic Mountain Learning Center	Region 2
Mount Snow Ski & Snowboard School	Region 2
Smugglers Notch Snow Sport University	Region 2
Stowe Ski & Snowboard School	Region 2
Stratton Mountain Sports School	Region 2
Vermont Adaptive at Bolton Valley	Region 2
Vermont Adaptive at Pico	Region 2
Vermont Adaptive at Sugarbush	Region 2
Berkshire East Ski & Snowboard School	Region 3
Catamount Snowsports School	Region 3
Jiminy Peak Snowsports School	Region 3
Mount Southington Snowsports School	Region 3
Ski Butternut Snowsports School	Region 3
Yawgoo Valley Snowsports School	Region 3
Bear Creek (PA) Snowsports School	Region 4
Camelback Snowsports School	Region 4
Elk Mountain Ski & Snowboard School	Region 4
Flying Dutchmen Ski & Snowboard School	Region 4
Liberty Mountain Snowsports School	Region 4
Mountain Creek Ski & Snowboard School	Region 4
Seven Springs Snowsports School	Region 4
Shawnee (PA) Ski & Snowboard School	Region 4
Ski Big Bear Snowsports School	Region 4
Whitetail - Schools at Whitetail	Region 4
Holiday Valley Ski & Snowboard School	Region 5
HoliMont Snowsports School	Region 5
Lounsbury Adaptive at Holiday Valley	Region 5
Peek 'n Peak Snowsports School	Region 5
Adaptive Sports Foundation (ASF) at Windham	Region 6
Alpine Winter Sports School	Region 6
Double H Ranch Adaptive Learning Center	Region 6
Hunter Mountain Snowsports	Region 6
Maple Ski Ridge Snowsports School	Region 6
Maximum Tours Ski School	Region 6
OC Snowsports School	Region 6
West Mountain Snowsport School	Region 6
Windham Mountain Snowsports School	Region 6
Canaan Valley Snowsports School	Region 7
French Broad River Academy	Region 7
Inside Ski Training Center	Region 7
Massanutten Snowsports School	Region 7
Ski Club of Washington DC Ski School	Region 7

zipperline

Ted Sutton Awarded National Life Membership

By Michael J. Mendrick, Executive Director

Long-time PSIA member and race coaching veteran Ted Sutton received the prestigious National Life Membership Award on December 4, 2018 at the Snowsports Management Seminar banquet at Mount Snow, VT. On hand to present the award was PSIA-AASI National CEO Nick Herrin.

Here are excerpts from the nomination by Peter Holland, Region 1 Board Representative: Ted started his ski teaching career at Aspen in 1962 under the tutelage of Freidl Pfeifer, Stine Erickson and Marco Steffany. In the 1960's and 1970's he taught and coached at Boston Hill with Bob Dunn, Bradford Ski Area and at Groton Hills. In 1976 he became Head Coach and Director of Racing at Crotched Mtn. and finally as head Coach and Director of Racing at Loon MT, NH in 1984. He received his full PSIA certification at Loon in 1968. His examiners were PSIA icons Herbie Schneider, Paul Valar, Paula Valar and Cal Cantrell.



Ted has always felt "Maintaining his PSIA Certification at Clinics every two years through his 40 years of coaching he developed all his coaches training programs from PSIA. He also encouraged all his coaches to become members of PSIA and he compensated them for attending clinics and for achieving certification." Ted worked with Bob Dunn in connection with the Boston Globe Learn to Ski Clinics held at Boston Hill and other small local areas. He was instrumental in starting the first Buddy



Werner League Program in the Boston Metropolitan Area and in the Eastern United States. With the help of the Massachusetts Principals Association and the State Athletic Board he organized the first Massachusetts High School Championships, which were held at the Bradford Ski Area and later organized the first USSA Eastern Championships with 25 High Schools participating include schools from New Jersey and Wisconsin.

In 1984, Ted became the Director of the Loon Mtn. Race program. He started with 12 athletes and grew the program to 125 with many athletes going on to ski at many NCAA Division 1 colleges.

In 1986, Ted became Director of Government and Environmental Relations at Loon. He worked with the US Forest Service along with State and Federal Agencies on an Environmental Impact Statement that in the end resulted in the South Mountain Expansion (18 years in the making). He was responsible for the management and oversight of ski resort planning including lifts, snowmaking and base facility. Ted continued coaching with the Loon Program part time while serving in this position.

During his entire career, Ted worked with USSA becoming a Technical Delegate at the USSA and FIS level. He has served on numerous USSA and International Committees throughout his 40-year coaching career.

Ted's commitment to PSIA 's principles and his experience as a coach, in ski area management, as a member of various committees at the USSA and FIS levels, and officiating at many local and major ski racing events both nationally and internationally is a tribute to his devotion to the sport of skiing.

Congratulations Ted! <<

Stratton Mountain to host the 2019 Spring Academy and Spring Rally!

PSIA-E Alpine Spring Academy
– March 28-31, 2019 at Stratton Mountain, VT

Join the Eastern Tech Team members and get ready to take your skiing and teaching to the next level. Focus on the five fundamentals of skiing and see for yourself how these affect the learning experience while improving your own skiing. This clinic will focus on techniques and tactics to deal with the conditions du jour which helps prepare skiers for a broader range of conditions. The groups will be small with a maximum of eight members per coach. You can expect plenty of ski time and lots of individual feedback at this event! Four skiing filled days will provide a fun, dynamic and educational event for the end of season.

PSIA-E Spring Rally – March 30-31, 2019 at Stratton Mountain, VT

Once a year we invite ALL PSIA and AASI members for one final "hurrah on the hill!" All Alpine, AASI, Adaptive and Nordic members are invited. The Spring Rally is a great way to catch up on your PSIA-E/AASI education credits and ski or ride with new and old friends for the weekend. Ski and ride groups are organized according to certification needs, ski experience and education desires. Start now to gather up your friends and colleagues for this end of season hurrah in April at Stratton Mountain!

What is spring skiing without an après ski party?!

Saturday afternoon mingle with other participants in the Sun Bowl Lodge for an Après Ski Party and Spring Celebration featuring live music with Rust and Ruin beginning at 4 p.m. Beverages and hors d'oeuvres will be available. And of course, it wouldn't be Spring Rally without the Norwegian Party for Nordic Spring Rally Participants! Sign up online before March 13, 2019!

Stratton is offering discounted lodging for all PSIA-AASI Members, please call 1-800-STRATTON to make your reservations. Or you can reserve online using this link <https://tinyurl.com/y774hy3q>. Discounted lodging rate is valid until February 26, 2019 so don't delay! See you there <<

I am a Skier and a Ski Teacher – Not a Physics Teacher

By Chris Ericson

PSIA-E Examiner, Education and Certification Committee Chairperson

I can remember many years ago, as I was studying and prepping for my Associate (Level II) Certification, how much technical information I would try to memorize. I would go to study sessions with other people studying for their certification exams – even in the summer. I had all the manuals that you could possibly imagine with the legendary Juris Vagners', *A Ski Instructor's Guide to the Physics and Biomechanics of Skiing*, securely placed next to my bed for evening reading. I can remember looking at the hand drawn diagrams in the "guide" that broke down the various *fundamental laws of motion*. It was good stuff, of which I understood none – even after reading it day after day and night after night. I was becoming technically savvy and verbose with language and lingo that was beyond me.

Looking back now, it was hilarious. I knew absolutely nothing, yet I knew everything there was to know about skiing movements, the biomechanics of how the body parts moved and their impacts on the ski performance. It would be a few years before I started becoming honest with myself and to the realization of how weak I was in not only understanding it, but how any of it actually applied to my skiing performance.

After my second failed attempt at Level III, I figured it was time to start over and I went back through my manuals and of course the Juris Vagners book. I read it slowly, from the beginning and there it was, my answer in the third paragraph of the Preface. "Can any written material speed the learning process? Perhaps, but the only way to learn how to ski, is to ski. Thinking about and visualizing skiing may help you form clearer immediate goals and increase understanding, but eventually,

you just have to go and ski." It was a life lesson for me that really made me evaluate what kind of an instructor I was, or even strived to be. I needed to be comfortable in my own skin, and for me, that meant I was not going to be a "technical wizard" or be able to regurgitate facts about angles and forces.

Once I accepted my inability to translate information to my students in any form of technical understanding and started exploring other forms of teaching, my ski world opened up.

My goals became to:

- Be visually understandable to my students and direct their attention to specific parts of my skiing equipment or body. In other words – give accurate and precise demos.
- Bring attention to feelings or sensations they may want to have and even some feelings they don't want to have.
- Recognize that their sensations may be completely different from what you expected ... and that's OK.
- Learn through skiing ... a lot.

It was simple and very basic, and yet for some reason I wasn't doing it before. Interestingly enough, once I started following my *personal new teaching standards*, the technical applications of everything I was doing started to make more sense. I started to "own" more of what I was saying and doing it in my skiing.

Today we are surrounded by lots of different forums on social media that go into incredible length of detail and solicit input from others on various skiing or teaching subjects. To be honest, I usually can't get past the first few comments before having to look away and move onto something

more pleasing, like a dentist appointment. In most cases, it's a train wreck of information only to be prolonged and redirected multiple times going down various wormholes of inaccurate or completely off-base "facts." For some, these forums appear to be a sport in themselves - some sort of a chess match, seeing who can be more critical of someone's skiing movements or style.

Don't get me wrong, I really enjoy a good technical conversation about skiing, but do we really need to be bringing up most of these technical discussions with our clients? I will be the first to admit that I love having conversations about what Mikaela Shiffrin is doing in her slalom runs and how she is finessing the turn, or discussions with my boot fitter about changing a degree here or there on the sole of my boot to get better ski performance. I also love talking with my ski rep and comparing different equipment set-ups and what manufacturers are doing next year with their engineering specifications. Of course, some of my best conversations are with fellow Alpine Examiner, Dave Capron, when we discuss our next movement analysis presentation and what technical information we want to cover.

However, in the end, I am a *skier* and a *ski teacher*. We should always challenge ourselves to keep our messaging simple, to resist giving complicated lectures and translating our technical knowledge into skiing activities that have a desired outcome. It was once said to me that understanding what muscles and tendons contract in order to flex the ankle, is some pretty cool knowledge. However, understanding what it feels like when it happens, and its impact on your overall performance, might just be cooler. ☞

The Benefits & Challenges of Membership in PSIA-AASI Eastern

By Walter Jaeger, Membership & Promotions Committee Chair

I am often asked: What will PSIA-AASI Eastern do for me? Here is the answer in a nutshell:

If you participate - PSIA-AASI Eastern will:

- Help you define and achieve your personal goals within the skiing/riding world.
- Seriously improve your teaching and skiing/riding skills.
- Broaden your friendships and professional contacts.
- Provide professional discounts and pro deals that more than pay for a membership.
- A wealth of technical and instruction information is available to you.

Please note the condition "if you participate." IF you don't participate you will never experience the benefits of PSIA-E. IF you only engage in the minimum of a two-year update,

you may remain stagnant and not reap the many other benefits available. IF you are silent to the guests we teach regarding the value of PSIA and AASI certified instruction, the greater benefits of belonging to this fine organization will not materialize. Participation is key to gaining the most from your membership. An instructor I admire at my home mountain said, "PSIA-AASI is like a great painting: the closer you examine it the more you discover."

A wonderful new opportunity this year is available to all members: Eastern's new clinic offering: **Member Customized Events**. Never again is there validity to the excuse: "PSIA won't come to my mountain." Now any member has the ability to pull several instructors together, state the topic you are interested in, and request PSIA-E's office to send a qualified Examiner. Do

you want a specific LII or LIII prep or a teaching clinic on problem skiers? Grab other members to commit with you and request a clinician to come and provide the education you want. Take advantage of this wonderful member opportunity and benefit.

For those desiring a taste of what the organization and teaching is all about, our new program "First Chair" is offered this year for the first time. Encourage your fellow non-member instructors to take First Chair. We believe they will be amazed at what PSIA-AASI has to offer!

Board Elections occur this year in Regions: 3, 4 & 7. Your vote is meaningful. Participate by reviewing the candidates' profiles in this issue and determine who would represent you best, then vote. Remember that "IF" – this is your time to assess your representation and... VOTE! ☞

national report

By Tom Butler, Eastern Rep,
PSIA-AASI Board of Directors



Hello Eastern Division,
As your representative to the National Board of Directors, twice a year I attend our national board meeting. The summer meeting is typically held in the Denver area since the national

office is located in nearby Lakewood. The winter meeting has recently been traveling to locations in the divisions to not only do the board's work, but also to have an opportunity to meet and interact with members from those divisions. In mid-January we convened in Idaho at Sun Valley and by many accounts it was one of the most productive meetings we have had to date.

Here's what I mean by productive (because I'm not sure we always do a great job explaining what the PSIA-AASI Board of Directors actually does). With 32,000 members spread across 8 divisions served by 8 executive directors, 8 operational teams, 8 divisional boards and 8 educational staffs, ensuring that we are all moving in the same direction is an objective that our CEO Nick Herrin and our National Board President, Ed Younglove both own and strive towards.

When I first came on the board two years ago, Ed sent me a copy of the book *The Boys in the Boat* about the 1936 U.S. Olympic rowing team that won gold at the Berlin Olympics. The message in the book and in Ed's thoughtful gesture was that in order to succeed, not only do we need to be rowing in the same direction, but also in unison with equal measures of effort. This is no small feat considering the size of our membership and number and complexity of our divisions.

PSIA-AASI's "coxswain", if you will is what we refer to as the "3 C's...Communication, Collaboration and Consolidation". The 3 C's are woven into all of our discussions and just like a coxswain calls out the stroke and pace in a boat, communication, collaboration, and consolidation guide all of our efforts to move forward. Now we have some ways to go before we are all rowing efficiently but if you look and listen closely, evidence of the organization's efforts are visible like a wake emanating outward from a boat. Examples such as exam procedures, reinstatement rules and governance structures are but a few of the wakes that

are spreading out and affecting all divisions and by extension, all members.

At this and every meeting, the board reviews and discusses what we refer to as the "Ends." The Ends are statements of the desired outcomes we wish to see achieved. This provides Nick Herrin and his team at the national office the direction the board wants to move. The beauty and strength of the Ends is that it allows the management team to focus on their operations and for the board to focus on strategy. This sounds like a simple concept but it's easy as a board to unintentionally veer into operational matters. Without guidelines, things like budgetary details, educational offerings, and even staffing issues can enter into the mix and pull the board off course. With clear, defined Ends (Outcomes, Goals, etc...) we are able to assess the work being done by the CEO but we as a board are also freed up to take a 30,000-foot view of things and think strategically.

Your Eastern Division Board of Directors is actually having this conversation as are several of the other divisional boards of directors as well. To move forward as an organization, we need to have the ability to look forward as a board. Results based governance with clearly defined outcomes or "Ends" is a way for your board and the Eastern office staff in Albany to focus on what's important. If anyone reading this is interested in learning more about National's governance structure and our "Ends" please let me know and I'd be happy to walk you through it.

While the Ends and governance structures is riveting stuff, there was another agenda item that I'd like to mention which left a deep impression on me. On the agenda was an Idaho small school panel discussion involving representatives from Magic Mountain, Pomerelle, Soldier Mountain, Tamarack and Sun Valley. While you may not associate Sun Valley with a small school, considering their size, as a destination resort their school is considerably smaller compared to other destination resorts of similar physical size.

Each mountain representative spoke for a few moments about the challenges they face and how PSIA-AASI could potentially help them. Having grown up in New Jersey and learning how to ski at Vernon Valley / Great Gorge, Hidden Valley and Camelback, small areas have a special place in my heart. The remarkable thing was that for the most part, all of the challenges the small schools face are similar to challenges that I face at Sugarloaf and I suspect directors at larger mountains face as

well. Challenges like staffing, available resources, and growing the sport are things that we all face and I made a point to let the panel know that, in all honesty...size doesn't matter. We are all challenged but how we respond to those challenges is how we move forward.

The smaller schools are incredibly innovative and as Wolf Ashcroft, snowsports director at Tamarack commented, "We are in a unique position where due to our size, we are able to move quickly and pretty much do what we want." He's right! Not being constrained by large corporate structures allows smaller resorts the freedom to try things that larger areas may not necessarily be able to do. So, Tamarack started what they call the Gateway Program in downtown Boise by offering free learn to ride clinics and followed up with offers to go to Tamarack and continue on with their winter experience, they went for it. Boyne Highlands in Michigan is doing the same kind of program in downtown Detroit as I write this and others around the country are trying similar things to help grow the sport.

Training is also a concern for smaller areas and the ability to provide current material at an affordable price remains a challenge. As an organization, we need to listen to what these smaller areas are saying and find ways to help them whether it's through scholarship programs, in-house clinics or sharing of trainers. The Eastern Division is blessed with a great number of smaller areas. Those areas are where the majority of skiers and riders make their first slide and hopefully fall in love with the sport and culture. That small school discussion could have easily taken place in any division and I'm certain that we would have heard similar comments, ideas, and inspiring innovations.

For me, the time we spent with these small school representatives was the most valuable time of the entire meeting. It was a great reminder that while Interski and discussions about governance are important, all of our efforts need to have a positive impact on all schools, instructors (regardless of whether they are members or not) and consequently our guests. Communication, collaboration and consolidation -- the 3 C's -- will help get us there and as our organization shares more and works together more closely across divisions, the effects will, like a wake from a boat, extend out and touch everyone in the industry. We have a ways to go but at least we are in the same boat and rowing in the same direction.

Thanks for reading and for being a teacher! ☞

around the regions

Region 1 Report

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

Happy New Year, I hope everyone has had a great holiday and is looking forward to a great season. Region 1 enjoyed some of the best early season skiing and riding in many years. Too bad the storms that followed in late December were more wet than white or this season could have been the best start ever. Let's hope that it gets a little colder and snowier like it was back in late November and early December.

So what has been going on in Region 1? Region 1 Rep Peter Holland, Eastern Vice President Peter Howard and I had a great meeting with many of the Snowsports Directors from Region 1 at Bretton Woods on November 2, I called it the Region 1 Director Summit. All Snowsport Directors from Region 1 were invited for an afternoon of discussion on what was going on with PSIA-E this season as well as express concerns, thoughts, and ideas for the future.

Many topics were discussed on how PSIA-E could help better educate ski and ride pros in both their teaching and skiing. Directors also were very focused on how we as an organization could bring more fun to not just our clinics and events for members, but how to have members go back to their home resorts and be less technical and be more aware of giving a fun on mountain experience to the students in their lessons. That is a great thing to address as we all must continue to make sure we are aware of what each student wants out of their experience and not just give them what we believe they need. There were so many more topics discussed at this Summit - too many to list here - but I wanted to hit some of what I felt were the bigger topics discussed. I believe it was a great meeting and I am very excited that all at the Summit have stated they want to do it again next season. I hope we can get an even bigger turn out next fall. This year we had over twenty schools attending with representation from all disciplines. I feel it was a great success and look forward to our next Summit.

In December, Peter Holland organized the NHARA/PSIA Coaches clinic for Coaches at Bretton Woods on December 6-7. This was the twelfth season for the clinic and it has grown every year. This year more than 110 coaches attended the two days. The clinic centers on teaching/coaching young athletes and personal skiing improvement. In Peter Holland's words, this clinic is supposed to be FUN! It was a lot of skiing and less talking. It is a great clinic that has PSIA staff leading the groups of great coaches from throughout New Hampshire that

coach some great young race athletes. I have been part of the event for quite a few years. It is great to have race coaches and ski instructors get together on the hill and have a great time and share the art and science of our sport.

I want to thank Steve DeBenedictis, Bretton Woods Ski and Ride School Director, who not only hosted both of these events but was the catalyst that suggested we have a Directors' Summit here in Region 1. Thank you Steve for being such a great supporter of PSIA and also a huge supporter of the teaching of the snowsports we all love.

Peter Holland and I have scheduled two Region 1 Membership meetings this season, one will be at Mount Sunapee on Monday, January 14 at 4:15 PM in the Pub and the second will be at Sunday River on March 27 at 4:15 PM in the River House at South Ridge. The Mount Sunapee meeting drew more than twenty members (of the 30 attending events there) and included appearances by our division president Ross Boisvert and our executive director Michael Mendrick. As usual, it was a fun and valuable exchange of ideas and information. Peter Holland and I will report to you the highlights of these meetings in the future Snowpro newsletters here in the Region 1 Report. If you have feedback, questions, or concerns please feel free to email Peter Holland or myself, Dave Capron your thoughts and we will do our best to address your concerns and answer any questions you may have.

Peter Holland and I want to thank all of you in Region 1 for your support and we hope that we continue to represent you on the Board of Directors to help our organization prosper and your experience as a member be a rewarding one.

Happy New Year and we hope to see you on the slopes!

Region 2 Report

By Ted Fleischer
Region 2 Director

Greetings from the great white north! MLK weekend brought a powerful winter storm to our region and to our neighbors around us. 2-3 FEET of snow fell on Vermont resorts during the popular long weekend. The backside of the storm ushered in an arctic air mass with the Monday temps on the peaks of the Green Mountains lower than -20F along with 65mph winds. That's an -87 wind chill for those of you inclined to do the math. Needless to say, the storm had mixed blessings for our region. MLK weekend is one of the busier winter holidays that our resorts look at to bolster their bottom line but it's still too early to see how the weekend will add up. Headed into the weekend, reservations at most resorts were strong due to the long-forecasted storm, but plummeting temps might put a damper on walk-up business at the end of the holiday period.

Later this week (January 23-24), Jay Peak is hosting the first Pop-Up clinic of the season with the AASI Powder Camp. Our dedicated office staff and resort leadership quickly pulled this "off the menu" offering together with just a week or so notice. Keeping an eye on the forecast and getting word out to our members are key to making it a success. With Jay Peak receiving 3 feet of snow last week, over 2 feet from the MLK weekend storm, and another 6-8" forecasted with temps in the upper 20's, the stars are aligning and we decided to pull the trigger on it. It's tough to put a Powder Camp on the event calendar on the East Coast due to our general weather roller coaster. The Pop-Up clinic format is put to great use for this type of clinic and the first one we did last season received rave reviews from the participants. This one should be at least as awesome. Stay tuned and hopefully there will be another Pop-Up clinic near you.

Please try to get up north this spring to join us for our annual Region 2 Membership meeting. Last season we held the meeting in southern Vermont so this year it's time to take care of the northern folks. The meeting will coincide with the AASI Trees Camp and the PSIA Trees & Steeps clinic. These events are scheduled for March 11th and 12th. Trees Camp often draws upwards of 40-60 members and the Trees & Steeps usually has over a dozen or so. Sign up for these fun offerings and stick around for the meeting with other like-minded members. Details on the exact time and location will follow.

In additional news, we are hopeful that the recent storm cycle following the New Year's holiday period will help drive more of our members to sign up for their favorite educational events. Several of the new First Chair events have run; these are a great introduction into our organization for newer instructors. As part of the two-day event, each member receives both a hard copy and digital access of the new PSIA-AASI Teaching Manual and is also eligible to take a one-day Level I Exam (vs. the regular two-day exam).

When you figure in the value of the manual, as well as the additional day of training with our talented Educational Staff of skiers and riders, the value is greater than taking a regular 2-day Level I Exam.

Lastly, our NextCore group of 15-36 year-old-members is up and running and working on a number of forward thinking ideas. This group of our dedicated, more youthful members, has close ties to our BOD with our own Region 2 Representative Katherine MacLauchlan. NextCore is helping to make sure we stay relevant in the industry in the eyes of the future generations of skiers and riders. Stay tuned as these initiatives get fleshed out in the weeks to come.

I hope that everything is running smoothly and snowy for you. Keep showing our guests how to do the sport that we all love. Thanks for all that you do!

Region 3 Report

By Dave Beckwith
Region 3 Director

Hey Region 3!
What a crazy winter we have had so far in Region 3. Great snowmaking temps enabled many Region 3 resorts to open early with great conditions. Then came the rains and warm weather. As I am writing this, the weathermen are forecasting a big storm.

Let's pray that good snow will be with us for the rest of the season! I do not have any updates or news to report to you all for this edition of the Snow Pro.

But this is an election year for the Region 3 Board of Director representatives. Please take some time to review the candidate profiles and vote. Check your email for the link to vote. If you have not received an email with the link please contact the office.

Also get to know the PSIA-AASI rep at your home area. They are your immediate link to information and any questions you would want to get back to the Board of Directors. Here is the latest list for Region 3.

Ski Sundown	Fred Fritz
Ski Ward	Alexander Halachis
Wachusett	Glen Carbutt
Yawgoo Valley	Patty Harrington
Ski Blandford	Greg Masciadrelli
Powder Ridge	Grant Kelfkens
Mohawk	Herb Wollowick
Nashoba	Laura Bourne
Otis Ridge	Bob Crowle
Mt. Southington	Dave Beckwith
Berkshire East	Reed Fuller
Blue Hills	Michael Harrington
Bousquet	Cindy Bartlet
Jiminy Peak	Gary Rivers

There is still plenty of time to get in an event. It's a great way to learn from our Ed Staff and meet pros from other areas. Hope to see you all on the mountain!

Cheers!

Dave Beckwith – Region 3 Director

Dave Welch – Region 3 Representative

Region 4 Report

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

Greetings fellow Region 4 riders and skiers, hopefully by the time you receive this *Snow Pro* newsletter the weather has changed to normal winter temperatures. As of today, 1/8/19 we have not experienced the weather normalities of a typical winter in Region 4. Most of

our R4 areas have been struggling to keep the snow they have and are being challenged daily to produce more snow. I woke up to a light dusting, with temps in mid-20's this am, but now its 40 plus degrees with light rain?? This is happening all over our region and to the south. The northern areas of our division are also being challenged with abnormal winter conditions, but northern areas are getting more snow making opportunities. Our last similar slow start to the season was in 2016, but we *did not* let that one get us down and we *should not* let this one. *There is a lot of riding and skiing season to come!*

Here are some suggestions on how to make best of the season remaining. In Region 4 we have a number of events happening for riders and skiers starting in early February and continuing to mid-March. Also, from early February to early April across the entire division we offer many educational events and exams. So, take out the schedule, start talking about a road trip with fellow members from your area. As you know, travel and lodging expenses are a lot less when shared. Connect with your home Area Rep, have him or her get in touch with the Area Rep from the area you plan on going. The local Area Rep can often direct you to the "best deals" for lodging and food, and maybe even connect you with some locals that have rooms available. If our office staff has any knowledge of lodging or other deals going on, they pass that info on, so it is a good idea to check your email, our divisions website and this newsletter.

Do not forget we also have "Member Customized Events" which will cater to your group's individual needs at a time and location of your choice. Check out page 5 of the Fall '18 *Snow Pro* or call our office for all the details for customized events. For those thinking of taking exams this season, at Killington, VT the division held this season's first Level II skiing and teaching college and the participants came away very positive about the learning experience from the week. Eastern is offering several more skiing and teaching colleges for both Level II and III. Close to Region 4, Massanutten, VA will host a Level II teaching/skiing college in early March. At the same time Whiteface, NY will host a Level II and Level III teaching/skiing college. As you can see when checking out the schedule, we do have "a lot of season left."

Although we are having weather challenges now, the Eastern Division started out the season with some great conditions in December. We experienced another successful Pro-Jam, Level II College and Master Academy. Again, this year with full attendance at all three, participants left this year's premier event all smiles, ready for the season. I have to repeat what I said last year about this event: *"The eastern staff and national team went all out with on-snow educational activities. We also had the bonus of excellent indoor presentations by the national team. Killington our host area for*

this year's event, AGAIN brought out the "red carpet" of hospitality both on and off the snow!" As in the past our event sponsors did not let us down with donations of products for the raffle at this event. After last year's record of \$7,800.00, I did not think we could do it again. *WELL our generous event attendees* proved me wrong by beating the record by over \$1,000.00. *WOW!* All the proceeds from this raffle goes into various Educational Foundation scholarship funds available for all members to apply for next season.

Along with our R4 representative Steve Martin, we will conduct two regional meetings this season and each will run in conjunction with educational events. Having a northern and southern meeting during the year has been well received by R4 members in past years. We hope to hold one in the northern part of the region at Camelback in March and one in the south at Liberty Mountain in February. The regional meetings are designed to update members about the division, the region and provide national news. These meetings are also an avenue for members to voice concerns or issues, and present suggestions and questions about the association and the division. That said, Steve and I are available *anytime* during the year for regional members, so feel free to contact us directly with any questions or concerns.

It's also a Board election year in region 4 (as well as regions 3 and 7), so be sure to review the candidacy statements and cast your vote! It would be greatly appreciated that you participate in electing the candidates that you feel would best represent members of the region.

Lastly, THANKS to all members for your ongoing support and dedication, attending events in previous years! We also would like to give a BIG THANK YOU to **ALL** our Eastern Resorts who have hosted events, especially during this challenging season!

Hope to see you skiing or riding soon. Have a great season!

Region 5 Report

By Dick Fox, Region 5 Director
& Joe Hazard, Region 5 Rep

What a difference a couple of days make in western NY!! One January day I was looking out my window at 48 degrees, torrential rain (complete with thunder) and green, green, green. Two days later it was 18 degrees with fifteen inches of new snow on the ground. It finally looks like winter again!

A short editorial from me as your Region 5 Director: PSIA-E Board of Directors has been breaking some new and very relevant ground during the 2018-19 membership year. I am very excited about our outreach to the next generation of leaders in the snowsports education world (the NextCore action &

advisory group) and equally excited about the great cooperative effort with PSIA National in working to partner and become more relevant to the resorts and schools management via the new National-Eastern Member School Program. I see great things ahead as the Board works to be (remain) a driving force in the development of our sport.

Please follow these efforts and communicate with either Joe Hazard or me with ideas to make your organization more effective.

News from the Region:

Holiday Valley Snowsports Director Allie Doro reports that Holiday Valley stayed strong over Christmas break and Canadian friendship week with most of the mountain in good shape for sliding and teaching. Kudos to the snow management folks – they were real heroes! We have a busy month ahead with half off learn to ski/ride packages and \$25 LTS/LTR deals on “learn a snowsport day.” We have an exciting new event this year promoting intermediate to advance skier and rider clinic and comradery called rip and sip. A session where we ski and ride for about 1.5 hrs with a themed focus and enjoy a beer or wine together included in the package at the bar of choice on the mountain. We are excited about our options this month for new and experienced skiers and riders, especially with the additional new magic carpet making another section of our learning area much more user friendly.

Certification and continuing education for Holiday Valley's staff is in full gear with a number of the programs combining skiers, boarder, children's and adaptive coaches all sharing ideas together. Hey, it is all sliding (and I am learning a bunch of new stuff).

Kissing Bridge Snowsports School Director Debbie Goslin is stoked now that Kissing Bridge's new Learning Center is open and greeting new guests! Snowflake/245 is the new rental operation within the Learning Center offering all new children's equipment to accommodate our youngest new skiers and riders in the new “Mini-Cruisers” and “Mom and Me” programs for 2-3 year old children.

Despite the nasty weather, Kissing Bridge has been offering lessons since early December. All junior seasonal programs began with Christmas Camps with many longtime and new families skiing and riding! Snowsports School training clinics for all instructors on staff has begun and will continue every weekend through the end of January. Certification training clinics for L1, L2 & L3 ski and snowboard candidates have also begun and will continue through posted exam dates.

In honor of National Ski and Ride Month - Kissing Bridge will offer two FREE Learn to Ski/Ride dates - January 14th & 28th! The entire area is on board to welcome new skiers and riders with FREE lessons, rentals and beginner slope lift tickets! Our on-site concessions also plan family and adult

specials to complete the First Time Experience!

Snowsports Director Wendy Frank reports that HoliMont is off to a good start this season with a huge enrollment in the Children's Program. We also have over 40 students in our Instructor Trainee Program. The hills are fully covered now thanks to Mother Nature and our great snowmaking capabilities. Mark Marino, our Snowboard Director and AASI Examiner reports that the Eastern Division practices of examining are going to be adopted by all PSIA/AASI divisions and should be in place by next year. Way to go AASI Eastern! On January 8 our Phoenix Adaptive Program hosted a group of Veterans that were part of The Wounded Warrior Project. Greg Hancock, NY coordinator for the Wounded Warrior Project, brought 10 extraordinary men, mostly from Texas, for a once in a lifetime experience. Most of the skiers and riders were on snow for the first time. It was a great day for all. We are looking forward to our PSIA/AASI events at HoliMont this season.

Update from Region 5 Rep Joe Hazard: Each area in Central New York has enjoyed the benefits of major investments in lift operations, snow making, and facilities. Bristol and Greek Peak were early openings in December and are now at full operations. With the benefit of the cold all areas, including Song, Labrador, Toggenburg, Hunt Hollow, and Swain are all now on track for a great season with each reporting increasing skier and snowboarder visits as we look more and more like winter is upon us.

One of the impressive experiences is to visit Bristol to view the Chinese National Aerial Team practicing. They had traveled from Siberia to Rochester and are in preparation for US competitions starting in the next few weeks. Crowds assemble around the jump site which is in full view of the lodge and gives many a first-hand view of something we usually only see on TV during the Olympics. The exposure for our sport is tremendous.

Greek Peak is in the second year of their relationship with Snow Operating and the success of Terrain Based Learning is expanding. Additionally, with their infrastructure enhancements, they have immensely improved the skier and boarder experience across the entire area.

Please be sure to mark your calendars ... we are planning a regional membership meeting on Wednesday, February 27, 4:00 pm in the Double Black Diamond room (upstairs in the Main Lodge) at Holiday Valley. Snacks and refreshments courtesy of the HV Snowsports School. Please bring ideas and issues!

Now get out there while it is white and soft!

Dick Fox, Region V Director


dfox@wmf-inc.com

Joe Hazard, Region V Representative

j-hazard@hotmail.com

Region 6 Report

By Joan Heaton, Region 6 Director

 Our pre-season Region 6 meeting in November hosted by Windham Mountain Resort was very successful. It provided great opportunities for members to meet and chat with the many PSIA-E volunteers and leaders. In addition, Windham Snowsports School staff members Laurie Hedlund, Joann Alvis and Eddie Kiziukiewicz welcomed members and helped to host our meeting. We had 54 people attending. Thanks to all who made our meeting such a success!

Katie Giannini reports that the big news at Hunter is that the new Hunter North Area has opened! Lifts are running, snowmaking is going around the clock as temps permit, and the new base area is open for business. The new 6 pack is spinning, there is parking, ticket sales, food truck and (for now) port o potties. This represents a 25% terrain expansion for intermediate skiers and riders, filling a terrain void we have always had at Hunter.

Laura O'Brien from Oak Mountain sends congratulations to Devon Page on his successful completion of his Level 2 Alpine Certification. “He is a tremendous asset to our ski school and all of Oak Mountain. He is now working on his Children's Specialist 2 Accreditation and renewal of his AASI Level 1. We are proud of his accomplishments and of his desire to continue learning.”

Bill Fisher reports that the new Bear Den Learning Center is open and fully functioning at Whiteface. The Bear Den facility includes an 18,000 sq. ft. new addition that houses a new cafeteria, retail shop, rental area, bar, and two new enclosed carpets --the Cub carpet and the Coyote Cruise. The new learning center has its own parking, tickets sales, and is connected to the main area via trails, but is isolated enough to create a fun and safe environmental for learners.

West Mountain's new Area Rep, Greg Hammond reports, “We have over 150 new snow guns. Over 30 new instructors through ITC this year. New face chair and more to come. New cafeteria opening soon. Working on and more to come to give ‘The Best of West’.”

Windham Mountain officially opened its brand new, high speed, detachable 6-person, 90 chair Doppelmayr chair lift, *Westside Six* on Thursday, December 20th. The chair will move 3,000 persons per hour to the summit. A single ride to the summit will take just over 5 minutes. Ned Crossley, PSIA-E Ed Staff and popular Windham Teacher Trainer, got to ride on the coveted *second* chair. When asked how he managed to be part of such an exciting experience, Ned answered, “You just have to be in the right place at the right time!!!” We can always count on Ned.

MARK YOUR CALENDAR- Our Region 6, Spring Regional Meeting will be held at **Whiteface Mountain** on **Tues. March 5th at 4:30 p.m.** Plan on it!!!

Region 7 Report

By *Walter Jaeger*
Region 7 Director

An early cold spell at the end of November and beginning of December had mountains throughout the region blowing

snow. Off to a great start, but the end of December and first week in January saw warmer temperatures returning. Snow making was limited. Now we are back with the Arctic vortex in full swing. Every mountain is replenishing their base and expanding offerings. We are looking for a wonderful year skiing and riding.

This year we are encouraging Region 7 instructors to clinic as much as they can. Though there is a shift to regional hubs (these will alternate from one year to the next) many fine clinics are available in R7. Take advantage of the clinics to expand your skills of teaching and riding. Reach for a higher

level of certification. Certification offers personal benefits that are not always evident when you are on the path but become clear months and years after successful completion. Eastern has made a concerted effort to reduce and contain the expenses of those seeking certification. Certification is more available than ever before. We want our region to offer the best experience to the guest possible. Higher certification goes a long way to ensuring the guests' best experience on snow. **GO FOR IT!**

As always any concerns or suggestions you have please convey these to me. «

Regions 3, 4 & 7 Board of Directors Election

Voting Rules, Instructions and Candidate Profiles

There are four (4) candidates running for the PSIA/AASI Eastern Board of Directors in Region 3 (CT, MA, RI), three (3) candidates running in Region 4 (NJ, PA) and three (3) candidates running in Region 7 (states south of NJ & PA including MD, WV, VA, NC). The Board candidate receiving the most votes in each region is elected the Regional Director; the candidate with the second-most votes will be elected the Regional Representative (within compliance of the association bylaws provisions relative to Board elections). The three-year Board terms will commence April 1, 2019 and end on March 31, 2022. No write-in votes for any positions are accepted. Only one candidate identified as an Education Staff Employee may be elected in each region per the Eastern Division Bylaws.

Voting for the 2019 election will take place online via electronic voting on a secure, dedicated web page. Paper ballots will be provided only to members without online access, upon request. Online voting will begin in mid-January and end on March 18, 2019.

Official results will be announced by March 15, 2019 via broadcast e-mail, the division website, Facebook and Twitter accounts and subsequently via the *SnowPro*. The terms of the new Board members will begin on April 1, 2019, providing the opportunity for newly elected representatives to communicate with constituents prior to the June 2019 Board meeting.

To Vote:

1. Link to our special PSIA-AASI Eastern Board Elections website at www.psia-e.org/vote
2. Log in to the site using your assigned voting username and password (different from your PSIA-AASI login). An e-mail with instructions will be sent out to all eligible voters when the voting is opened.
3. You must be a member in good standing and affiliated with Region 3, 4 or 7 as of December 31, 2018.
4. Follow the steps at the website to complete your secured voting.

Thank you to our candidates and members for your participation in this important annual process.

Note: Candidate profiles are presented "as written and submitted" with the exception of spelling corrections, if needed. «

Call for Regions 3, 4 & 7 Committee Members

The Snowsports School Management Committee Representative, Alpine Education & Certification Representative and Children's Education Committee positions for Region 3 (CT, MA, RI), Region 4 (NJ, PA) and Region 7 (all states south of NJ & PA including MD, VA, WV and NC) are currently up for a three-year appointment, pending a recommendation from the Regional Director and Board ratification. The PSIA-E Board of Directors will approve the appointment of these positions at their June 2019 meeting.

If you are a current member of one of these regions and are interested in being considered as a representative to serve a new (or renewing for existing committee members) three-year term for one of these open positions in your region, please send written notification via e-mail to the attention of Michael Mendrick, Executive Director, at mmendrick@psia-e.org by March 31, 2019.

Thanks for your interest in serving your organization! «

Region 3 Board Candidates



*Briana "Breezy" Grenier –
AASI L1, CS 1
Instructor at Wachusett
Mountain, MA*

Background and Qualifications

Educated as a multidisciplinary scientist and educator, mariner, and business entrepreneur by trade, I am a modern day explorer where the mountains are my home, my workplace and my playground. At the young age of 30 and having been snowboarding for over 22 years and instructing for 15, I am a prime candidate to serve on the PSIA-AASI Board. For the past eight years, I was an instructor in Rhode Island, serving as the hill captain, snowboarding supervisor and instructor trainer. I just recently accepted a full-time position at Wachusett Mountain and am currently in the processes of transitioning into various positions throughout the snowsports school, where my talents can best be utilized.

I have a lot of qualities and experience to offer and a willingness to constantly challenge and expand my knowledge and skills, to improve not only myself, but to share with generations young and old to follow. I instruct guests from toddler to senior citizen, from riding to freestyle. I even will admit to skiing. I have worked at both large and small ski areas all across the United States including Thunder Ridge, Sugarloaf, Breckenridge, and Yawgoo Valley. Not only do I teach snowboarding, I am a certified scuba diving and boating instructor, and self-employed educator, where I create and deliver ocean and polar science, and exploration lectures and workshops to schools and social groups.

I have actively volunteered with various groups including the Chill Foundation, the Institute of the Study and Practice of Non Violence, Tuesday's Child, Special Olympics and Make a Wish Foundation. I am also a mentor with several local schools, SheShreds Co. and the Society of Women in Marine Science. Previously the President of the Snowboarding and Ski club at the University of Rhode Island, I actively serve on a few councils including the STEM Academy Science Advisory Board, the Explorers Club Lectures and Programs committee as well as the NGEN -- Next Generation Explorers Network, Polar Educators International and the Interagency Arctic Research Policy Committee.

I can offer a different perspective, a wide variety of knowledge, skills, and experiences, with a deep passion for the snow sports industry. I also have the unique ability to communicate across ages, languages, disciplines, and industries, engaging learners across multiple platforms (including in-person, telepresence, and social media).

To learn more about me, check out www.breezyseas.com

Statement of Philosophy & Direction

Especially in the Northeast our climate is changing at a rapid place, and it is having a direct effect on the snow sports industry and the full time seasonal instructors who rely on teaching, not only

as their income but their livelihood. We are in a unique industry where full-time instructors are the minority. When I was 15, I was making more money as a part-time instructor than I am as a full-time instructor at the age of 30. Our seasons changing, the general public's attitudes towards taking lessons is different, learning resources and equipment are diversifying, even youth athletic ability and stamina is altered.

We need to work together to continue to come up with fun, innovative, and exciting platforms to compete with and incorporate a changing culture

and new trends to meet and exceed educational expectations to fit the needs of an ever-divided society or we will lose our competitive advantage in an increasingly commoditized world. We need to update our social media and marketing platforms, incorporate new technology and resources, and keep up with the pace of change or lose relevance.

"Everyone talks about leaving a better planet for our children. Why doesn't anyone try to leave better children for our planet?" – Unknown. ☞



*Dave Beckwith, Sr. – Alpine L3, CS 1
Technical Director at Mt. Southington
Snowsports School, CT*

Background and Qualifications

- PSIA member since 1988
- Incumbent Region 3 Director. Current Executive Committee secretary
- Current Chair of the PSIA-AASI Eastern Scholarship Committee
- Area Rep since the program was started
- Technical / Training director at Mt. Southington, CT

Statement of Philosophy & Direction

I have been teaching snowsports for over 30 years I have seen PSIA and snowsports go through many changes. I believe that the current energy that is being generated within our organization on the National front, is the best it has been since I have been a member. We still have a long way to go.

We need to get this energy to younger generations if we are to survive. Programs like NextCore, of which I was a supporter, are just the type of programs we need to instill growth. I may be an "old dog" but I am active in promoting PSIA to our new snowsports pros.

Even though a lot of work was done prior to this season to offer different types of events, we still need to advocate for more relevant experiences and ways to attract newer members and keep them and current members connected.

As Current Chair of the Eastern Division Scholarship Committee I was able to distribute the available scholarship money to more members than had ever been done before. 71% of all members who applied for a scholarship received one this season.

I also submitted a proposal where our ED Staff would be individually evaluated on a regular basis, to ensure that our members were getting the "best of the best" whenever they attended an event. This proposal was endorsed by the BOD and is now in place.

I believe that there are tremendous opportunities to reach more of our members through the use of both available and new innovative technologies. We are already doing a bit of this with things like the Kids Kube, the Matrix, social media and E – Learning courses currently offered, but the growth potential here is tremendous.

It has been my privilege and honor to represent Region 3 and I thank all of you who have supported me, and the new friends I have made as a result. ☞



*Geoff Romero – AASI L2, CS 2
Snowsports Director at Catamount
Mountain Resort, MA*

Background and Qualifications

This is my 10th season working in the Snow Sports industry (all of them at Catamount) and have made many connections in those years. I've been working on becoming fully certified as time allows and hope to be in the near future. In those ten seasons I've worked my way

from instructor to trainer to Director of Snow Sports attending SSMS the past nine seasons in a row. Many people from a variety of regions can vouch for my love of the sport and the organization.

Statement of Philosophy & Direction

Having fun sliding to create an experience worth repeating is a general philosophy I hold. Giving back to an organization that has been part of my life in many different ways would be a worthy cause in my life as well. If I were to look ahead and see the future with PSIA-AASI, I would see a continuation of what is already good and working and prepare to explore new directions. That combined with troubleshooting initiatives that may not have been as salient and in need of a refresh would be a project worthy of my time. I also would like to see some innovation in what's ahead and what's being maintained.

Thanks for your time and consideration! «



*Dave Welch – Alpine L3
Instructor at Otis Ridge, MA*

Background and Qualifications

- Service on the PSIA/AASI- Eastern Board of Directors from 2002-2012 and 2014-2018.
- From 2002 – 2012 I served as the Region 3 Representative and later as the Regional Director.
- From 2014 – 2018 I served as the Region 3 Representative.
- My other duties on the board have included:
 - The office of Secretary on the Executive Committee
 - Member of two Governance Task Forces
 - Member of the Finance Committee
 - Member of the Scholarship Review Committee
 - Chairperson of the Membership Recognition Committee
- My snowsports industry background includes:
 - Instructor
 - Supervisor
 - Staff Trainer
 - Training Director
 - School Director

I am an Alpine, Level 3 member having joined PSIA – E in 1996 and currently work as an instructor at Otis Ridge in Massachusetts.

Statement of Philosophy & Direction

Aside from the professional development opportunities that go along with being a PSIA-AASI member the other reason I was so eager to become a member of our organization was the

passion for coaching snowsports exhibited by those who introduced me to this profession;

coaches and trainers who were all members of PSIA-AASI Eastern. It is that excitement and enthusiasm that quickly spread into my world and got me hooked initially, it is also the main reason I am asking for your support for another term as a volunteer leader representing our region.

I believe that tapping into that energy is the key to the over health and well-being of our organization in the years to come. In the last few years, we have seen some very positive changes at both the divisional and national levels. Our national partner, PSIA-AASI is working to strengthen its working relationships with all divisions and to form new relationships with our industry partners and the vendors who serve us.

On the divisional front we continue to work hard to stay relevant to all segments of our membership while at the same time making adjustments to our business practices in order to stay financially healthy. Many of these changes have been fueled by the passion that our leadership has for what we do and what we represent. As your board representative I will continue to support a

business model that helps us maintain fiscal health so that we can continually provide resources to invest back into the services and programs that benefit our membership.

I also firmly believe that it is critical for us as leaders to support and encourage involvement from all age groups of our membership; they are the next stewards of organization so let's welcome their participation and ideas now. Our organization is not immune from change, challenges and hard decisions but we are up to the task of dealing with them. We have many talented, energetic and passionate people in our ranks who I feel privileged to have served. You are what sets us apart!

Thank you, for your time and consideration.

Sincerely,

David Welch «

Region 4 Board Candidates



*David Isaacs – AASI L2, FS 1
Instructor at Liberty Mountain, PA*

Background and Qualifications

I have been a member since 2014. Running for a position on the PSIA-AASI Eastern Board of Directors is not something I had considered until recently, as I have always considered my passion for snow sports education to be more focused on the personal interaction I'm able to create with my students in their lessons. However, as I have become more involved in the organization, I have realized that I'm also highly motivated to build AASI-PSIA as a resource and tool to be more accessible for snow sports professionals. With snow sports beginning to see a decline in participation, I want to pursue efforts to get both instructors and enthusiasts more involved. I feel that in order for us to grow and thrive as an organization, we need to increase our collective collaboration across ski and snowboard disciplines, as well as encourage more active engagement with our membership and increase communication between mountains.

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Statement of Philosophy & Direction

My main focus as an elected board member would be to foster more enrollment of new members, the retention of existing members, and ensuring that our organization meets and exceeds the needs and expectations of its membership. This will be done through actively seeking input from members in Region 4 and ensuring that their voices are heard at the Board level. We need new life breathed into our organization and we need to encourage fresh ideas. We need forward thinking board members, who understand what is at stake if we do not maintain our relevance in the snow sports world. I believe that I can offer a fresh perspective and help to facilitate our growth with the next generation of snow sport enthusiasts by ensuring that we maintain the highest levels of professional development, with an emphasis on fun and joy for sliding on snow.

I have seen a large disconnect between our seasoned membership and new members. As a governing body, our Board of Directors needs to be more transparent and accessible to all of its members, across all disciplines, all ages, and all mountains. I want to ensure that our organization continues to grow and thrive by adding value to snow sports instructors, and that resorts see value in encouraging and supporting their staff in attaining certification and attending educational events that are offered by PSIA/AASI. While I may be a new candidate for the Board and have much to learn, I think my perspective and passion will help transition our organization in the years to come. «



Steve Martin – Alpine L3
 Director of Resort Services
 at Liberty Mountain, PA
 Staff Instructor at Killington, VT

Background and Qualifications

My name is Steve Martin and am completing my first term as your Region 4 Representative to the Eastern Division's Board of Directors. I am asking for your support to continue my service to you and to our organization. I am a Level 3 Certified ski instructor and have been teaching for 37 years at Liberty Mountain Resort. I am working on improving my riding skills and have begun to teach snowboard lessons. During my tenure as an instructor I have performed just about every job possible, children's instructor, adult instructor, season long programs, line supervisor and technical director. I am starting my sixteenth year as Director of this large school of just shy of 400 staff members. The school that I lead is one of the most active PSIA/ASSI schools in the country. The percentage of our staff that maintain memberships is consistently above 80%. Our staff is incredibly active participating in educational events throughout the season, especially Pro-Jam and the National Academy. I believe these details are a testimonial to the extent that I promote and value our organization.

Finally, I believe that my work outside the ski industry in the past has significant connection to our mission as an organization. I hold a master's degree in educational administration and served as Associate Superintendent of one of the 100 largest school districts in the United States.

Statement of Philosophy & Direction

I strongly believe in the philosophy that organizations like PSIA-AASI exist almost entirely to serve the needs and interest of its members. At the start of my tenure on the Board, I listed better relations with our National PSIA Office and NSAA along with finding ways to engage our younger members as key goals. I am very proud of our Board's accomplishments in these areas. Our Eastern Board has been instrumental in forging much better relationships with our National Office and has been a leader in getting all divisions to be more cooperative with each other.

With the addition of Nick Herrin as our National CEO in 2016, we are seeing the strongest cooperation between National and Eastern in the history of the organization. This level of cooperation has and will continue to lead to much better service to our members. Regarding our relations with our owners and operators, we have made much progress but there is certainly a need for continued focus. Only through efforts in this area will PSIA-AASI and its members get the respect we deserve in this industry. I have been a strong advocate for our new "NextCore" initiative. The assistance of these younger members in helping us to find ways to engage more of the younger staff members in membership, event participations, and leadership roles will help our organization thrive in the future.

I am proud to say I am a member of this organization and even though I am a director, I continue to love teaching skiing/snowboarding with our guest from the public and in clinics with our staff. I appreciate all that you do and any consideration you may give my candidacy. ☞



Bob Shostek – Alpine L3, CS 2
 Education Staff Employee

Background and Qualifications

The following summarizes my experience in the industry and with PSIA-AASI:

- Inducted into the PA Snow Sport Museum Hall of Fame- Class of 2017
- PSIA-AASI member 1974 to present. (44 years)
- Member of Elk Mountain Snowsports school 1973 to 2017. (Presently on sabbatical)
- Seasonal/Full-time Course Conductor/Examiner 1990 to 2018. (28 years)
- Member of the PSIA-AASI Eastern Alpine Steering Committee 1995 to present
- Member of PSIA-AASI Eastern Board of Directors (BOD) 1991-2011 and 2013 to present
- Awarded with Eastern Division Joe Wood Examiner Emeritus 2014
- Honored with PSIA-AASI National and Eastern Life membership 2011
- Children's Specialist 2 (CS2) certification 2011. CS1 in 2010
- Past President of PSIA-AASI Eastern Board of Directors (BOD) 2008-2011
- President of PSIA-AASI Eastern Board of Directors (BOD) 2005-2008
- Vice-President of PSIA-AASI Eastern Board of Directors (BOD) 2003-2005 and 1996-1999
- PSIA-AASI Eastern Educational Foundation President 1995-1998
- PSIA Eastern Alpine Team member 1992 and 1996
- Eastern Examiner Training Squad (ETS) Coach 1995-2005
- Eastern Regional Clinic Leader Coach (now DCL) 1990-1995
- Elevated to Board of Examiners (BOE) in 1989
- Examiner Training Squad (ETS) member 1988
- Development Team member 1985-1987
- Certified in PSIA 1977

Statement of Philosophy & Direction

The current direction of the Eastern Division and Region 4 is still positive even though the challenges are greater than ever to our profession and business. When I was elected to the board for the first time in 1991, Region 4 members had concerns about membership cost, service and educational opportunities. Since then, representing "your voice," I have worked with fellow Region 4 volunteer leaders along with divisional staff, to make high quality educational and member services a reality.

Representing "your voice" and working with the professional staff, modifications for our region have taken place to address some member concerns to date about recent changes to our event scheduling model. This new model is a different approach as to how we are doing business, but until we have results, we cannot gauge its success. As your representative, I do assure you that it will be monitored closely.

Some other topics that are member focused that I support:

- I am enthused, excited and strongly support the new advisory group called "NextCore." I look forward to their involvement and to sharing ideas on how the division can address the needs of our younger members.
- The ability to pay dues by monthly payments from your checking/credit card rather than the current lump sum payment at the end of ski season.
- Creating events addressing the latest educational material available and continuing to keep the material fresh and updated.
- Initiatives to develop certification material related to the level and process updates that will be streamlined, cost effective and timely for member certification.
- Continue to support and develop events such as the "create your own" clinics, now offered.
- Continue to develop initiatives and events to inspire younger new members to join.

- We need to develop more events to cater to our core members and listen also to the core members. I believe it is the core member that presents our greatest opportunity for marketing our product and the division.
- Expand relationships with ski area management to promote the benefit of PSIA members' value to the area.

As you can see, I have been listening, and more importantly, working on getting a response to your voiced concerns and issues. As an examiner/course conductor who enjoys an on-hill relationship with fellow members, I understand your concerns firsthand. Over the past 28 years of full-time coaching with the division, I have the passion to be your advocate as strong as ever. I sincerely thank you for your vote. ☺

Region 7 Board Candidates



*Walter Jaeger – Alpine L3
Instructor/Trainer at Massanutten
Learning Center, VA*

Background and Qualifications

An 18-year Alpine LIII member of PSIA, I taught at Canaan Valley for 7 years and Massanutten, VA for the last 12 years. I served 3 years on the Board as a Co-Representative and currently serve as Chair of

the Membership and Promotions Committee for PSIA-E. Along with Paul Crenshaw, I created the 1st LII/III Indoor Prep Clinic for Region 7, compiled the first survey of our region's instructor demographics and sought an increase in the number of Events held in Region 7.

As a Board representative, I pushed hard to increase recognition for members. This effort culminated in a report to the Board on Membership and Promotion in 2012 and the establishment of a permanent Membership and Promotions Committee of PSIA-E the same year. The fruits of this effort are now in the infancy of development. For the average member this effort on behalf of your Division for recognition has been a long time coming, and should remain an urgent matter before your Board representatives.

Statement of Philosophy & Direction

Members are just beginning to benefit from a proactive promotion of the value of PSIA to the skiing public due to the Membership and Promotion Report, Membership and Promotion Committee efforts along with the creative work accomplished by Eastern's Office Staff. A tremendous amount of work remains yet to be accomplished. Our Board absolutely should establish an annual Promotions line item in the Budget. PSIA-E needs to proactively engage with Resort management on behalf of our members, particularly regarding PSIA-E's increased requirements for member certification (CS 1 & 2) along with the meaning of the hours of time and study involved in ongoing PSIA-E training. Our Board must strive to utilize every means available to heighten the awareness of the skiing/riding public regarding the professionalism, training and hard work represented by those who wear the "pins".

Efforts to enhance the perceived value inherent in Levels I, II and III to the public and Resort industry require Board Representatives committed and contributing to this cause. I am asking for your vote so I may better impact this critical effort for all of us.

Promotion of PSIA members to the public is a stated purpose of our Bylaws. Because PROMOTION is a challenging task it is easy for the Board to ignore among other pressing issues. Electing me to the Board will keep

promotion of members in the forefront of your Board's goals. As a Board member I will assist Tom Butler (current representative to PSIA National) in a consistent push for PSIA National to take on a much greater role in the promotion of all members. Did you know not even 1% of National's budget is designated for member promotion? National must do much more – but so does the Eastern Division along with all other Divisions.

I remain fully committed to PSIA-E's educational and certification missions, but there comes a time when voices committed to members' Interests to the Public and Resort Management must be elected. Today PSIA-E faces significant challenges: In the last nine years Event registrants are down 15% and membership is down 5.5%. Such negative trends are worrisome and consequential to the aspirations of our members and our organization. If PSIA-E is to continue to excel and innovate these trends must be reversed.

Elect someone who is committed to thinking outside the box to resolve the issues facing PSIA-E.

Elect a Representative and Co-representative who will drive your organization forward!

Thank you for your consideration: VOTE.

Walter ☺



*Ty Johnson – Alpine L3
Lead Trainer and Staff Instructor
at Wintergreen Resort, VA*

Background and Qualifications

1. Level III Alpine instructor – achieved over multiple attempts so I understand the trials, tribulations and costs (both monetary and emotional) of the exam process. During my term on the board I voted for changing the exams to bank any section passed.
2. PSIA Member since 1996 in Region 7.
3. Supervisor, Training Director and Instructor at Wintergreen Resort for 27 years.
4. Passionate about being on snow (would do it 365 days a year if I could, but Region 7 is the south after all!) and teaching students and seeing the "light bulb" come on! I relate to what you are going through as a Region 7 instructor!
5. Have served one term on the Eastern Board as your Representative from 2013 to 2015.
6. I was responsible for the Level III exam being held at Snowshoe every two years beginning in 2014.
7. Through a Board Action Plan that I proposed, Region 7 was granted a \$1,000 scholarship distributed to 10 different Region 7 resort trainers to attend the first Eastern Trainers Academy in Region 7. This resulted in 100% success and no failures by any Level I exam candidate in region 7 that year! The previous year, without this training of your resort trainers, there were 17 failures by Region 7 candidates out of 33 in the entire Eastern division!
8. I held the first Region 7 member meeting held outside of West Virginia or Virginia in Cataloochee, North Carolina.
9. On the Region 7 stage, I strived and have been instrumental in providing greater training and more diverse events in the region. This has made travel less expensive and training more readily available - through your area trainers and the Eastern Tech Team.

Statement of Philosophy & Direction

As your representative, I will focus my attentions on the following points:

- To foster and bolster the importance and recognition of certification by the general public and Snow Sports School and Resort Area Management on the divisional, regional and national level.
- Continued integration of PSIA/AASI and USASA, as each organization has much to offer one another, we can develop a strong standard of mechanics, knowledge and terminology - which will provide a clearer and consistent picture to all parties involved.
- Continue to improvement of the training and event opportunities for and in Region 7.
- Hold regional member meetings in WV or VA as well as a second meeting each year in another state during PSIA-E educational events.
- Retaining and attracting younger instructors who have a passion for learning, teaching and sliding.
- Listening – really listening - is an acquired and valuable skill; I am a good listener. I will be open and seek to communicate with as many of you as possible. I know every instructor in Region 7 has great ideas. Each one of you can contribute, discuss and implement your ideas through me for the betterment of PSIA/AASI-E Region 7!

The main premise of my management career has been “Take care of your associates and they will take care of your customers” – to me, you are my associates and if I can help provide you with the tools that you need to be an exceptional instructor, I will be doing my job.

Region 7 has a very diverse, educated and outdoor active population base and from that we are able to draw many full and part time snowsports instructors who are passionate in this sliding sport! I feel you need to have your voice heard by the board. The passion, voice and dedication of each of you is exactly what will make the sliding public, snowsports industry and area operators in Region 7 take note of what it means to be a certified PSIA/ASSI instructor. I would be honored to be your director or representative on the board. Remember to vote – this is the first step in letting your voice be heard! ☞



*Michelle Shuford –
Alpine L2, Adaptive L1
Instructor at Cataloochee, NC*

Background and Qualifications

Hello, my name is Michelle Shuford and I am entering my 35th season as a ski educator. I started teaching at Ski Beech, North Carolina in 1985 while I was a student on the Appalachian State University Ski Team I later moved to Appalachian Ski Mountain in 1989 where I worked with Ski French Swiss as a Ski Wee & Adult instructor. It was there that I had the opportunity to get involved, as an Alpine Ski Coach, with Special Olympics. I became a Registered Certified instructor with PSIA-E in 1991. I moved to

Asheville, North Carolina in 1993 where I volunteered with the Buncombe County Special Olympic Alpine Ski Team, which I still do to this day. After my move to Asheville, I taught for several seasons Wolf Ridge Resort in Wolf Laurel, North Carolina. During this time, I met John Cossaboom, director of the Cataloochee Ski & Snowboard School. John's ski & snowboard school program, at Cataloochee, provided opportunity to further develop my ski career, so I began teaching there in 1998. Currently, I have been instructing, training, and assisting with the ski school administration at Cataloochee on and off for 20 years.

During my time at Cataloochee, I have represented PSIA-E as Ski School Rep for several seasons. As Assistant Ski School Director, I facilitated hosting many PSIA-E Educational Clinics. For 2 seasons, I reunited with John Cossaboom and taught at Ober-Gatlinburg, TN. I earned my Alpine Level II Certification in 2009 and have recently started down the Adaptive Education path by earning my Adaptive Level I last year. In 2017, I was selected as a coach for the United States Special Olympics World Games held in Austria.

Statement of Philosophy & Direction

I feel my experience, commitment and knowledge of PSIA-E's education & training goals are why I would make a great representative for Region 7. I'm familiar with the various ski schools represented in the Southeast and know that I would work hard for my fellow instructors to continue to bring educational opportunities here in the Deep South.

My goals, if chosen as your representative, would be to find new ways to encourage all instructors from all the various disciplines; Alpine, Snowboarding, Adaptive, & Nordic, to join PSIA-E and benefit from the many opportunities that are provided by this organization. We need fresh blood and I hope to find ways to encourage our new instructors that this is a worthwhile organization to join.

Please consider me as fresh blood to the position of Region 7 Representative when you vote this year. I would be honored to serve you.

Thank you, Michelle Shuford ☞

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beats faster
when the
Mountains
are calling!*

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we got next!

NextCore News

NextCore is a dedicated group of young members age 15-36 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.



What's NEXT?

By Shannon Rucker, NextCore Action Group Member

In the fall edition of the SnowPro, Eastern executive director Michael Mendrick introduced everyone to NextCore (the advisory and action group of 16-36 year old members to give our youngest core group of membership a voice AND action ability within the Organization). I saw the call for volunteers but initially thought I was too old – at 35 I'm hardly the same demographic as a 16 or 18 year old! However; when nudged by my School Director, I applied and was accepted to be a part of the Action group and I'm so glad I did!

So far in our opening weeks of introductions and activity, I have been pleasantly surprised the extraordinary breadth of experience and professionalism of this group. These individuals are diverse in certification, discipline, geography, and snow duties (FT/PT and instructors/supervisors/program managers.) However, their passion and knowledge makes each one an extraordinary contributor to the group and a remarkable example of true "Snow Pros."

Another surprising element for me has been the level of support and encouragement from the rest of the Eastern Division membership for NextCore. Despite being from different walks of life, I believe this common goal of meeting the changing needs of our membership will allow us to adapt, grow, and hopefully thrive in the future.

Our group has spent the first couple of months of this season putting it "all" out there. After a few initial conversations regarding the "big items," we have prioritized the issues we want to tackle first, strategized how to tackle these concerns, and we are now beginning to present and implement our suggestions to the Board. I am hopeful that this organized, intelligent, passionate, and creative group can make meaningful changes to encourage the evolution of our Eastern Division. With the current partnership and development of our National organization, I cannot imagine a better time for this group to exist.

"The world hates change, yet it is the only thing that has brought progress."
~Charles Kettering

Change is always uncomfortable, but in our organization, we've been there, done that, and come out better on the back side before. Consider:

- The evolution from straight skis to shaped
- Mountains allowing snowboarding (well most anyway)
- Any of you who have trained for a certification know you've had to embrace some changes in your movement patterns, teaching style, and pro know – even when it was uncomfortable to do so

Now is the time to embrace change and everything that goes along with it (including the uncomfortable feelings of something new!) so the Eastern Division can grow and maybe even help LEAD the organization we all love so much. If you have ideas of changes you'd like to see, I encourage you to reach out to a member of NextCore, attend your regional membership meetings, and/or tell your Board members and area reps. Get involved, support those who are involved on your behalf, become a buddy with a NextCore demographic member, and encourage others to do the same! ☺

We Got Next!

By Katherine MacLauchlan, Eastern NextCore Advisor



Greetings from the future - the future of our organization that is! Your newly appointed NEXTCORE group has been hard at work establishing baselines and goals for the season and beyond. I am more than impressed with the energy and dedication in this group. Based on the amazing applications we received, we nominated two groups - the Action group is smaller and tasked with presenting action plans, proposals, programming suggestions, and feedback to the Board and professional staff. The Advisory group meets on Facebook and acts as a sounding board and feedback resource for the Action group. Both are active and brimming with ideas!

Please read the adjoining great write-up from NEXTCORE member Shannon Rucker to get a feel for the projects and enthusiasm.

One of our focuses is communication. We're discovering that a lot of what we want to do has been done, tried, or started. The failure lies in communicating those offerings effectively and in ways that reach all demographics. We are also working on a focused Instagram plan. Our primary focus is to grow the engagement of our existing followers, share news, and grow brand awareness. We're targeting members 15-36 (though all are welcome!) who are just starting their careers and are looking for community and professional development.

Please be sure to follow us on Insta@psiaaasi, tag friends in posts they'll like and tag us in your posts with #psiaaasi and #snowpros and we'll be sure to return the favor!

If you or someone you know would be a great addition to the advisory group, invite them to find us on Facebook (just search for NEXTCORE Advisory Group) and be sure to answer the screening questions. Our goal is to conscientiously shake things up, look at old problems with new eyes and push our organization to be the best we can be for the largest group of members possible. So let's get to work!

Katherine MacLauchlan, NextCore Advisor
katherinemaclauchlan@gmail.com ☺

kids, kids, kids

A Look Back at the 2018 Children's Academy

By Gary "Griz" Caudle, Advanced Children's Educator

When I think back on all the crap I learned in high school it's a wonder I can think at all..." (*Kodachrome* by Paul Simon)

Perhaps it's a bit passé to think that a song written in 1973 would have any pertinence with today's young people; but methinks it does. Although the song was written and recorded more than forty-five years ago, today's youth view the world (and the adults in it) with some of the same degree of indifference.



This season's Children's Academy held at Stratton Mountain, VT was all about adolescents and how we might best "reach and teach" this age group. We approached it by looking at life through the lens of a teen -- from their perspective.

This was quite interesting. With specific tasks in mind, each group demonstrated a unique view through that lens. Since most of the participants were years past their teenage years it proved to be an enlightening journey. Using our cell phones, we took pictures of our groups, from their perspective. One such task was to create snapshots of 'chairlift safety' As most of you know, if you have raised or are now raising teenagers, the use of sarcasm plays a considerable role in their communication skills.

Here you can see that one group decided to show their 'sarcastic' side by demonstrating what NOT to do while riding a chair lift. My guess is that teens would enjoy ripping this photo apart from the obvious lack of safety to the less than obvious, to me, lack of "coolness."

Throughout the academy, groups not only took photos, but discussed the best way to teach teenagers from beginner through advanced skiers and riders. We also had great early morning roundtable discussions from training teens who provide an integral part of many snow sport schools to how best to reach this age group from a cognitive, affective and physical viewpoint. Adaptive Education Staff trainer Leslie White moderated one of the roundtable discussions as well as leading each group for a segment on snow talking about the adaptive components to teaching this and all age groups.

Not to be forgotten was the incredible job done by Steve McGrath and his annual Children's Academy raffle to support the Terry Fund. It was an overwhelming success. This year thru the generosity of our sponsors, the ACE Team and the Children's Committee, we assembled more \$8,000.00 of prizes that were raffled to the 45 Academy Participants. The Raffle netted \$1,127.00 in ticket sales for the Terry Fund. The Terry Fund it is a fund that members may use for scholarships to any and all Children education clinics.

The Children's Academy is a great educational event held each year. Next year, "Try it, you'll like it!" I promise. <<

Thank you Children's Academy!

By Bonnie Ricker, Alpine Level 1, CS 1

The Children's Academy was a different experience for me this year since the academy was focusing on the older children and teens. I got into the thread of training the trainers and it was very interesting hearing about the many different dynamics of the teen instructor. For example, how many mountains gave those instructors full instructor duties while others gave them a more supporting role? We discussed the dynamics of teens and how they want to move, not stand around and listen to a lot of talking.

We did drills of trying to mimic the different age groups and guess what age group they were trying to be. We were all veteran instructors and I don't think anyone missed the mannerisms they were trying to depict.

The part that had the most impact on me was having Leslie White come join our group, talk to us a little and then get into character of an autistic spectrum child. It made us all rethink how we were teaching. She was great.

Learning new games and drills, geared toward older children was also fun, from the maze on the flats on one ski to the Jib turns and high fives, on the green terrain, we all had a great time.

Of course, there was Steve McGrath and the annual raffle to benefit the Terry Fund for children's educators. I am happy to contribute my small games every year to this worthwhile cause.

I am glad that I have attended every year since 2011, and the crew, headed by Sue Kramer and the rest of the ACE team do a phenomenal job in putting this event on. I only wish that I could get more instructors from my mountain to come with me. I love going and will continue to go.

Thank you for my scholarship and will continue to share at my home mountain what I have learned. <<

SNOW

Pro

Upcoming *SnowPro* Copy Deadlines

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

Spring 2019 issue: April 19, 2019

Writing Guidelines

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

Nordic Review: The New Season is Here!

By Mickey Stone, Nordic Coordinator

What a start to the season. Here in Northern Vermont we received over 100 inches in November and skiable snow in October. That makes it good for those of us who are captivated with the number of days we get on snow. This year we had as many cross country days as downhill, which is a great plus to start the year aerobically instead of anaerobically. Then of course we had a “weather event” that pretty much leveled the snow in the woods. But as the weather in the East goes we have had several snow events and are back up and running in the woods, Nordic trails and backcountry.

The Nordic discipline had a great star to the season with very good numbers in all our events. Our ever-popular XC ITC had 16 and our Telemark Pro Jam had a whopping 26 participants. Plus one of the best Norwegian parking lot parties “ever.” Big shout out to the Sunday River Ladies’ Club for their participation and added acrutruments.

This season we celebrated the Kare Anderson Award at the banquet on Thursday night. This year’s recipient was Shelley Kovacs from now Washington State and the Northwest Division. Shelley spent a good twelve years with us as an examiner here in the East. Shelley’s motivating coaching skills, athleticism, good nature, endurance and the skill of chiropracting, trigger response and muscle tissue manipulation makes her a very valuable and successful educator. Congratulations Shelley we miss you back East. ☞

Mickey Stone Nordic
Coordinator with the Kare
Anderson Award winner
Shelley Kovacs



Norwegian Party with the Killington backdrop. Great week of skiing everything open!

The Rewards & Risks of Night Skiing

By Mike Innes, Nordic Education Staff

There is nothing more fun than cross-country skiing on a full moon night and packed powder conditions. This is something I have always enjoyed and it is how I fell in love with Nordic skiing. Not long after I learned how to cross-country ski I had the opportunity to participate in a full moon ski event at a cross-country ski center in the Berkshires of western MA. It was a still night with fresh snow, clear skies and a bright moon. We felt like kids skiing and laughing and falling in the powder as we tried telemark turns in a beautiful field.

When I lived in Colorado, I have fond memories of skate skiing on a full moon night in perfectly groomed conditions. I was by myself this time wanting to burn this moment in my memory for years to come. Needless to say, I find it natural to go for a Nordic ski after work with my headlamp. I have never taken a bad fall or hurt myself skiing at night until recently.

On a cold Monday night as temperatures were falling, I decided to go for an evening classic ski just for an hour after work on a loop I have skied countless times. I started as the sun was setting, so I would not need to turn on my headlamp until the last 15 minutes of my ski. Conditions were firm and the tracks were fast. As I reached the top of the climb, about half way into my ski, I turned my headlamp on for the descent back to my car. As I was approaching a couple of S turns in the trail, I checked my speed with a skidded parallel turn. I remember thinking, “Wow, there are fast conditions for sure.” The next thing I knew, BAM. I was on the ground. I am not exactly sure why I fell, maybe I caught an edge, or my ski caught debris on the trail that I did not see. The surface was rock solid and did not cushion my fall at all. My head whiplashed on the ground so hard, my headlamp flew off my head with the strap going right and the headlamp going left. I lay there for a moment realizing this is the hardest I have ever fallen on cross-country skis, and “This snow surface was like a brick.”

I took inventory of my situation; no broken equipment. “I cannot believe I did not break a pole,” I thought. “Ouch, my left shoulder really hurts.” I gathered up the pieces of my headlamp. It still worked, which was a relief. I knew I needed to ski the remaining 5km back to my car to get myself out of this situation. My Wilderness First Aid training kicked in, and with one arm, I was able to single pole myself out of the woods and into the field, while holding my broken headlamp in one hand to shine some light ahead of me. Once I was in the open, I was able to see the trail without my headlamp, so I could put that away, and use both poles to slowly and gently double pole my sore body.

I was in shock. My shoulder was in pain, my hip really hurt, but I focused on each double pole to move me a short distance each time. Somehow, I made it back, but as I tried to actually stride over the bridge, I realized my legs were not moving well at all. My core body temperature was dropping and I was starting to shiver. I was able to drive myself the 5 miles back to my house so my wife could bring me to the Emergency Room. The result was a separated shoulder at the acromioclavicular joint, severe strain to the hip flexor muscles, and a mild concussion. Thankfully nothing was broken but several weeks would be needed to heal.

While night skiing is certainly a fun way to enjoy the early darkness of winter, it is something to be respected. It is a good idea to not ski alone and be conservative in the choice of terrain you chose to ski. As Nordic Instructors and Industry Pros, we should be vigilant about mitigating risk but also make sure we engage in activities that feed our soul. There is no doubt in my mind that on a full moon night in winter, if the snow is soft, I will be out there skiing, making more memories, but this time being selective of conditions, including snow quality, temperature, and making sure I have friends to go with me.

NOTE: Many Nordic Centers do not allow skiing after trails close. Be aware of your Nordic Center’s policy or support them by participating in a special guided moonlight tour. ☞

AASI Update

By Brian Donovan, AASI Advisor

Greetings AASI-E Community! Here we are again. It's the middle of the winter, you've taught lots of lessons this season, and you've hopefully gotten the opportunity to ride your snowboards a bunch. Keep your eyes on the Event Schedule to find an event or two to attend this winter. Some popular options to consider are:

1. Halfpipe Camp at Okemo, VT February 7-8, 2019
 - Improve your halfpipe riding/teaching skills while taking advantage of the Okemo rope tow that accesses the halfpipe
2. AASI Level 2 Exam at Holiday Valley, NY February 10-12, 2019
 - Mid-season Level 2 Exam for those of you that want to take your Level 2 Exam early this season
3. Trees Camp at Jay Peak, VT March 11-13, 2019
 - Improve your steeps, bumps, and tree riding/teaching at Jay Peak over the course of 2 or 3 days during a historically snowy part of winter at Jay Peak
4. 1-Day Dynamic Riding events scattered throughout the entire Division
 - 1-Day events that count for 6 CEUs – Can't make it to a 2-Day event? Can't get away for 2 days? Take this 1-Day Dynamic Riding event
5. AASI Level 2 and Level 3 Exams at Mount Snow, VT March 18-20
 - End of season Exams for everyone looking to take their shot at moving up the certification ladder at the end of the season
6. AASI-E Spring Rally at Stratton, VT March 30-31, 2019
 - Enjoy 2 days of riding/teaching/partying at Stratton, VT with a bunch of fellow AASI-E members!
7. **RIDER RALLY 2019** April 16-19, 2019 at Big Sky, Montana
 - Remember your snowboard season as the most epic in history when you attend Rider Rally 2019 in Big Sky, Montana! The AASI Snowboard Team will lead you through three days of big mountain riding, skill improvement, teaching progressions and drills, and more.
8. AASI Member Customized Events
 - You can find more information about creating your own custom snowboard event in the Fall 2018 SnowPro or by visiting: www.psia-e.org/mce

Get your event applications in before the registration deadlines pass! Don't miss out on a great time!

Congratulations are in order! From January 8th – 11th, 2019 six AASI-E members participated in the 3rd PSIA/AASI Adaptive Snowboard Level 3 Exam ever held in the United States. At the end of the week, we had six members who had passed the teaching component of the Adaptive Snowboard Level 3 and four of those members had earned their full AASI Level 3 Adaptive Snowboard certifications. Please congratulate them when you see them!



(Pictured here from L to R: Mike Ma – new Adaptive Snowboard Level 3 instructor, James Moore – new Adaptive Snowboard Level 3 instructor, Josh Spoelstra – PSIA/AASI Adaptive National Team member and Examiner, Tera Adams – passed the Adaptive Level 3 Teaching Exam, Rob Bevier – new Adaptive Snowboard Level 3 instructor, Holly Andersen – new Adaptive Snowboard Level 3 instructor, Bart “Woody” Woodworth – passed the Adaptive Level 3 Teaching Exam)

Hope to see you out riding at AASI Events this winter! #AASIEast <<

An Ode to the Basics: Creative Uses for the Straight Glide and J-Turn in Beginner Lessons

By Greg Fatigate
PSIA-AASI-E Examiner
Smugglers' Notch Resort

I'd like to change the perspective on how to use one of the most important, and often overlooked things we do on all equipment when working with new skiers and riders. It is the foundational straight glide to J-turn, or SG-JT. Most new skiers and riders experience their first sliding sensation with this as their initial challenge or task. Ideally, the new skier/rider is on gentle terrain where acceleration to a point of fear and discomfort is not a factor. This allows them to be in touch with the sliding experience as they remain stacked with relaxed, flexible joints, turning to a stop without having to make excessive body movement, allowing for the friction between equipment and snow to slow them down. Sadly, this little task is often not given enough attention in favor of moving to other adventures too quickly. Let's be aware of the many ways SG-JT on gentle terrain could be used in the pursuit of an engaging and fun experience.

First, let's look at the benefits of the straight glide and j-turn for new skiers and riders. Whether you find yourself on skis or on a board, I have found that one beneficial thing I can do for a new skier or rider is to encourage them to remain stacked over their feet. Skiers know this as “Center of Mass over Base of Support” and snowboarders know this as a “Reference Alignment.” The point of starting new skiers/riders in a straight glide is that it allows students to find this stacked stance where all their joints can flex evenly and they are balanced over their feet. This is often the foundation that allows them a greater opportunity to make efficient movements needed to safely learn the sport. Too often though, the SG-JT is practiced as a single task with a static stance as the ultimate outcome. This experience doesn't always connect with the exciting image of the sport that a new skier or rider might have. There are several ways to spice this up and keep new skiers and riders more engaged with the SG-JT.

Start by considering all the things **you** could do making a single SG-JT if left to your own devices. Could you still go out, slide and have fun? Sure, you could! The truth is a single “j” shaped turn is found in a wide variety of situations. To accomplish a SG-JT in variety of situations, our body movement may be executed with a mixture of more quickness, strength, and precision, but the general outcome is the same: a SG-JT. Consider the following examples where you might be:

- Spraying an object with snow
- Carving a soulful single turn
- Navigating a tight little tree line chute
- Sessioning a box/rail
- Hitting a jump or jumping over an object

The challenges listed above can be easily adapted to a beginner experience using a SG-JT. Listed below are a few ideas on how to make these seemingly more advanced experiences beginner friendly and beneficial in the learning process as your students get more practice using SG-JT.

- Trying to spray an object with snow: Place an object in the snow and ask the group to bury it with snow over a series of SG-JT runs. It is usually best to use an object that is small so that this task can be more easily accomplished.
- A single carved turn: Challenge your students to follow a track you put down in the snow, or place cones/brushes/snowballs out for you students to follow. As they begin to find success following the arc, they might become aware of the subtleties in the ankles, knees, and hips in an effort remain on track.
- Navigating a tight little tree line chute: If available set up a few small objects like cones, brush gates or even leftover mittens and gloves to serve as a tree line in a corridor. For added fun,

hold a stick out at about head height for them to also duck under before coming to a stop. (Be careful!)

- Session a box/rail: Often this one is a total hit with our younger audience and/or those young at heart who might have become inspired to learn the sport by watching the X-games or similar competitions. Lay a piece of bamboo down to serve as a rail or flip an old snowboard over on its bindings to serve as a box. As the students begin to find success sliding the box/rail to the end, they will begin to find themselves in a comfortable, neutral position, and making an easy j-turn after they land.
- Hit a jump or jump over an object. Pile up a six-inch-tall “jump” with loose snow. As the student finds success, they will begin to connect with the proper timing of the jump movement at takeoff, and they will find themselves absorbing the landing. Take this one step further by building multiple jumps to serve as a mini pump track.

I have had a lot of success adapting the listed situations to a beginner lesson to match the students' expectations of what the sport is from images they see online, in magazines or on television. With a bit of imagination, we can recreate the experiences we identify as “fun” and use them for our new skiers and riders. Allowing your students plenty of time to practice a straight glide into a j-turn in a fun environment will help them to build up their skill levels significantly. Doing so will get more mileage out of the most basic, and foundational activity all instructors have used since the dawn of instruction. ‹‹

Bad Moms Ride Again

By Holly Anderson

AASI-E Examiner

Official Bad AASI Mom

Early last season, I started checking out the “Women of AASI” Facebook page and began visiting it more and more as the season slowly got underway. I saw other woman looking forward to the season and planning their winter schedules as I was. Some of these people I have never meet, some I have known and ridden with for decades. I began taking notice of different women I have ridden with through the years and started taking more and more notice of those that I rode with before I had children who also now have children. I wrote to some privately and asked how often they got out these days. The answers varied, but all had a consistent thread—they had no time, their bodies had changed, they were home with the kids, etc., etc. It boiled down to the same common theme: We are all putting our families before ourselves and not getting enough, or in some cases any, days on snow. I posted this:

“A question and a thought: for the Bad AASI Moms out there.

- 1 If you have not seen *Bad Moms Christmas*, go right now and see it. You may pee your pants. I may or may not have.
- 2 On both Facebook, and at various mountains, I have noticed over the years as we have gotten older (I have in no way, shape, or form grown up), there is a rather large contingent of AASI women that have marinated humans. And we get less time on the hill and less (or no) time for ourselves. And we put our children, husbands, jobs, schools, ahead of ourselves. I was wondering if there would be any interest in throwing a Bad AASI Moms clinic? We can reminisce and drink wine? Ride hard? Go big? Anyone interested?
- 3 Hope to see you all soon. The snow so far this year has been blissful.”

With permission, we put together a pop up clinic. Eleven women attended. We had new moms, grandmothers, expecting mothers (we had the announcement at the event). In the clinic, there were women that rode all the time and some who had only been out a few times the previous season. We rode. And we rode hard. And we had a blast.

Bad AASI Moms is on the calendar for this season, so I am asking all those members who need to get some time on the hill to come ride with us. We will have a blast, I promise.

Holly Andersen

Mother of Josie and Celia

AASI Examiner

Official Bad AASI Mom

All my best, Holly ‹‹

Teaching With Props

By Eric Wright,

AASI Development Team

As one of the lead trainers on my resort team at Loon Mountain, NH, I have had the pleasure of working with new hires and returning snowboard staff alike. We are always trying to find ways to be creative and think ‘outside the box’ in our training sessions, which in turn, has led to more exciting experiences for our guests. The most influential way we impact our guests with creative teaching has been the introduction of feature/object based learning at the beginner level.

This means we use all kinds of props on snow that are readily available. For example:

- Old snowmaking hoses to form an “s” shape
- Tires, balls, rollers, boxes
- Brush gates
- We even use a counter top that we set up like a see-saw to ride over.

This style of teaching adds a creative edge, a strong visual aid and a timing piece that enhances any lesson. It gets students moving and having fun,

by creating visual & kinesthetic cues that create safe challenges for the skiers' and riders' to experience. While we use many of the props listed above, I have personally found great success with these three: Sand filled snowmaking hoses, soccer balls, and simple hand built rollers.

One of my personal favorites is using soccer balls in the flats for balance drills and foot-to-foot pressure change. Any type of ball will do, though I have found small soccer balls to be the best for beginners and tennis balls fun for more advanced students. While both feet are strapped in, I simply have students try to kick the ball to a partner. It usually is something they can relate to or have participated with passing a soccer balls around before. Once the basic planting with one foot and kicking with the other has been established, the real fun can begin. We can vary the timing and intensity of the move to get the ball to go where we want.

With advanced students, I have them try and get the ball between their partners' legs scoring a goal. To block the shot students use a for/aft move to slide the board under their body and block the ball with their feet or legs. I have even facilitated some epic 3 vs. 3 snowboard soccer hockey matches that get students moving and laughing even more then taking runs. This usually involves a lot of hopping around so it should be used in short periods to ovoid fatigue early in a lesson. Both kids and adults love this as a way to get used to moving on the board before there is any fear or speed involved.

To shape turns, I take advantage of the snow-making hoses filled with sand that artfully decorate our beginner area. These visual learning aids are the ‘crayons’ our instructors use to draw graceful arcs in the snow for our students to follow. They start in the flatter areas as J-turns, and higher up the hill we set them up as completed S turns. They act as little bumpers, and show students what a nice arc should look like. Rather than just following behind a student yelling “heels, heels” or “toes, toes” (which can be very distracting to some) using props eliminates the mystery of which edge to be on. Meanwhile they get to feel the sensation of effective speed control through turn shape by following the hose. Now that the goal of turn shape is clear, the teacher can get right into constructive feedback, which will affect the timing of movements that bring greater success.

A simple hand built roller is another great way to get students moving their lower body to remain in balance. Rollers are easy to build under most snow conditions. If you use your equipment as a shovel, just pile up enough snow to build a 6-8 inch tall bump. After one or two people ride over it, the pile gets smoothed out nicely, and before you know it the three or four little rollers are a full on mini pump track! Rather than just giving feedback like bend your knees, small rollers help to add specific timing for a specific outcome. For example, if we flex before the roller and extent as we go up it, the result will be airing off of it. If we

remain extended until we reach the rollers and then flex as we go over it, the result will be absorbing it with no air. Either way it becomes evident to the student that it is all about the timing of the move in order to stay balanced and get the result they want.

Don't limit yourself to the features mentioned above, and by all means make sure you have permission to use them. I have used drink bottles I find on the side of the trail, snowballs, or little twigs found in the woods. It's not really about the objects we use but the concepts of hitting on more the one learning and teaching style in each lesson. By using these simple objects we have a strong visual piece as well as a timing part that almost comes into the lesson automatically. Then our feedback can be very specific and the changes made are felt immediately by our students. This approach has really helped me get out of the constant use of command /task style teaching in intro lessons. With these objects as tools to aid in teaching, I have found it easier to keep lessons moving and the fun factor high. If you are looking for ways to change up your teaching, grab some props and think outside the box! «

Somehow I Manage

By Toby Burrows

AASI-E Examiner Training Squad

Sometimes I'll start a sentence and I don't even know where it's going. I just hope I find it along the way." That statement was made by one of the all-time improv greats, Michael Scott.

What does that statement have to do with teaching snowboarding? You'll have to come along on this journey to find out. Have you ever started a lesson and realized you were quickly headed down a path like the one mentioned? We're going to take a few cues from improv comedy to explore a creative approach to teaching snowsports. This is not meant to replace a linear progression that you may have been trained on at your home mountain. But, instead will strengthen your progression with the ability to make changes on the fly, like one of the comedy greats. Hopefully, with practice we will ensure that instead of getting lost, we figure out where we're going along the way.

Improv comedy is based on free form and being as creative as possible, building off of multiple sources in order to achieve a fusion of comedy, like two metals being fused together with a hot torch. Even something as organic as improv comedy follows a few basic principles. When we add these principles to our lessons while teaching snowsports, we can really improve our ability to be flexible while teaching.

These principles are:

- Yes, and...
- Show, Don't Tell
- Adapt, React, Readapt

Yes and... simply never saying no: As teachers we want to develop a partnership with our guests;

we want to create an environment that's welcoming. Our students should feel included in their lesson process as it's part of a partnership. When we say no, we shut them down and negate their interests. However, when we say yes we open the door to creativity. Allowing the student(s) to have input and then guiding the lesson along in your direction, will allow the lesson to move forward with your focus. I like to think that my students think of me as a friend, a teacher, and probably an entertainer, although not necessarily in that order.

Show, Don't Tell: Showing a student how to move vs telling them how to move is the catalyst for a lot of moving instead of standing on the side of a trail talking. We have all seen glazed eyes looking back at us when we have given a long winded explanation of whatever we are teaching. Students typically don't sign up for lessons in order to listen to us, they sign up so they can learn how to be successful on their own. We teach action sports; our guests want to be active.

Introducing movement early into the lesson is a winning strategy. You miss 100% of the shots you don't take. If the student wants more explanation they will offer clues, like asking questions or being hesitant. Be sure to address these concerns by participating with them while you move together. Remember this is a partnership.

Adapt, React, Readapt: This is where we truly become free form. We don't want to stick to a rigid lesson progression. Our lesson should adapt to our student. Give them the information they need, as the need arises. If a student is successful with something, celebrate that success and move forward towards new challenges. This can be as simple as performing their first sideslip, or as complex as laying a revert carve. As coaches we need to continually be monitoring the situation. Are we making good decisions for our students? Are they tired, intimidated, or nervous? These are signs that the lesson is progressing too quickly and the challenge or risk factor needs to be lowered. Is the student bored, or progressing rapidly? That may mean they require a more advanced maneuver or more difficult terrain. Once the decision has been made to either increase or decrease the difficulty, reas-

sess. Once you have reassessed, there are more decisions to be made; continue on the current path or make more changes? The student's enjoyment needs to constantly be considered. This is a partnership and we want our partners to love sliding on snow as much as we do.

When we take risks, calculated risks, like differing from our typical script, we can explore new zones of understanding and creativity. Working with our students creatively as partners can create lasting bonds that have our students loving both our sport and our involvement in their learning process. We want to create lifelong skiers and snowboarders. Going off script doesn't have to mean that we get lost, but instead we can simply find our way together. In the words of Michael Scott- "It's simply beyond words; it's incalculable." «

Style or Inefficiency?

By Ian Boyle

AASI-E Development Team

Jay Peak, VT

I will never forget the 7-year old who once asked, "Why can't I just snowboard like me?" It was then I realized that *my* idea of *his* snowboarding did not match with *his* idea of his snowboarding. My "Movement Analysis (MA) Eye" had taken over

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my “Style Eye.” As instructors we are increasingly sharpening our “Movement Analysis Eye” through hours of teaching and years out on the hill assessing, describing, and prescribing, we are developing this special skill that allows us to help thousands of people better enjoy their time on snow. However, is it possible that we can be so good at identifying inefficiencies, we sometimes forget about including style in our analysis? While working with this 7-year old rider, I found myself with a problem. How do I introduce new skills without him thinking I am squashing his style?

A focus on equipment can make a great middle ground when it comes to trying to introduce a new skill and not trying to change style. He was able to get his equipment to tilt and pivot. So we started slashing turns, doing jump turns and flat spins. His favorite thing quickly became flat spins. Asking someone to get their equipment to do something such as traversing vs skidding can be done multiple ways. Situations such as crossing safely from one point to another without losing elevation will demand that a certain performance needs to occur. We can then focus on prompting our students with getting their equipment to tilt more. However they accomplish this performance in the initial stages of learning, calls for celebration! Setting up a situation that calls for a certain performance can be one of many ways to keep students in control and progressing while still letting them explore their individual style of sliding.

As the season progressed, I noticed some of these new skills such as twist and pop starting to appear in his riding. One day he asked me about how he could do a 180. I was stoked that he was getting so comfortable with his new skills, which had improved to such a mature level for him, he wanted to know what was next. We found a nice flat spot and started jumping around. While doing this, I took note of performances. How was he taking off from the board's perspective? It tilted towards the toe edge with even pressure. What happened after take-off? The board rotated 180 degrees. When landing, the board landed with more pressure toward one end over the other, from tip to tail, and that caused the board to slide out. I knew this was a sensitive time because he was looking to me to teach him something new and make sure he was able to do it his way. So, the focus became to land on our whole board, to which he asked, “How do I do that?” Since I knew he was able to make the board perform, the time had come where we could work on different skills from the board up and it won't be perceived as me cramping his style.

Our passion is to help people become the best skiers and snowboarders they want to be. That is one reason why we all learn, train, and educate ourselves to have that refined “MA Eye.” Not many things are better than showing someone a new skill that helps them fall more in love with the sport and the beautiful places we get to experience it. If we take an approach that focuses on the positive skills our students have already built, we then allow them

to achieve a desired performance. By pairing a safe learning environment with an understanding of your student's timeline of turning a new skill into a mastered skill, you can help create the moment when your feedback can be the most impactful. ☞

Train Your Brain to Pass Exams

By Bonnie Kolber

AASI Examiner & ACE Team Member

If you are thinking of going for your AASI Level 2 or 3 exam this season, it's time to start training your teaching muscles. Practice and repetition are key for learning new moves on our snowboards – the same is true for creating good teaching habits and getting neurons firing quickly and with confidence in a high-pressure environment like an exam.

You've probably heard some version of the saying, “new task, old terrain; old task, new terrain.” When we teach our students a new movement, we don't see them get it once and move on to a harder trail right away. They are still in the “initial” phase of learning coordination – at this point they are still thinking about what they need to do and are probably relying on our coaching to remember what to do when. We give them time to practice, work through the kinks, get some feedback, and practice some more, until muscle memory starts to take over. Now they are entering the “elementary” phase of coordination – they can make the movements without looking down at their feet, but they are still thinking it through sequentially, and even though they are more fluid and consistent they probably can only perform this move on the terrain where they learned it. Once they begin to take ownership of the movement pattern, it becomes an “old task” and we can start to think about moving this automatic, “mature” stage of movement to a more challenging trail.

Over the years training for and going through certification exams, I was always told to expect that I would perform at 80% due to nerves. Therefore, I should train to ride & teach above and beyond the standard so that I could perform adequately under pressure. For instructors, teaching is the “task.” How do we step up from lessons to a teaching scenario at an exam? Building muscle memory and confidence in our teaching skills helps us perform with style.

Just like our students build muscle memory through repetition and practice, we as instructors need to practice “being the expert” and get our teaching muscles in shape. It can be nerve-racking to be on the spot and feel evaluated. This is why it is important to own teaching styles as much as riding styles and create fluid, automatic teaching sessions with peers.

Here are four venues where you can start to train your teaching muscles for success at exams:

1. Trainers – If your mountain has training clinics,

ask permission to step up and take control of the clinic for a run or two, with the opportunity for feedback from your trainer and peers. If instructor clinics are not offered at your mountain, get in touch with a trainer at a nearby mountain and plan a visit – some welcome guest instructors in their clinics and are happy to help you and have you provide outside influence to their instructors.

2. Peers – Session teaching with fellow instructors! Take a run before or between lessons, or set time aside on a day off to practice teaching your favorite move or a challenging progression. Make sure you ask for feedback on delivery, pace, accurate demos, & if they got feedback.
3. Friends – Laypeople are the best! They are often not familiar with terminology and will take your directions literally. I had a great learning experience years ago when I gave a friend who is regular a goofy demo, & got pissed when he didn't even try it! He assured me he DID try it but I was looking at his front leg & he was copying what I showed him with his back leg. I never made that mistake again, and we still laugh about it. Also, if the language gets too technical for non-instructors it makes for not-so-good teaching, this is generally true with our students as well. It's good practice for exams, because the more you can show a slice of how you really teach, the better - if an examiner wants to know something technical they will ask at the end of the teaching segment. Just do you.
4. Students – Our beloved guinea pigs! Students are our captive audience. The benefit is that they are looking for improvement, and the more we can connect with them and find out their goals the more refined our practice and our teaching becomes. Get comfortable with your own approach to getting people to improve their riding and dial in explanations & demos. See what really works and what needs to be broken down into bite-size chunks. Breaking down progressions or approaches allows for a better talk vs. ride pace as well!

Before we step up an “old task” to “new terrain,” our students should be able to make desired movements consistently and fluidly. They should feel confident that they know how to make the board do what they want it to, even if they're nervous about going to a harder slope. In the same way, instructors going for higher levels of certification should feel comfortable teaching in front of peers so that the lesson structure and content are all there even if nerves take over on exam day. If you are going to practice teaching with friends and co-workers just be sure to explain what you are preparing for before giving unsolicited feedback! If you get the green light, go ahead and geek out – then send it with those “mature” teaching methods at the exam!

Good luck and hope to see you out there! ☞

Kids' Kube for Snowboarders

By Bonnie Kolber

AASI Examiner & ACE Team Member

Exciting news! Members of the ACE Team (Advanced Children's Educators) and your AASI Ed Staff have received a grant from PSIA/AASI-E to make some of the best kids' games available to you via the Kids' Kube app! The Kids' Kube is a tool for Children's Instructors to select activities and games that will help foster skill improvement. Developed by Jim Polinchok and the ACE Team, the Kids' Kube app was piloted with ski-specific skills and arranged by desired skill, age and ability level. Now snowboarders have the same opportunity to access a wealth of collective knowledge and experience.

Here's how it works: during your PLAY and assessment of your kiddos, identify what skills they need to develop – are they very edgy riders

but having trouble pivoting the board to change direction? Or maybe they are having a hard time pressuring the tip and tail to bend & press the board or engage the full edge as they move in and out of turns. Perhaps they slide through their turns but are unable to TILT the board to stop sliding – or maybe they could access more terrain or ride more smoothly with a little more TWIST!

Identify which one of these skills you would like to focus on with your students, and based on whether they are in the beginner, intermediate, or advanced zone and their age range (3-6, 7-12, Teens), you will find an assortment of activities and games, along with video clips to demonstrate! What could be better than that? You can check it out on your break, at home if you have returning

students & need fresh ideas, or even quickly on the chair lift if it's not snowing too hard!

This season we will be collecting more games and filming at some of our local mountains, so keep an eye out for new videos to drop! If you are a Children's Instructor this app is for you! ⬅

Check out the QR code for the Kids' Kube app here:



» Cover story (Wendy Frank, Jay Barranger Honored), continued

As reported proudly in the Holimont newsletter: Wendy has been involved in the ski industry for the past forty years. At HoliMont Snowsports, she was instrumental in developing their Children's Program into the success it is today. She started out teaching 2-4 year olds, and couldn't wait to get to HoliMont on the weekends to work with the little ones. During this time Wendy was active in PSIA-E as a member of the Children's Committee, the Snowsports School Management Committee, as well as continuing to work on achieving her certifications in Alpine and Nordic skiing. In 2004, she became the Snowsports Director at HoliMont. Wendy also served on the PSIA-E Board of Directors from Region 5.

Having been an English teacher, Wendy is a strong promoter of the value of education. She encourages all her instructors and trainees to become involved in the PSIA/AASI certification process by joining HoliMont's weekend clinics, and attending PSIA/AASI events during the season. The HoliMont Trainee Program is well recognized for its excellence throughout PSIA-E. She also developed and promoted the Mentor Program at HoliMont to aid her instructors in their pursuit of certification and in all aspects of their skiing, riding, coaching and instructing.

Her high standards have resulted in a snowsports School with well-trained, highly effective instructors. "We all work together to provide the best experience we can for our members and guests," said Wendy."

Said Eastern Division Executive Director Michael Mendrick, "Wendy is a multi-year nominee for this award and I am thrilled to see this recognition for her. She has been a tireless supporter, promoter and friend to snowsports educators everywhere!"

Ron Kubicki Staff Appreciation Award 2018 Honoree – Jay Barranger, Ski Butternut, MA

The Ron Kubicki Staff Appreciation Award began in 2015 (first honoree – Susan Smoll of Bear Creek, PA) and recognizes a snowsports school director that has demonstrated support and advocacy for his or her staff and has earned tremendous respect, admiration and loyalty from their school staff members.

In 2016 we honored Debbie Goslin, Snowsports School Director at Kissing Bridge, NY and in 2017 the honoree was Tony Keller of Camelback Mountain Resort, PA. The 2018 honoree is Jay Barranger, Snowsports School Director at Ski Butternut, MA.

Presenting the award to Jay was long-time Butternut staffer Dennis Fahey. Jay has served as the school director at Butternut since 2011 and received an impressive 16 individual nominations from staff members. Here is what some of them had to say in their nomination forms:

"Jay's passion for the ski industry as a whole (as skier, instructor, snowsports director, Rossi rep. and believer in the mission of PSIA-E) was

obvious when I first went to work with him in 2007 at Catamount."

"Jay has created an environment where the support, encouragement and education of his ski and snowboard instructors is successfully integrated with his objective that Butternut's clients get outstanding instruction and have the best experience on the snow and can't wait to return."

"Since Jay began at Ski Butternut he has made great changes in the snow sports program. His experience with PSIA as a member of the development team and his 30-plus years as a trainer (ski instructor; snow sports director, supervisor) have given us, his staff, a great foundation from which to learn. He seeks out opportunities for us to interact with PSIA national team members, brought terrain-based learning to our mountain, and encourages staff to participate in PSIA training and certifications."

"Jay has mentored and coached the staff in-group activities such as torch light parades and serpentine skiing, showing his passion for teaching and team building, while providing leadership and individual development. Regardless of all he has to deal with as a school director, Jay always has on display a full time smile to all that demonstrates his commitment and dedication, as does his history in the skiing industry."

Congratulations and thank you to Wendy Frank and Jay Barranger for their decades of dedication to their school staff, Snowsports education, PSIA-AASI and resort guests from near and far! ⬅

In Memoriam

Bruce Gavett, born September 3, 1927, died peacefully surrounded by loved ones on October 10th, 2018.

To say that Bruce lived life “full up” would be an understatement. He was born in New York City and joined the USMC before he was 18 with his parents’ permission. He served honorably until discharged in 1945. After the war he went to work in mines and oilfields all over the west from Texas to Idaho to Washington. His stories from the mines and oilfields were endless and always very entertaining.

Bruce moved to Vermont and was for many years the General Manager and Ski School Director of the Haystack Ski Area. He was a volunteer fireman in Wilmington Vt. and he helped start the first Rescue Squad there. He was an EMT and loved helping others in emergencies. Bruce also built a number of houses, he did tree work and logged and was an excellent woodworker and carpenter. Bruce moved to Los Alamos and was the GM at the Pajarito Ski Area.

Bruce was an avid bike racer, Harley rider, skier, motocross rider, sky diver and all around great athlete. Bruce was a constant and astute reader; he was never without a book. Bruce was a loving, kind, generous, positive rock who will be missed by many. ☞

Eastern Nordic Coordinator Mickey Stone shared the following: Our Nordic community and Telemark Educational Staff lost a key member from our DCL team, **Dave Gould**. Dave was a close friend, co-worker, excellent educator, hard-working, friendly, jovial and always had a smile and a joke for you. My good friend and fellow co-worker Doug Shick put the highlights of Dave’s beautiful life below:

Dave was a chef; he and Sandra (his lovely wife) had a restaurant together in Massachusetts before they moved to the Mad River Valley about 20 years ago and they ran the DinerSoar Cafe at the Sugarbush Airport in Warren for a couple of years.

A long-time Mad River Glen and Sugarbush skier, Dave joined the Sugarbush Ski School in 2000. A few years later he and Sandra moved to Warren full-time.

At Sugarbush, Dave coached in the Blazer Program (kids’ seasonal program) and the Black Diamond Club (adult seasonal program), private and group lessons, was a ski school trainer, and filled a number of supervisory roles - including Mayor of Sugarbush - before moving to Big Sky, MT in 2017 with his wife Sandra and several friends.

When he took up telemark skiing it was clear that he had found a special calling. He was passionate about it and he excelled at it. (I was fortunate



to be caught up in his wake and get pulled along behind him.) In non-winter months over the past few years he’d been getting increasingly into mountain biking, and he was totally captivated by fly-fishing.

Dave grew up in Massachusetts, north of Boston, and spent summers in Maine. He knew more jokes than anybody I know - I was always impressed that he could remember them all, and more impressed that none of them ever got him fired. His smile, laugh and easy-going ways made him friends with everybody he met. We will all miss you very much Dave. ☞

Morten Lund, acclaimed ski journalist, skiing historian and the eldest son of a prominent Maine family, died December 21, 2018 at his home in Accord, New York. He was 92.

He had a distinguished writing and editing career spanning six decades at *Sports Illustrated*, *Ski*, *Snow Country* and *Skiing Heritage* magazines.

The son of Norwegian immigrants Anton M. and Helga Lund, he was raised in Augusta, where his parents instilled in him a love for the water and for skiing.

Lund attended Cony High School in Augusta, where he lettered in football, basketball and track, graduating in 1945 as class salutatorian.

After serving a year in the U.S. Navy at the end of World War II, he entered Bowdoin College in Brunswick, graduating in 1950, cum laude, and then attended Harvard Law School, before deciding to return to his first loves: skiing, boating and writing.

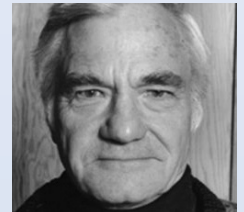
A *Sports Illustrated* reporter before its first issue in 1954, he earned respect for his knowledgeable coverage of sailing, skiing and personalities. He joined *Ski* magazine in 1962, where he wrote his first articles on learning to ski on short skis, collaborated with Clif Taylor, and coined the term “GLM” — graduated length method. GLM was adopted by leading ski schools and by the Professional Ski Instructors of America, helping legions of skiers adapt more quickly to advanced ski techniques.

In 1985, Lund was a founding writer of the new publication *Snow Country*, and in 1993 he co-founded *Skiing Heritage*, the first national publication focused on skiing history, where he continued as editor and writer for another 15 years.

Lund received numerous honors for his career in skiing journalism, inducted into both the U.S. Ski Hall of Fame and into his native Maine’s Ski Hall of Fame. In 2000, he received the International Ski History Association’s Lifetime Achievement Award.

Over the course of his career, Lund wrote more than 400 feature stories and sketches, and 14 books, including *Inside Passage to Alaska*, *Cruising the Maine Coast*, *Eastward on Five Sounds*, *Ski GLM* and *Adventures in Skiing*.

Submitted by: Alan Baker, Publisher Emeritus of the *Ellsworth American* ☞



In Memoriam

Gerald Stransky, (94) passed away on September 24, 2018 in Virginia where he spent recent years due to failing health. Gerry was one of the few proud members to have received a 50 Year Pin from PSIA-E and he loved skiing almost more than anything else imaginable. He was proud of the years he was the Ski School Director of Glenwood Acres and often spoke of being “fully certified.” In his retirement, he reminisced the many ski lessons he taught and clinics he both ran and attended. He was known to talk as if he had been skiing since the earth cooled and was quite knowledgeable on the history of skiing. After all, at 94 years old he had witnessed a great deal of history. Gerry was best known for the giant arching turns he made across the slopes of Kissing Bridge and Holiday Valley and his initials ‘GS’ defined his turns.



Gerry was born and raised in Buffalo, NY where he attended Bennett High School, University of Buffalo and then resided many years in East Aurora. During World War II he served with the 1st Battalion, 18th Regiment, First Infantry Division and was awarded the Bronze Star and Purple Heart. After graduating from UB, he worked for Kraft Foods for 38 years. Although predeceased by his wife of 34 years, Dorris (aka Dodie), he spoke fondly of their honeymoon at Sun Valley, Idaho or the early years of the Perry Fairbank Ski School. He and Perry remained in phone contact for life as well as several others.

Gerry is survived by his son, Peter (Paulette) and granddaughter Dr. Kirsten Porter-Stransky (Hays Watson.) ☞

Clair Michael Staples, age 62 died at home October 8, 2018.

Born December 10, 1955 in East Stroudsburg, PA, Clair served in the United State Air Force. He attended East Stroudsburg University and Stroudsburg Wesleyan Church.



Clair lived in Stroudsburg where he pursued his passion in photography and ski instruction. He was a long-time employee at Shawnee Mountain Ski and Snowboard School where he touched countless lives there and across the country. Clair held several PSIA certifications: Alpine II, Children’s Specialist I, Cross Country I, and Adaptive I and was a fulltime instructor and coach at Shawnee Mountain, PA for 33 years. He was affectionately known as “Clair Bear” for his years spent teaching, coaching, training and supporting the ski school and children’s programs. Clair taught and inspired thousands of skiers (guests and fellow instructors) with whom he shared his passion for the sport. He also served as the photographer for the Shawnee instructors and departmental programs chronicling several generations throughout the history of the team.

Family who survive Clair include his Father and Mother, Clair and Phyllis Staples, brothers and their wives, Tom and Sandy Staples and David and Kimberly Staples, and many beloved nephews, nieces and cousins.

His Shawnee Mountain, PA family remembers his selfless dedication, endless energy and positive attitude every moment of the ski season and through every bump and turn in his life. On snow - at least – his legacy will live on. ☞



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Apply now at deervalley.com/jobs or call 435-645-6635 for more information.

adaptive airtime

Comparing Boot and Rigger Movement

By Melodie Buell, Adaptive L2, Alpine L3, PSIA-NW Education Staff and Ed Meltzer, Adaptive L3, Alpine L3, PSIA-E Adaptive Education Staff

What do ski boot movements and rigger movements have in common? Curious? Read on.

The evolution of contemporary skiing and teaching has made exciting strides in recent years. The theory of our Five fundamentals as desired outcomes combined with our understanding of the skills we use (edge control, rotational control, and pressure control) clarifies why we move the way we move. As we apply what we are teaching to the dominant fundamental, our students and fellow instructors have a more intuitive understanding of why we choose what we choose to teach. Naturally, we apply these same successful outcomes to teaching people who ski in sit skis. Most adaptive instructors do a great job applying COM/BOS and skeletal alignment. However, when it comes to hand held riggers, we may be missing a great connection with our stand-up skier colleges. Namely, the similarity with what we do with our feet and legs to how our sit ski students move their riggers.

We had the pleasure of teaching a beginner mono skier at the Disabled Sports USA event Ski Spec at Breckenridge named Brenna. We taught her how to control speed when approaching a crowd or entering the lift line by using a reverse wedge, shaped like a V instead of an A.



Brenna using a wedge to manage speed in the lift line. This was Day Two for Brenna. Notice the low edge angle on the ski of the rigger and how she is already learning good placement to steer as she progresses.

When a sit skier sets their opposing rigger edges oriented outward, the pressure on the shoulders is less likely to cause injury and taps into the same

of muscles if the skier was performing an Olympic bench press. It is common knowledge that in teaching best practices, we want to teach skills that can be built upon and be used again as our student's progress. By teaching the wedge movements, these same movements used with one rigger (the inside rigger in a turn) will cause the same result that steering the inside ski in a gliding wedge will do. As a result, Brenna understood effective rigger movements when it came time to initiate a turn. We could demonstrate the relationship to that move by what we do as stand up skiers.

Years ago, the method book *Bold Tracks* talked about a rigger movement we described as "open the door/gate." This worked great! The skier reached their inside arm out and rotated their wrist and they made a successful turn. However, in keeping with the adaptations and versatility in skiing, sit skiers can benefit from just steering the rigger, deemphasizing the reach and leaving the door closed. This is the difference between an Alpine skier with a substantial lead change or a nicely aligned stance.

Wrist movement is great, however reaching moves a skier to the inside 'ski or outrigger' making them perform banked turns. Banked turns are fun, and in the roots of *Bold Tracks* where finding the center point and emphasizing movements from here was the optimal foundation of movements on snow.

So why change? To start your list: Improvements in our equipment, versatility, long-term skill building and better outcomes. Think about how, as we become more dynamic, our inside leg flexes, allowing our outside leg to naturally become long. The same is true with rigger movements. The elbow joint of the inside rigger flexes allowing the outside rigger to extend without bracing on the other rigger, providing a smoother turn. This speaks to the fundamental of directing pressure to the outside ski.

A great lesson starts and ends with the connection made between the student and the instructor. What better way to fuel that learning connection than celebrating the commonality of our effective movements while sliding down the hill?!



From left to right, Ed, Brenna and Melodie at Ski Spectacular in Breckenridge, Colorado December 2018. <<

Knowing your Equipment

By Kathy Chandler
Eastern Adaptive Advisor

Just as the ski equipment has been improving by leaps and bounds and skiing continues to become more and more user-friendly, so has the adaptive equipment we have available to us. It is exciting to be a part of the evolution of improvements in the equipment and technology of how we are using it more effectively for our students. It is so helpful for our students if we are updated and current in what is available to them, even if it is not at our mountain. Networking and learning from each other is a great way to stay informed.

We started back in the early days with a sit-ski, which was like a kayak on rails, using pics to help make turns as best as possible using friction. I remember when the first mono-skis came out and we were so excited that someone with paraplegia could actually make it turn and ski it independently. More monos kept coming out each with new suspension or lifting mechanisms. Then Miltie created a new bi-ski and we were off. People with more involved disabilities were now able to participate and we were learning how to tether them down the mountain. At that time, as instructors we were managing their turns and in many cases giving them rides down the mountain and everyone as so excited about giving our student a feeling of freedom. I distinctly remember saying those words and talking about them feeling the wind in their faces as they fly down the mountain.

I am now excited to say that we are moving towards the student becoming more and more involved in skiing the equipment more independently. Gone are the days of bucketing the bi-ski and always having a tether attached. It is our job as instructors not just to let them feel the wind in their faces, but to teach them to ski the equipment. At our Adaptive Examiner training we were playing with the Dynamique and Bi-unique and discovering when to use the dampeners and when not to, how to set the ski up for success and or independence. At the Ski Spectacular at Breckenridge, we were introduced to the Tetra-Ski, designed and produced at the University of Utah. There are currently three of them on loan for a few weeks at a few programs around the country. There is one at Cannon (NH) for the next few weeks. It is designed for individuals with a high, C Level spinal cord injury who can independently control the ski with a joy stick or "sip and puff" tube. Who would have thought that someone with that high-level injury could ski independently. It is exciting for us all to be a part of this development, so I encourage you to stay tuned and keep your ears and eyes open. Keep yourself up-dated on what is out there and keep teaching skiing to our adaptive students. <<

National Adaptive Academy at Breckenridge, CO Attracted Highest Number Participants Ever!

By Mary Ellen Whitney
PSIA-AASI Eastern Adaptive
Clinic Leader
Executive Director for STRIDE
Adaptive Sports

Hosted jointly by PSIA and DSUSA, National Adaptive Academy annually features athletes and educators, US team members, and nationally ranked clinicians from around the US. The Academy is part of an event hosted by Disabled Sports USA called *'The Hartford Ski Spectacular'* sponsored by The Hartford Insurance Company. This year from December 2-9, the week-long event attracted a record-breaking 230 participants who took educational clinics for CEU credit. We made history, and the Academy was the most successful ever, especially since Breckenridge had received enough natural snow early season to have all their terrain from Peak 6 to 9 opened pre-season!

The National Adaptive Academy annually selects 15 of the nation's best adaptive educators including several National Team members to teach high level half-day training clinics through PSIA/AASI for adaptive program leaders and instructors who aspire to learn more about cutting edge topics in the adaptive industry. Representing PSIA-E were Geoff Krill, National Adaptive Team member, PSIA Examiner and President of Eastern Adaptive Sports; and Mary Ellen Whitney, Eastern Adaptive Clinician and Executive Director for STRIDE Adaptive Sports. Topics for participants varied from foundational elements to high-level cutting-edge skill development in all adaptive disciplines. We also covered on-snow tactics and practice with the latest equipment and a huge variety of indoor topics hosted by *DSUSA Adapt to Achieve* program.

Additionally, there was a lesson program for disabled athletes and wounded veterans with varying disabilities from around the US. Approximately 75 Adaptive instructors, with the majority having obtained their PSIA/AASI Level II certifications, were selected from programs around the US.

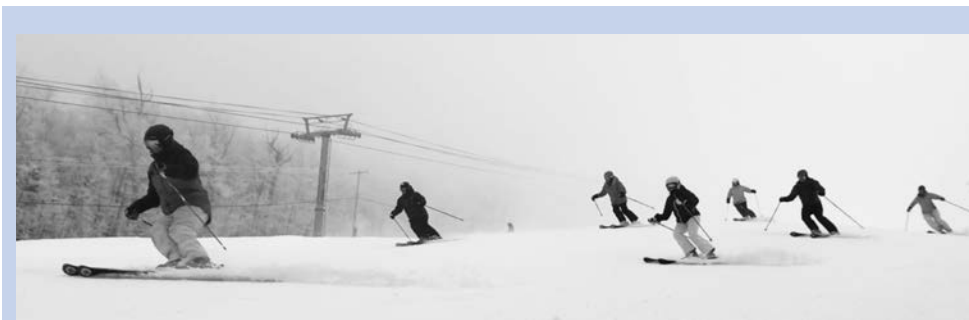
All in all it was an awesome event full of pride, passion and purpose! ☺☺



Dartmouth is burning up for PSIA!



Thanks to John Brady, Director of the Dartmouth College Ski Club for sending in this photo of a classic college bonfire in the making! Note the lower left of the photo (see close-up) for a nice (if short-lived) tribute to PSIA!



Members enjoying synchro skiing at Pro Jam - Photo taken by Shannon Rucker

snowsports school management

Thoughts from the Snowsports School Management Seminar

By Gail Setlock, SSM Committee Chair

In December 3-5, 2018 more than 200 snowsports directors, supervisors and school trainers gathered for our annual Snow Sports Management Seminar at Mount Snow, VT. PSIA-AASI CEO Nick Herrin served as our keynote speaker on the first evening of the event. He shared information from the national organization that focused on the “culture of change and support” and included the resources and programing available to member schools.



Nick also spoke of the new PSIA-AASI Teaching Manual as a resource for the Learning Connection framework of people skills, teaching skills and technical skills. The new manual and its Learning Connection theme was a large focus of the Snow Sports Seminar. Each session, whether indoors or out on

snow, brought the Learning Connection into its presentations, with an emphasis of how the Learning Connection follows the PSIA/AASI mission of “creating lifelong adventures through education.”

We offered a variety of sessions, including a combined ski & snowboard session on teaching children. The feedback I heard was that many enjoyed this mixed discipline session. Some folks later told me they took this info back to their home mountain and applied it to their early season clinics where it was well received by their staff.

Other sessions included several all-day two-part topics with morning sessions indoors and afternoon session’s outdoors, applying the morning information and video focus out on the snow. Attendees enjoyed these two-part sessions as well.

The Town Hall meeting presented the latest updates and changes with PSIA-Eastern Division. Eastern Executive Director Michael Mendrick and Nick Herrin presented on the new consolidated National-Eastern Member School Program; an initiative that has been strongly supported by schools since its introduction in October and now counts more than 60 member schools.

Roundtable discussions included mentor programs and how they can help support new hire staff

as they learn more about teaching throughout the season. Mentor programs are also helpful for those preparing for PSIA/AASI exams. Other discussions during the Roundtable reflected the Safe Sport Act which emphasizes proper and improper interactions instructors should be aware of when teaching students and interacting with guests. A new idea that came out of the Roundtable was the offering of an online “Basecamp” site for school directors. This is an online resource that offers a combination of a document library and communication forum for directors. More than 30 school directors signed up to participate during the roundtable and that initial group has grown to nearly 70 school management directors and staff. If you are interested in participating send Michael Mendrick a note to mmendrick@psia-e.org. It’s a great way to share ideas, issues and questions with your peers all year long!

I would like to thank the SSMS committee members, office staff, Nick Herrin, all course conductors, and industry vendors for making this a great seminar. Special thanks to Don Haringa, Melissa Skinner and Michael Mendrick for all their time and work in setting up the 2018 Snow Sports Management Seminar!

Have a great season, everyone! <<

Resource Reminder for Snowsports School Directors

By Michael Mendrick, Executive Director

Online Basecamp for Snowsports School Directors

The Eastern Division has set up a new online discussion and idea exchange resource for snowsports school directors. It’s called Basecamp and it is available to you as a free venue for asking questions, sharing ideas, expressing concerns and providing feedback to your fellow snowsports school directors all throughout the season and beyond. If interested in participating just e-mail me at mmendrick@psia-e.org.

Below are a number of other valuable links and resources to help you as well. Check it out and bookmark the links!

Eastern School Director Help Desk

<https://www.psia-e.org/ssdd/>

National-Eastern Member School Program

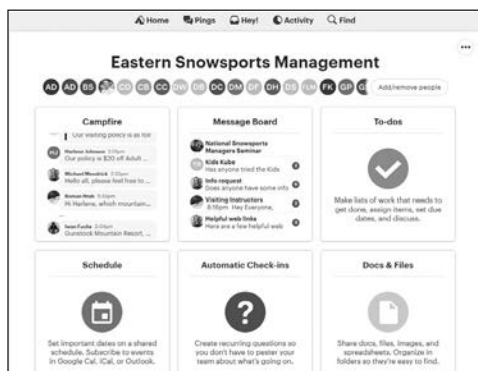
<https://www.psia-e.org/member-school-program>

First Chair: Intro to PSIA-AASI (details for school directors)

<https://www.psia-e.org/firstchair/for-ssds/>

To update school/resort info:

<https://www.psia-e.org/ms/eastern-benefits/schools-resorts/update/>



EASTERN DIVISION EDUCATIONAL PROGRAMS

- **Consulting Request** – <https://www.psia-e.org/download/ssdd/Consulting.pdf>
Specialized training available for each discipline. You decide the topic.
- **Member Customized Event (MCE)**
<https://www.psia-e.org/mce>
Two full days of snowsports education. Any educational event on the schedule except Level II or Level III Exams. No minimum number of participants, maximum of 10 per group for the flat group fee of only \$1,990. Group sign-ups and payment coordinated by individual members.
- **In-House Request**
<https://www.psia-e.org/download/ssdd/IH.pdf>
Two full days of snowsports education. Any educational event on the schedule except Level II or Level III Exams. Price of scheduled event +\$25 per participant. <<

your turn

How Long are your Poles?

By Jeannie Masters
PSIA-E Alpine Development Team
Waterville Valley and Pats Peak, NH

My journey with pole length might have started four seasons ago, when a nationally renowned coach looked at me, tilted his head and said, “How long are your poles?” And I thought to myself, “Well, I don’t know? The size they are supposed to be?” And, just how long are poles supposed to be, anyway?” When this seemingly simple question was posed to me, I thought the rule of thumb was a 90° angle - stand in your ski boots with poles upside down, grips touching the floor, grab the pole just underneath the basket and aim for an elbow bend of about 90°. I had a pair of Leki poles at the time, and using this time-honored method, I was sized to a 46” pole (115 cm).

According to this coach though, this pole length was far too long for me. He said, “You should try shorter poles.” When I heard this advice, I made a note of it, but at the time, I did not truly understand the reason he recommended this for me. I just gleefully decided that I would purchase shorter poles, like it could be another piece of magic pixie dust that would fix all the problems in my skiing! Little did I know that this comment would kickstart a years-long athletic journey that would transform my skiing.

The next season, I showed up with a 44” ski pole (110 cm). And when this coach saw me ski again, he said the exact same thing as he did the season prior. “How long are your poles?” And I thought to myself, “Clearly, not short enough.” However, that season, my ignorant bliss about my pole length was about to change. It was my first year on the Alpine Development Team (Dev Team), and one of the lessons you learn as a member of the Dev team is “What you look like matters.” As it turned out, the way I carried my poles, often referred to as “arm carriage”, was in need of a makeover.

What was wrong with my arm carriage? Allow me to paint the picture. First, I am not particularly tall. Second, I ski in a stance that is fairly low to the ground. Ultimately, I start off low to the ground, and then I just get lower! Now consider 46” and even 44” in poles in my hands. It’s clear that my pole baskets can easily get caught on the snow when I try to move across my skis and down the hill to enter the new turn. As it turns out, I actually adapted my arm carriage to avoid this circumstance (without even realizing it) by turning my elbows out! This made room for my poles but created an unsightly image of a chicken wing arm carriage with my pole bas-

kets pointing out to the sides. This is certainly an awkward visual, but further exploration revealed the problem was more than just cosmetic. With my elbows bent out, my pole swing was aligned to move in front of my body, which blocked my move down the hill. Additionally, I was also adding a slight upward extension at turn entry to make room to clear my pole basket over the top of the snow.

After all these assessments and insights, my coach’s feedback was clear. “You need to stop doing dumb things with your arms!” We did laugh about it, but not enough to keep me from developing a complex! However, I was committed to making a change, so I started the process.

Out of the gate, I did not immediately reduce my pole size another increment. Rather, I simply tried to hold my arms differently, by sheer will and determination. How I held my arms seemed to be the larger problem in my mind. So, I started to make sure that I always kept my hands out where I could see them, that my elbows were ahead of my hips, and I faced the underside of my wrists down the hill. Another coach asked me to visualize my hands like Spiderman, with an ability to shoot webs out of my wrists in order to keep me from bending my elbows out. I even spent time skiing while wearing rollerblade wrist guards (which, by the way, are not easy to fit under mittens) so that I would get immediate kinesthetic feedback the moment I tried to bend my wrist inward toward my body. I became a bit compulsive about my arms to the point where they were all I was thinking about as I made my turns. This was a lot to keep track of, especially when skiing is something you do with your feet.

So, last season I made the leap and went to a 42” pole (105cm). Right out of the box, this pole felt short, insanely short in fact. I thought, “Oh, I’ve taken the pole thing too far. This is ridiculous!” But I gave it time, and soon I started to feel some amazing changes. My pole was now 4” (10cm) shorter than where I started. With the shorter pole, I was able to freely clear the pole basket down the hill without the need to bend my elbows out. I also realized that I no longer needed to *extend up* to enter my new turn either. With one barrier removed and one extra move eliminated, I was finally enabled to freely explore a different movement pattern.

This led to a season of true, next-level exploration for me, where I was no longer taking inventory of my arms at every turn, but instead I was focused on my feet, legs and core. For the first time, when I tipped my feet and legs down the hill at the top of my turn, nothing was in my way. I found this allowed me to shorten my new *inside* leg and lengthen and direct pressure to my new *outside* leg more effectively. Without a need to move up, I was better able to more effectively stand on my skis and continue to bend them. This allowed me to retain the purchase of my skis on the snow and be on my new edges much earlier in my turn. I was no longer giving up my gains with an up-move. This improved the accu-

racy of my turn entry, added dimension to the top of my turn, and increased my sense of fluid movement from turn to turn.

With all these great new outcomes aligning, I began to explore the feeling of adding more speed and athleticism to my turns. I started feeling increasingly like a well-oiled machine as I explored this new movement pattern. It felt exciting and powerful, and I realized that it changed my perception of turning. No longer did I focus on where my turn ended. Rather, I was always looking ahead, visualizing the top of my next turn, looking down the hill, reading the terrain, and anticipating the future.

Although I’ve internalized these feelings quite a bit in my practice, I still wanted to put it to the test to see if my insights held up. Recently, I asked some colleagues to ski with me for the afternoon and film me using two lengths of poles—one 42” (my current) and one 44” (my most recent prior length). Then, I analyzed the results.

First, we started with the longer pole at 44”. Here, I try to move down the hill, but the pole basket gets caught on the snow. My arm moves in front of my body, my hips square to my skis and my legs are of equal length. It is then from this posture that I make an up-move.



Eventually, with this up move, I am to clear my pole basket off the snow. However, this is only after this hiccup in my turn entry, which I was able to capture above through the magic of slow-motion video.

Here is evidence of the price paid. I moved up, and now I need to regain the purchase of my skis on the snow. Sometimes I pull that off, and sometimes, as pictured below, this is inaccurate. Here, I have fallen too far the inside and I have lost my command of the outside ski.



Now, let's take a look at the shorter pole at 42". These images were taken on the same day and on the same terrain. The only change is the pole length.

Below, I use my pole swing to draw me into my new turn, tipping my feet and legs down the hill and moving to my new edges at the top of my turn. In this image, my hips are level with the hill, verses square to my skis as they were in the prior set of images. You can see me shortening the new inside leg, and lengthening and directing pressure to the new outside leg. My pole easily clears the snow and ultimately makes snow contact much farther down the hill because of the way I am moving my body down the hill.



And because I did not have to employ an up-move, I retain the grip of my edges in the snow throughout the progress of my turn, resulting in a strong turn entry and a more accurate turn throughout the arc.



So, I have arrived at that conclusion that "stopping doing dumb things with my arms" has enabled me to do smarter things with my feet. My prior understanding of the 90° angle rule has been replaced with an idea that pole length should be personalized to the athlete—not just how tall they are, but how they move and how they want to move. My lower to the ground stance affords me the ability to lose a few more inches off my poles and the results enhance my performance.

I arrived at this understanding by spending time feeling how different poles of various sizes enhanced or hindered my movement patterns. This is a lesson that took years to materialize in what I felt in my body and how I processed these sensations in my mind. It is important to surround yourself with fantastic coaches, great mentors, and inspirational skiers, but don't forget, the most important coach you'll ever have is yourself. You'll feel, you'll ski it, and only your own actions can affect the change you seek. ☞



In Praise of Slow Skiing

By Christopher Weiss

Alpine Level III, Adaptive Level II

Speed, we hear about it all the time. It would seem that we have been socialized to value speed and deify those who win races. The downhill racers, the MotoGP riders, and the acceleration of a cheetah chasing its prey or a fighter jet going Mach 2 excite us. I have watched in awe as extreme skiers have dropped into a steep backcountry line and traveled 2000 vertical feet in four turns reaching up to 80 miles per hour. I have also mourned the loss of all those turns and all that snow that they might have experienced had they chose, instead, a gentle rhythm and explored the terrain with varying turn shapes and a more artistic descent. For me skiing has always had an aesthetic aspect and the runs have never been long enough. Why would I be in any hurry to get to the bottom when sliding is so much fun?

There is no doubt that skiing fast and catching big air takes a youthful strength and skill that wanes as the years pass. We can't slow down time, but we can slow down our time on the mountain. Next time you're out sliding on the snow, see what you can do to extend your time between riding the chair lift, gondola or helicopter. Make those extra turns. Take a moment to look at the view. Make a traverse to explore a different line. Ski a mogul run to the speed of a gentle waltz. Listen to the sound your skis make as you slide. Ski backwards. Squeeze as many turns as you can into 20 yards of terrain down the fall line. Carve your turns so that you are finishing each one by heading up hill a bit. Practice the most elegant wedge turns, wedge christies and stem turns you've ever made. Instead of counting your runs, count your turns. If you really claim to love skiing, then spend more time loving. ☞

Not Your Usual CPR

By Mike Racz

*Alpine Level III, Trainer
Stratton Mountain Resort*

Like many Snowsports Trainers in the fall, I worked with our team at Stratton to develop this year's training program. In preparation I listened to a presentation on the Learning Connection.

For me the major take-away from the presentation was the need to develop trust with our guests for learning to occur. I was thinking back to my former life as a college counselor and the term "empathy" kept jumping out at me. For some of our guests, particularly on holidays or busy weekends it can be a real hassle to take a lesson. Difficulties with parking, long rental lines, inclement weather, are but a few of the challenges our guests face.

We all have seen guests arriving late to the lesson meeting site with skis crooked across their arms, carrying hats and goggles, with jackets undone. Often, they're sweating (no matter how cold it is). We want our instructors to make a connection with all our guests. However, it is this particular guest who needs a special "guest services" kind of CPR.

In this CPR, the C is for Caring. Whether we are intrinsically motivated, and just feel good helping people or, we are extrinsically motivated by receiving tips, repeat business or praise, it all starts with caring. Taking a second to think about how a guest is feeling is crucial. As instructors there are many ways, we can demonstrate we care. A simple greeting and a small act of kindness can go a long way. Offering to help carry skis or attach goggles to a helmet can help to turn their day around. When greeting children simply kneeling to eye level can be huge in making a connection.

P stands for Perceiving. Sometimes, a guest will come right out and tells us what they are feeling. Statements like "I hate everything about this stupid sport, but my boyfriend is making me take a lesson", or "I'm so excited to be out here today" are verbal cues that need little interpretation. However, more often than not, our guests are less communicative regarding how they are feeling. The challenge is to ensure every guest is engaged. Looking at body language and subtle behaviors like repeatedly poking the snow with the ski pole, shivering, or staring out into space are cues of disengagement.

When we care about our guests and we are perceptive to their state of mind, we can plan to effectively Respond to their needs. Involving the guest in the decision-making process is very helpful in building trust. Engaging the guest(s) can be as simple as "What would you guys like to do today?" Or, "You guys look a little chilly; let's get moving." "Bill or Jane, how does this plan sound to you?" Using the guest's name while maintaining good eye contact (with goggles or sunglasses up) demonstrates caring. Being enthusiastic and upbeat while addressing their needs will go a long way to cementing the learning partnership.

Like Cardiopulmonary Resuscitation time is of the essence. These interactions need to happen from the moment we meet the guest. Although we are not saving lives, the results can be profound, nevertheless. The guest experience you "save" could lead to repeat business, upgrade of lessons or seasonal programs, maybe even a vacation home. You never know what will come from a saved guest experience. ☞

Nutrition Tidbit: Glyco-what?

By Matthew S. Heller, MA, RDi
PSIA-E Development Team
Consulting Dietitian

Exploring the mountain environment is better with fresh muscles that are ready for challenges. Warren Witherell, founder of the first U.S. ski academy and member of the U.S. ski and snowboard hall of fame, referenced “stale legs” as a condition of weak muscles after skiing vigorously too much and too often. He successfully remedied this issue by limiting his athletes to two to three hours of on-snow training per day.

Modern research on this topic has been helping prevent what cyclists refer to as “bonking” or glycogen depletion. Glycogen is a bodily chemical composed of carbohydrate linked to water, and it is stored in the muscles and liver. Glycogen is the main source of energy used for skiing, snowboarding, cycling and other sustained strength exercises. There is a limited supply of glycogen and it is replenished slowly in the presence of water, using food sources rich in carbohydrates such as fruits, vegetables, bread, pasta, grains, and simple sugars. It is more effectively renewed if the water and carbohydrates are consumed within one hour of the strenuous activity. And, most of the renewal happens during restful sleep.

Some methods of preventing glycogen depletion include: pacing yourself on the hill, acquiring and performing efficient movements (see your PSIA-AASI clinician), hydrating adequately, eating sufficient amounts of carbohydrates (sorry Dr. Atkins), and planning plenty of sleep. Manage these concepts and you may just find that you can stay fresh for the long haul! ☺

Rotating, Steering Turning

By Douglas Reddy
Alpine Level III, CS2
Staff Trainer, Mount Snow

With modern skis the temptation is to put the ski on edge and ride the side cut, but this risks ignoring an important skill and losing the ability to ski varied and challenging terrain. Pete Howard referred to this skill, rotating, steering or turning the legs, as the engine of the skier. Deb Armstrong clearly described the value of steering in dealing with variable and challenging conditions. J.F. Beaulieu talks about creating directionality by turning the legs. Riding the side cut is the on-snow equivalent of the self-driving car. I just cannot picture the fun in that on a winding country road or how much fun on skis in a beautiful gladed pitch? Watch the players in an arcade, they do not just sit there, the fun is in the doing.

So, let's rotate, steer and turn your legs. At Mount Snow we refer to the rotary skill as steering or turning. To get the first timer to turn or steer their foot use boot drills: walk in a figure eight, lift one boot slightly and turn the foot toe in heel out. If this looks more like a windshield wiper rather than a bowtie or angel's wings, the skier may put the center of the boot on a pole handle, on a piece of pvc pipe or a shovel handle borrowed from the lifties. (They now see me coming.) Now allow the boot to lightly contact the snow, steer the foot, lift the boot and the bowties or wings are clear in the snow. The skier has used muscle to steer the foot. The static boot drills take away the complicating factor of the ski.

At this point we can do the same thing with one ski and switch feet if necessary. I will often have the skier turn the tip of the ski against my hand or a ski pole so they can feel the muscles working. In a group the skiers can be paired for reciprocal teaching. Now we are ready to make the first turn, steering the inside ski in the direction of the turn. This is on shallow terrain in a shallow traverse. Frequently an adult will ask “What about the other ski?” My response is to stay focused on the inside ski and I often mention that the legs are a matched pair, born together and they like to stay together. On our beginner carpet we can make runs with two or three turns. I emphasize the steering and after a couple of runs most adults are linking turns.

At this point, working with adults, we need a bit more terrain, but first I have the skier take the skis off and scribe an arc to the right in the snow with right boot – toe moving out and away from the center. Then repeat this with the left boot. I may suggest that they think about flashing the inseam of the pant leg down the hill. When the new skier is successful, they are able to tackle our beginner hill which has challenging terrain. The boot drills and the steering practice often allow for early success.

More advanced skiers can begin in a forward sideslip, then flatten the skis by turning the feet and lower leg down the hill and then back uphill in a skidded garland. Holding the pole against the lower leg allows the skier to feel the leg move. We can add more swoop to the moves to ramp up the fun. Try to exaggerate a pivot slip turning the tips of the skis up hill in both directions. If you observe a wedge entry to this movement, look to the stance – it is probably not centered. Depending on the skier, static drills like scribing an arc with just the boot or with the ski may be used at some point in the progression. We can also plant the boot in the snow and turn the boot as done with the beginner. Stand across the fall line, place the right pole against the uphill edge of the right tip and the left pole against the rear downhill edge and turn the foot to the right. Reverse direction and repeat with left ski. The skier should feel the foot turn against the resistance of the anchored ski and should feel the muscles activating. Now while moving, steer the inside ski to shape the turn. If we exaggerate the steering motion the tip of the inside

ski will diverge. Keep moving and keep steering the skis, sometimes just to cross the fall line and sometimes to ski uphill.

To move to a higher level we should now steer both skis. It is absolutely vital that ankles and knees be flexed and the stance be centered. A static drill in which the skier arcs just the boot of the outside leg and then arcs the ski while it is held off the snow can introduce this outside ski steering. A boot anchored in the snow will provide the necessary resistance for a skier to feel the muscles working as we attempt to turn the foot and lower leg. One of our staff talks of turning the heel in the boot to feel the pressure of the heel against the side of the heel box. Both feet and legs can be steered to shape the turn at will. This is an energetic manner of skiing, but it adds precision and maneuverability that cannot be created if we simply depend on edge, pressure and the side cut of the ski. The skis are no longer a semi-autonomous tool that we are riding down the hill. We are driving our skis and when the steering is working, it allows us and our guests to access more terrain, steeps, bumps, and gives rise to some of the joyful noises heard emanating from the glades. The fun is in the driving, not the riding, at least to me. ☺

You Don't Know if You Don't See

By Allan Miller
Instructor HH Ranch

Last season, I received a scholarship to participate in the Alpine Level Two exam prep clinic. After taking the clinic and looking back on how I learned to ski, it brought into perspective some key points about effective teaching and learning.

My background is technical, I'm an engineer, and I'm also very frugal. When I first learned to ski, I really wanted to get better. My friends tried to teach me how to ski but they were far from qualified. My alternative approach was to get copies of *Ski* and *Skiing* magazines and to make three by five cards based on the skills and drills from the articles in these magazines. I would review the three by five cards when riding up the lift, then try to do what was being described on the card on the slide down. I know now after a lot of years and working on my Adaptive and Alpine certifications that I might as well have been

next ☺

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.

reading a foreign language. What the three by five cards from the articles were trying to describe and what I actually did, were not very close. The result was that I developed movements based on a bunch of bad habits, that for a lot of years seemed to work until I started teaching skiing and realized how truly wrong my approach and my movements were.

Now I have been trying for the past several seasons to change and have learned also that it is much more difficult to unlearn something than to learn it properly the first time. Taking the Level 2 exam prep course proved that. I received valuable and startling input when our instructor, Troy Walsh, filmed and then showed us videos of the tasks that we were performing. It's one thing to be told thousands of times, "you're in the back seat and you drop your hands" but somehow, no matter how many times you get told this, you either just don't believe it or you do it for half a run, then lapse back into that old bad habit. I am a visual learner. It was not until I saw on video the errors that I was making, that I truly understood what I needed to do to get my body in the right position to ski effectively and efficiently.

Now I take advantage of every opportunity I have to get video of my skiing. I also recommend that we, as instructors, incorporate more video into our teaching. Seeing *IS* Believing.

Teaching the Whole Picture

By Candace Charles
PSIA-E Development Team

For Christmas, I got a new game called "Telestrations." It works like the game of "Telephone" that we all played as kids,

when you would whisper in each other's ears and see what funny words the child at the end of the line would say. In this game, though, instead of speaking words to one another, you are drawing a picture of something, passing it to the person on your left, and trying to guess what the person on your right tried to draw (and pass on to you). The game almost never ends with a picture resembling the original, and that's what makes it fun (and hilarious).

I thought about this game when I was teaching a clinic to some newer instructors. The picture that I'm giving people will be transformed and distorted through many incarnations, as different personalities play with the details of the teaching segment and make it their own. Sometimes, the result is glorious. The way that someone presents information or explains a concept can lead to an "Ah Ha Moment" that really resonates. Other times, when we try to process and rebroadcast a bunch of information at once, we miss pivotal details. As I have developed my own sense of how to teach the skiing fundamentals, I realized that I was not showing the full picture of one specific fundamental.

When we say that great skiers are able to "control pressure from ski to ski and direct pressure to the outside ski," I never really described all of the biomechanics that went into such a movement. In my Winter 2016 SnowPro article that attempted to quickly explain the five fundamentals to a fictitious 5-year old, I encouraged a simplified version: Stand on the outside ski. This statement works great for beginners, intermediates, and five-year olds, but does not have enough descriptive power to give the full picture of what I'm actually doing. So let me try to draw a better image for seasoned professionals:

In a nice C-shaped turn, with the transition of the previous turn at the top of the C, I'm starting

the turn with nice early edge angles. The thing about early edge angles is that they cannot be forced (we cannot just dive into the turn and apply them all at once). Instead, we *develop* edge angles through a gradual tipping of both skis. Because of the nature of a slanted slope, one ski will probably be on a slightly different angle than the other, but I do my best to try to ski with corresponding edge angles throughout the turn.

In practice, this means that I can't get too aggressive with either ski. If my inside ski is too tipped (relative to my outside ski), it will have a greater edge angle than the outside ski and I will show a divergence at the start of my turn. If my outside ski is too tipped (relative to the inside ski), then *that* ski will have the greater edge angle, and I'll show an A-frame. Finding the sweet spot, where both skis track on almost identical edge angles and create beautiful arcs in the snow, requires certain movements of the body, including the movement mentioned in the fundamental: "direct pressure to the outside ski." That's the picture that I want to present to everyone.

Let's return to the top of the C-shaped turn. Before the beginning of the turn (the upper right portion of the letter C), the downhill ski will still be feeling the pressure you directed to it in the last turn. We release this pressure by moving to lighten the load on that ski and apply that load to the new outside ski. When we transition from one set of edges to the other, we try to keep everything working together.

Movements of the feet, ankles, knees, and femurs-in-the-hip-socket combine to keep our edge angles similar. If I start to feel the signs of a tip divergence (my inside ski is making a different turn than my outside ski and the outside ski is not keeping up with the inside ski), I try to fine-tune on-the-fly to flatten the inside edge. Maybe I'll pull the inside foot back a bit with a subtle, mid-turn stance adjustment, or maybe I'll move onto the outside ski to facilitate an inside ski edge feathering. If I start to feel signs of an A-frame (my outside ski is making a different turn than the inside ski and the outside ski is overtaking the inside ski), I might think about driving my inside knee laterally to the inside (closer to the snow), to match the inside ski's edge with the outside ski's edge. Or maybe, if it's late in the turn, I'll start the process of shortening my outside leg to help facilitate the movement of my center of mass over the ski, allowing me to flatten the outside edge a bit and start developing my edge angles for the next turn.

Understanding the cause and effect relationship that your movements have on your ski performance can help you to paint a more complete picture for your students and for other instructors. These movements aren't giant brush strokes on the canvas; they're the small little details that we add as we schuss through the happy little trees. And they make a huge difference in skiing consistency, teaching consistency, and overall enjoyment. ❄️



Matching edge angles makes for a great picture and a great turn

The Metaphysics of Skiing

By Christopher Weiss

*Alpine Level III, Adaptive Level II
Labrador and Toggenburg Mountains*

Skiing captures my attention in more ways than I can describe. Sliding on the snow engages my physical and metaphysical self. Skiing is an activity that occurs in the real world and it is an activity that is filled with cause and effect. We can describe skiing as managing aspects of friction, velocity, direction and we can include elements of the environment wherein skiing happens and the materials used. However, this essay asks the reader to look at skiing outside these boundaries. What is imagined when a child first hears the term “skiing?” What shapes the diversity of human responses to the experience of sliding on snow? What does skiing do for humans?

In an article written by Donald Katz called “The Lion in Winter” (Ski, February 1996), the metaphysics of skiing takes center stage. Katz writes about the experience of Eric Nesterenko, then a 62-year-old ski instructor at Vail, and his transition from life as a professional hockey player to skier. Eric states: “From the beginning I have sensed that skiing is a way to be reconstituted and born anew.” In one sense, he is referencing how skiing helped him to emerge from various life struggles. Later in the article, Eric speaks about the “essence” of skiing being “lost” in the modern era. Without wanting to slide too deeply into nostalgia and the romance of stories that begin with “back in the day,” let us explore the culture and the “essence of skiing” more deeply. I believe that the best snow-sports educators are tuned into these metaphysical aspects of winter sports.

You probably recall the sights, smells and sounds on the mountain and in the lodge if you spent time sliding on the snow as a youth. When I was young, we always got to the mountain before it opened because my pop was on the ski patrol. I remember the sound of his boots echoing from the wooden floors and through the wooden lodge as he prepared with the other patrollers to ride the T-bar to the summit to open the trails, check conditions and make sure the toboggans were in place and accessible. It was the 1960s and the T-bars had to be checked to make sure they were not frozen in their sleeves and the springs were working. Our boots were leather, with laces, our goggles had yellow lenses, and we never wore helmets. The smell of the leather boots and gloves along with the odor of wax wafting up from the ski shop and huge chocolate chip cookies baking in the cafeteria was all part of the experience. The other children of ski patrollers

gathered by the blue, green and red tables and took to the slopes together. We raced to whichever T-bar opened first and laughed and played as we rode to the top.

Playing. Skiing is playing and professionals sometimes forget this. The exploring that we did in the trees between trails and the jumps that we built so that we could try to do flips into deep snow was all part of my development as a skier and a member of this odd subculture of enthusiasts. Today we have special parks and Sno-Cat built jumps that are huge and have landing ramps and that is where the young sliders play. While technique and technology have evolved, it is not that different. Play is still the key to developing solid sliding skills. Playing in the snow, on my skis, was not something that I just did, it defined who I was. I was able to use my skis in ways that would make others laugh. I was able to do things on my skis that would mystify, bring a gasp, bring a smile or even facilitate the always-welcomed question, “Hey, can you teach me how to do that?” When I felt sad, I went skiing and found comfort in the solitude of solo runs on ungroomed snow, in out of the way places. When I felt that the world had slowed down, I would find a trail with few skiers and just tuck the thing until my skis were vibrating under my feet. When I felt creative, I’d launch into a mogul field and try strange lines at different speeds. A bird has to fly and a skier has to ski.

Metaphysics is an area of philosophy – some might say it is the foundation of philosophy – that seeks to explain “being.” Skiers are not birds, yet there exists a relationship. The people of La Grave,

France say the birds that fly there carry the souls of skiers who have lived and died in those mountains. I am certain that Doug Coombs’ soul is still circling La Grave. Skiing is not something that skiers do – it is who we are. Skiing comforts us, challenges us, teaches us, takes us to places where only skiers can go and gives us experiences only skiers can have – skiing defines us.

Next time you and your student(s) go out for some skiing ask them what they love about skiing. Talk to your students about what they see, hear, smell and/or feel when they are sliding on the snow. How does skiing change you and your students? Do you feel greater freedom on your skis? Do you feel competitive – energized – aggressive? Do you smile more and laugh more when you are skiing? Are you more likely to take chances when you are skiing? Are you excited about the adventure of being in the mountains? Having these discussions and many others with your students will help you to understand them and help them to understand you. Our ability to connect with our students directly affects their ability to learn.

Take time in your lessons to share a ski story or adventure with your students – they may not know anything about backcountry skiing – they may not know anything about ski areas with avalanche control procedures – they may never have heard of adaptive skiing or the differences between ski hosts, ski ambassadors, ski guides and ski instructors. Skiing is a culture, but it is a vast and diverse culture, a welcoming, exciting culture that a person can spend a lifetime exploring. ◀◀





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PROPOSED AMENDMENTS TO BYLAWS OF PROFESSIONAL SKI INSTRUCTORS OF AMERICA - EASTERN DIVISION

Proposed for adoption effective March 1, 2019

Notice – All Eligible Voting Members

Proposed Bylaws Amendment Questionnaire

The PSIA-E Board of Directors has proposed the following Bylaws amendments for your consideration and feedback. The proposed Bylaws amendments will be voted on by the Board of Directors on or after March 1, 2019.

Amendment Process: This notice meets the Bylaws requirement to notify the membership prior to any final Board action on the Bylaws, and includes the opportunity for your feedback as a member. Final Board action will take into account the response received from the voting membership. Eight (8) affirmative Board votes are required to amend the Bylaws.

Please return any objection to the proposed Bylaws change via e-mail to mmendrick@psia-e.org no later than February 22, 2019.

Reason for amendments: During the fall 2018 National PSIA-AASI Fall Leadership Conference the observation was made that Eastern bylaws do not coincide with National bylaws related to membership categories and that it would be desirable to make revisions to our bylaws to achieve consistency. This is also something that was agreed to in the Affiliation Agreement in 2015.

Proposed Bylaws Revisions:

Below are the related Eastern Bylaws along with suggested sections that need to be deleted, revised or added in order to be consistent with National Bylaws. Deleted text indicated by ~~strikethrough~~. New text indicated by underline. We need to pare down our membership categories to the same six categories as National.

ARTICLE III MEMBERSHIP

SECTION 3.05 CLASSIFICATION (RENUMBERED 10/19/03; AMENDED 8/28/78, 10/31/82, 12/12/90, 4/4/92, 6/4/94, 10/19/03). There shall be ~~nine (9)~~ six (6) classes of membership: Registered Member, Certified Level I Member, ~~Certified Level II Member, Certified Level III Member, Retired Alumni Member,~~ Honorary Member, Life Member, ~~Inactive Member,~~ and Affiliate Member. ~~In addition, there shall be a Youth Club membership as outlined in Section 3.1. Any~~ qualified person of good moral character who is a member of the Association shall be classified in accordance with the standards set forth in this article.

SECTION 3.1 – PSIA-E YOUTH CLUB (ADDED 10/19/03) The PSIA-E Youth Club, which may operate under an a.k.a name (approved as the “15 Below” club), is established to instill and maintain an interest by young people in snowsports and snowsports teaching. Any person may become of member of the PSIA-E Youth Club provided (s)he shall:

- ~~–(a) Pay such dues as established for Youth Club members by the Board of Directors.~~
- ~~–(b) Be at least 10 years of age and less than 16 years of age at the time of application.~~
- ~~–(c) Be sponsored for Youth Club membership by a current member of PSIA-E.~~
- ~~–(d) Meet other requirements as established from time to time by the Board of Directors.~~

Note: We have not had this youth club in more than 10 years and have no plans to reintroduce it.

SECTION 3.8 – INACTIVE MEMBER (AMENDED 8/28/78, 9/7/80, 12/12/90, 6/4/94, 6/2/96; RENUMBERED 4/4/92). Any Certified Level I, Certified Level II or Certified Level III member who desires to remain current and informed on professional snowsports teaching trends, or may in the future desire to regain active status, may become an Inactive member for a period as established from time to time by the Board of Directors, provided (s)he shall submit written testimony that (s)he will: 1) No longer seek or accept teaching positions, and 2) pay the dues as established for Inactive members by the Board of Directors. Voting rights will be suspended during this period. Active status may be gained by fulfilling those provisions established by the Board of Directors.

Note: Inactive status still exists as a sub-set of the Certified Member category but it is not a “membership category” unto itself.

SECTION 3.9 - LIFE MEMBER (ADDED 9/7/80; AMENDED 6/4/94, 9/28/98; RENUMBERED 4/4/92). The Board of Directors, at any regular meeting of the Directors, may, by a two-thirds vote, elect as an Eastern Life Member any PSIA-E member who has made an outstanding long-term contribution to professional snowsports teaching and PSIA-E. Criteria for election and privileges of the classification shall be as determined from time to time by the Board of Directors.

(a) National Lifetime Members. Members in this category must be approved by the Board of Directors. Any Certified or previously certified alumni member may be recommended to the national board of directors either by the Board of Directors or by a divisional association. A Lifetime member shall not be required to pay dues or maintain continuing education credits. Be at least 18 years of age.

SECTION 3.10 - ALUMNI MEMBER (ADDED DECEMBER 2018): This class of members shall include those members so classified by a divisional instructors association. Alumni Members have no voting rights, are not eligible to hold office, and do not maintain certifications.



2018-2019 PSIA-E/AASI - MEMBERSHIP APPLICATION

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

Fax# (518) 452-6099

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

This application is valid between July 1, 2018 and June 30, 2019, only.



Rev. 10/24/2018-O

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

Please print clearly and fill out ALL requested information. This application must include payment and must be received BEFORE or at THE SAME TIME as registering for an event to ensure the member event price.

Have you included an event application (ex.: Level I Exam) with this application? Yes No

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

- | | | | |
|---|---|---|-------------------------------------|
| <input type="checkbox"/> 1 – ME, NH | <input type="checkbox"/> 2 – VT | <input type="checkbox"/> 3 – MA, CT, RI | <input type="checkbox"/> 4 – PA, NJ |
| <input type="checkbox"/> 5 – Western NY | <input type="checkbox"/> 6 – Eastern NY | <input type="checkbox"/> 7 – DE, MD, VA, WV, NC, SC, GA, FL, DC | |

YOUR DATE OF BIRTH: ____/____/____

Please circle one:
Male / Female

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

MAILING ADDRESS: _____
Street/Box City State Zip

HOME PHONE: (____) _____ **WORK PHONE:** (____) _____

E-MAIL: _____ **CELL PHONE:** (____) _____

SNOWSPORTS SCHOOL NAME _____ **FULL TIME / PART TIME / OTHER**

Please check all that apply - areas of interest:

- Alpine Snowboard Adaptive Telemark Cross Country Children's Freestyle Adapt. Snowboard

- | | |
|---|------------------|
| <input type="checkbox"/> TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED, AGE 15-23: | \$ 109.00 |
| <input type="checkbox"/> TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED, AGE 24-29: | \$ 119.00 |
| <input type="checkbox"/> TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED, AGE 30-69: | \$ 141.00 |
| <input type="checkbox"/> TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED, AGE 70-74: | \$ 129.00 |
| <input type="checkbox"/> TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED, AGE 75&UP: | \$ 119.00 |

OFFICE USE ONLY

Date Proc. _____ Initials _____
 Ck/CC Num _____
 Batch Num _____
 Mem Num _____

PAYING BY: CHECK #: _____ **OR** charge: MasterCard or Visa

_____-_____-_____
EXP. DATE: _____ **SIGNED** _____

PLEASE READ AND SIGN THE FOLLOWING MEMBERSHIP AGREEMENT:

I AM AWARE THAT:

- ✓ THE CURRENT MEMBERSHIP YEAR RUNS FROM JULY 1, 2018 TO JUNE 30, 2019.
- ✓ PSIA-AASI MEMBERSHIP DUES ARE RENEWABLE ANNUALLY AND ARE **NON-REFUNDABLE**.
- ✓ IF I AM REGISTERING TO ATTEND AN EVENT, I NEED TO SUBMIT THIS MEMBERSHIP APPLICATION AND EVENT APPLICATION BY THE **DEADLINE DATE**.
- ✓ AS A MEMBER OF PSIA-AASI EASTERN DIVISION, I AGREE TO BE BOUND BY ALL EASTERN DIVISION BYLAWS, POLICIES AND EDUCATIONAL REQUIREMENTS. CONTINUING EDUCATION UPDATES ARE REQUIRED FOR ALL ACTIVE CERTIFIED MEMBERS. PLEASE SEE WWW.PSIA-E.ORG/UPDATES FOR DETAILS.

APPLICANT'S SIGNATURE _____ **DATE** _____



2018/2019 Season Sponsors

Thank you to all of our great sponsors for their support throughout the entire 2018-2019 season!



Thank you!



2018-2019 Eastern Division Pro Shop / Bookstore

Materials available for members from: PSIA-AASI Eastern Division, 1-A Lincoln Ave, Albany, NY, 12205-4907
Orders can be faxed or mailed. E-mail: psia-e@psia-e.org Fax: (518) 452-6099 No phone orders, please.



PAYMENT INFORMATION:		SHIP TO:	
Please enclose check or money order payable to PSIA-E/AASI, or		Name	
<input type="checkbox"/> Master Card <input type="checkbox"/> Visa EXPIRATION DATE		Address	
Card #		City, State, Zip	
Signature		E-mail	
		Member Number Day phone	
MANUALS AND VIDEOS (ALL PRICES AND AVAILABILITY SUBJECT TO CHANGE)			
		PRICE	QTY
	TOTAL		
109	Teaching Snowsports Manual - <i>For all disciplines</i> * New in 2018-2019 *	\$34.95	
109/109U	Teaching Snowsports Manual - with Electronic Version (Bundle) * New in 2018-2019 *	39.95	
126	Core Concepts Manual - <i>For all disciplines</i>	24.95	
152	Park & Pipe Instructor's Guide	19.95	
18457	American Snow * Limited Inventory *	24.95	
	Exam Guides (please circle choice) - Alpine - AASI - Nordic D/H - Nordic T/S - Adaptive	5.00	
ALPINE			
124	Alpine Technical Manual	34.95	
124/154	Alpine Technical Manual - with Electronic Version (Bundle)	39.95	
120	Adult Alpine Teaching Handbook, 2 nd Edition	24.95	
120/150	Adult Alpine Teaching Handbook, 2 nd Edition - with Electronic Version (Bundle)	29.95	
149	Tactics for All-Mountain Skiing	19.50	
174	Movement Analysis Pocket Guide, 2 nd Edition (Cues to Effective/Ineffective Skiing)	5.00	
17208	Alpine Cues to Effective/Ineffective Teaching	5.00	
328	PSIA-E Alpine Standards (Movement Analysis) 2010 DVD	5.00	
FREESTYLE			
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102/115	Freestyle Technical Manual - with Electronic Version (Bundle) * New in 2016-2017 *	39.95	
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128	Snowboard Technical Manual	34.95	
128/158	Snowboard Technical Manual - with Electronic Version (Bundle)	39.95	
121	Snowboard Teaching Handbook, 2 nd Edition	24.95	
121/151	Snowboard Teaching Handbook, 2 nd Edition - with Electronic Version (Bundle)	29.95	
NORDIC			
127	Telemark Technical Manual	34.95	
127/157	Telemark Technical Manual - with Electronic Version (Bundle)	39.95	
123	Cross Country Technical Manual * New in 2016-2017 *	34.95	
123/155	Cross Country Technical Manual - with Electronic Version (Bundle) * New in 2016-2017 *	39.95	
308	PSIA-E Nordic Standards DVD	5.00	
330	Tele Elements 2010 DVD	5.00	
ADAPTIVE (The 2017 Adaptive Tech Manual can be ordered from the national office at www.thesnowpros.org)			
331	Coaching Fundamentals for Adaptive Skiers DVD * Limited Inventory *	15.00	
QC	The Quick Check Pocket Guide: Managing Behavior for Success on the Slopes	5.00	
CHILDREN'S/KIDS			
264	PSIA/AASI Children's Instruction Manual, 2 nd Edition	24.95	
161	PSIA Children's Alpine Handbook	22.95	
153	Children's Ski & Snowboard Movement Guide	5.00	
PINS			
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Orders delivered to CT, NJ & NY are subject to state and local sales taxes. For CT residents, please add 6.35% For NJ residents, please add 7% For NY residents, please add 8%		Order total	
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PSIA/AASI-Eastern Division

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