

## Special "Reward & Renewal" Edition

### executive tracks

MICHAEL J. MENDRICK,  
CEO

## Eastern Office Team Members Reflect on Rewards of 2019-20 Season

When I came up with the idea to make the spring issue of the *SnowPro* a venue for sharing the positive rewards we feel from our involvement in snowports and the hope we have for its future, I wanted to have the team that works on your behalf every day be up front rather than behind the scenes as usual. So here, in their words, are the thoughts of some of your Eastern Division professional staff on the rewards of the past season and their hopes for renewal in the next. Enjoy!

"There are many rewarding aspects of my job as the Director of Education and Programs. First, it is really cool to be thinking about skiing and snowboarding most of the time. I really enjoy helping members understand comments on an exam scorecard, and how to prepare for their next exam, especially when they are successful at that next attempt. I love thinking about our courses and what we need to add to help our members become better skiers and teachers. I love collaborating with various committees to try to make our exams as fair and consistent as we can. And I really enjoy the opportunities I have to spend time with our members and the Education Staff.

What drew me into the world of ski instruction was the satisfaction you get when you change someone's life by introducing them to the world of skiing or snowboarding. Almost as cool is the satisfaction you get from seeing an advanced, long-time skier make a major change in their skiing. I had one of those experiences this past winter.

One of the students with whom I work (I teach in an adult seasonal program at Windham Mountain on the weekends) missed the first half of the season while recovering from a shoulder operation. When he returned to the slopes, his doctor had advised him to not use his poles. There are a lot of great drills you can do with students that require that you either don't have poles or, you hold your poles in a manner that they can't be used in the traditional way. Usually, a student will be willing to spend a couple of runs without using their poles, but after that they want to go back to using them pretty quickly. That was not the case here. My student was so happy

just to be back on snow, he was fine not using his poles for several weeks! This student is a very good skier, but he is a banker. You know, a total-body-inclination style skier. And, he was very good at it. However, being stuck without the ability to use his poles, we were able to concentrate on some arm movements that helped to tip his shoulders and torso into a more level and angulated style. Once he had a good feeling for the arm movements, we added some subtle inside leg movements, and all of a sudden (okay, it took some time), we had a skier who instead of having a stiff, banked, upper body, was now bending and stretching and moving and using angulation!

And because he couldn't just go back to using his poles, we were able to ingrain the movements over the course of several weeks. We took those movements and sensations into all kinds of terrain and snow conditions. It took a while, but eventually he began to feel how his body had to move, and we were able to decrease the exaggerated arm movements and he still was able to maintain this improved body and leg movement. He accomplished a major change that had he been able to just go back to using his poles, he might not have accomplished.

From my end, it was really cool to watch the transition from gross arm movements that changed his upper body position, to feeling the bending and stretching of his hips and torso, to being able to **keep** the desired movements, without the *exaggerated* movements. I got to watch him own a new way to ski. He got it!"

**Don Haringa**  
Director of Education and Programs

The new Tiered Member School Program we introduced in 2019-20 has been beneficial by providing Eastern Snowsports Schools with an added benefit of training with our very talented Eastern education staff. Directors were able to show their appreciation for how much they value their staff, their dedication, and invest in their professional development. Schools focused their individualized training

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## Spring issue dedicated to "reward and renewal" theme

By Michael J. Mendrick,  
PSIA-AASI Eastern CEO

As everything in our world has turned upside down the past couple of months, we figured why not use the spring issue of the *SnowPro* as a tool to help us all feel a little better about being involved in snowsports? That is, share some inspirational and uplifting words from *within* the Eastern leadership to you, our members and snowsports partners!

You will find the "reward and renewal" theme throughout this issue in such features as the "View from the Chair," "Around the Regions," "Executive Tracks," "National Report" as well as our specialty discipline and committee sections. You'll read about rewards from moments, efforts and experiences of the past year and renewal in the hope for the future that annually comes with the spring season (when life renews in many ways and this spring seems

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## view from the chair

ROSS BOISVERT,  
BOARD CHAIR

### Plenty of "Reward & Renewal" During 2019-20 Season!



**W**OW! What a season! Out of the gate the season was promising. Great temps early on and good snow allowed many areas to open early. The kickoff for me was the annual Eastern Snowsports

School Management Seminar at Killington, VT. This was a fantastic event with both great on and off-snow events. It was a perfect opportunity for hundreds of ski/snowboard professionals to come together, network, socialize and learn. Thank you to our professional staff team in the office and our Ed Staff for doing an incredible job with the events this season.

My home area of McIntyre Ski Area in Manchester, NH took advantage of the new multi-tiered PSIA-AASI Member School Program. We registered as a Tier 3 school. This gave us the opportunity to have an Eastern Alpine Ed Staff member for a day of training at our home area. We were very fortunate to have Allison Clayton-Cummings work with us. We spoke prior to her arrival and tailored the day specifically for the need of our resort which works primarily with snowsports instruction for children. Allison worked with a group of 8-10 instructors and supervisors both on and off-snow. The day with Ali was wonderful. This allowed our instructors and supervisors to learn and experience in a way that we typically do not have time for during the season. I would encourage others to take advantage of the member school tier program and tailor it to your needs. Thank you to Allison.

This season we had the great opportunity to team up with National PSIA-AASI CEO Nick Herrin and Board Chair Ed Younglove to co-host the National PSIA/AASI Winter Board meeting at the beautiful Sugarbush Resort. First of all, thank you to Win Smith for hosting this event and speaking to our group. Your knowledge, passion and insight is re-

markable. Thank you to Nick, Ed and our Eastern CEO Michael Mendrick for making all the arrangements as well.

The National Board met and invited the Eastern Board to observe how their Board conducts board meetings. This allowed the Eastern BOD to see the high functioning level of our National BOD. We also had an opportunity to spend time with and hear from the excellent young snowsports leaders in our Eastern NextCore program. They were awesome and opened the eyes of many on the National Board to both old issues and new opportunities. Our Board then met as a group with Sherry Jennings to continue our work towards our transition to Policy Governance.

Another of my great rewards this past year was the opportunity to welcome and work with our two new Board Members at-large, Katie Brinton and David Isaacs. These two young individuals joined the Board in June of 2019 and have contributed much from their very first hours on the Board. They have given insight, perspective, ideas and energy to the BOD and I thank them for their dedication and hard work to our organization.

I know I said, "WOW, what a season!" at the beginning of the report but part of the "WOW" was how quickly this season came to a screeching halt due to the Coronavirus global health crisis. What started out to be a record-breaking year for most resorts and our division changed in just a few days, leaving many of you out of work or missing out on opportunities to take events or enjoy late-season hill time.

Our division was forced to cancel more than 100 remaining events and exams - leaving nearly 1,000 members in limbo in pursuing their season goals. I know this is disappointing. Many of you worked all season to get to the point of taking an exam and you were unable to take it. I am proud of our professional staff for quickly communicating to all members and refunding event fees as well as extending education waivers until 2020-21 for all Eastern members that were due for updates!

Renewal is on the horizon! There are a lot of great things happening with our organization both Nationally and Divisionally. Our Ed Staff and our professional team in the office are working hard to provide educational materials online to help continue with your education. During this time, we know it is difficult to think about having to pay your dues. National and Eastern have waived all late fees until October 1 and we also have quarterly dues payments available to help ease the financial burden. We look forward to great things to come. We will get through this. I know we will all appreciate that first turn just a little bit more than before.

Stay Strong, Stay Healthy and Stay Safe. <<

SNOW Pro

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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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Life IS BETTER on the Slopes

## » executive tracks, continued from cover

on teaching children, alpine exam prep, riding improvement and a variety of other topics. In turn, this program has also been rewarding for our education staff to have the opportunity to connect with members and non-members just having fun and ripping it up out on the hill. Safety, fun and learning – all great rewards!”

**Melissa Skinner**  
Associate Director of Education  
and Programs

“This season I was most proud and felt the most reward from my role in developing and coordinating the Eastern Division’s first online auction to benefit the Education Foundation. From finding an online platform to host the auction, to finding product donations, to letting members know they won and shipping them their winnings, it was all a very rewarding project for a great cause. The whole process gave me a great opportunity to build relationships with our national suppliers and with members from all across the division. Knowing that the auction was a huge success and we were able to raise \$5,540 from it is just the icing on the cake. I look forward raising the bar for next season!”

**James Friedman**  
Education & Programs Associate

Except for when we’re on the hill teaching, how often do you hear someone say that they even like their job? Well, I LOVE my job! There are so many amazing things that I get to be involved in. I love connecting with our members and helping you get access to your e-Learning course or your member benefits. I love helping you figure out whether you’re due for education credits or how to negotiate the exam process. Behind the scenes, I’m happy to be working to help smooth our organization’s transition to a new database. I’ve had such fun helping to edit and create content for our broadcast emails, the *SnowPro* and our website.

I’ve also been very fortunate to work with the National Women’s Initiative Task Force and was so excited to be a part of the first Women’s Focus Group at Pro Jam this past season. With both of these projects, we’re looking for ways to increase the number of women in leadership roles throughout the industry and invest in women through educational programming, women’s events, financial support, and mentoring both at the divisional and national level. I’m also thrilled to be a part of the Eastern Women’s Summit Planning Group as we work to plan the 2021 Women’s Summit to be held February 28 – March 3 at Stowe, VT this coming season.

That said, if I had to choose a *most* rewarding experience from last season, I think it might be the day I was teaching a very fearful, relatively new student:

Even though I love teaching students at all levels, often it’s the people who are pretty new to the sport where you see the most improvement in a short span of time. Isabella told me that her only other experience on skis had been one lesson at another resort. It had not gone well for her, but her husband and her children had already fallen in love with skiing. We reviewed some basics on the flats at the bottom of our hill and were ready for our first gliding wedge. We were on an extremely gentle pitch with a counter slope that guaranteed that she would only slide a few feet before stopping. As her skis started to slide, Isabella screamed and grabbed my arm in panic. With careful terrain selection and a lot of hard work, we were able to gradually expand Isabella’s comfort zone to include the whole beginner hill. By the end of our lesson, she was beaming. When her husband and children came to the top of the hill to meet her, she yelled to them joyfully: “I Can Ski!!!” This is why I do this. When Isabella learned to ski and started to actually have fun skiing, it didn’t just change her life, now her children and husband get to share the joy of this sport with her. I think this is why we all do this.

**Karen Haringa**  
Director of Member Services  
& Communications

Thinking back on the season, many rewarding moments came to mind. In the height of the season the phones are ringing nonstop and our email boxes fill up faster than we can blink. So, there are plenty of situations to choose from!

Members often need help signing up for an event because they are having difficulty with a website login. Members need information for their ski school directors. I get calls from members who want to make sure they are signed up for an event they worked hard to prepare for. Sometimes, there are sadder situations like members getting injured who need to cancel out of an event or members having a family emergency who need to switch events. The list goes on and on.

Which moment to choose? Which one is more memorable than the other? When reading about these issues, some might seem less important than other ones, but not for the member who calls. Each phone call is equally important and each member expects my full attention. So, the most rewarding moment for me is when the members feel taken care of – when the members tell me, “You’ve been a big help!”

**Regina Moerikofer**  
Member Services Associate «

## » spring issue dedicated to “reward and renewal” theme, continued from cover

more important than ever). And yes, this issue does look different. Since green is the color of spring and the renewal of life in nature we have selected it for this issue as well.

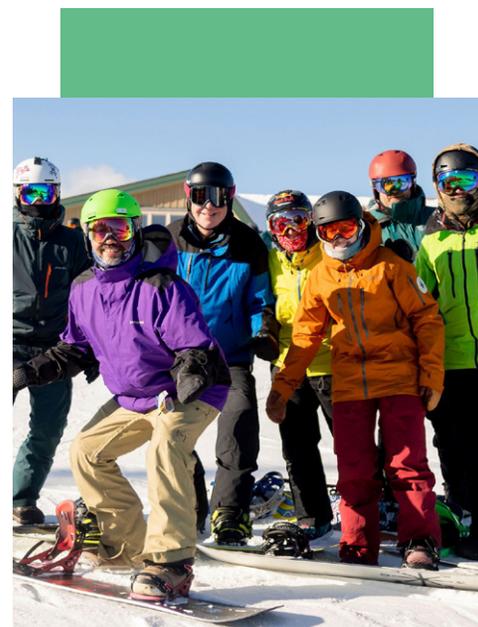
We hope you enjoy these anecdotes and observations about moments and experiences that brought reward this past season or gave hope and inspiration for the future of snowsports and our PSIA-AASI community as we look ahead to a new snowsports season.

In the meantime, stay connected with us and fellow members during the off-season at one of our Facebook pages and groups:

- **Official Eastern Division FB page:** <https://www.facebook.com/PSIA.E.AASI/>
- **PSIAEast:** NextCore initiative and moderated FB group: <https://www.facebook.com/groups/PSIAEast/>
- **AASIEast:** AASI ed staff moderated closed FB group: <https://www.facebook.com/groups/AASIEast/>
- **Women of AASI:** Open to all AASI Women: <https://www.facebook.com/groups/WomenofAASI/>
- **Eastern NextCore:** Open to young members 16 – 39: <https://www.facebook.com/groups/EasternNextCore/>

Stay active and healthy and enjoy your summer in all the simplest and safest ways with friends and family!

Michael «



PSIA-E  
Education Foundation &  
PSIA-AASI Eastern

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# Congratulations

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

**Alpine Level III  
Certification**

Bruce Allan Capron

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Moshe Silverstein

Karen Spano

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R. Webb Steadman

Alexander L. Thomson

James D Tolley

Jeffrey M Traver

Victoria Tremaglio

Cynthia L Trochlil

Thomas Joseph Turner

Christopher J Ujvagi

Matthew C Walters

John C Watral

Kent L Waymire

John M Wells

Herbert L. Whitaker, III

Bill Willen

Abby R Williams

Andrea Young

Micaela M Young

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**Snowboard Level III  
Certification**

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Daniel P Johnston

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Benjamin Smith Marshall

Alexander Pierce

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**Cross Country Level III  
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Annie Fierman

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Erik Host-Steen

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Walter P. Knight

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Robert T Woodbury

## zipperline

### A Rewarding 2019-2020 Season (for me)

By Chris Ericson

Alpine Education & Certification Chair  
PSIA-E Examiner

In a ski season that honestly had more downs than ups, where the “snow” was in the liquid phase more times than not and the rain gear earned its keep, there were a couple of times this year where the rewards and efforts we have put in as an organization came rising to the top.

As your Education Certification Chairperson, there are two things I take very seriously. First, are the educational courses that we are offering our membership valuable, beneficial, fun and further develop personal goals. Second, does the certification process maintain consistency throughout the east while being fair and maintaining the National Standards. As you can imagine, it can sometimes be frustrating to me when neither one of my goals start showing positive movement. However, this year I saw *reward* in the movements we had made with our educational courses and our certification process.

For several years now fellow Examiner Dave Capron and I have been starting the season by conducting Movement Analysis Indoor training sessions in the Fall. We have done several different spins on this over the years that have also included “Movement Analysis and Creating a Lesson Plan,” “Conducting a One Hour Lesson,” and even an MA session that involved Snowboard, Tele and Alpine all together. Typically, the full-day indoor session (because there is no snow on the ground yet), is used to help people look at what they see and not at what they think is right or wrong. I can honestly say

that for most people, the session is eye-opening as we simplify the process and take out the mythology behind doing well-organized, simple, and effective movement analysis.

Fast forward to a Level II Alpine Exam this season. It was during the teaching part of the exam, that one of the candidates started doing his MA. As the candidate was observing others in the group skiing a particular task, he started to describe what he observed. The clarity of his observations and what he saw was fantastic. He was not being judgmental with how the person was skiing, but more on how the movements the individual was making were having an impact on the performance of the ski and ultimately the activity the person was skiing. If this was not enough, the feedback he was giving to the other candidates was tremendous, giving each person in the group a specific focus to help improve on the activity. I was honestly amazed as I had not seen this level of MA and coaching at a Level II exam in an a very long time.

As the scoring was completed, this candidate did very well in all categories and exceeded the National Standard, earning his Level II Certification. Afterwards we spoke, and he thanked me. Apparently, earlier in the Fall, this person had taken our indoor Movement Assessment course with Dave and me. He told me that it opened his eyes to something completely different and made everything regarding MA much easier and simplified his process. He was truly thankful and told me that the indoor course made the difference for him and that he “never thought that sitting indoors for most of a day would have helped him so much.” I laughed at that because as most people know, sitting indoors for a whole day is not my style at all.

In a season that ended way too quickly and abruptly, followed by so much uncertainty for the future, I am thankful for the little things and the rewards that being a ski teacher give me. I am thankful for being able to help a PSIA member understand how he can become better at his craft, making a client happy who may return to the mountain again for another day. I am thankful that I teach a sport to people who may have never skied and that it gets them outside so that they can experience freedom and maybe even the cold wind blowing in their faces. And finally, I am thankful to you all for being ambassadors of a sport that we all need to fall back on when the going gets tough. We need this sport now, more than ever. Much love! ☺☺



Chris Ericson at Whiteface Mountain, NY

### Women's Summit 2020 at Snowbird, Utah . . .

By Mermer Blakeslee  
PSIA-E Examiner, Former  
Alpine National Team Member  
Creator and Director of  
PowerLearn® at Windham Mountain

No one wanted to leave, and it was awkward because how do you channel all that feeling into an elbow bump? Or two-hundred elbow bumps and a few hugs to your roommates. In 40 years of PSIA-AASI, I've never been so reluctant to leave an event and so thrilled that there was another Summit to follow to keep the energy flowing. I wanted 2021 to come in a month.

What exactly was it, that spirit that was holding everyone there? I've been reflecting on it and what I've arrived at is two-fold—a tenacious love for learning coupled with a genuine support for others. It sounds a bit cliché until you see it in action: a group cheering on a woman who skied a chute for the first time since she'd gotten hurt the year before. And yes, they'd waited for her, but they weren't impatient, they were there for her, turn by turn. Never would she have done it alone, she said, she needed her group. And she needed some spot-on personalized coaching too, because she didn't just “get down,” she skied it well. You could hear the hooting and hollering and laughter from the next peak over.

Learning is sometimes messy, and it always carries the risk of being vulnerable, and that takes manifest practical support along with a deep joy in a fellow woman's success. That's what the Women's Summit offers—engaged, personalized coaching, a generous community spirit, and a real mountain to play on, or as one awesome youngster said to me, “I want a toe-tingler where we can rip.” To which the woman right beside her answered, “Or not. I'll just saunter.” At Stowe, there's a trail for every mood and every skill-level—plus almost a hundred years of skiing history, some old-fashioned tradition, and a quintessential New England town. Imagine it—three full days to ski and ride with women, great coaching, inspiring speakers to spark your mind, friends to make, and, full disclosure, a little too much fun. Put it on your calendar.

**Women's Summit 2021 at Stowe, Vermont**  
February 28 – March 3, 2021 ☺☺



Photo Courtesy of PSIA-AASI:  
Linda Guerrette, photographer

## Our Red Bench

By Jimmer Hayes

Double H Ranch Snow Sports Director

PSIA-E Adaptive Examiner

Gore Mt. Trainer and Snowsports Instructor

This past winter our four-year-old daughter showed us Gore Mountain, NY through her eyes. This adventure began on the poma which she likes thanks to Mary and Carol (awesome lift operators!), her “secret” ways down the trail, snowmen and “our red bench.”

One February afternoon as we sat on “our red bench,” located at the top of the poma, Jemma looked across the base of the mountain and asked to go on the other side of the base lodge “where the jumps are.” So, off we went to hike up the beginner terrain park, so that she could go “on the jumps.” As she was going towards her first jump, I was just hoping that she would make it up the ramp, but she made it up and safely to the transition! As her hands went up in the air in celebration, Mary and Carol, by

luck happened to be there and cheered her on. At one point, she was watching another girl go over a box and then a jump and after I said we needed to go, she said, “Daddy I’m trying to learn what she is doing.” Yup, next up was a box slide. We hiked up five times that afternoon with each attempt getting better and better. The mountain view from “our red bench” led to me introducing Smart Style/Park Style by explaining why she needed to start with the smaller jump first and always look before you go.

The bird’s eye view while riding through the woods from the Sunway double chair is where we would look for animal tracks below and scope out our run. The view of the mountain from the chair let Jemma choose which trail and where to unload (mid-station or top). Each route down offers up

terrain which lends itself to skill development whether it was “skate, skate, skate” to stay ahead or catch up on the flats or, utilizing the double fall line to teach edging by having her “come down to me, now come back up” as I would drop down to the right and go back up to the left.

Jemma also likes the gondola, which is “way high up” in her words and offers a run back to the base of over 2 miles. This long run offers up an adventure where she makes stops along the way searching for “bobcat booby traps.” By listening to her and playing along, we realized this is her way of pacing herself. These “bobcat booby traps” allowed us to reinforce the skier’s responsibility code, so she now (for the most part, she is only 4!) looks uphill before skiing and when crossing a trail. We would practice “look up before you go” and she would yell out “CLEAR!” The mountain was pacing her out and teaching her (with a little help from us) safety at the same time.

Other days it was riding the “big chairlift,” The Adirondack Express, which serves the trails Jemma likes off the gondola but offers a direct way to the Saddle Lodge, where snacks were enjoyed. Do not underestimate the value of taking breaks and the power of snacks!

All the above-mentioned lifts offer trails which lead to the top of the poma where Jemma could show us what she just learned, say hi to Mary and Carol and make snowmen at the top.

The next adventure was the North Creek Ski Bowl with her Mom and Grandmother. The village triple offers up wide terrain with more jumps. This terrain built up her confidence to the point where she rode the Hudson chair (which follows the original T-bar lift line) to the summit of the Ski Bowl and skied the historic Oak Ridge trail with one of our ski friends and his similar aged daughter. Many weekends, I would meet Jemma here at the end of the day, where she would be waiting to show me what she did that day.

Over the next month she continued skiing the Ski Bowl on weekends, riding the double chair, “big chair lift,” gondola and hiking up the beginner terrain park on weekdays. By listening to our daughter and seeing the mountain through her eyes, these adventures kept her moving while having fun, allowed her to learn through imitation all while being safe.

The view from “our red bench” gave us the opportunity to see the mountain through our daughter’s eyes which lead to an awesome ski season! ☺



## Thank You 2019-2020 Host Resorts!

We would like to take a moment and extend a big **“Thank You”** to the following area resorts who hosted, or offered to host, one or more of our events this past season. Their generous support continues to assist us in providing members with quality programs at the best possible value!

Adaptive Sports at Mount Snow  
 Adaptive Sports Foundation  
 Bart J. Ruggiere Adaptive Sports  
 Bear Creek Mountain Resort  
 Belleayre Mountain  
 Beech Mountain Resort  
 Berkshire East Mountain Resort  
 Blue Hills Ski Area  
 Blue Knob All Seasons Resort  
 Blue Mountain Ski Area  
 Bolton Valley Resort  
 Bretton Woods Mountain Resort  
 Bristol Mountain Winter Resort  
 Bromley Mountain  
 Camden Snow Bowl  
 Camelback Mountain Resort  
 Canaan Valley Resort  
 Cannon Mountain  
 Cataloochee Ski Area  
 Catamount  
 Chittenden Brook Hut  
 Cockaigne Ski Area  
 Cranmore Mountain Resort  
 Dartmouth Ski Way  
 Elk Mountain  
 Garnet Hill Lodge & XC Ski Area  
 Gore Mountain  
 Greek Peak Mountain Resort  
 Gunstock Mountain Resort  
 Hidden Valley 4 Seasons Resort  
 Holiday Valley Resort  
 HoliMont Ski Area  
 Hunt Hollow Ski Club  
 Hunter Mountain  
 Jack Frost Mountain  
 Jackson XC Ski Touring Center  
 Jay Peak Resort  
 Jiminy Peak Mountain Resort Killington  
 Kissing Bridge  
 Labrador Mountain  
 Lakes Region Disabled Sports  
 Lapland Lake Nordic Center  
 Liberty Mountain  
 Loon Mountain Resort  
 Lounsbury Adaptive Program  
 Mad River Glen  
 Maine Adaptive Sports  
 Maple Wind Farm  
 Massanutten Resort  
 McIntyre Ski Area  
 Middlebury College Snow Bowl  
 Mohawk Mountain Ski Area  
 Montage Mountain

Mount Abram  
 Mount Peter Ski Area Mount Snow Resort  
 Mount Sunapee Resort Roundtop Mountain Resort  
 Mount Van Hoevenberg  
 Mountain Creek Resort  
 New England Disabled Sports  
 New England Healing Sports Okemo  
 Mountain Resort  
 PA Center for Adaptive Sports  
 Peek 'n Peak  
 Pico Mountain  
 Plattekill Mountain  
 Rikert Nordic Center  
 Seven Springs Mountain Resort  
 Shawnee Mountain  
 Shawnee Peak  
 Ski Academy of Switzerland  
 Ski Butternut  
 Ski Sundown  
 Smugglers Notch Resort  
 Snowshoe Mountain Resort

Stowe Mountain Resort  
 Stratton Mountain Ski Resort  
 STRIDE Adaptive Sports Program  
 Sugarbush Resort  
 Sugarloaf Mountain Resort Sunday River Ski Resort  
 Thunder Ridge Ski Area  
 Trapp Family Lodge  
 Two Top Mtn Adaptive Sport  
 Vermont Adaptive  
 Wachusett Mountain Ski Area  
 Waterville Valley Resort  
 West Mountain Ski Area  
 Weston XC Ski Track  
 Whaleback Mountain  
 Wintergreen Resort  
 Whiteface Mountain  
 Whitetail Resort  
 Windham Mountain  
 Wintergreen Adaptive Sports  
 Wisp Resort  
 Yawgou Valley <<

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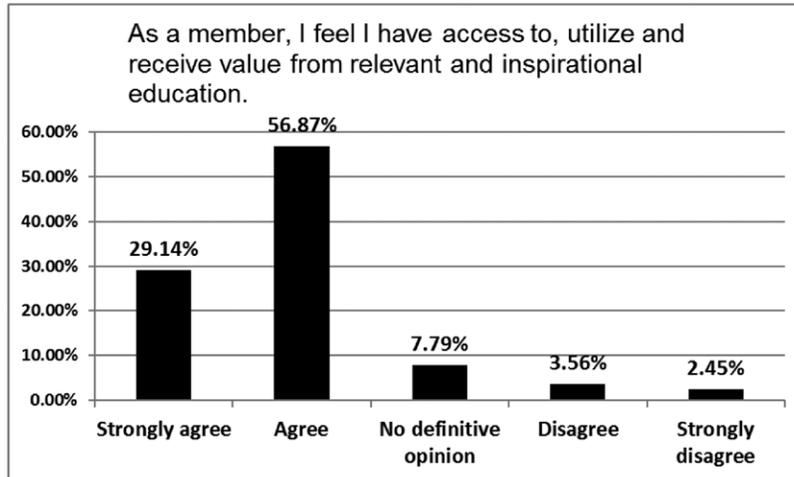
DOUG DANIELS - Eastern US representative  
 802 579-3454 [ddaniels@avalancheskiwear.com](mailto:ddaniels@avalancheskiwear.com)

Head office : 418 877-5584  
[avalancheskiwear.com](http://avalancheskiwear.com)

## 2020 Eastern Member Survey on Organizational Outcomes

During the Eastern Board of Directors meeting on February 3-4 at Sugarbush, VT, your volunteer leadership spent a day reviewing, discussed and ultimately endorsing the following “Organizational Ends.” Put simply, these are the desired outcomes that will result from Eastern Division efforts, services, programs and resources moving forward. With this survey, we asked you for your help in telling us how we are doing in achieving those outcomes for you. Nearly 1,700 of you replied – thank you!

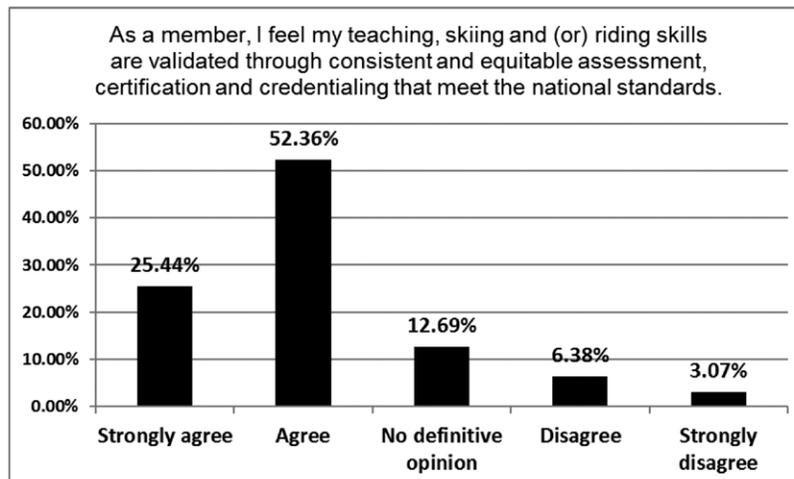
### Individual Member Survey (Summary of 1,668 responses as of 4/30/2020)



#### End 1.1 Executive Observations:

Positive Sub-Total at 85.8% exceeds End 1.1 initial goal of 65%.

Members of 6 - 10 years show lowest level of approval and highest level of disapproval related to this End.

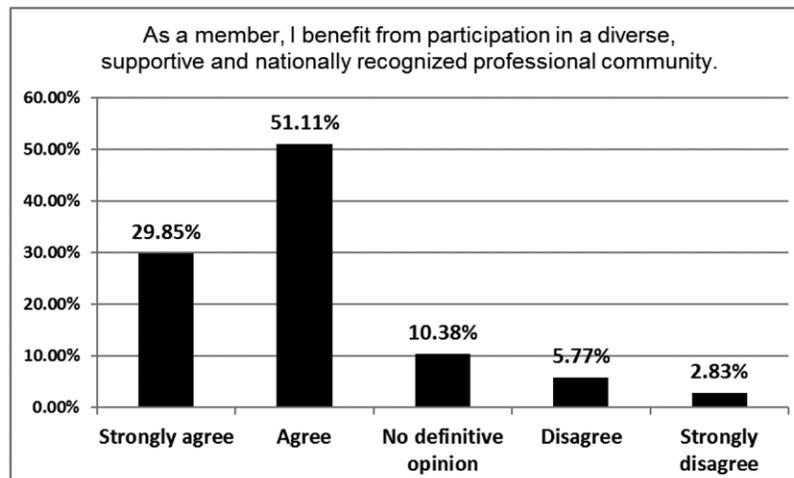


#### End 1.2 Executive Observations:

Positive Sub-Total of 78% exceeds End 1.2 initial goal of 65%.

Members in their first 5 years have the highest level of agreement and lowest level of disagreement for this End.

Members in years 6 - 10 have the lowest level of agreement and highest level of disagreement for this End.



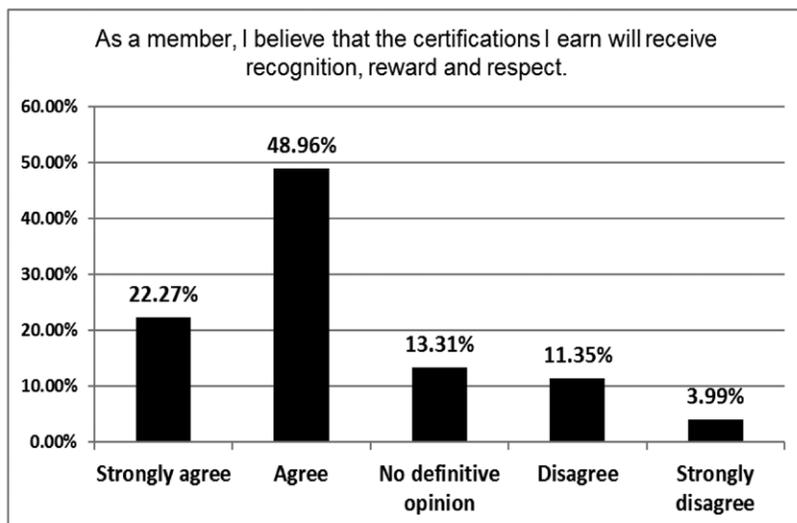
#### End 1.3 Executive Observations:

Positive Sub-Total of 80.9% exceeds End 1.3 initial goal of 65%.

Members of 30 or more years or 70-plus in age have the highest levels of agreement for this End.

Members in years 6 - 10 have the lowest level of agreement for this End.

Individual Member Survey (Summary of 1,668 responses as of 4/30/2020)

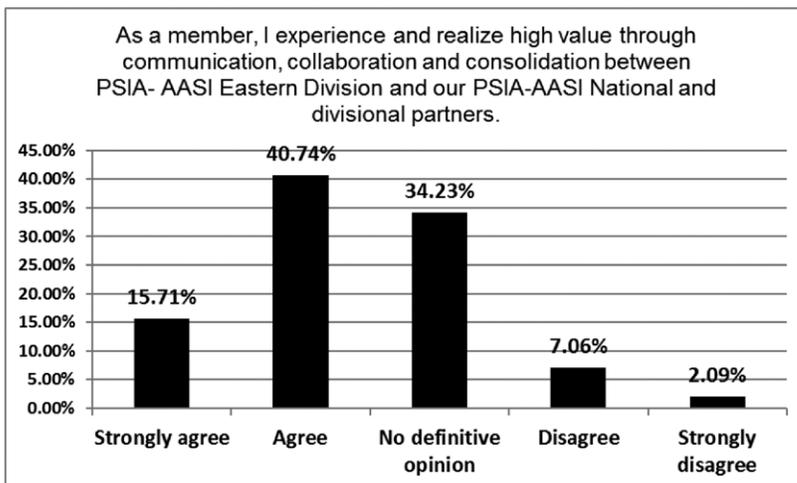


#### End 1.4 Executive Observations:

Positive Sub-Total of 70.8% exceeds End 1.4 initial goal of 65% - though at a much smaller margin than Ends 1.1 - 1.3.

This End generated the highest level of aggregate disagreement at 15.8% than any of the other Individual End statements.

There is a definitive negative trend for this End statement in agreement and disagreement percentages as members increase in age group or experience level. Recognition, reward and respect are clearly a more prevalent concern for older and more experienced members.

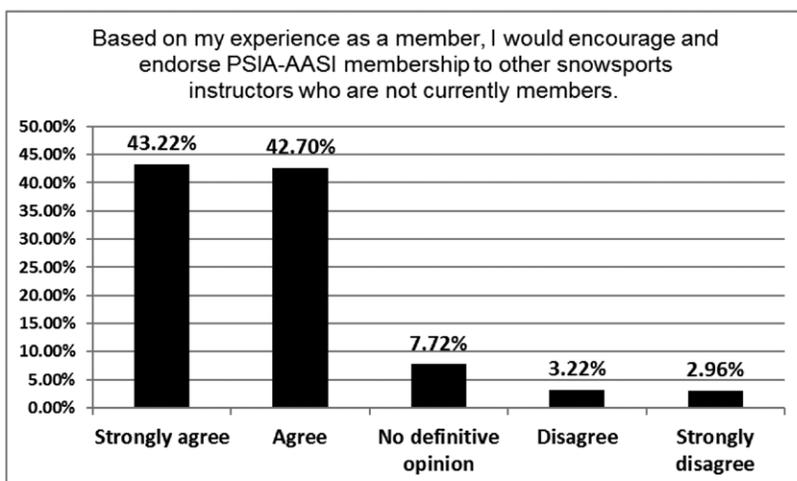


#### End 1.5 Executive Observations:

Positive Sub-Total of 56.7% falls below End 1.5 initial goal of 65%.

Review of comments indicates that many members either didn't understand or have enough awareness of the End contents to make a judgement. As such, more than one-third of members selected "No definitive opinion" for this End statement.

This indicates member awareness and education of the benefits of collaboration is the issue vs. an actual lack of collaborative benefits.



#### Question 6 Executive Observations:

Positive Sub-Total of 85.6% is very strong for overall recommendation to non-members and supports the National survey results showing a healthy increase in the Eastern Division Net Promoter Score (from 38 to 41 in 2020).

The strongest endorsements for PSIA-AASI membership come from the veteran members of 30-plus years plus the 70-plus age group.

The weakest endorsement comes from members of 6-10 years and those in the 15-29 age group.

**Congratulations to Justin Whalen of Peek 'n Peak Resort in western New York – you have won the drawing for \$100 in "Education Dollars" toward an Eastern event in 2020-21!**

## national report

### Reflections on "Reward & Renewal"

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



**H**ello Eastern Division, when was the last time you did something that made you laugh, something that truly delighted you so much that you couldn't contain the joy? Ever walk by a playground and hear the commotion of kids running with complete abandon? So, when was the last time that you felt like *that*?

If we're talking about skiing I'd wager that most of us would quickly remember a pow day or some other impossibly perfect day when the stars aligned and the snow was unreal. But what about all the other days out there — the days when it's blowing stink, or maybe is bulletproof, or 35F and raining? Where are we on those days at 3:30 pm in January? Does the hill feel like a playground then?

As a kid, I loved all of it and being from Jersey and growing up skiing primarily at Camelback (Margie's Delight baby!), we saw days where every condition presented itself. I loved it all but somewhere along the way the magic changed a bit. I wouldn't say that I'm like the kid in *The Polar Express* who hears Santa's sleigh bell loud and clear. I still hear it but sometimes it's muffled a bit. However, I work with a guy at Sugarloaf who not only hears the bell loud and clear, in his own understated way he helps others — me included — stay inspired to feel the pure joy of not just skiing but being in the moment in whatever we're doing.

Mike Egan has been a coach at Sugarloaf for more than 20 years and cut his teeth skiing and teaching at Mount Snow, VT and Loon, NH prior to

that. In a nearly 30 year career in teaching, he still hears the bell like it's Big Ben. He's the guy waiting for the lift to open in November and also the guy going out for a few runs after lessons in mid-January. He's there for all of it, without fanfare. All. Of. It.

It's inspiring and rewarding to see someone skating to the lift when the wind is doing everything to push him the other way. It's inspiring to see someone put on their foul weather gear to go out skiing when they don't have to. And it's inspiring to hear the locker room quiet and still only to be disturbed by the outer door of the locker room close and boots coming down the stairs at 4:15. When asked about why would someone be out there in those situations Mike simply says, "You don't know until you go." So true.

And now for the "renewal" part of the equation. All of this opening-to-close skiing while fun is also educational, too. With every turn in every condition, Mike is learning not only how to be a better skier but how to teach it better. He can help his clients more effectively because he knows what it feels like. His desire to learn has continually led him to test himself and "see what I'm capable of." Mike participated in ACE team and Dev Team tryouts but the most thrilling experience was being able to try out for the Eastern Team where he commented that the energy was off the charts. "I loved supporting those in my group and we all pushed each other to be better," he commented. "That's what it's all about."

Finding the best in every situation is the ultimate answer. Saying that isn't a revelation to you,

I'm sure, and we all know this so it's a wicked easy thing to say but challenging thing to live by. We're going through a difficult and frustrating time right now yet, what's the positive? What's right with the situation? It may be a tough thing to immediately answer but if we dig deep we may recognize that we're getting more family time, maybe we're reading more books, or cooking more, or finally getting serious about that New Year's resolution from 2003 and exercise more frequently. If you want to see a great TED talk about that very thing, do a Google search for Ted talk Dewitt Jones.

When we say "I won't know until I go" or I'm trying it to "see what I'm capable of," we're searching for what's right with the situation. We are choosing an attitude that lends itself to discovering the silver lining which can and perhaps should, I would argue, be applied to everything we engage in.

When kids tear around on a playground, they aren't weighing the effort vs. benefits of the activity. It's all upside to them. Same goes for Mike. When he goes out skiing, sure it may take a little more time to put on another layer when it's really cold or wet or whatever, but the benefit of learning something, of having fun, of inspiring others is all upside and should be taken advantage of every possible moment. "To quote Joe Dirt," Mike will say, "Life's a garden...dig it." So true.

Hope all of you and your families are safe and thanks for being a teacher.

Tom <<



Sugarloaf Coach and instructor Mike Egan

## around the regions

### reward & renewal edition

**Editor's Note:** *Rather than the traditional region by region updates, we asked your Eastern Board members to share their thoughts on the season in keeping with our "reward and renewal" theme. We present them to you below, not broken down by region but shared as a whole as the messages shared are well worth crossing geographic boundaries.*

"Usually Region 1 Director Dave Capron writes this column but this spring he is deeply involved in getting his flowers and plants to market under very difficult conditions complicated by the Coronavirus. Michael has asked us to write about something other than the usual updates and goings on. So tag, I'm "it" for this time around.

This article is not about PSIA-AASI but rather about a little known town ski area supported by a group of friends of the area that has grown in size, facilities and participation mostly by local families. It is about bringing Alpine and Nordic skiing to many people who for one reason or another probably wouldn't otherwise be involved in the sport. It is about a race team for ages 9 through 13 (U8 to U14's) that just started last year to race at the USSA (USSS) level. It is about many volunteers; be they ski patrol, coaches, or on-hill helpers. It is about people who donate time to help with projects, people who provide service work to the equipment and so on. The area is a rallying point for parents, athletes and general public. A day ticket is \$8 for a resident and \$20 for neighbors and friends. The rope tow to ferry everybody up the hill runs at 17 MPH and is quite a shock when racers come from other mountains or for people who have never ridden one.

The area started in 1936, has 7 trails, snowmaking and a full-fledged groomer. Most importantly it is a place for people to begin to take up the sport in a relaxed atmosphere at a reasonable cost. It is a place of community spirit and pride.

We always talk about the subject of how to grow our sport and we at PSIA-AASI make every effort to do that and to welcome beginners. However, we all know that with the advent Vail's Epic Pass and Alterra's IKON pass that entry at that level in the sport is expensive and certainly not within many peoples grasp despite being an attractive proposition for many others.

The uplifting message to me in all of this is: Here is a place one can truly begin to ski or continue to ski for a reasonable amount of money with a town and private supporters rallying around the area and its programs. In 2019, Abenaki Ski Area in Wolfeboro, NH held its first USSA race. Those who came from big programs all over New Hampshire loved the vibes at Abenaki.

Places like this are where people join our sport. I don't think many other small little hills with just a

rope tow can say they helped to create three PSIA Alpine Examiners. They were local kids and all three raced Alpine, Nordic, and Nordic jumped right there at Abenaki. Those three local kids that went on to become examiners for PSIA-Eastern are Rick Skelley, Tod O'Dowd, and Dave Capron. The role of small local hills like this are so important in sustaining and even growing our sport. Hope you agree.

Let's hope that the Coronavirus crisis comes to an end and that we all get back to a more traditional lifestyle. It may not be as completely "normal" as before but hopefully a vast improvement over "stay at home" order and "social distancing." Most important to me is that all of you pick up where you left off last year and continue with your efforts for certification, personal development and your positive contribution to our sport. We will be back stronger than ever this coming season."

**Peter Holland**  
Region 1 Representative

"So *that* happened. Still kind of surreal. On the bright side, an excellent opportunity for the reward of reflecting on fond memories and the promise of the future renewal of more memories to come.

It all came up so fast, I was literally having the time of my life at the AASI Trees Camp at Jay Peak, earlier that week. I work at Jay but an opportunity to get out and ride the chutes and trees off the ridge with talented AASI instructors from around the Eastern Division ups the ante of fun. Then, by the end of that week, to help keep guests and employees safe, Jay was leading the closures of the eastern mountain resorts.

Jay Trees Camp. It's the same as it's been for the last 25-ish years. Little about the mountain has changed. Much about the base areas have changed. A bit about the participants has changed. Many of them have attended AASI Jay Trees for at least half of those 25 years. This season was no different. Monday saw 35 riders in 5 groups slaying trees by day, then retiring to the sunny outdoor patio of the Tower Bar with the rest of the more "trail-bound" guests for après. It's an annual rite of passage for many of our eastern instructors. This season was a little more lightly attended than some, but the quality of individuals was high. We often have 60 to 75 instructors looking to participate and only about 20% on any given year count that year as their first. It's like a big, ever-growing, family. With a lot of reunions.



We split groups abilities based on a self-assessment. Think salsa. "Please rate your own ability in riding the trees as Mild, Medium, or Spicy. First-time or prefer slower pace = Mild. I do it daily in steep, tight, powder-filled trees with 20-year-old legs = Spicy. Everything else = Medium." We do a lot of Medium. Oh and one other group, Expired Salsa. That's MY group. We're not yet moldy salsa but we're starting to get a little "tang," you know -- "bite." I USED to lead the Spicy group. Led it for years. Decades? And those are my Peeps. Trouble is, we have all misplaced our 20-year-old legs. Can't find 'em. And we're alright with that. We still ride the same steep chutes, still slay the same deep Pow, still do "birch turns" in the same tight trees. We just take our time now and focus even more energy on the chairlift conversations.

"How's your dog Hercules doing, John?" "How was that trip to CO Marty? Did we get you prepped well here in Trees Camp last season?"

That kind of stuff. We concentrate on the past memories we've made with each other, the current AMAZING environment we're in, and the knowledge that each run, each chair ride, each turn, for better or worse, is adding to the never-ending renewal of memories. We just do it now with 50-70 year-old legs -- and a more finely-tuned sense for consequence.

I look forward to seeing folks succeed. I look forward to helping folks through challenges. I look forward to sharing in future successes with them. They all create opportunities for all of us to learn, reflect, and share with others on that sunny patio at the end of the day. Our season this year was shut down fast, but we'll get back to one like it again and share more great memories on great chairlift rides with more great friends.

To these great friends, and great ones yet to come, THANKS for the reward of memories and the blessing of the renewal of more once we're on the other side of this thing. This current chair ride is bit stormy, let's make sure we make a good run down once we get back up.

Hercules' human, John Eason, making more memories for us all in Pumphouse. Thanks John!"

**Ted Fleischer**  
Region 2 Director

"Like all of us, I was disappointed to see our season end so abruptly and so early. But winter 2019-20 was not an unmitigated disaster as far as I'm concerned. Many things happened this year which brought me joy and reward!

- There were 32 new Level One members certified at my home resort. Skiers, boarders, sixteen-year-olds and sixty-year-olds; you name it and they were probably at the exam.
- The board endorsed new Organizational Ends at our February meeting. The culmination of months of work, these Ends provide direction

and vision for the future of PSIA-AASI-E, and I could not be more stoked about them.

- Unpredictable New England snow conditions gave me ample opportunity to work on my variable bumps skiing. I think it's improved.
- Eastern Division Scholarships will be doubled next year thanks to the sale of our old office building this year. That means more access for more members, which is always something I can get behind.
- No lifts in March forced me to pull out the old touring set up. It was getting dusty, so I'm glad it got some love before it was time to roll out the mountain bike.
- Even though our schedule was truncated, events this winter took me to several resorts I'd never skied before. I'm always impressed by the gems we have tucked away in the East.
- Each season I add students, friends, peers and mentors to my snowsports network. And each season, I feel lucky to be a part of such an enthusiastic, dedicated, and inspiring community. This spring especially, I am grateful for the ski videos, fitness inspiration, humor and compassion that fills my social media feeds and keeps me connected to all of you during isolation.

We have all been challenged in these last few weeks and will continue to meet with difficulties in the coming months. But it is with incredible optimism that I look toward next winter, when the snow starts falling, the lifts start spinning and we hit the slopes together, stronger, more innovative, and more appreciative than ever."

**Katie Brinton,**  
**Eastern At-Large Board Member**

"As coaches and instructors, we wear many hats during the time we spend with our students and most often it ends up being all about the sliding. This time it was not.

Up until I met Monica and her granddaughter it had been the usual midwinter Saturday at my area in Connecticut. At the last line-up of the day I was assigned to a never-ever duo that turned out to be one of those lessons that you never forget.

Monica was there because it was her granddaughter's birthday and she had promised her to give skiing a try; and try she did, but in the end never took to the sliding part like her granddaughter did. This is where the memorable part of the story begins.

You see, this day was all about a family spending quality time together and the amount of vertical they had gotten at the end of the day was irrelevant. From the time I first met them in the rental shop up until we said our goodbyes well after the lesson had ended a strong sense of love and respect for each other prevailed. Even though Monica was very anxious about the skiing part of the day's activities, the support she received from her entire family was

wonderful to witness and I am truly grateful to have been a part of it!

As it turned out this family was not just celebrating a granddaughter's 10<sup>th</sup> birthday they were also celebrating the strength and courage of the woman who had made it all possible; Monica! How rewarding is *that*!?

So, you see, it's not always all about the sliding and that's part of why we love snowsports!

**David Welch**  
**Region 3 Representative**

"Greetings fellow Region 4 riders and skiers— at this writing, a full month into spring, I wake-up to a light coating of snow with a forecast of 3-5 inches here in NE Pa! Well Mother Nature surely likes playing games on us! Nonetheless, in this issue I am recalling rewarding moments throughout this past season and would like to share three things that stand out.

First and foremost, one big reward for me is the inspiration I received as an education staff member from fellow education staff was immeasurable. After 35-plus years on the Alpine Board of Examiners (BOE), this season truly stands out. As you know, we made some major changes to our exam process, probably the most significant ever. We came out of training knowing the challenge we had ahead of us for skiing and teaching exams but working on a continuous basis to making sure our role as examiners/coaches met the members' needs. Doing so validated our firm commitment to our profession. Since our first event on the schedule after training, the emails, phone calls and texts were non-stop making sure all the glitches that might come up (and did) were addressed. Our leaders of the BOE monitored everything that had to do with the exams from prep clinics to exams. The group was always seeking feedback from BOE and members on how the new process was working and making the necessary adjustments without altering the exam guide outlines. Observing and participating in the open communication and collaboration with all BOE members striving together enhancing the end product for our members experience is exhilarating to say the least!

Although the season is over, we are already into our 3<sup>rd</sup> week of conference calls preparing material to enhance members' experiences in the future. I am thrilled that the inspiration from my peers does not stop!

Second, as a snowsports educator and enthusiast, I was impressed with the upbeat attitudes of our members despite weather, snow conditions, and lack of natural snow. At most events I attended, members made it seem as if we were in a normal winter atmosphere. It was great to experience the enjoyment of skiing and collaborating without letting the uncontrollable elements negatively affect exploring and learning from one another.

Third, I am sincerely enthused by the support

our members receive from our hosting areas throughout the season, especially weather-challenging seasons like this past one. Our hosting areas went *all out* for our members to help make the events a success. A few examples of the *many* personal experiences include:

- Massanutten Resort in Region 7 stayed open so we could conduct the Level II Teaching exam in an absolute all-day downpour with no paying customers on the hill.
- Blue Mountain Resort in Region 4 allowed us not only to conduct exams and educational events on the weekends, but also permitted lift-cutting privileges for level II exam candidates during a busy weekend.
- Camelback Resort in Region 4 went all out with snowmaking operations mid-March in a marginal snow year so event attendees could ski bumps."

From Region 4 Representative Steve Martin: "At Liberty Mountain Resort, two late season events displayed just how wonderful our organization and staff can be:

First, Peter Novom conducted an FS1 Certification Exam. What is unique about this FS1 is that the average age of the group was over 60 years old. Several folks were pushed to the edge of their comfort zone. Folks were joking that there was the potential for Medicare claims. Peter did a great job of engaging everyone and the entire group had an incredibly fun and bonding experience. Maybe we should all consider an event that pushes us to learn new and different things.

Second, we had a young J1 Visa student from Peru this year who had never snowboarded before in his life. Upon arriving at the resort Carlos took advantage of every in-house training opportunity that was available to him. He made great progress and picked up our craft very quickly. By the end of our season he wanted to join AASI and take his Level 1 Exam, however as a student he could not afford the costs. Two staff members here at the resort paid his expenses so that he could participate. There were a few complications with registration and when Carlos arrived the first day of the event he was not on the roster. The group was already quite large so it would have been easy for course conductor Todd Ainsworth to say sorry no room, but instead Todd went out of his way to help Carlos and make him feel welcome. Todd's support made this young man fall even more in love with our organization. He was successful in his exam and plans to return to America to teach again next season.

To sum it all up we are blessed to be acquainted with fellow members with positive, upbeat attitudes, to work with people who care about others and the product they deliver, and interact with industry partners who support our cause.

Have a great spring and early summer, stay safe."

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

“As I sit here working from home, missing the winter that ended before we were all ready, I’m incredibly thankful for the winter that it was. We had some amazing events this season with a big addition that was especially exciting for me with the new Snowboard Pro Jam.



The Eastern Division has also made some big headway in providing more value and support to our members with the new quarterly auto-pay option for dues, an over haul of our social media presence on Instagram and Facebook, and some big changes with our new Policy Governance structure at the leadership level. I could be sad for the days on snow that I missed (and I am), but my soul is so full from everything that DID happen this season.

One of the things that I’ve always loved about winter and snow sports is that in the end, it always keeps us humble. No matter how much we accomplish and achieve in a season, eventually the snow all melts and I have to go back to a world that doesn’t quite understand the passion that drives us. This season is no different in that regard, and now I’m given a little extra time to reflect on the season and plan for next. I’m so encouraged by the response I’ve seen from some of the brands in our industry that have started producing products to help in the response to this pandemic. I see so many great discussions in our Facebook groups, and some fantastic webinars and virtual social gatherings. We might have lost some time on snow, but we have gained strength as a community and I’m excited to see where that takes us.

This would be much harder to handle if I didn’t have such a great network of close friends that I have met through teaching snowboarding, and if I didn’t have so many great experiences to remember from my days on snow this year. There will be more snow adventures ahead, and more opportunities to learn and grow. In the meantime, I’ll look forward to the opportunities this off-season will give us to develop new ways to interact with each other and new opportunities for e-learning that will make me a better rider and instructor when we all get back on snow.”

**Dave Isaacs**

**Eastern At-Large Board Member,  
NextCore Action Group**

**AASI L2, FSI, Liberty Mountain Resort**

“Crazy, crazy, crazy ... historically, Easter weekend would be full of wrapping up another ski season – tuning and waxing skis; clearing out the snow sports school locker room; and wishing old friends a happy and healthy summer. As I sit here on April 11, our mountain has been closed for a month, and in a cruel irony of weather, we have seven inches of new snow. Meanwhile we haven’t travelled far away from our farm, even for groceries, let alone to skin up slopes still covered with a very skiable base.

As my farmer neighbor says (annually), “Oh well, next year will be better.” Not that this season was all that bad. Even with finicky weather, most western NY resorts enjoyed good sliding and made the best of it.

Debbie Goslin from Kissing Bridge (our resident optimist) reports: “Another great year of training and certification candidates at Kissing Bridge! Not bad for a small school in WNY!

- 2 Level II instructors passed the Teaching Exam
- 4 Instructors passed CS1
- 6 Instructors passed the Level I Alpine exam
- 1 Instructor passed the Level I Snowboard exam

A group of “KB Women” hosted Mermer Blakeslee for a 2-day in house event in early January. We had a great time skiing, shortening our poles and enjoying some great conversations during the “Apres” chalk talks. We skied probably the worst early conditions of the season and with Mermer’s help we all learned to ski the crud, be confident and add a whole new lesson plan to our bag of tricks!”

Another eternally optimistic team of Jane Eshbaugh and Allie Doro from Holiday Valley look forward to next season with the belief that

” I think everyone will be ready to get out and (cautiously) greet their friends and get back to as normal as possible. Holiday Valley ended our season on St. Patrick’s day and if you were lucky you could get a take-out corned beef and cabbage from a local restaurant. There was plenty of snow left and some have hiked since then, of course keeping the proper social distance. The season had been a very good one, especially the month of February and we were looking forward to a strong Canadian Break week in Mid March. All in all, the resort did well and the Snowsports School was successful this year” (26,000 lessons and many new PSIA members and certifications).”



Even though somewhat limited, HV had a fun Mardi Gras celebration, with our youngest guests reminding us why we do this:

On the Divisional focus, there continues to be much happening as the volunteer Board of Directors are working continuously to restructure the organization to be more relevant to our evolving industry and our members. We have an aggressive work program for 2020 ... checkout the Snow Pro and forthcoming email blasts and please give us feedback.”

**Dick Fox**

**Region 5 Director**

“When Michael asked us to highlight our season, it was actually easy. I simply connected with others in the region and asked, “Who was special?” When we focus on the PSIA-AASI Eastern family, there are so many instances of instructors going above and beyond to enhance our customers or peer experience. To recognize all the accolades and “rewards” that were shared or witnessed would recreate the Civil War book report that we tried to avoid in fifth grade. However, I’ll try:

From Hunt Hollow, Mickey Sullivan was given a shout-out by so many of the staff it was hard to keep track. Most of us know Mickey as an Alpine Examiner and clinician of the highest standards and someone who is constantly willing to share his experience and enthusiasm. In addition to teaching lessons, he routinely volunteers his time to train and develop both new and experienced staff members. This effort reflects so positively on him and our organization that it’s easy to recognize and thank him!

This season under Mickey’s leadership, Hunt Hollow had 5 Level I Alpine certs during an in-house clinic, a new Level II Alpine cert (Amy Harter), and a new Alpine Level III (Bruce Capron). Additionally, one of veteran members on staff, Alpine Level II and staff trainer Todd Kimball, branched out to secure his Level I Snowboard certification as well. Hunt Hollow is a private ski/snowboard club with a loyal and dedicated membership. They experience the immense value of Mickey’s involvement and the professionalism of their instructors. Thanks, Mickey!

From Greek Peak, special recognition was given to Ellen Garrett Beck. Ellen is also an Alpine Examiner and has been a fixture at Greek Peak for number of years. On any given weekend, Ellen is volunteering her time to work and train with staff members at all levels. She starts early and might be seen coaching a 1st year instructor, a Level II candidate, and/or a Level III working on skill enhancements. Additionally, during the week, Ellen makes herself (along with her husband, Russ, also an unbelievably talented instructor/clinician) available during evenings to provide more opportunities for any staff to work on their skiing and teaching. This year, Ellen conducted an in-house Level I Exam that added 8 new Level I certs to PSIA. Thank you, Ellen!

Also from Greek Peak, there was another shout-out to an Alpine Level III, Tom Lott, who has been instructing “forever.” Tom ‘doubles-up’ between Greek Peak and Toggenburg and has a dedicated following at both areas. He’s been a huge promoter of senior clinics for a number of years and his clients praise him to the hilt. Thanks, Tom.

From Swain, we heard directly from a veteran of many seasons, Stephanie Ingliss. Stephanie is a Level I and Children’s Specialist who is completely dedicated to the task of bringing the joys of skiing to the youngest skiers at Swain. She too has a dedicated following and has brought the thrill of skiing to entire families. Earlier in the season, I received a note from Stephanie where she hinted even after the slow start, this might be one of the best seasons that she’s had in years. Great job, Stephanie!

And from my home area of Bristol Mountain, I witnessed such dedication from our staff it’s hard not to recognize everyone. But, I would like to highlight a few:

Karl Butler (Alpine, Level III & Racing Specialist): Karl is usually the first one on the hill every day. We’ll see Karl with a 4 year-old never-ever and then with a 60-plus year-old recovering from surgery. Or, we’ll see him with a Level I prepping for Level II, or setting up for an adult league race, a high school race, or helping with a freestyle course. Karl is one of those indispensable individuals that every area needs, and is the standard for excellence as an instructor.

Jody Bliss (Alpine, Level II): By his peers, Jody has been constantly recognized as the consummate teaching professional. Jody can be seen working within a group of instructors as they engage with each other by reviewing drills, tactics, and knowledge. Through this sharing they collaborate to improve on each other’s level of experience while enhancing their skiing, teaching, and communications skills. Additionally, this year during a season long adult clinic, Jody went the extra mile for his students providing them with a weekly written review/critique of their lesson and provided them with the overview of the next lesson’s objectives. That is an example of a special teacher!

Emily Farrar and Dan Blasiak (both Alpine, Level I’s, Racing Specialists): Emily and Dan became Level I certified at the end of last season. Little did they know it meant they might have to do everything! Both are full time, and spend their day either on one of daily race courses we have available for training or racing, maybe teaching a group of new skiers, helping to fix something that’s broken, carrying something that needs to be moved, setting net, pulling net, and always, being professional, positive, and supportive to any request.

Lastly, from a personal experience, I was able to ‘shadow’ a Senior Clinic at Holiday Valley this year that was conducted by Eastern Dev Team member Vic Antonelli. It was fantastic. We ranged in age from 69 to whatever. In my experience, I have

seldom had such a rewarding time within a clinic. The experiences shared combined with the thirst to improve in every aspect of our role (movement analysis, teaching, and personal skiing) was an incomparable recognition of the best of our best. The group was inspirational. Thank you, Vic, John, Joe, Steve, Lloyd, Patty, Dorie, Fred, and Tony!

This season was definitely more about the quality of the time we had available to us rather than the quantity. It was full of reward even if it wasn’t full in days on the hill. As for my hopes for renewal in the season to come and beyond – it rests comfortably in the confidence I have in the many dedicated teaching pros mentioned above. Thanks, everyone, for your efforts.”

#### **Joe Hazard** **Region 5 Representative**

“I would like to extend so many positive thoughts to those members who trained all season to ‘up’ their certification levels and also the many who prepared for Level 1 and then weren’t able to take the exam. Be assured that all of the hard work that went into that prep will not go to waste; in fact, it will make those candidates better skiers and instructors next season.

Taras Ferencevych of Plattekill Ski Area reports that six wonderful young people went through the PSIA Junior Instructor Program. Snowsports School Director, Roman Hrab, asked that Taras take the lead - and Taras did just that and had a blast doing it. There was a bit of a learning curve that occurred since it was the first time they tried to implement the program (PSIA website, kids busy schedules, weather, family responsibilities, need for instructors, etc.). However, they were able to get everyone through and the feedback from the students and parents was positive. As a former full-time teacher, Taras reports that it was great to have a cohort of young folks to work with throughout the season, and he really looks forward to seeing them progress as instructors.

Roman Hrab, Plattekill Snowsports Director, reports that Taras did a fantastic job working with their junior instructors. Everyone is so grateful to have new instructors waiting in the wings! In other news, we enjoyed having Leigh Pierini come and clinic with our instructors for a day; one of the perks of being a member school is getting a day of training with an Ed Staff member. We also had Candace Charles working with our 8 Alpine Level 1 candidates; unfortunately the exam we were to host on March 21 was cancelled due to the Coronavirus, but we are planning to reschedule the exam early next season.

Lastly, we had a new junior race program start up this season that was a big hit at Plattekill. Bill Pammer and Mike Mandel are the co-directors and they had a blast working with a new crop of race kids. It was great to see kids in our upper level ski school lessons graduate to both our alpine development program and junior race program.

Katie Gianini of Hunter Mountain, reports the following success stories:

**AASI – Level 1:** Jake Bonios, Jen McAward, Vinnie Mazzeo, Matt VanVoorhis, Michael Flanagan, Adam Soranno

**PSIA – Level 1:** Luke Doris, Chuck Spear, Russell Tendler

**PSIA – Level 2:** Simeon Bayles, Jessica Anthony, Alison Hyer, Jan Galica (Teach), Alex Hlivka (Ski)

**PSIA – Level 3:** Peter Collins

At Windham Mountain Resort, Windham has opted to bundle an unlimited Windham Mountain season pass with an Ikon Base Pass. This combination is available for sale now and is called the *Windham Ultra Pass*. Full details and descriptions of this pass are available online at [www.windham-mountain.com](http://www.windham-mountain.com). In addition to unlimited skiing and riding at Windham, this bundle includes up to 5 days at each of nearly 40 other resorts - subject to certain blackouts and restrictions. Interested folks are encouraged to visit [www.ikonpass.com](http://www.ikonpass.com) for details as to how an Ikon Base Pass works as the Ikon Pass was simply bundled with Windham’s own pass to create this new option. This new pass option gives Windham pass holders the best of both worlds - it’s the only way to have both unlimited, unrestricted skiing at Windham for the entire 20/21 season while also giving our pass holders access to an impressive list of other regional, national, and international destinations.

Most importantly, at Windham, Dan Hogan, Snowsports School Director, shares the remarkable success of the *GogglesforDocs* drive. Early on, Dan took the initiative to pull resources together and worked with the marketing team to get the word out. Thousands of used and leftover goggles have been donated and will go to hospitals to help doctors, nurses, first responders, and other medical professionals that lack appropriate PPE during this crisis. See Dan’s article in this issue of the *SnowPro*.”

#### **Joan Heaton** **Region 6 Director**

“What a long strange trip it’s been!” With that line, the Grateful Dead summed up the 2019-2020 season for Region 7 and PSIA as a whole. All though Region’s 7 winter was short, topsy turvy and up and down as far as weather changes and snow conditions. That said, there were still a lot of happy clients enjoying our resorts and learning to ski or ride!

For this update I want to keep things positive and focus on the best feelings and most rewarding experience that I had this season. I tried to hold a couple of regional meetings earlier this year but due to attendance, snow conditions and timing, Walter and I had been unsuccessful in getting one together. On a last minute review of events in Region 7, I picked up on the fact that on March 2-3 there was a CS1, Alpine Level I and an Alpine Workshop at Ski Beech so I called Melissa Skinner at the office and she told me that there were 28 participants in those events. Im-

mediately I called Shane Bryant, Snowsports School Director and asked for permission and space to hold a meeting and he enthusiastically agreed.

Now this was only a week before the event so the Eastern Division office quickly sent an email blast to all participants in the events and all Region 7 members with notification of the meeting – Monday evening, March 2 at 4:30 p.m. Not sure of how many members would attend, I committed and made my first trip to Ski Beech arriving on Monday the 2<sup>nd</sup> after a weekend 10 inches of new snow! After a warm greeting from Shane and Will, the F&B Director (who graciously allowed me to bring my own food and beverage in for the meeting) I was able to boot up and join the groups on the hill for some fun and learning. This gave me the opportunity to ski with Chip Cox's Level 1 candidates and G.H. Salazar's Workshop group and also with the infamous Witold Kosmala, Jim Hanson and Shane (on skis!). Great chairlift conversation's, feedback for me, learning and teaching going on perhaps the best snow that I had skied all year!

The meeting started at about 4:45 with the meet/greet and F/B for all (I do make a pretty good chili as Shane's younger set of instructors will attest to!) and lasted to about 7:00 pm. Thirty-five members of all disciplines (including NSP), and ages from West Virginia, Tennessee, Virginia and North Carolina resorts came and many just for the meeting! We talked the about the new scholarships, educational events and exams changes, how the board is changing its governance and role, the normal stuff and then opened it up to what Region 7 needs and wants including a number of excellent ideas and thoughts -- ranging from how the younger set views exams, why certain events can and cannot be held and creating new events for Region 7. For example, a southern version of the ProJam (which has been floated out there and is being discussed already)!

While the meeting topics and conversation were GREAT and informative to both me and attending members, it was not what created the feel good and encouraging experience that that I mentioned near the beginning of this report. The passion, enthusiasm, willingness to explore, learn and help for Region 7 and Eastern Division from each and every member that I encountered made me excited and encouraged.

I have attended and help conduct many regional meetings over the years and the energy in that day surpassed any and all that I have attended! Tim Shannon, Ace Team Educator from Mt. Snow who was conducting the CS1 at Ski Beech, said during the meeting "This is the most passion and enthusiasm that I have ever seen at a regional meeting - you all are great!" It really made me proud and thankful of all the members support and ideas for teaching, education and learning in region 7. Thank you!

Quick notes here:

Timberline has posted on its Facebook page

that they are installing 2 new high speed lifts – a Six pack and Quad. Would love to have them up and running in the region – fingers crossed!

Region 7 did exceptional well in all exams and certifications held south of the Mason Dixon Line!

**Alpine, Snowboard and Adaptive Level 1 Exams**  
9 exams – 72 candidates – 100% pass!

#### **CS1 certification**

3 certifications – 19 candidates – 100% pass!

#### **Alpine Level II Exam**

Skiing – 14 full candidates 50% pass!

7 retake candidates - 57% pass! Teaching

25 full candidates – 88% pass!

5 retakes – 80 pass!

#### **ASSI Level II Exam**

14 candidates – 78.57% pass!

1 retake - 100% pass!

As a division we are facing new and uncharted territory this year as we try to unravel the foreseeable future. As an organization we are headed into some thick storm clouds on the horizon. The division operations and professional staff are working very hard to try and guide this voyage into the 2020-2021 season with plans A through Z but the same uncertainty that we all face at the moment can really disrupt any planning when there are so many unknown variables. There will be obstacles but together we can overcome. Keep the faith!"

**Ty Johnson**

**Region 7 Director**

"Region 7 members have an unprecedented opportunity for growth this summer and into the new season, barring unforeseen and unexpected events! Thanks to the stay-at-home orders from our states we have a little more time to focus on out of season skiing. The premature closing of PSIA-E Events and our region's resorts due to the coronavirus certainly brought the season to a grindingly quick halt for most of us. I personally made the regrettable error of starting the season with the least pre-season physical conditioning in many years. That made for a rough start, losing a month of terrific skiing and instead having a month of so-so skiing. Rest assured I will not make that particular mistake again. I urge all of us to be prepared not only for the upcoming season, but for any health challenges we may be challenged by in the meantime. One of the prevalent thoughts by Doctors on current research is that those who are physically fit and have aerobic sustainability will be better prepared should they have contact with the virus. So.....stay aerobic and physically fit!

I intend to prepare at other levels as well. I will be taking online courses, reviewing videos, keeping in contact with fellow instructors, and generally reviewing goals for the upcoming season. Goals do require some evaluation of the previous year and I have already taken stock, evaluated my performance and noted the focus for areas of improve-

ment. Through the years this has been a helpful endeavor with each upcoming ski season.

Here are some of my personal goals – become better at ski analysis, become more proficient in my prescriptive ability to assist students and to change on the fly when the first endeavor fails to bring fruition to the desires of my students. I need to be as versatile as possible for them. Knowledge is the key to success. The Matrix, Online Courses from Eastern and other Divisions, past articles from Eastern and other Divisions' publications, U-tube, Exam Videos and *32 Degrees* provide the ability to broaden my knowledge specifically and laterally. What are your tactics to be ready?

Another aspect of a less than stellar 2019-20 season for me was how few other mountains of Region 7 I was able to visit and ski. Versatility in terrain is a key ingredient for success in skiing; I try and ski as many different mountains within the region each year as possible. Hooray there is a welcome surprise coming in 20-21 for which to look forward: A favorite for most of us in Region 7 is Timberline Ski Area in Canaan Valley, WV. With new ownership by Indiana based Perfect North Slopes, Timberline will be set to open this coming season. Perfect North Slopes are installing a new Doppelmayr six-passenger high-speed chair lift, new snowmaking capabilities, new food services facilities all while maintaining the warm atmosphere of its base lodge. Work has begun and will continue apace to season opening. I will be there for sure this coming 2020-21 season! And I will visit others as well, particularly in N.C.

Because I am a part time instructor I've always skied in my mind as well as on the slopes. Do not underestimate mind skiing! What you imagine yourself capable of, what you visualize your muscles doing when you ski, and how you can train yourself to be a better situational skier in-your-mind has the potential to be a concrete learning event. Remember how all of our clinicians are fond of letting us know that perfect practice repetition is a key to on mountain success? Mind skiing is your chance to excel and repeat at excelling.

On the whole Eastern front new challenges and opportunities await Eastern PSIA-AASI members. It's not yet clear how it will all pan out, but our Eastern Staff is hard at work reinventing the size of events and the potential of events to keep participants safe while driving a better learning experience. Resorts are hard at work reinventing their business models and operating procedures, all of which will serve our members for the better.

I encourage all of us to embrace the opportunities of change – for changes they are a coming, and they are here just like winter is coming and a new ski season with it."

**Walter Jaeger**

**Region 7 Representative  
Alpine Level III instructor  
and Resort Trainer <<**

## In Memoriam

### Judith Melzer Chamberlain Bush

Judith Melzer Chamberlain Bush, age 84, a retired long-time instructor from Peek 'n Peak in Clymer, New York was sadly stolen from us on April 17, 2020 from the COVID-19 virus.

Judy was so full of adventure, loved to play cards & quick to laugh. She will be remembered as a strong & compassionate woman, eager to jump in & help anyone with any project.

Judy was born & raised in Erie, Pa., the daughter of John & Luella Melzer, sister to Theodor Melzer.

She and her husband John Chamberlain owned and operated several successful Day Care Centers in Ohio for 40 years; they also owned Sunny Side Restaurant in Findley Lake, NY, where people lined up for her Amazing Homemade Ice Cream.

Judy was instrumental in helping her daughters Judyann (Klco.) and Jackie (Wayda), also instructors, develop the Peek 'n Kids program back in the 1980's. A lot of us remember how infiltrated the ski schools were with kids before we had separate appropriate places to teach and care for their specialized needs! Judy's family has many memorable stories from the "early days" of kids Ski programs, as many of you have. Take a moment for Judy to reflect back with a smile or tell a story about your experience with the "early kids program days."

Judy attended many PSIA Children's Symposia at Mount Snow in Vermont and brought back many great ideas to her co instructors. Judy always loved adventure and was active until her hospitalization. Last year, she was snow shoeing in Park City, Utah, and went to a book club in the mountains near Park City by snowmobile in January 2019! Judy's zest for life, quick laugh and passion for helping will be remembered and missed by all. She loved the outdoors. Later in life, she helped raise and train Black Labrador Retrievers. Her last time skiing was in Park City, Utah.

Sadly, her youngest daughter Julie lost her battle with Cancer in January, 2019. Judy is survived by daughters Judyann Klco (David), Janice Mercurio, Jackie Wayda (Ron), grandchildren, Stephanie, Chris (Sandra) Todd, & Nick Wayda, Jackie Mercurio (Josh Skyler) & Jamie Mercurio; great-grandchildren, Logan, Nolan, Malorie, Raegen, Miles & Xaven.

Judy was well loved and had a lot more life to live; she will be terribly missed by everyone whose lives she touched.

### Note from Karen Haringa, former Director, Peek'n Kids program, Peek'n Peak, NY:

Judy and her daughters started Peek'n Kids, the children's snowsports school at Peek'n Peak. She was a fixture in that program for many years and beautifully combined her experience running day care centers with her knowledge of ski instruction. She raised a whole family of instructors. You could always count on her to jump in wherever her help was needed and she was one of those people who could tell in an instant what each child needed and how we could best help. She was quick to laugh and always handled even the busiest days in a children's program with apparent ease. Although I am deeply saddened by her loss, I am profoundly grateful to have had the opportunity to work with her. ☺



### Natalie Rines Terry

WATERVILLE - (Excerpted from the *Daily Bulldog* newspaper of Franklin County, ME). Natalie Rines Terry died of natural causes on April 22, 2020 at the age of 96.

A natural athlete, Natalie competed in varied sports during her youth, including figure skating, diving, and golf. She was one of the original skiers of Sugarloaf, skinning up with Amos Winter and others in the early 1950's and skiing down the only trail on the mountain at that time, now known as Old Winter's Way.

She was passionate about the sport, having an illustrious career teaching skiing with the Sugarloaf Ski School that spanned 50 years.

She was a Level III Certified instructor with the Professional Ski Instructors of America, received an award from them for Life Membership of Outstanding Service to the Education of Snowsports, and had been recognized by Ski Magazine as one of the top 100 ski instructors in America. She was inducted into the Maine Ski Hall of Fame in October of 2012. An award is given each year in Natalie's name for the most requested instructor at Sugarloaf, though during her career it was given to the second most requested since she claimed the top spot for many years.

A few springs ago the Birches trail was renamed "Natalie's Birches". Her last year teaching was the season of 2018-2019 at the age of 95. The Sugarloaf community was central to her life and the Carrabassett Valley brought her much joy, from the small cabin the family rented in Bigelow Village in the 1960s to her condominium overlooking the Bigelow Range where she lived every winter for over 40 years.

For those who would like to make a donation in Natalie's name, please consider the King's Kids Fund through the Sugarloaf Ski Club or a charity of your choice that suits your passion. Donations may be sent to King's Kids, Sugarloaf Ski Club, 9008 Main St., Carrabassett Valley, ME 04947 or online -<https://www.sugarloafskiclub.org/king-s-kids>.

### Note from Tom Butler, Director of Skier Services, Sugarloaf, ME:

"Whether you were a first-year teacher or a veteran, Natalie was always there. In fact, none of us knew a Sugarloaf without her. Sugarloaf *itself* doesn't actually know what it's like to not have Natalie sliding around on her slopes since she was one of the earliest to ski it with the founders of the mountain before there were lifts. She will always be a part of this mountain." ☺



## we got next! NextCore News

NextCore is a dedicated group of young members age 16-39 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.

### A Season Like No Other

By Stephanie Zimmers

Alpine Level II, CS2

Waterville Valley, NY and Pats Peak, NH

A season is rarely ever "normal." Each one has its own defining feature. Typically, those are things like unseasonably warm weather, an arctic blast of freezing cold temperatures, the unspeakable rain event, a pummeling storm or a lack of precipitation altogether. This year, the defining feature was a pandemic that is still wreaking havoc on many countries and communities across the world. It seemed unfair to miss out on those beautiful, crisp mornings that would morph into warm afternoons with perfect spring conditions, but it was better than the alternative.

Looking back on this season, I'm sure many of us are experiencing the same flood of emotions. We didn't have time to process anything. Usually there's a silent force preparing you for the end of lift-served operations. You push it out of your head because you're not ready for warm weather or to part ways with your winter family just yet. This year, COVID-19 ripped the Band-Aid off before we had time to think about it. Many of us couldn't attend the events, exams or tryouts that we prepared for. There were and maybe still are a few chances to hike for some turns safely, but it's not the same. As we reflect on the season and the students we taught, I think we all shared some of these common experiences:

- The best lesson ever
- The most challenging lesson ever
- Epic powder days
- Pristine bluebird days
- Race days
- Days you felt dialed-in and things from training were clicking
- Days you weren't feeling it at all
- The day you left your coffee/lunch/snack in the car or at home
- The lesson that seemed like it would be a disaster, but turned into a huge success
- The lesson you thought would be great, but ended up being the lesson from you-know-where
- The barely-had-time-to-eat day
- The almost-missed-line-up day
- The keep-forgetting-stuff-from-your-locker day
- Early-morning or late-day training days
- Live music at après days
- Days you laughed so hard at something that happened on the slopes or in the locker room



NextCore members Matt Lyerly, Emily Absalom and Stephanie Zimmers attending the National Board Meeting at Sugarbush, VT in February.

Even though we may not have ended up where we wanted to be by the end of the season, we were all exactly where we needed to be. All season long we were together teaching snowsports and sharing moments with our students and peers. We helped spread the love of our sport, even if the season ended several weeks before any of us wanted it to. Now, we have this time to find balance, study, train and prepare so we can come back ready to get after our goals and handle whatever Mother Nature throws at us next season! It's never too early to start training for next season. ☺☺

### A Thousand Fibers

By Katherine MacLauchlan

NextCore Advisor

Region 2 Representative

We cannot live only for ourselves. A thousand fibers connect us with our fellow men." – Herman Melville

In this era of social distancing and staying at home, it can be tough to imagine our life back on the snow with our classes this winter. I know I had a period of dismay imagining how tough it would be to connect with students and fellow instructors from six feet away, if that's even allowed. On a personal note, I've been home since this all started anyway with a newborn, and not seeing family or friends during this time is especially difficult.

But there's a silver lining.

This time is pushing us to connect in new and exciting ways. We're seeing increased usage of our social media channels, and different groups getting together or planning on it over video calls. We have people reading manuals in their flip flops and donating used goggles to Goggles for Docs. We have a community of people reaching out to each other and offering support, mentorship and laughs.



Henry MacLauchlan

The Nextcore group focused from the beginning on improving our sense of community- building relationships and resources across many different channels. So much so, it became one of our organizational ends- end 1.3 to be precise. We believe this is important for our organization's growth and well-being and it's being put to the test now. We're going to come away from this time alone much stronger. Either with the quarantine 15, or so strong and flexible our friends don't recognize us, but we're going to reflect back on this time as a shining example of when our community came together (from apart) to make the best of an unprecedented situation. I've never been prouder of our organization and I look forward to seeing how much we grow.

-Katherine and Henry on behalf of the Nextcore crew ☺☺

### Reward and Renewal

As a member of the NextCore team, getting to meet, ride with, and share our views with CEO Nick Herrin was easily a 'top-5' moment in my snow sports career. It's such an honor to be a part of the NextCore Team and to represent PSIA-AASI.

My dream for next year would be to host a NextCore event and network with other snow sports enthusiasts in my age demographic. I hope we can continue to share ideas and continue to have one voice with PSIA-AASI. Oh yeah, a powder day would also be good!

Matt Lyerly, NextCore ☺☺

## adaptive airtime

### Creating a Culture of Inclusion

By Kayla Lee, Director, Adaptive Outdoor Education Center and Terrie Hoops, Alpine and Adaptive Level III, USSA 300 Head Coach Horizons Race Team Sugarloaf, ME

**C**reating a culture of inclusion is one of the goals of many adaptive programs. But how to create it can be a significant challenge. The concept behind an inclusive program is to create social equity by ensuring opportunities for all abilities are available.

Building a culture of inclusion starts by looking at Connection & Community.

Connection is peer support, learning from peers, and creating the space to foster social relationships. A sense of belonging with other athletes can result in the building of self-esteem.

Community is creating activities that families and friends, even among those with varying abilities, can do together. Such an activity is skiing. Through skiing, the gap between adaptive and non-adaptive communities is bridged, with no barriers or division of people based on abilities. Imagine taking that a step further into the world of ski racing and promoting inclusivity among this long-standing sport.

What does it look like to be a Race Team athlete in an inclusive culture?

Athletes arrive for a day of race training. As with any student, needs are assessed, and a plan is developed based on the skier's physical and social needs and desire for learning. We meet them where they

are. Having a common focus such as ski racing sets the curriculum for the program; tactics, technique and fun! Having a focus like learning to race and participating in a ski race creates a sense of "team" that the student might not have otherwise had an opportunity to participate in their community or school environment. They are now part of a team! Racers are accountable for practices and working with their teammates, resulting in the creation of social skills and increased peer interactions. Racers learn from and with each other. Lessons include treating others with respect on and off the snow. Responsibility and communication skills are developed as racers work with coaches, volunteers and teammates. Accountability of being at practice and supporting the overarching goals of the team teach empathy and compassion in our athletes. Everyone cannot win. It is the process rather than the outcome that matters on the team.

Could a race program or any structured program assist in helping our adaptive athletes make connections and be part of an inclusive community? We think so.

Located in the High Peaks region of Western Maine, the Adaptive Outdoor Education Center is lucky to call Sugarloaf its home mountain and backyard playground. Our Horizons Ski program partners with Sugarloaf Ski School to combine professional ski instructors with adaptive expertise to create an inclusive program for children with autism and varying developmental abilities. «

### Get Out of the Usual Rut

By Kathy Chandler  
Adaptive Advisor  
PSIA-E Adaptive Examiner

**I** had the pleasure of doing a few trips outside of New England this year. Every time I do that and go into an area that I don't know well; I am so encouraged by what I find. We all get caught up in

doing events that are close to home, which saves us on time and money. We know many of the players. It is good to get out of your comfort zone every once in a while, and see what is happening in other parts of our region and/or the country. It is refreshing and I'm always learning new things and new ways of doing the same thing.

The COVID-19 virus has forced me to slow down, not because I am ill, but because I cannot run around from training at the gym, to tennis practice and matches, to apple farming (which I do when I am not skiing) and the result has not been so bad in many ways. It has allowed me to reflect and take the time to move forward and get out of my rut. Learning about how other programs operate is exhilarating for me. On one of my southern trips, I did an event at Wintergreen Resort in Virginia where I always meet passionate people who are dedicated to the population we teach and always hungry to learn more. Then I drove to Ski Beech in North Carolina. Yes, all my cronies in New Hampshire thought I was crazy. "They have snow in North Carolina?" Yes, they do, and the drive was spectacular. I'd love to do it in the summer, or better yet on a bike. They have rain too, so I got my fill of that while I was there. There I did a level I exam with candidates all from a local college. It was such fun to be working with that age group and their interest in learning more was wonderful; it's where they are in their life path. This was a part of their college curriculum and what a great resource for the adaptive program there. I came home a little soggy but buoyed by their enthusiasm and interest.

At the very beginning of March, as the COVID virus was digging in its heels, I went to Seattle, where the virus started in the US. Again, my cronies thought I was crazy. I was there to do a Level III Adaptive Exam for PSIA, as they did not have any people to do that. The candidates were already Level III Alpine but did not have the Adaptive Certification at Level III. I had only two candidates and ran them through a myriad of Level III standards for all six of the adaptive disciplines. Outdoors for all, an adaptive program there at Steven Pass loaned us equipment and we skied it all. It was a whirlwind experience for us and we were exhausted, but they did a great job and have obviously had so much experience. I was proud to put a pin on them both and to know that they will continue to build the adaptive certification path for others. They are totally aligned with Alpine and are required to have their Alpine before going for Adaptive certification. I also learned a lot from them about how they do things in the Northwest Division. They will now be able to bring others along and start running Level II and eventually Level III Adaptive Exams. What a great thing to be a part of. Thank You PSIA Northwest.

Even as someone who has been in this business for over 40 years, the experience of learning new things in new places is invigorating. I encourage you to try it. «

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## If You Build It, They Will Come

By Jimmer Hayes  
Double H Ranch Snow  
Sports Director  
PSIA-E Adaptive Examiner  
Gore Mt. Trainer and  
Snow Sports Instructor

As I like to say, “although Double H Ranch is small, we are doing big things!” This winter, in addition to using brushes we started using fire hoses, built a mini half pipe and bumps to help facilitate our students’ learning. These features make our two trails (each approximately two tenths of a mile), which climb one hundred and three vertical feet into the Adirondack sky, feel bigger!



Brushes and fire hoses help to facilitate learning

Much to my surprise, our first “customer” for the “Double H Bumps” was a four-tracker! It was awesome to watch both stand-up and sit skiers utilize the bumps, and in the process learn about proper body positioning. The rest of that weekend, as I observed Sophia smiling and laughing while leading her Father (also a four-tracker) over the bumps, I was reminded how the mountains and the sport we are passionate about are full of surprises.



Sophia tries out our new bumps

This summer take some time to think about how your mountain could incorporate these (or other) inexpensive features to its learning terrain, and this winter, you too could be surprised by your students <<!

## Let’s Look Forward

By Kathy Chandler  
Eastern Adaptive Advisor  
PSIA-E Adaptive Examiner

So, yes 2019-20 came to a screeching halt way too early in March. Our adaptive sector was about to do our first Super Exam for Levels II and III and excited to make this happen for those in the certification pipeline. In our usual way of adapting to the barriers that get in our way, like the cancellation of this Super Exam, we are looking forward and thinking about how we can do more to keep our adaptive members motivated, inspired and engaged. We already have some plans for the future. The good news is that we certified 74 People at Level I Adaptive and will work to keep them all engaged and continuing their education and moving forward in their Certification/Accreditation. We will move onward and are planning for the next Super Exam and other opportunities for 2020-21.

We would like to encourage anyone who is thinking of starting the Level II certification track to attend the Pro Jam early next season and do the Level II Skiing College. It is a five-day commitment, but what an incredible early season surge of education and exam prep this will be, leading into the Level II exam on the last day. The Professional Knowledge on-line exam will need to be done prior to the skiing exam. There isn’t a better way to get prepared for the season, get your “skiing legs” back and do the Level II exam. Next year we will eliminate the Adaptive Skiing Fundamentals Accreditation day to totally align with Alpine at Level II and III which is the National trend going forward. All members will need to pass the Alpine Professional Knowledge on-line exam and the one-day on-snow Skiing exam for Level II or III.

Our Super Exam for Level II will include, for anyone who wants it, two days of training prior to the three days of exams. Each exam day will be two modules, mono-ski & bi-ski, three track & four track or visual impairments & cognitive disabilities. Anyone who is already in the certification track and only needs one or two of the exam days can take just the days that are needed. All exams that are passed are banked for as long as the member maintains their continuous active membership. For those interested in the Accreditation route, we will continue to have the one-day exams for Level II and III.

We are pursuing the creation of some webinars or podcasts that members can get online to continue or update their education and knowledge on aspects of adaptive teaching and skiing. I am hopeful that we will have some of these available for next season and continue to build the library for our membership. We all get frustrated when we cancel events because we don’t have the participant numbers. This would allow for anyone to get information as their time allows which would keep them engaged.

The Adaptive group may be small but we are mighty and will continue to grow and support our members. We will not let a few cancellations slow us down. We will continue to do Consult Days for education and Level I exams, so contact the office if you are interested. We will come to you and we are here to help you, so let us know how we can best do that. <<

## Reward and Renewal

By Mary Ellen Whitney  
CEO & Founder,  
STRIDE Adaptive Sports  
PSIA-E Adaptive Education Staff

### #1 REWARD!

Through an education /training grant offered by DSUSA, STRIDE was awarded funding for 10 candidates to participate in a Level I Adaptive exam at Jiminy Peak in Hancock, MA in February with all expenses paid! But more than 10 were interested, so we stretched the dollar and hosted 16 candidates, who all passed! Congrats and thank you DSUSA!



### #2 RENEWAL!

Sean Manchuck (R) has been skiing as an adaptive athlete with STRIDE Adaptive Sports program at Jiminy Peak in Hancock MA since he was just 5 years old. The 2019-20 season brought renewed interest for him as he stepped to the plate to become an adaptive volunteer instructor. Sean excelled as a teacher for children and as a blind guide, an unexpected outcome! We look forward to his growth as an educator and joining the PSIA family for certification in his future!



Sean teaching a Mono-ski lesson to Wounded Warrior Don Tallman <<

## AASI Update Spring 2020

### Reflection on the Rewards of the Season

By Brian Donovan

AASI Advisor, AASI-E Examiner and Eastern Team Member

If you asked me 6 months ago, if there could be anything that could bring snowboard season to a screeching halt and make it so that resorts were melting away all of their snow with no one around to enjoy it, I would have laughed it off as impossible. Fast forward and here we are...in bizarre times, facing unprecedented challenges, and questioning how it happened so quickly. But I'm choosing to not focus on what I can't control. And instead, I am looking back at the past few months, and I am filled with so much excitement for being a part of our PSIA-AASI community, who we are, what motivates/drives/excites us, and how our passion for snowboarding will outlast these challenging



Beech Mountain, NC PSIA-AASI members after Adaptive Alpine Level 1, AASI Level 1, and AASI Riding Concepts

times. When I look back at this winter, I think of how lucky I am to be around such passionate and talented individuals every single day, and here are just a few of the examples from this past season that boldly remind me of this:

1. I got the opportunity to snowboard in North Carolina for the first time in my life! And holy smokes did I have a great time! I went down to work an AASI event at Beech Mountain, NC, and I was blown away by the mountain (tallest mountain east of the Rockies), the people (some of the most passionate and talented Pros I've ever been lucky enough to hang with), and the raw hunger for snowboard events in the South! The AASI culture brewing in the western part of North Carolina is alive and strong. And we're coming back! I'm currently working through the logistics of bringing a handful of AASI Ed Staff down and doing a multi-event mega week of AASI events in North Carolina next season to satisfy the hunger for a variety of level 100-300 events! Details coming soon!



Beech Mountain, NC – AASI Riding Concepts group

2. Another stop on my winter travels took me out to western New York for an AASI event at Holiday Valley in Ellicottville, NY. One of my best lifelong friends teaches at Holiday Valley and he mentioned that the Holiday Valley instructors were having a night training session later that day, and I asked if I'd be allowed to hang out after I wrapped up with my group at the end of the day. What transpired was one of my favorite memories of this entire season! I forgot how much I love snowboarding at night under the lights. I got to hang out with a bunch of Pros (some familiar faces and some new friends) and hear and watch what they are working on to get better at teaching and riding. I get the opportunity to train and work with my crew at Mount Snow all of the time, but it was a fabulous reminder that there are crews of Pros scattered all over our Division doing the same exact thing: teaching snowboarding, enjoying hanging out and pushing

each other to progress, and enjoying the comradery and community that come along with what we do. I highly encourage you next season to reach out to the contacts you've met through this organization and visit them for a snowboard session. If you're training together, great! If you're just getting together to snowboard, even better! Get outside of your own circle more next winter and



experience what others are working on and riding at their mountains!  
Holiday Valley, NY – Group of instructors doing some training under the lights welcomed me to join!

3. Another adventure this winter for me that absolutely rocked, was attending and participating at the PSIA-AASI Fall Conference in Colorado. It's easy for me to become absorbed in the AASI East culture and forget that PSIA-AASI has over 30,000 members across the nation all doing what we do in different pockets of our industry. It excites and drives me to hear how members from other Divisions think and process snowboarding, and it challenges me to broaden what I know is possible on a snowboard. Next winter, I encourage you to connect with Pros from other Divisions and talk snowboarding. You might hear something a unique way that clicks with you, or you might help someone else process and understand something that you've already figured out. It's never been easier to connect and stay connected to people all over the world.



Broaden your AASI network and get after it!  
PSIA-AASI Fall Conference at Arapahoe Basin, CO

4. Which brings me to my last thought that I'm wicked excited about right now, and that is watching our community refuse to give up on winter, to staying connected, or to ease up on learning. Seeing the volume of AASI focused zoom meetings, virtual hang-outs, webinars, and tech talks is super inspiring. Seeing the AASI East Facebook group promote and facilitate a lot of these activities so that we can all stay connected and continue to learn from each other is what this is all about. A virtual snowboard focused webinar or digital happy hour might be exactly what you need right now. Give it a shot!

What is my point with all of this? I LOVE THIS ORGANIZATION AND THE PEOPLE IN IT! We are so lucky to be a part of something as special as we have. And although this season came to a screeching halt, I am inspired by how we're handling it, and I can't wait to see how strong we all come out on the other side of this and how great it will be to bring us all back together on-snow next season. I challenge you all to look back and find a moment, a turn, a powder slash, a new jib trick, a new friend, an amazing lesson, a new mountain, an event you attended...look back at this season and find the memories that drive you and excite you. Focus on how amazing you feel when thinking about those memories from this season, and channel that excitement towards our future and to many more moments like it! Thank you for being a snowboarder. Thank you for teaching. Thank you for being part of AASI EAST! <<

## kids, kids, kids

### All is Fair in Love and War

By Gary "Griz" Caudle  
PSIA-AASI ACE Team Member

It was a Thursday, March 12, 2020. Snow still covered most of the northeast and the skiing and riding was quite good for mid-March. Maureen Drummey and I had just completed two days at West Mountain in New York leading a Children's Specialist 1, and Tina Buckley and Tim Shannon had just completed a CS2 at Camelback, Pa. It was warm; spring conditions. Hero snow!



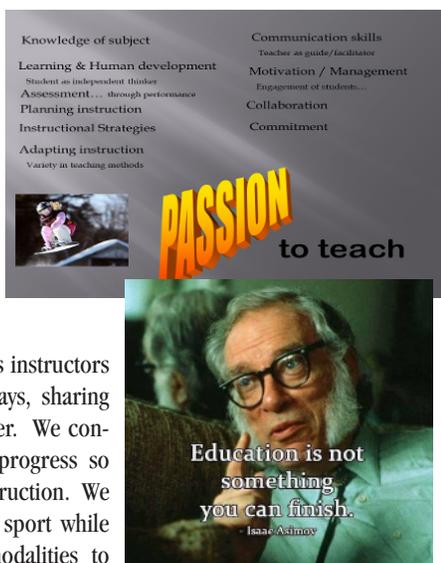
I was headed for Mt. Snow the next day to lead some in-house clinics. While discussing the clinic schedule on Saturday the 14<sup>th</sup>, word came from Vail Associates that all mountain activities were ending. Other ski areas soon followed. Our world, the ski industry world, had taken a new, although not unexpected turn and came to an abrupt halt.

The old proverb, "All is Fair in Love and War" (Euphues) may be a bit more relevant to many of us now. We most certainly love our sport, but this is a war against an enemy we can't see. We may not have wanted to stop, but for the sake of humanity it became necessary. Those who had just completed their CS1 and CS2 certifications were anxious to return to their home mountains and proudly display their new, well deserved, pins. I'm sure they will adorn their uniforms next season.

Which brings me to the substance of this writing...Our Love for teaching skiing and riding. What are some of the defining characteristics of these instructors who put themselves and their skills out there to be judged. What sets them apart?

Mark Aiken, an ACE team member, may have said it best: "...connections get forged at CS events... they are assessment and educational events. Groups must perform, yet they are also scored on their ability to collaborate, improve their teaching, and grow as instructors. It is in this setting that great connections and learning happen." As instructors we collaborate in collegial ways, sharing ideas, making each other better. We continually assess our student's progress so that we can plan for future instruction. We display a commitment to our sport while adapting our instructional modalities to meet the needs of each student.

With that in mind, remember *The Learning Connection Model* which provides a pathway to putting our students first through a comprehensive understanding of our technical, people, and teaching skills. We are a community. We work together in many ways to express the love for our sport. Keep moving forward and keep the lights on. We Shall Return. <<



ACE Team Coach Sue Kramer and "a friend."



Associate Director of Education Melissa Skinner steals a friend from Sue!

### Reward and Renewal Reputation is (almost) everything

By Tina Buckley, Children's Committee, Chair  
and ACE Team member

Early in the season I got assigned a private lesson with three male teenagers during our afternoon line-up. Since we had more than enough instructors at this particular day, I suggested to my supervisor to add one of our young first-year associates to the lesson to give them some experience in the private lesson setting while with an "oldie." The five of us went on the hill and the lesson went very well. We returned to the meeting area and the parents rewarded us with a tip. I took a few minutes to debrief the lesson with my associate instructor, we split the tip and then I went home. Later that evening I checked my phone to find a message from the associate's dad, who is also a seasoned instructor at our mountain. He thanked me for working with his son, but mentioned a text he received from his son right after the lesson was over. The next morning, he shared it with me: 'Dad, I had a private with Tina and I was scared as s... (yes, he used that word) and it really wasn't that bad. We got a tip at the end and she gave me half. I thought she was this scary German lady and she's proly one of the nicest.' I guess, this is how you get your nick-name.

Can I get a new name tag? 'Scary German Lady' <<

## xx-ploring

### Nordic Review and Spring Updates

By Mickey Stone

Nordic Coordinator & Examiner

The 2019-20 winter season started off on a good solid normal pre-season weather pattern. It was cold enough to make man-made snow and we had some natural snow through the early months - not a lot, but enough to keep it fresh. Sign ups for events were solid and the Snowsports School Management Seminar had a record number of participants as well as Pro Jam.

The National Conference out at Breckenridge in early November once again proved to be fun, we worked hard and there was some great early snow at Loveland and A Basin. The **Telemark** group agreed upon a new scorecard, tasks that every division would use and started the write ups for each of the scored activities in the proper template. So just about one season out to have all of it finished in the new standard for all divisions.

**Cross Country** also agreed on a common scorecard, tasks and began the rewrite of all the National X-C Standards from which the scored activities will be launched. This committee is very active meeting every month on a conference call due to the fact that there are so many different movements between classic and skating maneuvers. Unfortunately,

the skiing for XC was at 10,000 ft. at the top of A Basin. Nice way to start the year.

The **Nordic Discipline** had schedule 49 events with two In-House events this year and due to the state of the world, we finished with hosting 27 before the close down. Our Backcountry Accreditation and XC numbers were 65 participants (yearly average 70 or so), which was pretty good. All these events were finished by March 10, 2020 thus the reason for coming close to our yearly average participation. I have tried increasingly from year to year to schedule our X-C and Backcountry events to be done by mid-March at the latest, due to our warming winters and trying not to get washed out. Good thing, because we ended up in a situation that was something all together different.

On the Telemark side we did take a pretty big hit. Mostly, for the opposite reason from XC. Our biggest events and off-piste events happen from mid March until the second week in April. Our projected budgeted number of participants was to be 180 and we came up with 89 participants before the closure. That is 91 less than projected. But the cool thing is with the Tele Exam, Spring Fling, Spring Rally, Bumps at Bellayre, Level I at Mt Snow and Last Laps we would have had at least 70 more participants according to the sign ups and there were still weeks ahead to sign up for more. That would have put us at 160 participants - close to the projected 180.

So, if the year played out as it normally would, we would have been at our yearly average. The unfortunate part is a lot of folks missed out on great events, over 30 in our exams who had trained and prepared extensively. **In 2020-21 we**

**will be looking at doing a Telemark College for Level II the week of Pro Jam and also a Telemark Level II exam on Thursday and Friday of the Pro Jam week.** You will be able to sign up for both or just the exam so that should help some people from this year who are prepared and ready to go. **For the Level III, Development Team and the Divisional Clinic Leader exams,** we really need steeper terrain, bumps and off-piste areas that are sometimes not open, so those exams and tryouts will wait to the second or third week of March.

Finally, I would like to add that anything you prepared for will only make you that much better in the future and will give you even a higher base of performance and understanding to leap from at the start of the 2020-21 season. Since our times are different right now, I wanted to solicit some of my staff to share some thoughts on a number of different topics. They are for your enjoyment, motivation and to make even more of a personal connection with the Nordic Discipline and staff. It won't be like our Norwegian Party, but the insight you will gain into these individuals can only help spark what you have internally to develop and to assist in improving your performance for your next time on snow or in life generally. **Stay Safe, DO the Right Thing and Embrace and Deal with the Different World We Are In.**

Enjoy the next few passages.

Best,

Mickey Stone,

PSIA-E Nordic Coordinator <<



Tele Team 2020 Training at Killington

## Passage 1

## Coach's Perspective – Motivating Teens

By Julie West

PSIA-E Cross Country Examiner  
Garnet Hill, NY

**Passage 1-** *By Julie West of Garnet Hill NY area, a Cross Country Examiner for over 15 years, online educator for home school kids, High School XC coach and world adventurer.*

The variety of teenagers who sign up for a school Nordic ski team is huge. Some are highly motivated to work hard and embrace the pain. Some are in it for the social aspect. Some join because skiing was fun when they tried it as younger kids. Some are just trying a new sport because their parents said they had to pick something.

For the kids in several of these categories, there is often a wakeup call after the first few interval workouts, or the nervousness of the first races. They wonder: “Where is the fun? I just want to hang out with my friends! This is *way* too much work.”

I don't suppose you have ever used the word “**lazy**” to describe any teenager you know, have you? **No, never!** So how do we keep these kids engaged, motivated, and having fun while physically working harder than they have at anything in their whole life, and pushing past pain barriers that they never knew existed? The groans that accompany the day's announcement that it is an interval day can be dispiriting to any coach. Likewise, the pure exuberance shared by the athlete who is noticing improvement is what keeps us going; it is addictive. The bubbling over of the kids recounting every part of the race to each other (over and over again) on the bus ride home is heartwarming.

**Teenagers bring a lot of playful energy and raw emotion (ok, drama) to the table.** Our job is to tap into that and use it to bring out the best in them. The responsibility and opportunity that a coach has to make a difference in someone's life at a very crucial developmental stage is huge. We help them celebrate success, embrace challenges, handle loss, become leaders, and grow personally in ways that will affect them for a lifetime.



One key to keeping teens motivated is to **keep the “team” aspect strong** in this individual sport. We compete as individuals, and we compete as a team - the juxtaposition of these two can make or break coaching success. Here are some ideas:

- At races, athletes (even the introverts) should be encouraged to cheer each other on, even when passing a teammate on the course.
- Kids often do this on their own, but some team bonding for races, such as team hair ribbons, socks, face paint, headbands, etc. Boys often get into this as much as girls.
- Lots of praise when an older teenager engages with, playfully teases, or helps out a younger athlete can go a long way toward team bonding. Help them get past the idea that older teens are “too cool” for the 13-year-olds.
- Play games! These are kids. Who doesn't love games? In our adult PSIA events, some of the most fun and learning happens during boisterous games on skis. Kids would spend all of every practice playing games if they could. End a hard interval workout with sharks and minnows!
- Just as in any lesson, be flexible and ready to change course at any moment. The snow is wet and heavy, everyone is tired, and intervals are just too brutal? Shorten them, and then do some agility relays (relays are great for team bonding) or, slide down a hill on one ski - see how far you can balance. Or do step turn practice.
- Embrace reverse psychology. “I bet you can't do V2 all the way up that hill” sometimes works beautifully. Find out what each athlete needs. Some need nice encouragement during a race, and some need, literally, to be yelled at and told they aren't trying. Everybody is different.



As a PSIA examiner, I have found that the focus on technique that we excel at has been very, very useful when working with teens. With many kids, you're only going to get so much physical training

out of them. But **sneaking in technique work**, which we do so well, goes a long way. When the athlete notices improvement, he/she might be more motivated to work harder on the fitness aspect.

Unlike teaching a single lesson, where you are under pressure to make it fun *and* cover all the basics in a short time, when you see your athletes every day, you can focus on **small improvements, one thing at a time**, and witness the transformation. When we give a lesson, we tell our students “you just need time on skis.” When coaching, we get to see and guide that time on skis, and the rapid improvement that often results. Kids are an open slate, ready to absorb. We just have to offer a myriad of topics, info, activities, fun, technique and group connections for them to share together. ‹‹

## Passage 2

## Reconciling Uncertainty and Ready to Try Anything with an Open Mind

By Libby Doan

PSIA-E Telemark DCL

**Passage 2-** *Libby Doan has been a Telemark Divisional Clinic Leader for over 10 years, former Head Mistress of a private school, Recruitment Specialist, Educator and Mother of two great athletic kids currently living in the Northern Massachusetts Area with her husband John Doan.*

So, what makes someone who's in a perfectly comfortable, some would say successful, situation and decide to change it? Where does the motivation for that change come from and why even mess with a perfectly good thing? It can start with what we call in our family “**the dangerous question**” and it starts with the words “**I wonder.**” So, in context, “I wonder when my package is going to get here?” is not a dangerous question. Now try this one. “**I wonder if this is the job from which I will retire?**” Yeah, there it is. Dangerous questions are defined by the risk, potential discomfort and change that can come with reflecting on the status quo and questioning our place of comfort. They make us take inventory, evaluate our goals and look at our motivations.

**Now bring that into the mind of an instructor** and the “dangerous questions” can be wondering if they need a new level of certification, if they are ready to take an exam or if they are just done with instructing all together. **That last one, that was my dangerous question.** “I wonder if it is time for me to step back from the Education Staff?” DCL is not meant to be a final landing place, not really, but I was in that mindset and it didn't

sit well. To progress, moving more deeply into the process was needed or it was just time to step back.

So, my question led to a new one “**Am I ready to try?**” To put myself out there more?” Upon reflection, trying requires taking action in the face of uncertainty. Anyone who has taken an exam has experienced the uncertainty and the emotional risk that comes with it. In the end, what led to my dangerous question **wasn't that I was disengaged but that I was not engaged enough**; I had not fully committed to the experience of trying by embracing the uncertainty and fear that would come my way. Fear can be the force that stops action in its tracks and feeds the status quo of comfort. When I asked my dangerous question, I realized that I was waiting for a bigger comfort zone so that I could progress safely. Well, change never comes from a place of comfort, so the alternative was to use my fear to force a new direction.

So, change is coming. I am not sure what it will bring but I got my discomfort, my uncertainty and I'm ready to try. ⚡

### Passage 3

## Look to the Future and Stay Positive

By Matt Charles

PSIA-E Telemark Examiner

Telemark Eastern Team Member

**Passage 3** *Matt Charles is a Telemark Examiner, NY State Geologist DOT, BC Adventurer, prior National Team Tryout candidate and one for whenever the next one is, great buckler off of anything and probably the best AQUAVIT DRINKER our team has ever known!!!*

Looking back on a shortened season, it's easy to focus on what we missed out on. But I think it might be better to focus on what we were able to do in 2019-2020 (and what we get to do every season): I taught a bunch of great lessons. I got to ski with some new people. I skied in some awesome snow conditions (and some terrible snow conditions that *must have* made me a better skier). I got to ski with some of my best ski buddies. I got to have après ski beers with familiar faces. I trained hard for a goal that I'm still focused on. I'm relieved to have more training time and I'm grateful to have another chance to reach the goal (next year). I took beautiful pictures, had a ton of fun, skied with my dog in the backcountry, and I never had to wear uncomfortable ski boots. **Some people go their whole lives without ever finding something that they are passionate about.** I'm happy to say that even years like this past one will never kill my passion for telemark skiing and teaching.



I found this picture (above) of the first PSIA Tele group I taught this year (the Telemark Mini Academy at Mount Snow). **It was a tough event** (rain the first day, hard freeze overnight, lift closures, an injury in the group on the second day). But the guys in the group had such interesting backgrounds, were **so happy to be out there skiing, and were so psyched to talk technique**, the event turned out great. It could have gone terribly, but the passion and energy of everyone in the group made for a great clinic.

It really drove home a notion for me (one that has been reaffirmed throughout the past few months). **There is an unimaginable amount of chaos in the world. But if you find something that drives you, something that gives you a happy, positive energy, you need to do that thing. Because the world needs happier, positive energy, and you should do the activity that makes you produce it.** ⚡

### Passage 4

By Keith Rodney

PSIA-E Telemark Examiner

Telemark Eastern Team Member

**Passage-4** *Keith Rodney has been a Telemark Examiner over 10 years, he's VP Of USTSA Telemark Racing Coach/Racer, he's also a former and current National Team Tryout Candidate, a phenomenal wood worker and builder and he has the gift of GAB!*

For a long time, I have had the **goal of reaching the PSIA National Team** - which is why I have spent the last year training for the PSIA National team tryouts as a Telemark specialist. The tryout focuses on Teaching, Skiing and presenting skills. My teaching training included home mountain staff training and working both telemark and children's events for PSIA-E. I continue to **work on my teaching skills with the focus on making the experience educational, memorable, and most of all, fun.** I keep a journal of all my



Keith Rodney at Mount Snow

teaching experiences. The Journal allows me to reflect, expand and improve for the next time I teach. Additionally, I spend many hours filming and watching video of students, teachers and racers.

I've created a **personal study guide** that allows me to keep track of my personal skiing techniques. Some of the techniques that I'm continuously improving are: hand position, upper body separation, faster feet shuffle for quick lead change, improving fitness for better endurance. We all know the hands are never doing what we want. With the lead change causing the hip to want to follow the skis if takes more effort and time to build a strong separation with upper and lower body. I have always wanted to ski bumps as clean and fast as I do on alpine. So, improving my shuffle speed will help with that. Everyone knows how much muscular endurance is needed with telemark. I spend most of my time off-season building my endurance for the tryouts. I have a **12-month fitness plan** that rotates and builds to help me get ready for the tryout. Here are some of the tools I used off-season; Nordic Track, Skiers Edge, Tele Trainer, SUP, Mtn Bike, Road Bike, 2-3 pair of running shoes, and Hiking/Running the ski hill.

I spend most nights working on the indoor and on-snow presentations, developing teaching and presenting ideas and expanding them into a fundamental, educational, cohesive program. For the tryout we need to prepare possible 5-minute and 30-minute **indoor** presentations and a 20-minute and 40-minute **on-snow** presentation. It seems like a lot, but it is not that bad. I would say that to get to the point where you are ready to tryout, you have the knowledge and experience to put something like this together. **The challenge is not to put any old thing together but to put presentations together that will blow their socks off.** By blowing their socks off, you make the choice of selecting **you** clear. That is my goal and challenge. I am working to make my selection to the PSIA National Team not a possibility but a must. ⚡

## Have a great teaching story or testimonial?

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## sports school management

### Member School Training Day Testimonials

The following are a couple of testimonials sent to us from PSIA-AASI Eastern Member School Directors. In the new multi-tier member school program, Tier 2 schools receive one free training day on-site and Tier 3 schools receive two days (or two ed staff for one day of training).

We provided 28 such training days to member schools during the 2019-20 season and look forward to serving even more in the coming seasons!

"First and most important, thank you for all your help setting us up with Troy Walsh over the weekend for training. We benefited from him in several ways, he was able to speak to the team as a whole in lecture form, ski with myself and some of the top levels of the school, as well as address the younger demographic of "jibbers" looking to create a new image with a pin on their coat. It is very special to have visiting trainers at our resort and Troy was awesome, please send him back."

Allie Doro

Director of Snowsports

Holiday Valley Resort, NY

"Hey Guys, I just wanted to take a minute to thank you all for the two training days we received as a result of our Tier 3 School membership. The days were extremely well received by staff. Tom Vickery and Mike Duriko both did a really incredible job. It is great for our guys to get some training from folks that are not a part of our school. Typically I would try to do something earlier but I actually stumbled on to an idea I may use in the future. I was pretty late getting back to Melissa for scheduling dates so ultimately got a day in late February and today. It turns out it has been great for me to offer it as a reward to those folks who have worked hard and hung in there until the end. Don will remember how hard it is to keep folks engaged and involved the last few weeks. Again, Thanks for all that you guys do."

Steve Martin

Director of Resort Services

Liberty Mountain, PA <<

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### Reward and Renewal

By Gail Setlock, Snowsports School  
Management Committee Chair

More Mtn quickly decided to cancel our children's season long programs that were still in session on the weekend of March 14-15, before it was determined to shut the mountain down at the end of the day on Sunday, March 15. While parents emailed to thank us for making a responsible decision, I was so touched to have one instructor stop in to see me that weekend. While talking about the sudden end to the program, the instructor started to get teary eyed while saying "I didn't get to say goodbye to my kids." It reminded me of the relationships that develop in these multi-week/seasonal programs, and what an impact the instructors have on their students; and maybe even more so, the impact the students have on our instructors.

**Gail also contributed another highlight from the season:**

I was teaching a private lesson with 3 people who were Novice skiers, visiting from another mountain. At the start of the lesson they told me of several things they were working on, per prior instruction at their home mountain. While I could have put some polish on the things they were already working on, I took a tactical approach, instead. I had them each take turns following right behind me, skiing in my tracks to develop turn shape and rhythm in their skiing. We did this while skiing over transitions, different sides of the trails, and keeping the same rhythm even while skiing over changing conditions. We got in a lot of mileage during those 3 hours and had a lot of fun. At the end of the lesson, one woman was so excited as she yelled out "Wow, I feel like I am skiing - like I am a real skier!!" They had been trying so hard to work on their technique that they were missing out on the fun of skiing, regardless of what level skier they were. To hear her call herself "a real skier" made my day! <<

## Thank you member schools

The 2019-20 season saw a total of 72 Eastern snowsports schools become PSIA-AASI Eastern member schools. We thank those that participated and saw the following benefits from membership.

### Member School Program

- Final # of Member schools: 72
  - Adaptive Schools – 10
  - Tier One Schools – 42
  - Tier Two Schools – 9
  - Tier Three Schools – 11
- 28 training days provided: \$10,497

- Ed Bucks earned in 2018-19 for distribution to member school instructor staff for Eastern events; unused in 2019-20 and rolled over\* to 2020-21: \$4,595 for 16 schools.

- Ed Bucks generated for 2020-21 redemption: \$6,450 for 48 schools

\*A number of schools did not get to use their “ed bucks” for events in March 2020; we are rolling over the credits to 2020-21 as a good will gesture to them for their support.

### Member School Survey

- 16 responses. 100% positive (50% agree/50% strongly agree) on statement: Based on my experience as a member school, I would encourage and endorse PSIA-AASI school membership to other snowsports schools and resorts that are not currently members.

## 2019-20 PSIA-AASI Eastern Member Schools

### Certified Tier One

Alpine Winter Sports School  
 Attitash Snowsports School  
 Bear Creek (PA) Snowsports School  
 Belleayre Mountain Snowsports  
 Blue Hills Learning Center  
 Bolton Valley Ski & Snowboard School  
 Bretton Woods Ski & Snowboard School  
 Camden Snow Bowl Snowsports School  
 Cannon Mountain Snowsports School  
 Cockaigne Resort Learning Center  
 Elk Mountain Ski & Snowboard School  
 Flying Dutchmen Ski & Snowboard School  
 Gore Mountain Snowsports School  
 Hunter Mountain Snowsports  
 Jay Peak Snowsports School  
 Leading Edge School  
 Massanutten Snowsports School  
 Maximum Snow Sports School  
 Montage Mountain Snowsports School  
 Mount Southington Snowsports School  
 National Ski Patrol - Southern Division  
 OC Snowsports School  
 Pats Peak Snowsports School  
 Ragged Mountain Learning Center  
 Roundtop Learning Center  
 Shawnee (PA) Ski & Snowboard School  
 Ski Big Bear Snowsports School  
 Ski Club of Washington DC Ski School  
 Stowe Ski & Snowboard School

### Certified Tier One Adaptive

Sugarbush Ski & Ride School  
 Sugarloaf Ski & Snowboard School  
 Sunday River Ski & Snowboard School  
 Tussey Mountain Snowsports School  
 Whiteface Mountain Snowsports School  
 Wildcat Tracks Training Center  
 Winterplace Ski & Snowboard School  
 Wisp Ski & Ride School  
 Yawgoo Valley Snowsports School

### Certified Tier Two

Canaan Valley Snowsports School  
 Cranmore Snowsports School  
 Jack Frost Snowsport Learning Center  
 Jiminy Peak Snowsports School  
 Killington Snowsports School  
 Windham Mountain Snowsports School

### Certified Tier Three

Camelback Snowsports School  
 Holiday Valley Ski & Snowboard School  
 HoliMont Snowsports School  
 Liberty Mountain Snowsports School  
 McIntyre Snowsports School  
 Mount Snow Ski & Snowboard School  
 Ski Butternut Snowsports School  
 Smugglers Notch Snow Sport University  
 Stratton Mountain Sports School  
 Whitetail - Schools at Whitetail

### Certified Tier One Adaptive

Adaptive Sports at Mount Snow  
 Adaptive Sports Foundation (ASF) at Windham  
 New England Disabled Sports at Loon  
 Vermont Adaptive at Bolton Valley  
 Vermont Adaptive at Pico  
 Vermont Adaptive at Sugarbush  
 Wintergreen Adaptive Sports

### Registered Tier One

Bousquet Snowsports Learning Center  
 Cochran's Ski School  
 Greek Peak Snowsports School  
 Jackson XC Ski Touring Foundation  
 & Ski School

### Registered Tier Two

Berkshire East Ski & Snowboard School  
 Plattekill Mountain Snowsports School  
 West Mountain Snowsport School

### Registered Tier Three

Catamount Snowsports School

### Registered Tier One Adaptive

Lakes Region Disabled Sports at Gunstock  
 Leaps of Faith Disabled Skiers  
 New England Healing Sports Association

## your turn

### Goggles for Docs Demonstrates Strength of Ski Community

By Dan Hogan  
Alpine Level III, FS1  
Director of Snowsports,  
Windham Mountain

One of the best parts of being in the ski industry is the sense of community and family that grows from the common love of skiing and snowboarding. While it starts with the people we sit in the locker room with every day, it extends in a spiderweb of friendships and connections across the country and across the world. This year, our season was cut short due to COVID-19, leaving us in quarantine, missing this ‘family.’

Then, one day in late March, I received an email chain that started from Jon Schaefer, the owner and General Manager of Berkshire East and Catamount, and founder of Goggles for Docs, to regional ski areas asking for help in donating goggles to a handful of hospitals, primarily in NYC. I knew it would be easy to help by cleaning out our lost and found, and I also knew that many of our guests were sheltering in the area in their ski homes, so I thought we could set up a drop box and let our community know how they could help. Suddenly, I felt reconnected with the ski family I missed so much.

In the first day, between our community donations and the lost and found, Windham was able to ship 200 goggles to Elmhurst Hospital in New York. I registered the drop box as an official drop off location on the website, and the goggles are still rolling in. We are continuing to ship goggles to hospitals in need.

The strength of our ski community can be seen both locally and globally. The Windham Mountain community responded to a call to help our front-line heroes acquire a short-term PPE solution so they could fight for our health and safety. Several Windham employees and guests have organized their own collections, relying on their networks of people who could help. Our drop box has so far collected over 400 goggles, but our network of people committed to the cause was able to directly contribute over 1,000 goggles and inspired many other people to begin collecting goggles in different communities.

The ski industry is a tight-knit community as well and the ripple effect of this initiative is significant. A number of local ski industry leaders saw this as an opportunity to create positive impact in this time and socialized the initiative to colleagues and leaders throughout our industry. The initiative grew into a global movement within weeks because of the

ability of our industry to network on a large scale, based on how strong our connections are to each other. At every moment of truth there was growth in participation and engagement around this cause, energizing new circles of people. Within days, there were major goggle manufacturers donating, world-class athletes promoting the cause, and the growth drew attention from a wide variety of media sources, spreading awareness well beyond the ski industry.

As skiers and snowboarders, we come together to bond over a common passion, and that is exactly what is happening right now. We have the opportunity to help in an unconventional yet highly impactful arena where we can show our support for the bravest of Americans, our healthcare workers and first responders. This experience for me is strengthening my existing relationships and creating new ones, which is rewarding personally and beneficial for all of us in times like these. It’s humbling to lead a community that is responding so strongly and cares so much, and it’s rewarding to work in an industry led by people capable of mobilizing resources so quickly for the common good. Right now, more than ever, it’s critically important that we face the challenges that lie ahead of us head on, and together. If the Goggles for Doctors initiative is any indicator, our community and our industry will get through this stronger because we are deeply connected, fiercely passionate, and remarkably agile.

To learn more and find ways to help, please visit [gogglesfordocs.com](http://gogglesfordocs.com). ☺

### It was a Good Day

By Paul Geoghegan  
Alpine Level I, CS1  
Ski Bradford, MA

The weather was about as good as February can offer in Massachusetts: slightly above freezing, blue skies, and no wind. I met Emily, a 9-year-old girl for my private lesson, and her father warned that she could be a little “apprehensive.” On the way over to the learner’s area Emily warned me several times that she could only ski down from the first pole on the rope tow.

“Why?”

“Because it’s too high above that!”

“No it isn’t, it’s the same steepness, you just get to ski longer.”

Emily puzzled over that for a while, but by the end of the lesson through a combination of slightly longer rides on the rope tow each time, encouragement, cajolement, and misdirection we had worked our way up to the top of the rope tow.

“How did we get up here?” she asked.

“I don’t know, but you did it”.

The next lesson was a pair of 10-year-old hockey players. Peter and Steven were teammates and had balance, core strength and the ability to move their extremities independently and purposefully. They

quickly picked up the basics and I would just set a skiing task, stand aside, and let them try, fail, laugh, and do it again. I provided some guidance while they mostly argued, worked together, and encouraged each other like 10-year-old boys do (“You ski like a doofus”) while they accomplished the task. By the end of the lesson they could ski from the top of the learner’s area in skidded parallel and enjoyed each moment.

Finally, I had my regular group of three 5-year-olds, Maya, Royden, and John, for the fourth week. I was running out of ideas for them because they weren’t ready for the chairlift. Remembering my CS1 course, I asked what was their favorite animal.

“Ocelot” chirped Royden.

“OK, show me how an ocelot would ski”, and we worked our way through cheetahs, sharks, snakes, and other animals changing our turn shapes to mimic the animal’s movements and modify speed.

That day Emily learned to face and conquer her fears through an incremental approach, Peter and Steven learned to apply the teamwork they learned on the rink to another task, and Maya, Royden, and John learned to use their imagination in a completely different way. And I learned that sometimes what we teach is more important than skiing. It was a good day. ☺

### Mindful in the Mountains: The Virus

By Mike Racz  
Adult School Supervisor  
Stratton Mountain, VT

This in my third submission discussing Mindfulness. In the previous two articles I spoke about my personal struggles overcoming pain, frustration, and yes fear. After two surgeries on my Achilles last summer, I developed a wound. By December, I had my third surgery and my focus shifted from whether I would ski again to whether I would walk again. Practicing Mindfulness helped me cope with the uncertainty as well as the fear.

Wow, what a difference a couple of months has made. Our collective attention has shifted from the Spring Rally, passing an exam, or just heading out west for some great spring skiing, to dealing with issues of life and death. Whether you’re caring for an elderly parent like my wife and I, or you’re helping your children stay safe and engaged, we are all experiencing some level of fear.

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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.

Mindfulness can be a major factor in helping to cope with this new reality. When we are fearful or anxious our bodies go into what is commonly referred to as the “fight or flight” mode. When in this mode the body releases hormones that activate the sympathetic nervous system causing our heart to race, our muscles to tense, and our breath to quicken. This is a really handy little feature hard wired into our nervous system designed to keep us from being eaten by wild animals. However, operating like this for long periods of time can be disastrous to the body.

As I have mentioned in my previous submissions there are many resources for those of you who want to explore mindfulness in more detail. YouTube and the AppStore can be useful resources. However, if you're not ready to begin a formal meditation practice, simply changing your breathing can help reduce stress and relax the body. Did you know that breathing in from the nose and out through the mouth changes your physiology and helps reduce stress. Making the out breath longer than the in breath has the same benefit, as does breath counting, and belly breathing.

There are many ways to meditate, as there are many different breathing exercises. All of these activities help us deal with anxiety, stress, and fear. One possible side effect of dealing with this crisis is that we all become more empathetic making us better ski teachers and better human beings.

Stay safe, stay healthy and we'll be together on the hill on the other side of this. <<

## A Lifetime of Reward from the New Junior Instructor Program

By Ava Urban  
Junior Instructor  
Plattekill, NY

**D**uring the winter months of 2020, the PSIA Junior Instructor Program was made available at Plattekill Mountain for the first time. A group of students worked with Taras Ferencevych, to learn how to properly instruct and build a rapport with young children on snow. I am honored to be chosen to elaborate on my time developing the skills to reach my Junior Instructor Certification. The very first thing I gathered while taking this course was that the most important word in Professional Ski Instructors of America was “Professional.” I participated in this course because I was eager to learn how to teach and help others develop a love for skiing. However, I learned that I was representing the mountain and the sport, and I needed to do my best to make people want to come back to both. Another key process I learned was how to both analyze and get to know young skiers to figure out how to best teach and build a personal

relationship with them to make their time on snow less intimidating. There are three different types of learning preferences, visual, auditory and kinesthetic. The course outlined how to evaluate your students and help them receive and retain information best, judging by how they learn. We also learned about the different learning styles which were to be channeled into coaching students. A third and vital aspect of becoming a junior instructor was learning the proper safety precautions and how to act in a challenging situation. We learned how to properly act if we were faced with losing sight of a student or having an injured student. It was reassuring to know that in extreme circumstances there is a procedure, and it happens to every instructor once in a while. We also learned how to determine course selection based on the group of kids we are coaching and how to set realistic goals with students at the beginning of a class. I am beyond grateful to have been able to participate in this amazing program this past winter, and I look forward to the upcoming season of teaching and fun to come in the 2020-2021 season. <<

## Turn it up!

Skate to Ski skill transfer could be key to your success!

By Nancy Cook  
Alpine Level III  
Stowe, VT

**L**et's go back in time to the 1970s when roller skating was on the rise in popularity and every week, skate nights were held at places like the Broadacres Roller Rink in Colchester, Vermont. The disco music would be blaring as we slipped on the 4-wheeled skates with a brake on the front toe. We would congregate with our friends and learn to skate and try to do tricks like Shoot the Duck, Grapevine and backwards

skating. Performing new tricks on the rink was like being on stage and we had so much fun! I remember the music, the fun, the friends and learning many of those tricks on skates.

Fast forward to 2007 when I met my husband, Steve Cook, who is an avid inline skater and PSIA-E Examiner. Coronado Beach, California was the location where we bought inline skates to enjoy the area. We spent our honeymoon working on short radius turns, combining balance, pressure, and rotation with the proper stance, leading to an efficient skating technique. At home I continued to grow my skills in the sport with our weekly sessions on the Norwottuck Rail Trail in Western Mass, where we found the perfect downhill section to skate. The skating skills I originally learned in my childhood were now transferring to a sport that will enhance my skiing!

In 2017 Rollerblade joined forces with US Ski & Snowboard, the Professional Ski Instructors of America, and the National Ski Patrol to develop a world class off-season cross-training program. The Skate to Ski Program, launched in April of 2019, leads you through a training that will help develop transferable skills to enhance and grow your skills as an alpine skier. The program goes into detail using

next >>



Camelback Mountain - Doug Stewart and Steve Cook



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a 4-stage progression to build on these skills. The Skate to Ski App is available for download on the App Store and Google Play. For more information on Skate to Ski, video testimonials and more, link here: <https://www.rollerblade.com/USA/skate-to-ski/>

Last summer was the third year of offering Skate to Ski clinics in the Northeast. Billy Shreve, PSIA-E Development team member, and Myles Cotter-Sparrow from Rollerblade organized three events - two at Roundtop in 2017-18 with Bob Venditti and in 2019 at Camelback with Mark Absalom, reaching more than 100 participants. We are looking to expand to more sites in New England and we're having conversations with areas including Wachusett Mountain in central Massachusetts to offer these events to our instructors, race coaches, ski racers and the public.

These events would give us the opportunity to connect with our fellow snow sport instructors and offer an introduction and/or improvement of Skate to Ski skills. Continued training will benefit growth as a ski instructor in understanding movement patterns that are directly transferable to skiing. This could be the edge you are looking for in training for your next level in PSIA or fine tuning your skiing skills! Dave Schuiling, PSIA-AASI Director of Education, says: "No other summer activities translate skills of skiing better than inline skating. Besides the benefits of strength and endurance, you can enhance the 5 key fundamentals of skiing through skating."

Are you ready to get rolling? Consider this a "new sport" option or focus during this period of isolation! Thank you to Rollerblade for being an of-

ficial supplier and partner with PSIA-AASI. There is a substantial discount on the Pro offers page located on [www.thesnowpros.org](http://www.thesnowpros.org). Stay tuned for more information on Skate to Ski events in the near future!

### Rollerblade® Skate to Ski Community

FACEBOOK GROUP:

<https://www.facebook.com/groups/282412369320709/>

### Skate to Ski YouTube Video Links:

Doug Lewis Intro to the program

<https://youtu.be/zO49l0iiaGU>

### Terrain Selection:

<https://youtu.be/NULW3YuCSIM>

### CVA promotion of the Skate to Ski program:

<https://youtu.be/KAcddwEKl0I>

### Complete Youtube Skate to Ski Play list

<https://www.youtube.com/playlist?list=PLG0epWKWDn1Yz6S39KjI1-xbtO8yIKnhO>

If you are interested in hosting a Skate to Ski event in your location please contact Nancy Cook at [nanskimtn0622@gmail.com](mailto:nanskimtn0622@gmail.com) ☞



Skate to Ski Demo with the Eastern Team 2018 -  
Keri Reid, Charlie Roy, Luke Martin, Peter Novom, Josh "Haagen Daz" Haagen,  
Myles Cotter-Sparrow

## Altitude Adjustment



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