

view from the chair

PETER HOWARD

Board Chair Report

By Peter Howard
PSIA-E Examiner
Eastern Board Chair

I've been thinking hard about what to write and what would be interesting to read about. Certainly, of importance are the Zone 2 and 4 elections that are happening as we speak. I want to thank all the candidates for their interest and continued involvement in our organization and wish them best of luck in the election. I encourage you to read the enclosed statements from the candidates on page 8. In addition, there is a virtual membership meeting on Feb 15th at 7pm when you will get a chance to hear from the candidates, find more information on page 2.



If you live, or work in Zone 2 (Southern New England - Connecticut, Massachusetts, Rhode Island) or Zone 4 (South - Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, and Florida) I encourage you to be an informed voter. The candidate you vote for should be a person you could talk with and who listens. They should be someone you believe has the best interest of others at heart. They should be professional in demeanor and possess valuable life skills, beyond riding or skiing. How well do they fill out the Learning Connection Model? It is said there are 3 levels of involvement in life, those who make things happen, those who watch things happen, and those who wondered what happened.

The present members of your Board will surely welcome your choice of candidates from Zones 2 and 4. We will also miss, and would like to sincerely thank, long time Board Members

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Region Update

By Kathy Brennan
Eastern Region CEO

Just a little bit of news you should know:
Member/Event Numbers

New members numbers are looking good for the 22-23 season. Retention is up a full percentage point from last year. We also have 30% more new members than we did at this time a year ago. Further good news in our efforts to have a more diverse community: 30% of those new members identify their ethnicity as non-white, 34.5% as female, and 60.9% are ages 14 to 39.

At the time I write this, we have already conducted 109 events, with 2,116 participants. Given that it is still early January, I'm confident we will hit our target of 5,000 event participants this season.

New Website

In December we launched an updated Eastern Region website. Huge thanks go out to Jodi and Karen for their Herculean efforts to get this done! We hope you find this new site is easier to navigate, more up-to-date, and inclusive of important Eastern specific event and operational information.

We have also launched this site with a new URL: www.easternsnowpros.org. The old psia-e.org, aasi-e.org and psia-aasi-e.org URLs will still work; however, we hope this new URL clearly reflects our identity as Eastern snowsports professionals from all disciplines!

Remember to go to the National site: www.thesnowpros.org when you are looking for national information including certification, the Matrix, E-Learning, 32 Degrees magazine and more. Also, note, when you go to your Member Profile, or you register for an event from the Eastern website, you will automatically be redirected to the national site.

Event Information

Back by popular demand this season is the Event Poster. If you don't have one in your locker room, please contact us at easternsnowpros.org/about-us/ and we will send you one asap.

An important reminder related to the Event Poster is that our schedule is much more flexible than it has been in the past, as a result, the Event Poster may not always be up to date. New events are added regularly, events are moved to accommodate our current weather conditions, and some events, unfortunately, may have to be cancelled due to lack of demand.



Your best source for information is the online event calendar accessible at easternsnowpros.org/calendar/. From there you may find an event, register and complete your waiver. Another option is to stay tuned to our Facebook page (@PSIA.E.AASI) or check your email for new events near you.

Scholarships

Our Scholarship Committee has completed the awarding of the 22-23 scholarship applications. After a thorough and considerate review of the 202 applications received, they elected to award funds to 153 members. The average award was \$182. In addition to factoring in the

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Volume 49, Number 2

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Ski Instructors of America-Eastern
Education Foundation*

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www.easternsnowpros.org

General Information

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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» region update, continued from page 1

criteria for the various scholarships, applications were scored based upon the member's answers to the application questions including: How will the scholarship help you, your snowsports school/area and your resort guests? What are some of your personal and professional goals in relation to snowsports and snowsports teaching? Do you have any particular financial need we need to be aware of? How will you share the information gained from attending the event?

# AWARDS	AWARDED	SCHOLARSHIP
88	\$13,660	Member Scholarship
25	\$4,270	NextCore Next Steps
14	\$2,600	Promising SnowPro
5	\$3,220	Ed Staff Scholarship
6	\$1,020	James Leader Memorial
5	\$1,000	Russell Fleming Memorial
4	\$780	Terry Fund
3	\$600	James Kapp - Telemark
2	\$430	Burbridge Memorial
1	\$200	Hetrick Scholarship
153	\$27,780	Totals

Our heartfelt thanks go out to the members of the scholarship committee who volunteered their time and energy to review and score the applications.

Listening Tour

I've kicked off my Listening Tour for the 22-23 season in early January with a brief visit to PA and NJ, including stops at Ski Big Bear, Camelback, Jack Frost, Elk, Montage and Winter4Kids. It was a great opportunity to connect with instructors, directors and resort operators. Despite the poor weather, I was very impressed by the snow coverage at all the resorts. Most resorts are doing a little better this year with staffing, in part due to increased wages. Resorts are also looking to increase training in order to deliver the best experience for their guests, as well as for opportunities to attract and retain new instructors. All the directors and resort operators that I spoke with are very excited about the direction of our assessment process and the focus on people skills.

In February I plan to go out to Western NY, and I'll be sure to stop at Belleayre, the winner of our Snowbound Expo's #KBsNextListeningStop challenge. In March, I have my sights set on a trip to Maine to visit some of our most northeastern resorts. If you are looking for a stop at your resort, please have your Area Rep contact me and I'll see if I can add your resort to my travels.

Virtual Membership Meeting

If you were unable to attend the in-person Annual Membership Meeting during Pro Jam, I encourage you to join us for a Virtual Membership Meeting on Wednesday, February 15th, at 7pm.

During the meeting, members of the Board of Directors and I will share topics of importance we are learning from the members, related actions we are taking, and the latest information about the region, events and members. You will also have the opportunity to ask questions and make suggestions. At the end of the meeting, you will hear from the Zones 2 and 4 Board of Directors candidates.

See page 8 for more details. I look forward to seeing you there! <<



KB's Listening Tour – Montage Mountain, Scranton, PA



KB's Listening Tour – Ski Big Bear staff with Snowsports Director, Mark Absalom

sports school management

Snowsports Management Seminar

By Gail Setlock

PSIA-E Examiner

Snowsports Management Committee
Chairperson

This year's Snowsports Management Seminar was a great success! The event was well attended by Snowsports School Directors, Supervisors and/or Trainers.

I'd like to thank all those who worked the event, running sessions/presentations, and especially thank the PSIA-AASI Eastern office staff who organized and coordinated the schedules, check-in, and more, to help make this event a success.

Our Keynote speaker was Eric Lipton, PSIA Ed Staff member and COO of SNOW Operating. He spoke of how ski areas and snowsports operations can benefit from embracing the changing environment of the guest experience at our mountains. Eric shared a lot of good information that gave us insight into streamlining the operations of our guest experiences, from arriving at the ski area to purchasing their lessons in advance, online.



This year's Einar Aas award for Excellence in Snowsports Management went to Dan Bergeron of Killington. Congratulations Dan! The Einar Award is presented to an Eastern snowsports school director as a tribute to Einar Aas, to honor his memory. Einar was granted PSIA-AASI National and Eastern Lifetime Membership in 2002, recognizing his lifetime of dedicated service to the association. Throughout his long career Einar enjoyed teaching skiing and snowboarding and he enjoyed coaching racing. He made every effort to be sure every child who wanted to learn to ski/ride got that opportunity. He was a mentor to all who wanted to learn. His passion for skiing and life was second to none. Einar was a true professional, a real character, a "linguistic liberator" and a friend to all who loved snowsports. This award will help keep his memory alive for years to come and Dan Bergeron is a very deserving recipient.



Carol Woody was awarded the Ron Kubicki award. The Kubicki Award began in 2015 and recognizes a snowsports school director who has demonstrated support and advocacy for his or her staff and has earned tremendous respect, admiration, and loyalty from his or her school staff members. Carol wasn't able to attend the Snowsports Management Seminar, but she had this to say about

the award: "I would like to express my appreciation for being selected for this year's "Ronnie" award. It certainly gives me even more motivation to live up to the accolade. Our team here at CAWV [Challenged Athletes of West Virginia] are really the ones to be celebrated. I just look at all of the things still yet to accomplish from my standpoint and know it takes that team to make it happen. Thank you so much for recognizing our program as we carry-on with our mission to enhance the quality of life of people with disabilities through outdoor sports and recreation. As we strive every day for our mission, we realize our own lives are happier and more fulfilling by being a part of this wonderful snow sports industry!" Congratulations, Carol! Your award is well-deserved!

Folks at the Management Seminar enjoyed sharing their questions and experiences at the Roundtable discussions and learning of the latest PSIA-AASI updates during the Town Hall meeting. Participants also enjoyed the indoor and on-snow sessions that were offered. Sessions included information about the new assessment criteria and process and fostered a better understanding of the National Standards. There were also popular sessions discussing creativity for all instructors, introducing Freestyle in traditional lessons and getting the most out of multi-age and multi-level lessons as well as other relevant topics. Overall, folks learned a lot and were able to take some good information back home to their resorts to share with their staff for this season.

Have a great season, everyone! <<



>> Board Chair Report, continued from page 1

Walter Jaeger, Ty Johnson, and Dave Beckwith for their contributions of thought and time as their terms on the Board end in June.

As you know, a new CEO, Peggy Hiller, has replaced Nick Herrin at our National office. Across the country we are anticipating the direction and new energy she will bring to our organization. Everyone is different and Peggy will not be Nick, and that's just fine. Change is inevitable, growth is optional. Every so often it is good to have new eyes to peer into the possibilities for the future, and we look forward to Peggy's leadership.

On your Board, we are looking forward to seeing the mid-season financial report from our Eastern CEO. We are considering updates to the Board Policy Manual. In addition, we have identified the need to draft a more formal investment policy. At present, Eastern Region investments are managed by a contracted investment group through the Eastern office. The investments of the Eastern Region have been well managed over the years and a written investment policy is a reasonable way to assure this remains

the case. Also, we are eagerly waiting to hear from the new National CEO concerning the vision for further consolidation and interaction between the different regions of PSIA-AASI.

It's been a roller coaster of a start to the season. There has been a lot of weather and not always the kind we hope for. The slopes have been limited and crowded at times and that makes the learning environment, and decisions surrounding it, challenging. There are people making propositions on the internet aimed at taking advantage of area facilities and their staff for their own benefit. All in all, it is an opportunity for our professionalism to shine. Let your customers know to ask for and ski/ride with a certified professional working at the snow sports area. It will likely be safer, sanctioned by a legitimate business, and learning is more likely to occur. May there be snow in abundance and may all your troubles last as long as your new year's resolutions.

At your service, Eastern Board Chairman Peter Howard. <<

kb's corner

By Kathy Brennan
Eastern Region CEO

The 2022-23 season has not kicked off in the East as I hoped with tons of white, fluffy, snow. But I can't say I'm surprised. One thing I observed while I was working for an outdoor waterpark, The Whale's Tale in Lincoln NH, before accepting the job as Eastern Region CEO, is it appears to me like our seasons, in the Northeast, have shifted by about a month. June is much more like May. September is like the peak summer vacation month of August. December, wet and raw like November. And April, packed with the great spring skiing/riding I remember in March. As a result, I remain confident the weather patterns will turn and there will be plenty of great opportunities to slide on snow in our future.

I'm also confident about a successful season because while I recognize we are a professional organization for ski and snowboard instructors who are dependent upon winter, I also fully acknowledge our members are a community, a family. Furthermore, I believe it is the traditions within our community that often bind us more than our shared goals to ski, ride and teach snowsports. It's those traditions, like attending Pro Jam or the Spring Rally that we enjoy every year, where you gather with people you haven't seen since last season, but you are fast friends the moment you get together. Maybe your school has a tradition of sharing your certification pin with a candidate to wear for good luck as they head off to their level I, II, or III assessment. It may be your training culture where you gather for early morning laps, lunch time chats, or raucous virtual MA sessions where you battle it out trying to find a common understanding at the heart of fundamental movements. Or perhaps it's the simple joy of the locker room banter. Is it a cardboard box race, a seasonal program parade, full moon cross country tour, or bonfire chili night? Or is it the can't-miss end-of-season party, or "prom," where you reflect on a season well spent and all the accomplishments of the year? It may be a million other possibilities that get you up in the morning, to the slopes, to slide on snow and inspire others, even when the snow is less than inspiring.

One of my most important traditions is the story of the traveling shoes. Back in 2006, I was fortunate enough to have the opportunity to travel to Portillo,

Chile for a week of training with fellow staff members, and new friends, Chris Fellows, and the crew from NASTC. That trip alone, was one of the highlights of my ski career. At the end of the week, we stopped in Santiago, to check out a local outdoor market, where my friend Catherine Cleveland and I found a craftsman making Chilean cowboy boots. There was one pair in our size, and we agreed at that moment to purchase them together and then to trade them off every year at the annual Pro Jam event. Every December we meet, ever so quickly as we are both so busy with our own groups, to make the exchange. A few years ago, Catherine had a tragedy with a house fire where she lost nearly everything. Fortunately, I was in possession of our shared shoes when the fire struck. It was a joy to be able to ship her the shoes, so she had one token of her skiing adventures.

Why is that story important to me? I typically see Catherine only once a year at the Pro Jam event. But it is in that moment that a lifetime of camaraderie is remembered, embraced, and celebrated. The tradition of the traveling shoes has kept me connected to my friend and my memories of that

awesome trip to Portillo for nearly 20 years. I eagerly look forward to swapping the shoes and the chance to reconnect with Catherine. When I look around the Pro Jam event, I recognize faces I have seen at that event for more than 30 years, and while I'm confident they find it an amazing educational opportunity and a great way to kick off the season, I'm equally confident that, like me, a major reason why members return year after year is because of the tradition of connecting with friends to share an experience, a few laughs, and reflect on the past and create new memories.

What traditions do you have? Have you invited the next generation of skiers and riders into these traditions, so they may feel part of our community dedicated to developing lifelong passions for snowsports? What new tradition are you going to begin this year? Times have changed and some of our older traditions may no longer be appropriate. What can we do to inspire, engage and create a sense of belonging that will encourage our newer members to have their own traditions that will keep them engaged with our organization for decades to come? ☞



A Catherine and Kathy swapping the boots during ProJam 2018; **B** Catherine and Kathy reconnecting briefly at Big Sky; NASTC Group during first trip when shoes were purchased; **C** Steve Moore, Lani Tapley, Chris Fellows, Catherine Cleveland, Kathy Brennan; **D** Shoes back in Portillo for a vacation years later; **E** The shoes.



national report

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National Report

By Eric Jordan
Eastern Representative
PSIA-AASI Board of Directors

Greetings, I hope everyone's winter is off to a great start!

The vision of our organization is to provide lifelong adventures through education. I hope that you take advantage of all the educational opportunities/adventures that are available to you this winter since these events will connect you with a community that will support you for a lifetime.

As you may have heard, we have some exciting news on the National Level. After an extensive 6-month search, we have appointed Peggy Hiller as our next CEO. Peggy served as Assistant General Manager and VP of Operations at Arapahoe Basin since 2005. In her role, she gained experience working in the operations side of the industry, including the Snowsports school, rentals, guest services and ticketing, maintenance, grounds, and retail. This experience will be instrumental as Peggy leads us into the future.

Our Board Chair, Eliza Kuntz, summed it up very well in the following quote: "As our association's CEO, Peggy will be a crucial spokesperson for PSIA-AASI's educational initiatives and industry presence – and we're excited to appoint her to this role.... Her strategic leadership approach shows that she has the skills to support our members and improve the guest experience. Plus, her industry experience means she can work collaboratively with PSIA-AASI's board of directors, regional leadership, committee members, industry leaders, suppliers, and other organizations in the Snowsports industry."

If you have any questions about the search process or anything else, please feel free to reach out to me via email at enj5050@yahoo.com. I would welcome the opportunity to chat with you.

Best wishes for a great winter and I hope to see you on the hill soon!

Eric Jordan <<



CALLING ALL FUTURE PROS

The *SnowPro* publication is featuring pictures of our Future Snow Pros.

What did their first day sliding on snow look like?!

Share their adventure!

Luke Gunnar Mawhinney
(Age: 25 months - Front yard, PA)

Submit your child or grandchild's image here:
<https://fs9.formsite.com/PSIA-AASI-E/FuturePro/index.html>



Jackson Kravitz
3 years
Mount Southington



Henry O'Brien
23 months
Belleayre



Piper Positano
13 months
Mount Southington



Valeria Yunusova
4 years
Bear Creek

Education Committee Report: Vantage Point

By Angelo Ross

PSIA-E Examiner and ACE Team Member
Education Committee Chair

I'm writing this on the 6th of January 2023. The smoke has cleared from the holiday, the honeymoon is over, and the reality of another winter season – onboarding, uncooperative weather, staffing challenges, cold & flu season, etc. – has settled in.

We all love this, there's no question. But when the glossy excitement and electric anticipation of seeing friends and ripping down the hill on Opening Weekend wears off after a rough and ready holiday week, what remains can feel like a rainy January thaw (and this year, that's what we got in the East.)

I'm privy to many conversations at my home hill and throughout the industry, some I'm interested in and others otherwise. Lately, many of the conversations have been tedious *he said, she said* diatribes or – worse – lamentations about staffing issues and budgetary constraints. My eyes glaze over and I can feel a tiny part of me die.

Since becoming a member of the National People Skills Taskforce in the summer of 2021, I've been more conscious of how I might be perceived by those I interact with. I have never claimed to be an expert on people skills. In fact, being presently involved in way more conversations on the topic than I've ever been has made me a lot more self-conscious about how I interact with friends, colleagues, acquaintances, and, certainly, family. I muddle through and just when I'm starting to feel a modicum of confidence in my interactions, I say (or do) something thoughtless – the old Open Mouth, Insert Foot Routine.

Where am I going with this? Here it is: people skills, soft skills, interpersonal skills – whatever we want to call them – are a life's work. Everyone messes up from time to time. Fortunately, life presents us with many, many opportunities for practice and the tedious, loathsome, odious gripe sessions that fester and rear

their heads during and just after the busy holiday are perfect opportunities to practice patience, grace, holding (and in some cases, biting) our tongues, walking away, or – maybe – seeing what we can do to understand, defuse, or alleviate the situation.

I've been reminding myself of two ways to frame social interactions so I may (or at least attempt to) *control myself* when confronted with a sour situation. First is simply the People Skills Fundamentals. I know how that may sound, but it's true; I find them to be a very powerful map for remembering that understanding myself helps me to communicate and work more effectively with others to increase the chance of building trusting relationships. Second is the fact that people have fun differently. (Remember that? If not, check out Nicole Lazzaro's Four Keys to Fun.) Some people (guests and pros alike) come to the mountain for the social fun: hanging out with family and friends. Others come for easy fun: take a few runs, teach a few lessons, forget about real life for a while, have a cocktail maybe, and go home. Many regulars come for serious fun: club races, bump contests, competing with friends for Champion of Vertical on Strava. And some are there for hard fun: dedicating their lives full time to getting as good as they can be, earning a living, making it a career.

Understanding ourselves – our triggers, our hunger level, how tired we are, our communication assets and deficits – helps us recognize and take steps to make change. I've learned (because my wife told me) that I get hangry before I feel hungry. Simple solution: proactive eating (simple theoretically – I'm still working it out in practice.). Realizing that some folks enjoy practicing hop turns while measuring their VO2 Max and others prefer teaching little kids or being the Chairperson of Après can make relating to each other happen more easily. Works in certification assessments, works in real life.

For as different as we sometimes feel, very often after taking a moment to check in with ourselves or hitting the pause button to figure out someone else's vantage point, we realize that we have more in common than it seems. After all, won't we all be fired up with glossy excitement and electric anticipation of seeing friends and ripping down the hill on Opening Weekend next season? <<

» NOTICE «

PSIA-AASI Eastern Region Virtual Membership Meeting

Wednesday, February 15, 2023 at 7PM EST

Zoom Meeting ID: 852 4241 6509

Passcode: 809709

Phone: 1 (646) 931-3860 US

<https://us02web.zoom.us/j/85242416509>

During this online meeting, hear from the CEO, Kathy Brennan, and representatives from the Board of Directors. Hear what Kathy has learned from her listening tour and what she has in mind for the future. Also, take this opportunity to ask a question or make a suggestion. At the finish of the call, Zone 2 & 4 Board Representative candidates will have the opportunity to make a brief statement.

Congratulations to 30, 40, 50 and 60-Year Members

The following PSIA-AASI Eastern members are completing 30 or more years of membership in PSIA-AASI during the 2022-23 season. We congratulate these individuals on this outstanding accomplishment and thank them for their dedication to snowsports education. All qualifying members receive a commemorative pin and a letter of recognition directly from the national PSIA-AASI office.

30 Year Members

Jeffrey Aceto
Ed Adams
Alex Antoninich
Andrea Bacon
Robert Bacon
Len Bauer
Robert Beattie
Thomas Behr
Harold Beisaw
Paul Blaylock
Glenn Brown
Barbara Burbridge
William Burbridge
Herbert Burnham
Thomas Butler
Derek Canova
Vincent Caruso
Harold Chase
Constance Clarke
Charlene Cooper
Arleta Cosby
Rosemary Croop
Kendall Daly
David Day
John Derrico
Joe Donohue
Ronald Dull
Barbara Duquet
Michael Duricko
Margaret Eastman
Mark Foster
Robert Franz
Steven Frenette
Manny Fu
Robert Gallo

S. Mishima Gerhart
David Gonder
Cody Gossard
Lisa Grondahl
William Haile
James Hamilton
Rich Hawks
Wayne Hey
Michael Hicks
John Hoffman
Neil Kabaniec
Deanna Karafiath
Kevin Keane
Lynn Kenerson
Frank King
William Kramer
Martin Lamoureux
Frank Lancsak
Mary Lane
Stacey Lazarus
Danny Lee
Maureen Levine
Elizabeth Limerick
Bruce Litaker
Thomas Lusby
Richard Maiori
Ken Marisseau
Louis Marshall
Luke Martin
Pamela Martin
Jay McCrensky
Brennan McGuane
Gordon McHugh
Todd Menees
Marvin Miller
Marcia Milton

Jean Moe
Vincent Neal
Edward Neeb
Chip Newman
Mark O'Connell
Neil Olufsen
Laura Ortiz
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Sharon Smith
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Cynthia Stull
Susan Talarico
Daniel Teare
Randa Tenney
Maria Tomaselli
Fran Vall
Andrew VonDeak
John Whipple
Holly Whitaker
James White
Stanley Wilkes
Keith Youse

40 Year Members

John Almonte
Duane Bass
Cornell Bialicki
Tom Bird
Robert Blount
Gregory Brown
Debbie Bullis
Mark Cecchetti
Dan Chin
Thomas Cocker
Peter Colbath
Thomas DeShazo
Brian Dolin
Mark Draper
Richard Dresser
David Finn
Rosemarie Gavin-Casner
Deirdre Gilroy
Deborah Goslin
Emily Gregg
Mike Hedges
Roberta Holland
Donald House
Peter Howard
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Robert Jones
Linda Kelly
Anthony Kiziukiewicz
Robert Lawser
Mimi Legro
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Eric Rauscher
Kristi Robertson
Albert Rosenblatt
Richard Russo
Andy Shenkman
Scott Sherwood
Mickey Stone
Russell Stull
David Swits
Henry Talbot
Randy Trainor
James Tuttle
Melissa Vogel
Ronald White
Sharon Williamson
Mark Woolley

50 Year Members

Victor Antonelli
Robert Armour
Joseph Barclay
William Barnes
John Brady
Nancy Colon
Richard Copeland
John Copeland
Dennis Eshbaugh
Steven Favorite
Justin Fishman
Raymond Harwood
William Irwin
George Lenart
Paul Maloney
Alan Moats
Ned Moody
Timothy Petrick
Mary Prather
Beverly Rainone
Joseph Riggs
Richard Rossi
John Schmonsees
James Shober
Phillip Simmons
John Sniezyk
Sherman White

60 Year Members

Thomas Andrews
Barry Bryant
Adolph Scheidle
Lars Skylling



KB's Listening Tour – ProJam AASI Group – Killington, VT



sitzmark

noun

sitz·mark ^{ˈsits-ˌmärk}
a depression left in the snow by a skier falling backward

Word History

Etymology
probably from German *sitzen* (to sit) + English *mark* (impression)
First Known Use: 1930

around the east

Southern New England (Zone 2) Board Selection Seat

By Kathy Brennan
Eastern Region CEO

THE ELECTION FOR THE SOUTHERN NEW ENGLAND ZONE BOARD SEAT IS NOW LIVE! If you are an eligible voter living in CT, MA or RI, or you designated a snowsports school in one of those states as your snowsports school/teaching affiliation, you will receive an e-mail, by February 13th, with a personal invitation (including login instructions) to vote in the Southern New England zone election for the PSIA-AASI Eastern Board of Directors for a three-year term beginning spring 2023. If you believe you are an eligible voter and did not receive an e-mail with log-in instructions, please contact Director of IT Jodi Bedson at jbedson@psia-e.org.

We have four candidates running for the Southern New England seat. Candidate profiles are displayed in alphabetical order on the election website and reverse alphabetical order here. Candidates will also be given the opportunity to give a brief statement at the end of the Virtual Membership Meeting on February 15 (more information on page 2). Voting concludes on March 1, 2023.

Candidate Profiles

Southern New England Zone Board Candidate:
Xusong (Terry) Xie

State of Residence: MA

Snowsports School Affiliation:
Okemo Ski & Ride School

Certifications:
**Alpine Level III, Snowboard Level 1,
Children's Specialist 2, Freestyle Specialist 1**



Background & Qualifications:

I first learned how to ski at Wachusett Mountain in Massachusetts and went on to become a ski/snowboard instructor there. While I was working there from 2013 to 2022, I worked my way up the certification ladder, and made the PSIA-E Alpine Development Team in 2021. Today I still ski at Wachusett especially when my kids train with the race team (WMRT). Currently a part-time Staff Trainer at Okemo, I have multiple certifications across different disciplines which allow me to appreciate, understand and speak for a broader range of PSIA-AASI members. I also serve as a

PSIA-E NextCore mentor helping younger members achieve their goals in Snowsports. Born and raised in China, I enjoy my connections with other minority skiers/boarders in the region and across the country. When I am not teaching Snowsports, I run an outdoor specialty store in Littleton, MA and am quite familiar with the Snowsports retail industry.

Statement of Philosophy & Direction:

If selected as a member of the Board of Directors, I will work with and support everyone to strengthen the community and bring even more success to the organization. As a relatively new member (currently in 7th year), I have greatly enjoyed my journey with PSIA-AASI and have found joy in sharing my experiences and passion with fellow skiers and riders. With the strong support from current and soon-to-be members, I see that the organization has a very bright future. One thing we can do is strengthen our position with current members while seeking more involvement from outside skiers and riders. As a member of the Board of Directors, I will work with rest of the board and the Region to increase the value and unity of our members, and help organize more events that better fit their schedules, interests, and needs. At the same time, I will support initiatives to promote PSIA-AASI and the safe and fun environment of snow sports to a broader audience. There is limit to what one or several people could do by themselves. Our whole membership should be encouraged and supported to become ambassadors and share their passion with their families, friends, and colleagues, which will help spread the joy of snow sports to more people. One thing is certain: PSIA-AASI is a jewel that needs to shine, and shine bright.

Southern New England Zone Board Candidate:

Jonathan Paterson

State of Residence: CT

Snowsports School Affiliation:
Stowe

Certifications:
Snowboard Level I



Background & Qualifications:

I am a thirty plus years snowboarder, having learned my skills in Europe. I was a founding member of BASI the UK program and helped establish the instructors course. Professionally my back-ground is accounting, financial communications and marketing. I own and operate a communications and

marketing consultancy firm. I sit in several other advisory boards so am very familiar with process and work involved. I have had so many great experiences I would love to give back to a sport that means so much to me and my family.

Statement of Philosophy & Direction:

My general philosophy is greater transparency and communication with mêmbers will allow for the chapter to grow. Many members are keen to participate however are not sure how they can be a part of the chapter. Better communication can help create an active and inclusive chapter.

Southern New England Zone Board Candidate:

Emma Franzeim

State of Residence: MA

Snowsports School Affiliation:
Crotched Mtn Resort

Certifications:
Alpine Level III, Children's Specialist 2



Background & Qualifications:

I have been a PSIA member since obtaining my level 1 in 2004. I had no idea how much being a member of PSIA would shape my path in life and the impact

it would have on me. The journey has not always been easy, but it has been deeply rewarding. I have taken numerous assessments, met people from all walks of life from various regions of the country and of the world. I have served on PSIA/AASI boards. I earned my Level 3, Avy 2, USSA 100 and my CS2. I have attempted to make Ed staff and have grown from the endeavor - meeting inspiring people along the way. I have worked full time and part time. I have tried to balance work, family and my passion for the sport. I have forged most of the more significant relationships of my life through PSIA - most especially my relationship with myself. It's been a trip!

The thing that keeps bringing me back to PSIA/AASI is the community and the connection I feel through the organization. I want to draw more people to it so they can experience the great things I have experienced as a member, but I also want to work to make their journey easier, and more welcoming than mine was. I want to use my experience to pay it forward.

Statement of Philosophy & Direction:

When I served on a PSIA/AASI board previously I was very focused on leveraging technology to collapse the artificial distances between regions and to standardize the membership experience. I have seen that come a long way in my time as a member. Still, I would like to see us go further to broaden our reach in the sport. I want to work to draw a clear line for the public and for resort management demonstrating quantitatively the value of the work we do and how it translates directly to the growth and sustainability of the sport. I want that to be measured both by how the skills we train for develop relationships that drive revenue, but also how those skills function to expand the sport to new demographics that have not previously been reached. I want to find an innovative path forward for the snow sports industry that allows it to sustain into the future.

Southern New England Zone Board Candidate:

Gary Cook

State of Residence: MA

Snowsports School Affiliation: Pats Peak Snowsports

Certifications:

Alpine Level III



Background & Qualifications:

I am a part-time weekend warrior doing a “day” job during the week and working just as hard on winter weekends striving to be a better instructor, skier, and ambassador for the snow sports industry. I have been an active PSIA-AASI-E member living in zone 2 since starting my alpine certification journey in 2008 at Nashoba Valley Ski area. Three seasons ago, I joined the team at Pat’s Peak to broaden my experience and continue my pursuit of certification. Last April, my 14-year journey culminated with attaining level 3 certification. Looking back, the main catalyst for joining PSIA was the skiing skill level demonstrated by members when I first started instructing. As level 3 certification came into view, my greatest inspiration came from the willingness of new and old mentors alike, who freely shared their knowledge, experience, and encouragement as certification season, month, week, and day appeared on the calendar. Now, after greedily taking from PSIA for the past 14 years, it would be rewarding to give back by serving as the zone 2 representative on the PSIA-AASI-E region Board of Directors.

My formal education ended with obtaining a doctorate in physical organic chemistry. I have worked in pharmaceutical research and development since 1996 and currently serve as a vice president at a Nasdaq listed company with a \$2.5 billion market capitalization. My role is to lead the development of pharmaceutical products for degenerative diseases of the eye. In this role, I address scientific, operational, and strategic challenges. These challenges are addressed by promoting communication among managers and executives to align on solutions and action plans. I believe my ski instructor and professional experience could help address the challenges and opportunities the organization will face in the next three years.

Statement of Philosophy & Direction:

Education is the backbone of the PSIA-AASI organization and needs to be leveraged to its full advantage. It is my view that efforts should continue to make the high-quality educational materials more accessible to members in good standing. Looking forward, PSIA-AASI-E parallels the broader Snowsports industry regarding the need to recruit and retain new participants to increase the vitality of the organization. It is vital that the organization continue to encourage participation by a new generation of members. Expanding the organization and increasing access to educational materials will require financial resources now to promote long term growth. PSIA-AAS-E is a nonprofit organization but that does not mean it cannot be profitable. I strongly support opportunities to expand funding via means other than increasing dues. Fundraising strategies employed by other nonprofits can be reviewed for potential emulation. Another opportunity is to leverage the financial strength of the mature demographic populating the eastern region to fund growth and participation of new members. If elected to the board my goal is to leverage my passion for Snowsports and professional experience to facilitate growth of PSIA-AASI-E during my term.



South (Zone 4) Board Selection Seat

*By Kathy Brennan
Eastern Region CEO*

THE ELECTION FOR THE SOUTH ZONE BOARD SEAT IS NOW LIVE! If you are an eligible voter living in DE, MD, VA, WV, NC, SC, GA, FL and DC, or you designated a snowsports school in one of those states as your snowsports school/teaching affiliation, you will receive an e-mail, by February 13th, with a personal invitation (including login instructions) to vote in the South zone election for the PSIA-AASI Eastern Board of Directors for a three-year term beginning spring 2023. If you believe you are an eligible voter and did not receive an e-mail with log-in instructions, please contact Director of IT Jodi Bedson at jbedson@psia-e.org.

We have three candidates running for the South seat. Candidate profiles are displayed in alphabetical order on the election website and reverse alphabetical order here. Candidates will also be given the opportunity to give a brief statement at the end of the Virtual Membership Meeting on February 15 (more information on page 2). Voting concludes on March 1, 2023.

Candidate Profiles

South Zone Board Candidate:

Karen Moore

State of Residence: MD

Snowsports School Affiliation: Liberty Mountain

Certifications:

Alpine Level 1



Background & Qualifications:

A lifelong skier, avid student and instructor for six years, I have a good perspective on the sport and the profession. While I don’t profess to have the extreme depth of knowledge and ski skills which some PSIA members have, that doesn’t diminish the love I have for the sport and the passion I have for instilling that same love in those I have the privilege to work with on the snow. This is clearly a prerequisite for anyone seeking a seat on the Board.

I have worked in senior leadership positions in multinational corporations for nearly 25 years. As a corporate law generalist and a compliance and privacy specialist, I have a number of skills to bring to bear as a member of the Board of Directors. These range from an

continued on next page **»**

» South (Zone 4) Board Selection Seat, continued from page 9

ability to participate in strategic planning, an appreciation for good governance, and significant experience with risk assessment and mitigation across a range of critical areas including cybersecurity, data privacy and appropriate workplace behavior (including harassment and discrimination).

Additional relevant experience includes past advisory positions to two non-profit organizations, one for international lawyers and the other involving cultural exchanges, environmental and arts programming.

Statement of Philosophy & Direction:

If elected, I would support current and planned PSIA initiatives, regionally and nationally. At the same time, it is important to challenge assumptions and status quo to ensure that fresh perspectives are incorporated into strategic initiatives. A degree of flexibility must also be built into planning, to accommodate emerging and/or unplanned challenges.

Two important approaches I bring to bear are: first, taking a rigorous risk based approach to the development of near, mid and long term strategies; and second, taking diverse and representative viewpoints into consideration to ensure those strategies are reflective of the organizations membership. I am particularly passionate about ensuring that a broad and diverse range of instructors are encouraged and supported in our profession, and particularly as regards age, race and gender identity.

South Zone Board Candidate:

Will Horton

State of Residence: WV

Snowsports School Affiliation:

Winterplace Ski Resort

Certifications:

Alpine Level I, Children Specialist 1



Background & Qualifications:

Currently, I am working as the Snowsports Director at Winterplace Ski Resort. I am starting my 40th season at the same resort where I started as

an instructor as well as a PSIA member. I have moved from instructor to race coach/official to supervisor to now Director which gives me an understanding of the needs of a Snowsport school's members. Being a level One ski instructor, Children Specialist One, and

a USSA level 200 race coach/official gives me a unique perspective of how PSIA can give Snowsports Schools the tools needed to provide students with the best possible lesson. Over the years I have been listed as top 100 ski instructors by SKI magazine (1993), 2020 Adventurer of the Year by Blueridge Outdoors Magazine, volunteered for the USSA US Nationals and been on the Beast Crew for World Cup Race at Killington. Also, I have volunteered at SARA races over many years as a USSA coach/official.

Statement of Philosophy & Direction:

When elected, I will continue to promote an active schedule of events in our zone which covers a vast area in multiple states. In addition, I would like to bring back the Snowsports Management Seminar to our zone to help provide growth to the management teams throughout our 5-state zone. Continuing many events and sponsoring seminars would give our members more opportunities for professional growth which, in turn, would give the customers the best instructors. Overall, this would provide resorts with an excellent source of safe, fun learning experiences. A visit to our zone schools would further my knowledge of them to give the best possible representation.

South Zone Board Candidate:

Landon Figg

State of Residence: VA

Snowsports Affiliations:

Wintergreen / Southern Division Snowsports School, National Ski Patrol

Certifications:

Alpine Level 2



Background & Qualifications:

I began skiing at age 3 at The Homestead Resort under Sepp Kober and his Austrian staff. My parents took my brother and I nearly every weekend to ski. I

desperately wanted to become an instructor and was finally allowed to teach children on the rope tow at age 15, and I got that cool red and navy CB jacket! I taught throughout high school and also while in college at UVA at nearby Wintergreen. After graduation, I skipped corporate America, much to my father's chagrin, and moved to Summit County to teach at Breckenridge. Living and working at Breckenridge was an invaluable experience, not only in teaching and skiing but also in how to handle altitude sickness. Times were tough back then as

resort jobs weren't a viable year-round career option. I moved back east to Snowshoe, WV to teach and was met with a harsh reality - Snowshoe didn't pay as well as Breck. So, to make ends meet I became a patroller. Gasp! Yes, I went to the dark side (thank you Darth Vader) and have been a card-carrying member for almost 23 years. I now serve on the Southern Division Board as the Virginia Region Director and earned my Certified pin not too long ago. I'm also a USSA certified Alpine Race Coach and work with our Development Team at Wintergreen. In addition, the Southern Division of NSP has a snowsports school which allows those of us with PSIA credentials to coach NSP members through various clinics.

Statement of Philosophy & Direction:

As an Eastern Division Board Member for Region 4, I would focus on increasing recruitment and retention of members, collaboration within the snow industry to share ideas and best practices as well as further promote and support the members of Region 4.

I believe that holding more clinics, exams and educational events in the South is paramount to recruiting and advancing individual members as well as the organization. Due to the efforts of past and present Region 4 directors as well as Kathy Brennan's listening tour, we have more Level 1 and 2 events this season than ever before. I would continue that push, as well as advocate for Level 3 prep clinics and exams to be offered closer to our region. Since the assessment process has changed, the requirement for very difficult terrain no longer exists; we should be able to hold higher level events locally, thereby increasing participation and furthering the industry as a whole.

My involvement in ski patrol both as a volunteer, as a member seeking higher education and as a board member has provided insight into the national ski patrol organization and has informed and guided my decisions as a Region Director for Virginia. I plan to use the seat on this Board to learn more about PSIA as a national organization and serve all of our members, from alpine to adaptive, from DC to GA.

My time on snow as a line instructor, a volunteer and paid patroller and as an Alpine race coach have provided numerous opportunities to meet and serve fellow snow sports enthusiasts. I am passionate about sharing the wonder and joy of sliding on snow! I would appreciate your vote as the Region 4 Eastern Board Member. ☺

Meet PSIA-AASI 3 C's Award Winner, Briggs Allen!

Excerpted from *32 Degrees – Winter 2023*



Met 3 C's award winner and Eastern member, Briggs Allen, who was recognized for his commitment to helping others build their snowsports careers AND inspiring more people to become lifelong participants of skiing and snowboarding.

The 3 C's award recognizes members who demonstrate positive leadership within their snowsports school or region through consistent collaboration, communication, and cooperation

with peers and guests. Recipients of this award serve as role models for others.

Briggs Allen, a member of North Carolina's Beech Mountain Ski Patrol since 1986, knows the value of instruction and has dedicated himself to helping other patrollers improve their skiing and riding so they can better support guests. In 2009, Allen became director of National Ski Patrol's

Southern Division Snowsports School, and the following season earned his PSIA Alpine Level II certification.

The school offers alpine, snowboard, and telemark training events led by PSIA-AASI clinicians, including an annual Train the Trainer clinic as well as bi-annual clinics at Beech Mountain lead by members of the PSIA-AASI National Team. This event enables patrollers, who are also PSIA-AASI members, to earn the continuing education units required to help them stay current on their skills.

Allen is well respected in both NSP and PSIA-AASI for the phenomenal workshops and clinics he puts together. He sets an example many are eager to follow and has inspired many patrollers to earn their PSIA-AASI certifications.

Allen is committed to improving patrollers' skiing and riding skills for the benefit of guests. A member of PSIA-AASI for over 18 seasons, he bridges the gap between patrollers, instructors, and guests, so that everyone can enjoy their time spent sliding on snow. When asked about the 3 C's award, Briggs Allen responded: "With the respect I have for PSIA-AASI and its membership, I consider being chosen for the 3 C's Award a great honor. Furthermore, it has been a privilege to interface between the Southern Division NSP and PSIA-AASI. Anytime you are recognized by your peers, it is special."

Congratulations, Briggs! ☞



MAINE

SKI AND SNOWBOARD HALL OF FAME

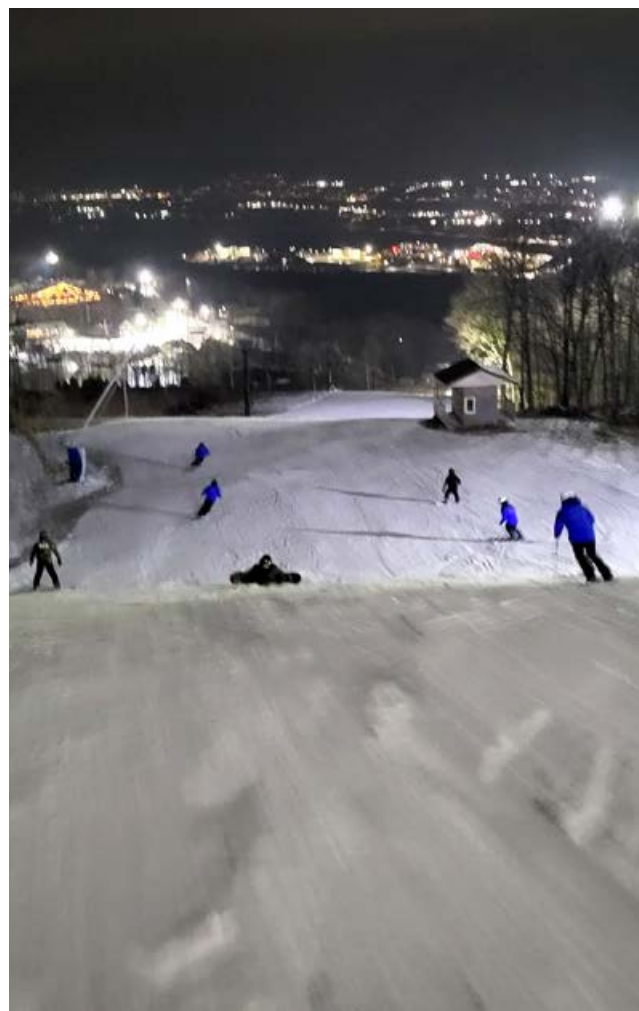
A Division of the Maine Ski and Snowboard Museum

Peter Howard Inducted into the Maine Ski and Snowboard Hall of Fame

In November of 2022, PSIA-AASI Eastern Board Chair and long-time Eastern Alpine Examiner, Peter Howard, was inducted into the Maine Ski and Snowboard Hall of Fame. The Maine Ski and Snowboard Hall of Fame, a division of the Maine Ski and Snowboard Museum (MSSM), was established to recognize individuals who bring distinction to Maine skiing and snowboarding.

MSSM's mission is to "celebrate, preserve, and share the history and heritage of Maine skiing and snowboarding."

Peter's dedication to the sport of skiing is evident through his passion, professionalism, and humble leadership. His decades-long involvement with the Professional Ski Instructors of America, through instruction, management, and writing, has been instrumental to the organization's growth and innovation. Says 2021 Hall of Fame inductee Scott Hoisington: "Peter is passionate about ski instruction and the growth of the sport." He inspires ski instructors both at his home mountain, Sugarloaf, and nationally, to push themselves to be better skiers, earning the reputation as a top instructor and icon in the ski industry. ☞



KB's Listening Tour – night skiing at Montage Mountain

Behind the Scenes – What is Ed Staff Training Like?

By Shannon Rucker

PSIA-AASI Eastern Board Member

Alpine Level II, Snowboard Level I,

Children's Specialist 2, Freestyle

Specialist 1

Have you ever wondered what it's like to be an examiner, or how our Education Staff gets ready for the season? Read on for a peek behind the curtain!

First, off, nearly three years ago, the Eastern Board of Directors voted to adopt Policy Governance as our new method for organization government and to reduce the size of the Board. Historically we were a much larger board who operated under the traditional model of governance – this meant the Board was responsible for all matters – that's right, all.

I imagine you would agree, all is a lot. Under the new system, the board charges and entrusts the CEO to lead all operations and employees. This allows the board to instead focus on defining priorities and evaluating the CEO's performance of their achievement. The board outlines these priorities in our policy manual through our statement of purpose and our "Ends."

Meanwhile, one top priority with which the Board has tasked CEO Kathy Brennan is End 1.2 which reads: "Members' skill sets are validated through consistent and equitable assessment, certification and credentialing that meet the national standards." (You can review the standards at this link: thesnowpros.org/certification/national-certification-standards/.) With the rollout last season of the nationally unified assessment forms, this is a big ask.

And who does Kathy lean on to see this through? Our education staff. To see how the Ed Staff approaches this task (and to peek behind the curtain myself), AASI Coordinator Brian Donovan invited me to observe this year's AASI Education Staff Training at Killington Resort, VT.

Training started long before examiners even came to Killington. It began with required zoom calls, readings, and recorded videos in the weeks and months preceding the on-snow portion. Staff was expected to arrive familiar with the national standards, the performance guides, and the assessment form(s).

They met December 1st in the new (and beautiful) upstairs level of the K1 base lodge (thank you to Killington Resort and Eric Kelley for the hospitality!). It was reminiscent of return staff at your home mountain: friends hugging and greeting one another after a long off season. Homecoming was short lived though as Brian Donovan and SB Examiner Coach Tommy Morsch launched into the

(very packed) agenda and expectations, and then divided the group. Then, everyone went to work.

Day 1 was no picnic. Early season at Killington with limited terrain. High winds. Snow guns hammering over most of the open terrain. Limited visibility.

They used each chairlift ride to discuss the subjects for the session (including Level 1 assessments, Level 2 riding tasks, movement analysis, and giving feedback). Pull-offs on the trail with minimal shelter from the guns and wind were filled with deep discussions that approached each topic from a variety of angles – the member experience, the interrelation of fundamentals, the impact surface conditions could have on candidate performances, how and when to adapt for the group, individual biases and how they might present and impact a group or member, how best to structure feedback (timing, phrasing, word choice, the parity of scores and words, and more), etc.

Throughout the training, I observed how caring our staff is – every person demonstrated a commitment to delivering the highest quality product to our members and for our organization in the coming season. Riding opportunities were used to hone the performance of tasks at varying certification levels. There was no break at lunch as the conversations continued while they quickly consumed sustenance before heading back out for more. The groups went up to and past the final chair, wrapping discussions on snow as the Vermont sky shifted to night. I anticipated a bit of a break only to remember that there was a 5pm indoor session starting back at the hotel.

With just enough time to get out of my gear and grab a seat, the evening session launched. Participation was thoughtful, constructive, widespread,

and centered around feedback. One of the items I really appreciated about the staff training was the community; Development Team members trained with new and experienced examiners alike. Individuals felt secure and respected enough to contribute and listen equally. Staff members discussed how their actions, decisions, and behaviors impact members individually and collectively for our association in this area.

Before I could blink, it was time to meet back on snow for Day 2. Fortunately, the sun was shining, the wind had died down, and the temps were better – a beautiful day to tuck into the nuance of discovering candidates' knowledge of movement analysis without being overly helpful, stress inducing, or impacting the group dynamic. An extremely high-level demonstration of people skills the group worked to refine even more.

I departed after lunch as the staff grouped back up on snow for one more afternoon session. Heading home in my car (to make a training of my own), I had time to think. What was staff training like?

- A. A summit level conference of elite professionals collaboratively working to improve our experience as members using high level skill sets, knowledge, and experience.
- B. High intensity, long days of snow and indoor training bookended by long travel for minimal pay.
- C. The only time our education staff can meet collectively in person to develop their own skills as advanced educators while advancing Regional and National goals.
- D. All of the above.

The answer is "D" and more – so next time you see a Staff member, thank them! ☞☞



AASI Eastern Ed Staff training at Killington, VT

zipperline

Analysis Paralysis: Becoming a Better Describer of What You See

By Chris Ericson

PSIA-E Examiner

PSIA-E Alpine Certification Committee Chair

What makes movement analysis (MA) so challenging? Why is it that when a skier or rider goes past us, we have a hard time explaining what we see and become paralyzed in speaking, showing, and describing in order to come up with a plan? Here's what I (and other education staff members) have observed: instructors are influenced by personal biases and what they value. When they make an evaluation, they often use technical language that they don't necessarily own or fully understand in order to explain their observations. Describing what you see is challenging, because each turn happens so quickly. Also, there are distractions on a ski trail. In the face of these challenging circumstances, too many instructors fall back on cookie-cutter, pre-rehearsed (or even fabricated) prescriptions that don't really serve our students.

Describing What We See. Everyone has a particular way that they like to do MA. For example, some like to look at the whole body, while others prefer to observe parts of the body, top-down or bottom-up. Some think in terms of skill efficiency, ski performance, or body performance – and their relationship to the Technical Fundamentals. All of the above are valid. It is important to understand that your MA process is a personal preference. Ultimately, if we were all looking at the same individual, we should come up with the same description of what we see even though our processes of getting there may differ. I have a way that works for me, which might not work for another instructor... and that's okay. Being able to describe what you see is NOT telling someone "you're sitting back." That doesn't tell much at all about what you see.

The ability to describe what you see in raw and non-technical terms without personal bias is the hardest part to learn. We know what we like, and we hold great value in that. Describing what we see through an unbiased lens... *that* is the key to effective movement analysis.

Think about how you would describe something you know very little about. For me, a life-long skier who doesn't snowboard, that could be snowboarding.

I don't know the technically correct way to snowboard, so describing what I see when I do MA on a snowboarder is very simple. For example, my description of someone making medium radius snowboard turns might sound like this: "When I see a snowboarder make a toe-side turn, I see the board quickly tipping on its side at the end of the turn, and I see the body leaning into the hill and the rider getting on his toes. Snow appears to be pushed down the hill. The speed of the board is slow until it's tipped on its side, then the speed increases. The rider's upper body sometimes twists in the opposite direction of the legs, especially at the start of the turn." This is an unbiased, non-judgmental description; no movements are labeled good, bad, or technically correct. It is simply what I see and when I see it.

Unbiased and non-judgmental – that is what our descriptions of movements should be. They are neither right nor wrong; they are just the facts. Without the facts, how can we determine causes and effects and, later, come up with a prescription for change?

What Does Good Skiing Look Like? This is a tough question (and I admit to having some bias about it!). Pose the question to a room full of instructors, however, asking them to answer in non-technical terms, and here's what they say: *Fluid, versatile, deliberate, having fun, quick, use the ski as intended, athletic, precise, light, strong, fun-loving, efficient, flexible, agile, accurate when slow, intentional, skiddy on purpose, fast and balanced* to name a few.

It is interesting how many of those words can become describers or outcomes of our Assessment Criteria for Alpine Level III, which read as follows: The skier can continuously adjust tactics and ski performance to...

- Integrate the Technical Fundamentals through all turn phases to achieve prescribed ski performance.
- Adapt and blend each of the Technical Fundamentals as prescribed.
- Vary turn shape, turn size, and line as needed or prescribed in all skier zones.

Putting the Two Together. If we know how to describe what we see, and we know what good skiing looks like (based on the Technical Fundamentals), then and only then, we can move to the next step of prescribing a specific change, related to Technical Fundamentals, to achieve the desired outcome. Otherwise, our prescription for change will be flawed.

Movement analysis is the cornerstone of snowsports instruction. Our ability to watch and describe what we see and when we see it, in the performance of our students, is something we need to practice continuously so that we can become more efficient. Practice on your friends, colleagues, and staff; watch videos on YouTube and describe what you see; and whatever you do, *don't* say "they are sitting back!" <<





New Advanced Training Program (ATP) Alpine Members

Above are former Alpine Development Team Members who have been selected for the Advanced Training Program (ATP) where they will receive several years of additional training to prepare to deliver and score alpine level II and III assessments.

From left to right: Wayne Conn, Martin Young, Bethany Yellis, Ali Spaulding, Charlie Roy, Keith Rodney, Art Menichini, Nate Mead, Chip Coxe
In front: Ben DeBenedictis, Ali Cessna (Doro)



New Alpine Examiners

Above are former Examiner Training Squad (ETS) members who were elevated to Examiner status this past fall after several years of additional training and work understudying alpine level II and III assessments. Please give them a hearty congratulations and thank them for their dedication!

From left to right: Angelo Ross, Jeannie Masters, Joe Hanzalik, Brian Dolin, Candace Charles, Eric Anderson, Jeff Korajczyk, Mike Logsdon, Patrick McCord
Missing: Keri Reid



Congratulations New Alpine Examiner Emeriti!

Erik Barnes, Pam Greene, Mac Jackson and Rick Downing receiving the Joe Wood Examiner Emeritus Award during PSIA-E Alpine Education Staff training at Mount Snow. The award is given to Eastern Alpine Examiners in appreciation for outstanding long-term contributions to snowsports education.

Online donations are easy through your member portal!

To give online, go to your member portal at <https://members.thesnowpros.org>, and it's as easy as 1-2-3!

To make a donation, click on **Make a Gift** at the top right of the screen.

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freestyle

This Season's Challenge: Freestyle Specialist 1

By Greg Fatigate
AASI-E Examiner and
ACE Team Member
AASI-E Steering Committee Chair

Are you a member of your school's staff who is teaching freestyle zone? Are you someone on your school's staff who skis/rides in the park regularly? Are you looking to highlight and validate your skillset to become a specialist in freestyle? Maybe then, this is the season you take on the Freestyle Specialist 1 (FS1)!

Check the PSIA-AASI event schedule for FS events near you: easternsnowpros.org/calendar and filter in freestyle.

Additionally check into the FS standards, found here: easternsnowpros.org/education/freestyle-specialist

Beyond training directly to the FS1 standards, here are a few other ways to develop your teaching for the FS1 whether you attend this season, or are just considering it for the future:

- Teach freestyle skills outside of the park for implementation at a specific park feature. Take board slides for instance. This maneuver requires you or your student to move their equipment 90 degrees to the box or rail. Typically, the mechanics to do so need to originate from the lower body. If the rider or skier stands tall, or pivots their equipment from the upper body, that bit of upper body leaning up hill will have serious consequences. In this regard, it is best to experience the learning process on a surface (snow) that is forgiving to the failure-success process required for the maneuver.
- Teach a variety of skill levels with the promise that all participants may attend on a "challenge by choice" basis. By doing so you'll gain valuable experience on how to modify your teaching strategies based on the outcome goals of the individual.
- Make trips through the park a regular part of your day. Not every trip through the park needs to be for the intention of "going big". Going small, or just plain moving through the travel lanes on a regular basis will give you perspective on how the park conditions at your home mountain change day to day.
- Make teaching in the park part of your everyday teaching repertoire, especially if it's part of your students' motivations. Are you able to teach little

hops/jumps to your beginners when they do straight glides? Could you teach 180's to your beginner students on flat terrain? Could you teach grabs with your equipment on while sitting down for a stretch session? Simple adjustments that account for student safety will enable you to use a variety of freestyle moves for your beginner level lessons in a session like environment.

- Get comfortable with a variety of small Freestyle elements in most-to-all snow conditions. This aspect is geared to your development. By training yourself to take on park features in a variety of conditions, you will familiarize yourself on how aspects of the ATML cycle need to be adjusted to be successful. This level of knowledge & experience will enhance your ability to adjust to the changing needs of the learner and manage physical and emotional risk for your students when you are teaching in the park.
- Inspire your co-workers to join you for intro to park learning. To do this, here's a word of advice: start with small jumps. In my experience I have found that instructors may expect that boxes and rails will ruin their edges, causing an initial apprehension to join a clinic on the topic. Small

jumps found all throughout the trail network tend to be more approachable to the masses before moving into the park for a small jump session (sounds like Point #1, huh?).

- Locate the quarter pipes and halfpipes your home mountain has. Most trail networks were constructed using a "bench cut" method. That is, the trail was cut into a side hill, where one side falls away, while the other side has a very usable quarter pipe transition when covered adequately with snow or snowmaking blowoff. Not only are these areas of the trail super fun, but they also help you train your eye for halfpipe and transitional features. A word of caution before going for it here: the runout of the "landing zone" in these areas typically cuts across the trail's flow of traffic. Great care needs to be taken to assess when it is safe to use the transition zones found to the sides of trails.

These are just a few suggestions that will help you move towards the goal of attaining an FS1. The freestyle zones at your mountain hold great opportunities to evolve your teaching repertoire. Follow ParkSMART and start small. See you in the park! <<



Tom Vickery having fun in the park.

“Unwritten” SMART Choices in Freestyle Areas

By Greg Fatigate

AASI-E Examiner and ACE Team Member

AASI-E Steering Committee Chair

Many instructors have come to find that there are powerful learning opportunities available in freestyle venues. I hope you are reading this article because of your love and desire for (or at least because you're curious about) blending the orange oval of Freestyle areas into your learning environments. Safety is always front-of-mind, and the National Ski Areas Association (NSAA) has straight-forward guidance for using these areas known as Park SMART. Learn more through this link: https://www.nsaa.org/NSAA/Safety/Freestyle_Terrain_Safety/Park_Smart/NSAA/Safety/Park_Smart.aspx

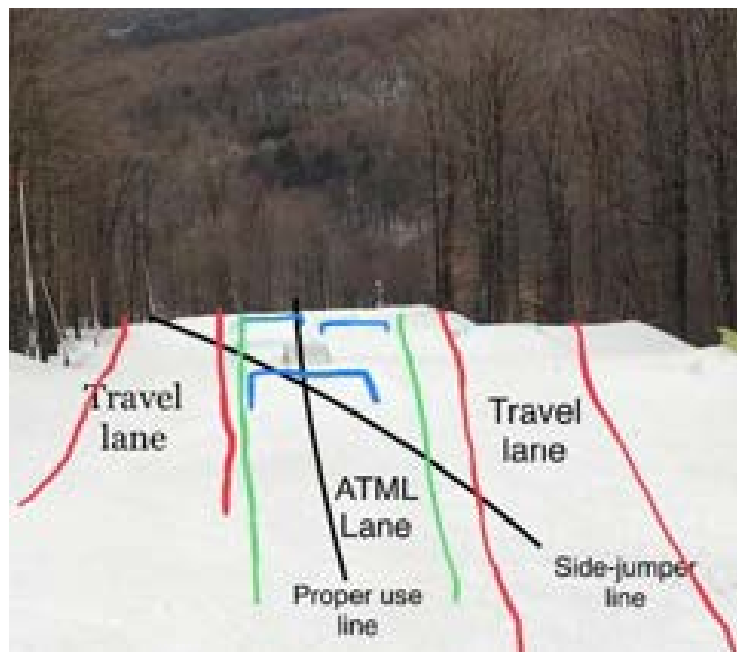
You may already be familiar with Park SMART as it is posted at the entrances of most terrain parks. I want to bring to light additional insight on three safety aspects that fall under Park SMART but are not explicitly stated.

ATML Lanes versus travel lanes: Approach, Takeoff, Maneuver, Landing (ATML) is a coaching model for isolating the phases of freestyle terrain usage. Below is a “Cliff Notes” version of ATML (for more information, refer to *Freestyle Technical Manual*):

- A: Approach zone. This is the space used to approach a freestyle feature
- T: Takeoff. This is typically the shaped ramp, or the area from which one takes off
- M: Maneuver. This is the space where the “trick” or maneuver occurs
- L: Landing zone. This is the area where one lands, and runs out the landing

Parks are built with ATML in mind throughout. Parks are constructed to have “ATML” lanes for terrain feature users, as well as “travel” lanes for those inspecting, passing through, or watching their friends (see photo). In the photo, two travel lanes run parallel to the ATML lane. Your ability to implement park SMART requires your ability to locate these unmarked lanes and use them appropriately. In smaller parks like the one pictured, identifying these lanes is generally straight-forward. In larger parks, the ATML Lanes can cross travel lanes, and identifying them requires a more advanced level of knowledge simply to navigate through to inspect. (For more information, again check out the *Freestyle Technical Manual*.)

Commonly accepted “Right of Way” rules don't always apply. We're all familiar with the component of the Responsibility Code that says, “People ahead or downhill of you have the right-of-way. You must avoid them.” **This doesn't always apply in terrain parks; here's why:** When traveling through, it is crucial not to get too comfortable. Accidentally crossing into any phase of the ATML lane (especially the landing zone) may very well set you up for a collision where the uphill user who was just in the air after properly using a jump would have no ability to control their descent into your path. Consider what would



Terrain Park Diagram

happen if you veered from the left travel lane into the ATML lane. This would be like crossing into the gates of a Giant Slalom course! Wandering into a landing zone, is akin to wandering into the GS course. Both actions – wandering into a GS course or into an ATML lane would put the race course/terrain park user in an impossible situation to attempt to avoid you. If you are traveling through the park, continually assess where the travel lane is and remain within it. If you must cross an ATML lane, find a clear and visible spot, look uphill, and cross as though you were crossing a GS course.

Side jumping: Don't do it! Side jumping is a slang phrase for the behavior where park users (often inexperienced ones) jump off the corners of the ramps constructed for rails/boxes/small tabletop jumps. In the photo, this is depicted by the “side-jumper line.” This behavior is typically taken on by those who's skill level is not practiced enough to use the park as intended. Participating in, or promoting, this seemingly innocent behavior takes the intended ATML lane at an angle where the approach zone and landing zone cross through the travel lane. Using the GS training course comparison, side jumping is akin to a race athlete purposefully airing off some of the bermed up snow created through the day's training on the course and crashing into riders as they moved in the intended travel lane next to the course. Additionally, side jumping causes ruts and unnatural pathways through which users of the feature must navigate. These ruts and unnatural pathways can throw off a park user who is about to perform a very precise maneuver. Finally, the ruts and unnatural pathways on the take-off ramp caused by side-jumping creates needless maintenance work for park staff, many of whom are volunteers.

There is a common misconception that park use must be “go big”. This is just not the case. If you've ever caught even a morsel of air on a cat track or a mogul, you'll find a reason to go through the park. Safe usage of freestyle zones is heavily impacted through great learning environments. I hope this article inspires you to take a new look at using park features safely. If you are looking to expand your learning environments into using the freestyle parks, follow one of the main tenets of park SMART and “start small” to accurately identify and use travel lanes. In my experience, most of the freestyle teaching I perform is in the small parks where travel lanes and ATML lanes are straight forward. If I'm planning to teach in larger parks, I take a few inspection laps to familiarize myself with the traffic patterns. For additional information: PSIA-AASI has resources available, as well as the above NSAA link. <<



» freestyle, continued

Freestyle Skills for Beginner Lessons

By Steve Franklin

AASI-E Development Team Member

Stowe Mountain Resort

When initially engaging with students, my go-to question is, “What do you want to be able to do on your board someday?” A common theme is that future goals are often freestyle-related. Events like the X-Games have brought snowboarding and skiing into mainstream culture and inspired countless people to start riding and skiing.

There is a common misconception that advanced skills are required before they can begin exploring freestyle and park-oriented learning. A few simple adjustments in the learning environment will make freestyle appropriate for any ability level. New riders can practice foundational skills through freestyle riding for an engaging and unique experience. Here are three of my favorite ways to introduce freestyle in beginner lessons.

50-50 on “boxes” and “rails.” Straight glides help beginners learn to maintain a balanced position over flat equipment. This is the same skill set a skier or rider needs to 50-50 a box or rail. Have your students straight glide or 50-50 on a “box” that you’ve drawn in the snow. The wider the drawn box is, the easier. Focus on keeping the board or skis flat using a relaxed athletic stance, don’t scratch the box with your edges. By simulating a box as a drawing in the snow you can greatly reduce the risk of injury compared to the real thing. From here you could up the difficulty in a few ways.

1. Draw the box to get skinnier to the point that it becomes a “rail.”
2. Move the approach zone further away.
3. Move the approach zone so that it lines up on an angle.
4. Create a small gap in between the take off and the “box” or “rail.”

These new wrinkles keep excitement high and risk low, all while practicing balancing on a flat base.

Nose and tail presses. Many beginners often struggle staying centered from tip to tail along their skis or board. This causes them to get stuck in the “back seat.” Help students by teaching presses! Presses are a fun trick that can help new riders get unstuck. On flat ground, with two feet strapped into a board or both skis on, challenge students to explore their range of motion along the length of their equipment. I like to encourage a sinking or pressing sensation on the bottom of the front foot for snowboarders or pushing the front or backs of the shins or calves into the front or back of the boot for skiers. Stationary nose presses help students learn to shift their weight towards the front of the equipment. Explore the other end by trying some tail presses as well. Exploring their full range of motion will help new riders maximize their ability to control their core along the length of the board.

Flat Spin 180s. The ability to control the equipment’s pivot is an important skill when learning basic turns as well as flat spin 180s. I can’t tell you how many times I’ve seen a beginner become frustrated as they spin around after turning uphill. What if spinning around was the *goal*? Or better yet, what if we embrace it and call it a flat spin 180? Re-framing our objective with a freestyle focus can turn a perceived misstep into a celebratory moment. The key is to build on that moment and learn how to control that flat 180. Can we spin fast, or slow? Both left, and right? More than 180°? How about less, 90°? Answering these questions through riding will give beginners the opportunity to practice controlling the equipment’s pivot.

I hope the examples above inspire a new perspective on the beginner learning environment. These are just a few ways I like to introduce freestyle to beginners. Many new riders and skiers are inspired by the allure of flashy tricks. By exploring fundamental skills with a freestyle twist, new riders can take home a steezy trick on their first day. This takeaway may very well be the thing that is memorable and connects their motivations to the experience at hand. <<



kids, kids, kids

Exciting Events in Children's World

By Bonnie Kolber
ACE Team Coach
AASI-E Examiner

If you are someone who teaches children or wants to learn more about it, this is your season! New this year, the Advanced Children's Educator (ACE) Team is offering a variety of fun and educational new events:

Children's Focus Events. A resource for teaching children skiing and snowboarding, offered all around the Eastern region. Focus and terrain will be determined by group participants' specific goals, and topics include:

- Movement Analysis and what to look for at different ages and stages
- Managing emotional needs and pacing to keep our youngest students engaged and motivated
- Adding to your Bag of Tricks with props, games, and freestyle activities
- Preparing for Children's Specialist Accreditation

Children's Instructor Rally at Spring Rally. A super-fun way to wrap up the winter! An opportunity to connect and train with children's instructors from different resorts, reflect on the season, refine skills, and build a bigger bag of tricks. Led by a member of the illustrious ACE Team. There will also be Children's Specialist 1 and 2 Assessments happening at the same time so come enjoy a non-evaluative educational event and cheer on your fellow children's instructors!

CS Preps. The Children's Specialist Prep events are designed to help aspiring CS candidates achieve their goals and are led by the same ACE Team members who administer the assessment events. The CS Prep covers Learning Connection skills expected of CS candidates: People Skills needed to communicate with students and parents and manage behavior, Teaching Skills that enable pros to plan and present learning segments based on movement analysis and real and ideal movements, and Technical Skills based on fundamental movements and stages of development (the CAP Model). You will have the opportunity to engage in guided practice with assessment activities that you may encounter at Children's Specialist accreditation events, and receive personal feedback to help you prepare to take the CS1 or CS2.

ACE Team Pop-up Events. These 1-day events are a great opportunity to ski/ride with a specific member of the Advanced Children's Educator Staff. These events will focus on the creative side of teaching, exploring the fundamentals, and how to make building skills fun for kids. Receive feedback on your coaching and personal skiing/riding from the best in the business.

TOTAL PLAY Webinar Course. Offered by the one and only Griz Caudle! A new program that consists of five one-hour weekly webinars. Participants who participate in the entire series will receive six continuing education credits. There is also an optional one-day course to double your credits and continue learning on snow!

If you or someone you know is interested in learning more about teaching children to ski and ride, look for these courses on the Eastern event calendar. Have a great winter and see you out there! ☞



ACE Team (from L to R):

Front row: Mac Jackson, Griz Caudle, Bonnie Kolber (coach), Tom Vickery (guest star), Keith Rodney, Mickey Stone, Tina Buckley

Back row: Greg Fatigate, Evan Vomacka, Tim Shannon, Angelo Ross, Mark Aiken, Harold Smith, Dara Aber-Ferri, Maureen Drummey, Kerri Petrillose, Meghan Price, Ben Craig, Sue Kramer, Jim Polinchok, Lyndy Dawson.

Children's Corner

An Anecdote from Tina Buckley, Alpine Examiner, ACE Team member, and Education Committee member: "A fellow instructor," says Tina, "Olivia Smitreski of Blue Mountain, PA, had a younger kid in a lesson. As they were sitting on the chair lift on a colder day, the child started screaming: 'My toes are falling off, my toes are falling off!' This was quickly followed by: 'You have to call the PLUS PEOPLE! Please call the PLUS PEOPLE!' (meaning the ski patrol).

"Thought it might make folks smile." – Tina ☞



KB's Listening Tour – Cross Country Center at Winter 4 Kids in Vernon, NJ

xx-ploring

Ringing in the New Year

By Mickey Stone
PSIA-E Nordic Examiner
Nordic Coordinator



Granville Gulch Waterfall, VT



On a thin blanket of snow at Rikert



Jay Nation, Mickey Stone, Scott Doner and Karen Dalury at Pro Jam where Scott earned his Level I

does a superb job opening terrain every day and we had ample options to ski for the week. We would like to congratulate Scott Doner of Crooked Mountain for obtaining his Level I with the new test, eLearning module and Assessment form. Way to go, Scott (a self-taught, telemarker and alpine skier)!

Hi PSIA-AASI members, I hope you had a great Holiday Season. December certainly served us a smorgasbord of weather. This is what it looked like on our drive to the Snowsports Management Seminar (SMS) at Mount Snow in early December.

Of course, our usual early season weather pattern was in place during the SMS. We had some cool weather and then rain which was followed by a freeze. We had a great turn out for the seminar with Children's clinics hosting over 250 participants!

We then cruised in for the first Cross Country (XC) event at Rikert in Middlebury, VT during the first week of December. Fortunately, they have a state-of-the-art snowmaking system and were able to lay down a long narrow band of snow the day before the clinic. We had 12 participants for this early season event. Thank you Rikert!!! Check out the results of their heroic efforts to make enough snow for us to train on!

Conditions were firm for the Tele Mini Academy at Killington where we had 10 participants on a busy weekend. As usual our team pulled it off with great reviews. The Pro Jam week was right after the Tele Mini Academy, and we had 14 Telemark participants and some 600 plus overall participants in the alpine and snowboard events. It was quite a turnout! Even though these were the lowest snow conditions in 20 years, Killington still



Pro Jam Crew 2022

The week at Pro Jam allowed us to improve our tele turns and shaping, while getting ourselves in a more balanced stance. We improved the timing of the lead change and worked on making the edge change where we wanted it to happen in the turn. Finally, the last day, we had 6-8 inches of dense powder which topped the week off nicely. It is always a great event, and we appreciate all who participate and support the Nordic group.



Randy Szkola (second from left), Kare Anderson Free Heel Award Winner, with Mickey Stone, Keith Rodney, Karen Dalury and Jay Nation

Our entire Telemark staff and participants want to give a big shout out and congratulations to Stratton Mountain School's Randy Szkola, this year's recipient of the KARE ANDERSON AWARD. Randy has been teaching for over 30 years at Stratton and has managed their large weekend kids' program for kids of all levels ages 6 to 16 and with well over 400 participants. His dedication and passion to have kids improve their skiing and enjoy it, is a true blessing to see. During this time, Randy has started hundreds of kids on tele skis. He is a well-deserved recipient! Congratulations, Randy!



ITC Crew at Bretton Woods, NH

During the same week, we held our Nordic XC Instructor Training Course (ITC) at Bretton Woods, NH. The first day we were able to use the alpine base area which is long and flat and fortunately not very busy. For days two and three, a big thanks goes to XC Director Mike Innes for working his magic and laying down a strip of snow we could use. You can understand our dilemma and the need for creativity in the XC world with climate change upon us. We had 14 participants at Bretton Woods for three days and we worked on classic skiing refinement and better push off with glide, skate skiing with balance over one foot and falling forward to obtain glide, plus teaching scenarios and activities for all levels. Thanks all for your support.

In February and March, we have XC events at Jackson, NH, Maple Wind Farm, VT, Garnet Hill, NY, Adirondack Lodge, Trapp Family Lodge, VT, Mt Van Hoevenberg, NY as well as Stowe, VT and Waterville Valley, NH. For telemarking, we have several events at Killington and events at Mad River Glen, VT, HoliMont, NY, Stowe, VT, Jiminy Peak, MA, Plattekill, NY, Stratton, VT, Timberline, WV, Mount Snow, VT, Gunstock, NH, Belleayre Mountain, NY, Gore Mountain, NY and Jay Peak, VT. Bretton Woods, NH will also host our ever-popular telemark Intro to Trees event.

So, check the event schedule and go out and free your heels on skinny or fat skis with us. Enjoy your season! ☄



New Telemark Examiners

Please congratulate these new Telemark Examiners!
(From left to right): Shawn Riggle, Greg Paquin, Chris Roundy, Adele Wellman, Libby Doan



Telemark Education Team

(Front Row Left to Right): Kathy Brennan (Eastern CEO), Greg Paquin, Keith Rodney, Kurt Byrnes, Karen Dalury, Mickey Stone, Adele Wellman
(Back Row Left to Right): John Doan, Jim Shaw (National Team guest), Mark Lacek, Shannon Belt, Matt Charles, Jay Nation, Chris Roundy, Bruce Hennessey, Don Sensenig, Jim Tasse, Dave Capron, Shawn Riggle
Missing: Mike Beagan, Libby Doan, Ali Pirnar



Cross Country Education Team

(Left to Right): Randy French, Mike Innes, Hal Westwood, Julia West, Mark Lacek

Mickey Stone, photographer Not in photo: Dale Rodgers

adaptive airtime

Adaptive Equipment Does Not Need to Be Used Just for Adaptive Lessons

By Ed Meltzer
PSIA-E Adaptive Examiner
Eastern Adaptive Coordinator

Recently, Beth Fox, Adaptive chair for Rocky Mountain region and coordinator for clinicians at the Adaptive National Academy, tasked me with creating content for stand-up hand-held rigger clinics. The working title for this year's clinics was "Fundamental Relationships: Outriggers," and we held them at the Eastern region's Snowsports Management Seminar and Projam. They were attended by both Adaptive and Alpine participants. In the Adaptive community, we think about **adding** equipment to "Adapt" a lesson for athletes with disabilities. In these rigger clinics, we explore adding appropriate adaptive equipment for the purpose of improving skiing skills for our Alpine instructors and general population.

In my preparation and execution of the stand-up rigger clinics, I discovered that the participants felt significant changes to their movement pattern when using riggers to ski. If used correctly, stand up riggers are the primary force to initiate a turn at transition. Having the rigger move before the skis steer causes friction on the snow and pulls our flat skis into the turn. Exercising patience at this point in the turn results in rounder shaped turns and virtually eliminates the tendency to rush the shaping phase often causing Z shaped turns instead of the desired C shape. The rigger movement comes from extending the leading (inside) rigger while simultaneously rotating the wrist in the direction of the turn. The outside rigger also moves forward but remains relatively flat to the snow surface. After returning the riggers and body to a neutral position, the new inside rigger is extended and rotated causing the same snow-to-rigger ski friction that pulls our skis into the new turn. At my most recent clinic, we had some serious Z-turners. This habit stopped as we played around with rigger movements. We ended the session with a final run using our poles. The improved turn shape stayed with the group!

If you want to take this a step further, drop one of your skis and try "Three tracking". With the use of riggers, one-ski skiing is not as daunting a task due to the stability of the rigger platform.

As a side note, for adaptive instructors teaching sit-ski lessons, familiarity with rigger movements is key to a successful lesson and teaching with riggers (if you have instructors who can assist with lifting) is an effective way to create visuals for your sit-ski students.

If your resort has an adaptive ski school, see what they have for stand-up rigger inventory and ask them to show you the movements and equipment set up. It is yet another way to get to know each other and further the PSIA-AASI goal of "One Team!" <<



At Pro Jam, our Eastern CEO Kathy Brennan caught up with our adaptive group during the rigger clinic and joined the fun!



Eastern Adaptive Ed Staff

Left to Right Back Row: Katie Zinn (guest trainer), Norm Staunton, Ed Meltzer, Lindsey Harris, Joe Hurley, Augie Young, Kathy Chandler, Shawn Russell, Mike Ma, Tera Adams Front Row: Bart Woodworth, Daniel McIntyre, Mary Ellen Whitney
Missing: Dave Micalizzi and Rob Bevier

AASI Update

By Brian Donovan

Eastern Snowboard Coordinator

AASI-E Examiner

PSIA-AASI Snowboard National Team Member

Greetings AASI-E Community! It's hard to believe it's the middle of winter already. By the time you're reading this, you've probably logged many hours teaching through the holidays; you've been out riding your snowboard with friends, family, and colleagues; you've probably done at least half a dozen snow and powder dances to Ullr; and you're probably looking at the AASI-E Event calendar to find an event or two to improve your skills!

As you pick out events that look enticing on the Event Schedule, I encourage you to pay close attention to the registration deadlines listed for the events. Getting your application and registration fees in early will give you the best opportunity to:

- Not pay late fees.
- Not be placed on the waitlist.
- Ensure that events won't be cancelled due to low sign-up numbers.
- Plan where and when you want to take a clinic to enhance your skills!

Here are some highlighted events to check out:

- **Jay Peak Trees and Steeps Camp**, February 27-28, 2023. Have you heard of the legend of Jay Peak Trees and Steeps Camp? Have you ever experienced this amazing mountain hosting dozens of AASI members for a 2-day onslaught of tree riding and powder slashes? If you answered "no" to either of the above questions, then don't let another year slip past. Get signed up today! And don't worry: we form groups of all abilities and experience levels; whether it's your first-time exploring trees on a snowboard or you're looking to get as many runs as possible in the hardest chutes and trees, we have a group for you! We truly believe that powder and trees are better with friends, so bring a crew and come prepared to experience the legend of Jay Peak Trees and Steeps Camp!
- **AASI-E Freestyle Camps and Women's Freestyle Camps**, March 16-17, 2023. The Freestyle Camps and Women's Freestyle Camps have moved to Killington, VT. This is a must-do if you want to polish your teaching and riding skills on some of the most progressive and progression friendly terrain parks in the East! Riders should be able to confidently ride intermediate and advanced terrain and should be excited to progress their own riding on boxes, rails, jumps, and halfpipes. Sign up today and get ready for a great 2-day event primarily focused on your own freestyle progression!
- **Intro to Split Boarding Camp**, February 16- 17, 2023 at The Hermitage, VT. Intro to Split Boarding is all about earning your turns and learning about split boarding inbound at a resort. This event is primarily aimed at folks who are newer to split boarding, who want to polish up or practice their uphill skills, or who want to explore an amazing mountain with a new group of uphill friends. We will be staying in bounds at the resort for both days of this event and will not be exploring backcountry terrain.
- **Halfpipe Camp**, March 2-3, 2023, at Okemo, VT. Utilize a T-Bar lift that accesses the Okemo halfpipe to get tons of laps in as you progress your coaching and riding in the halfpipe this year! This event is always a favorite, so make sure to sign up early! We moved the date further back this year to give Mother Nature the best bet to have the halfpipe ready to go and in great shape!

- **Level 2 Assessments** (please see www.easternsnowpros.org/calendar/ for the exact dates):
 - Hunter, NY, January
 - Snowshoe, WV, February
 - Holiday Valley, NY, February
 - Blue Mountain, PA, February
 - Killington, VT, March

- **Level 3 Assessments** at Killington, VT in both January and March (see calendar above)

Now some tips to make the most out of the AASI events you attend this winter:

Do:

- If you're attending a Level 2 or Level 3 Assessment, don't forget the prerequisite event. Make sure you attend a qualifying prerequisite to help you prepare. Prerequisites include Level 2 Prep, Level 3 Prep, Teaching Improvement, Movement Analysis, and Riding Improvement 2-day events.
- Recruit friends to attend events with you. You can keep travel and lodging costs at a minimum when you travel in packs. You can also take advantage of weeks where multiple events are going on simultaneously at the same resort so that everyone can attend something that helps them progress!
- Try something new! Don't just sign up for the same event that you always attend. Explore the entire Event Schedule and try something new!
- Pick a host mountain that you haven't ridden at and have a new experience! Take advantage of a free two-day lift ticket to explore a new destination for an event and meet new friends! We have a ton of member schools that host events each season! Go explore a new one this year!
- Communicate with your AASI-E Ed Staff member about your goals at the event. Let them know what you're hoping to get out of the event, let them know what you've been working on, and be open to receiving feedback!
- Get rest and take care of yourself when attending an event. Not often do people ride hard for multiple days in a row. Make sure you can maximize your enjoyment at your event by being well rested and ready to go each day.
- Be present and enjoy yourself! Leave the stress of your everyday life at home and enjoy your snowboard vacation! Completely immerse yourself in an opportunity for your own personal riding and teaching development!
- Bring lots of layers, extra socks, multiple pairs of gloves/mittens, and spare goggle lenses. Nothing will ruin your event like not having the proper gear to enjoy yourself.

Don't:

- Sign up for an event simply because your home mountain is hosting it. Do take events that you're interested in, and go explore a new mountain (see "Recruit friends" above).
- Express the desire for the event to focus on something completely different, when you sign up for an event with a specific focus (Level II Prep, Teaching Improvement, etc.). Our AASI-E Ed Staff members do their best to meet everyone's needs, but don't try to change an event's focus; it's not fair to the other attendees.

Let's have a great winter together! Thank you for being part of the AASI-E community! Thank you for teaching snowboarding and sharing your passion with the world! You all rock! I can't wait to see all of you out on the mountains! ☄

AASI Recognition

By Brian Donovan

Eastern Snowboard Coordinator

AASI-E Examiner

PSIA-AASI Snowboard National Team Member

The dictionary defines the following words as such:

Dedicated – Devoted to a cause, ideal, or purpose

Passion – A strong liking or devotion to some activity

Excellence – The quality of being outstanding

I cannot think of better words to describe some of our longest tenured AASI Eastern Snowboard Education Staff members. At our Education Staff training in December, we honored the two newest recipients of the Gordon Robbins Examiner Emeritus award: Rob Bevier and Ted Fleischer. The Gordon Robbins Examiner Emeritus and Eastern Division Lifetime Membership status is awarded to members of the AASI Eastern Snowboard Education Staff that have served as active members of the Education Staff for 25 consecutive years. This year Rob and Ted were the 2nd and 3rd ever recipients of this honor (Tom Vickery received the 1st ever honor in 2016). It was a testament to their contributions and dedication to the sport of snowboarding as the entire Eastern Region Snowboard Ed Staff shared stories and memories of how both Rob and Ted had contributed to the sport, our organization, and the development of all those in attendance.

You could hear a pin drop as stories and jokes were shared about these two, but most importantly the Snowboard Ed Staff reflected on how big of an impact both Rob and Ted had on all of our own personal development journeys as snowboard coaches and instructors. Personally, I would not have been inspired to pursue becoming an Examiner, and I would be far less talented at teaching snowboarding, if I had never had the opportunity to learn from these two outstanding individuals. Words cannot do justice to what the two of you have done for AASI, our community, and snowboarding. All I can say is THANK YOU, THANK YOU, and another huge THANK YOU! <<



Gordon Robbins Examiner Emeritus Award Winners
Rob Bevier, Tom Vickery and Ted Fleischer



we got next! NextCore News

NextCore (NC) is the 14-39 year old population in PSIA-AASI Eastern Region. We represent the next round of leaders, full-timers, and hard-core snow pros moving up through the ranks of the Eastern Region.

What Makes a Good Mentoring Relationship?

By Matt Lyerly
NextCore Program Director
Alpine Level II, Children's Specialist 1,
Freestyle Specialist 1
Massanutten Resort, VA

As chair of the Next Core Advisory Committee, one of my goals has been to create as much community and active participation in the younger membership as possible. In particular, I have tried to connect younger members with ed staff through our mentorship program. Research has shown that members who feel like they belong to a tight-knit community are more likely to continue their membership in an organization. In our program, younger members (mentees) connect and collaborate 1-on-1 with ed staff members (mentors) of their discipline for the season. Even though the program is designed to last for one season, several partnerships remain in contact today!

But you don't have to be an active participant in the program to be a part of a successful mentoring relationship. In fact, this type of professional relationship is possible in any setting. If you are mentoring somebody right now, kudos to you. Here are a few guidelines and suggestions for creating a successful mentor-mentee partnership:

- Mentors are a source of learning and play a role in development of mentees' self-esteem and work identity.
- There are two types of mentor function: career-related support (objective) and psychosocial support (subjective):
 - Objective outcomes are those which are easily quantified. Think hard, concrete results such as passing an exam, attaining a new certificate, etc.
 - Subjective outcomes are softer and less easily defined, but generally associated with feelings of community and intention to remain within an organization, and career satisfaction.
 - Skilled mentors can provide guidance in both areas, but subjective mentorship has been shown to be the most advantageous to mentees.
- Mentees are required to work collaboratively with their mentors. It's a two-way street. Mentors outline expectations and are responsible for the learning. Mentees contribute to the partnership by putting in the effort and time.
- Successful mentor behaviors include professionalism, open communication, attentive listening, friendly disposition. Mentors provide mentees with information for planning, access to resources, and a safe risk-taking environment.

"Interested in learning more about Next Core? Drop me an email at mwlyerly@gmail.com or check us out: [facebook.com/groups/NextcoreEast](https://www.facebook.com/groups/NextcoreEast)." ☺

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SNOW Pro

Upcoming SnowPro Copy Deadlines

If you are submitting articles, information or ads for the *SnowPro*

April 14, 2023 for the spring issue.

Writing Guidelines

General member submissions should not exceed 1,000 words and should be e-mailed to psia-e@psia-e.org as a MS Word document.

Please see additional guidelines on page 2 of this issue under General Information.

Thank you! ☺

In Memoriam



Frederica Woodall Anderson

FREDERICA WOODALL ANDERSON, February 23, 1921 - December 19, 2022

After a long, extraordinary life filled with love and service, Frederica Woodall Anderson, a champion and “grande dame” of the ski world, made her decision to leave the planet on December 19th, 2022, two months shy of her 102nd birthday. A lifelong resident of Schenectady NY, Freddie began her skiing career as a toddler and continued it with passion until the age of 95, with her last turns made on the slopes of Whiteface Mountain. Her parents, Schenectady residents Dr. Charles Woodall and Ida Rand Woodall, were her guiding force: as early winter sports enthusiasts, they had her on skis at the age of three.

Freddie attended Smith College, graduating in 1942. As a student, she was asked to help teach the ski classes there and stated, “I love this so much that I want to do it for the rest of my life!” After college she began teaching skiing to friends on the hills of the Schenectady Municipal Golf Course. She met the dashing Henry Carl “Andy” Anderson at a Schenectady Wintersports Club meeting when he was fresh out of MIT and employed by General Electric as an engineer. The two of them quickly bonded over their love of the skiing life, making the trek on the “ski train” up to North Creek on weekends. He proposed when they were on a trip to Mont Tremblant in Quebec (chaperoned by her parents). They married in 1944, and honeymooned at (where else?) Mont Tremblant. Throughout their 56-year marriage, Henry and Freddie traveled to ski at numerous locales in the US and Europe. Their three daughters each began skiing at the age of three and inherited their parents’ enthusiasm for skiing.

Freddie shared her skiing passion and knowledge with many who in turn became instructors themselves (including her daughters), teaching countless people to embrace and love the sport. As an early member of PSIA (Professional Ski Instructors of America) Frederica’s impact on the ski industry was unparalleled: she taught literally thousands of people to ski. In 1950, while teaching classes on the golf course, she founded the Schenectady Ski School which grew into a thriving business, eventually locating in 1967 to the new Maple Ski Ridge on Mariaville Road. Over time, Schenectady Ski School employed hundreds of instructors who taught the joy of skiing to thousands of students for over fifty years. Freddie also was a part-time instructor at Gore Mountain for years and was a known luminary at ski areas throughout the Adirondacks and the Northeast. She was also instrumental in forming the first Board of Directors of PSIA Eastern Division and remained on the board and active there for many years. Throughout her long ski career, she was lauded with numerous awards in the professional ski world.

Alongside her life as a skiing professional, Frederica had a career as a professional photographer, photographing portraits and weddings as well as stunning landscapes and beautiful closeups of her beloved flowers. Freddie’s passion for skiing was closely followed by her love for tennis, swimming, and sailing, and she was a lifelong member at the Mohawk Golf Club. Other loves included gardening, floral arranging, pets, parties and chocolate. She and Andy were accomplished dancers, and even taught ballroom dancing at one point.

A dedicated and knowledgeable gardener, she was active in the Garden Club, and maintained stunning perennial gardens that gave viewers pause as they drove past the Andersons’ Niskayuna home. She enjoyed gifting beautiful bouquets to friends and providing flowers for her church, Emmanuel Baptist (now Emmanuel Friedens.) She was an avid knitter, knitting countless sweaters for friends and family. She worked at the rationing board during WWII and was president of Schenectady Planned Parenthood, as well as involved with the Schenectady Junior League, the Smith College Alumni Club, and the Schenectady Wintersports Club.

Compassion, empathy and loving kindness were hallmarks of Frederica’s nature. She was deeply kind and thoughtful, and exemplified that in ways large and small, always thinking of others. Communicating, sharing and giving were immensely important to her; she loved people deeply.

Frederica was predeceased in 2000 by her husband of 56 years, Henry Carl Anderson; and her parents Dr. Charles Wesley Woodall and Ida Rand Woodall, of Schenectady. She is survived by her daughters Christina Woodall Anderson of Wilmington NY, Karen Rand Anderson of Pawtucket RI, and Carla Anderson Chapman (Jeffrey Chapman) of Colorado Springs; granddaughters Abigail Chapman, Danica Mitchell (Nash Palazzo), Ariel Mitchell (Ben Pomeroy) and great-granddaughter Eddy Damrosch Pomeroy, born on Dec. 2, 2022.

The family wishes to thank the staff at Kingsway Arms Nursing and Rehabilitation Center in Schenectady for the loving care and attention they gave to Freddie in her final years. In lieu of flowers, donations in Frederica’s memory can be made to PSIA-AASI Eastern Education Foundation www.easternsnowpros.org (click on Donate for more instructions) or Emmanuel Friedens Church www.emmanuelfriedens.org.

A memorial celebration of Freddie’s life will be held in the spring of 2023.

The following link is a video of Freddie skiing at Maple Ski Ridge on her 90th birthday, aired by CNN in 2011.

<https://m.youtube.com/watch?v=g3VRDM4rKXs> ‹‹



Looking for an event?

Check out the schedule at:

<https://easternsnowpros.org/calendar/>

Check in periodically for changes and additions.



In Memoriam



Larry Dean

Larry Dean, age 70, of Bayville, NJ died unexpectedly on Monday, November 28, 2022, at his residence. He was born in Paterson, NJ and had resided in Colorado before relocating back to New Jersey five years ago. Larry spent his working career in the industry of private jet services and spent the largest amount of his career with Dassault Falcon Jet. Following his retirement, Larry loved to spend time on his sailboats, skiing the mountains of Colorado and Vermont, and staying active via tennis, cycling, karate, and golf. While enjoying these activities himself, he also became a teacher of many of them which brought him great joy. He is survived by his two daughters, Lisa Massaro and her husband, David of Ho Ho Kus, Emily M. Dean of Randolph and his two grandsons, Anthony and Louis Massaro. Also surviving is his brother, Bobby Dean and his wife, Maryanne and his sister, Patti Stone and her husband, Jimmie.

As an expression of sympathy, memorial contributions in Larry's memory may be made to St. Jude Children's research Hospital, P.O. Box 1000, Dept. 142, Memphis, TN 38148-0142. ☞



Frank Macy

There's that dash: April 23, 1958 – October 22, 2022. That dash is everything, Frank's love of life, adventure, sports, a great party, love itself.

Frank was born in Hudson, NY, to Frank Macy (who passed also) and Helen Eustis Macy Flood, the oldest of four. He lived in the Berkshires for most of his life then moved to the Cape in 2004 with his wife Marji (Marjorie, aka Honey Pie). Frank's siblings are Pamela (Z), Douglas (Doug, also now departed), and Nicholas (Nick Danger) whose wife is Tina. He was also predeceased by Bernard (Bernie) Flood, Helen's husband. Nephews and nieces are Doug, Jessica, Alicia, and Deven. Frank loved nicknames, more on that later.

Frank's sports enthusiasm began when he was young, learning to ski and play tennis. His skiing grew into a satisfying career when he achieved Level III as a ski instructor in the Professional Ski Instructors of America. Frank was also a race coach with USSA. He coached at Whiteface while in College at Paul Smith's in New York. Frank continued on at Bousquet, Cataloochee, Mount Snow, Bromley, and Deer Valley. He shared his passion with clients and friends and family. Frank was also an accomplished freestyle skier which, of course, translated to his skill on the dance floor.

As for tennis, he was really talented, had a wicked one-handed backhand, and loved to play all the time. Frank taught at Camp Half Moon and the YMCA camp in the Berkshires, and at a resort on Antigua in the Caribbean. He kept playing at various clubs in the Berkshires and on the Cape. Frank looked great with a tan that set off his blue eyes and infectious smile.

After graduating from Lenox High School, Frank joined the US Coast Guard, achieving the rank of Petty Officer Third Class. He trained and was stationed at several locations including Albany, Boston and Governor's Island. Frank had a real love of the ocean and powered vessels. When he moved to the Cape, he received his license as Merchant Marine Officer for 50 ton and eventually 100 ton vessels. Frank commented that getting this license was even more difficult than reaching Level III in skiing. Frank and Marji have since acquired a 24 foot Grady White and launched it in the

summer of 2021. All things were more fun on the ocean – fishing, clamming, swimming, and just plain relaxing.

We all know that Frank loved to host a great gathering of friends and family. From tree trimming and birthday parties, to backyard barbecues, and Thanksgiving and Christmas, Frank was a great cook and a fabulous mixologist. No one went without.

And there were the cars. Frank loved driving (fast), repairing and modifying, and collecting BMW's. He ran his own F1 type racetrack in Pittsfield for several years and loved hosting competitions for local groups. Frank and Marji spent many weekends at Lime Rock Park for vintage events and GTP races.

Adventure was a big part of Frank's and Marji's life. They loved to take ski trips and visit Caribbean islands. Their honeymoon was spent in Washington, DC, attending an amusement park convention to prepare for operating the racetrack. They visited Lake Placid and Whiteface frequently as their favorite place to ski in the east. They were able to travel to Utah, Colorado and Austria to explore new terrain. And then there are the islands, most recently they went to Palm Island for 10 sun filled and fishing days. The best trip was to St. John in 2017 before the hurricane. Moving to the Cape was the best decision they ever made – life was fun!

The topic of nicknames has taken an interesting turn in Frank's life. When Frank was young, his brother Doug gave him the nickname of Tank because that's what he looked like when he was running toward Doug in a game of touch football. A few years ago, Frank and Marji were adopted by a wonderful cat who had a bad habit of staying out after dark and getting stranded in their trees for days. Finally, he started to visit them regularly and when the sun went down, Marji would not let him outside. So, the cat stayed. And he came with a name... Tank. So, there's the legacy.

Frank would ask you all to raise a glass, don't be sad, and enjoy every moment of your life. In the words of his favorite musician, Jimmy Buffett: "Some of it's magic, some of it's tragic, but I had a good life all the way." ☞

In Memoriam



Thomas Rogish

Thomas Anthony Rogish, also known as Tommy to his friends, 78, of the Parsons section of Wilkes-Barre, passed on Tuesday, Oct. 25, 2022, while in the care of Commonwealth Health Wilkes-Barre General Hospital.

Born in Wilkes-Barre on Feb. 28, 1944, he was the only son born to the late Anthony and Florence Shirkness Rogish.

Thomas grew up in the Parsons section of the city, attended Calvin Elementary School and was a graduate of James M. Coughlin High School, Class of 1962. He continued his education at Villanova University, pursuing a law degree. He changed majors and attended King's College, where he graduated with a B.S. in secondary education in social studies.

He was employed by the Wilkes-Barre Area School District, where he taught social studies at

Coughlin High School and Meyers High School. Thomas also educated many students at King's College, where he was an adjunct professor for a short time.

Thomas enjoyed every season of the year by being active inside and outside his classroom. He encouraged his students to get out and enjoy nature and life. Thomas led by example. In the winter, he was a PSIA-AASI Alpine Level II, and Snowboard Level I certified instructor and member for over 40 years. You could also find him out on the ice, playing ice hockey with a group of his colleagues. In the spring and fall you could find him bicycling on a road or mountain biking on a local trail, or find him training for running in a marathon; he successfully completed two New York City Marathons in his life. In the evenings you could find him rehearsing his lines for a role in a theatrical event at the Little Theatre or the Music Box theater, where he was also a member of the board of directors.

He loved being in his yard gardening or landscaping, but he also enjoyed helping landscape Wilkes-Barre City, where he participated on the Wilkes-Barre City Tree Commission.

Thomas didn't sit still. He enjoyed being spontaneous and traveling when he felt like it. He enjoyed traveling all over the world but his favorite place was Alaska and he felt at home in nature. He also felt at home being a parishioner of Sacred Heart of Jesus Church, Dupont.

He was a true inspiration to his students, colleagues and his community in and outside the classroom. This world needs more people like Mr. Rogish.

Thomas was preceded in death by his loving parents, Anthony and Florence Shirkness Rogish.

Surviving are his sisters, Barbara Rogish Drahus, Plains Twp.; Ann Marie Sedon and her husband John, Hudson; along with nieces and nephews. ❄️



Rebecca Elizabeth Sender

With great sadness we announce the untimely passing of our beloved mother, sister, aunt, daughter, and loyal friend Rebecca Elizabeth Sender, following a courageous battle with cancer. She died peacefully surrounded by family and friends on Saturday, December 10, 2022. Though Rebecca's time with us was short, she packed a lot of living, love and generosity into her life, and was especially proud of her children Jessica Rory Sender and Matthew Daniel Sender. After her children, her greatest passions were travel, skiing, art, cats, and her lake house, where family and friends – and friends of friends and family – were always welcome.

"Becky" was born on October 9th, 1964, in Pittsburgh, PA, where her father Roy Lubove was a professor, historian and prolific author at the University of Pittsburgh, her mother Carole Klein (née Gollance) was a renowned fiber artist, and her adopted father Stanley Klein is a photographer. Inheriting her mother's appreciation of art, Becky studied for a career in art and museum administration, earning her undergraduate degree in 1985 from Wesleyan University (where she played goalie on the women's hockey team), followed by an M.B.A from the Katz Graduate School of Business at the University of Pittsburgh in 1992, and an M.A. in art history and archaeology from Columbia University in 1999.

Becky had a rich and rewarding career in arts administration. She worked for several prominent organizations, including the American Federation of Arts in New York where she served as chief development officer, WNET-TV/Thirteen Public Television in New York, Pittsburgh Center for the Arts, Carnegie Institute and Carnegie Library, and the Brooklyn Museum. In 2001 she was appointed as associate director of the Princeton University Art Museum, eventually becoming acting director from January 2008 to June 2010. She was appointed deputy director for finance and administration for The Yale Center for British Art in 2011, where she managed the operating budget for the Center for British Art, and oversaw the institution's security, facilities and operations, human resources, information

technology, and museum shop. She also managed the institution's emergency plan and worked with the center's partner institution, the Paul Mellon Centre for Studies in British Art in London.

She later became a shipping and logistics entrepreneur, founding the company Sender Express LLC which survives her.

Becky loved travel, scuba diving and skiing, often combining her passions in adventurous places, including Zermatt, Switzerland; Chamonix, France; Whistler Blackcomb in Canada; and, as recently as this past August, the Cerro Cathedral ski resort near Bariloche, Argentina. Off the mountain, closer to sea level, she hiked the Appalachian Trail, visited the Maldives in the Indian Ocean, Mexico, and, just a few months ago, Alaska and London.

Showing resilience and courage in the face of her debilitating disease, Becky always maintained a positive attitude and sense of adventure until she could no longer endure the travel. But before that, she attended daughter Jessica's graduation from Tulane University in New Orleans last May and saw son Matthew's ascension as a junior this year at the University of Pennsylvania.

In addition to her children whose accomplishments brought her endless pride, she is survived by her brother Seth Lubove and his wife Donna Sanford in Los Angeles, along with their children she loved and spoiled as if they were her own, Jesse Sanford Lubove of Cocoa Beach, FL, and Emma Anne Lubove of Charlotte, NC; and adopted father Stanley Klein in Pittsburgh, stepbrother Scott Klein, and stepsister Mindy Klein. Her dear friends Bob Schneck and Liz Boyce were a constant by her bedside, along with Lorretta and Gina Brown, the master cookie artist who became her business partner. Not to be forgotten are her loyal ragdoll cats Jackson and Charlie, and their many furry predecessors.

She was predeceased by her mother Carole and father Roy.

In lieu of flowers, the family has asked for memorial donations to be made to the Bucks County SPCA to support animals in shelter, at P.O. Box 277, Lahaska, PA 18731 or <https://buckscountysPCA.org/donate/>

Or donations can go to the National Sports Center for the Disabled at 1801 Mile High Stadium Circle, Suite 1500, Denver, CO 80204 or <https://nscd.org/honorary-and-memorial-gifts/> ❄️

your turn

This section is an opportunity for member's voices to be heard. Opinions expressed may not reflect the views of PSIA-AASI or all of its members.

Go the Extra Mile

By Mark Baechle

*Alpine Level II, Adaptive, Snowboard and Telemark Level I, Children's Specialist 2
Blue Mountain Resort, PA*



Mark Baechle

The kids group program at our mountain often gets rave reviews. On one of the very few times that a parent complained about her child's experience, the supervisor asked if I would work with her 6-year-old for a half-hour, no charge to the customer. After a 3-minute energetic intro, I took Sarah to the kids-only hill, making sure it was within sight and earshot of her mom standing on the side. We spent 20 minutes playing fun and laughter-filled "games" that kept Sarah moving, learning turns, and using turns to stop. I spent the last 7 minutes with mom, asking Sarah leading questions to encourage her to tell her mom about the games, turns, and stops we did, and the fun we had. I gave mom my card and told her the fun things we could do next time. All standard procedure in my lessons – just jammed into a much shorter time.

A couple weeks later I was told I had a private request. It was Sarah, who insisted they come back and have fun with Coach Mark. They returned several times for more lessons. They returned the next season, multiple times, and brought friends. I would see them on the mountain, join them on the chair, and sometimes on the slopes. I'd answer questions and tell them the great things about our resort. They ate at our upscale restaurant several times. One day Sarah greeted me beaming about her new ski jacket, which mom bought for her at our retail shop.

I am not sharing this story to brag about my skills, as I am sure that many other CS2s would have achieved equal results. I am bragging about the foresight of our learning center management to give up a half-hour of Instructor pay to make a customer happy. Not only was it the "right thing to do," but that nine dollar investment resulted in thousands of dollars of future revenue to the resort. If all resorts went that extra mile (and many do), it would help grow our sport.

PS Although Sarah does not show up for lessons anymore, I am still Facebook friends with her mom, hitting the Like button for every photo of Sarah. Maybe when Sarah has kids of her own, she will bring them skiing too. ☺

What's Missing in Snowboard Lessons?

By Chuck Janisse

*Snowboard Level II, Children's Specialist 1
Killington Resort, VT*

How many times have you heard skiers complain that snowboarders push all the snow downhill? Actually, they may have a point.

When I think about the beginning snowboard lessons that I teach (and most that I observe), my snowboard-instructing colleagues and I undoubtedly first teach students the glorious skidded turn. It makes sense: For most beginning students, the initial terror of sliding downhill with their feet strapped to a slippery plank melts and becomes fun when they learn to make a skidded turn to control their speed and direction. Then, fueled with a bit of well-earned confidence, and in search of more fun, they venture beyond the bunny hill and inevitably encounter more challenging terrain, and a taste of the limitations inherent with a skill set based

solely on the skidded turn. In my experience, such a discovery – oddly – doesn't seem to steer most new riders toward taking more lessons.

It's puzzling. For years, I've watched ski lesson lineup groups spread out among the range of ability levels. Why do skiers routinely seek instruction to take their skiing to the next level, while many snowboard students don't?

I wonder what our skiing brothers and sisters must think: it wouldn't surprise me if they think snowboarders roam the mountain skidding through their turns and pushing all the snow down the hill.

I wonder if my snowboard instruction is missing something? Maybe introducing a broader set of control techniques at the beginning lesson level would foster more incentive for continuing to learn. Teaching beginners the skidded turn is primary – and important. But what if I went beyond teaching simple stance, tilt and twist movements? What if I introduced the use of alternative control movements using counter force to temper skidding, lateral guidance to shape turns, pivot control to help set a carve, and so on? Perhaps such exposure, even if only explanatory, would plant a seed – maybe it would provide context to evaluate riding success and would highlight a pathway toward taking it to the next level.

Such an approach complicates the beginner's task, no doubt. But, at a minimum, however successful a beginner might be in performing these movements, their snowboard technique horizon would be expanded. Skidded turns would no longer be all they know. Ideally, exposure to the knowledge of more technique variety, would instill more passion to continue learning. ☺



KB's Listening Tour – Ski Big Bear staff.



KB's Listening Tour – Enjoying the morning with Jack Frost/Big Boulder Leadership

» your turn, continued

Dig Deeper to Create Lasting Connections with Your Students

By Stephanie Zimmers

Alpine Level III, Children's Specialist 2

Waterville Valley, NH

It usually starts with a smile and a handshake, or fist-bump. You meet your student and introduce yourself; but where do you go from there? Whether your lesson is one hour, two hours, or six hours, every minute counts. Start talking with your students right away at the lesson sign. Help your students feel welcome by getting to know them and telling them about yourself or the mountain. Connect with your students and build trust from the beginning so they feel comfortable sharing information with you. These first moments meeting your students are crucial to creating a positive learning environment. It goes beyond finding out where your student is from, what they do at school or work, and what kind of trails they normally ski or ride on. Dig a little bit deeper to learn about their family and what they like about their hobbies and jobs. Find out what activities they like and dislike and why. This will give you insight about their learning preferences and personality so you can tailor your coaching to reach them better. If they feel comfortable talking with you, they will develop trust and be more willing to try new things in their lesson.

Your students probably won't know exactly what they want to work on during their lesson, especially if they are young. But by asking a few questions, you can

figure out their motivation for taking a lesson and what they want to be able to do with their skills. Putting this information together with what you know about them as a person will help you set goals together and establish a plan for the lesson. Approach children with the same respect as adults and try to learn about their interests as well. Be creative and give them the opportunity to do what they like to do while mixing in the skills they need for what their parents want them to be able to do. Some children may not even care about goals, they just want to ski or ride and have fun exploring the mountain. Others may have a specific skill or trail that they want to be able to master. Adults may be a little more specific in terms of what they want to be able to do on snow. People can usually describe a situation, snow condition or trail that gives them trouble. Figure out what skill set would help resolve the issue and which technical fundamental it relates to and plan your lesson around that. Share how they can apply what you worked on to situations they might encounter in the future.

We have so much information about the technical fundamentals and how they relate to equipment and snow conditions and terrain and body performance that we sometimes want to share all of it with our students. But knowing a little bit about each student and what they want to do with their skiing and riding will help you narrow your focus. Utilize the conversations you have with your students to make lasting connections and build trust. Go beyond the basic questions and find out what gets them excited about skiing or riding and what they want to accomplish. Who knows, you might even end up with a friend who wants to come back and ski with you again and again! ☺

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