



# SNOW

The Official Publication of the  
**Professional Ski Instructors of America  
Eastern / Education Foundation**

# Pro

SUMMER 2006

## Ray Allard Elected National Association President

The American Snowsports Education Association (ASEA) has announced new board-level leadership for the Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI). At its annual board meeting held June 2–4 in Golden, Colorado, Ray Allard was elected association president and chairman of the board, replacing John Armstrong who had served in the position for the past six years.



“I’m excited about our future,” said incoming board president Ray Allard. “PSIA/AASI is financially sound, well respected within the snowsports industry, and ably served by a knowledgeable board and a talented staff—all elements required for moving the organization forward and continuing to offer our members a large array of world-class benefits, services, educational materials, and programs.”

He went on to assert that while PSIA/AASI is a stable and mature organization, its growth depends on staying abreast of new disciplines and appealing to a young demographic. “We don’t plan on standing still,” said Allard. “We will monitor the needs of our membership and the industry, utilizing new technologies to deliver our message and services. As always, we will continue to uphold our vision of ‘inspiring life-long passion for the mountain experience.’”

Ray Allard has a long history with PSIA/AASI. A ski instructor since 1960, Allard was certified in 1968 and has been an examiner since 1973. Ray served as PSIA Eastern Division Executive Director from 1984–1999. A member of the national and his division’s board of directors since 1997, Allard has also served as chairman of several committees and task forces, including the Certification Committee (1979–84), the Publication and Technology Task Force (1999–2003),

and the PSIA/AASI Education Advisory Council (2003). Claiming to be “semi-retired,” Allard works as an instructor/trainer at Vermont’s Killington Resort. His wife, Gwen, is a national leader in the adaptive snowsports field.

“This is great news for both our national association and eastern division,” said PSIA-E/AASI Executive Director Michael J. Mendrick. “Ray’s expertise on issues and operations at both levels along with his unwavering dedication and energy make him the perfect leadership solution for ASEA. We’ll certainly enjoy working with Ray, our new national board representative, Bill Beerman and newly named ASEA executive director, Mark Dorsey, to continue the positive and proactive relationship we share.” ■

## Bill Beerman to serve as Eastern Division Rep for National BOD

Bill Beerman, currently the immediately past president of PSIA-E/AASI, has been elected by his peers on the Eastern Division Board of Directors to serve as the Eastern Division Representative on the national association (ASEA) Board of Directors, filling the vacancy created by Ray Allard’s election to the ASEA presidency. On the national level, Bill recently served as chairperson of the national President’s Council for four years. In his role as Eastern Division Rep, Bill will both consider issues and opportunities on a national scope as well as represent the interests of the Eastern Division and its membership. His term will run from June 2006 through June 2009. ■

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guest editorial

## Teamwork

by Tom Butler

*PSIA-E Alpine Dev Team Member  
Region I Director, PSIA-E Board  
Director, Ski and Snowboard School  
Sugarloaf/USA, ME*

When you think of the greatest teams in history, what pops into your head? The '27 Yankees, the 1960s Celtics, the US Postal Service Cycling Team, Abbott and Costello, Fred and Ginger? How about your group at your last exam or exam clinic? Does that team figure into your top 10? If the answer is no, why not?

Don Nelson of those great 60s Celtics teams claimed that, "There are two types of superstars. One makes himself look good at the expense of the other guys. The other makes the players around him look better". He was speaking of, arguably, the greatest team player in sports, Bill Russell of the Boston Celtics of the late 50s and 60s. In that period, the Celtics had won an astonishing 11 NBA championships in only 13 years. You may also be aware of the dominant individual play of Wilt Chamberlain, one of the greatest players in team sports, which netted his teams 2 NBA championships. Why the big difference in championship rings? Well, perhaps circumstances dictated the situation, but it seems that while one of them was the best in the world, the other was the best for the world – i.e., the team! These days, sports are consumed with monster contracts that turn high school kids into instant millionaires, and the notoriety that comes with putting up big individual numbers. In our day-to-day lives, what are we attempting to do? Put up great individual results, like Wilt was able to do, and earn two championships, or be able to make everyone around us better, like Bill, and build a dynasty? The team ethic is the difference.

We speak a lot about teamwork and how there is no "I" in team, but becoming a true team is very hard work. Teamwork is one of those words thrown around quite liberally to help corporate performance, which sounds simple. But, like anything, it takes practice and a complete mental shift. Helping others is something that we all want to do, but when the

time comes do we really practice what we preach? It involves a subtle change in how we view situations, and is measured incrementally. I'm not advocating that you go throw yourselves under a train for the sake of the unprepared or incompetent, but I am asking for you to see little ways that you can help your colleagues. John Donne claimed that "no man is an island", and I believe that his words are very applicable and timely in our world, and certainly our profession.

I want to highlight one arena where teamwork always helps, and that is at exams; always a stressful time no matter how confident you are because you are being watched and evaluated. Performing in front of people is what we do every day in our group and private lessons. But, put a clipboard in their hands, and pencil at the ready, and the situation changes; most individuals behave differently, and sometimes not for the better. Two seasons ago I was successful at the Development Team tryout after two other attempts. I think that a major difference in my performance was my outlook toward my fellow candidates. In the previous attempts, I had been so focused on what I was doing - and that it was a competition of sorts - that I shied away from aiding the others when I easily could have. I got caught up in the individual achievement rather than the team environment. And, I am talking about little things like not stopping in the middle of the trail or asking for clarification of something to help the candidate in the right direction. These are all things that I did at the Level II and III exams, even going so far as to conspire with my group to execute special signs to help each other. For instance, goggles go down when talking gets too much, or gently rocking back and forth to indicate when balancing skills should be mentioned. These tactics help the candidate out front in a couple of ways. Firstly, they are reminded of something that they already know but probably, in the stress of it all, forgot to include. Secondly, and I think more importantly, they know that you have their back. If everyone is watching out for one another, then your individual confidence soars, which is personally empowering. This energy feeds back to the group, and the constant building of confidence and assistance isn't lost on the people scoring your group either. Helping others is our professional obligation, so why wouldn't you choose to employ this during a time where people certainly could use it? It isn't just about being a participant, but, rather, an active participant. Choose to forgo the camaraderie and mutual assistance and you may still be successful in your attempt, but you'll have come about it the hard way and your group members certainly will take notice.

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**Volume 33, Number 1**

**Bill Hetrick, Editor**

*The official publication of the Professional Ski Instructors of America-Eastern Education Foundation.*

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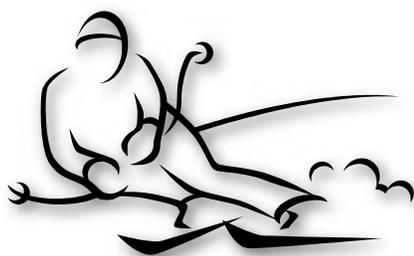
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At the simplest level, teaching skiing and snowboarding is about helping people improve. Take their best and make it better! Where best to demonstrate your mastery of this than in an exam clinic, or the exam itself. Once again, it is something that needs to be practiced, and sometimes it's the smallest acts that have the biggest results. To echo the praise for Bill Russell, is your objective to look good at the possible expense of others, or to make the others look better. Do you want to be the best in the world, or the best for the world?

Have a great summer, and good luck this coming season! ■

*Ed. Note: The above is a guest editorial. Members may feel free to contribute to this column. Please label the article, "guest editorial". Use of such articles for this column is at the discretion of the editorial staff.*



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## President's Message



by Bob Shostek,  
PSIA-E/AASI President

### “Making it Happen” (The Sequel)

In my last SnowPro article (Spring 2006) I highlighted who “made it happen” in the field despite the lack of snow, warm weather and rain. In this issue of the SnowPro I provide an update on the most recent Board of Directors meeting (June 10-11), the activities of our hard working volunteer leaders, and most importantly the efficiency of our office staff who make a tremendous contribution to “make it happen.”

Early reports of year-end projections for the 05/06 season did not look promising. Numbers at that time indicated we might be ending the season in the red. BOD members, VP Dutch Karnan and I came to our spring meeting expecting to spend long hours making difficult financial decisions about the expected year-end deficit. However, despite the challenges of below average weather, having to cancel 82 of 513 scheduled events (16%), attendance at events being down by 5% and the unanticipated \$48,000-plus in worker's comp insurance premiums, we are pleased to announce that our division's year-end finances (accounting net) is expected to end up on the plus side by about \$15,000.

There are many factors that come into play when looking at what contributed to the positive result: membership retention, the success of the new registered membership program, premier event attendance (such as ProJam); the list can go on. I think it is important for the membership to appreciate the efforts of our division office staff and their contribution to “making it happen” with expense management. I informed the membership before and I would like to acknowledge it again - this past season's operational performance again demonstrates that the staff leadership team of our Executive Director, Michael Mendrick (who just wrapped up his fifth year with us), our Director of Operations, Sue Tamer and our Director of Education & Programs, Mickey Sullivan, supported by the diverse skills and unwavering efforts of Jan Pryor,

Melissa Skinner, Eileen Carr, Jodi Bedson, Trish Bianchini and Colleen Plante is proof that both division and members' interests are in excellent hands. It is not just the expense management in the office that contributes to “making it happen”; it is the overall performance with member services from a team of dedicated staff. At our June BOD meeting Michael praised the staff, stating they did “whatever it took” to make the season work. Hats off to them for a job well done and the contributions they made to help “make it happen.”

Another note that I am very pleased to announce: Eastern National Board Representative and former Eastern Division Executive Director Ray Allard has been elected by his peers on the National BOD to the position of ASEA (PSIA/AASI) National President. Ray dedicated most of his career making tremendous contributions to both Eastern Division and nationally in helping to create and enhance membership benefits both on and off the slopes. The Eastern BOD members believe our national leadership will continue to develop/deliver quality educational material and enhance the already strong membership benefits with Ray's guidance as the National President. Filling Ray's vacancy as our Eastern Representative to the National Board of Directors will be Bill Beerman (immediate past president of the Eastern Division.) Bill will not be going into the national scene as a rookie. He served as the National President's Council Chair for four years. We believe Bill will do a fine job delivering Eastern Division concerns and issues at the national level.

I'm confident that your volunteer leaders and the office staff will continue “Making it Happen” for the 06/07 season and beyond. Enjoy the rest of the summer. I will report back to you in the Early Fall issue of the SnowPro on current activities “happening”.

#### Some Additional Information from the June Board Meeting

- Mickey Sullivan, Director of Education & Programs, gave a very detailed report of activities he is involved in with all disciplines for the upcoming season. I encourage you to check out his comprehensive article in the Zipper Line section of this issue as it previews some dynamic stuff about the upcoming season.

- Governance Task Force Chair Marty Harrison delivered an excellent report to the BOD about the completion of phase 1 of amendments to bylaws that were available to the membership for review. Also provided was a review of responses to the questionnaire agreeing or disagreeing and comments on the proposed changes. Based on this report, the BOD voted unanimously to adopt the bylaws revisions

continued next page

■ **president's message, continued from page 1**

endorsed by the BOD in October, and reviewed and endorsed by the majority of members who responded. Marty continued the report informing the BOD of task force recommendations on phase 2 of amendments to the bylaws which was again unanimously endorsed by the BOD. These amendments are included in this issue of the SnowPro for membership review and comments. As in phase 1 the GTF spent numerous hours via email and conference calls doing an extensive review of these proposed changes that are intended to ensure equity and efficiency in the association's governance policies and practices. On a personal note, I would like to thank Marty for the effort put forth and numerous hours spent compiling all task force members recommendations and comments. Task Force members included Steve Kling, David Welch, and Dutch Karnan, with Michael Mendrick as ex officio. They all did an outstanding job with this project.

- Peter Howard, Alpine Ed & Cert Committee Chair reported on the committee's activities aimed at enhancing future educational material and the certification process. There were no new projects proposed, pending further review. The chair reported that with regard to exam statistics, percentages of candidates meeting the standard/not meeting the standard at all levels was consistent with previous seasons.

- Steve Howie, Snowsports School Management Committee Chair reported to the BOD of the SSMC activities to date and the committee's efforts putting together the upcoming Management Seminar. The Chair shared with the BOD concerns/issues from directors and managers' feedback about what needs must be dealt with by the division. He also shared the positive feedback from the same group about the division's ongoing efforts to keep cost down for new members, the high quality of educational offerings, and the continued enhancement of membership benefits. They are hopeful to secure attendance by new PSIA/AASI national executive director Mark Dorsey and NSAA CEO Michael Berry at the November SSM Seminar

- Our Adaptive Discipline friends reported via Gwen Allard to the BOD some exciting news from the past season -- new members in Adaptive were up over 50% and the first ever Adaptive Snowboard Level 1 exam was held with a 98% pass rate.

- John Hobbs, our AASI Coordinator, reported the challenges his discipline encountered also due to the unseasonable winter. Still, they had a relatively successful season with AASI member retention at its highest rate in six years and the new membership program was well received by the snowboarding community. John also reported AASI member concerns about event pricing to become more in line with Alpine; the BOD assured John the concerns will

be reviewed for the upcoming season.

- Nordic Coordinator Mickey Stone shared some significant highlights of the Nordic world such as breaking the "300" event participants for the first time and bringing in 64 new members in spite of the unseasonable temperatures and snow. Another point of interest from the Nordic world is the completion of the Nordic Standards DVD which will be available to members this fall. Mickey, along with another educational staff member, will be attending the Track/Skate Examiners College this fall for the opportunity to exchange ideas about Nordic with the rest of the divisions.

- Jeff "Jake" Jacobsen Children's Committee Chair reported the bee-hive of activities the committee was involved in this past season and what's on the committee's agenda for the upcoming one. First of all if you have any interest in teaching anyone age 16 or below, this committee and the ACE (Advanced Children's Educators) team have got some things in the works for you! What's planned for the Children's Academy sounds like one of the best ever and the new "teaser clinics" that will be offered this season sound great. Find articles in this and the next SnowPro about the activities our Children's pros are working on for you.

- Joan Heaton, Area Rep Coordinator, reported her group is still 120-plus strong and are very active in relaying divisional information to members via the Area Rep program. Joan continues to promote more involvement with areas not yet involved with an area rep. If interested, contact Joan through the eastern office..

- A new Finance Committee was formed with the intent to review all major budget items, dues structure, event pricing and anything else that has financial impact on the division to report to the BOD annually. Members of this committee include: Steve Kling, Chairman, Eric Jordan, Ray DeVerry, Cherisse Young, Sherm White and ex officio members Michael Mendrick and Sue Tamer. I would like to thank Eric Jordan for all the work he put in as chair of the Financial Task Force along with task force members Ray DeVerry, Bill Cox, Ray Allard and ex officio Michael Mendrick.

- Also newly formed to boost our member development and retention efforts is a Membership Marketing Task Force (MMTF) which will be chaired by Cherisse Young and members Nick Brewster, John Cossaboom, Ross Boisvert and Ron Kubicki with Michael Mendrick and Eileen Carr as ex officio members.

- Finally, the Accreditation & Certification Planning Task Force was formed to evaluate current and future certification trends and needs. Members of this task force will be named shortly after confirmation of availability and interest. I will keep you posted. ■

**PSIA - Eastern  
Education Foundation and  
PSIA/AASI - Eastern Division**

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Michael J. Mendrick  
*Executive Director*  
Mickey Sullivan  
*Director of Education & Programs*  
Sue Tamer  
*Director of Operations*

**Board of Directors**

*President*

Bob Shostek

*Vice President*

Dutch Karnan

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Bill Beerman

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Representative – Ross Boisvert

*Region II*

Director – Steve O'Connor

Representative – Sherm White

*Region III*

Director – Ray DeVerry

Representative – David Welch

*Region IV*

Director – Eric Jordan

Representative – Jay Minnicks

*Region V*

Director – Ron Kubicki

(Secretary, PSIA-E)

Representative – Nick Brewster

*Region VI*

Director – Scott J. Allard

Representative – Cherisse Young

*Region VII*

Director – Steve Kling

(Treasurer, PSIA-E)

Representative – John Cossaboom

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Dutch Karnan

*Alpine Education & Certification Committee*

Peter Howard

*Snowsports School Management Committee*

Steve Howie

*Alpine Education Staff/BOE*

Kristi Robertson

*Children's Committee*

Jeff "Jake" Jacobsen

*PSIA Representative*

Ray Allard

*Adaptive Coordinator*

John Lincoln

*Nordic Coordinator*

Mickey Stone

*AASI Advisor*

John Hobbs

*Race Programs Committee*

Charlie Knopp

*Area Rep Program Coordinator*

Joan Heaton

*"15 Below" Advisor*

Gary "Griz" Caudle



administrative update

# Reflections on the season past; anticipation for the season to come

by Michael J. Mendrick  
PSIA-E/AASI Executive Director

The PSIA-E June 2006 Board meeting marked the completion of my fifth year as your executive director. It was also my fourteenth Board meeting (not counting conference calls!) since beginning service in May of 2001. Perhaps MOST importantly, I can also now lay claim to a string of more than 1,500 consecutive work days without ONCE being bored!

### Overall, the 2005-06 season was successful in many regards:

☑ We are ending the fiscal year with a positive and healthy accounting net income of more than \$15,000 for the period of July 1, 2005 – June 30, 2006 despite a challenging weather season and more than \$48,600 in unanticipated worker's comp insurance premiums paid. Conservative expense management and healthy membership retention and new members contributed to this positive result.

☑ Our retention of existing members was 88.9%, impressive given the dues increase of \$4 implemented in 2005-06 and "right on" the four-year average. This is also favorable compared to the national median for membership associations of 86% (according to the American Society of Association Executives 2001 survey; associations of 4,000-plus members).

☑ The new Registered member entry program was a definitive success, attracting 1,284 new members to the organization (beating the aggressively set target of 1,270 and improving on 2005-06 figures by 213 members (up 19.9%).

### Other noteworthy items from this past season:

☑ Our premier events enjoyed some of the strongest showings ever in attendance, with a sell-out (458) at ProJam/Master's Academy. The

Snowsports School Management Seminar drew more than 250 and the programming was well received by attendees.

☑ The SnowPro newsletter continues to receive high marks for content and presentation from both members & the industry thanks to consistent efforts from outside contributors.

☑ The Eastern Division web site at www.psia-e.org was completely redesigned (in-house) and introduced to membership in October to universally positive feedback.

☑ We developed new member services and benefits to enhance perceived "value for the dollar" of Eastern Division ASEA members, including the Avalanche Skiwear Member Program, Keystone Printing Business Card Program and Choice Hotels "Significant Savings Organization" Member Discount Program.

☑ Through product donations by sponsors we were able to hold a successful Super Raffle in December at ProJam raising a total of \$4,865. The Burbridge Scholarship Fund Sponsor Party and Raffle also held during ProJam was also successful and raised \$646.

☑ Once again, our Association Program Sponsors, Avalanche and Reliable Racing, did a great job for us in 2005/2006. We successfully signed a contract with Avalanche to provide uniforms for our educational staffs during the next six years. Reliable Racing continues to be our PSIA-E Race Program sponsor, donating much needed equipment including gates, portable drills, the latest racing tools as well as their time at our premier and race events throughout the season. We are excited to continue both of these partnerships into next season.

☑ Via the Governance Task Force we dramatically improved the efficiency and equity of our association bylaws.

### Priorities and initiatives for 2006-07:

☑ Promote the Registered member entry path and partner with the new Membership Marketing Task Force to hit or exceed new member goals of 1,315.

☑ Partner with the Finance Committee to develop income opportunities and identify areas for increased operational efficiencies.

☑ Continue efforts to develop new member services and benefits to enhance perceived "value for the dollar" of Eastern Division ASEA members.

☑ Continue to strengthen sponsor and vendor relations for all disciplines.

☑ Continue a positive and proactive relationship with the national ASEA office (and new leadership in national president Ray Allard and executive director Mark Dorsey) in all elements of operational and promotional activities.

☑ Facilitate efforts as needed of the BOD and related task forces to address important issues related to forwarding the association mission and ensuring its operational health.

Once again, I was proud to lead a team of terrific professionals who, day in and day out, did "whatever it took" to make the season work. President Bob Shostek has proven his dedication for many years and his met the challenges of his first year in full stride and with great commitment.

I remain impressed that this is an organization made up of dynamic, talented and dedicated people, and I look forward to continuing my service in the coming season and beyond. ■

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straight talk from the association

# June Board Meeting Highlights

## Division finishes “in the black” after gray season

by Michael J. Mendrick  
PSIA-E/AASI Executive Director

The following is a list of the key initiatives, proposals and action plans that were approved during the June Board of Director meeting, which took place on June 9 - 11 in Albany, NY. We present them here to keep you informed on how your elected officials and committee representatives are leading the organization on your behalf.

### Budget/Financial

- The Board reviewed the 2005-2006 year-end financial report, which projected an accounting net (after depreciation) positive balance of approximately \$15,000 as of June 30, 2006. Despite the consistently difficult (and gray) weather conditions throughout much of the division and the continuation of an uncertain economy, the Board credited efficient expense and program management as contributing to the positive year-end result.

- The Board approved taking \$4,000 from the 2005-06 positive year-end balance to support the purchase of new uniforms for both the AASI and Nordic education staffs. (Note: Alpine and adaptive uniforms are provided via our contractual sponsorship arrangement with Avalanche Skiwear).

- The Board approved a proposed 2006-07 PSIA-E operating budget with projected revenues of nearly \$1.8 million and a projected accounting net (after contributions to contingency fund, depreciation and capital expenditures) of \$4,535. This budget includes a 5% Board of Examiners staff pay increase in all disciplines (this is the fourth year of a planned five-year adjustment program), an approved \$2 increase in food per diem expenses for ed staff, a 3.8% average increase in event fees, and action plan fund of .5% of the budget (estimated

at \$8,000) to support new projects and initiatives and a 1% contingency fund contribution estimated at \$17,836. Note: The 2006-06 year-end financial report and 2006-07 operating budget are available for review, upon request.

### Approved Proposals, Policies & Procedures

- Adoption the bylaws revisions previously endorsed by the Board in October 2005 and endorsed by the membership via questionnaire feedback in the Winter 2006 SnowPro. The newly revised bylaws will be posted to the association web site at www.psia-e.org by August 1.

- Endorsed for member feedback the additional Governance Task Force recommendations made at the June meeting. These recommendations are listed in the back of this issue of SnowPro.

- Endorsed for member feedback the recommendation by Region 5 and 6 Board members that Region 5 now be designated as including the NYS counties of Oswego, Madison, Chenango, Broome and those to the west of that point; and that Region 6 include all NYS counties to the east of those aforementioned counties.

- To discontinue the club membership (and therefore, the requirement to be a member) for sponsored 10-15 year-olds to participate in 15 Below events during the 2006-07 season. The Board felt this would encourage greater participation in 15 Below events. We will continue to plan, promote and conduct the two designated events (at the Mini-Academy in December and Spring Rally in March) as scheduled.

In addition to the action taken on proposals and policy initiatives, the Board reviewed and approved several “action plans” submitted by various committees to help them develop new programs and tools for members.

### New Action Plans Approved by the Board

- Funding for the Nordic Examiner College attendance as presented in the amount of \$750.

- Funding for the Nordic Teaching Activities DVD production as presented in the amount of \$1,000.

- Funding for the Children's education track research project as presented in the amount of \$250.

- Funding for the Children's Travel Clinic Tour project as presented in the amount of \$2,000.

- Funding for the Master Teacher program support project as presented in the amount of \$1,750.

Note: Of the \$7,918.00 in available (budgeted) Action Plan monies, \$5,750 was allocated, leaving a balance of \$2,168 for future consideration at the October 2006 BOD meeting.

### Committee Appointments Approved by the Board

- Peter Howard as Alpine Education & Certification Committee chairperson.

- Steve Howie as the Snowsport School Management Committee chairperson.

- Joan Heaton as the Area Rep Program Coordinator.

- Charlie Knopp as the Racing Advisory Committee chairperson.

- Gary “Griz” Caudle as the “15 Below” Advisor.

- Dan Munn as Region 2 SSM Committee Rep and Tim Payley as Region 2 Alpine Education & Certification Committee Rep.

- Jack Payntar as Region 1 SSM Committee Rep.

- Bill Beerman to serve as the Eastern Division Rep to the ASEA national Board, filling the vacancy from Ray Allard's election to national president.

- Jay Minnicks as a Board ratified member of the Children's Education Committee.

- President Shostek affirmed the formation of the newly approved Finance Committee with Chairperson Steve Kling (as Treasurer) and members Eric Jordan, Ray DeVerry, Cherisse Young, Sherm White and ex officio members Michael Mendrick and Sue Tamer.

- President Shostek appointed a new Membership Marketing Task Force with Chairperson Cherisse Young and members Ron Kubicki, Ross Boisvert, John Cossaboom, Nick Brewster along with ex officio Michael Mendrick and Eileen Carr.

- President Shostek announced that he will be appointing a new Accreditation & Certification Planning Task Force with chairperson and members to be named along with ex officio Mickey Sullivan.

As you can see, the Board addressed a full menu of ideas, proposals, initiatives and action plans, at all times maintaining the goal of finding a balance between what is fiscally feasible and what best serves the needs of our members. More information on some of the recently approved initiatives is available throughout the pages of this issue of SnowPro. I encourage you to give us a call at (518) 452-6095 if you have questions or comments. ■

# Indoor Master Teacher Courses

October 26 – 29, 2006

Shawnee Inn and Golf Resort, PA

The indoor Master Teacher courses have been scheduled at Shawnee Inn and Golf Resort in Pennsylvania! Shawnee Inn offers many activities including golf, hiking, and river adventures on the Delaware and much more.

These events are open to all Level I, Level II and Level III Member regardless if you are pursuing Master Teacher Certification. The indoor events will satisfy the educational credit requirement for all members every other season. The fall selection of courses includes required core courses and optional sessions as well as testing opportunities on Sunday, October 29th.

Go to the PSIA-E website at [www.psia-e.org](http://www.psia-e.org) for information on course content and requirements for certification. Complete one event application (included in this issue of the Snow Pro) for each event you wish to attend, payment however, can be made with one check or total charge. Enrollment for each class may be limited, so sign up early; keep in mind the deadline date of October 6th. Applications can be mailed or faxed to 518-452-6099. Registration is from 8:00am to 9:00am; courses will begin at 9:00am and conclude at 4:00pm each day. Lunch and course materials are included for all attendees.

A Master Teacher candidate who has completed 10 or 11 credits of coursework by Sunday, October 29th, 2006 will be eligible for mid-course testing. The candidate will be given a comprehensive test that includes 10 multiple-choice test questions from each course taken. Each exam will be individualized for that particular member. The candidate must score seven out of 10 correctly for each course. If a member is unsuccessful on the quiz for any course, (s)he will be able to retake that quiz one time without retaking the course. After one failed retake attempt, the candidate will be required to retake the course. When the candidate applies for the mid-course test, (s)he will receive an exam based on the first 10 or 11 credits of coursework taken. Any candidate who has completed the entire MTC program (all 20 credits) by Sunday will be eligible to take the final exam. The same testing guidelines as outlined above apply to the final test. A member may not retake a failed quiz in the same testing session. Indoor testing will also be offered during the ski season at different sites throughout the division. Be on the lookout for a testing schedule in the Early Fall Snow Pro newsletter and on the website.

We have reserved a small block of rooms at Shawnee Inn and Golf Resort for these events. The discounted lodging rate is \$71 for double occupancy

per night. Please mention PSIA-E / AASI when making your reservations to receive the discount. Reservations must be made by September 26th, all remaining rooms will be released at that time. Call 800-Shawnee or 570-424-4000 to make your reservations.

Shawnee Resort has several golf packages available to members who wish to arrive a day early – or stay an extra day. Call 570-424-4000 x1480 for more information on the various packages available. Or, check out their website at [www.shawneeinnc.com](http://www.shawneeinnc.com) for other activities and amenities.

INDOOR MASTER TEACHER COURSES					
Num.	Event	Location	Date	Deadline	Price
Each one credit course satisfies educational requirement regardless if you are pursuing Master Teacher Certification					
005	A Conversation with Fear	Shawnee Inn, PA	Thursday, Oct 26	10/06/2006	\$100
006	Exercise Physiology	Shawnee Inn, PA	Thursday, Oct 26	10/06/2006	\$100
007	At Your Service	Shawnee Inn, PA	Thursday, Oct 26	10/06/2006	\$100
008	A Conversation with Fear	Shawnee Inn, PA	Friday, Oct 27	10/06/2006	\$100
009	Communication Station	Shawnee Inn, PA	Friday, Oct 27	10/06/2006	\$100
010	* Outdoor First Care - Limited	Shawnee Inn, PA	Friday, Oct 27	10/06/2006	\$120
011	Anatomy	Shawnee Inn, PA	Saturday, Oct 28	10/06/2006	\$100
012	Spanish	Shawnee Inn, PA	Saturday, Oct 28	10/06/2006	\$100
013	Communication Station	Shawnee Inn, PA	Saturday, Oct 28	10/06/2006	\$100
014	At Your Service	Shawnee Inn, PA	Sunday, Oct 29	10/06/2006	\$100
015	* Stance & Alignment	Shawnee Inn, PA	Sunday, Oct 29	10/06/2006	\$100
016	Motor Learning	Shawnee Inn, PA	Sunday, Oct 29	10/06/2006	\$100
925	Master Teacher Exam- 7:30am	Shawnee Inn, PA	Sunday, Oct 29	10/06/2006	\$10
926	Master Teacher Exam- 4:00pm	Shawnee Inn, PA	Sunday, Oct 29	10/06/2006	\$10

•Outdoor First Care is a National Ski Patrol first aid course. NSP course materials required for this course cost \$20 additional to the course fee. Total event is \$120 - Please include this with your application.

•Stance and Alignment – You may bring your boots with you, it is highly recommended but not required.

## Indoor Backcountry Courses Canaan Valley, WV on September 16-17 Mount Snow, VT on November 4-5

Backcountry Accreditation consists of three 2-day courses. These events are the first course in the Backcountry series. Part of this course is indoors, but most will be traveling, orienteering, using transceivers and solving winter scenarios outside. More information on this accreditation is available at [www.psia-e.org](http://www.psia-e.org)

BACKCOUNTRY ACCREDITATION INDOOR COURSES					
Num.	Event	Location	Date	Deadline	Price
650	Snow Sense and Planning	Canaan Valley, WV	Sept. 16-17	08/25/06	\$160
651	Snow Sense and Planning	Mount Snow, VT	Nov. 04-05	10/13/06	\$160

continued next page

# PSIA-E/AASI Education and Programs Update

by Mickey Sullivan, Director of  
Education and Programs

This past June marked the completion of my first year as your full time DOE&P. I have learned much as to how to work towards helping our organization be stronger and fulfill the needs of our members. We are very fortunate to have a great team of dedicated employees and volunteers. The spirit and commitment that we get from our passionate members is not duplicated in many other similar organizations.

Your PSIA-E/AASI Education & Programming Department had a successful season of organizing and running over 500 educational events and exams this past season. Of course this could not be accomplished without the training, professionalism and work of our dedicated Coaches and Education Staff. I look forward to the 06/07 season as I see a great opportunity for us to continue to grow and improve on our programs, education and presentations for our members.

In addition to our dedicated office staff I have found that that the Discipline Coordinators and their hard work and expertise are primary reasons that we are able to deliver the high quality and variety of PSIA and AASI events and programs for our members. I admire and respect each coordinators dedication to our organization and their passion for improving the Snowsports industry. Their efforts are truly appreciated and I look forward to continuing to work with them to fulfill the many needs of our members.

This dedicated team of Discipline Coordinators is:

- John Hobbs: AASI coordinator
- John Lincoln: Adaptive coordinator
- Mickey Stone: Nordic coordinator

## Eastern Team Vision 2008

The events and activities that are driving our Eastern Team Vision 2008 are creating a positive stir and message throughout the Education Staff and the membership. This initiative is very exciting although we realize that we still have a long road ahead to reach our goals.

The journey is a very important part of the Vision 2008 mission. We will never lose sight that the greatest benefits during this journey and beyond need to be garnered by our entire membership. I have no doubt that we are already moving strongly

in the right direction as the membership curiosity and desire to learn about the training is strong. The membership buzz seems to indicate a keen interest in the tryouts and how can they be a part of the action and the learning process.

As the Eastern teams are formed they will not only be training in preparation for the 2008 National Tryouts but they will also be sharing information with our Eastern Education staff and with our members through training activities and member educational events. The first showcase event for our Alpine Eastern team will be the new Spring Academy in March 2007. Eastern Team members will also be featured at AASI, Adaptive and Nordic spring events.

## Event Scheduling

Putting together a calendar of over 500 events covering 4 disciplines across our large geographic region can be challenging. However with great cooperation from the ski resorts, hard work by the coordinators and some juggling of needs, we are able to make it all come together to what we feel is the most beneficial programming for our members.

NEW this year (it was actually done last year as a test) is a way to view the events schedule in virtually any "sort" that you would like. A member will be able to go to our website, to the schedule of events and have the events sorted by dates, locations, disciplines, etc.

We usually do offer the type of events that members want in their region. However, members often do not realize this because they couldn't find

it on the event schedule or it until it's too late for them to sign up. This new sorting method should help greatly.

For the 06/07 season there are tentatively 66 Alpine Level 1 exams scheduled as compared to 53 last season. AASI has tentatively scheduled 27 Level 1 exams as compared to 23 last season. The Adaptive and Nordic schedules are also full of Level 1 events. This should make it very convenient for new PSIA/AASI members to take advantage of this entry level event.

## 2006-07 Feature Events

We are very fortunate to receive the support and cooperation that we get from all of the ski resorts that host our many events. In particular the Feature Events which are generally large in participation and all have extensive logistical needs.

As we construct the event schedule for the 2006-07 season there are a multitude of factors that shape our decisions. First and foremost we try to deliver what the membership wants. With that in mind the member feedback has indicated that they are ready for a few changes. So, you will see most popular events remain and some event locations changed. We even added a new Feature event.

The Spring Academy is a new alpine and nordic event which will feature smaller groups (maximum of 8), 4 days of training with our Eastern Ed staff and feature our Eastern Alpine Team. This will be a dynamic and fun season ending event for our members.

## 2006/07 Feature Events

Event	Dates	Location	Disciplines
Snowsports Mgmt Sem	Nov 27-29	Mt Snow	All Disciplines
Resort Trainer	Nov 28-29	Mt Snow	AASI
Adaptive National Acad	Dec 03-10	Breckenridge, CO	Adaptive
Children's Academy	Dec 04-06	Mt Snow	Alpine, AASI
Mini Academy	Dec 09-10	Killington	Alpine, Nordic
AASI Rally Weekend	Dec 09-10	Killington	AASI
Snow Pro Jam	Dec 11-15	Killington	Alpine, Nordic
Riders Rally +3	Dec 11-13	Killington	AASI
ITC	Dec 13-15	Great Glen	Nordic T/S
Race Week	Dec 18-21	Hunter	Alpine
Southern SSMS	Jan 18-19	Timberline	Alpine, AASI
Mini Kids Academy	Jan 18-19	Timberline	Alpine, AASI
Women's Seminar	Mar 01-02	Windham	Alpine, AASI
Spring Academy-NEW	Mar 22-25	Killington	Alpine, Nordic
Spring Rally	Mar 24-25	Killington	All Disciplines

## Master Teacher Task Force

The Master Teacher task force, chaired by Pam Greene has been working on research and recommendations for the future direction of the Master Teacher program. Preliminary information shows that there is continued strong support and desire for the Master Teacher programs. We have also found that some of the Master Teacher program and its offerings are not fully understood by many of the members.

The best example of this is that many members are not aware that they can specialize in an educational area by completing a 3 course "Accreditation." These accreditation courses are valid for update credit and a member has 6 seasons to complete an accreditation.

The task force will be working on updating some of the existing courses, adding several new courses and making recommendations for promoting and marketing the programs to the membership.

## Alpine Examiners Coach (X Coach)

Jeb Boyd, our Alpine Examiner coach and PSIA National Team member provided me with an extensive and valuable report summarizing his observations and recommendations from his work and experiences during the 05/06 season. His report covered; November examiner training, in season training events (SSE days), event over study activities, exam over study activities and Examiner performance reviews. This report will be very helpful and useful as we work to improve our Alpine Education staff consistency and performance for our members.

Following are a few of Jeb's comments:

- It was very cool that through this training and education process, the examiners were comfortable discussing their strengths and weaknesses. The examiners showed a great desire to continue personal growth and learning.

- We need to find ways to include more skiing in teaching events. After all, skiing is the common ground for all the clinics we offer, regardless of the topic.

- I had the opportunity to understudy several exams throughout the winter. Generally speaking, I found our Examiners to be quite consistent with their delivery and evaluation at exam events. As an examiner team we should address perceived, but not always real, inconsistencies with the examiners. We may be able to do this by better communicating how the skiing standards are constant but how we (examiners) as individuals may set up the exam environment differently.

As your DOE&P, I want to relay to you the tremendous value of having an examiner coach to help lead, evaluate and train our education staff. This helps us to deliver more valuable events and

programs to you, the member. Jeb did a great job and we all feel fortunate to have him as part of our Eastern Education Staff.

The AASI, Nordic and Adaptive education staffs have also added this important examiner coach position and role to their staffs and will be providing feedback to their staffs, discipline coordinators and the DOE&P in the upcoming season.

I truly enjoy the challenge of serving as your Director of Education & Programs and I look forward to another exciting and successful season with you, our members. ■

# Annual Ed-Cert Committee Report

by Peter Howard

PSIA-E Alpine Education-Certification  
Chairman

We held our meeting on June 9, 2006, in Albany. Our discussions were wide-ranging and provided input to the Alpine Steering Committee meeting and the Board of Directors meeting, which were held the following days. This committee is an innovative group of regional representatives who in the past have been responsible for the reading list on the website, a poster detailing the path to certification levels, the Standards DVD, and for providing a variety of valuable guiding opinions.

Following is a listing of most of the current activities and proposals of the Ed-Cert Committee:

- This summer there will be a listing of Alpine Level 3 skiing tasks written for the Exam Guide.
- It has been proposed that we offer what could be compared to purchasing a book of private lessons, whereby members could purchase a number of events at one time, at some discount.
- The committee suggests the continuation of the Early Admissions Program, which allows very experienced individuals to "fast track" through the certification process.
- It is suggested to add video clips to the website to provide interest and to provide a general sense of the level of skiing skill at Levels 1, 2, and 3 of certification.
- An idea that has been suggested by a few members is to have an exam track available at Pro Jam. The Committee is supportive of the desires of the membership and also conscious of the traditional

educational nature of Pro Jam. At present we are suggesting some informal surveying to ascertain the degree of demand for offering exams as a selectable track at Pro Jam.

- Issues concerning special certifications for seniors, or for teachers who specialize in teaching children ("children's certification") have been discussed. These are matters that are National in scope. Please feel free to express your opinions to your regional representatives on these subjects. Input from the East does travel across the Mississippi.

The Committee hopes to generate one significant Eastern-based educational product every two years. To a degree, what to create depends on what the members' needs are, and what is created nationally. So, while you're on the back porch with a cold one, your Eastern Education-Certification Committee will be paying attention to all this stuff so you don't have to. Unless, of course you want to, in which case you should run for a spot on the committee or the Board of Directors next election. ■

## ENJOYMENT OPPORTUNITIES

Deer Valley is now seeking applicants for Ski Instructors and Supervisors who enjoy working with children and families for the 2006-2007 ski season.

**REQUIREMENTS:**

Must be an advanced skier capable of skiing beginner through advanced terrain and variable conditions. Must have good communication skills and be able to work weekends and holidays. Must have knowledge of PSIA or ISIA teaching methodology and be able to teach adults and children in both private and group settings. Must be able to lift a minimum of 40 pounds.  
*Pay is commensurate with certification and experience.*

**SEND RESUME TO:**

Chris Katzenberger  
Ski School Recruiting Manager  
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Park City, UT 84060  
435-645-6635  
ckatz@deervalley.com  
Online applications accepted at [www.deervalley.com](http://www.deervalley.com)



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# VIP *rivileges*



Want to know what PSIA-E/AASI privileges you get as a member? Look for this column in each SnowPro and we will let you know what is new – or remind you of things you should be sure to take advantage of...

It's summer...

## Want a fun way to get in shape for next season?



Vew-Do Balance Boards is now offering PSIA and AASI Eastern Division members:

- A 30% discount off all their products. To take advantage of this offer...
- Go to [www.vew-do.com](http://www.vew-do.com) to learn more about balance training and about the various products Vew-Do has in their line-up
- To place your 30% off PSIA-E/AASI order, go to [www.psia-e.org](http://www.psia-e.org), choose Member Services, Eastern Benefits and then choose the **NEW** Vew-Do Balance Boards Promotional Offer to download a faxable order form
- Or, you can also call Vew-Do Member Services at 802-362-2893 where you can place an order over the phone.

Whether you are a skier or rider, young or old, these boards are a fun way to get in shape and improve your balance. In skiing and riding, as well as teaching, balance is an essential skill. This is where using a Vew-Do Balance Board comes into play -- and we do mean play. A Balance Board continuously disrupts your center of balance using dynamic and multi-directional motion. This forces you to use and develop all of your body's balance systems along with improving your overall physical conditioning. As a bonus, your body will store the balance information that you develop as muscle memory which will surely come in handy on the slopes next season!

Look for Vew-Do this coming season at our premier events including ProJam and Spring Rally!

## Planning a summer vacation?

Don't forget to see if our Eastern Division PSIA-E/AASI Choice Hotels Program might save you some extra cash.

- Book online at [www.choicehotels.com](http://www.choicehotels.com) and enter your PSIA-E/AASI special rate ID number, 00802187
- Call the convenient toll-free telephone reservation number 800-258-2847



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Candidates must have experience and be Level 2 PSIA certified.  
(This is a full time salaried position.)

#### CHILDREN'S PROGRAM TRAINERS

Candidates must have experience and be Level 2 PSIA certified.

#### ALPINE SKI TRAINERS

Candidates must be Level 3 certified and have PSIA educational staff experience.

#### FREE SKI & RIDE INSTRUCTORS

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Ludlow, VT 05149 Fax: (802) 228-4558

E-Mail: [jobs@okemo.com](mailto:jobs@okemo.com) Phone: (802) 228-1963

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# ASEA (PSIA-/AASI) National Report

by Ray Allard, ASEA President

This is my last report as your Eastern Representative to the National Board. As noted elsewhere in this issue, I was elected President of ASEA in June. Please look for my president's reports in the next issues of "The Professional Skier/Rider". I want to thank the Eastern membership for the opportunity to serve in the various positions I have held over the years; and for the tremendous support I have received. This new position is both an honor and a challenging responsibility, but I am confident that we will continue to move the organization forward in a positive direction. Congratulations to your new Eastern Representative, Bill Beerman who, as past Eastern President and past Chairman of The National Presidents' Council, has the knowledge and experience to easily step into this role. Thank you to outgoing president, John Armstrong, for his excellent leadership over the past six years.

A lot of activity at the national level over the past few months has involved internal matters and several meetings. Not very glamorous, but the kind of behind-the-scenes work that keeps us in a position to maintain the high level of services, benefits and educational products members have come to expect from us.

In governance, besides my taking over as president, three positions have changed on the Board. One newly elected (Peter Donohue from RM), one to fill a vacancy on an interim basis (Walt Coiner from NI), and my replacement (Bill Beerman from E). Additionally, there are two new members on the Executive Committee; Jerry Warren (I) and Craig Albright (W).

At the staff level, former Assistant Executive Director, Mark Dorsey, has been named Executive Director. He has been with the organization for nearly 17 years, serving most of that time as Marketing Director, and is the person responsible for the strong sponsor and benefit programs we now take for granted. He replaces Stephen Over, who will be retiring as planned in 2007, after over 16 years in that position. During that time, Stephen built the organization into the widely respected, highly professional, and financially strong association it is today. Additionally we have had some departmental level turnover, normal in an organization of this size.

So, the face of the organization's volunteer and staff leadership has changed. In every case, transitions have been orderly and the new people have the experience and training to take on their new

roles without disruption. Almost certainly, there will be change and new ways of conducting business. It is one of my objectives to assure that any change is positive.

**Education:** A revised Alpine Technical manual and a new Snowboard manual should be available this fall. A new project and task force, "Best Practices in Teaching" will produce both print and web based material for use by all disciplines. Nordic Certification standards have been revised. A new Children's manual is in the pipeline for 2007. A movement analysis section will be developed on the web site to augment last year's AASI DVD. The Board approved a new Alpine DVD which will incorporate both certification standards and skiing concepts. A Nordic Track/Skate College will be held in West Yellowstone. Photo/video shoots are done each year to provide up to date material for all our materials and promotional efforts.

The 18th Interski Congress will be held in South Korea Jan. 27 – Feb. 3, 2007 and we will be participating. Members interested in attending should check the ASEA website or contact the national office, as we did not have travel package information available as this was written.

The Snowsports School Management group will be meeting later this year. One focus will be to address a major survey that we commissioned to assess perceptions and expectations that schools have of ASEA.

**Marketing:** We have just renewed our contract with Subaru, who will offer more aggressive member pricing. Be sure to take advantage of our Patagonia program, and log in often to the supplier/sponsor page on the website to check on special offers. We will be streamlining our catalog sales process by moving order fulfillment to some suppliers. We have strengthened ties with several media organizations, resulting in more editorial coverage plus PSA and ski/snowboard tip exposure. A new initiative will focus on growth and retention of members, and creating more awareness of the association.

**Awards:** The Board approved Lifetime Achievement Awards for Doug Pfeiffer, a founding father, and our own Herbert Schneider. An Educational Excellence Award is going to Tom (Coach) Reynolds, another Easterner.

Life memberships were confirmed for Ray Sforzo (RM) Lowell Hart (RM), formerly from Eastern, as well as Easterners Nat Putnam and Wendall Cram who were recognized at last fall's SS Management Seminar.

**Misc.:** We project another positive bottom line for the Fiscal Year. We are gearing up for another "Creative Congress" in 2008, in which we will be bringing up to 100 key national and divisional volunteers and staff together for a strategic planning session. John Armstrong and I attended the annual NSAA Convention in May, maintaining that important industry link.

Eastern business should now go through Bill Beerman, but I am always open to membership input and feedback. Thank You ■

## ASEA Promotes Mark Dorsey to Executive Director

The American Snowsports Education Association (ASEA) has promoted Assistant Executive Director Mark Dorsey to serve as executive director of the Professional Ski Instructors of American (PSIA) and the American Association of Snowboard Instructors (AASI). He replaces Stephen Over, who is retiring after 16 years with the associations.

"The role of these associations has evolved and diversified considerably, and Mark's wide-ranging knowledge, as well as his skill in forging relationships within the industry will be extremely valuable as PSIA/AASI rises to meet future challenges," said incoming PSIA/AASI President Ray Allard. "His experience and credentials in association management will help PSIA/AASI maintain long-term growth and stability."

Outgoing PSIA/AASI President John Armstrong concurred, adding, "PSIA/AASI is fortunate that through a partnership of senior staff and the board, we are facilitating an orderly and effective transition. The positive working relationship between Mark and Stephen Over will ensure that we don't miss a beat."

Dorsey's tenure with PSIA began in 1989 when he was hired to serve as the association's marketing director. In that role—expanded in 1996 with the formation of AASI—he is credited with enhancing

*continued next page*

■ national news, continued

publicity efforts, developing award-winning advertising and marketing programs and materials, and increasing non-dues revenue. Promoted to assistant executive director in 2005, Dorsey has, in the past year, launched a member recruiting and retention initiative and assisted in association operations while continuing to build strong sponsor and industry relationships.

Dorsey holds a master of business administration (MBA) degree from the University of Colorado as well as the Certified Association Executive (CAE) credential from the American Society of Association Executives (ASAE). The CAE credential is ASAE's highest professional distinction, conferred only upon those who pass a comprehensive examination covering the field of nonprofit association management. ■

## Classy-fied



**WANT TO BUY:** Old ski books, pins, patches, postcards, posters produced before 1970. Natalie Bombard-Leduc, [natski@adelphia.net](mailto:natski@adelphia.net), 69 Mount Pisgah Ln., Saranac Lake, NY 12983. 518-891-4781

**NORDIC WALKING INSTRUCTORS WANTED:** LEKI USA is conducting a national search for some very good outdoor education instructors—all ages—to teach and communicate a real passion for the benefits of Nordic walking in North America on behalf of LEKI USA. PSIA certified (minimum requirement Level 2; Alpine, Nordic and Snowboard). Please email a brief resume and one paragraph expressing why you'd be a good match. Email: Suzanne Nottingham at [nordicwalker@earthlink.net](mailto:nordicwalker@earthlink.net). (A note to Level 1 instructors... when you pass your Level 2, please contact me.)

**Stevens Pass Ski and Snowboard School**, in the WA Cascades, is looking for full and part time ski and snowboard instructors, with a special need for youth instructors, and trainers and supervisors for adult and youth programs. Shawn Smith, former Alpine Demo Team coach, directs the school. Steve Hindman, former Nordic Demo Team member, manages the Adult Program. To apply, please contact Shawn Smith at 206-812-7358 or [ssmith@stevenspass.com](mailto:ssmith@stevenspass.com) ■

## More successful certification exam news

The following members also passed certification exams after the Spring 2006 issue of *SnowPro*. Congratulations to all!

### Alpine Level III Certification Examination

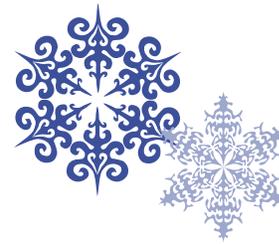
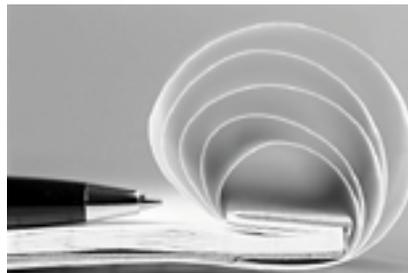
Michael S. Holt  
Mario Hluch

### Adaptive Level II Certification Examination

Robert M. Damon

### Snowboard Level II

Travis Thiele

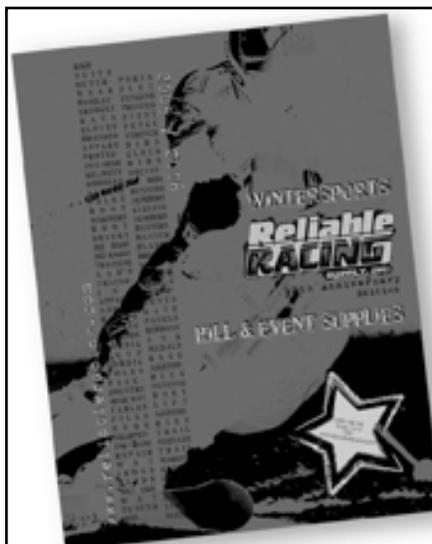


### Upcoming *SnowPro* Copy Deadlines

Early Fall – August 11, 2006  
Fall – October 15, 2006  
Winter – December 1, 2006

### Writing Guidelines

General member submissions to the *SnowPro* should not exceed 1000 words and should be sent to [psia-e@psia-e.org](mailto:psia-e@psia-e.org) as an MS Word document attachment. Please see additional submission guidelines on page two under General Information.



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## Region 1 (NH & ME)

**Tom Butler, Regional Director, reports:** Hello to all in Region 1 (and to all in the other regions that happen to be peeking at this column). Ross Boisvert, Regional Rep, and I are fresh back from the June Board of Director's meeting in Albany. When I looked at the agenda just prior to lunch on the second, and last day of the meeting, we were still working on items from the previous day. I'll be honest, it seemed doubtful that we would complete everything in the allotted time. The happy ending is that we successfully accomplished all that was on our "to do" list.

Since this was my first Board meeting of this term, and the first time that I had met many of the people assembled, I couldn't help but be impressed at everyone's dedication to the membership and the organization as a whole. Naturally that is why you elected us, but, in a time when the boards of directors of some major corporations have recently been under the microscope for questionable loyalties, there is no doubt whom this board intends to serve - that would be all of you!

Reviewing the meeting summary, all of the items discussed focused on improving your education as snowsports coaches, and enhancing the value of the organization. Jake Jacobsen, who is the Children's Committee Chair and a fellow Region 1 member, presented one particularly exciting item. His presentation involved what he called the "ACE Team Traveling Clinic Tour", the purpose of which is to conduct child-centered training across all regions. You can read more about this in the Kids section of this issue. This should prove to be an exceptional program for both our newest and our most experienced children's coaches. Teaching children is where I got my start 14 years ago, but I am always looking for something new. This is a great opportunity for everyone to learn from PSIA-E's best.

You have a dedicated group of professionals looking out for your interests, and it is imperative that you communicate your thoughts to the appropriate people. Speaking of communication, Ross and I will be planning the fall Region 1 meetings. We would like one in New Hampshire and one in Maine. All we need to do is come up with specific locations, dates, and times. We will keep you posted.

Thank you for reading, and have a great summer.

## Region 4 (PA & NJ)

**Eric Jordan, Regional Director, reports:** As many of you know, our spring Board of Directors meeting was held in Albany on June 10 and 11. I filed a written report to the entire Board, which represented many of the topics that we discussed at our Regional membership meeting. Many of the topics that were included in the Region 4 report were very similar to those that were included in the other Regional reports. I think these similarities show that we, as an organization, have many more strengths than weaknesses.

Certification is always a big topic for discussion, and the Education and Certification Committee will be hard at work this summer fine-tuning our system and working toward offering some new avenues as well. The same can be said for our Children's Committee, which is currently working on some new programs for next season. The Board also spent considerable time on our year-end finances and the approval of our new budget for the upcoming year. I am happy to inform you that we ended our current year with a positive cash flow, which is quite an accomplishment since we had to deal with a major increase in our workers comp premiums. Next year's budget was passed at this meeting and I am happy to report that there will not be any major increases to event fees. The Board also voted in favor of the formation of a Finance Committee to oversee all major budget issues. I will be serving as a member of this committee along with several others with strong financial backgrounds. I also viewed a preliminary schedule of events for the upcoming season and Region 4 continues to be well represented with a variety of educational events and exams.

I would like to take this opportunity to congratulate Ray Allard and Bill Beerman on their latest accomplishments. Ray will be serving as our new National President and Bill will be our new eastern representative to the National Board of Directors. Both of these individuals are great assets, both Nationally and Divisionally.

That's all for now. I would encourage you to contact me via e-mail at (enj5050@yahoo.com) if you have questions or comments that you would like me to address

## Region 5 (Western NY State)

**Ron Kubicki, Regional Director, and Nick Brewster, Regional Representative, report:** Region 5 PSIA-E/AASI members are invited to our 2006 membership meeting and golf outing. The event will be held at Bristol Harbor Golf Course & Resort on Saturday, September 30, 2006. The membership meeting will begin at 10:59am, with golf tee times beginning at 12:15pm.

Cost for the meeting is free. Golf on the championship 18-hole course is \$49, which includes golf fees, cart and lunch. An "après golf" awards ceremony, with refreshments served, will follow the end of play. Drinks will be on your own. Bristol Harbor has a beautiful restaurant for those that would like to dine. Golf format will be 4-person scramble, with long drive and closest-to-the-pin contests for both men and women. The winning resort area will receive a trophy.

Meeting topics will include: Region 5 Events and Issues; Member Benefits; Education/ Certification; National Team Tryouts; and PSIA-E Budget. There will be a Q&A period with Director of Education & Programs, Mickey Sullivan; Region 5 Director Ron Kubicki; and Region 5 Representative Nick Brewster. We'll accept any PSIA-E/AASI issue YOU wish to discuss.

To register for golf, call Nick Brewster at 607-222-4827. Foursomes are preferred, although we will fit in threesomes, pairs, and singles as necessary. So, call if you even think you want to play - \$49 to get on Bristol Harbor with a cart is a deal! Registration cutoff date for golfing is 9/15/06.

Some additional Region 5 news: Current and past representatives from both Region 5 and Region 6 (Eastern NY State) got out their maps and developed a proposal to define the border between the two regions. Under the proposal, the following counties going north from the Pennsylvania border will define the line between Regions 5 and 6: Broome, Chenango, Cortland, Madison, and Oswego (they are close to and/or surround Rt. 81).

Under this proposal, if you live west or south of these county lines, or IN one of these counties in NY State, you are a Region 5 member. If you live east or north of these county lines in NY State, you are a Region 6 member. This definition would define the geography of the two NY regions. This is an issue that you, the membership, will vote either "yea" or "nay" on in the future. So, when the time comes, GET OUT AND VOTE.

NOTE: As a point of information, each member's regional affiliation is determined, by default, to be where he/she lives. If a member teaches at a snowsports area in a different region than where he/she lives, the member's regional determination can be changed to the region where he/she works, if such a request is made in writing to the office.

## Region 6 (Eastern NY State)

**Scott Allard, Regional Director, reports:** It has been announced that Ray Allard, former member of Region 6, has been elected to be President of National PSIA. Ray is a long-time member of PSIA-E and our

*continued next page*

■ around the regions, continued

educational staff. He also served for many years as our Executive Director. Congratulations, Ray. We know you'll make a great National President.

It is our plan to hold one northern and one southern Regional membership meeting. This seems to work best for our region, so again this year we will keep that format. We will announce the dates and locations when they have been finalized.

Please inform me or Cherrisse Young, Regional Representative, of any news, questions or comments so we can better serve you.

As a final thought: Even though the summer season is just beginning, fall and the first early snows are less than six months away – in a sense, just around the corner. Let's all keep ourselves both physically and mentally ready. Have a great summer!

## Region 7 (States South of PA & NJ)

**Steve Kling, Regional Director, reports:** Looking back, Region 7 can feel good about the 2005-06 season, despite the sometimes-fickle winter. Overall attendance at education events in our Region was quite strong (except for a few weather-related cancellations). John Cossaboom, Regional Rep, and I have been working with Mickey Sullivan on next year's schedule, and we are optimistic that Region 7 will host a wide and varied array of educational events.

One plan that John and I had developed was our own Regional "training day" early in the season to bring together Ed Staff members and area training staff; hopefully, to beef up overall instructor training, but also to provide a specific focus on Level 2 exam prep. It looks like our plans have been trumped by the larger schedule. While the schedule isn't complete at this point, we are hopeful that Region 7

will host two higher level training clinics geared to helping our resort trainers stay up-to-date with the latest in teaching, training, and exam prep.

Finally, elsewhere in this issue of SnowPro you will find a reasonably extensive set of proposed revisions to our bylaws. These proposals are the result of considerable effort and debate by the entire Board of Directors, and contain significant changes in our Code of Ethics and related disciplinary tools. I strongly encourage you to take the time to review these and provide the Board with your thoughts and reactions. If anyone has any questions concerning any of the bylaw proposals, don't hesitate to contact me directly.

## Other Regions – not reporting in this issue:

Region 2 (VT)  
Region 3 (MA, CT & RI) ■

# Are you looking to **JAZZ** up your winter?

## Reach for your PSIA-E Education Potential

Check out the Early Fall SnowPro Edition for more "specialty" Accreditation Programs available or log onto the Eastern Division website at [www.psia-e.org](http://www.psia-e.org) for more information.

Try a "specialty" accreditation program! Completing an accreditation is educational, fun, and painless. There are 8 (yes count 'em 8) choices of accreditations to choose from, including two new programs for this season. All you need to do is take the three courses in that field (each one is two days) and complete the accreditation in six years (or, you can do it as quickly as you want). So you could take them as your next three updates and come out with a new level of knowledge, expertise, and a fancy certificate. The only prerequisite is that you are Level 1 Certified member to start.

### NEW THIS YEAR!!!! ADVANCED SKIING & RACING



Great for trainers, coaches, and instructors who teach advanced skiing skills.

**Course Setting and Drills:**  
learn how to set

courses for specific outcomes.

**Advanced Movement Analysis:**  
Take your movement analysis skills to a new level while focusing on upper level skiers.

**Coaching Techniques and Tactics:**  
Learn new ways to work with your students or athletes. Learn methods to focus on what an advanced skier needs to move to the next level.

### ADAPTIVE ACCREDITATION

Expanded for 2006-07

This accreditation will give you a broad overview of teaching mentally and physically disabled skiers. You do not need to be certified in adaptive ski instruction to take these courses!

**Adaptive 3 and 4 track skiing:**  
Learn how ski and teach with outriggers.

**Working with Visually Impaired and Developmentally Disabled Skiers:**  
Course conductors will give you some methods to work with these special skiers.

**Experiential Sit Down Skiing:**  
Get in a mono-ski or bi-ski to learn first hand how it works. Learn some basic teaching methods for these pieces of equipment.





## Universal Design

by Terrie Anne Bennett  
PSIA-E Adaptive Level III  
Alpine Level III  
Nordic Level I  
Sunday River, ME

Universal Design is a new way of looking at accessibility for our skiers and riders. Accessibility has been the underlying concept when we look at adaptive skiing and riding; we've asked, "How we can make the mountain accessible to our guests with disabilities?" When we look at Universal Design, we create a world that is user-friendly for everyone.

*"Universal Design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design."*  
—Ron Mace

The intent of Universal Design is to simplify life for everyone by making products, communications, and the environment more usable by as many people as possible at little or no extra cost. Universal Design benefits people of all ages and abilities.

So, the term is actually more inclusive and less exclusive for the adaptive athlete. We can look beyond the adaptive ski school and build our adaptive programs so they are integrated into our common spaces. One of the main reasons that skiers and riders hit the slopes is for fresh air, exercise and to socialize with friends. Where is the camaraderie if you need to ski out of a special building just because you use "assistive" equipment?

When we apply the theories of Universal Design

to education on the hill, instead of thinking of lessons for able and disabled athletes, we should be applying Universal Design, a lesson designed so that everyone's needs are met. Therefore, we could create opportunities for a lesson that does not separate the adaptive athlete from the rest of our skiing and riding community. Our current adaptive program could benefit from integrating the family unit into the lesson to create life-long skiers and riders. We can use our strong volunteer staff to teach an Alpine model lesson with any adaptations needed for the students with disabilities. Universal Design looks at three ways of knowledge acquisition:

**Multiple means of Representation:** to give learners various ways of acquiring information and knowledge.

**Multiple means of expression:** to provide learners alternatives for demonstrating what they know.

**Multiple means of engagement:** to tap into learners' interests, offer appropriate challenges, and increase motivation.

"Universal" does not imply a single optimal solution for everyone. Instead, it is meant to underscore the need for multiple approaches to meet the needs of diverse learners. If Universal Design were in place in our common spaces, our elderly and parents traveling with young children would find the facility more user-friendly. Universal Design would help all of these people equally. Instead of looking for the "handicapped accessibility" and hoping that when we arrive that the accessibility will really be up to par, this new trend lets us know that areas are built and designed for everyone's needs to be met, no matter what the ability. ■

## Adaptive Snowboarding

### ...Fall Line Fear Foiled!

by Walter Campbell  
PSIA-E Adaptive Level I  
AASI Level I  
NEHSA, Mt Sunapee, NH  
and  
Sharon Boulris  
PSIA-E Adaptive Level I  
AASI Level I  
Crotched Mountain, Bennington, NH

There is a method of introducing the beginner level student to the fall line in a safe and controlled manner. This is tethering a snowboard.

Let us introduce Christopher. Christopher came to NEHSA (New England Handicapped Sports Association) when he was six, and his parents wanted him to snowboard. The family skis and snowboards, and wanted Christopher to be included in their winter activities. Christopher has autism. At the age of six he was non-verbal. His beginning lessons were hands-on with the instructor and assistants. We would walk/run next to him to create a straight glide and turns. We repeated this for countless lessons. These were very trying times for Christopher and the instructors. Then we introduced the climbing harness. This enabled the instructor to ride behind him and create the turns for him. We worked with this technique for a few years. Then we found the magic tool – tethering.

The items required for tethering include a snowboard clamp, available from Freedom Factory, and a set of tethers approximately 10' to 12' long. This length allows for plenty of distance between the person controlling the tethers and the student. See Figure 1.



Figure 1

continued next page

■ **adaptive airtime, continued**

The clamp is attached to the nose of the snowboard. This point of attachment allows the person who is tethering to control speed and direction changes. The clamp cannot be pulled off the snowboard because all the forces generated from the tethers and motion is forcing the snowboard into the clamp. See Figure 2.



**Figure 2**

The instructor should keep the tethers low below the chest, but above the thighs, for the most control. The instructor will need to ride heel edge in a falling leaf to remain in constant control of the student. This allows the instructor a view of the student's motion and the instructor can give verbal directions which the student can easily hear. The ability to give directions without raising your voice can help keep the student feeling safe and confident. See Figure 3.



**Figure 3**

It is best to start the student down the hill in line with the fall line. The instructor has control of the student's speed. The student will begin to trust the instructor and begin to build his/her own confidence. As the instructor progresses down the slope maintain a constant speed so you do not upset the student's balance. Call out the edge you want the student to engage to get the board into a traverse. While the student is in line with the fall line, instruct the student to ride a flat board. When beginning the traverse instruct the student to gently apply pressure to the toe or heel edge. As the student applies pressure to the toe or heel edge, shorten the uphill tether and lengthen the downhill tether. The uphill

tether is the steering tether and the downhill tether is the braking tether. See Figure 4.



**Figure 4**

The downhill steering tether also aids in reinforcing the desired movement from the student. This is shown in the next photo. The student is performing a toe-side traverse and the downhill braking tether is applying pressure to the back on the student's leg at the knee. The instructor can use this physical cue to get the student to press the toes by driving the knee out over the toes while keeping the upper body upright and in proper alignment. See Figure 5.



**Figure 5**

When performing a heel-side traverse, the braking tether will be applying pressure across the student's upper thigh or knee to reinforce the movement back over the heel edge. See Figure 6.



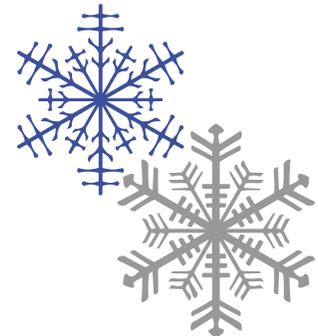
**Figure 6**

As the lesson progresses and the student begins applying more pressure with each traverse, decrease the student's reliance on your braking and encourage the student to apply enough edge pres-

sure until the tethers become slack. This will show the student that he/she is performing the correct moves and doing more of the work. Again, we are building confidence and a sense of accomplishment. With consistent speed during the traverse and entering the fall line, the instructor can eliminate the fear factor and allow the student to explore all phases of linked turns with confidence and a sense of security. Of course, the goal is to build the skills which will allow the student to become tether-free.

As you have just read, tethering can be used for disabilities like Christopher's autism or for "able-bodied" students who are having trouble with acceleration and fear of the fall line. Tethering would work great on 3 and 4 year old children. So, the next time you have a student in trouble, introduce tethering. Take the fear out of your lesson!

P.S. Christopher is now ten. Tethering has opened up a new world for Christopher. His dad is able to tether him and this has brought more freedom to the family's choices of resorts. And, Christopher is very happy! ■



## In Memoriam

**Martha Alessio**, of Westfield, MA, passed away on February 21, 2006, at the age of 69. She was an Alpine Level II member of PSIA-E, having joined in 1982. She taught at Butternut Basin, MA.

*PSIA-E/AASI extends its heartfelt sympathy to family and friends of our passing member.*



## Gauging the Temperature of "15 Below"

by Gary "Griz" Caudle, "15 Below" Advisor

Greetings and happy summer, all! Back in June I sent the following report to the gang at the Board of Directors. Thought you'd like to see it as some big changes (and good changes, I think) are underway for 15 Below.

First, a summary of last season: Both premier events (December Mini Academy weekend & Spring Rally weekend) were well attended (23 at the "Bring it On" Killington event in December and 30 at the "Wrap it Up" Mount Snow event in March). Though down from the 2004-05 attendance of 82 for the same two events, both will be continued in the future as they tie in nicely with the ProJam and Spring Rally events.

This is pretty cool -- we have had six former club members continue on with their certification process when they turned sixteen, all becoming level one alpine certified.

Now the not-so-good news: Membership has fallen from 153 in the first season (2003-04) and a peak of 160 in 2004-05 to 115 in 2005-06.

My perception is that kids join because they want to go to events, not necessarily because they want to belong to a club. I believe the kids that have joined and renewed are the core group of kids that are going to our 15 Below events each year. Therefore, the future of our "15 Below" effort should be driven by events held both by PSIA-E/AASI in conjunction with our major events such as Spring Rally as well as smaller "in house" events held at mountains in various regions. This makes it more accessible to those who find it difficult to travel. Costs must be kept at a rate that will allow young people the opportunity to enjoy a day where they can learn

from pros and feel that it is designed with them in mind. Fun and learning are the keys to success.

I do not feel that it is necessary to continue with an annual membership roster or fee in order to continue the 15 Below events. This idea is in line with keeping cost low and giving them what they really want, the events. In fact, opening up the events to sponsored youth 10 – 15 without the restrictions of membership may actually increase participation in the events as well as exposure to snowsports education for these kids.

Thank you for your continued support with this important venue. Young people need every bit of guidance possible. The 15 Below program is an important step in their educational futures.

Fortunately, our executive director Michael Mendrick and the Board of Directors agreed, so here is what we came up with: To deactivate 15 Below club membership for the 2006-07 season but continue to plan, promote and conduct the two designated events as scheduled.

### What this means:

• Well, first and foremost – NO DUES! We will keep the current membership database for the club and use that as a distribution list but the club is "deactivated" for the coming season. That is, no dues billing, no membership packets but we will do and promote two 15 Below events (Mini-Academy weekend, 12/9-10 at Killington and Spring Rally weekend, 3/24-25 at Killington).

• Anyone ages 10 – 15 that is sponsored by a regular member (parent, coach, school director) may sign up and attend a 15 Below event. We feel this set up (with no club membership requirement) could help draw better attendance at the 15 Below events.

• In addition, we will help provide 15 Below "in-house" events upon request (as we've done the past couple of seasons at Ski Ward in MA).

• Former 15 Below members that have attended two club events may join PSIA-E/AASI upon turning 16 at the student rate.

• We will continue to have an occasional "15 Below" section in the newsletter to promote the events (and include registration forms).

Keep in mind that we are not "eliminating" the club nor is it being deleted from the bylaws. We're just making it easier and cheaper for anyone that WANTS to get involved and attend 15 Below events! We'll take a look at the whole thing again next spring to see how it all works.

In the meantime, enjoy your summer and look for an event registration form in the next (Early Fall) SnowPro for the season kick-off event in December.

Until then,  
Sapere aude,  
Griz ■

## Kids. Kids. Kids.



in the early 90's you may remember a program sponsored by SKI magazine called SKIWee. SKIWee gained name recognition across the country and was sought out by parents looking for a quality skiing (and eventually riding) experience for their children. One of the benefits of buying into SKIWee was a visit by a SKIWee "clinician" once per season. You may know some of these educators as many of them are still on the PSIA educational staff. The annual clinic was a great opportunity to expose staff to a quality clinic situation, share ideas, and learn to create new activities to enhance skills and introduce movements to our guests. There were even opportunities to review best practices for children's programs and facilities. Unfortunately SKIWee left the scene in the late 90's and we all worked diligently to replace the collateral materials (goodie bags, some form of assessment/ progress report, and branding) provided through the franchise fee.

PSIA-E and the ACE team believe that it is so important to provide (children's specific) educational opportunities to resort teachers that we are going to visit each PSIA-E Region during the winter of 2006/

## ACEs Hit the Road

...coming to a region near you!

by Jeffrey W "Jake" Jacobsen  
Chair – PSIA-E Children's Committee, ACE Team member  
Mac Jackson  
ACE Team Coach, PSIA-E Examiner

The dates and locations have yet to be determined but the ACE team is hitting the road to coach PSIA members and non-members on the latest and greatest ideas for teaching young skiers and riders. If you were teaching

continued next page

■ kids, kids, kids, continued

2007. At a cost to the resort of just \$400 this pilot program will offer a one day clinic for your children's pros to add to their kids' knowledge and improve their presentation skills. Each clinic day will consist of two similar sessions (AM & PM) to reach at least 20 pros throughout the day.

PSIA-E has a dynamite team of ACE's (Advanced Children's Educators) that is anxious to visit your region to provide a quality clinic experience for members and non members alike. If you would like your resort to host an ACE clinic (snappy name to be announced in the next Snow Pro) please have your Snow Sports Manager contact Eileen Carr at the PSIA-E office (518-452-6095 or [ecarr@psia-e.org](mailto:ecarr@psia-e.org)) and indicate your resorts interest.

Your PSIA-E Children's Committee  
Chair – Jeffrey W “Jake” Jacobsen  
Region I – Steve McGrath  
Region II – Harley Fletcher  
Region III – Gary Vanesse  
Region IV – Jill Wilkinson  
Region V – Dana Scronek  
Region VI – Lisa Gouwens  
Region VII – Kim Hamner  
At Large Marty Harrison  
At Large Jay Minnicks

The Children's Committee and the ACE team would like to thank the Board of Directors for their support of this initiative! ■



## 2006 Children's Academy

Is it winter yet? Well, not in the Northern Hemisphere, but in just over five months the 2006 Children's Academy will take place at Mount Snow, and winter will be on the doorstep. It may seem a little early, but the Children's Committee and the ACE team are announcing the theme for the 2006 Eastern Children's Academy...

***"Majority Rules...Teaching Strategies for Skiers and Riders under the age of 16".***

We are working on a terrific Keynote Speaker, and can't wait to rip it up on the slopes in southern Vermont. So, don't stray from that summer reading program – and, get stoked now for the 2006 Eastern Children's Academy!

## Gift Certificates

**Looking for a fun, unique and very useful gift for a friend, parent, spouse, or child who is a member of PSIA-E/AASI?**

**How about a Gift Certificate?**

*Yeah, that's right, we now have two types of Gift Certificates available!*

- PSIA-E/AASI Event Gift Certificates are available in increments of \$50 and can be used toward Eastern Division events. They can be designated to be used during the current season when purchased, or can be designated for the immediate upcoming season.

Please note: Once designated, certificates cannot be carried over to another season.

- Or, purchase a PSIA-E/AASI Dues Gift Certificate for the exact amount of the recipient's dues. Please contact the Office to obtain this amount!

**To purchase a Gift Certificate, please call the PSIA-E/AASI office at 518-452-6095 and ask for Colleen Plante.**



# THE SNOWPRO NEWSLETTER

The official newsletter of  
THE PROFESSIONAL SKI INSTRUCTORS OF AMERICA  
AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS  
EASTERN DIVISION



Policies and Rates, Fiscal Year:  
July 1, 2006 – June 30, 2007

## Closing and Issuance Schedule (Published five times per year)

<u>ISSUE</u>	<u>AD CLOSING</u>	<u>DISTRIBUTION DATE</u>
Summer	June 23, 2006	Late July
Early Fall*	August 11, 2006	Mid September
Fall*	October 15, 2006	Early November
Winter	December 1, 2006	Early February
Spring	April 1, 2007	Early May

\*Includes PSIA-E / AASI event schedule.

<u>DISTRIBUTION:</u>	PSIA-E / AASI Membership	Eastern ski areas & snowsports schools
	PSIA / AASI Officials	Officials of other PSIA Divisions
	News media / Ski Writers	Other ski industry organizations

The average size of each issue is 40 pages. The average circulation of each issue is 11,500.

## CLASSIFIED ADVERTISING POLICIES:

- \* Classified ads must be prepaid.
- \* Classified rate for MEMBERS is \$20.00 (minimum charge) for up to seven 36-space lines, and \$3.00 for each additional line. Maximum ad is 11 lines.
- \* Classified rates for NON-MEMBERS are \$40.00 (minimum charge) for up to seven 36-space lines, and \$5.00 for each additional line. Maximum ad is 11 lines.

## DISPLAY ADVERTISING POLICIES:

- \* Display ads must be prepaid.
- \* Ads must be submitted as grayscale. Adobe .pdf files or standard (.png, .jpg, .tif) graphic are preferred, with the correct dimensions. Microsoft Word and Publisher files will be accepted but are not recommended, as we cannot guarantee successful transfer of file formatting and layout. Please contact us to verify the format is acceptable, if you cannot send a preferred file type.
- \* When submitting files electronically please attach order/contract, the native file, along with any necessary font files, and fax a hard copy of the ad to the attention of Jodi at (518) 452-6099. You may also submit ads via disk, accompanied by a camera-ready copy of the file. Camera-ready ads are subject to an additional charge.
- \* Costs of any necessary layout or modifications must be prepaid by the advertiser.
- \* Submit ads to: **Jodi Bedson, PSIA-E/AASI, 1-A Lincoln Ave, Albany, NY 12205 or e-mail to: [jbedson@psia-e.org](mailto:jbedson@psia-e.org).**

## Display Advertising Rates:

<u>SIZE</u>	<u>PRICE</u>	<u>WIDTH X HEIGHT</u>
1/12 pg	\$ 75.00	2.5" x 2.5"
1/8 pg	110.00	2.5" x 3.75"
1/6 pg	150.00	2.5" x 5.0"
1/4 pg	215.00	3.75" x 5.0" or 2.5" x 7.5"
1/3 pg	280.00	2.5" x 10.0" or 5.0" x 5.0" or 7.5" x 3.25"
1/2 pg	400.00	7.5" x 5.0" or 3.75" x 10.0"
2/3 pg	525.00	5.0" x 10.0" or 7.5" x 6.63"
3/4 pg	585.00	7.5" x 7.5"
Full	725.00	7.5" x 10.0"

## Multiple Issue Discount Rates:

*(To qualify for discount, ads must be placed in same season)*

Issues	Discount
1 - 3 of any Issues	Full Price
4 Issues	10%
All 5 Issues	15%

- \* Inserts, colors, special placement or arrangements, and other variations quoted upon request.
- \* All advertising material must be in the PSIA-E/AASI office by the closing date.
- \* No ad cancellations will be accepted after the closing date.
- \* All advertising material must be approved by PSIA-E/AASI.

**ALL DATES, RATES & POLICIES ARE SUBJECT TO CHANGE WITHOUT NOTICE.**



OFFICE USE ONLY

Blank lines for office use only

# SNOW PRO JAM – DECEMBER 11-15, 2006 ALPINE EVENT APPLICATION

Please print.

Member No: \_\_\_\_\_

Fill out all sections.

Primary Discipline/Level: \_\_\_\_\_ / \_\_\_\_\_

Application will NOT be accepted prior to September 25<sup>th</sup> postmark date.

NAME: \_\_\_\_\_ Male / Female  
Last First Circle one

ADDRESS: \_\_\_\_\_  
Street/Box  
Check box if a change   
City State Zip

DAYTIME PHONE: (\_\_\_\_) \_\_\_\_\_ E-mail address: \_\_\_\_\_

Snow Pro Jam 2006 (\$355 includes 5 days instruction, banquet & video analysis)

Guest Banquet Tickets are available on a limited basis at \$35: Guest Name: \_\_\_\_\_

Note: If paying by check, please submit separate checks for guest banquet tickets and event application.

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

OR, Please charge to my: MasterCard  or Visa  Exp. Date: \_\_\_\_\_  
\$ Amount Signed

Snow Pro Jam Applications **MUST BE MAILED** (postmark date is required for processing applications) to:

PSIA-E / AASI, 1-A Lincoln Ave., Albany, NY 12205

Call (518) 452-6095 for information only. No applications accepted via phone.

### Registered / Level I Members

Please select one option below:

- \_\_\_\_\_ General Program  
Personal Skiing Improvement
- \_\_\_\_\_ Level II Exam Prep  
For Part I Skiing
- \_\_\_\_\_ Level II Exam Prep  
For Part II Teaching
- \_\_\_\_\_ Race Program
- \_\_\_\_\_ Senior Program (for ages 55+)

### Level II Members

Please select one option below:

- \_\_\_\_\_ General Program  
Personal Skiing Improvement
- \_\_\_\_\_ Level III Exam Prep  
For Part I Skiing
- \_\_\_\_\_ Level III Exam Prep  
For Part II Teaching
- \_\_\_\_\_ Race Program
- \_\_\_\_\_ Senior Program (for ages 55+)

#### ADMINISTRATIVE CHARGES FOR NO-SHOWS, CANCELLATIONS AND RETURNED CHECKS

TRANSFERS: Up to one week prior to original event..... \$15.00

During the week prior to original event (notice no later than 4:30 PM on last business day before event)..... 40 % of fee

**NOTE: Transfers to another event must be before the deadline of that event.**

NO-SHOWS: Regardless of reason..... 75% of fee

CANCELLATIONS: Up to one week prior to event..... \$20.00

During the week prior to event (notice given no later than 4:30 PM on the last business day before event).... 50 % of fee

RETURNED CHECKS/DECLINED CHARGES: Checks returned for insufficient funds will not be redeposited.

Registrant's application will be voided unless such checks or charges are replaced by certified check, money order or cash prior to the event. For returned checks, this must include a processing charge of \$25.00.



with loose heels

## A Look Ahead

# ...New Educational Materials

by Mickey Stone

PSIA-E Nordic Coordinator

PSIA National will be hosting a Track/Skate Examiners College in West Yellowstone November 20-22 during the early season Nordic festival that is held every year with manufacturers and international racing teams. The week before Thanksgiving thousands of Lycra clad aerobic junkies swarm upon this area for clinics, races, trying new equipment and clothing, and skiing many Ks all over the Yellowstone area. PSIA will have all divisions represented, along with the National team to ski through the NEW proposed T/S Standards set by National, and provide approval.

Last November the Nordic Downhill Divisional Representatives convened to edit and approve our NEW Nordic Downhill Standards - to be included this summer in our updated study guides from last season. It is very helpful to spend time with other Divisional Examiners and Nordic Coordinators in order to share ideas, brainstorm, gather new ideas for clinics, training and administering our disciplines. This fall on the web, and on a DVD, the Nordic Downhill Discipline will have the New Standards and a comprehensive Study Guide for each level of certification.

Early winter, 2007, Track/Skate will have a new Study Guide as well as National Standards for each level. They will be available on the PSIA-E website and then next season be included with ND on a DVD. It has been over 10 years since we have updated the National Standards, so it will be great to have a new template that incorporates the new techniques for our future certification tests and clinics.

This fall, by the Board of Directors meeting on 10/12-13, Nordic will unveil our NEW Standards DVD for Nordic Downhill and Track/Skate. There will be skiers at Level I (beginner), Level II (intermediate) and Level III (advanced), with brief visual and auditory descriptions of their skiing and why they

are categorized at that level. Our new Components for both disciplines will also be included, plus some good all-around skiing. I would like to thank Mike Beagan for spearheading the technical aspects of the DVD, and the Nordic staff for their input and visuals. Check out our Viking Cover, I guess PSIA Nordic dates back to 1200AD.



Nordic DVD Certification Standards

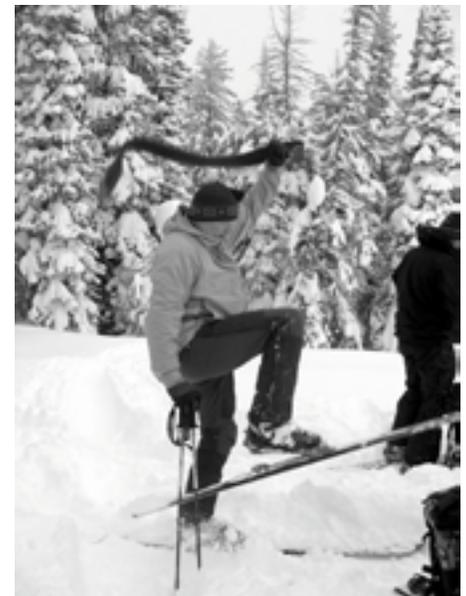
We are very fortunate to have a supportive Board of Directors and Director of Educational Programs (Mickey Sullivan) for money to create another DVD to follow up with the new standards DVD. This will be ready to purchase in the fall of 2007. It is a teaching and activities DVD. It will explain common movements seen at each level, and provide a description and then a series of activities that could help a teacher to fix, improve, or hone a student's skiing. This will be done for both ND and T/S, and Levels I-III. Also included will be a segment on "Good Teaching Delivery", which will target the qualities a teacher or coach needs in order to successfully give a great lesson.

These tools will allow the Nordic Discipline of PSIA-E to be a leader in the industry, providing sound teaching practices that our members and other coaches can use to effectively teach Nordic athletes. PSIA has always had the tools showing "what to do". We are now trying to show the industry we have the "how to do it" tools. If any member has any digital video footage they feel is appropriate, please send to the Nordic Coordinator - especially any high end ND or T/S. As always, feedback and suggestions are welcomed.

## New Nordic BOE Staff

Coupled with these great tools above, our Nordic Examiner staff and I are proud to announce the elevation of two highly skilled individuals to our excellent Examiner/Educational Staff: Mike Beagan from Stowe Mt., VT, and Bruce Hennessey from Mad River Glen, VT.

Mike brings a contagious youthful fun with a highly skilled skiing model. His playful skiing is also echoed in his attitude and approach to teaching. A highly skilled videographer and creator of films, coupled with his white water kayaking background, he brings a thrilling attitude to our team. Mike made the ski cut in the last tryouts and competed with Mickey Stone to the bitter end for the Nordic National Team. Mike has also made the Eastern Team for



Bruce Hennessey at his best



Mike Beagan in training for Nordic BOE

continued next page

■ **x-ploring, continued**

National tryouts in 2009, and had the best run of the day in all disciplines.

Bruce has been an accomplished Mountaineer and guide for over 20 years. He has climbed to over 19,000 ft., and skied many South American mountains above 15,000 ft. Bruce brings a team building, facilitating educational background to our team that is unsurpassed. He has education in avalanche control (Level III) and wrote the ever-popular Backcountry Accreditation, with Mickey. He also created the outline and template for our Advanced Backcountry Clinic in Jackson Hole.

We congratulate these two highly skilled individuals who have put many years, and much money and heart to become part of our excellent staff. I would also like to thank our Nordic Staff for their mentoring, guidance and development of these two Examiners.

## Upcoming Events

Look in this issue for information about the On-Any-Gear Jumping Event at Lake Placid on September 12-13. The first indoor Backcountry Accreditation Course for Master Teacher and the Accreditation is at Mount Snow, VT, on November 4-5. You can visit the website for course outline. You should be prepared to go outside in any weather



### Snow Sense

condition, bring hydration, book for notes, and a thirst for knowledge. The other dates for the BC Accreditation are January 27-28 and March 3-4.

We also have Canaan Valley, WV, hosting our first Region 7 Backcountry Accreditation Snow Sense Course on September 16-17. We have offered this course for the Southern region because of their popular backcountry environment and population of backcountry enthusiasts. Don't miss this! View our website for course outline and bring the same gear as above.



### Test Pit Study

Mark your calendars now for our Advanced Backcountry Course in Jackson Hole, February 3-9, 2007 - travel days to and from on 2/2/07 and 2/10/07. You can obtain your 6-day Backcountry Accreditation or go on to our advanced course. Course outline and specifics to follow in the Fall newsletter. Any questions, please call the Nordic Coordinator at 518-452-6095. Check out Jay Crowley's article in this issue on the BC course in Jackson. He was a participant and wrote a great article about his experience. Thanks Jay.

Finally, don't forget about the Norway trip - check out the ad in this issue and the article in the Spring SnowPro, page 27. ■

# Pushing My Uphill Envelope

## ....The Real Facts on the Advanced Backcountry Trip

by Jay Crowley

*PSIA-E Nordic Downhill Level II*

*Alpine Level III*

*Supervisor, Pats Peak, NH.*

Ever notice that among most members of this organization shoptalk is less about what we do than what we are going to do next. Not that we don't draw satisfaction from our accomplishments to date, but we focus far more on our goal to "make a Level II attempt in 2009", or "someday" go for Dev Team and DCL. Even on a day-to-day basis we strive toward improvements like getting on our edges higher in the turn, or keeping the upper body more stable on a run down "White Heat". We are committed to the endless learning curve that is skiing, and revel in reaching for the next level of proficiency. That optimism, determination and discipline is what

makes us a group of true professionals to whom people give money to impart upon them not just our techniques, but, more importantly, our passion for consistent improvement.

We've seen the ever-evolving snowsports industry continuously move in new directions, and we move with it. Most Alpine skiers have some experience at snowboarding, just as most cross-country enthusiasts have incorporated the basic telemark turn into their technique. Everyone is pointing tips downhill at ever increasing angles. We set the next objective, and the skills and equipment technology miraculously seem to come up underneath us. We are less and less limited in how far we can go as skiers and snowboarders. This was never more apparent to me as it was this past season when I attended the Advanced Back Country Accreditation Course in late January in the Grand Tetons.

On Thursday, January 16, I arrived in Jackson, WY, after a 6-hour shuttle bus ride from Salt Lake City. Two good friends and former co-instructors from Pats Peak met me at the bus stop: Erin Tanzer (now the concierge at the Snow King Resort), and Chris Beltz (a fellow Nord) who works as an Alpine instructor at Jackson Hole. Since it had been many years since I had skied real powder, Chris moved into instructor mode and announced that we'd be spending the next day at Jackson Hole. True to



his word, we were up bright and early on Friday morning and riding the famous Jackson Hole Tram to the top. .

The terrain at the top was bare hardpack. That worked. Hey, I'm a New England skier. I kept pressure on the boot tongues and did OK. But, I couldn't wait to hit the powder, and after a few turns we did; it was DEEP with record accumulations. I was too forward, then over compensated, then threw myself



forward again and kept going... right over the ski tips. All the subtle, less-than-efficient habits that eastern slopes tolerate slapped me.... big time. With my confidence shot I was lucky to have Chris - the consummate professional - on hand to offer just the right amount of guidance throughout this experiential, re-acquainting experience. If not a fun day, it was certainly worthwhile, and I went away with a list of "homework" assignments. This was going to be a much slower re-familiarization than I had anticipated, but now I had that familiar PSIA feeling of being really annoyed with myself and excited at the same time. Adding the uphill skills and endurance that would be required to complete the course was not going to be easy, and I was glad.

The next morning Chris dropped me off at Bruce Hennessey's house outside of Jackson. There I joined Bruce and fellow participants Richard Cocker (Chattahoochee Mt., NC), and Glenn Browning from Bromley. Bruce, who teaches at Mad River Glen, is a member of the PSIA-E Nordic Dev Team and a master mountain guide with a resume a mile long. He and Mickey would be the course facilitators. Bruce's house (\*right down the road from Dick Cheney's) was to be our operations center. It is a beautiful place, designed and built to serve the purpose. During Saturday and Sunday we launched on day trips to review our backcountry and avalanche assessment skills. We skinned and skied Christmas and Avalanche Bowls, and boot-packed up Glory Mountain. All turns were earned. Some of my turns were glorious, but most not quite so. I was still seeking my sweet spot of equal weighting. The avalanche assessment was ongoing throughout every climb and run. It was real-world stuff in an environment that does not suffer fools lightly.

Mickey (Stone) came aboard on Sunday night and he and Bruce apprised us of the course goals and itinerary. We planned our menu and checked and supplemented our gear in preparation for the field phase. After an excellent roast beef dinner (a la Glenn) and a bit of beverage consumption, we were ready for a comfortable night's sleep in anticipation of our on-piste day at Jackson Hole. The last time to ride the old Tram!

Monday's lift-served experience was a breakthrough for me. Mickey's suggestion that I "start with a couple of parallel turns and then split



into telemark turns while dropping down", got me in balance fore and aft. Bruce followed that up by telling me to think about "jumping down a set of stairs with both feet". Bingo! I was finally on top of the powder and staying there.

Tuesday morning found us with loaded packs and mounted on skinned skis for the 5-mile trail uphill to the yurt on Commissary Ridge, the backside of Grand Targhee. We arrived there at 1:30. To anyone who has not had a "yurt" experience: they are very warm and comfortable. We settled in and had the stove roaring in no time. After a map reconnaissance, we headed out to explore the surrounding terrain and assess the avalanche potential. It was considerable, but... that's what we were there for. The magnificent powder run potential was there as well. The day ended, as all backcountry days should, with a downhill run back to the yurt as the snow pack turned an ever-darkening shade of blue. We had carried in an ample food supply and began a 4-day pattern of eating like kings and sleeping like overworked peasants.

Wednesday and Thursday were busy days of leaving the yurt in the morning and being almost constantly on the move either up or down hill. We ate our lunches standing in our tracks with the only "downtime" being for the purpose of digging avalanche test pits or to strip our skins off for the powder runs. I was thankful that I had spent time conditioning myself for the trip. I wished at the time I had done more. We definitely pushed the limits of our endurance envelopes. The uphill treks were a workout for sure, but I rediscovered that mesmerizing satisfaction in sliding one ski in front of the other to the rhythm of your breathing. At the point that you realize you are now looking down the slope instead of up, it hits you that there are no other skiers, no lift towers and no tracks. You are surrounded by a virtually unspoiled panorama, and you feel the glow and know the push was so worth it. You are now the "whole" skier in a skier's dream world.

The evenings at the yurt were as you might imagine. We were warm and dry, the food excellent and plentiful (as with the beverages of choice). If you thought your lungs ached on that last climb, you now felt real pain in laughing so hard that you almost couldn't breathe. We were willing victims of the exponential unbridling of humor and protocol that would definitely offend our more pretentious selves anywhere else. A gift from Popcorn Sutton allowed us to "SHINE" one evening.

Throughout the backcountry increment on the Ridge, we each picked a day to lead the group and make the decisions regarding terrain selection, mapping the route and evaluating the danger threat. It is a sobering responsibility. Traveling in the extreme winter backcountry is not exclusively an art or a science, but rather a developed instinct to which you are continuously attuned.

On Friday morning, Bruce and Mickey conducted an avalanche search and a back brief on the 40 hours of documented training that had been given. They inventoried the skills and level of awareness we had acquired. It was clear that in their eyes the course wasn't complete until they were satisfied that we understood that the pursuit of first tracks on the big mountains is, like skiing itself, an endless learning curve. At 1:00 we shouldered our much-lightened packs and enjoyed a classic downhill run to the base trail. Our arrival back at Bruce's administratively signaled the end of the course. We were all together for another evening and a fine meal with much laughter and reflection. As with all great adventures, I refuse to see our parting on Saturday as an end, but merely as a recharging period for an inevitable continuation.

Upcoming SnowPro issues will relay more information on the Advanced Backcountry 07 Trip. Let me encourage anyone so inclined to don your telly, A.T., or split board equipment, and join us. Do what we do best as snowsport instructors: Set the example, push the envelope. Have the techniques to teach and the stories to tell. ■



*Join us in 07 for some POW*

*continued next page*

# Memories of the 2006 National Academy

## ...Chamonix France

by Mickey Stone

PSIA-E Nordic Coordinator

Chamonix Participant on Alpine Skis

*This article and pictures are dedicated to the Eastern PSIA-E members who participated in the unique skiing experience in Chamonix, France from April 18-24, 2006.*

Can you imagine the excitement of boarding your plane, headed to Europe to ski on a red-eye flight? Over 250 PSIA members participated in this mass migration across the pond to the premier off-piste Mecca of Chamonix in France. On the plane excitement, questions and, yes, all those experienced baby boomers that thought they knew what it would be like, dominated the aisles and conversations. Like most skiers they imbibed in the great wine and free drinks offered by our gracious flight attendants. Some were even doing movement analysis into the late hours of the night. It was a pleasure to fly Swiss Air and be treated like a real person with great customer service. We all noticed the difference, and appreciated it. We all agreed that it would be hard flying back home again.

Once in Geneva we were herded by the competent Adventure-on-Skis (Now Ski.com) husband and wife team (Leo & Mary-Claire) who have been flying PSIA members around the world for years. A couple of hours driving through the foothills of the Alps, passing 300-500 ft waterfalls, spanning highway bridges several hundred feet in the air, and traveling through quaint little villages surrounded by endless rolling green meadows, the entourage landed in Chamonix at the Hotel Alpina (to be torn apart and upgraded the day we left).

Twenty-four hours of travel, anticipation, adrenaline, drinks, good food, group herding, lugging baggage/skis, and a beautiful drive - coupled with NO SLEEP - the Ski Pros stumbled out of the bus, delirious and needing a nap. Once out of the bus everyone just turned around as the clouds lifted slightly and we saw endless fields of white on both sides of us. Our necks careened up like looking at a skyscraper. In the back of our minds we were excited, scared, tired, and ready to have tomorrow come to experience this vast area.

A short nap, cruise the town, grab some euros from the MAC machine, and we were ready for our first meal. The Alpina restaurant was on the top floor looking at the ridge where the Aguille Du Midi and Mount Blanc are located. Spectacular! We were all ready for a great meal and then it came out. Perch, yep, white fish Perch with Terrine (a meatloaf made of layers of pork or beef lard with vegetables raw layered throughout, with an occasional layer of olives). Welcome to Europe! Just what we needed - something more to talk about! It was actually very good for those who are open to different cuisine.

Our next hurdle was groupings with the Demo Team. Now, you can imagine 250 PSIA members from Levels II, III DEV, and Examiners all trying to get into groups with which they feel comfortable and challenged. Well, you can imagine the scene. Despite the numbers, the office did some preregistering, which took care of most of the groups. Still, some groups were going into final splits the next morning. Yes, that would be the Eastern Ed Staff and a few others, including myself.

During the next five days each one of the groups had the chance to participate in a real off-piste adventure with harnesses, ropes and walking next to 5000 vertical feet of drop within three feet of your path. The infamous Aguille Du Midi (11,526) Tram is broken up into two sections before it reaches its destination lookout, restaurant and staging point for Mont Blanc (14,421) and the Vallee Blanche Glacier. It is amazing that it took six years to build these two trams, with 35 mountain guides carrying the original cable of 4210 ft to the top of Aguille Du Midi in the early 1950s. The ride up takes about 15 minutes. At the top you have a massive stone and concrete facility, which has another tram connecting to it from the Italian side where Courmayeur Resort is located. These Trams access the Vallee Blanche, Geant Glacier, Tacule Glacier, Mere Du Glace and Mont Blanc, which spans 42 square miles of frozen ice and snow. These glaciers range from 600-1200 ft thick in most places. To ski on these fields that run miles wide and miles long is breathtaking. They leave you with the feeling of being the smallest thing in the world exploring untracked miles of snow, with you as the only one on the face of this planet. Crevasses of over 100 ft surround you all the time, along with huge chunks of ice moving like a waterfall. Believe me, you aren't worrying about your ski technique or thinking about passing an exam out on the glacier. Instead, navigation and looking for solid snow pack is of the utmost importance for a fun day. Though some say this is the most spectacular area, it is just one of nine areas in the immediate vicinity.

Directly across from the Mont Blanc area, and facing south, is another huge tram and facility called Le Brevant. It looks over Mont Blanc Massif with its seven summits above 12,000 ft. Le Brevant, with its steep slopes and favorable airstreams up the valley,

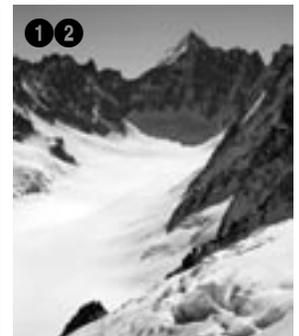
makes a natural haven for paragliding year-round with and without skis. We were fortunate enough to see some of these athletes ski off the ramps and fly in the air. That is quite a freestyle trick, jumping into the sky and having 5-10 thousand feet below you.

Next to Le Brevant, and across from the same side as Mont Blanc, is La Flegere. There is a connecting tram from Le Brevant that goes downhill to it. Both of these areas offered morning sun and corn snow. Of course, you know what corn snow is if you get there too late - "knee deep mank". Just ask President Bob Shostek and Past President Bill Berman. These areas offer intermediate to expert skiing while viewing the large glaciers across the valley over Chamonix.

Just above Mont Blanc, and across from Le Brevant and La Flegere, is the largest of the resort areas, the Grand Montets. This resort is open year-round and hosts World Cup athletes practicing, Para-gliders, extreme skiers, and visiting tourists like ourselves. Some just ride the tram to sit at the café on the snow, watch skiers, and sip wine. Now, that is a vacation day! The Grand Montets also is the access area to start the famous Haute Route Tour. This is a tour that travels from Chamonix to Zermatt. We were lucky enough to ride the tram with some Americans and Irishman who were headed out for seven days at Zermatt. This is a high altitude back-country off-piste tour - sometimes climbing 13,000 ft. and descending over 6000 ft. at a time. Something to do for the big "5-0".

This story could go on and on about the late nights for our ed staff to the falls and burning legs, the wine and raclette lunches, cocktails after skiing, finishing the day at 6:00 and having a few Giraffes, to a night on the town and the casino. Your Eastern participants represented you well in Chamonix. Don't miss the next one; step up and sign up early. The fun, experiences, exploring, camaraderie and sliding are the best of times when traveling somewhere new with people you know. Enjoy the photos as you relive Chamonix, or as you experience it from our vacation. To those who attended, take the time to think of your group and some of the special times you had together. This is the time to enjoy PSIA and reap the benefits of the many years of certifying, teaching, helping others, and training. A big thanks to our group! I can't wait to sign up for the next International Academy.





- 1. Downtown Chamonix with Mont Blanc Massif in the background.
- 2. Our first tram ride of the trip.
- 3. On our way to the top of the Aiguille du Midi.
- 4. Our view from the top of the Chamonix Valley
- 5. Our president and olive green ed staff.
- 6. Your president hard at work, drinking giraffes after a tough day in the off-piste.

- 6. Mer de Glace Glacier ranging some 600 feet thick.
- 8. Global warming or just melting?
- 9. Oops, I guess I should turn down my ipod when I am near bottomless chutes.
- 10. Argentiere Glacier foothills to the Haute Route.
- 11. Just a little local color at Courmayeur, Italy.
- 12. Chamonix Bump Field.
- 13. The Grand Montets and the McGrath father and son team enjoying the week.
- 14. The author and friends out on the town.
- 15. A parting shot to show you the scale of Chamonix Le Massif. ■



continued next page

# “On Any Gear” Jumping Event

Lake Placid, NY

September 12-13, 2006

**P** SIA-E would like to announce the dryland training Jumping Clinic: Tuesday and Wednesday, September 12-13, 2006, at the Lake Placid Jumping Complex. To register, please visit the website at ([www.psia-e.org](http://www.psia-e.org)) for an event application, fill it out, and submit by the deadline of 8/22/06. The cost is \$190 for PSIA-E members, and \$215 for nonmembers. Non-members must interview with Mickey Stone prior to registering. Please email him at [cpage3@aol.com](mailto:cpage3@aol.com). Applicants must be 16 years of age or above to participate. This event can be used for update credit for any discipline. Price includes coaching by PSIA-E Educational Staff and ORDA Freestyle Coaches, daily pool fees (\$15/day), trampoline usage, handouts and facility usage.

## Snowboarders

You must be at least AASI Level II. If you have participated in the past events and are not Level II but could negotiate the ramp sliding portion effectively please contact Mickey Stone via email at [cpage3@aol.com](mailto:cpage3@aol.com). Wrist guards, kneepads and full clothing from head to toe is required for your safety.

## Preparation

You will first be doing a fun warm up and stretching/flexibilities each day prior to training on trampolines for at least half the morning (depending on prior background). Wear clothing appropriate to working out. No shoes allowed, so wear appropriate socks. Also, jewelry and sharp objects need to be taken off. These trampolines are outside, so we need to be prepared to dress for whatever the weather.

## For the pool you will need:

- Boots that can get wet for telemark, snowboard or alpine.
- Skis or boards, preferably short, 150-175, and it works best with less shaped skis/boards, so your straightest, shortest pair would be the best.
- Helmet a must. A Pro Tec or ski helmet is preferred - no bike helmets because you need some type of soft or hard earflap in case you don't land quite right in the water. Strap must be worn.
- PFD-approved personal flotation device - not a seat cushion over your shoulders.
- Mouth guard found at any sports store - one you put in hot water and form to your mouth.
- Wax - Paraffin only. No need for ski wax. Gulf wax found in the grocery store in the baking section.



## FEATURE EVENTS

Num.	Event	Dates	Location	Deadline	\$190
002	Jumping Event	September 12-13, 2006	Lake Placid Jumping Complex	08/22/06	

It is a white bar. Apply to sliding device twice daily.

## Optional:

- Wet suit, shorts, Lycra suit, etc. Whatever you will be comfortable in during the temperature of the day. The water is not heated. It is cool - 70's.
  - Towels, sunscreen and cameras or video.
- There is plenty of lodging nearby. Go to Lake Placid Lodging on the web. There are a lot of places

## Schedule:

### Day 1

Meet at the complex Gatehouse (which is just above the pools) at 8:15 am. The jumping complex is located just east of Lake Placid on Rt 86. Approaching it on 86W, the pools and jumps are on your left. You can't miss it. Just drive to the base of the 90-meter jump.

8:15 – 8:45	Meeting/Organization/Handouts/Waivers
8:45 – Noon	Framing Safety and Training Groups *Warm-up flexibilities *Trampoline etiquette and instruction *Landing/turning/twisting/height *Advanced moves for those with past training *Viewing National Teams who are there
Lunch	
1:00 – 4:00	Afternoon Gear prep/ Waxing/Safety on jumps/Into the water *Approach/Take-off/Maneuver/Landing *Adding tricks

### Day 2

Continuation of the above. Trampoline to warm-up and into the pool when ready. The goal is to become more accurate with the basics and to add some tricks

This is an excellent event to begin or expand your Freeride career. It allows you to learn how to become more aware of your body in the air and what movements affect you during approach, take-off, performing the maneuver and landing. Trampoline maneuvers will be performed before any tricks are

to suit your style and wallet. Less expensive places we have used are the Jack Rabbit Inn, Holiday Inn, Howard Johnson, Spruce Lodge B&B and the Ramada. Make reservations ahead of time. You never know when a hockey tournament or something is coming into town.

The schedule will be 9:00-4:00 each day, with a one-hour lunch break. Feel free to bring lunch. There is a snack bar with lunch at the pools, and it is a short drive to town.

added. The basic and simplest maneuvers will be experienced before adding any more difficult. We look forward to your participation. ■



education foundation news

## The “Toto” Scholarship Fund now in second season

The family of Otto Frei, the renowned and popular longtime PSIA-E member, Examiner and leadership figure who passed away in March of 2001, last season worked in cooperation with the PSIA-E/AASI Education Foundation to set up the “Toto” Fund. This new EF scholarship fund, now in its second season, honors Otto, and supports Level II exam candidates.

This fund will distribute the monies that have been collected in memory of Otto Frei to member instructors attempting their Level II exam (see below for specific guidelines).

### Fund Guidelines:

The Frei family is awarding up to \$450.00 annually until the fund is distributed fully. The annual sum is to be distributed to three groups of applicants: \$150.00 each to an Alpine candidate, a snowboard candidate and an adaptive candidate who have applied for the funds to support their attendance at a Level II exam. One candidate per discipline will be awarded each season. For example, if only a snowboard and Alpine candidate apply for the fund for a season, the non-designated balance of \$150.00 will then be returned to the fund for an award in a future season.

### Candidate Qualifications:

Eligible will be any snowsports instructor in good standing with PSIA-E, currently Level 1 and teaching or coaching at a resort within the Eastern Division, and who is applying to attend a Level II exam in Alpine, adaptive or snowboard.

### Candidate Application Requirements:

In addition to completing the PSIA-E Scholarship Application Form (available at [www.psia-e.org](http://www.psia-e.org) or by request from the Eastern Division office), the Frei family would like each candidate to write a short essay (300-500 words) that focuses on the following:

- A personal introduction of the candidate and his/her background, experience and snowsports affiliation.
- Why the candidate is teaching his/her chosen snowsport.
- What the candidate feels they can contribute to his/her chosen snowsport and home snowsports area.

### Selection of Candidates:

1. The “postmark” deadline for applications for the “Toto” Fund honoring Otto Frei is Friday, September 29, 2006. You may e-mail completed applications and essays to [psia-e@psia-e.org](mailto:psia-e@psia-e.org) or send via mail to 1-A Lincoln Avenue, Albany, NY, 12205.

2. The Scholarship Review Committee will meet during the October Board meeting (October 14-15, 2006) to review “Toto” Fund candidates.

3. Following the BOD meeting, the committee recommendations (one to three candidates per discipline) will be sent to Ann Frei (Otto’s widow). She will review those committee recommendations and the accompanying applications, make her award choices, and communicate those choices to the Eastern Division office by December 1, 2006.

4. Successful candidates will be notified via mail (or e-mail) immediately upon selection.

“We’re grateful to the family and friends of Otto Frei for making this important contribution and bringing the advancement of snowsports education to more members of PSIA-E and AASI,” said executive director Michael J. Mendrick. ■



## PSIA-E/EF Scholarships Available for All Disciplines

by Ron Kubicki, *Scholarship Review Committee Chairperson*  
and Michael Mendrick, *Executive Director*

Don’t miss out on this great member educational benefit!

Each season, the PSIA-E Education Foundation makes monetary scholarships available to members who wish to further their education or certification status within PSIA-E, PSIA and AASI. The training that members receive as a result of the scholarship program increases their productivity and value as a member and as an instructor in their particular snowsports school. Scholarships are awarded based upon financial need, personal/professional goals, snowsports school experience, and ability and means to share the benefits of the scholarship with other staff members and snowsports area guests.

Scholarships are open to anyone who has been a member in good standing for at least three years, and who meets the requirements of the specific fund for which they apply. All scholarship applications are reviewed and awarded by the Scholarship Review Committee, which is made up of PSIA-E Board of Director members. Following are the different types of scholarships available:

### Membership Scholarship

The Membership Scholarship is open to members of all disciplines and certification status. This scholarship can be used for all PSIA-E, PSIA, and AASI educational and certification events. Thanks to the generous support of sponsors and members via donations of items and dollars for our “super raffles” each season, this fund now has a balance of more than \$10,000. One-third of that balance is available for scholarships each season.

### Terry Fund Scholarship

The Terry Fund Scholarship is designated for members of all disciplines with at least a Level 1 certification status who desire to further their education in the area of snowsports instruction for children. This includes all PSIA-E, PSIA, and AASI educational events that specialize in children snowsports issues. Approximately \$1,100 is available for awarding from

*continued next page*

■ **education foundation, continued**

this fund in 2006-07.

## **James Leader Memorial Scholarship**

The James Leader Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in snowsports instruction. Applicants are limited to members from Region 2 (Vermont), with priority given to employees of the Killington Snowsport School. The James Leader Memorial Scholarship has a separate application form and different criteria from other scholarships (e.g. member at least one year, requires a letter from your snowsports school). \$1,000 is available for awarding each season. To obtain a copy of the criteria and an application form, please call the PSIA-E office at 518-452-6095, or visit the PSIA-E website at: [www.psia-e.org](http://www.psia-e.org).

## **CE Burbridge Memorial Scholarship**

The CE Burbridge Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in adaptive snowsports instruction. This includes all PSIA-E, PSIA, and AASI educational events that specialize in adaptive snowsport issues. This fund is supported by a raffle at ProJam each year. \$500 is available for awarding each season.

Board of Examiners/Development Team/Divisional Clinic Leader Scholarship

This scholarship is open to any member of the Board of Examiners, Development Team or the Divisional Clinic Leader squad. This scholarship is designed to help individuals in these groups to expand their knowledge and skills beyond regular training sessions, or to gain expertise in another discipline/specialty. This scholarship allows members of these groups to serve and educate PSIA-E members more effectively. Approximately \$300 is available for awarding this season (1/3 of the total fund, currently at \$850).

## **The "Toto" Fund**

Begun in 2005-06, this fund honors the memory of Otto Frei. The Frei family is awarding up to \$450.00 annually until the fund is distributed fully. The annual sum is to be distributed to three groups of applicants: \$150.00 each to an Alpine candidate, a snowboard candidate and an adaptive candidate who have applied for the funds to support their attendance at a Level II exam. One candidate per discipline will be awarded each season. See the separate article on this for more specifics.

## **How to Apply**

Eligible members can obtain a scholarship application by calling the PSIA-E office at 518-452-

6095, or visiting the PSIA-E web site at: [www.psia-e.org](http://www.psia-e.org). You will find information on the scholarships under the "Member Services" heading and "Eastern Benefits" tab.

Complete the entire application and mail or fax it to the PSIA-E office, postmarked no later than Friday, September 29, 2006. If you fax your application, please call to confirm receipt. The PSIA-E fax number is 518-452-6099.

The Scholarship Committee will review, discuss and make determinations on applications at the October 14-15, 2006 Board of Directors meeting. Applicants will be notified of the committee's decision by mail, in early November.

You must register for the event (by the event deadline) by completing and submitting an event application card. You should apply well before the event deadline, and include full payment if you have not, at that point, been informed of a scholarship award. If you have received written notice of your scholarship, please indicate that on your event

application. Anyone paying for an event and then awarded a scholarship will receive a refund in the amount of the scholarship following attendance at the event.

Applicants who are awarded a scholarship are encouraged to write an article relative to their event experience, or to relate how information gained from the event is being utilized. Submit the article, by e-mail if possible, to Michael Mendrick at the PSIA-E office at: ([mmendrick@psia-e.org](mailto:mmendrick@psia-e.org)). Articles should be submitted within a month of the scholarship event, if possible. A limited number of scholarship articles will be selected for publication in the SnowPro newsletter.

Scholarship awards may be for partial or full event fee of an event. Please be aware that the number of applications always exceeds the available funding, so not all applicants can be awarded a scholarship. Thank you for your interest in continuing your snowsports education, and good luck! ■

### **Members to benefit from generosity of fellow members**

We would like to express our gratitude and appreciation to the following for their generous donations to the Education Foundation:

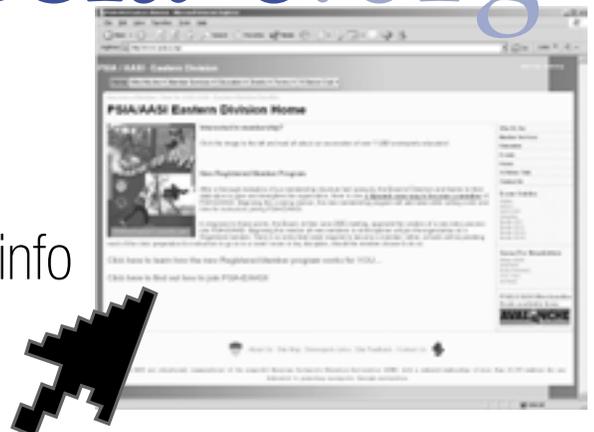
Jennifer Levan, for her donation of \$415.00 that accompanied her dues payment.

The estate of former lifetime member Donald Rosenburg, who passed away on February 20, 2006 at the age of 79. Mr. Rosenburg bequeathed \$750.00 to the Education Foundation of PSIA-E.

The money will be allocated to support EF scholarship funds that allow members to improve their snowsports educational skills and knowledge.

# [www.psia-e.org](http://www.psia-e.org)

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## Journey vs. Destination - Part 2

by Diana Warball

PSIA-E Alpine Level III

Pats Peak Ski Area, NH

Was it the journey or the destination? Two years ago I wrote an article comparing the journey of training for my Level III certification to the destination of passing the exam (Summer issue, 2004). I am proud to say I am now a certified Level III Alpine instructor. Reaching my destination was wonderful. However, in the same breath I can say the journey was just as vital. Both the journey and the destination were of equal importance.

Was taking the journey and reaching the destination the end of the story? NO - it was just one chapter. I have begun the next chapter by applying the knowledge and skills I have gained to my skiing and teaching. The first page of this new journey was attending the annual PSIA-E Management Seminar. It was a great way to start the new season. I was happy to receive a PSIA-E scholarship for this event.

A highlight of this year's event was the presentation of the Lifetime Achievement Award to our ski school director, Roberta Holland. Bertie has made numerous contributions to the snowsports industry, and is truly an asset to our mountain and our organization. Congratulations!

If you are ever out our way, take the time to visit Pats Peak. We would be happy to have you. Wishing you all a happy, healthy, and safe summer! ■

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

## First-Ever Adaptive Snowboard Level 1 Exam

by Sara Mele

AASI Level I

PSIA-E Adaptive Level I

PSIA-E Alpine Level I

...and now "Level I Adaptive Snowboard"

Bart J. Ruggiere Adaptive Sports Center  
Bromley, VT

**Q**uestion: So what do you do with 21 people from Virginia to Maine who want to become certified Adaptive Snowboard instructors.

**A**nswer: Send them to Loon, NH, for a weekend.

**Q**uestion: So whom do you send as examiners to the first-ever Adaptive Snowboard Level 1 Exam in the Eastern Division, a snowboarder or an adaptive skier?

**A**nswer: Both

**Q**uestion: So what kind of pin do you give to someone who has just passed the first-ever Adaptive Snowboard Level 1 in the Eastern Division?

**A**nswer: TBA

That was kind of how the weekend went. It was a learning experience for all involved - participants, examiners, and the eastern division. But, we had an extraordinary time learning together!

It started out the week before the event with an e-mail sent to all participants, asking if we would be going for a certification in DD/Blind or three-track (outriggers). No one quite knew what to expect, as this exam had never been given in the East. At registration we learned that we would be going out with an AASI examiner and a PSIA-E Adaptive examiner. The days were split in half. The AASI examiner took the mornings and the PSIA Adaptive examiner took the afternoons. After two very full days of riding, teaching, learning and sharing, everyone walked away with a partial or full pass.

Congrats to all who participated in the event! I think I can safely say for the entire group that everyone learned a lot from each other. The camaraderie among participants was incredible. Even the examiners learned a lot. I definitely saw improvement in the snowboarding of the PSIA-E Adaptive examiners, and some seeds were planted in the brains of the AASI guys. Now, if only we can figure out this pin problem.

**Q**uestion: When will the first-ever PSIA-E Adaptive Snowboard Level 2 Exam be offered? ■

## Re-Experiencing Learning

by Oliver (Sandy) Wallace

PSIA-E Alpine Level III

Kissing Bridge, NY

I am a slow learner. Yet, with many years of coaching, reading, visualizing and practice, I have become a pretty good skier and instructor. Unfortunately, the learning process was so long ago that the feelings and impressions of the learning experience were a distant memory for me. Without that connection to my students' experience, I was afraid I had lost the empathy necessary for a good learning environment.

So, this past summer I resolved to regain that lost learnin' feeling. There were 3 sports/activities I wanted to try (or retry), each of which seemed promising to bring it back. Horseback riding and Tai Chi fell through, but in-line skating turned out to be just the ticket. Joe Brevard excellently described his in-line skating experience in his Learning From Fear article in the Summer 2005 Snow Pro. This helped me with my motivation.

I had two goals: 1) to re-experience learning, and 2) to become a good skater. A group of local ski instructors arranged a weekly "In-Line Skating as Ski Improvement" session at a local Office Park parking lot, and I was off! By off, by the way, I mean off stride, off balance, and off kilter. For someone comfortable in his skiing cocoon of competence and confidence, this was a minor revelation. I was amazed at the emotional and physical sensations that I re-experienced. These experiences, and what I learned from them, are what I intend to share in this article.

### Experiences/Learning Points

- Pre-session nervousness sufficient to make my legs tremble. When my students tell me about this feeling, I have had some success telling them to re-label the nervousness as excitement, and channel that energy toward a fun experience. Telling myself this was not so successful.

- Learning point - It takes at least a few minutes to get over the jitters. I would start skating at least 1/2 hour before anyone else arrived to try to get a little more comfortable. If at all possible, give your students a few minutes of non-critically observed or task-driven time at the start of a lesson to get their ski legs.

- Feelings of inferiority as the "worst student in the class". My fellow instructors could not have been more supportive or helpful (thanks guys!), but they could all skate, and I was shuffling.

continued next page

#### ■ your turn, continued

- Learning point – Work with your supervisors to keep student ability levels close together in your class. If you have a wide ability split, target your exercises and hints directly to each student, and not to the whole class, where they will be inappropriate for at least someone. Be supportive of students “at the bottom”.

• Working outside my comfort zone. Since I had no comfort zone on skates, not even standing, this one was easy to experience. But, the associated heart racing was surprising.

- Learning point – Make the changes in difficulty and stretch of your students’ comfort zones measured and gradual. I learned a lot better when I wasn’t freaked at changes in slope or speed.

• Fear of falling. Students fall frequently. I tell them that falling is a normal part of the learning experience. Easy for me to say, since on skis I fall maybe twice a winter. Well, falling on in-line skates was no problem - I did it frequently. My personal record for a 60-minute session: 3 splats and a collision with a parked car. But, I didn’t fear falling until I had both legs shoot out at 90 degrees and land flat on my hip. The resultant bruising hobbled for me over a week, but it had a much more profound emotional effect. That hurt! And I definitely did not want to fall like that again. Working through that fear and starting to push my envelope again took 2-3 sessions.

- Learning point – Fear of falling and getting hurt is real, and it affects performance. Be sensitive to a student’s fears, and choose terrain and exercises wisely. Teach your students to fall safely.

• Frustration over “not getting it”. My fellow instructors would offer excellent tips, which I would dutifully try, and not get any better. So I would try again, and again, and again, before making some marginal improvement.

- Learning point – Lack of success does not mean lack of trying. Have patience with students who don’t get it quickly. Try another tact to get your point across, but allow time for it to work.

• Satisfaction with success. When I finally got both skates on corresponding edges during a turn, I was elated.

- Learning point – Celebrate your students’ improvements, even the small ones. This goes a long way toward wanting to make more progress.

So, how did I do on my goals? For goal #1, I have the learning experiences, and the learning points I derived, very fresh in my mind. I think it will definitely improve my student empathy, and with it the students’ learning experiences.

I highly recommend trying to learn a new physical experience to any instructor who has not had the sensation for some time. Putting yourself back in your students’ boots is a humbling experience.

As for goal #2, well, I am a slow learner. ■

## When the Boot Is On the Other Foot

by Jack McGurin

PSIA-E Alpine Level III

Franconia, NH

When I was a snowsports school director, a part of the agenda for my preseason meeting with the staff was to make reference to pro forms and other benefits available to instructors because of our professional affiliation within the industry.

The purpose was two-fold. I wanted to make new instructors aware of this financial benefit that was not formerly available to them. I could always see a new instructor’s eyes light up when they heard that they can save significant bucks compared to what they customarily paid for new equipment. Furthermore, they could get it at the beginning of the season rather than waiting until later in the season for “deals”. In addition, for both the new staff and veteran instructors, the purpose was to remind everyone to be courteous to those ski and snowboard shops and the personnel where they go to get pro forms.

The shops do not make money on the equipment that instructors purchase on pro forms. Instructors should be aware that the shop has made a significant investment in inventory they are allowed to try on, scratch and sniff. As instructors, they should be aware of peak and valley times when they go into shops. An instructor comes in to try on some boots, relies on the shop personnel for assistance and knowledge, and has the opportunity to try on several brands and models in which the store has invested. This is a pretty nice situation. It can also take a considerable amount of time for store personnel to bring this boot fitting process to fruition. Best-case scenario is that the instructor has found a product she or he likes, obtains a pro form, buys direct, and the manufacturer ships to the individual’s home or to the shop.

The shops and shop personnel want to foster a relationship with ski professionals for obvious reasons. The instructors can be a conduit for referrals made to the skiing and snowboarding public. As a pro, your recommendations can go a long way in influencing equipment choices for the public. A shop with a good reputation enhances your recommendations.

The boot is on the other foot for me now. After being on a snowsports school for 33 years, I am working at a ski shop at which I always had a good relationship. The cross pollination of knowledge gained from 30 years of certification, clinics, management seminars, and coaching students and staff

is now being laterally transferred to recommendations for equipment, selection and fitting. It has been wonderful to see former staff members come in and to be there for them in another capacity. They have been great, even when the store is busy and there is not as much time to schmooze as we would like.

The message is obvious, but worth stating. Instructors should realize that ski and snowboard shops and their personnel are also in the snowsports food chain. Sometimes we are the guest, and sometimes we are the host in this sport. Courtesy, patience and professionalism are two-way streets that support traffic both ways.

If the boot fits, wear it! ■

## Get the Under-15 Crowd Involved!

by Jim Kapp

PSIA-E Nordic Downhill Level III

AASI Level I

Seven Springs Mt. Resort, PA

NOTE: Bypass this article if you are already a Pro. This article is for the under-15 crowd. But, you pros couldn’t pass it up, could you? Good! This is an article about all the things I should have or could have done with my ski career. I guess it’s something you might be able to relate to if you are a pro reading this! I’ve been thinking about my winter ski life and the path that it has taken. Overall, I’m happy with the course that I’ve taken (albeit a bit happier if I was ripping it up at Alta/Snowbird). I spent 10 years as a Safety Ranger, which at our resort is an adjunct department of the Ski Patrol. I also teach snow shoeing for my local community’s park and recreation dept. I’ve spent the last six years in PSIA-E, moving up the ladder of certification from a personal growth initiative. However, I’m now in my mid-forties, and I often wonder how much further I would be in the ski/snowboard circles if I had started instructing sooner. The great thing about instructing is that learning comes along with the package. While trying to help the paying customer to get better, you will gain more knowledge. And, with the help of your training staff or a mentor you will gain an even greater insight into all the unique aspects that cause a ski to tip, or how to ride a flat board; also known as the hows and whys.

The angle that I’m taking is that of all the things I’ve done, I’ve had more fun and sense of accomplishment with ski instruction. I urge you to consider getting involved with the under-15 crowd.

Whether you are a pro with a knack for kids, or a kid with a knack for skiing, not only is there a wealth of knowledge to be gained, but a wealth of knowledge to be shared. I share with my 12-year-old son the stepping-stones to a pathway of helping someone accomplish something that may be a fearful endeavor or a skill yet to be mastered. We talk about tactics, presentation, how to invoke fun and safety at the same time, when to speak and when to listen, how to be charismatic and compassionate. I'm grooming him to join our ranks in the coming years.

Grab the ear of a mentor, be it your own mom, dad, aunt, uncle, neighbor, friend, whoever will give you their time freely. Ask them about their own path into ski teaching. What brought them to it and how they achieved their successes and how they coped with disappointment. If you're already a pro of any discipline, be eager to lend your experience to the next generation coming up. My Nordic Downhill mentors, who include Mickey Stone, Darell Hensley, and Dave Capron, all have given me greater insight into a world of fun and learning that I was previously missing out on. And, just when you think you're pretty good, a teaching task given to you by a mentor with more knowledge will make you question how good you really are! I also have to thank all of you who have generously given money to the educational fund, as I have advanced my teaching skills and knowledge of this sport with the help of this funding. I too will lead by your example and support those who follow me. Really, the only thing I should have done was become an instructor sooner. ■

## Articulate Feet

by Alison Ford, CMA

AASI Level II

Whitetail Mountain Resort, PA

Watching my son play on his skateboard, I mused to myself that his feet must be fairly articulate to be able to maneuver his skateboard the way he does, and that led me to wonder how articulate my feet were in my snowboard boots. I kicked off my shoes and found that, while I could pick up a pencil with my toes, I surely could not write anything; not that I wanted to, but I did want more articulation than I had. So, I began to experiment with trying to move each toe individually and then sequentially (it is tough work and takes patience - give it a try sometime). Through perseverance, I eventually could flex and extend each toe in sequence, not with a huge range of motion mind you - and I still can't write anything - but enough to be able to have more precise control through my feet as I roll into turns.

Since my toes were used to working as a team, and not often being called into action individually,

some of them had become slackers; in fact, when I first tried to move the slackers I could not get them to budge. I would stare at the slacker and urge it to move, and it lay there mute. And, when I did get those guys to move a bit, they would only move if their buddy next door would come along. (The alpha big toe was more than happy to respond and show off its obedience). By giving them tactile cues - touching the one who was supposed to move, or providing resistance to the adjacent toes - I eventually trained them to respond to the brain's instructions. If this sounds like a time-waster, then work on it while you are watching the television or waiting in the car repair shop; later, once you have some control you can practice while waiting in a bank or grocery line.

When I use a more articulate twist to initiate a turn I feel a more graded entry than with straight oppositional torque. To play with this concept on the hill, try twisting the board with full foot oppositional forces (like flippers) - front foot plantar-flexed, while the back foot is dorsi-flexed, and vice versa on your heel side turn. Take mental note of how your feet felt, how the board responded, and the track left in the snow. It will probably be a quick and powerful move. Then, try articulating the feet sequentially - front foot plantar-flexed but not as a unit, flex sequentially and release the back foot sequentially; again, take note of feel, board response and snow track. At first, this will feel slower and sluggish, but as you play with this movement you will notice a feeling of more articulate control. One way is not better than another; it is just another movement possibility to add to your repertoire. ■

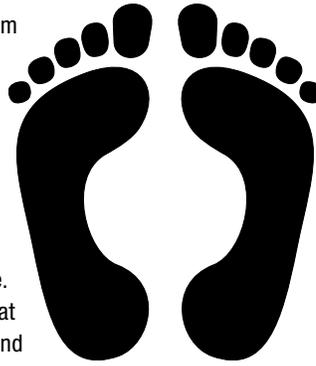
## Reflections from a Veteran

by Jocelyn Goldberg-Schaible

PSIA-E Alpine Level II

Bristol Mountain, NY

Friends often ask me how and why, as I headed into my 27th winter as a ski instructor (PSIA 20 year pin), I keep doing the same thing over and over again. Why would I want to deal with the scheduling obligations that teaching



requires, instead of merely buying a season pass and having the flexibility to pick and choose the sparkly sunny days when the snow is at its best, foregoing those bitter nights and marginal conditions? Why would I want to commit myself to a full season's obligation to one mountain, and forego the chance to ski elsewhere? More fundamentally they wonder how I can do the same thing - and teach the same thing - year after year without getting bored. Hasn't the joy of ski instructing, they ask, worn off after all these years?

The simple answer is an emphatic NO! What they don't seem to understand is that over these 27 winters I've seen skiing evolve, and as an instructor I've had the opportunity to be part of that evolution.

I've seen our own mountain grow from a haphazard collection of runs served by t-bars and slow, rickety chairlifts to a well-designed array of trails and terrain parks served by high-speed quads. The pain and aggravation of long cold lift lines, and long cold chairlift rides are a thing of the past. I've seen snowmaking and grooming improve dramatically, so that conditions today are nothing like those we dealt with decades ago.

I've seen our resort transformed from one of many local hills, to one of a few major regional snowsport centers, providing not only recreational programming but also drawing major racing events, freestyle events, PSIA-E events, etc.

I've seen incredible equipment changes, and, with them, significant movement pattern changes. The instructional process has become more efficient and more effective - far less frustrating for the learner and far more gratifying for the instructor. Progress that used to take years can now be made within a single season, when a dedicated learner and an effective instructor come together.

For all these reasons, ski instructing just gets better and better, and my enthusiasm grows with each new winter. I now find myself invited to weddings of skiers I taught when they were kids, and teaching the grandchildren of those I taught decades ago. Several of those I took down their first green circle runs have over the years become instructors themselves at Jackson Hole, Lake Tahoe, Stowe, and even at our own mountain. In a way, we've all grown up together - me, my students, and the sport of skiing.

Burn out? Not a chance. I'm only 52, and with luck I'll be at it another 27 winters! ■

continued next page

## Learning from Light Bulbs

... the value of mentors!

by Howard Harrison

PSIA-E Level II, Master teacher

Hunter Mt., NY

**B**y now you've probably heard the story that was making the rounds of the Eastern Division. It went something like this: "How many examiners does it take to screw in a light bulb? Ten! One to screw it in and nine to do movement analysis on the turns!"

Good humor, even if it isn't the funniest joke you've ever heard. But, there's a more serious side to this one. To develop a great career as a ski instructor it usually takes the support of ten or even more examiners, clinicians, mentors, helping hands, etc.

Each and every one of us can look back and thank the patient boot fitter who accommodated our wacky feet. Or the shop pro who gave us great equipment deals. And, what about the understanding spouse or significant other who OK'd clinic or event expenses ahead of the entertainment budget.

Like many of us, I started my career without realizing the complexity of ski teaching. Sure, it's not rocket science. But, look at the conditions. Our classroom can be cold, rainy, windy, snowy, icy, hot, too steep, too flat. Our students may be older, quite young, aggressively macho, or post-injury timid. Fill in your own blanks. We've all experienced lessons from hell, and heavenly students, and everything in between in abundance and, yes, even over abundance during holiday periods.

As helpful as PSIA's tech manuals are, somehow they don't quite fully address the above mentioned complexities. Sure, experience on the hill is a great teacher. However, learning to teach by trial and error is no more efficient than a skier trying to teach him/herself from a book. That's where the mentors come in. Your own snowsports school is a handy place to find one. It could be the school director or technical director or trainer. . . . . or even a colleague whose style seems to produce effective results and happy guests, whatever the lesson's challenge.

Often, ski school clinics focus on skills - "Speed control in the bumps" or "Two footed skiing", or other such technical focus. This is great for your skiing/riding, and even greater for your teaching development if you can participate in stereo. On one channel you follow the drills as demo'd and explained by the clinician. On the other channel you review how the session is run. Is it clear, consistent and concise? Did you get to ski enough to integrate the movements?

What about feedback? Was it general to the group, or individual to each participant?

Participation in clinics gives you the option of "R & D". No, I don't mean the traditional research and development. Rather, it's "rip off and develop". When you see an effective progression or teaching trick, grab it and adapt it to your own teaching style. The more trainers/clinicians you ski with, the greater the chances to build your own skiing/riding and teaching skills. The course conductors, ETS staffers, or examiners are totally expert in the event's focus. One or two days with these seasoned pros beats the much briefer sessions offered at home. As a bonus you get to see if the snow is whiter on the other mountain's trails.

And, there are a couple of other plusses as well. Teaching events usually include some skiing/riding skill improvement tips. Skill development courses include teaching tips, particularly if you use the two-channel learning trick mentioned previously.

As a bonus, developing acquaintances with the Ed Staff will make you a lot more comfortable with them come exam time. Somehow that scoring pencil won't feel so threatening.

For the truly committed instructor there are three ultimate options for training and development. The Pro Jam is a weeklong clinic celebration. No matter which way you turn, you see great skiing/riding and teaching. The array of learning options covers just about any need you could imagine. It's a pressure-free atmosphere. Your video won't resemble a blooper reel.

The Master Teacher courses exist to expand the breadth and depth of your horizons and specific teaching skills. Consider your Level I & II certification efforts as skiing/riding college. The Master Teacher program is like graduate school. You can select courses for any of six specific accreditations, or go for the MT cert, or simply pick subjects of choice.

The National Academy is a season-end snow smorgasbord, ranging from skills development to laid back free skiing/riding with demo team members. None of which could hurt anyone's career or happy memories.

Next time you change a light bulb, think about ten examiners or mentors. To build your career as a great teacher, go for all the options you can. Professional development involves more than changing the color of your pins. The more you know, the more you'll realize that there is more to know - and the more you'll be driven to learning. That will drive you to more mentors. You'll be a better skier/rider and teacher, and have more fun with your students on the mountain. And, ultimately, fun is what it's all about. ■

## Thanks for Memories of France

by Corey McGrath

PSIA-E Level I Alpine, Snowboard, and

Nordic DH

with Steve McGrath

DCL

Children's Committee Region I

PSIA-E Alpine Level III and Snowboard

Level I

**T**he River Avre ran grey with glacial runoff. Outside the temperature was 3°C, inside it felt like 30°C. I walked downstairs to chaos in the lobby. There were bodies everywhere, looking for their groups. The quicker a group was together, the quicker they were skiing. Unfortunately, someone from our group was late.

Finally, we boarded the bus on the way to Grand Montes. Upon our arrival we quickly checked the exposure: all north facing. Last night the temperature was -4°C. That meant below freezing. That conjured up a certain dreaded word in the minds of skiers: coralheads. The mush from yesterday's skiers was more solid than frozen titanium, so solid that it rattled your feet bones as you skied over it. In the east we know of skiing on ice balls; well, these were ice balls except they didn't move: Our feet rattled around like pinballs.

So, we were late, the skiing sucked, and to top it all off I had broken my ski the day before. Like a cow I rushed through the gondola line to board my cattle pen to the top. As the doors closed, the women across from me started to ask me questions in French. And then it hit me - I was in France. I wasn't having a bad day in America; I was actually skiing in France. I was here as a result of my labors, and my Dad's and my incredible PSIA-E Educational Foundation scholarship. Then I realized I was skiing in late April on the entire mountain. After that I began to ski like every turn before didn't matter; and, it didn't, because when skiing in the Alps moving with the turn is the way to be.

My Dad and I say "thank you" for the incredible scholarship (that in a small but symbolic way was the support that made it all possible) that made my graduation present (a trip to the National Academy) an amazing experience. ■

Find more  
"Your Turns"  
on the web at  
[www.psia-e.org](http://www.psia-e.org)

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

Proposed for adoption effective October 15, 2006

**Notice – All Eligible Voting Members**

**Proposed Bylaws Amendment Questionnaire**

The PSIA-E Board of Directors has proposed the following Bylaws amendments for your consideration and feedback. **The proposed Bylaws amendments will be voted on by the Board of Directors at their October 14-15, 2006 meeting for immediate adoption.**

**Questionnaire Eligibility:** All members may vote in their second year of membership (that is, after paying dues for a second membership year).

**Amendment Process:** This notice meets the Bylaws requirement to notify the membership prior to any final Board action on the Bylaws, and includes the required questionnaire which you are requested to return. Final Board action will take into account the response received from the voting membership. Eight (8) affirmative Board votes are required to amend the Bylaws.

**Please return the attached questionnaire postmarked no later than September 29, 2006.**

**Reason for amendments:** All proposed amendments are the result of an extensive review, recommendation and discussion process conducted by the Governance Task Force and PSIA-E/AASI Board of Directors and is intended to ensure equity and efficiency in the association's governance policies and practices.

**Important Notes:** Only affected Bylaws articles and sections are listed. For space considerations, only language relevant to proposed change is included. (~~Strike-through text to be deleted~~, underlined text to be added, plain text is unchanged from previous Bylaws)

**ARTICLE II**  
**CODE OF CONDUCT AND ETHICS**

(AMENDED 12/12/90, 10/20/02, 6/10/06)

2.1 Application of the Code: This Code applies to members, educational staff members, officers and directors at all times they are involved in any way in Association Activities or in a position to affect the Association's standing or regard within the snowsports industry. Any reference to "member" includes individual members, members of the educational staff, and officers and directors unless a more specific reference is made.

2.2 No member shall conduct himself/herself in a manner which would bring discredit to this Association.

Members shall adhere to high standards of ethical and moral behavior including self-control and responsible behavior. Public use of profane or abusive language, disruptive behavior, or immoderate use of alcohol and illegal use of controlled substances are inappropriate. Members shall refrain from discrimination on the basis of race, gender, age, national origin, religion or ethnicity. Additionally, no member shall issue threats or harassment of any kind against a resort guest or employee, another member or professional staff of the organization.

2.3 No member shall misrepresent or misuse his or her position in the industry to obtain any advantage or benefit to which the member would not otherwise be eligible, nor allow the use of his/her name or likeness in such manner as to misrepresent snowsports merchandise or otherwise mislead the public concerning any product or service.

2.4 No member shall abuse any privilege that may be extended as a result of his/her membership in this Association from such sources as snowsports management, manufacturers, merchandisers or other professional groups.

2.5 No member shall misrepresent his/her professional status, competence or experience in applying for, or maintaining, any employment position where such background is a factor.

**Rationale:** The BOD voted unanimously to recommend to members that the Code of Ethics should be expanded in definition and reformatted for clarity.

**ARTICLE VI**  
**CENSURE, SUSPENSION AND EXPULSION**

**SECTION 6.3 - PROCEDURE TO INVOKE CENSURE, SUSPENSION OR EXPULSION (AMENDED 6/10/06).**

- a) Charges alleging any violation of the Code of Ethics or other misconduct shall be submitted in writing to the President of the Board of Directors. Such charges may be submitted by either a member or non member of the Association. The initial review and hearing
- b) The member against whom such charges have been submitted shall be notified of the same in writing and given written notice of the time and place when the Executive Committee shall hold a hearing on such charges. The initial review and hearing with respect to any charges of misconduct shall be conducted by the Executive Committee of the Board of Directors or its designee(s).

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■ bylaws, continued

**Rationale:** The BOD voted unanimously to recommend to members that there may be occasions where a group other than the Executive Committee is a more efficient or appropriate review group in such a matter.

**SECTION 6.6 – REINSTATEMENT (AMENDED 10/31/82).**

- (a) A member expelled for violating the Code of Ethics may not apply for membership in the Association for a period of two (2) years from the date of expulsion. Upon reapplication, such member is subject to the membership eligibility requirements of the Bylaws as though (s)he had not previously been a member. Such member is also subject to Board review of membership application and must receive a two-thirds majority vote of the Board to allow reinstatement.

**Rationale:** The Board voted unanimously to recommend to members that the BOD should have input on ensuring the reinstatement of a member is in the best interest of the organization and its membership.

**ARTICLE X  
GEOGRAPHIC REPRESENTATION**

**SECTION 10.1 - DESIGNATION OF GEOGRAPHIC REGIONS (AMENDED 10/31/82, 12/12/90, 10/19/03).** The territorial jurisdiction of the Association shall be divided into seven (7) Geographic Regions which shall be designated and described as follows:

- Geographic Region 1 -Maine and New Hampshire
- Geographic Region 2 -Vermont
- Geographic Region 3 -Massachusetts, Rhode Island, Connecticut
- Geographic Region 4 -Pennsylvania, New Jersey
- Geographic Region 5 -Western portion of State of New York
- Geographic Region 6 -Eastern portion of State of New York
- Geographic Region 7 - Delaware, Maryland, Virginia, West Virginia, North and South Carolina, Georgia, Florida, and Washington, D.C

The boundary line between Geographic Region 5 and 6 shall be established from time to time by resolution of the Board of Directors as follows: Region 5 includes the NYS counties of Oswego, Madison, Chenango, Broome and those to the west of that point; Region 6 include all NYS counties to the east of those aforementioned counties. Members may choose designation of their home region based on where they teach or where they live.

**Rationale:** The Board voted unanimously to recommend to members that Regions 5 and 6 should have specifically designated boundaries as stated.

**SECTION 10.3 - ELECTION OF GEOGRAPHIC REGIONAL REPRESENTATIVES AND COMMITTEE MEMBERS (AMENDED 12/1/76, 4/13/79, 10/31/82, 4/4/92, 9/28/98, 10/22/01, 10/20/02, 10/19/03, 6/10/06).** Beginning in 2002, elections for geographic regional representatives and committee members shall be for staggered terms as follows: Region 1 and 2 will elect for a one (1) year term; Regions 3 and 4 will elect for a two (2) year term; Regions 5 and 6 will elect for a three (3) year term. Beginning in 2004, Region 7 members will elect regional representatives and committee members for three (3) year terms. All subsequent elections for regional representatives and committee members for all regions will then be for three (3) year terms. In the election for Board positions, that person securing the greatest number of votes within a region shall be the Regional Director, and that person receiving the second greatest number of votes within the region shall be the Regional Representative, except in situations covered by Section 10.3(b) below. In the event of a tie for any position, the winner shall be selected by lot, unless the ballot provides for a different basis for selection. Any decision regarding candidacy forms and tallying of ballots shall be made by the authority of the Board of Directors.

- (a) Qualified candidates for the Board of Directors, as defined under Section 12.3, shall be classified into two groups.
- 1 – All non-examiner education staff and regular members in good standing.
  - 2 – Examiner and ETS staff in all disciplines.
- (b) At least one (1) Board member from each region must be from the group defined under (a)(1) within this section except, in cases where there are no group (a)(1) candidates, group (a)(2) candidates, if any, may fill the position(s).
- (c) A member is eligible to run for election to the Board of Directors in the region of his/her snowsports work affiliation.
- (d) If there is a change in status with respect to a Director or member of the Alpine Certification or Snow Sports Management Committee during the first half of his or her term of office (before September 30 in the second year of a term) and if the new status would have negated the individual's election or appointment (e.g. becoming an ETS member, changing employment to another region), then that individual shall be deemed to have resigned as of the date of status change. The resulting vacancy shall be filled as provided by these Bylaws.

**Rationale:** The Board voted unanimously to recommend to members that the method for breaking voting ties should be clearly identified; also, that in the case of a status change affecting a BOD member's eligibility, a resignation take place to ensure compliance with the intent of these bylaws.

**ARTICLE XI  
COMMITTEES**

**SECTION 11.10 – ALPINE EDUCATION STAFF  
CHAIRPERSON (ADDED 10/20/02; AMENDED  
10/19/03)**

The Alpine Education Staff Chairperson (formerly BOE Chairperson) shall represent and be elected by all alpine education staff every three years ~~two years~~. The chairperson shall advise the Board of Directors and various committees as appropriate. The Alpine Education Staff Chairperson must be a member of the Alpine Board of Examiners.

**Rationale:** The Board voted unanimously to recommend to members that the bylaws be changed to reflect the wishes of the alpine education staff relative to the term for its chairperson.

**ARTICLE XII  
BOARD OF DIRECTORS**

**SECTION 12.3 - QUALIFICATIONS** (“TERM OF OFFICE” DELETED 9/26/92) (AMENDED 8/28/78, 6/4/94 6/2/96, 10/20/02, 6/10/06; RENUMBERED 9/26/92). An individual must be a certified level 1, 2 or 3 member in his/her fourth year of continuous membership to be qualified to serve on the Board of Directors. No full-time, year-round employee of the Association, as defined from time to time by the Board of Directors, may hold a position on the Board of Directors. This includes full-time office staff and year-round discipline coordinators.

In addition:

- (a) A member who has been censured or suspended shall not be eligible to run for the Board of Directors for a 5 year period after the date of censure or end of the suspension. However, this restriction may be waived by two-thirds vote of the Board for good cause shown.

- (b) A former member of the Board of Directors who resigned from the Board, shall be ineligible to run for the Board for a period of 3 years from the end of the term from which he/she resigned. However this restriction maybe be waived by two-thirds vote of the Board for good cause shown.
- (c) An individual who was expelled as a member or removed “for cause” either as a Director or member of the Education Staff shall not be eligible to run for the Board of Directors. The Board of Directors may waive this prohibition not less than 5 years from the date of removal (or reinstatement) by two-thirds vote of the Board, for good cause shown.

The Board of Directors reserves the right to exercise full disclosure to the membership relative to a candidate’s information, background and status regarding previous association with the Board and (or) organization.

**SECTION 12.13 - REMOVAL OR RESIGNATION OF DIRECTORS** (AMENDED 4/13/79, 4/4/92; RENUMBERED 9/26/92, 9/28/98). A Director may be removed for cause by a two-thirds (2/3) vote of the Board of Directors. Any Director may resign his (her) office at any time, such resignation to be made in writing except as provided below and to take effect on the date designated therein with or without the acceptance of the Board. Any Director missing two consecutive regular and special Board meetings during a term of office shall be deemed to have resigned his (her) office and the vacancy shall be filled as provided above. Resignation of a Director is not a bar to subsequent disciplinary action, related to conduct during the former member’s tenure.

**Rationale:** The Board voted unanimously to recommend to members the aforementioned qualifiers and conditions relative to BOD candidacy and conduct.

**Bylaws Return Questionnaire**

This is YOUR association. We want to hear from you on how it is governed and managed! If you are an eligible voter, please take the time to fill out and return this questionnaire to be postmarked no later than September 29, 2006. Mail to: PSIA-E Bylaws, 1-A Lincoln Ave., Albany, N.Y., 12205.

I agree with the bylaws revision as proposed:

I am not in favor of the following revisions:

Section: Comments: \_\_\_\_\_  
\_\_\_\_\_

Section: Comments: \_\_\_\_\_  
\_\_\_\_\_

Section Comments: \_\_\_\_\_  
\_\_\_\_\_

# 2006 Snow Pro Jam – Masters Academy Registration Info

The 2006 Snow Pro Jam and Masters Academy will be held December 11th – 15th at Killington, Vermont. We will begin to accept applications on Monday, September 25th, 2006. Applications must be **postmarked** September 25th or later. **No applications postmarked prior to September 25th, 2006 will be accepted.** Registration guidelines are listed below:

## SNOW PRO JAM - Registration Information Registered, Level I and Level II members ONLY!

- The event fee for the Snow Pro Jam is \$355 and limited to 350 participants.
- Complete Snow Pro Jam Application in this issue
- No faxed applications will be accepted.
- Applications may not be hand delivered to the office.
- There may be only two applications per envelope and only one application per member.
- If a credit card is declined, that member must overnight a money order for the amount of the event fee or that spot will be given to the next member.
- The first 350 applications received (in order of postmark) will be admitted to the event. All remaining applications will be processed on a first come, first served basis based on postmark and availability.
- Applications will be accepted through the November 17th deadline.



## MASTERS ACADEMY - Registration Information Level III members ONLY!

- The event fee for the Masters Academy is \$399 and limited to 70 participants
- Complete the regular standard event application
- No faxed applications will be accepted.

- Applications may not be hand delivered to the office.
- There may be only two applications per envelope and only one application per member.
- If a credit card is declined, that member must overnight a money order for the amount of the event fee or that spot will be given to the next member.
- The first 70 applications received (in order of postmark) will be admitted to the event. All remaining applications will be processed on a first come, first served basis based on postmark and availability.
- Applications will be accepted through the November 17th deadline.

PLEASE do not call the office to see if your application was received. A separate file is made for each day of the application period. As an example, all mail received with a postmark of September 25th is placed in the appropriate file in the order of postmark (even if it is not delivered until a week or so later). Confirmation cards will be sent in the mail in mid-October.

A **Guest Package** will continue to be offered through the Killington Perfect Turn Snowsports School. Guests need to register directly with Killington for the five-day lift ticket and five, daily two-hour (AM) lesson package. There will be no limit to the number of guests who may take advantage of this option. Cost of the package is \$220 and does not include a banquet ticket. Sign up by calling Killington Perfect Turn at 1-800-923-9444 after September 10, 2006. Please identify yourself as a PSIA-E Pro Jam guest. **There will also be 30 banquet spaces reserved for guests.** Any member wishing to bring a guest to the banquet should include the guest name and payment on their application where indicated. Payment of \$35 must be included with the application and there will be absolutely NO refunds given once payment has been accepted. If paying by check please use two separate checks; one for the event registration and one for the guest banquet ticket.



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