

Snowsports School Management Seminar

Mount Snow, Vermont

December 1 - 3, 2009



Eastern Division

Presenting

Keynote Speaker – Michael Berry, President,
National Ski Areas Association
Guest Speakers – Dee Byrne, Business Development
Manager, Ski & Snowboard Schools of Aspen
Richard Donahue, Sr. Vice-President - Claims and Loss
Control, Willis of New Hampshire, Inc.

"Premier Event Sponsor"



Keynote Presentation

Tuesday, December 1, 2009, 7:30pm

"Boom-er Bust: Why Conversion is More Critical than Ever"
presented by Michael Berry, President, National Ski Areas Association

Never in living memory have more significant demographic and economic upheavals challenged our industry. The threats identified 11 years ago in our initial Model for Growth exercise seem quaint in comparison to the obstacles that lie ahead. Global warming seems passé in the face of global economic melt-down. High obesity rates seem trivial compared to the threat of high numbers of baby boomers leaving the sport. And with the impending collapse of the Baby Boomer generation, the Model's core message of reinvigorating trial and conversion has never been more critical for resorts.

Fortunately, years of research have provided the snowsports industry with a sophisticated and nuanced understanding of these issues and how they impact long-term growth. In his keynote address, Michael will identify the new major threats to the future growth of the sport, and reinforce some of the fundamentals of conversion that have been neglected for too long.

Dear Snowsports School Directors, Managers and Trainers.

I am very happy to invite you and your staff to the 2009 Snowsports School Management Seminar – **Reinvigorating and Converting our Guests!** The Seminar will be held at Mount Snow, Vermont December 1, 2 & 3, 2009. The 2½ day event is geared toward presenting current best practices for today's resort market. To become a PSIA National Certified School the school director or technical director/supervisor must attend (annually) the Snowsports School Management Seminar, the Southern Snowsports School Management Seminar or the National Academy. While the director or staff trainer is required to attend, bring your staff trainers and take advantage of the range of topics that will be presented at this year's event.

The SSM Committee has been very active this summer in communicating the needs and desires of directors from their regions. The event this year will feature specific offerings for Alpine, Snowboard, Adaptive, Nordic and Children trainers. Our Keynote speaker, Michael Berry, NSAA President, will present his **Keynote address on Tuesday evening December 1, 2009 at 7:30 pm.**

Highlighting the indoor sessions are topics on Risk Management, Customer Service, Mainstreaming Students and Working with Minors. By popular request, there are also a variety of roundtable discussions.

Train the Trainer sessions will be held for all disciplines on-snow as well as individual sessions geared toward exam preparation and skills development. PSIA and AASI National Team members will be on hand for ski and ride sessions as well.

Again, by popular request, the banquet will feature music after dinner and awards. This will give us all the opportunity to catch up with our friends, exchange ideas and set our goals in motion for the new season.

On behalf of the Snowsports Management Committee, we look forward to seeing you and your trainers at the seminar.

Debbie Goslin

Committee Chair

Snowsports School Management Committee Members:

Deborah Goslin	Committee Chair
Philip Grant	Region 1
Joe Hanzalik	Region 2
Mark Campaniello	Region 3
Stephen Martin	Region 4
Wendy Frank	Region 5
Gail Setlock	Region 6
Joe Darmofalski	Region 7
Ross Boisvert	At Large
Joan Heaton	At Large
Steve Howie	At large
Dan Munn	At large
Eileen Carr	Ex officio
Mickey Sullivan	Ex officio

Lodging Info

A special lodging rate of \$99 (plus tax and fees) per room per night is available for seminar attendees and sponsors at the Mount Snow Grand Summit Hotel and Conference Center. Attendees should call 1-800-817-0764 and refer to the Snow Sports Management Group to make reservations. Additional properties are also offering discounted lodging for PSIA members, please see our website at www.psia-e.org for more information.

Banquet Info

All registered participants are invited to the banquet on Wednesday, Dec. 2. A limited number of additional banquet-only tickets will be available for purchase by event participants. Extra banquet tickets may be purchased for \$35 each. These will be available on a first-come basis, as applications are received in the office. If you would like to purchase an extra banquet ticket, please check off the appropriate section of the application page and include an extra \$35 in your total payment amount. If paying by check please use 2 separate checks, one for event registration and a separate check for banquet tickets.

Pre & Post Event Special Info

Tuesday, December 1

Mount Snow is making available a special industry rate lift ticket on Tuesday for \$39 for registered seminar attendees.

Attendees desiring to ski on Tuesday should go to the Mount Snow, Guest Service/Season Pass location inside the Clock Tower Building for their Tuesday lift tickets. Lift tickets for seminar participants are complimentary from Mount Snow on December 2 & 3 and will be included with your registration material.

Friday, December 4

Event #401 Offered at Mount Snow:

Safe Coaching in the Freestyle Venues. This one-day clinic offering is designed to give your ski and snowboard instructors and coaches, basic safety information while teaching lessons in the park and pipe areas of your resort. This course is not a clinic to learn "the latest and greatest tricks." This program could be an important part of your snowsports school risk management program. By taking this course yourself, you will see even more clearly how knowledgeable, expert instruction is important to the customer so that the risk of injury can be greatly reduced. [Separate application required.](#) Event #401/cost = \$105. [Registration deadline November 11.](#)

General Agenda

Note: all indoor sessions are being held at the Mount Snow Grand Summit Hotel and Conference Center

Tuesday, December 1, 2009

5:00pm – 7:00pm Early Registration
7:30pm Keynote Speaker

Wednesday, December 2, 2009

7:30am – 8:30am Morning Registration
9:00am – 11:30am Indoor and On-Snow Session #1
11:30am – 12:30pm Lunch; Sponsor Showcase Open
12:30pm – 3:00pm Indoor and On-Snow Session #2
3:30pm – 4:30pm Risk Management Presentation - Indoor
5:00pm – 6:30pm Cocktail Party in sponsor Showcase Room
Sponsored by Star Lifts
7:00pm Dinner
9:00pm Music and conversation

Thursday, December 3, 2009

9:00am – 11:30am Indoor and On-Snow Session #3
11:30am – 12:30pm Lunch; Sponsor Showcase Open
12:30pm – 3:00pm Indoor and On-Snow Session #4

This event is made possible in part through a grant from the
[PSIA-AASI Education Foundation](#)

Event Sponsors



On Snow Sessions:

AASI – Exam Prep – Strategies and Situations in a mock exam format for riding and teaching tasks. A behind the scenes look at why examiners do what they do at exams. How to prepare your instructors for exam situations.

AASI – Park Building 101 – Your manager has said yes to a terrain park. So what do you do now? Learn the science to the art of terrain park building. Get some great ideas. Led by well known terrain park builder and manager Tom Morsch, AASI National Team Member

AASI – Keep it Exciting – Are kids coming back to your snowboard school after they learn to heel and toe side it? If the answer is no, then this session is for you. Explore activities, games and fun to keep them coming back for more.

AASI – Ride with a National Team Member – It doesn't get better than this. Get feedback on your personal riding from National Team members while hearing and experiencing what it was like at this October's National Team Training.

Alpine – Take an Exam Module; "For Real" – Examiners will be conducting the Creative Teaching Module and the Teaching Movements and Skills Module from the Level II, part 2 exam – Ed Staff Members will put you in a real exam situation and review the exam format and provide feedback for you as a school trainer.

Alpine – National Skiing Standards – What is the difference between the Level I, Level II & Level III skiing standard? Hear it, See it, Ski it with an examiner.

Alpine – It's Not About the Tasks – Using the skiing "tasks" to develop stronger skiing "skills". Good info for you and for training your staff.

Alpine – Ski with the Best – Get feedback on your personal skiing from Eastern and National Team members.

Nordic – Train the Trainer

Nordic – Exam Prep

Children's Trainer – Just Bamboo – It's easy to do lots with little. Less talking, more skiing, simple props for great results! Simple tasks and exercises using easy to get props to keep kids engaged and having fun while improving their skills.

Children's Trainer – Children and Youth Exam Module – Experience this Alpine Level II exam module. Some participants will draw an exam card and present to the group and the facilitator as if you were in the exam. This exercise will provide a forum for discussing the exam module and improving the performance of your staff.

Children's Trainer – What's up with the new "Zones" – Intro, Intermediate and Advanced. Take a Kinesthetic Approach to working with children. Explore the "Real vs. Ideal" movements of children in different ages and stages of development.

AASI Resort Trainers 09/10

Participants must sign up for all Sessions 1, 2 & 3 when choosing this program. This course is intended for snowboard school directors, supervisors, and trainers who are involved in the hiring and training of new instructors, as well as the continuing development of a quality snowboard school program. Topics covered will include customer service, creative and effective techniques to train and hire staff, clinic techniques, methods of staff motivation, and feedback of participants' clinic skills. Instructors should come to this course prepared to ride the whole mountain, share clinic ideas, present clinics to the group, and participate in discussions on all topics. Also covered in this event will be riding, teaching and professional knowledge standards for the Level I, II and III exams. Wearing a helmet is not required, but is encouraged.

Session #1: Coaching instructors vs coaching guests.

Session #2: Customer service is not just an overused buzzword.

Session #3: Level II & III Exam Strategies and Situations

Participants must sign up for all Sessions 1, 2 & 3 when choosing this program.

Adaptive Trainers Track

Participants must sign up for all Sessions 1, 2, 3 & 4 when choosing this program

This course is intended for Adaptive Directors, Supervisors and Trainers who are involved in the hiring and training of new instructors, as well as the continuing development of a quality adaptive snowsports school program.

Session #1: On Snow; Ski with National Team Member Geoff Krill

Session #2: Indoors; Inclusion of special needs students into your classes

Session #3: On Snow; Tools that will help you integrate kids with special needs or disruptive behaviors into your classes

Session #4: On Snow; Adaptive Snowboarding

Participants must sign up for all Sessions 1, 2, 3 & 4 when choosing this program

Indoors Sessions:

All Indoor Sessions are multi-discipline sessions with information for both Skiers and Snowboarders.

Customer Service for 2010 – Dee Byrne, Business Development Manager, Ski & Snowboard Schools of Aspen, will discuss how to get your instructors involved in more than just teaching lessons.

Risk Management: Are You at the Table? – Richard Donahue, Sr. Vice- President - Claims and Loss Control, Willis of New Hampshire, Inc. Too often, risk management discussions at resorts focus only on patrol functions when, in fact, all departments play a vital role in eliminating and reducing the risk exposures that resorts face today. This session will explore ways that you can help reduce the risk of loss for your department and resort.

Working with "Minor" employees and their Parents – If you hire minors then you need to be at this session. It's the opinion of some managers that if they're old enough to work then they're old enough to make decisions without their parents. Ever hear of the "helicopter" parent? How to make the most out of a potentially bad situation.

Mainstreaming – What does this mean to your snowsports school? – How to handle situations where a child is mainstreamed in public schools and parents want to enroll them in regular group ski/snowboard lessons. This is an important session that will bring to light the personal and legal side of this situation.

AASI Round Table – Led by members of the AASI Steering Committee – Open forum to discuss industry issues and share ideas with your colleagues.

Children's Round Table – Meet with several experienced Children's Directors and members of the Children's Committee – Open forum to discuss industry issues and share ideas with your colleagues. Topics include: dealing with parents, parental issues, proper classification and placement of children in classes.

"Small" School Roundtable – Suggested for snowsport schools with less than 150 staff members. Discuss in house scheduling programs; staffing challenges; cross training your staff; inspiring key staff. Bring your questions.

Organizational Update & Open Forum – Topics include; New Events for 2010, New 3-Day Level II & III exam, In-house Clinics, Member Benefits and more. Learn more about new, and some old programs that you and your staff might want to take advantage of. Round Table with PSIA-E President, Dutch Karnan; Executive Director, Michael Mendrick; PSIA National President, Ray Allard and PSIA-E Director of Education & Programs, Mickey Sullivan.

PSIA/AASI Eastern Division 2009 Snowsports School Management Seminar

Mount Snow, VT • December 1 - 3, 2009

One application per person. Please photo copy for more applications. Please complete both columns on this page – the application information as well as your session choice details.

**Application and payment must be received by event deadline:
November 11, 2009**

STEP I – Application Information

Name _____

PSIA/AASI Membership # (if applicable) _____

Personal Address details (# and Street or PO Box) _____

(City, State, Zip) _____

(Daytime Phone) _____

(Email Address) _____

Snowsports School you are representing _____

Please circle your primary discipline
Alpine AASI Adaptive Nordic

PAYMENT DUE: \$225 Member / \$250 Non-member
(each full seminar participant registration includes one banquet ticket)

GUEST BANQUET TICKETS are available.
\$35 per banquet ticket Qty: _____

Total Due: _____

PAYMENT: Please make all checks payable to PSIA-E or
please enter credit card number below:

Please charge my credit card:

MASTERCARD VISA Exp. Date: _____

Amount to be charged: \$ _____

Signature: _____

Return registration form with payment to:
PSIA-E / AASI
1A Lincoln Avenue, Albany, N.Y. 12205
518-452-6095 • 518-452-6099 FAX

ALL APPLICANTS MUST SIGN RELEASE FORM:
Recognizing that skiing/snowboarding can be a hazardous sport, I hereby release
PSIA-E, PSIA-E/EF, AASI, the host area, and agents and employees of each from
liability for any and all injuries of whatever nature arising during, or in connection
with the conduction of the event for which this application is made:

Signature: _____

Date: _____

FOR OFFICE USE ONLY

Event No. _____

STEP 2 – Choose your sessions

Check one program per session

AASI Resort Trainers - Participants must sign up for all Sessions 1, 2 & 3
when choosing this program.

Adaptive Trainers Track - Participants must sign up for all Sessions 1, 2,
3 & 4 when choosing this program.

Tuesday, December 1st, 2009

7:30pm – Keynote Presentation

Wednesday, December 2nd, 2009

9:00am – 11:30am *Session 1*

Indoors

- _____ a. Customer Service for 2010
- _____ b. Working with “Minor” Employees

On Snow

- _____ c. AASI – Park Building 101
- _____ d. Alpine – National Skiing Standards
- _____ e. Alpine – It’s Not About the Tasks
- _____ f. Children’s Trainer – What’s up with new “Zones”
- _____ g. AASI Resort Trainer – Session #1
- _____ h. Adaptive Trainers Track – Session #1

12:30pm – 3:00pm *Session 2*

Indoors

- _____ a. Customer Service for 2010
- _____ b. Mainstreaming
- _____ c. Adaptive Trainers Track – Session #2

On Snow

- _____ d. AASI – Ride with a National Team Member
- _____ e. Alpine – National Skiing Standards
- _____ f. Alpine – Take an exam module
- _____ g. Children’s Trainer – Just Bamboo
- _____ h. AASI Resort Trainer – Session #2

3:30pm – 4:30pm – Risk Management Presentation – Indoor

Thursday, December 3rd, 2009

9:00am – 11:30am *Session 3*

Indoors

- _____ a. Organizational Update & Open Forum
- _____ b. Working with “Minor” Employees
- _____ c. Small School Round Table

On Snow

- _____ d. AASI – Exam Prep
- _____ e. Alpine – It’s Not About the Tasks
- _____ f. Alpine – Take an Exam Module
- _____ g. Children’s Trainer – Children and Youth Exam Module
- _____ h. Nordic – Train the Trainer
- _____ i. AASI Resort Trainer – Session #3
- _____ j. Adaptive Trainers Track – Session #3

12:30pm – 3:00pm *Session 4*

Indoors

- _____ a. AASI Round Table
- _____ b. Children’s Round Table

On Snow

- _____ c. Adaptive Trainers Track – Session #4
- _____ d. AASI – Keep it Exciting
- _____ e. Alpine – Ski with the Best
- _____ f. Nordic – Exam Prep