



**MOUNT SNOW, VERMONT**  
**NOVEMBER 29 - DECEMBER 1, 2011**



EASTERN DIVISION

## Presenting

**Keynote Speaker** – Jeff Boliba, Global Resort Director, Burton Snowboards, Burlington, Vt.  
“Attraction and Retention of Youth in Snowsports”

**Town Hall Meeting** – with PSIA/AASI Board of Directors Chairman, Eric Sheckleton and PSIA/AASI Professional Development Manager Earl Saline: The Future of PSIA and AASI

# Keynote Presentation

Tuesday, November 29, 2011, 8:00pm

## Attraction and Retention of Youth in Snowsports

Presented by: Jeff Boliba  
Global Resort Director  
Burton Snowboards, Burlington, Vt.

Jeff Boliba has worked at Burton Snowboards for more than 10 years, building the company's progression products and resort programs, including the Burton Academy, the Stash, and the Kids' Riglet Parks. He currently serves as Burton's global resort director. Prior to Burton, Jeff developed the snowboarding program at Park City Mountain Resort, Utah, and previously worked at Purgatory and Brighton resorts. Overall, he has been snowboarding for 25 years. Jeff serves on the NSAA Education Committee and the Terrain Park Task Force, as well as on the board of directors for the Mount Mansfield Snowboard and Ski Club.

## Dear SNOWSPORTS SCHOOL DIRECTORS, MANAGERS AND TRAINERS

I am pleased to invite you and your staff to the 2011 Snowsports School Management Seminar. Our seminar will be held at Mt. Snow, Vermont November 29, 30 and December 1, 2011. The 2 1/2 day event is geared toward presenting current best practices for today's resort market, the opportunity to catch up with our friends, exchange ideas and set our goals in motion for the new season.

This year's event will feature tracks for Alpine, Snowboard, Adaptive, Nordic and Children's school managers and trainers. Presenting our Keynote will be Jeff Boliba, Global Resort Director for Burton Snowboards. His presentation is appropriate to our needs, "Attraction and Retention of Youth in SnowSports". This presentation will begin at 8:00 pm Tuesday, November 29, 2011.

The event will feature indoor sessions related to school management, staffing and training and equipment design updates. 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 an on-snow overview of Interski 2011.

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

Debbie Goslin  
Committee Chair

## SNOWSPORTS SCHOOL MANAGEMENT COMMITTEE MEMBERS:

Deborah Goslin, Committee Chair  
Ross Boisvert, Region 1  
Steve O'Conner, Region 2  
Jay Barranger, Region 3  
Stephen Martin, Region 4  
Wendy Frank, Region 5  
Gail Setlock, Region 6  
Joe Damofalski, Region 7  
Joan Heaton, Area Rep Coordinator  
Steve Howie, At Large

## SPONSORS



# TOWN HALL MEETING

Wednesday, November 30, 2011, 3:30pm

An opportunity to hear from the leaders of our National organization. Sit down with PSIA/AASI Board of Directors Chairman, Eric Sheckleton and PSIA/AASI Professional Development Manager Earl Saline. Discuss the direction and future of PSIA and AASI

## 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 PSIA Snow Sports School Management Group to make reservations. Additional properties are also offering discounted lodging for PSIA members, please see our website at [www.psia-e.org](http://www.psia-e.org) for more information.

## BANQUET INFO

All registered participants are invited to the banquet on Wednesday, November 30. A limited number of additional banquet-only tickets will be available for purchase by event participants. Extra banquet tickets may be purchased for \$40 each. If you would like to purchase an extra banquet ticket, please check off the appropriate section of the application page.

## PRE EVENT SPECIAL INFO

Tuesday, November 29th

Mount Snow is making available a special industry rate lift ticket for \$39 for registered seminar attendees for optional Tuesday skiing. Attendees should go to the Mount Snow, Snowsports School Desk inside the Cape House Building next to the Main Lodge for their Tuesday lift tickets. Lift tickets for seminar participants are complimentary from Mount Snow on November 30 & December 1 and will be included with your registration material.

## POST EVENT SPECIAL INFO

Friday, December 2nd

### Event #360 - Safe Coaching in the Freestyle Venues – Cost is \$95 –

Use standard Event Application to register.

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. PSIA-E/AASI can help you assure the safest teaching environment possible for your staff and guests through this clinic which you can arrange through our consulting services at your resort, on your schedule, for your staff.

## GENERAL AGENDA

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

Tuesday, November 29, 2011

5:00pm – 7:30pm Early Registration  
8:00pm Keynote Speaker  
9:30pm Area Rep meeting; Harriman's Pub

Wednesday, November 30, 2011

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 Town Hall Meeting with PSIA Chairperson Eric Sheckleton  
5:00pm – 6:30pm Cocktail Party in Sponsor Showcase Room  
7:00pm Dinner

Thursday, December 1, 2011

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

## ON-SNOW Sessions:

**AASI – Interski 2011** - Ride with National Team members and find out what Interski was all about.

**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 instructors for exam situations.

**AASI – Park Ideas** - AASI National Team Member Tommy Morsch is fresh from “Cutters Camp.” Learn what makes a good terrain park and a bad one. Get some great ideas for your park.

**AASI – Ride with “the Coach”** - It doesn't get better than this. Get feedback on your personal riding from our Eastern Examiner coach, KC Gandee.

**Alpine – National Standards** - New Full Day Session: morning indoor / afternoon outdoor. Get firsthand knowledge and on snow experience of the Level I, II & III National Standards. How to prepare your staff for each exam. You should sign up for and attend both morning and afternoon sessions to fully benefit from this full day session.

**Alpine – Interski 2011** - Ski with National Team members and find out what the rest of the ski world is doing and thinking.

**Alpine – Coaching Instructors the “Basics of Teaching First Timers”** - What's most important for your new instructors. Explaining the Skills Concept, Trust Circle and focusing on the Guest needs.

**Alpine – Take the MA&T (Movement Assessment and Teaching Module); “For Real”** - Examiners will be conducting the “MA & T 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 – Ski with the Best** - Get feedback on your personal skiing from Eastern and National Team members.

**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 – CS1 & CS2** - Learn about the new nationally recognized courses; Children's Specialist 1 and Children's Specialist 2

**Nordic – Train the Trainer**

**Nordic – Exam Prep**

**Nordic – Ski with the Best**

**AASI Resort Trainers 11/12**

*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 at this course.

**Session #1:** Special Delivery: How to keep them coming to clinics

**Session #2:** Walk the Line: Training new-hires, not just telling them how to teach a beginner lesson

**Session #3:** Level II & III Exam Coaching: How to coach your team for exam success

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

**Adaptive Trainers Track**

*It is recommended that participants sign up for all Sessions 1, 2, 3 & 4 when choosing this program.* However if there are only one or two programs that have interest to you, you may join just those programs. This course is intended for 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; Snowboard Exams; Level I and II format and candidate expectations

**Session #2:** On-Snow; Incorporating Snowboarding into your Snowsports School or Adaptive Program.

**Session #3:** On-Snow; Preparing and training your alpine/snowboard schools for the integration or mainstreaming that is happening now

**Session #4:** On-Snow; New adaptive equipment choices: See it, use it and know who might benefit from it

## INDOOR Sessions:

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

**Town Hall Meeting with PSIA/AASI Board of Directors Chairman, Eric Sheckleton and PSIA/AASI Professional Development Manager Earl Saline: The Future of PSIA and AASI.** This presentation and town hall style meeting will provide you with insight into the future of our PSIA and AASI snowsports education. There will be plenty of opportunity for Q&A.

**Helping Directors Direct - Presented by Wendy Frank, Holimont, NY Snowsports School Director.** How to Conduct an Effective Interview, How to Handle Difficult People and Difficult Situations, Keeping Communication Lines Open with Other Departments, Setting Up and Maintaining an Apprentice Program, Instructor Pay Rates and Compensation, and More.

**Proper Boot Fit: Do your customer's boots fit? – Presented by Nick Blaylock of Mount Snow Boot Works.** Does boot fit really matter? Importance of proper fit. What to look for and what you can do about it.

**Quick Tips: Managing Behavior for Success on the Slopes (Integrating children with special needs into your mainstream snowsports school) – Presented by Cherisse Young and Kim Seevers of the Adaptive Sports Foundation.** Teaching a student with a cognitive disability can, at first assignment, present a daunting task for a snowsports instructor without the background or training to understand the disorder or how to deal with the behavioral issues that may arise. This session will present practical and effective approaches to effectively teaching the children with special needs that join your mainstream classes.

**What are Rockered Skis: Are they of any value to learning skiers? – Presented by Bill Irwin of Elan Skis and Barclay Rapoport of Volkl Skis.** Wide skis, reverse camber, early rise, different sidecuts. They're here to stay. What are the features and benefits? How do we teach to this equipment? What about beginner skis? Do they belong in our rental fleets?

**Coaches Corner.** Topics include; Online exams, exam modifications for 2013, working with national and other divisions, 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 Alpine Examiner coach Jeb Boyd; AASI-E Examiner coach, KC Gandee; PSIA/AASI National Professional Development Manager, Earl Saline and PSIA-E Director of Education & Programs, Mickey Sullivan.

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

**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.

**Alpine only – National Standards – New Full Day Session:** morning indoor / afternoon outdoor. Get firsthand knowledge and on snow experience of the Level I, II & III National Standards. How to prepare your staff for each exam. You should sign up for and attend both morning and afternoon sessions to fully benefit from this full day session.

# Psia/AASI Eastern Division

## 2011 Snowsports School Management Seminar

Mount Snow, VT • November 29 – December 1, 2011

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 9, 2011

## STEP 1 - 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:** \$235 Member / \$260 Non-member  
(each full seminar participant registration includes one banquet ticket)

**GUEST BANQUET TICKETS** are available.  
Please note - registration fee includes one banquet ticket  
Number of Additional Banquet tickets: \_\_\_\_\_  
Cost is \$40 per banquet ticket   Total Due: \_\_\_\_\_

**PAYMENT:** Please make all checks payable to PSIA-E.  
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

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

Adaptive Trainers Track – It is recommended that participants sign up for all Sessions 1, 2, 3 & 4 when choosing this program.

**Tuesday, November 29, 2011**

8:00pm   Keynote Presentation

**Wednesday, November 30, 2011**

9:00am – 11:30am   Session 1

**Indoor**

\_\_\_\_\_ Alpine – National Standards – morning indoor session  
\_\_\_\_\_ Proper Boot Fit  
\_\_\_\_\_ Helping Directors Direct

**On-Snow**

\_\_\_\_\_ AASI – Interski 2011  
\_\_\_\_\_ Alpine – Interski 2011  
\_\_\_\_\_ Alpine – MA&T module  
\_\_\_\_\_ Children's Trainer – CS1 & CS2  
\_\_\_\_\_ AASI Resort Trainer – Session #1  
\_\_\_\_\_ Adaptive Trainers Track – Session #1  
\_\_\_\_\_ Nordic – Exam Prep

12:30pm – 3:00pm   Session 2

**Indoor**

\_\_\_\_\_ Quick Tips: Managing Behavior for Success  
\_\_\_\_\_ What are Rockered Skis

**On-Snow**

\_\_\_\_\_ Alpine – National Standards – afternoon on snow session  
\_\_\_\_\_ AASI – Exam Prep  
\_\_\_\_\_ Alpine – Coaching Instructors "the Basics"  
\_\_\_\_\_ Alpine – MA&T module  
\_\_\_\_\_ Children's Trainer – Children and Youth exam module  
\_\_\_\_\_ AASI Resort Trainer – Session #2  
\_\_\_\_\_ Adaptive Trainers Track – Session #2  
\_\_\_\_\_ Nordic – Train the Trainer

3:30pm – 4:30pm   Town Hall Meeting

**Thursday, December 1, 2011**

9:00am – 11:30am   Session 3

**Indoor**

\_\_\_\_\_ Alpine – National Standards – morning indoor session  
\_\_\_\_\_ Proper Boot Fit  
\_\_\_\_\_ Coaches Corner

**On-Snow**

\_\_\_\_\_ AASI – Park Ideas  
\_\_\_\_\_ Alpine – Interski 2011  
\_\_\_\_\_ Alpine – Coaching Instructors "the Basics"  
\_\_\_\_\_ Children's Trainer – CS1 & CS2  
\_\_\_\_\_ AASI Resort Trainer – Session #3  
\_\_\_\_\_ Adaptive Trainers Track – Session #3  
\_\_\_\_\_ Nordic – Train the Trainer

12:30pm – 3:00pm   Session 4

**Indoor**

\_\_\_\_\_ Small School Round Table  
\_\_\_\_\_ AASI Round Table

**On-Snow**

\_\_\_\_\_ Alpine – National Standards –afternoon on snow session  
\_\_\_\_\_ AASI – Ride with "the Coach"  
\_\_\_\_\_ Alpine – Ski with the Best  
\_\_\_\_\_ Adaptive Trainers Track – Session #4  
\_\_\_\_\_ Nordic – Ski with the Best