

# SNOWPRO

SPRING 2004



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

## New **SnowPro** schedule announced

By Michael J. Mendrick, PSIA-E Executive Director

After a comprehensive review and discussion with *SnowPro* editor Bill Hetrick, and with the endorsement of President Bill Beerman, Vice-President Bob Shostek, national BOD rep Ray Allard and our Director of Education, Kim Seevers; we have decided to make a revision to the *SnowPro* distribution timetable, effective immediately. I believe this revised timetable provides better issue spacing throughout the year and, most importantly, more relevant and timely information you, our members, as you need it.

This is how the entire year (July to June) of *SnowPro* issues will now play out, including submission deadlines, street date and key features:

a: **Summer** issue (June 15 submission deadline, mail date in mid-July) including items from the June BOD meeting, ProJam info for the coming season, Master Teacher info for the fall indoor sessions, Avalanche member

item ad, *SnowPro* policies and rates, proposed bylaws changes. This issue will now serve as the first issue of the year rather than the last. This would replace the current timetable of Spring/Summer issue out in mid-June (which includes no BOD related items, much delayed season-end info and is difficult to have ProJam and MTC info locked in).

b: **Early Fall** issue (submission deadline 8/15 instead of 8/1; more time for submissions and updated season preview info) and mail date by 9/15. The Early Fall issue includes the first print version of the event schedule, EF donors, congrats to 20-40 year members, spring trip promo ad, first Pro Shop form of the season. Note: The event schedule has been posted online by 8/30 during the past two seasons and will remain so.

c: **Fall** issue (submission deadline remains at October 1, mail date of early November). As was the case this season, this allows items

generated at the October BOD meeting to be included in this issue. This issue also includes the "final" version of the event schedule, the Wizard's Words insert, job placement service, election rules and candidacy form.

d. **Winter** issue (combining previous Early Winter and Winter issue). Submission deadline 12/1, mail date by 2/1 (candidacy forms deadline 12/15 instead of 12/31). This would serve as the election issue (as did Early Winter this season), and would include follow up items and photos from the SSM seminars and ProJam plus annual meeting notice and Spring Rally promo blurb.

e. The cycle is then completed by the **Spring** issue (deadline 3/15, out May) including photos, features and updates from the Spring Rally, annual meeting, ExCom meeting, election results (instead of waiting for the Spring/Summer issue), season-end sponsor thank you, congrats to new certified members (instead of Summer issue), thank you to host areas (instead of Summer issue), revised *SnowPro* policy & rates item (usually in Summer) and first "15 Below" club event.

We are confident that this new and improved timetable for this popular member benefit will make the *SnowPro* even more valuable and timely for our members. ◆◆

### **Eastern Division Dues Notice for 2004-'05**

Dues invoices for the fiscal year July 1, 2004 through June 30, 2005 will be mailed to all members in May. National dues will remain at \$40.00; PSIA-Eastern Division dues will increase by \$2.00 to \$47.00. Total combined dues for regular members are \$87.00 for 2004-'05.

The divisional dues increase will support increased operational costs, program support for education, the Snowsports Growth Project and "15 Below" youth club, enhanced marketing efforts, technology tools (such as web site enhancements and division-specific feature development of the national member database), significant increases in liability insurance costs and a Board-approved program of adjustments in the fee structure for education staff in all disciplines.

Senior and student discount policies will remain in effect. For any Eastern Division student member age 16 - 23, the division discount for 2004-'05 will be \$20.00 and the national discount \$10.00. Therefore, total combined dues for qualifying students will be \$57.00 in 2004-'05.

For seniors age 75 or more with at least ten consecutive years of membership, the division discount is 50% and the national discount is \$10.00. Therefore, total dues for qualifying seniors will be \$53.50 for 2004-'05.

Payment is due by June 30, 2004. A late fee of \$20.00 applies after July 1, 2004. Once again, most members with Internet access may pay "online" safely, securely and conveniently through the national website at [www.psia.org](http://www.psia.org). If you have any questions, please contact the Albany office at your earliest convenience. Thank you!

PSIA-E/AASI dues are deductible as an ordinary and necessary business expense. If you choose to add a donation to the PSIA-E Education Foundation, that donation is deductible as a charitable contribution. ◆◆

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## EDITOR'S DESK

by Bill Hetrick,  
Editor

# Clearing up the Treasure Hunt....

## "15 Below" club clarifications!

In the Fall, 2003 *SnowPro* the new PSIA-E/AASI club for kids 10 to 15 – "15 Below" - was announced. This exciting new opportunity to involve youth in our industry and our association was over two years in development, and officially began in January, 2004.

Also in the Fall, 2003 *SnowPro* this column, entitled "Mining Our Greatest Treasure", described the program and outlined some of the details of becoming a member, who is eligible, and the purpose and objectives of the club. In addition, there was an article by Executive Director Michael Mendrick, further explaining the program.

We're very pleased and excited to announce that we have a total of 136 members of the "15 Below" club in this first year. Enthusiasm has been high, and we had a total of 47 members sign up for the first-ever "15 Below" event, which was held in conjunction with the Spring Rally at Killington. The exciting curriculum for this first event included Bumps, Gates, Pipe & Park, and All-Mountain Cruising. What an exciting introduction these kids had to PSIA-E/AASI, with a faculty made up of the excellent professional teachers from our staff of Advanced Children's Educators (ACEs). These kids have taken the first step in effectively growing and developing in their knowledge and appreciation of our industry and PSIA-E/AASI.

### Clarifications

Now, to some important clarifications of the "15 Below" club. It's become apparent that, even though we have had an excellent number of kids sign up in this first year – especially considering that we did not actually begin the program until January 1 – we had the potential of many more if there had not been some misunderstanding of the program.

So, let's clarify what the program is not:

- It is NOT a program of "junior instructors" in a snowsports school! It is not a program that requires a school director to "hire" junior

instructors and set up a junior instructor division in the school. That was never the intent. However, junior instructors who are part of a school are more than welcome to join "15 Below".

- It is NOT a membership level within PSIA-E/AASI.

- It is NOT discipline-specific. All kids between 10 and 15 years of age, who are appropriately sponsored by a current member, can become a member of "15 Below". We would hope we could get a broad base of kids in all disciplines, no matter what's used for the sliding.

The "15 Below" club is an opportunity for youth 10–15 years of age to become part of a PSIA-E/AASI sponsored program to learn about who we are, and, hopefully, to develop a passion for snowsports and a desire to become a snowsports teacher and a member of the association. It is a booster club! There is no active teaching involved to be a member, and no local supervision of the program by the director – in fact, no time demand necessary at all for the director, if he/she so desires. The time requirement is for the sponsor of the youth, who commits to be a guide and mentor. This is what makes it exciting! Through this type of grassroots involvement, by potentially all members at all locations, we will be developing a whole new population of young PSIA-E/AASI enthusiasts each and every year, and will build a solid future for the association. This is what you are asked to be part of.

So, please keep these clarifications in mind as you set out to "mine the treasure" for PSIA-E/AASI. The numbers should just explode as we enter into next season. We'll be looking at more events for "15 Below" members, and will be studying a variety of possibilities for linkage between the association and the local areas through our Area Reps and "15 Below" sponsors.

For a listing of the current benefits of becoming a member of "15 Below", take a look again at the 2003 Fall Issue of the *SnowPro*, and for additional information visit the PSIA-E/AASI website ([www.psia-e.org](http://www.psia-e.org)) where a special section has been set up for the club.

Stay tuned for more details as we learn from this first year and develop new programs and benefits for members. We'd like to ask all members, and especially sponsors, to please feel free to send along any comments or suggestions you may have regarding the program and how it can grow and become successful.

Thanks to all who are involved for making this first year such a great start! And, a hearty WELCOME to all of the "first year" members of "15 Below". You will be forever remembered as the foundation upon which we built the "15 Below" club. ♦♦



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### General Information

Submission of articles, photos or other items for publication is invited. Computer generated documents MUST be in IBM-compatible format, and accompanied by hard copy. Send all materials directly to:

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*Pro Shop header and Your Turn header photos by Scott Markewitz. Courtesy of PSIA.*

All submitted material is subject to editing. Its use, whether solicited or not, is at the discretion of the editorial staff. All published material becomes the property of PSIA-E/EF. Articles are accepted on the condition that they may be released for publication in all National and Divisional publications.

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Welcome spring! It has been a cold and challenging winter for us all! As the resorts reported record colds, those of us on the snow with our classes and clinics didn't need anyone to tell us about the cold. Skier visits were low through mid February but rebounded nicely toward the end of the season. The association numbers are just being finalized but we expect to show a similar pattern to our resorts. Our PSIA-E staff is hard at work wrapping up season-end duties and are already well into planning for next season.

This past season our National office surveyed the membership across the country by use of e-mail and the national web site. The Eastern Division also conducted a variety of surveys to obtain information from current members, new members, snowsports manage-

ment staff and teaching pros who are non-members. We employed the use of our Snowsports Growth Project and coordinator Ray Allard along with our Area Coordinators program headed by Joan Heaton. Additionally office staff added surveys in with new member packets. The results of the National survey will be provided at the National Ski Areas Association Convention in May. I'll be attending and will provide results to you in our next publication. The division survey results will be presented at the Eastern Board Meeting in June and will help to guide our discussions at the meeting. Again, I will keep you informed via our next publication.

I'd like to take this opportunity to congratulate and welcome our re-elected Region 3 Board members, Ray DeVerry (Region 3 Director) and David Welch (Region 3 Rep), as well as our newly elected Region 4 Board members Eric Jordan (Region 4 Director) and Jay Minnicks (Region 4 Rep) and Region 7 Board members Steve Kling (Region 7 Director) and Bill Cox (Region 7 Rep). These gentlemen will be participating in the upcoming meeting of the Board of Direc-

tors on June 12-13 in Albany; I look forward to their contributions and efforts.

I also would like to acknowledge and thank outgoing Board members Angelo Ross (Region 4 Director), John Cossaboom (Region 4S) for their efforts and energy during the past two years of service. Also, thanks to Einar Aas for his efforts as Snowsports School Management Committee during the past two years. These three individuals will be formally honored at the 2004 Snowsports School Management Seminar banquet on Tuesday, November 30 at Mount Snow.

Thank you to all our educational staff, our division office staff, our volunteers and, most importantly, our members for helping to make another successful and rewarding year on and off the hill a reality for PSIA-E and AASI. Our many committee and volunteer leaders are working on your behalf to plan a terrific 2004-05 season! I wish you all a productive and warm summer! ◆◆

## PSIA-E 2004 Election Results

Region	Board of Directors		Operational Committees	
	Director	Representative	Alpine Education & Certification	Snow Sports Management
3	Ray DeVerry	David Welch	Pat McCowan	Mark Campaniello
4	Eric Jordan	Jay Minnicks	To be appointed	To be appointed
7	Steve Kling	Bill Cox	To be appointed	To be appointed

The above chart lists the results of the winter 2004 elections for the PSIA-E Board of Directors and operational Committees. Appointments to open spots will be made at the June 12-13 Board of Directors meeting. Region 1 and 2 will hold elections in 2005.

# Master Teacher Certification

## Indoor Courses Scheduled

The fall indoor core courses, optional courses, and written testing for the Master Teacher Program will be held October 28th, 29th, 30th, and 31st. We will return to the Holiday Inn-Saratoga Springs for the fall selection of classes. Saratoga was a very popular choice two years ago and we've had many requests to return to the area. The schedule for courses will be available in the Summer 2004 *SnowPro* newsletter so be on the lookout for registration information then.

Information on the Saratoga schedule and course content will be available on the PSIA-E website ([www.psia-e.org](http://www.psia-e.org)) as soon as all course conductors have been confirmed. ◆◆



administrative update

# Organization Plan Task Force **Progress Report**

Volunteer group is building foundation for future

By Michael J. Mendrick  
PSIA-E Executive Director

Last October, PSIA-E President Bill Beerman appointed a new Organization Plan Task Force with the following charge: To review the current (established in 2001) strategic plan and develop a new organization plan for presentation to the Board of Directors in June 2004. To date, the group has conducted five conference calls and held one face-to-face meeting (along with a presentation to the Executive Committee) on March 24.

To date, task force chairperson Bill Hetrick and members Marty Harrison, Ray Allard, Mickey Sullivan; Ex Officio Bill Beerman and Bob Shostek have made great progress. Kim SeEVERS, Liz KingSTON and I have been serving as staff advisors throughout the process. For your information, here are the steps completed by the OPTF to date (through early May):

a. (February) Division staff compiled 2001 Strategic Plan Evaluation Summary (full report available upon request), which compared current programs, practices and projects to strategic objectives.

b. (March) OPTF members provided input on SWOT analysis (Strength/Weakness/Opportunity/Threat) related to internal (membership, operations, programming, communications, finances) and external (snowsports industry, consumers) environments.

c. (March) Executive Director provided reactionary input to SWOT analysis.

d. (March) Summary of Consensus Issues & Initial Recommendations developed and reviewed via conference call on 3/18/04. Summary refined, shared with division staff and presented for further discussion at 3/24 OPTF meeting.

e. Three conference calls were conducted to achieve the above steps.

f. (March 24): The OPTF met to review, affirm and adjust consensus issues and initial recommendations developed to date. The OPTF Chair (Bill Hetrick) and Michael Mendrick presented progress report, including consensus issues and initial recommendations, to PSIA-E ExCom for feedback and endorsement of efforts to date. ExCom endorsed OPTF efforts and findings to date.

g. (April 1): OPTF conference call to refine consensus issues and assign focus groups for further definition and development of specific recommendations.

h. (April) Distributed progress report to BOD, discipline coordinators and committee chairs; evaluate additional feedback.

i. (April) Solicited additional SWOT analysis from individual discipline coordinators.

j. (May 5) OPTF conference call. Discussion of consensus issue focus group efforts, SWOT feedback from discipline coordinators.

## OPTF findings to date:

**Consensus Issue #1:** We need to re-examine and reaffirm our focus as an organization to ensure that our membership is the number one priority.

**Consensus Issue #2:** We need to strengthen and focus our marketing & communication efforts, with particular emphasis on membership retention and development.

**Consensus Issue #3:** We need to establish a financial equation that will stabilize and serve the organization for the future. In trying to diversify our membership reach and enhance retention, we potentially have segmented the membership more often than necessary or productive.

**Consensus Issue #4:** We need to more effectively balance our programming relative to our available time and human resources, thereby maximizing productivity of division staff while maintaining a positive and healthy work environment. Such an equation is essential to maintaining both the desired level of productivity and quality of member service.

**Consensus Issue #5:** We need stronger communications and better consistency in discipline management and oversight, monitoring of standards and equity of practices.

## Next Steps for the Organization Plan Task Force

a. Focus groups of OPTF are meeting and teleconferencing to develop specific recommendations on programs, practices and policies that will positively address the identified consensus issues.

*continued next page*

## Professional Ski Instructors of America - Eastern Education Foundation and Professional Ski Instructors of America - Eastern

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Executive Director

**Kim SeEVERS**

Director of Education & Programs

**Board of Directors**

**President**

Bill Beerman

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Bill Hetrick

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Representative – Dutch Karnan

**Region II**

Director – Marty Harrison

Representative – Rich Weiss

**Region III**

Director – Ray DeVERY

Representative – David Welch

**Region IV**

Director – Angelo Ross

Representative – Bob Shostek

(Vice-President, PSIA-E)

Rep. (South) – John Cossaboom

**Region V**

Director – Mickey Sullivan

Representative – Ron Kubicki

**Region VI**

Director – Alex Sharpe

(Treasurer, PSIA-E)

Representative – Peter Lucatuorto

(Secretary, PSIA-E)

**Region VII**

Director – Steve Kling

Representative – Bill Cox

**Committee Chairpersons**

*Umbrella Steering Committee*

Bob Shostek

*Alpine Education & Certification Committee*

Peter Howard

*Snowsports School Management Committee*

Einar Steve Howie

*Alpine Education Staff/BOE*

Kristi Robertson

*Children's Committee*

Alison Clayton

*PSIA Representative*

Ray Allard

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Gwen Allard

*Nordic Coordinator*

Mickey Stone

*AASI Advisor*

Rob Bevier

*Race Programs Coordinator*

Charlie Knopp

*Area Rep Program Coordinator*

Joan Heaton



straight talk from the association

# Terrain Sculpting for Success

by Tom Ashworth  
PSIA-E Dev Team member  
Learning Center Director  
Wachusett Mountain, MA

How many times do we, as coaches, find ourselves slightly frustrated in helping our young guests break through to the next level? We may have exhausted our bag of tricks and cannot find a different way to the same thing.

I am fortunate to work at a resort where we have a great relationship with management and grooming. This relationship has allowed me to create some unique terrain features that are great in accelerating the learning process through a version of guided discovery. In our beginner areas we have constructed a series of banked or bermed turns that funnel from one to the other. A safe and fun luge run if you

executive tracks, continued from page 4

b. (May 22) Presentation to Umbrella Steering Committee by OPTF Chairperson Bill Hetrick and Michael Mendrick detailing recommendations addressing the five consensus issues.

c. (May/June) Preparation of organization plan draft with complete analysis and recommendations to PSIA-E BOD at June 12-13, 2004 meeting.

d. (July 2004 and beyond) Begin implementation of revised programs, practices and policies included in new organization plan once approved by the BOD.

As you can see, this is an extensive, comprehensive and very important effort. I thank our volunteer leadership for their commitment to this initiative and fully expect some dynamic discussions and decisions will result at our June Board meetings. As always, your input is welcome at [mmendrick@psia-e.org](mailto:mmendrick@psia-e.org). ◆◆

will. This feature not only creates a fun place that kids love, it facilitates some great skill development. Ever have a child that has no interest in matching skis? The terrain tends to make the match happen, especially when the speed is varied - and we don't need any verbal stimulus. I also

love to take adults through here, not only to help get the skis to match, but also to work on turn initiation and the feelings that the terrain generates in the body.

We also have a series of gentle rolls, about four in a row. These rolls allow for continual balance improvement, again in a fun, safe and creative medium. The rolls can be used in a controlled straight run, or turns can be introduced. The straight run allows for people to feel their legs absorbing the change in terrain while continually adjusting their balance. The turns can also vary, with some beginning on the tops and others in the valleys.

The terrain gives some immediate kinesthetic feedback, and, especially in kids, it creates a situation where they are excited about getting the mileage that is so helpful in developing their skills. These features also contribute to the overall experience for our guest, and, hopefully, it has a positive impact on first-timers and our ability to retain and convert them. The part that I find to be the most beneficial is that we, as coaches, are able to effect change through terrain. The terrain is the stimulus that helps to create the change, not me talking. I am not offering that we, as coaches, should not verbally communicate our messages and feedback; but, that sometimes we, as coaches, can get in our own way by over-communicating. Sometimes less is more!



# Flexion...Refined

by Michael K. Duricko  
PSIA-E Dev Team  
Elk Mountain Ski Resort, PA

As instructors, from the time we first took our Instructor Training Course, we learned the four fundamental skills in skiing: Balance movements; edging movements; rotary movements; and pressure control movements. Pressure control movements involve extension, flexion and leverage. The point of this article is to explore the flexion component of pressure control movements.

Undoubtedly, we have all heard staff trainers and/or clinician leaders emphasize the importance of flexing the inside leg throughout the arc of a turn. But how we flex, and what

specific parts of the body we flex, has dramatically different effects on the skis' performance. By assessing the skis' performance, we can observe whether we, or our students, have utilized flexing movements efficiently and effectively, or inefficiently and ineffectively.

Recall, one of the keys to contemporary skiing is to create efficient and effective movements that allow the "core" - predominantly our hips, abdomen and low back - to move forward and diagonally in relation to the path of the skis. So, how do "how" we flex and "what" we flex relate to efficient and effective movements?

"How" we flex is the simpler of the two. We want to flex the inside leg progressively throughout the arc of the turn. This, coupled with extending the outside leg progressively throughout the turn, allows us to control pressure that is created, in part, by the gravitational force on the mountain. With continued practice, we begin to sense how much to "give to the mountain" - i.e., flex the inside leg - and receive internal feedback as to how to manage and control pressure in the turn.

"What" we flex dictates our ability to direct the "core" along the desired path, and, thereby, transfer energy efficiently from turn to turn. In Figure 1, the author achieves proper flexion of the inside leg by progressively flexing the ankle joint and knee throughout the arc of the turn.



Figure 1

While initiating a turn, think of your boot cuffs as the face of a clock, with twelve o'clock being the tips of your skis. By flexing the inside leg's ankle and knee to two o'clock on a right-hand turn, and ten o'clock on a left-hand turn, it helps to properly align the core so that it can be in a position to move forward and diagonally during the turn. Progressively flexing the ankle and knee, combined with tipping and turning both legs, allows the skis to carve and hold on any condition.

By contrast, in Figure 2, the author flexes the inside leg by "settling the hips." This creates a body position where the ankle joint is "open," i.e. vertical or perpendicular to the

continued next page

slope, which places the hips behind the skier's heelpiece. By settling the hips to flex, the core moves backwards and laterally in relation to the path of the skis. It results in an inefficient and ineffective movement in that the skier must now physically move the core forward in the stance before entering the next turn. It also dissipates energy, rhythm and flow from being transferred from turn to turn.



Figure 2

Another result of settling the hips to achieve flexion of the inside leg is that the tails of the skis will "wash out" or travel sideways at some point during the arc of the turn. The settling of the hips, combined with misapplication of rotary skills - i.e., oversteering - causes the skis to skid, as opposed to carve.

The joy and exhilaration of the skis slicing through the arc of a turn while the energy and forces that develop throughout the arc are harnessed and redirected to the new turn is one of the greatest sensations in the sport of skiing. These sensations can be felt by all. Incorporate a progressive flexing of the inside ankle and knee toward ten o'clock or two o'clock, and you and your students will be off to the right start. ♦♦



## First Annual Plus 1 Showcase at Hunter Mountain Resort, NY, March 11-12, 2004

Nearly 100 snowsports professionals turned out for the first Plus 1 Showcase from all segments of the industry including equipment suppliers, resort management, rental shop employees, snowsports school management and PSIA-E/AASI instructors and education staff. Thank you to Hunter Mountain Resort, Ski Area Management magazine and NSAA for their support of this event. ♦♦

## Alpine Educational Staff Selected

Congratulations to the new Alpine Development Team members who were selected at Whiteface, NY on March 17th. Pictured (l to r) they are: Augie Young (Adaptive Sports Foundation, NY), Tom Butler (Sugarloaf, ME), Rory Ferguson (Maine Handicapped Skiing, ME), Lucas Martin (Pat's Peak, NH), Joel Dewey (Shawnee Mountain, PA), and Merrick Kacer (Massanutten, VA).



Four new members were added to the DCL squad after a two day exam at Whiteface, NY on March 17th. Congratulations and great job to these new DCLs: (l to r) Victor Antonelli (Buffalo Ski Club, NY), Christa Ross (Seven Springs, PA), Richard Frear (Tussey Mountain, PA) and Jim Polinchok (Nittany racing Academy, PA).



*Welcome aboard to all of these successful candidates.*

# Annual Spring Rally **Race Results**

Killington, VT March 27-28, 2004

## Hannes Schneider Memorial Race (Slalom)

Women 18-29		Men 18-29	
None		Ryan Schramm	42.03*
Women 30-39		Men 30-39	
Joy Meyer	66.08	None	
Women 40-49		Men 40-49	
None		Ray DeVerry	43.35
Women 50-59		Men 50-59	
Rebecca Withers	65.31*#	Rob Dexter	49.58#
Women 60+		Men 60+	
Rhae DeVerry	71.69	Bill Rosenberg	57.14

Willcocks Trophy winners designated by "#"

## Annual Spring Rally Race (Giant Slalom)

Women 18-29		Men 18-29	
None		Lee Friedman	35.34
Women 30-39		Men 30-39	
Pam Bouton	41.50*	David Bennett	41.45
Women 40-49		Men 40-49	
Jane Rod	55.86	Ray DeVerry	31.84*
Women 50-59		Men 50-59	
Rebecca Withers	49.16	Rob Dexter	35.89
Women 60+		Men 60+	
Rhae DeVerry	55.08	Bill Rosenberg	41.61
		Snowboard	
		Gary Burnett	51.04

Overall race winners designated by "\*"



**Annual Spring Rally Race winners (l. to r.): Pam Bouton and Ray DeVerry**



**Hannes Schneider Slalom overall male winner Ryan Schramm (l.) is joined by the fastest female (and Willcocks Trophy winner) Rebecca Withers.**



**Check out these happy participants at the end of season Spring Rally, March 27-28 at Killington, VT!**



**Rob Dexter, the male Willcocks Trophy winner shows off the Willcocks plaque. The Willcocks Trophy is awarded to the fastest male and female racer age 50 and over, racing in the Hannes Schneider race.**



## Region 1 (ME & NH)

**Ross Boisvert, Regional Director, reports:** As this season wound down I thought back and couldn't figure out where it went. The season was very difficult weather-wise around our region and our division. Marginal natural snow and record breaking cold temperatures made the winter season of 03-04 a challenging but rewarding one.

Being part of this industry is truly rewarding and amazing. I think it is such a great feeling of accomplishment to take a class of never-ever skiers/snowboarders (not that anyone would want me to teach snowboarding) and see them discover, learn, progress, and enjoy snowsports. As professionals, it is our responsibility to insure that every guest at our areas has a positive, enjoyable experience. As the Snowsports School Director of a small area, I typically push my staff to work a lot. But what I find interesting is that they can hardly wait until the next week to continue with their classes to see the students progress, learn and enjoy the sport even more.

Another truly amazing part of this industry is the people that we are all involved with. We are very fortunate in our division to have a high caliber of educational staff members and examiners. Many of you have gone to events and exams this season and I am sure that you were impressed with the remarkable knowledge, professionalism and abilities. I recently had the opportunity to have an AASI Level 1 in-house exam at my area. It was a great experience for my staff members. The 10 instructors that were involved all attained their Level 1 cert, but what is most interesting is that they all couldn't wait to teach after their exam and unleash all their new-found information. The AASI educational staff member was Eric Rolls. Thank you Eric! You made a great impression on my staff. Special thanks to Liz Kingston in helping me to schedule this in-house event. We also hosted a First Tracks and workshop clinic, where Rick Metcalf had the opportunity to visit McIntyre where he started his career in ski teaching 30 years ago. The 9 staff members from McIntyre that attended the First Tracks event were so energized after the event, they all asked to sign up for a Level 1 exam. I want

to thank Lisa Segal, Rick Metcalf, and Lauren O'Reilly for facilitating a great event and helping me instill the passion for the sport with my staff. Thank you to Kim Seevers for another great events schedule this year and making everything run smoothly. Thank

you to the entire office staff for a remarkable job. You are the best!

While I am on the topic of amazing people in our industry, on January 1st we had the incredible opportunity to have skiing legend Glen Plake ski with us here at our little hill. Glen and his wife Kim were on their DOWNHOME TOUR with FREESKIER Magazine. It was a dream come true for me to ski with him, as it was for many people on my staff. Glen is a great spokesperson for our sport. It was incredible to watch him ski, sign autographs, and just hang out and talk with kids. He truly has a passion for the sport, loves to be with people, likes to promote the sport, and enjoys just skiing with the kids and having fun. I hope that many of you had an opportunity to meet and ski with him during his DOWNHOME TOUR.

I hope everyone had a chance to get out and enjoy some great spring skiing. If you have any questions you can email me at: ross@mcintyreskiarea.com

## Region 2 (VT)

**Rich Weiss, Region 2 Representative, reports:** Where were you on Nov. 24? If you weren't at Killington for the Region 2 ski/ride day, you missed out! More than 30 skiers and riders from 8 resorts were treated to a day of spring skiing in the fall. Blue skies and warm temps welcomed us. And, lots of big spring bumps kept us entertained. Hats off to Mickey Stone who brought down 18 of the crew from Smuggs. They also provided some good entertainment! After skiing, a brief meeting was held, led by PSIA-E President and Region 2 member, Bill Beerman. Bill informed us of what's new with PSIA here in the East and throughout the country. Overall, what a great day! A special thanks goes out to Killington for hosting us.

On March 24, we held another Region 2 meeting and ski/ride day at Okemo. It was the day before a Level 2 Alpine exam at Okemo. The meeting was held near the end of the day, and provided a chance to share thoughts about this season and to come up with some great ideas for PSIA/AASI for next year. Thanks to all who attended!

**LATE BREAKING NEWS:** The date and location for the annual James Leader Memorial Golf Tournament has been set. It will again be held at the lovely Okemo Valley Golf Course on Thursday, October 7, 2004. Look for further details in a future next *SnowPro*.

## Region 3 (MA, CT & RI)

**David Welch, Region 3 Representative, reports:** Ray DeVerry, your Regional Director, and I would like to thank those who attended the Region 3 membership meeting that was held at Ski Sundown in New Hartford, Connecticut on Saturday, March 6<sup>th</sup>. Some of the topics discussed at this year's meeting were the "15 Below" Youth Club, The Plus 1 Showcase, the new marketing & promotional efforts that are underway in our division, and items that have had an impact on the division's budget in the past year. There was also an opportunity for those in attendance to voice their comments, questions and concerns. As always, these will be included in our regional report to the Board of Directors in June.

We would like to take the time here to recognize all of the Areas that hosted events in the Region this season. Without the support of the Owners and Managers, School Directors and other key staff members, these events would not be possible! A BIG THANK YOU TO EVERYONE WHO MADE THESE EVENTS POSSIBLE!!

Now that spring is here, get out and enjoy some of what the warmer weather has to offer.

## Region 4 (PA & NJ)

**Angelo Ross, Regional Director, reports:** Three days ago, while driving with my windows down and my jacket off, I saw a bug fly past my windshield. Sure signs of spring, yeah? Apparently not – at least not in this third week of March. As I write this report, it is now REALLY dumping outside. This particular weekend at Seven Springs we saw blue bird skies, torrential rain, and now, snow. Early spring has got to be the weirdest time of year - jeans and a t-shirt one day, three inches of new snow the next. If you don't like the weather, wait five minutes.

Regardless of Mother Nature's recent fickleness, we really had a great winter - lots and lots of snow, great temperatures, and tons of fun. I had the good fortune of attending a few Alpine events, all of which were well attended and very much enjoyed.

It seems that all is well in Region 4. So, in this report, which is my swansong, I wish

everyone safe and smart fun-times. Judging from the impressively large list of very qualified candidates to be your representatives in the upcoming years, Region 4 is going to enjoy more good winters. Best of luck to whomever is elected. I also want to take an opportunity to wish the new Region 7 good luck. Judging from your list of candidates, you are in good hands, as well. Take care, everyone!

## Region 5 (Western NY State)

**Mickey Sullivan, Regional Director, reports:** "Lake Effect!!!" In case you don't know what that means, ask any skier from Peak 'n Peek, Holiday Valley, Snow Ridge and most New York ski areas. As I wrote this report we'd had plenty of the white stuff. Remember to tell all your friends how much snow there was on the slopes this year, and urge them to begin planning now for next winter to take advantage of the great snowsports areas in our region.

It seems that our meetings and get-togethers are having some good effects. I've heard of a series of informal skiing/training events in the Ellicottville/Bufalo area to prepare for certification events and improve skills. I've heard of similar activities among the Interstate 81 areas. These are great activities that bring together instructors from different areas to have fun, share and grow.

It's time for you to be heard. As we prepare for the June board meeting we require a lot of lead-time to prepare for and present key issues. Please let Ron Kubicki, your Regional Rep., myself or your PSIA Area Rep. know what new things or changes you would like to see.

## Region 6 (Eastern NY State)

**Alex Sharpe, Regional Director, reports:** The annual meeting of Region 6 was held at Belleayre Mountain, Monday, March 22. It was a beautiful winter day on the second day of spring- clear skies and two inches of fresh snow on top of a huge base of snow over the entire mountain. I would like to thank Tony Lanza, the Belleayre Superintendent, Tom Tarr, the Assistant Superintendent, Sue Moses, the Director of Snowsports for Belleayre Mountain, and Boston Concessions for an unbelievable job of welcoming our meeting to Belleayre Mountain. We were welcomed to a full breakfast, lift tickets and fabulous conditions at Belleayre – for which they are getting a solid reputation. Tony and his staff have done a great job all winter long and were still going strong at the time of the meeting.

Michael Mendrick, our executive director, took time from his busy schedule to attend the meeting to report on the organization and answer questions from the group. His report on the "15 Below" club got a lot support from the group. He started his report on the club by saying, "We invited about 50 kids to this party, but 150 showed up, and now we are looking for more chips and dip". The "15 Below" club has really taken off, which is tremendous. We have 47 kids coming to the Spring Rally, as of this writing. That's five skiing groups of kids. I have to say, "job well done" to Bill Hetrick for thinking of and developing this idea to bring young people along and expose them to our organization at a young age - between 10 and 15 years old. Michael also reported that overall we have had a fairly good year event-wise. Those in attendance were pleased with what the organization was doing and all questions

were answered to satisfaction. The meeting adjoined and everyone went out and skied with some Ed Staff folks and had a great day on some super conditions.

I would like to say "thank you" to all that took the time to come to our Region 6 meeting and for their contributions to the meeting that made it successful. It is your organization, and your input is what makes a "good" organization a "great" organization. The Eastern Division has over eleven thousand members, and with that many members we are going to make mistakes. Hopefully, they are small ones and correctable. To keep that many people happy is a huge job. Finally, I would like to say "thank you" to the Albany Office staff, the BOE, the BOD, and all of the committees who spend countless hours making your organization run very well and keeping everyone happy the majority of the time. ♦♦

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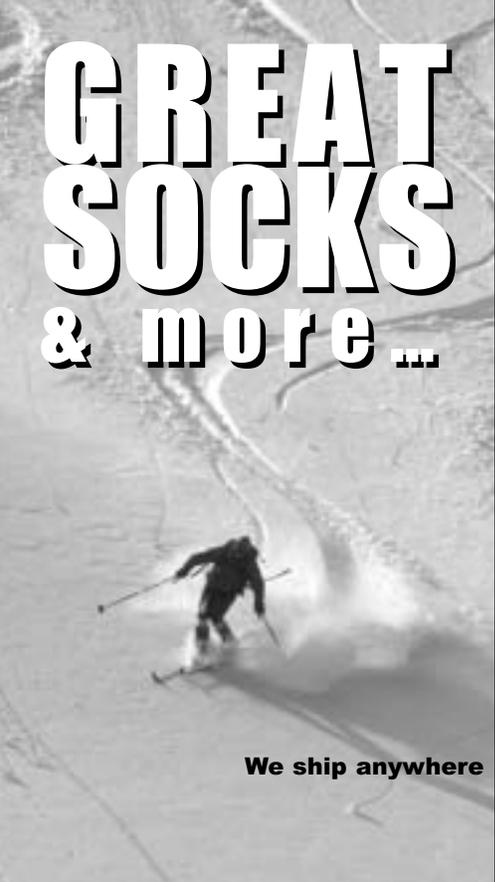
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## Management Seminar Review

by Einar Aas  
PSIA-E 2003-04 Chair,  
Snowsports School Management  
Committee

This past year's Management Seminars were well attended, and some of the highlights from my perspective were.....

"The Shortest Way to Teach Skiing", which consisted of an indoor roundtable and two on-snow sessions using blades or short skis (120cm and 130cm). The Northern on-snow sessions drew a total of about 120 participants, and John Ianelli of Mt. Snow was a great host, letting us use their short skis when we didn't have enough. Thanks again, John. From the roundtable discussion and the on-snow session it became obvious that many schools are starting their customers on these short skis - direct parallel, wedge, or a combination of both. The goal for us all is to find the best way to convince our new guests to return and eventually become core skiers and boarders. From statistics we know that their first experience is the most crucial, and that the schools cannot be alone in achieving a high return. It has to be a school/rental/total-area experience, and the best teaching system in my opinion is the famous ATW (Anything That Works), with lots of personal attention and information conveyed to the new guests.

The short ski and blades topics were also covered in this column in the Early Winter *SnowPro*. Also discussed was the Growth Project, which is headed up by the Eastern Growth Project Guru, Ray Allard. Hunter Mt. is a test center for the project in the east. In "Get to the Core of Conversion", Dave Merriam spoke to those areas who can't afford the latest in shaped skis or blades, and came with ideas on how to move new guests to converts, the old way. The PSIA-E Growth Project is an NSAA program, and the effort to improve, educate and inform schools should be an ongoing program, until everyone gets it right.

The Managers Roundtable, which dealt with hiring practices, employee pay scales and benefits, etc., was chaired by John Ianelli, V.P. at Mt. Snow. Besides all the inside information we learned from each other,

John's willingness to share Mt. Snow's policies and practices made it an especially valuable session.

"Small and Large Areas" roundtable discussions were well attended, but some did not see the need for both since most of the topics seemed to be applicable and important for both large and small areas.

The discussion on "The Rental Operation and the Snowsports School" gathered about 50 people, and several outlined their "best practices". This operation, in my opinion, is one of the most important factors to make a pleasant first experience and make people want to return. It became evident from the discussions that the biggest obstacle was area management/rental shop, which were not always in tune with the school's needs regarding equipment and programs. We have to figure out a way to get involvement from area management and get this topic on the agenda of the Fall NSAA Seminars.

There were also good programs on children, adaptive and snowboarding because we have top people coordinating those disciplines. However, new ideas are always welcome.

**Next year's event:** It is never too early to start planning next year's seminar, and this is your opportunity to make it even better than this past year. The Management Committee would appreciate your opinions on what you liked about this year's seminar, what you thought we could do without, and suggestions for next year. Even if you were not at this year's event, we would love to hear your suggestions for topics that would motivate you to attend next year. And, last but not least, we would like ideas for a key-note speaker.

I hope you have some good ideas and suggestions after coming off another good season. Thanks very much! ◆◆

## Steve Howie appointed Snowsports School Management Committee Chairperson

PSIA-E/AASI President Bill Beerman announced the appointment of Steve Howie, Snowsports School Director at Bristol Mountain, N.Y. as the new chairperson of the Snowsports School Management Committee. Steve's appointment was ratified by the PSIA-E Board of Directors and is effective immediately. He will serve a one year renewable term from April 2004 – March 2005. Steve succeeds Einar Aas of Ski Butternut, MA, who served in this capacity for two years.

"The SSMC needs to be an active link between our schools, the board, other committees, and area management. We must be proactive in determining the needs of our schools, their staffs and how it impacts the customer. I look forward to the challenges ahead," said Howie.

We thank Einar for his efforts and energy during the past two seasons and wish Steve well as he begins service for snowsports school directors throughout the Eastern Division of PSIA and AASI.





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**Arthur Blumberg**, of West Hartford, CT, passed away recently at the age of 66. He was an Alpine Level II member of PSIA-E, having joined in 1986. He taught at Ski Sundown, CT.

**Hywel Madoc-Jones**, of West Dennis, MA, passed away on February 4, at the age of 65. He was an Alpine Level I member of PSIA-E, having become a member in 1991.

**C.W. "Bill" Morrow**, of Rutland, MA, passed away at his home on February 26, at the age of 80, following a long illness. Bill had been a full certified member of PSIA-E, having joined in 1964. He served as president of the Eastern Division in the late 1960s, and was closely involved at that time in the formative years of the division as it was voting to become part of National PSIA, and developing as EPSIA. The PSIA newsletter, "PSIA SkiPro", of May, 1969, reports:

"Certified Professional Ski Instructors in the USEASA (then, eastern division) have voted to join PSIA...according to President Bill Morrow. This means that all certified instructors in the East will be PSIA members, resulting in a substantial increase in numbers as well as dues for the national organization.....Morrow stated, 'In the end we had to decide whether we were going to act like professionals. PSIA is the national organization – for American instructors – and we think it deserves our support. We hope the addition of our membership and dues will help PSIA get started on new programs which it has been unable to fund previously. We believe in American ski teaching, and we want to see it succeed.'"

Bill participated in the evolution on Interski. Along with his sons Steve and Bob, he was very active in bringing the sport of Freestyle "hotdogging" to the forefront through his ski school at Ward Hill, MA.

PSIA-E benefited greatly from Bill's foresight and leadership in the early days of PSIA, and for guiding the decision at that time to join PSIA.

**Gunther Wolfgang Skall**, of Dunwoody, GA, passed away on March 1, at the age of 74, following a long illness. He was a longtime loyal Alpine Level III member of PSIA-E, having been certified in February of 1965. He taught at Wolf Laurel Ski School in North Carolina. The following has been excerpted from Gunther's obituary, published in The Atlanta Journal-Constitution on March 4, and submitted by his son Burt:

" 'Gone Skiing' is what Gunther would have wanted this message to read. Born in Vienna, Austria, in 1929, Wolf escaped the horrors of Hitler's World War II on a cargo freighter headed for North America, where he began teaching skiing at Gray Rocks Resort in Canada. While teaching there, he met his wife of 45 years, Jacqueline Burt Skall, who was a student in one of his ski lessons. Wolf was an expert skier and passionate about ski teaching! Through his love of skiing and professional accomplishments Wolf touched many lives, and left a permanent impression on those who were fortunate enough to know and love him. Wolf's last run ended on March 1, 2004. In lieu of flowers, the family is accepting donations to establish a PSIA-E Scholarship Fund in his memory."

Contact Sue Tamer at the PSIA-E Office regarding donations to the scholarship fund.

*PSIA-E/AASI extends its heartfelt sympathies to friends and families of our passing members.*

## Master Teacher Program 2003-04 Graduates

PSIA-E is proud to acknowledge the following recent graduates of the Master Teacher Certification program. Master Teacher programs are intended to provide ski teachers with an in-depth educational background in a variety of different areas. In order to receive Master Teacher Certification, the instructor must complete 20 days of coursework and pass a written test on each course. Coursework includes indoor lectures as well as on-snow application. Congratulations to the following 2003-'04 Master Teachers:

Barry Backer	Carol Marchion	Marian Spano
Howard J. Barner	Norman Marsilius	Stephen E. Spelman
William Bird	Michael Miceli	Denise Stephens
Kathleen Cavalati	Ellen H. Minnicks	Regina Stewart
Catherine Cleveland	Richard J. Patrick	Sharon Tanzer
Judith Dixon	Tom Pembroke	Angelo S. Toutsis
Jerald Fine	Wesley E. Piros	George Turner
Michael S. Holt	Vivienne Pisanello	Fran Vall
Jan Jemison	Eileen Read	Snow Wakeman
Michael B. Korber	Marc Read	Sandra Webb-Peabody
Michael J. Maguire	Glenn Shaikun	Bruno Zbinden
Keith Maier	Bruce T. Smith	Mark Zion

If you would like more information on requirements and courses for the Master Teacher Certification program, please visit the PSIA-E website ([www.psia-e.org](http://www.psia-e.org)). ◆◆



# AASI Season Summary

by Liz Kingston, AASI Event Coordinator

Well we've come to the end of another great season! The cold snap in January put a 'freeze' on most activities, but we made up for it during February and March! When it was all said and done we added **370** new Level 1 members, another **57** members achieved Level 2 certification and **11** members achieved their Level 3 certification! We also added 4 new Development team members last fall. Thank you to everyone who participated in the training of these successful candidates! We look forward to seeing everyone back out on the hill next year! ♦♦

## Ground Skills on Day One

### ...Pay Now-Play Later! - Part 1

by Jim Kielt  
ASSI Level 1  
Mount Snow, VT

I teach adults - mostly metro types in their 20s and 30s and the occasional 40 and 50 somethings - that are challenged by their kids, trophy spouses, or just plain fear of old age to try something different.

Teaching adults is rewarding but can also be frustrating if we do not concentrate on the basics **before** we take them out on the mountain. This is a tough challenge for us because we all want to be out there on the mountain and think they want to get out as soon as possible also.

Remember that famous line from Moonstruck: "Why do men chase women? - Because they fear death!" When I look at a new group of wannabees on their first day of snowboarding, I need to remind myself of the many different motivations that prompted them to come out for a lesson - maybe give up skiing, a day at a spa, a good ball game - and try to use these motivators when teaching boarding basics to adults. But also remember that these same motivators often sidetrack them in their skill acquisition in the early stages of a lesson. They need to be coaxed back to reality as they daydream of their other lives; job related, or "significant other" related stresses that they are really trying to escape.

**Relax them and quiet their fears.** I begin with a little stress buster exercise that often needs to be repeated later in the lesson when frustration and fear over a turn, fall, a bad stop

or maybe just a "bad lift day" grabs hold and won't let go: "Everyone close their eyes, hold them closed until I tell you to open them, now take a deep breath - as much as you can - hold it for a second - now let it out slowly - keep those eyes closed and let all that baggage you brought along drift away with the wind you expel from your mouths". They love it, especially the women - at least they will admit to liking it. The guys just sort of nod, but you know they are getting in touch with their inner shredder. Hokie hypnotism, maybe, but it works.... and you can use it later when someone gets tense and rigid on the mountain: "Remember how you felt when you took that deep breath and let it out? Let's try that again before you head off and try your next turn...". Before long you can see their chests rising and falling with this stress reducer and their relaxed state will help them to get past whatever has challenged them.

**Get them involved in the lesson - early!** Too often we use too much one-way communication...and their attention drifts quickly back to last night's ride up, the work left uncompleted on their desk, or maybe Monday's upcoming assignment. Guests have to be engaged in their learning to make progress. Ask them questions that they can't answer with a "yes" or "no" - open-ended questions that force them to think about another related experience they've had that is similar to the skill you are teaching. "What did it feel like when you first skied or biked or roller bladed?" is better than, "Who has ridden a bike or roller bladed before?" Vocalizing their issues, successes and failures will help them deal with some of the "fear factors" they all are harboring inside on their first day riding.

**Find a relevant experience.** Almost everyone has ridden a bicycle at sometime in their lives so I use the visual analogy of grasping the handle bar with one hand, then reaching over with the other hand as you put your leg over the bar, then your foot on the pedal, and finally stepping on the pedal and pushing off - get the picture? Now ask them where they are looking as they do this. They'll picture

the sequence again in their minds. Help them visualize it again if you don't see their eyes roll upwards in thought, and most will probably say that they start looking down at their foot as it touches the pedal and then they shift their eyes to where they are going. None of them will say they continue to look down at their foot as they pedal off. I tell them that they will be practicing this same technique - looking where you go - when we get outside on the hill, but guarantee them that at least one of them will have forgotten it by the time we are out there and will need to be reminded of it. You know this yourselves. Almost everyone keeps their eyes on their board as they are doing their push and glide exercise with one foot strapped in. The smiles of recognition come quickly when you ask them where they are looking.

**Know everyone's name.** Everyone likes it when they are called by their first name and your group members will be more social once they can talk to someone on a first name basis. Repetition is the key to short-term memory, so as you ask each person their name you must say something like: "Hi Sally, nice to meet you. Sally, this is Amy next to you and I am Jim. Amy, say hello to Sally." Use this with all group members and repeat all names of the group as you introduce yourself to each person. It takes less time than you think and puts everyone at ease quickly. I often end this by asking each person to name every other person in the group.

**Have fun!** Remember that you want your guests to have an enjoyable experience and come back for more, so try to make everything you do with them fun. Don't be too serious or always task oriented. Concentrate on the basics, but do it with games and exercises they will enjoy. Allow them to interact and help each other. Peer leaning is often more effective than a top down approach. ♦♦



*continued next page*

# What Kind of Instructor are You? ...The Quiz!

by Dave Lynch

AASI Examiner

Sunday River, ME & Gould Academy

Are you self-centered, a pleasure to work with, or a super instructor? Take this questionnaire to rate yourself as an instructor. Answer the following questions honestly, and you will know what kind of instructor you are. It might just give you the insight you need to help you improve on your own instructing style.

Answer the following questions with the best fitting answer.

1. My eyewear is \_\_\_\_.
  - a. non-mirrored
  - b. mirrored
  - c. I don't wear eyewear
2. When addressing my students and peers, I \_\_\_\_.
  - a. remove my eyewear
  - b. make eye contact regardless of eyewear
  - c. ignore my eyewear
3. I could \_\_\_\_.
  - a. name all of my colleagues, and their partners
  - b. recognize most of my colleagues and some of their hot partners
  - c. name some of my closer colleagues, and all of the hot ones
4. At the end of a lesson, I often \_\_\_\_.
  - a. give specific focuses to my students and refer to them by name
  - b. say so long and wish them a nice day
  - c. can't remember their names because I am racing off to catch up with buddies.
5. If a student has had another instructor at my mountain, and has been taught something that I do not teach, often I \_\_\_\_.
  - a. validate the other instructor by explaining how the two lessons compliment one another
  - b. ignore what the student has learned from the other instructor.
  - c. comment that the other instructor is behind the times
6. If your student would like to explore the woods during a lesson, but mountain policy does not permit it, I usually \_\_\_\_.
  - a. explain the policy, and suggest alternative ideas
  - b. explain the policy, and proceed to complain openly about it.
  - c. ignore mountain policy and do it anyway
7. When a student that typically rides at a different mountain comes to me for a lesson, I usually \_\_\_\_.
  - a. inquire as to what they like about that mountain, and attempt to show them similar things at your mountain
  - b. treat them like any other customer, and do the same old thing
  - c. denounce the other mountain, with generalizations that are less than flattering
8. When watching another instructor you notice something that could help them in their riding, do you \_\_\_\_.
  - a. ask them first if they'd like some feedback
  - b. don't tell them, but know inside that you have a one up on them
  - c. give them crap about it at the bar that night in front of everybody
9. At the morning line-up on a rainy day, do you \_\_\_\_.
  - a. ask to take the first timers, because you know that you can do it with enthusiasm
  - b. complain about the weather to your supervisor, and ask to be let go for the day
  - c. not show up
10. At the morning line-up on a powder day, do you \_\_\_\_.
  - a. ask to take the first timers, because maybe you can get the afternoon off
  - b. back-line in order to try to free ride all day
  - c. not show up

Now that that is done, there is just one more thing to do - add up your score. For every answer that you gave that was an "a", give yourself 2 points, for a "b" give yourself 1 point, and 0 points for a "c". Add up the results. In addition, look back at question 10, and give yourself a bonus 2 points if you answered "a". Now look up on the chart below to see what kind of instructor you are.

## Scoring Card

### 0-5 Are you sure that you're an instructor?

With a lot of effort, concentration and practice, you could work it out, and become a successful instructor. Looking people in the eye and removing your goggles is a great idea to create a pleasant atmosphere. Also, complaining is not the most professional thing to do in the presence of paying customers. What is important is that you have recognized your shortcomings, and are either going to improve, or hand in your resignation. Knowing you, you may just not show up ever again.

### 6-10 Grade C Instructor

You tend to show up on time, and show basic courtesies to your students and peers sometimes. Working on your interpersonal skills might be the way to go to improve the overall impression you set on other people. Badmouthing others is never the best way to deal with a situation. Learn to listen to others, and understand where they are coming from. With practice, you can become more conscientious more often.

### 11-15 Grade B Instructor

Often you go out of your way to justify your peers, and your mountain, while not degrading others. This shows that you put pride in your work, and the profession as a whole. Occasionally, you may put yourself in front of the job, because getting wet is just not fun. Remember that everybody has to take their turn in the rain. You should congratulate yourself on doing a mighty fine job.

### 16-20 Grade A Instructor

Wow, you are top notch! You always put your students first. Caring for other's feelings is more important to you than your own ego. Although on powder days you would prefer not to work, at least you show up just in case. Your peers respect you for being honest and helpful. Your students refer you to their friends. In general, you do a solid job, and should be commended by all of your fellow instructors. I say "thank you" for all of us.

### 21-22 Are you for real?

You are a snowboard instructor, not a machine. Although you always go out of your way to do the right thing for your mountain, supervisor, peers and students, you need to put it all into perspective. Powder in the afternoon is simply not the same as powder in the morning. Try to get out there and get some powder turns for yourself, and if you can get out of the rain, it is somebody else's turn. Your peers certainly want to thank you for taking one for the team. ♦♦

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## Trust Equals Success

by Chance Caswell  
AASI Level III  
Belleayre Mt., NY

Establishing a positive relationship with the customer is one of the keys to having a good lesson. If the lesson starts off on the wrong foot it impedes the development of trust. The visibility of our uniforms gives us away early; a student sees us before we see them. We must be aware of our body language. Even the way we walk toward a student can influence their perception of us. Dragging our feet, rolling our eyes, kicking the snow, or staring up at the sky with arms outstretched in the "why me" position doesn't make our jobs easier. If we make our students feel like a burden, they'll never open up to us and tell us their needs. We have to start the lesson off on a positive note, even before we speak.

When we greet the student it's important to appear sincere in our desire to be their teacher. A smile and a firm handshake can go a long way. First impressions are important. It is equally important to follow up the appearance of sincerity with actions that reinforce what we're trying to project. Trying to get to know our students is another step in developing meaningful relationships. We must ask questions and start a dialogue with our students. The questions we ask need to be more engaging than, "Your name's Bob...right?" Or, "It sure is cold out...eh?" We need to ask questions, which allow us to get to know the student's goals, fears, experiences, etc. People are sometimes hesitant to open up to strangers. It is important to assure them that their feelings are our primary concern. We develop trust by sharing with them things about ourselves. If we are honest and open with our students, they will be open and honest with us.

Once we establish a connection with our students, it becomes easier to craft the lesson to the student's needs. We aren't mind readers. It is important to keep the lines of communication open. The more we get to know about our students, the better the lesson becomes. Knowing about activities that they enjoy, experiences they've had, and their perception of the world around them greatly enhances our ability to craft a lesson which meets their individual needs. It also provides us with an opportunity to make lasting friendships. The most successful instructors have loyal clients who return annually to ride with them. Are they really clients, or are they friends?

Our ability to connect with students is what can separate us from the average teacher. Our sincere desire to befriend each student extends beyond the lesson. To truly develop a lasting relationship, we can't forget about our lesson as soon as it is over. Remember names, faces, and goals. Seeing a student after lifts close, or bumping into them on another weekend presents an excellent opportunity to reinforce the trust that was developed during the lesson. Ask them how they are doing. See if what was worked on has been successful. Offer up suggestions if the student seems to be stumped. Go the extra mile. If we truly care about them and their success, we will excel as instructors, and our days will be filled with requested privates. ♦♦

*continued next page*

**Successful Level 2 candidates at Sunday River exam**



**Successful Level 3 candidates at Sunday River exam**



**Our end of the season exams at Sunday River were the biggest ever with 42 candidates vying for their Level 2 certification, and 21 testing for their Level 3 certification. In the end 29 achieved their Level 2, and 8 achieved Level 3 certification status. For a full listing of all successful candidates during the 2003-04 season please refer to page 23 in this issue!**



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## Education Foundation Donor

The PSIA-E Education Foundation expresses its sincere appreciation to Stephen Daly for contributing at least \$50.00 to the Foundation through the annual dues "add-on" program. Since no dues or program fees go to the EF, contributions are the primary source of support for the Foundation and its scholarships. Thank you, Stephen!



## The Other Side: Scoring the Exam!

by Gwen Allard  
PSIA-E Adaptive Coordinator

You've studied all the standards and requirements printed in the Exam Manual. You've studied the trail map of the ski area, checked the conditions, and noted the specific trails that meet the criteria outlined in the manual. You check to see if you've included all components of the exam material that need to be covered, and the order of flow that will create a comfortable environment for the candidate. Lastly, you check your attitude, put a smile on your face, and walk out the door to meet your exam group. So starts the day for an examiner.

What continues is an extremely focused and intense day of sharing ideas and knowledge with the candidates. The examiner explores all facets of exam material criteria to see if the candidates meet the standards. He/she provides multiple opportunities to enable the candidates to demonstrate their knowledge and skills in different situations and at different times.

The examiner watches the body language of each student to encourage those who seem to be frightened, reassure the nervous candidates, or support those who seem to be hesitant to contribute. He/she works hard to eliminate stress, fear and uncertainties, being supportive to all in the group. In his/her own way, the examiner structures the environment so each and every candidate has the opportunity to succeed.

Finally, at the very end, a review of written and mental notes takes place, and a score is recorded on each candidate's card. Sometimes the written result is **not** what the candidate desired or expected!

So, that's the process. Now, let's look deeper. First, the exam is an evaluation process - the results can be positive or negative. The exam represents the meeting of standards and minimum requirements. In my opinion, the

greatest impact upon succeeding or not succeeding in this evaluation process is nerves! Not being prepared, not being familiar with the exam format, not being familiar with the area's trail system or the your way around the base lodge, or not having a support system all contribute to nerves and uncertainty.

These small factors help to create stress, and stress reduces performance levels. Performance will automatically drop a notch or two without us even realizing it. What can result is that the examiner will see a candidate that is stiff, not flexed and fluid, with their weight slightly back and turn initiation becoming a heel push rather than a move forward in the direction of the new turn. The arms drop and are not forward.

When teaching, steps in a familiar progression may be forgotten or skipped. Sometimes candidates "read too much" into what an examiner is asking and misinterpret the questions. Some people are good test takers, others are not. Sometimes you just have an "off day", or maybe you are coming down with a cold. Sometimes the conditions are not good. Sometimes it is cold, raining and miserable. All these factors are additional challenges placed upon you the day of your exam.

The examiners have been in your shoes. They have taken many exams in order to obtain their examiner status, and many have experienced failure along the way. They realize the impact a failing grade will have upon the candidate. They also realize that they must uphold the standards and honestly score the candidates before them.

Examiners are consistently training to conduct this evaluation. Each year, examiners are required to attend a multiple-day training session. They work on their skills to analyze, to communicate, and they review and review standards! They are also required to understudy other examiners to explore new ways of obtaining information and analyzing movements.

When exam results are not positive, it's time to look at the total picture. First, contact the examiner. Explore what happened and how it deviated from the standards. Take a deep breath and **listen** to what is being said. Attempt to understand what the examiner saw and what he/she heard. Later, relive the situation and see if you can recognize what went wrong. Open the manuals once again and review the standards, the exam criteria, and refresh your knowledge of the required material. Many times, examiners are more than willing to work with you in preparation for the next exam. This will provide a greater insight of what is required, what you are doing and what you need to work on.

Exams and the evaluation process are a learning situation. This learning experience

promotes exploration into new territories, understanding, and growth. Approach the exam as a learning experience, and not a "life threatening" experience, and you'll have made a positive step toward success. Is not life simply one learning process after another? ♦♦

## Catching Up

by Bob Cooperman  
Adaptive Board of Examiners  
Windham Mt., NY

*Author's note: This lesson took place at Windham Mountain, NY, in the Adaptive Sports Foundation, a group of highly skilled instructors who get plenty of experience teaching skiing to students with a wide range of disabilities. I train staff and teach students here when I am not giving clinics or conducting certification exams for the Adaptive branch of PSIA-E.*

*The ASF prides itself on its ability to offer even the most involved students an opportunity to enjoy an "on snow" experience. Ability, I might add, that has been cultivated and nurtured over the past 20 years by our own Gwen Allard. To my knowledge, the ASF has never turned away a student due to the severity of disability. Our only limitation has been having enough instructors available to service those people requesting lessons. Our waiting list typically averages three to six weeks.*

*Veronica is typical of a class of students we serve, those for whom the "on snow" adventure might be the realization of a fantasy, the fulfillment of a dream, or the reconnection with the spirits of life. Dan is an old friend with whom I had lost contact until recently. I had just visited his mom who has been suffering from Parkinson's for the past 14 years.*

Hi Dan,

It was good hearing from you. I don't know how often over the years I have been involved in some sort of activity and have thought of either sharing it with you, or what you might have felt were you to have been involved with the same activity at that moment. I guess that there's a lot that "turns us both on" about the process of living.

Of late, the process has developed deeper colors and more resonance. Maybe it's a function of age, environment, or just circumstance, but lately I find myself, more often than not, immersed in the cycle of "agony and ecstasy". On Tuesday, for example, I took a young lady (12 years old) skiing. She has a disease called Retts syndrome. She's nonverbal, is very seizure-prone, has very little muscular control,

*continued next page*

and exhibits some behavior (thankfully not a lot) right out of the autism spectrum.

Veronica was sent by the Make-A-Wish foundation. She had arrived the day before and didn't have a very good time. Apparently, the usual process of assessing her strengths and capabilities, of determining if she were a standup or a sit down skier, had taken its toll. Her instructors first tried to ski with her standing up by using a slider to support her weight. She had a seizure. They then brought her to a piece of sit-down equipment and tried again. Through no fault of theirs she still had difficulty, and ended up having another seizure. When I arrived the following morning, all three of the instructors who had worked with Veronica on the previous day were apprehensive, and somewhat demoralized.

I walked into the office as Veronica's mother and grandparents were trying to create a positive environment. The three instructors were trying to reinforce the affect, but it was obvious from everyone's tone and body language that they were faking it. Not wishing to repeat the first day with Veronica, a mini "powwow" among the three volunteers led to the conclusion that this day's equipment of choice would best be the bi-ski, and the emphasis would be on fun (not skill development).

I sat down near Veronica and said nothing. After a while she gave me some recognition. In a soft voice I told her that I liked the way the purple of her outfit matched the purple of her sunglasses... and that we were ready to ski.

We popped her into a bi-ski, lifted her onto the chairlift and started our ride up. As we were riding I pointed out some skiers, pointed out the half pipe, and explained how the boarders and skiers jumped in and out, "just like on TV"; all in the same soft voice. I then started to sing "this land is your land", and the world became alive.

We spent the morning skiing and singing. The rhythm of our turns matched the rhythm of our music and the rhythm of the mountain. The apprehension melted away and was replaced by enthusiasm and confidence. When we stopped for lunch, Veronica actually clapped. After lunch we skied again, but not for too long because she fell peacefully asleep as we rode.

It's funny how sometimes you just get lucky. First, I had the benefit of the prior day's experiences so I knew just how fragile our student was. I could certainly empathize with her instructors' feelings. When dealing with highly involved students, one often comes right up against the line between offering an appropriate challenge or alternatively choosing to provide a more conservative winter experience. Unfortunately, sometimes we all can inadvertently cross the line and the resulting meltdown rips at our hearts. Second, I found

out later from Veronica's mom that "this land is your land" is one of Veronica's favorite songs. I hope that I will have the opportunity to sing with her next year.

I saw your mother last week and I hope to get a chance to have lunch with your father within the next three or four weeks. Tell me about your wife and children. You ever come east to visit your mom and dad? Maybe we can hook up?

Love you,  
Bob ◆◆

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## 2003-04 EF Scholarship Award Recipients Announced

The following PSIA-E/AASI Membership Scholarships were selected by the Scholarship Committee and Terry Fund Committee to receive awards toward furthering their snowsports education during the 2003-04 season. Thanks to Scholarship Committee chairperson Peter Lucatuorto and his review team of David Welch, Dutch Karnan and Bob Shostek for their efforts and time in making these difficult selections. Also, thanks to PSIA-E/AASI President Bill Beerman and Children's Coordinator Ali Clayton and the Terry Fund donor for reviewing the Terry Fund applicants.

Thanks also to all applicants for expressing interest in these valuable scholarship benefits and making the effort to participate. Congratulations to the following award recipients:

Name	Region	Scholarship Fund
Peter Darrigo, Jr.	1	C.E. Burbridge Memorial Scholarship
Keith Maier	5	C.E. Burbridge Memorial Scholarship
Doug Stewart	2	Board of Examiners Scholarship
Ellen O. Garrett	6	Board of Examiners Scholarship
Gail Setlock	6	Board of Examiners Scholarship
Kathleen A Brennan	1	Board of Examiners Scholarship
David Lindahl	7	Leader Memorial Scholarship
Vivienne Pisanello	2	Leader Memorial Scholarship
William Champion	2	Leader Memorial Scholarship
Jiri George Drobny	1	Leader Memorial Scholarship
Betsy Burns	6	Membership Scholarship
Cornelia Purcell	1	Membership Scholarship
Craig Young	1	Membership Scholarship
Diana Warhall	1	Membership Scholarship
Donna Kaye Erwin	1	Membership Scholarship
Frank O'Connor	5	Membership Scholarship
Genie Jennings	1	Membership Scholarship
Jack Jordan	6	Membership Scholarship
James K. Kapp	4	Membership Scholarship
John Dowling	6	Membership Scholarship
Kathleen Aley	5	Membership Scholarship
Kimberly K. Holzer	7	Membership Scholarship
Laura Begin	1	Membership Scholarship
Linda Gaffey	3	Membership Scholarship
Louisa Abarno	1	Membership Scholarship
Michael Cyr	1	Membership Scholarship
Patrick Tamminen	4	Membership Scholarship
Sarah Darmofalski	7	Membership Scholarship
Stan Jennings	1	Membership Scholarship
Thomas J. Browne	6	Membership Scholarship
Debbie Tolaro	2	Terry Scholarship
Paul Bellamy	1	Terry Scholarship



# First "15 Below" club event **is HUGE**

By Michael J. Mendrick, PSIA-E/AASI Executive Director



**The sun shines down on ACE staff member Lisa Gouwen's 15 Below "Slide & Ride" group at Killington.**



**ACE staff member Gary "Griz" Caudle casts a spell of relaxation over "15 Below" club members at the first ever "Slide & Ride" event during the PSIA-E/AASI Spring Rally.**



**A happy club member "sticks and smiles" during the first Slide & Ride event at Killington, VT.**

The first club event, the Spring Rally "Slide & Ride," was HUGE in just about every way. HUGE turnout (47 club members). HUGE air (well, that was a goal, anyway). HUGE fun (that seemed unanimous). Here's some of the feedback we heard about the event . . .

"On snow and off, the weekend proved to be an awesome event for our "15 Below" crowd. The activities the ACE Team provided encouraged success in a physical as well as an emotional sense. The kids found their own niche on the hill and off the hill. With the help of the evening activities, they bonded and developed new friendships. The bluebird day we had on Sunday left everyone suntanned and looking forward to next year."

*Lisa Gouwens, ACE Staff Member*

"Everyone I spoke with, kids, parents, and other staff, had nothing but praise for the event...all the kids want to return next year, the 15 year olds as 16 year old understudies...I think you've cooked up a great concept with the 15 Below club...I am excited to be part of it, and look forward to helping out in any way needed."

*Gary "Griz" Caudle, ACE Staff Member*

"I think this was an incredible start to the "15 Below" club. The level of enthusiasm among this group of kids is inspiring. This program may well be the answer to issues about training and motivation that so many snowsports schools face these days with their junior instructors. Thanks to Bill Hetrick for a great idea!"

*Bonnie O'Hara, ACE Staff Member*

Okay, so that's what the big folks thought; what about the kids?

Member Theresa Mills wrote in . . . "My two kids went to this event and had a GREAT time. When they got home they both had huge grins (and tanned faces) and wanted to know when the next Spring Rally was going to be!

My kids are 10 and 13 and neither has expressed any particular interest in teaching. Like all instructor's kids, they have been skiing since they were 2. But in all honesty I am not sure that the quality of their instruction has always been great. So I really sent them to the 15 Below event to let them ski/ride with other kids that are good, and to expose them to a level/quality of instruction that they might not have had before.

I run the Jr. Seasonal program at Waterville (not the racing program), and next year I am thinking of sponsoring 2 or 3 kids for the 15 Below Club. Again, not because I view them as prospective instructors, but because I think they would love to ski with others at their level, and I think they would take pride in belonging to the group. (Not to mention the fun they would have going to events together!) When they get older, if they decide to teach, they'll already be familiar with the organization so becoming a regular member should be a no-brainer. And if they decide not to teach, at the very least they should view PSIA as a fun organization and we get some good PR out of it!

It seems like you came up with a great idea that should really catch on. If my kids are any indication, the program will certainly grow!

**continued next page**

Thanks for a great weekend!  
Theresa Mills

And thanks to all involved in making the first "15 Below" club event a fun and rewarding event for our charter club members. We look forward to going "bigger and better" next season – stay tuned! ◆◆



# "I was a **teenaged** snowsports instructor"

by Corey McGrath  
PSIA-E Level I  
Mt. Sunapee, NH

It's 7 o'clock on a Saturday, you're tired, you wished you'd gone out with your friends the night before, and you forgot your snow pants. Sounds like a typical day in the eyes of a teenage snowsports instructor. But, if you were like me you grin and get ready for another fun filled day, for everyday is an interesting one. Why do I do this? Because I was afforded the opportunity to teach at 14 years of age.

This was a wonderful opportunity because it let me ski and work with kids - two wonderful things. The most common question I received was why did I work with the "little brats"? I responded to them that ski teaching was my passion. It was something that I loved, just as many people are watching the super bowl while I write this, I loved to teach skiing.

I love it for the journey for success once someone makes one breakthrough; especially with kids, they'll know what I'm talking about. Once that huge smile cracks across the client's face and they know they accomplished something. Ski teaching is a constant search for the success of the client while exploring all available avenues of learning.

I've never done well in math, as my parents can attest to, but ski teaching I could accomplish because it was constantly using the artistic and creative side of your brain.

Searching for activities that worked, and assessing needs, and coming up with ways to meet these needs - I thrived on this. This was more than a job. This was a revelation. In my short 3 years of ski teaching I have learned how to apply this to life, and it has helped me realize many important things.

Another great event that I participated in recently was the Alpine First Tracks and the Alpine Level 1 Certification. I feel that I was very well prepared, considering being the youngest in my group. I was prepared because I had teaching experience.

One major tip to kids looking to get hired by learning centers: Become versatile. Explore learning how to ski, snowboard, telemark, etc. It is a huge help to a supervisor when they can turn to you if they get caught in a jam and don't have enough instructors. Not only will it let you sympathize with participants of the other disciplines, but it will even improve your own teaching.

That is why I think that the new "15 Below" club is a wonderful thing for PSIA-E. Not only will it help ski teaching, but I think it will even help snowsports in general. And, it will help kids who want to learn more about PSIA, and who want to eventually become snowsports instructors. ◆◆



**AASI DEV team member Jason Schetrompf introduces his happy crew of 15 Below "Slide & Ride" attendees.**

# Interview with Mackenzie Quigley,

age 12, from Mount Snow, Vermont



....Mackenzie is a new member of the “15 Below” club

by Maureen Drummey  
ACE Team Member

**Maureen:** So Mackenzie, what do you like to slide on?

**Mackenzie:** My snowboard mostly.

**Maureen:** Do you ski?

**Mackenzie:** Yeah, I ski too but most of the time I ride.

**Maureen:** What’s your favorite part of riding?

**Mackenzie:** Blue trails, going off water bars and stuff. Basically free riding.

**Maureen:** What stance do you like to ride and why?

**Mackenzie:** Um, I ride goofy because it feels more comfortable to me. I like to have my back foot straight and my front foot facing a little forward.

**Maureen:** What was appealing to you about the “15 Below” club?

**Mackenzie:** It is AASI related and will prepare me for working at Mount Snow.

**Maureen:** So you want to teach snowboarding?

**Mackenzie:** Yeah, at Mount Snow because my dad and some friends teach there.

**Maureen:** Why do you want to teach snowboarding?

**Mackenzie:** Because I like working with little kids and I think that it will be really fun.

**Maureen:** What type of information from the articles do you hope to read?

**Mackenzie:** More information to prepare me for teaching, more technical words and to be a better rider.

**Maureen:** Will you be attending the Spring Rally at Killington?

**Mackenzie:** Yeah, I can’t wait to meet other “15 Below” members!

**Maureen:** What do you like to do off season?

**Mackenzie:** Mt. Biking and swimming. That is all I really like to do.

**Maureen:** Are you looking to meet other kids through the “15 Below” club?

**Mackenzie:** Yeah, I am expecting to meet other kids but I am more focused on learning more.

**Maureen:** What’s your favorite food?

**Mackenzie:** Strawberries

**Maureen:** Is that why your hair is red?

**Mackenzie:** Um, I don’t think so.

**Maureen:** What are your favorite subjects in school?

**Mackenzie:** Math and Phys Ed.

**Maureen:** What are some of the extra-curricular activities that you do at school?

**Mackenzie:** After school, I do VKAT which is Vermont Kids Against Tobacco which is a club that puts together fairs and dances. I also do Tae Kwon Do and that is it.

**Maureen:** What is your favorite type of music and music groups?

**Mackenzie:** Um, I like punk rock and I listen to “Good Charlotte” and “Simple Plan”. Some “41” which is punk rock also.

**Maureen:** What is your favorite movie?

**Mackenzie:** Um...Oh Gosh, Finding Nemo?

**Maureen:** How did you get your sponsor for the “15 Below” club?

**Mackenzie:** She was kind of like my friend. My dad works at Mount Snow and that is how I got to know her.

**Maureen:** How did you hear about the “15 Below” club?

**Mackenzie:** My dad is a PSIA-E member and told me about it.

**Maureen:** What do you want to be when you grow up?

**Mackenzie:** A professional snowboarder probably.

**Maureen:** How do your parents feel about this?

**Mackenzie:** Dad is encouraging me and happy about it and my mom thinks that it is a good thing too.

**Maureen:** I understand that you went to the Kelly Clark Camp offered at Mount Snow last month. What was that experience like?

**Mackenzie:** Oh, I loved it. It was so much fun. Kelly is so normal. We got to ride in the half pipe. She is so good! I also got to ride with my favorite coach, Veronica. I met a lot of new people and got to ride with some people that I knew from before.

**Maureen:** How often do you ride?

**Mackenzie:** Probably 2 or 3 times a week. ◆◆



# A Swing through Region IV

by Ellen Minnicks  
 Region 4 Children's Committee Rep  
 Blue Mt. Ski Area, PA

In our roles as Member-at-Large and Region IV Representative to the Children's Committee, Jay and I planned to visit as many ski areas in Region IV as possible last season, focusing on those who responded to our introductory letter. We felt strongly that in order to represent these areas we needed to let them know that we existed. Our goals were to observe, listen, inform (talk about scholarships, Children's events offered by PSIA-E, availability of the ACES for training at their home areas, show the *Power Play* video and the *Recipes for Learning: A Cookbook of Tricks for Teaching Kids*, and share the *Wizards Words* from the *Snow Pro*), help out if needed, ask how the Children's Committee and PSIA-E can help, and pass along what we learned to the rest of the Committee and now to all of you.

Before I highlight some of the unique offerings at the resorts we visited, I would like to share the six truisms we discovered:

1. We were treated well everywhere we went.
2. Parents misrepresent their children's age.
3. Communication between departments at a snowsports area is a challenge.
4. Attracting children and keeping them involved in snowsports is important.
5. No matter the conditions or facilities, everyone made the most of what they had.
6. There is never enough money; often directors and instructors use their own funds.

The numbers of programs offered, the size of the facilities in which children's programs were based, the terrain on which they were taught, the duration of both the lessons and programs, and the numbers of instructors trained to teach children were as diverse as the snowflakes that we love to see. We fell in love with the magic carpets at Seven Springs (Champion, PA) and Mountain Creek (Vernon, NJ). Those of us who don't yet have a magic

carpet covet them! Tiny Tots at Seven Springs are given a free picture with their skis as a memento for the day. Sugar Mountain (Banner Elk, NC) uses a special carousel to help children get the feel for turning. They keep their older children involved by making them junior instructors after they outgrow the junior racing program. And, we were surprised to learn that ten years out of eleven Sugar has had enough snow to open the first week in December. At Whitetail (Mercersburg, PA) the organization involved in making sure the after-school groups run smoothly was impressive. All the children were pre-registered, including height, weight, age, and shoe size, so that their equipment was ready and waiting in specially designed picnic tables upon their arrival. Our most memorable experience with nature was at Beech Mountain (Banner Elk, NC) while loading their quad. This particular quad was built to load in a shelter. Skunks had built a nest under the foundation. As both the lift activity and the noise level increased they made their displeasure known as only skunks can do!! At Cataloochee Ski Area (Maggie Valley, NC) the children's program has its own building. As at Sugar, their instructors used big feet while working with the youngest children. The most southern resort we visited was Ober Gatlinburg (Gatlinburg, TN). It had the most unique arrangement since the ski area is part of the amusement park. For the children, a rainbow arch had been created using styrofoam water woggles or noodles (in summer they are used for flotation in swimming pools). The children had a good time skiing around and through it. Since it is very light, the arch was easy to move whenever it wasn't needed.

Some other things we found were:

- Children's programs, which included lunch, were very popular. Resorts often had to turn prospective customers away from these programs because they were fully booked, especially on the weekends.
- One universal aspect involved labeling the children and their equipment, using such things as bibs with a clear plastic pocket for personal information, ski passes, duct tape, name badges, and arm bands.
- Lift procedures varied widely as to age, ability, and instructor/student ratio.

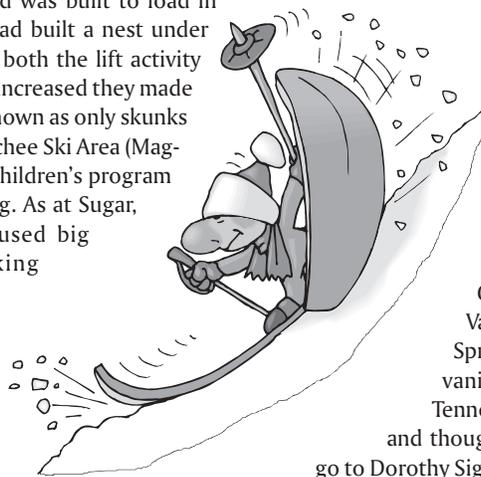
- Reporting to parents usually involved a written report card-type format. Instructors who met personally with each parent while handing them the summary of the day's activities and accomplishments usually got bigger tips!!!

- With one exception, the resorts we visited found it difficult to attract and keep instructors. Sugar Mountain was the one exception.

- The pool from which instructors are drawn is mothers, retired folks, and college and high school students. Commitments at their home mountain, money, and distances made it difficult for most of these instructors to attend PSIA-E events, even if they were members.

- Programs worked smoothly when the rental equipment was housed at the children's instruction area. A few programs offered optional helmet rental, others included helmet rental in the price of the program.

- Poles were not usually used by instructors or children in the early lessons.



Our thanks to the snowsports directors and/or children's directors and instructors at Hidden Valley & Mountain Creek in New Jersey; Appalachian, Beech Mountain, Cataloochee, Hawksnest, & Sugar Mountain in North Carolina; Bear Creek, Elk Mountain, Hidden Valley, Laurel Mountain, Seven Springs, & Whitetail in Pennsylvania; and Ober Gatlinburg in Tennessee for sharing their time and thoughts with us. Special thanks go to Dorothy Siger (Seven Springs) and Carol Draper (Whitetail) who kindly housed us during our visits. ◆◆

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# Congratulations! to the following new Level II and Level III certified members

## Alpine Level III Certification Examination

Stephen Andrzejewski	Keith Li
Laura Begin	Keith Maier
Andy Bertisch	Norman Marsilius
Tim Carbone	Christopher Mauck
Dennis Cash	David McCluskey
Tim Clary	James McCrea
Zbigniew S. Cwalina	Christopher McManus
Chris Dayton	Pamela Miller
Charles Doerflinger	F. Jay Nation Jr.
Chuck Dominick	Denise Neckers
Glen Findholt	Kirk Newsom
Mario Furtado	Ali Pinar
John Ganning	Gail Preble
David Gonder	D. Keith Renecele
Lynn Gorski	Dana Scronek
Charles E. Griffin	Chris Shea
Edward Gudlauskis	Tom Sheehan
Edward Hall	Robert (Bob) Skinner
Joe Hanzalik	Dion Slater-El
Glen Harrop	Lolly St Clair
Lynne Hartnett	Barbara Tait
Patty Hawks	Zebulon Tonkavich
Jason S. Heimink	James Wager
Gary L. Hopper	Matthew Walker
Kevin Jordan	Mike Wenger
Yuichi Kasahara	Mark Zion
Stephan Kauffman	
Diane Kerr	
Aleksandrs Klimanovs	
Grant Koehler	
Alan Labeur	

## Alpine Level II Certification Examination

Douglas Aaronson	Peter Dunham	Frank J. Lackovic	Laura Robertson
Osman Afyouni	David Durling	Ryan LaFontaine	Thomas Rock
Jennifer Amero	Michael Egan	Richard Scott Landis	Wojciech Rymarowicz
Michael J. Andrasak	Laird Estabrook	Keith Lawrence	Nancy R. Schindler
Arielle Andrews	Mark Falcone	Mark Lebowitz	Marilyn M. Schroeder
Ronald Ardizoni	Leo Farley	Scott Lever	Douglas Schworer
Robert Audet	Norma C. Fay	Jill Lillis	Dave Semo
Dean Bagnoni	George Ed Fish	Lori Lotterman	Robert Sherwell
Jeffrey Baker	Linda Gaffey	Kristina Annette Luce	Douglas Shick
Andrea Belforti	Nathan Gardner	Jon Lyons	Robert Shnider
Paul M. Bellamy	Gretchen Gebhardt	Matthew S. Machovec	Susan P. Shortle
Daniel Benac	Eric Gerhartz	Robert L. Mackey	Jeffrey Siegel
Donald Joseph Benz	Matt Gerstle	Shawn McCarthy	Jeffrey Smart
Rick Berry	Deborah J. Gibbons	Chris McCrea	Susan Sparks
Robert Bleakley	Arlene Glynn	Michael Meany	Emily Spiker
Neil Boater	Stephanie Goodman	Sean Meszkat	Tyler Stevens
Jon Boller	Susan K. Greene	Gerard G. I. Meyer	Rebecca J. Stuart
David Bowyer	Bill Gregory	Patricia Miller	David E. Tator
Marcia Branscom	John Griffin	Ellen H. Minnicks	Dianne Thompson
Marisa C. Byrnes	Jessica Hall	Wayne Morgan	Michael Thorpe
Gordon Carr	Charles Halloran	Lucas Morris	Jane Till
Stuart Carragher	Margarethe Hardwick	Kathryn Murphy	David Tomlinson
Massimo Cavalli	Wayne Hey	George Myers	Karl Troeller
Brian Clark	Charles Hoffman	Adam T. Nugent	Krystyna Truszkowska
Ronald G. Clyde	Jedediah K Hogan	John T. Oates	Susan Turnquist
Henry Cobb	Michael S. Holt	Robert Paglierani	Mark Venhorst
Dawn Coe	Ethan Houle	Nicholas A. Parker	Bill Vopelak
Charles Coleman	Frederic E. Hoyle Jr.	Steven Parker	Shai Walker
Robert Consentino	David Hunter	Todd Parker	Brenda Washinger
Samantha Cook	Daniel Johnson	Robin Parsons	Mary Ellen Whitney
James M. Daigle	Kathleen Jordan	Bill Perkins	David A. Wilcox
Lynette D. Dawson	Russell G. Kauff	Paul Piscitelli	Rebecca Withers
Susan Delaney	Ryan Keepers	David Powell	Jeremy Worrell
Nathan Dennis	Timothy Kelly	Vladislav Pryakhin	Susan Zangrilli
Gregory Dombroski	Greg Kennedy	William Rawa	Gregory Zimbelman
Patrick J. Dougherty	Kim B. Kortz	Dianne Rischer	

## Snowboard Level II Certification Examination

Alison Dalton Archibald	Jessica Graham	Heather McLendon	Matt Steffanina
Edward Arnold	Philip Grant	Andrea Miille	Evan Toal
Billy Bolster	Thomas Gunter-Kremers	James S. Moore III	Biliana Vladimirova
Andre Burzynski	Jessie Haungs	Joshua P. Morse III	Frank Wilcox
Benjamin Clark	Joseph V. Henderson Jr.	Christoper Jason O'Brien	Andrea Woodard
Elisabeth G. Collins	Doug Hurley	Blas Ossont	Richard Woodruff
Caroline Conner	Ian Ibbetson	Michael Ouellette	Justine Wysong
Luca Diana	Cliff Kauffman	Kevin Parker	Dean Zorn
Traci Dolan	John Keegan	Wayne Partridge	Sara Zuckerman
Crete Dorsey	Randall Lawrence	David Pearse	
Eric Dresser	Matthew Leonard	Gregg Rivinius	
Lorin Droppa	John Lester	Katie N. Roberts	
William Duffy	Chad Lohmiller	Scott Schlegel	
Jacob J. Eletto IV	Georgia LoPresti	Ewan Schooling	
Jeffrey Fleischman	Rebecca Lyons	Jennifer Shannon	
John Garcia	Jennifer McCauley	Joshua Smith	

## Snowboard Level III Certification Examination

Travis Capobianco	John Adrian Meehan
Greg Fatigate	Derek Mercury
Gregory Flanders	Jack Sadovnik
Jeff Lavin	Justin Tobin
Keith Lombardoizzi	Jeffrey T. Villanova
Brennan McGuane	

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### Nordic Downhill Development Team Examination

Bruce Hennessey  
Donald G. Sensenig  
James C. Tasse

### Nordic Downhill Level III Certification Examination

Chris Miller  
Don Mills  
Jeffery J. Riedel

### Nordic Downhill Level II Certification Examination

Katie Brennan	Megan Parker
Glenn M. Brown	Duane Richter
William Cohen	Michael Skroski
Haren Fricano	Norman Staunton
Phil Godwin	Hal Westwood

### Nordic Track/Skate Development Team Examination

Julie Stanistreet

### Nordic Track/Skate Level III Certification Examination

Kevin Nielsen

### Nordic Track/Skate Level II Certification Examination

Betty Nielsen

### Adaptive Level III Certification Examination

William J. Derwin

### Adaptive Level II Certification Examination

David Begg	Colin William Paget
Ed Chernosky	Andrea Prudhomme
Andrea Doherty	Michael Rogers
Ron Hames	Lisa Schwarz
Jane Harissis	Norman Staunton
Rob Maddux	William Stearns
Daniel C. McIntyre	Judith Sullivan
Barbara Natoli	Ronald J. VonRonne



## Off-Piste Exploration A Winner

by Mickey Stone  
PSIA-E Nordic Coordinator

On February 26-27, twenty PSIA-E members and staff assembled at Stowe Resort in Vermont. Our goal was to explore the off-piste outside the Stowe boundaries in a safe and low-impact style. By 9:00 the sky was clear and 20 degrees, just perfect for hiking and sliding (*pic 1*). After one warm-up run that began in the bumps and then headed into the trees, the group was ready to leave the sanctity of groomed runs and where the public was skiing.

We loaded into the gondola and started looking at the famous chin on the ridge of Mt. Mansfield. The top of the mountain looks like a head lying down. The chin is the peak of Mansfield, and is 4395 feet high. We split

the group up into three hiking groups and staggered our start. After about 40 min. to an hour, the groups made it to the first staging area. Winds were about 20 mile an hour at the top, and clear as could be. After a short rest with some food and hydration, followed by a safety and etiquette review, we were ready to hop into the famous chin (*pic 2*).

In all my years of running clinics in the east I have never seen assembled such a high caliber of telemark skiers. One group did the famous Hourglass trail that faces northwest, and the other group did a slightly easier chute called Profanity. The snow was powdery and like Styrofoam - very edgeable. The steepest pitch was around 40-42 degrees. Keith Stebbings of Bretton Woods is in the middle of Hourglass in (*pic 3*).

The two groups then converged and proceeded behind the Adams apple and skied past Beaver Pond and entered the Helbrook drainage area. Once again, the group split into several small groups and we descended over 1600 vertical feet in cut-up powder snow. The entire vertical descent was 2400 from the top of Mt. Mansfield. We visited the top four more times during the two days. Many places we went were forgotten, to protect the innocent, and to keep this a special place. Each run was a story in itself.

Waterfall leaping, tight steep chutes, open fields, drainage areas, rock hopping, tree skiing, route finding, water crossings, caring for your group, and a shared camaraderie that can only be known by this group during these two days was added to the all-time greatest skis

in our lives. **Thank you to all who attended and to the excellent staff of Paul Smith, Bruce Hennessey and Mike Beagan.**

The group finished up the last day by skiing down the Bruce Trail and into the Nordic Center where we shuttled up to a Norwegian Aquavit party in the parking lot. Skol to all that participated (*pic 4*).

### First Backcountry Accreditation A Success

This past fall twenty-seven members of PSIA-E converged on Mount Snow, Vermont, and attended the safety and etiquette course about the backcountry. The indoor session included a condensed avalanche 100 level course, route finding, clothing, equipment, human factors, and lot of hands-on practice in these areas. For the second part of the course on February 5-6, nine members met at the foothills of Camel's Hump in Huntington, Vermont. Bruce and Beth Hennessey, owners of On the Loose Expeditions, hosted us at their 150-acre farm and yurt system.

We did a tour on the Catamount and VAS trails system on the west side, and then bush whacked downhill looking for powder shots on the way back to the farm. During the day we practiced beacon retrieval, route finding and compass use, skin and wax application, hydration and eating, ski technique for uphill and downhill, and digging and analyzing test pits (*pic 5*). Analyzing snow crystals and the physical and chemical properties of snow was very fascinating. The entire group looked at snow crystal under a magnifying glass, and

we categorized and discussed how all these layers, weather, and snow amounts affected each other (*pic 6*). A 9-mile tour the first day, with these stations intermixed, made for a very educational and physical day. One long-time supporter crossing over from Alpine commented, "Man, this is like mountain biking - way more uphill than downhill". Actually, backcountry skiing can take on very different meanings. It can be more ascent/descent, traveling and covering a lot of mileage, or a combo of both of these. The BC Accreditation explored each one of these so the class was well versed in preparation for each.

Our second day we ascended to the top of Richter Mountain and headed to the Bolton/Trapp trail connection. 30-40 MPH winds, low visibility, snowing and 10 degrees described our environment for the day. Our present that day after hiking and traveling was about 160 turns in blue square open trees in a foot of powder. We saw moose tracks and moose, hawks, lots of tracks on the snow, and some on the trees like this bear claw (*pic 7*). One of the many beauties of this type of skiing is your connection with nature and being able to view them in their natural habitat.

The final two days the group was in charge, leading us on a tour that the guides mapped out giving them options depending on how the group felt or dependent on other external factors. The group ascended the Tear Drop trail for 2300 feet to the top of the Mt. Mansfield ridge (*pic 8*). They descended to below the old Nose Dive Trail and hooked up to the famous Bruce Trail that was cut in the 1930's by the CCC, and was one of the first old time powder race trails in Vermont. The group found the Underhill Over trail through Devil's Dishpan (a unique wet, rocky, cavernous saddle) which would have brought us back to Underhill where we started. A small group communication error led us to being 4 miles away from our destination at 6:00 at night and dark. Some creative managing got us out and ready for the next day - feel free to ask the participants for details (*pic 9*). The day covered 7 miles with 3500 vertical feet climbing, 2500 vertical feet downhill, and the rest touring. The Tear Drop to the Bruce Trail is one of the most famous backcountry tours in New England.

Day two brought us back to the Camel's Hump area where the group fixed skis after ripping bindings out, and worked on immobilization of a victim and getting them out, snow pits and beacon retrieval. Oh yeah, they did one last route finding and worked well as a group so not to miss this cut off.

This Accreditation took a serious financial, physical and preparation commitment. When it was all over, 7 very accomplished participants finished the course with flying colors and are more aware of what it takes to travel the backcountry safely. Big congratulations to:

Duane Richter • Keith Stebbings • Carol Hesson • Michael Holt • Fulvia Quilici Matteucci • Kevin Cresci • John Greaser

We look forward to educating more people in traveling the outdoors. Bruce Hennessey, a professional guide, was instrumental in this program with his vast knowledge and experience; also, Dr. Roger Zimmerman (Zimmie), who has been involved with backcountry education and Nordic skiing for over 30 years. He is a long-standing PSIA-E member from back in the days before there was a Nordic section. His expertise, assisting with the course outline, and hands-on teaching were invaluable.

Thanks to all and hope we see some more new faces in the future. ♦♦



continued next page



**PSIA-E Nordic Coordinator Mickey Stone, Paul Smith of the Nordic Downhill education staff, PSIA-E/AASI Executive Director Michael J. Mendrick, award honoree Larry Wilke and John Tidd of the Nordic Downhill education staff congratulate Larry Wilke at a dinner on April 1, 2004 held in Larry's honor. The dinner was attended by more than thirty friends, colleagues and family members at the Garnet Hill Lodge, where Larry was a long-time staff member. Larry was awarded a Regional Recognition Award for "longstanding dedication and contributions to the members of Region 6 & PSIA – Eastern Division." Congratulations & thank you to Larry!**



## YOUR TURN

### members' opinions

# PSIA-E Outreach Program is Excellent!

by Mark "Campi" Campaniello  
PSIA-E Alpine Level II  
Director of Snow Sports Services  
Ski Ward Ski Area, MA

New and exciting challenges laid ahead of me as I assumed the role of Director of Snow Sports Services at Ski Ward Ski Area, a small feeder area located on Main Street in my hometown of Shrewsbury, Massachusetts. With the slogan, "Where it all begins", Ward boasts a couple hundred feet of vertical, a tubing park, and a snow school staff of 150 instructors. The school is directed by Nicole Dimario.

Ski Ward's clientele is mostly school group children between 4 and 10 yrs old. Ski Ward Snow School teaches approximately 2500 lessons a week. The truth is this is a place where it

all begins. Operating continuously since 1939, a lot of kids and young teaching professionals have gotten their start here; including me, forty years ago. One challenge that immediately presented itself was the age of the snow school staff. Our instructors average 16 years old and younger, with a small group of college kids and a handful of adults; however, the degree of enthusiasm and eagerness to learn has been both refreshing and rewarding. Most of our newly hired instructors never heard of PSIA-E or AASI, and the only training these young instructors received was during hiring clinics in the preseason. This obstacle was easily remedied as more clinics and on-snow training ensued. These energetic instructors were incredibly receptive to the increased training.

Our training and clinics reiterated the personal and professional benefits this organization and all it has to offer its members through events and education. We talked about meeting and learning with other instructors outside our immediate area, the addition of achievements to their college applications, and increasing their potential for future teaching opportunities as well trained certified instructors at any snow sport resort. These novice instructors were hungry for knowledge and training. They were truly excited about joining PSIA-E or AASI, but the travel and expenses associated with going to a certification event seemed to suppress their passion.

Thanks to the introduction of a PSIA-E pilot program called Outreach, the barriers to becoming a member of PSIA or AASI that our instructors face are now nonexistent. At the Snowsports School Management Seminar I learned about this exciting new program

and its potential to reach out to the ski and snowboard schools that qualify for its benefits. There are many snowsports schools in the eastern U.S. that may not be active in PSIA-E/AASI; schools that the division would like to help draw into the organization. The office and educational staff members have identified areas throughout the division that might fulfill these requirements. Ski Ward Ski Area fit the requirements of eligibility and was the perfect place to test this new program, as are many other areas in our region. Outreach has the ability to capture these pros, both young and old, once their interest in joining PSIA-E has been sparked. This innovative, cutting-edge program works like this:

- PSIA-E sends an examiner or DCL to your area for one day to train all interested members of your staff and educate them about PSIA-E/AASI. Any instructor (skier or snowboarder) is welcome to participate in the initial Outreach day.

- The Alpine instructors who participate in the first day are eligible to complete First Tracks by completing a second day of on-snow training. (Unfortunately, at this time, because the entry level event for snowboarding is an exam, snowboarders may not join AASI through this program. They must have a separate Level I exam scheduled.)

*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.*

• After the second day of the on-snow clinic, dues are paid and participants become PSIA-E Alpine Registered members.

If the host area is willing to kick in some money toward the second day fee, the participating staff can complete First Tracks for next to nothing, and without the expense of travel and lodging. The instructors here at Ski Ward Ski Area were so excited about the ability to achieve PSIA-E membership and take advantage of the opportunities being a member has to offer. Each participating Ski Ward instructor was charged a small fee to cover some of the cost of training, which was paid in advance to secure their place in the program. The enthusiasm and anticipation of Outreach coming to Ski Ward is evident in the number of instructors taking part in this event.

It was a beautiful, clear, cold Sunday morning; the candidates eagerly awaited the arrival of Joe Cartier, a DCL from PSIA-E, who ran the Outreach program clinic. All our participants were raring to go for their training. Joe's arrival was met with a warm reception as this was one of the first educational staff members from PSIA-E to conduct a clinic here at Ski Ward. Joe started the day with an indoor session explaining the details of the outreach program and the eventual path to certification. He explained to the candidates how the Outreach program can lead them to a life-long membership in a professional teaching association. At 9 am, when the lifts opened, the groups followed Joe into the on-snow portion of the teaching session. Joe covered effective skiing movements, teaching methods, and creative use of terrain at small areas like ours. It is 3 pm, and day one has been a huge success for the instructors. We now have a group of instructors one step closer to membership in PSIA-E.

Day two also went off without a hitch. Our instructors had refined their new skills during the two weeks between the Outreach and completion of the First Tracks event, and Joe evaluated their improvements. He built on the points covered in day one, and added the main focus of the First Tracks session, which was teaching methods and learning styles. At the end of the day, the group gathered indoors, completed the necessary paperwork, paid their dues to PSIA-E, and enjoyed the official ceremony that welcomed this young enthusiastic group into Professional Ski Instructors of America.

The story doesn't end here, though. The new members continued to train diligently and three weeks later participated in a Level I in-house exam scheduled right at Ski Ward. All members of the group were successful, and Ward now boasts 15 newly certified members!

As the Snow Sports Director at Ski Ward, this was my first venture into certification training for my staff. I am a firm believer in quality programs such as this one. Programs like this

can only help our industry to grow and increase the teaching ability of our instructors. At small areas like Ward, these programs will have a direct impact on the retention of our guests. I want to thank Kim Seevers, Director of Education and Programs at PSIA-E, the educational staff, and all the people who participated in ensuring a successful pilot Outreach program here at Ski Ward. ◆◆

## Find the Sweet Spot in Nordic Classic

by Joe Kahn  
PSIA-E Nordic Level I  
Supervisor, Mt. Van Hovenberg  
Nordic Center

Tai Chi and cross country skiing both evolved from skills needed to survive in their cultures. Today, both activities are practiced regularly in their countries of origin and in many other countries around the world. Both seem to fill a psycho-emotional space inside those who practice; both deal with the creation and direction of energy. By borrowing the emphasis on momentum from Tai Chi, it is possible to ski more efficiently; specifically, for this article, the momentum of the arm and hand as they move forward to plant the pole. The technique described can be used to improve your own skiing as well as that of your intermediate and expert students.

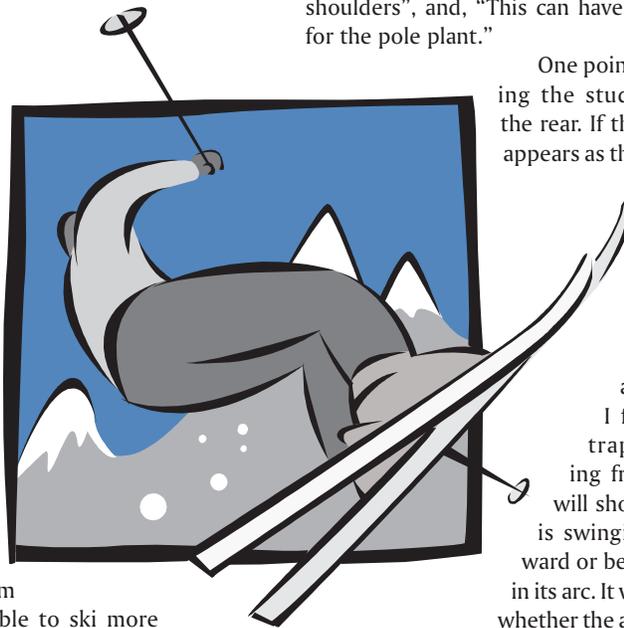
First, let us envision a rock tied on the end of a string - a pendulum. The longer the string, the longer the arc of swing, the more energy produced. Likewise, the heavier the rock, the more energy produced.

Now, substitute the arm for the string and the hand for the rock. The longer the arm, the heavier the hand, the more energy produced. Our arm length may be finite, but we can insure that it is maximally extended by completely relaxing the arm as it swings forward. By relaxing the arm and hand, we also develop more energy by giving it full extension as it recovers to the pole plant. A relaxed hand allows more blood to enter the hand, keeping it warm and making it heavier. A longer arm and relaxed hand create more energy than a foreshortened arm and tightened hand.

Next, take a couple of full 20oz. soda bottles onto the snow with you and place one in each hand as you ski poleless in the track. Experiment with direction, arm length and height of swing to find the "sweet spot", the direction and height where you can actually feel the bottle pulling you along. On a gentle upslope, try a lower target spot than you might normally use to see how your energy flows. The added weight of the bottle will magnify the effect and make it easier to feel the difference these factors make in distance of glide. Some comments when doing this exercise have been, "I could feel it when I had the right spot", "It made my wax work better", "I can feel it pull me", "I noted tension in my lower neck even as I attempted to completely relax my arms and shoulders", and, "This can have implications for the pole plant."

One point of monitoring the student is from the rear. If the bottle disappears as the arm moves forward, energy is being lost (my left hand requires constant attention, or I fall into this trap). Monitoring from the side will show if the arm is swinging fully forward or being cut short in its arc. It will also show whether the arm is fully relaxed and extended.

The idea that the forward motion of the arm is an important energy-producing component in classic skiing may be new to some of your students. "Finding the Sweet Spot" can help maximize their skiing efficiency. ◆◆



continued next page

# It Takes a Mountain of Support

by *Demetria Koninis*  
*PSIA-E Alpine Level II*  
*Gore Mt., NY*

It's the Level 3 exam. I'm at the top of the racecourse at Sunday River in Maine. "Think, Demetria," I tell myself. "You've been here before." I close my eyes and imagine Brian Smith. "Think Bodie Miller turns," he said one day during training at Gore Mountain. "Open your stance and drive both those ankles and knees into the turn, one continuous flow. You can do it."

And I do! Gate after gate, I drove my ankles and knees and opened my stance. One fluid motion all the way down.

"Wow! What a run," I think to myself. "It feels like he is here with me. I feel good, but I don't want to let myself feel too good. Lots more to go. Just enjoy the moment."

A few more gates and we move on to the next task. It's a beautiful day. How lucky are we?

The examiner gives an example of the next task, and we start going. This time it's White Pass turns. I click my poles behind me; this is for you, Scott Allard. We spent two hours one day practicing them at West Mountain. Thank you, Scott. One class member says to me, as I finish my run, "Well you have obviously performed those before." Feeling good about that compliment! We move on.

The next task is in the bumps. I think back to a training day at Whiteface with Gail Setlock. This is for you, Gail. Turn those skis, stay with it. The bumps are big but soft. Now, the examiner wants us to show a little stuff. I hear a voice from my ski buddy Tim Felton saying, "Just let them run." Thanks, Tim. You were right on.

What gets you to a Level 3 exam? I thought it was just me, but after my experience I cannot say that anymore. It's about training and the people who give a little bit of themselves to prepare you for this exam. Everyone you encounter - be it an examiner or a ski buddy preparing for the same test - helps you to achieve this level. I am so grateful to all who helped me get here. This experience was much different than I expected.

The process for me started four seasons ago when I went to a Level 3 exam prep clinic at Stowe and found out I was not even close to being ready. Bruno Gabetta humbled me. He said, "It's not about the color of the pin, it's about the journey."

My journey to the Level 3 skiing exam started there. Since then, I attended several clinics, learned a lot and met wonderful people. I also started to seriously work out. My training did not stop at the end of ski season; it kept going all year long. When I felt like I had to stop in the middle of my summer running routine, I would say to myself, "Keep going. You're in training." Two years later and two sizes smaller, my body started feeling like it might be time for the test.

Then, I had to start focusing on bumps and moving over the skis forward and laterally. I have since discovered that my bump experience has been a two-season progression. It started with a Women's-Only Steeps and Trees clinic at Sugarbush in January 2003, with Pam Green. "I want to ski bumps," I said to Pam. She said something wonderful to me. "It's OK to stem into the first bump to get started, especially on a steep trail." It was like a permission slip to get started. Wow! Why didn't anyone tell me that before? Then, Kristy Robertson taught me to "suck it up" in the bumps at a Bump Clinic at Stowe. I use that when I teach all the time. Then I met Tim Thompson at a Level 3 prep clinic at Hunter Mountain in January 2004. He basically said you have to ski in the troughs. Put them all together and guess what you have - a nice progression. It only took two ski seasons to get there, but I got there in time for the big test.

I just wanted to write this for people who are thinking about attending a Level 3 exam. If you think you are ready, look closely at yourself. This is something that requires much preparation. You cannot just decide in one season to attend. Prepare yourself and your body. Get out with as many experienced people as you can. They have all the goods, and they want to share it. After all, we are snowsport teachers, and we love to share our new discoveries.

I also wanted to thank everyone who supported me in this process, from my non-skier friends to my fellow skiers and coaches. I will call on you again as I've begun the road to the second part of the Level 3 exam. I look forward to the experience. ♦♦

# Celebrate... the Next Level

by *Howard Harrison*  
*PSIA-E Level II*  
*Hunter Mt., NY*

The rafters shake. Jubilation reigns. High fives on all sides and joyful hugs abound. Nope, it's not a New Year's Eve celebration at Killington's Wobbly Barn. It's a typical awards ceremony which finalizes the four days of testing required for the coveted Level II pin.

The countless hours of deciphering Study Guides, the endless clinics and study groups, and worried e-mails exchanged with mentors have imploded into celebratory release. Winning the lottery couldn't be a bigger thrill. Earning your pin is anything but a lucky spin on life's wheel of fortune.

Here and there you may spot a more somber face on a candidate whose number wasn't posted. But, not getting your pin this time usually means that you'll be whooping and hollering on your next attempt.

Suddenly, you realize that you're hungry and deserve a toast to your newly elevated status. But, as with most participants, there's a long trip home over darkened winter roads. So, you gather your gear and head out, energized by an elation which masks any fatigue. And, yes, still hungering the modest personal celebration that's due.

My route passed south through Bennington, Vermont. And, most of you who ski the Green Mountain state know well the renowned Blue Benn Diner, a "diner gourmand's" diner, with a menu longer than Vail's Sundown Bowl.

On the road I normally eat light. The soup and salad special. However, this was to be a victory dinner to salute some hard-won jewelry. I ordered the "Bar-B-Cue Baby Back Ribs". It wasn't a typical choice for a fitness/nutrition conscious instructor, but it seemed devilishly appropriate and rewardingly indulgent. Ginger ale was the closest I dared to champagne.

When my order came, I winced. Whoa! That platter couldn't be for one person. In fact, you couldn't see the platter for the rack of ribs that adorned a brimming bed of perfectly crisp fries. This wasn't just dinner. This was a challenge. And, I thought I was finished with challenges for a while.

Where will I start? Can I finish this? Challenge indeed. I laughed to myself for those were the same questions I had when I began my quest for the pin. Challenge was that driving force that pushed me to grow from eager and athletic skier to knowledgeable and highly qualified snowsport instructor.

Come to think of it, challenge is central to the sport of skiing. It's why we head for the moguls and double blacks on our free runs instead of cruising the groomers. It's why we scrimp and save so we can conquer Utah's steeps and deeps or exalt in Whistler/Blackcomb's vastness.

Take away the challenge and maybe we wouldn't have so much fun or learn to be better instructors. Even the exotic ribs and crunchy fries couldn't still my thoughts. And, as with most challenges, I was moving though the meal pretty well. Only three ribs to go.

Three! Not always a magic number, but that was the next level. I asked the waitress for a doggy bag. I'd carry the three home as a reminder of my next challenge - Level III.

I think I know where I have to start.

About the finish? Well, no point jinxing the result with boastful predictions. Applied effort over time sounds like a promising formula. But, whatever the final outcome, I'll grow as an instructor and skier, enjoy some highs,

suffer some lows, and make a few more snow friends. Hope I'll see you along the way.

Meanwhile, if you pass through Bennington, try the ribs at the Blue Benn. They're a deliciously satisfying challenge, reward and inspiration. ♦♦

*This article is the appropriate "Part 2" sequel to the article entitled "Big Deal Congratulations", which was a guest editorial in the Winter 2003 SnowPro.*

## Why Not Be a Role Model?

by Catherine Cleveland  
PSIA-E Alpine Level III  
Holiday Valley, NY

### What are the advantages of being a role model?

Being a role model will help you stay focused on your goals and dreams as a skier, or in other snowsport disciplines. Being a role model can help you stay motivated and can encourage you to set higher standards for yourself. You

can be a role model to customers, your fellow instructors, and especially to those that are the same generation and gender. Best of all it will help you to motivate others, even if it is only by example.

### How do you become a good role model?

*Have a positive attitude*, even if you are having a bad day. People will notice your attitude change (for the worse) and they might avoid you

or even lose respect for you. A positive attitude can be contagious.

*Always train*, even if you are not going for a certification level. Improve your skills by taking advantage of your area's clinics, and clinics offered by your professional discipline outside your area.

*Stay current*. Read all the professional publications that are available for your snowsport. This will not only keep you sharp and allow you to answer customer's questions correctly; it will make you a better skier or rider. It can also give you great ideas for your lessons. Try to keep your equipment as updated as you can. Skiing on the oldest or most outdated equipment on your mountain will not gain you respect as a role model.

*Pursue certification*. There is such gratification and respect when you earn your certification level. If you are not pursuing a certification (such as level I, II or III), it shouldn't be used as an excuse not to train to become a better snowsports instructor.

*Be persistent* when trying to achieve your goals. For example, if you find yourself not suc-

cessful in an exam attempt, don't be discouraged. It happens to most of us. Try not to blame others for your failures. Instead, discover your weaknesses, improve them and try again.

*Help others reach their goals*. Answering questions, offering advice and letting your fellow snowsports enthusiasts know that you are available to help them when needed. Also, let people know where you have struggled in your pursuits. It makes you more reachable and allows others to relate to you.

### Lead by example

There is a great satisfaction when you have motivated others by trying to be more successful yourself. Share your experiences. You will meet and interact with a lot of great people and maybe become a most prominent snowsports professional yourself! ♦♦

## Wow, What a Weekend!

by Michael Cyr  
PSIA-E Alpine Level III  
Lost Valley Ski Area, ME

Wow, what a weekend! It snowed and snowed and snowed! 22 years after my National Academy experience, I felt that same type of exhilaration from skiing with Terry Barbour that I did back then. There is something special about skiing with a group of Level III pros. Especially when you mix 24" of fresh snow, Killington Ski Area, and lots of great direction from the eyes in the group.

Saturday morning was spent finding our centers and feeling what it was like to move our "core" into the turn first. This became very apparent as the snow began to pile up and the visibility was sometimes nil. We were also experiencing working through the cuffs of our boots. We were given the martial arts analogy of thinking through the piece of wood, "grasshopper". Think through the wood, not just on the surface. Thinking through your cuff was very important to allow us to move into the new turn. Although this isn't a new concept, it sure was one that needed to be revisited, especially since ski size has dropped considerably.

TGIF was an analogy that was also touched upon. Let's see, *Thank God it's Friday* - no that's

**continued next page**



not it. *Teachers get intoxicated on Friday* – no, that’s certainly not it either. *Tips Go In First*. Sure, that makes the most sense. Now, that’s something that’s definitely not new. But now, when the tips are only centimeters from your toe pieces, it seems to make much more sense. This would be a definite “bring back” to the home area and share with other coaches. Thanks Terry.

Late Saturday afternoon only the hardcore were still out cruising Ramdown. We each got to work with Terry on our personal skiing. This provided much insight into the eyes and mind of our D team.

Sunday morning brought more snow. Some 22” had fallen overnight. More in some places, and less where the wind was still whipping at the top. We learned very quickly the meaning of getting your “core” into the turn slowly and not to rush the good things. The snow varied in depths from 6 inches to waist deep. Never did I expect in my 27 years of skiing with these guys to be skiing double black diamond trails by Braille. We learned what sensitivity was all about this weekend.

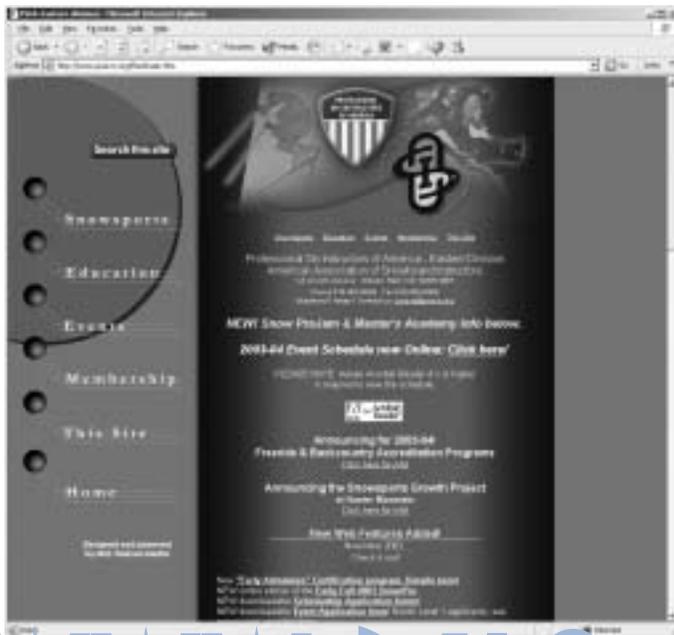
Skiing with the D Team for your first two days on snow is the best way to start your season. I’m very lucky to have had this opportunity, Thank you, Terry Barbour, and thank you PSIA-E. ◆◆

## Lessons Learned

Nancy Guzzo  
PSIA-E Alpine Level 1  
Jiminy Peak, MA

I can't turn left, I can't turn right,  
I'm going straight down, eyes large with fright.  
My heart is pounding, I feel sick,  
maybe a lesson will do the trick.  
But, if my friends see me at ski school,  
they'll think I'm being such a fool.  
But, hey, you know, I don't need to get hurt,  
don't want to hear, "What happened to you Burt?"  
So, we'll see just what this teacher's got,  
---hey, you know, I'm learning a lot!  
Now I can turn, and even stop,  
we're having a blast, even went to the top!  
Up on my edges, completing my turns,  
skiing can be such a pleasure to learn.  
Cruising down behind my pro,  
I spot a friend sitting in the snow.  
He looks like he crashed and burned,  
now, who's the fool? Not me, I LEARNED!!

## AND DON'T FORGET...



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# for the 2003-2004 Season!



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