



# SNOW

# PRO

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

SPRING 2008

## PSIA/AASI Eastern Enjoys Best Season for New Members in 8 Years

# 1,339 total new members join; up more than 12% from 2006-07

by Michael J. Mendrick  
 Executive Director

In a pleasant twist on recent years past, Mother Nature decided to cooperate (well, most of the time) and produce the best snow year some of our Eastern resorts have seen in a very long time. And while snow is not the only reason people join PSIA and AASI, it certainly helps make the investment that much more attractive!

As a result of favorable snow conditions and continued aggressive marketing by staff, snowsports school directors and individual members, 1,339 new members joined the Eastern Division of PSIA and AASI during the 2007-08 season. That is an increase of 145 new members (12.1%) over the 2006-07 season. The number of new Alpine members was up 22.1% and the number of new AASI members was up 13.2%. Also of note, 78.2% of new registered members went on to achieve Level I in their first season.

### Member-Gain-a-Member campaign makes a positive impact

This was the second year of the "Member-Gain-a-Member" campaign. More than 56% (750) of the

Discipline	2007-08 New Members	% of Total	2006-07 New Members	% Change (06-07 to 07-08)
Alpine	874	65.2	715	22.1
Snowboard	351	26.2	310	13.2
Adaptive	66	4.9	95	(30.5)
Nordic	48	3.7	74	(35.1)
<b>Totals</b>	<b>1339</b>	<b>100%</b>	<b>1194</b>	<b>12.1</b>

new members this season came into the organization sponsored by current members.

Developed by the Membership Marketing Task Force in 2006, the goal of the MGaM campaign was to enlist the outreach potential of existing members, volunteers and staff to build the awareness and interest by non-member snowsports educators in becoming members of PSIA-E/AASI. It has been a campaign whereby our existing members of PSIA-E/AASI personally promote and recruit colleagues that were non-member snowsports instructors to join the organization.

For playing the role of "sponsor" to the new member, recruiting members became eligible for

various levels of incentives and prizes to be redeemed during the 2008-09 season.

**Congratulations & thank you to MGaM award winners!**

**Grand & First Prize candidates (sponsoring 10 or more new members)!**

The following members (not a snowsports school director or assistant director) sponsored 10 or more members and qualified for the GRAND PRIZE and FIRST PRIZE drawing to take place at the June 21-22 Board meeting. **Grand Prize is a 2008-09 ProJam registration** (or equivalent education

*continued on page 4*

## PSIA-E/AASI 2008 Election Results

Region	Board of Directors		Operational Committees	
	Director	Representative	Alpine Education & Certification	Snowsports Management
5	Steve Howie	Ron Kubicki	To be appointed	To be appointed
6	Scott Allard	Cherisse Young	To be appointed	To be appointed

The above chart lists the results of the winter 2008 elections for the PSIA-E Board of Directors and operational committees. Appointments to open spots will be made at the June 21 - 22 Board of Directors meeting. Regions 1 and 2 will hold elections in 2009.

## the inside edge

3.....President's Message

8.....VIPrivileges

25.....Level I and II Certifications

5.....Executive Tracks

12.....Around the Regions

26.....EF Scholarship Recipients



Guest Editorial

# Think About Why We Teach!!

*Editor's Note: As we wrap up the season, it's helpful and revealing to give some thought to why we teach snowsports. In the rush and pressures of the season, this often gets lost. Following are insightful and touching articles submitted by two of our members, offering their thoughts on the subject. The articles relate very nicely to the Editorial in the Early Fall 2007 issue, entitled, "Empathy – Our Opportunity and Responsibility". Thanks to Laura and Steve for sharing their experiences. (BH)*

by Laura Begin

PSIA-E Alpine Level III

Sunday River Ski Resort, ME

**W**hy do we teach snowsports? Every snowsports professional has their own reasoning for driving to the mountain, putting on their uniform and going to line-up. Some reasons may be earning extra money, getting a pass, getting training, getting first tracks on a powder day, or just to have fun. Whatever the reason, we do this year after year. I ask myself this question every fall and come up with the same answer every time. I do it because I love the mountain experience and love to share my passion for it with others.

Everyone has the ability to enjoy the winter wonderland by participating in snowsports of some form - whether snowboarding, or alpine, cross-country or telemark skiing - including the disabled, who can rip up the mountain through the adaptive programs. The result we get is pure joy of accomplishment, from the first turn to the best top-to-bottom run of the season! People come to the mountain and look to us for guidance to help them enjoy the mountain experience. We are merely facilitators of the enjoyment of their vacation at the same mountain we enjoy day after day.

Guests we teach learn in a different ways, and are motivated differently. Our job, as facilitators, is to use these two facts and present the appropriate

movements, skills, and tactics to accomplish their goals at an appropriate pace.

The training, perseverance, and plenty of patience are what make an effective facilitator. The training from our own ski schools and from PSIA-E/AASI brings us the tools we need to practice to become better at what we teach. The more we teach, the better we get, and, therefore, the people we help enjoy the mountain experience that much more. What is surprising to me is the number of students I have helped who have come back from a different mountain to thank me for the encouragement and patience I shared with them years before. This makes me feel that I have made a positive change in their lives. I still remember the time someone did that for me and I thanked them for it.

My answer to the question of "Why?", is: I get pure joy out of seeing a child

successfully ski down a trail independently and explode with elation to his or her parents about how much fun they had, or an adult glowing with smiles because they actually enjoyed skiing down a trail that had previously frightened them almost to death! Sharing the experience of the sun in your face, the speed, the snow under your feet, the feeling of freedom that the mountain brings every season is what brings me back to the mountain to put on my uniform and go to line-up.

and... by Steve Olenick

Alpine Level I

Berkshire East Ski School, MA

Today I had what I can only think of as a deeply spiritual experience teaching. I have only been teaching for two years and once again was shown just how powerful and rewarding an experience it can be.

I was given a private lesson with a 38-year-old woman from Brooklyn. She had skied once before, 15 years ago. She was very upbeat and friendly. However, she really couldn't ski. Her first sliding down towards the bunny slope was pretty scary (for her and me). She appeared to be overweight, but seemed pretty well balanced. Right away she complained about foot pain, something I know all too well from my first years of skiing - cramping arches! She was so sorry about this, as was I, as I thought she could learn to ski, and that pain really holds you back. I, of course, expressed my sympathy and empathy. She was so grateful to me (throughout the lesson) for my attitude and support. The first time off the little lift, she fell. We worked our way down the

continued on page 5



Volume 34, Number 5

Bill Hetrick, Editor

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

1-A Lincoln Avenue

Albany, NY 12205-4907

Phone 518-452-6095

Fax 518-452-6099

www.psia-e.org

## General Information

Submission of articles, photos or other items for publication is invited. Articles should not exceed about 1000 words. Receipt of submissions will be confirmed to the writer. Upcoming deadlines are published in each issue of *SnowPro*. Material should be sent to "SnowPro Editor" at: psia-e@psia-e.org as an MS Word document attachment. If it is necessary to mail material, it may be sent to:

Bill Hetrick, Editor

110 Hubler Rd.

State College, PA 16801

Phone 814-466-7309

psia-e@psia-e.org

*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.

*SnowPro* is published five times per year by the Professional Ski Instructors of America-Eastern Education Foundation. Permission is hereby given to all National and Divisional publications to copy original material from this newsletter providing credit is given to PSIA-E/EF and the author, and the material is not altered. Articles that contain specific copyright notices may not be reprinted without written permission from the author.

Subscriptions: Non-members can purchase a subscription to *SnowPro* by becoming an Affiliate at the rate of \$37 per year. Contact the Albany, NY office at the address above.

Note: Material published in *SnowPro* which has been provided by persons not writing in an official capacity, and for official purposes, is the responsibility of the author, and is not necessarily endorsed by the Association.

PSIA-E/EF reserves the right to refuse or edit all advertising.



## President's Message



by Bob Shostek  
PSIA-E/AASI President

## A Final Message

Well, three years have come and gone, and June will end my term as PSIA-E/AASI President. To say the least, I have been honored and privileged to serve as the Division President. It was a pleasure to work with such outstanding supportive professionals, including all of our office management and staff, our educational staff, and our broad base of volunteers in all disciplines.

In thanking everyone, I'd have to start with Executive Director, Michael Mendrick, who shared his expertise in Association management and his keen business sense and people skills to establish a culture in the office that is dedicated to member service and efficiency. I appreciate the never ending cooperation, guidance and support given by Michael and the office staff during my term.

Special thanks go out to Education and Programs Director Mickey Sullivan and the education and program team of Melissa Skinner and Eileen Carr. Over the past three years they have taken the steps and put forth the effort and expertise needed to assure that the educational staffs of all disciplines, the educational offerings, and the event delivery system are all maintained at a high level of member service.

I also have had the great opportunity to work with an extremely dedicated Board of Directors, who, in the past three seasons:

- Revised the Registered Member entry process to lower cost in all disciplines.
- Implemented the successful Member-Gain-a-Member campaign.
- Established a Governance Task Force, which completely reviewed and revised the Divisional Bylaws.
- Took the steps necessary to enhance educational staff pay and benefits in all disciplines.
- Displayed overwhelming support for the Eastern Team in their quest and training for the National Team tryout.

- Above all, I sincerely thank the BOD for the excellent effort and top priority given to the approval of operating budgets while keeping events fees and dues cost at the lowest possible level – still maintaining the high quality of member benefits.

Gratitude goes out to the discipline coordinators of the last three seasons - John Hobbs (AASI), John Lincoln (Adaptive), and Mickey Stone (Nordic) - for their ongoing efforts and energy put forth working with each other and with the Director of Education and Programs to enhance all discipline programs and certification.

Thank you to Peter Howard for sharing his knowledge and putting in never-ending hours to make our division's Alpine education and certification program one of the best, if not the best program in the country.

To Mac Jackson and Jake Jacobsen, your ACE and Children's Committee leaders, a big thank you for continuing the development of the children's education program at the high level we have come to expect.

Thank you to Joan Heaton for her enthusiasm and management in keeping the member information highway open with the Area Rep Program.

A big thank you goes out to Bill Hetrick for his ongoing expertise and energy in keeping the award-winning *SnowPro* Newsletter at the professional level of quality that our members have come to expect.

Appreciation goes out to Steve Howie for the excellent work done as the Snowsports School Management Committee Chair and for the committee's work in enhancing the Snowsports Management Seminar the past five seasons.

Again, I say it has been a pleasure to serve as your President. I look forward to working with our new President, Dutch Karnan, who brings solid years of BOD and industry experience to the table.

Have a great summer, and remember, skiing and riding are just six months away! ■

## Eastern Division Dues Notice for 2008-09

**Division dues to increase \$2...National dues goes up \$10 to \$50**

Divisional dues invoices for the fiscal year July 1, 2008 through June 30, 2009, will be mailed to all members in May. National dues will increase to \$50.00; PSIA-Eastern Division dues will increase by \$2.00 to \$59.00. Total combined dues for regular members will be \$109.00 for 2007-08.

The divisional dues increase will help support the normal annual increases in operational costs, educational program and staff support, a continued commitment of investment into a fiscally-responsible contingency fund, and technology tools such as web site enhancements and division-specific IT needs.

Senior and student discounts will remain in effect for 2008-09: For any Eastern Division student member age 16-23, and seniors age 75 or more with ten consecutive years of membership, the division discount for 2008-09 will be \$20.00 and the national discount \$10.00. Therefore, total combined dues for qualifying students and seniors will be \$79.00 in 2008-09.

The national dues increase of \$10 was announced in the Early Fall 2007 *SnowPro* in an article by PSIA-AASI national operations vice-president Craig Albright. As noted by Craig, it represents only the second such national increase in the past 17 years. The winter 2008 issue of *The Professional Skier*, which is now reaching members, has three articles on this subject: one on the increase, one on last year's financials, and one on member benefits.

Payment is due by June 30, 2008. A late fee of \$25.00 applies after June 30, 2008. Once again, most members with Internet access may pay both National and Divisional dues "online" safely, securely and conveniently through the national website at [www.psia.org](http://www.psia.org). If you have any questions regarding dues payments, please contact the Albany office at your earliest convenience. If you have any questions relative to the national dues increase, we suggest you contact the PSIA national office at (303) 987-9390.

PSIA-E/AASI dues may be deductible as an ordinary and necessary business expense (check with your tax advisor). If you choose to add a donation to the PSIA-E Education Foundation, that donation is deductible as a charitable contribution. ■

■ **PSIA/AASI Eastern Enjoys Best Season, continued from page 1**

registration fee credit of \$375, if chosen) plus *SnowPro* mention and premium item. **First Prize is \$200** in “ed bucks” credit for the event(s) of your choice during the 2008-09 season, plus *SnowPro* mention and premium item.

MEMBERS REFERRING 10+ NEW MEMBERS			
# of Referrals	Member ID#	Member Name	Region
16	125486	Montemurro, Joe	2
15	125521	Getchell, Paul	1
15	126707	Harrington, Patty	3
14	129482	Nett, Gary	4
12	197956	Needle, Danielle	7
12	188965	Tartaro, Jerry	3
11	125872	D’Elia, Ralph F.	3
11	209345	Donovan, Brian	5
10	195197	Cook, Brandon	2
10	189360	Holden, Ryan	4
10	197718	Teel, Massey	7

**Top producers in each region**

(Based on a minimum of seven new members sponsored)

The following members will be awarded \$100 in “ed bucks” credit (if not awarded the Grand or First prize) for 2008-09 season plus a PSIA-E/AASI premium item.

MEMBERS REFERRING 7+ NEW MEMBERS BY REGION		
# of Referrals	Member Name	Region
15	Getchell, Paul	1
9	Torres, Fred L.	1
16	Montemurro, Joe	2
10	Cook, Brandon	2
15	Harrington, Patty	3
12	Tartaro, Jerry	3
11	D’Elia, Ralph F.	3
14	Nett, Gary	4
10	Holden, Ryan	4
11	Donovan, Brian	5
9	Cashier, Regina	5
8	Jordan, Jack	6
7	Ehrlich, Kathleen	6
10	Teel, Massey	7

**All members that sponsored 3 - 6 members**

All will receive a PSIA-E/AASI premium item.

MEMBERS REFERRING 3 TO 6 NEW MEMBERS		
# of Referrals	Member Name	Region
6	Buckley, Tina	4
6	Holt, Michael S.	4
6	Locher, Ryan	7
5	Davis, Susan	2
5	Grabowski, John C	4
5	Kennedy, Joseph	4
5	Reisdorf, Grace	1
5	Shaw, Jarod	3
5	Shue, James	6
4	Bellamy, Paul M.	1
4	Cavallaro, Michele	7
4	Davis, Evan R.	7
4	Dorman, Michael	6
4	Jackson, James L.	4
4	McCrea, James Andrew	4
4	Melle, Daniel D.	3
4	Messer, Kendall	7
4	Morsch, Katheryn	5
4	Schlegel, Scott	4
3	Allen, Briggs	7
3	Bouffard, Andrew	3
3	Budd, Ross S.	1
3	Burt, Timothy	4
3	Hoover, Micah	4
3	Lamotte, Ferdinand	6
3	Mierop, Scott	6
3	Parker, Tom H	7
3	Patrick, Richard J	3
3	Politis, Timothy	1
3	Schmid, Matthew	4

**For PSIA-E and AASI education staff**, the top three producers (number of new members sponsored) will be awarded \$300, \$200 and \$100 scholarships (respectively) from the Education Foundation for attendance at the 2008-09 National Academy or other approved events of interest.

TOP STAFF REFERRING MOST NEW MEMBERS			
# of Referrals	Staff Name	Region	Scholarship Award (2nd & 3rd place combined)
18	O’Reilly, Lauren	1	\$300
11	Clayton-Cummings, Alison	2	\$100
11	Craig, Ben	2	\$100
11	Svencer, Rick	2	\$100

Congratulations and THANK YOU to all involved! ■



administrative update

# Last Season of “the Shostek Era” a Good One

by Michael J. Mendrick  
Executive Director

Finally, it happened! SNOW, that is – as in this season. And, what a difference it helped to make for the PSIA & AASI Eastern Division. Despite unfavorable economic conditions, such as a volatile stock market and all-time high gas prices, many eastern snowsports resorts and day areas enjoyed a very strong year, thanks to a “better mood” exhibited by Mother Nature – at least for most areas. She dumped far more white than wet on most of our major resorts, and that helped to drive both consumer demand for lift tickets and lessons as well as member demands for our educational events and programs.

As a result, we have predominantly good season-ending news to report. . .

- In events, we have had a strong year because of the favorable snow conditions at many of

our most active resorts throughout the course of the season. As a result, our event attendance is up nearly 300 registrations (4.6%) from 2006-07, to a total of 6,671 this season. This is down just slightly (59 registrations or less than 1%) from our budgeted projections of 6,730 event registrations for 2007-08.

- Of particular note is Snowboard (up 129 or 17.6%) events at 864 registrations and Adaptive events (up 46 or 17.9%) at 302 registrations. Alpine event attendance was up 250 (5.4%) to 4,862. Nordic event attendance was down 45 (13.5%) to 295.
- Regarding membership, we are pleased to report that we have experienced the best year in new member growth in 8 years (since 1,448 members joined in 2000-01). To date we have 1,339 new members this season, including more than 750 new members referred by other members via the Member-Gain-a-Member campaign. This is 145 more new members (12.1%) than joined in 2006-07.
- Our retention of existing members from 2006-07 to 2007-08 is 87.1%, about 1% lower than budget projection of 88.25%. The five-year average retention rate for 2003-04 through 2007-08 seasons is 88.5%.
- The response to our new Registered Member entry program continues to be strong. This program eliminated the need for instructors to attend one of our events in order to join, and it provided a Core Concept Manual and all other national and divisional membership materials and benefits at the time of joining at no extra cost.

- New member services and benefits to enhance perceived “value for the dollar” of Eastern Division ASEA members continues to be well received. These include programs with Choice Hotels, biz card program, Avalanche clothing program, benefits “quick reference” card, school director help desk and job bank, BJ’s Wholesale club program, SmartWool program, Reliable Racing program EESA clothing, Burton and Green Mountain programs.

A big thanks to our outgoing president, Bob Shostek!

I can’t wrap up this season without acknowledging the tremendous effort, commitment and support exhibited by your association president, Bob Shostek, for the past three years. For every hour you see Bob out on the hill for us as a member of the Alpine Board of Examiners, there is another ten hours or more of volunteer time that Bob dedicates to communicating with fellow members, Board representatives and committee chairs, education staff and division staff. It has been a real pleasure and honor to serve under Bob during his three-year term, and I look forward to the coming term of Dutch Karnan, who is slated to be our new association president beginning on June 22, 2008.

Congratulations and thanks to Bob; good luck and best wishes to Dutch! ■

### ■ editor’s desk, continued

little slope, and she fell more than once, and had a hard time getting up.

She really wanted to learn. She was so determined, but so frustrated. I felt like I was her angel. At one point we skied with me next to her, my arm around her shoulder, skis touching, holding her up. The second time off the lift she made it without falling, and tears came to her eyes. She was so happy! So was I! After an hour she was coming down on her own without falling, and making turns; she was just so pleased, but scared at times. I talked to her about fear and conquering it, told her how I understood exactly how she felt, having started skiing at 35 myself. I encouraged her, praised her - really gave her so much of myself and my philosophy. She was so nice and so much fun to be with that I really

wanted her to succeed. I told her (and this is true) that this was the highlight of my week, and the best lesson I’d ever had.

At the end of the lesson we gave each other a big hug, and I left her with her friend to keep practicing. Later in the day, in front of the lodge, I was about to go out free skiing on my own when she saw me and came over to me. I asked her how she had done. She said she did well and had not fallen again. She wanted her friend to take her picture with me. I took off my helmet and she said, “My, you are a sexy man!” (I guess it’s the shaved head!). She put her head on my shoulder and we both smiled for the camera.

I got on the lift alone after this, and started to cry, not get teary, but cry. I was saying things like,

“Thank you for this lesson this morning. Thank you for giving me the freedom to be able to do this” . . . and much more.

I will never forget Robin and what I was able to give to her, and what she gave to me. ■

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



straight talk from the association

## PSIA-E EASTERN TEAM HAS BEEN ADOPTED!!

**T**hank you to our generous members for lending their support through donations of airline miles, hotel points, timeshares units and of course....cash.

A sincere THANK YOU to all who have offered to support the Eastern Team. This demonstrates the dedication and true devotion PSIA eastern members have in supporting PSIA and the future of the Eastern Division. Arrangements are made for all Eastern Team Members attending National Tryouts at Mammoth, CA from April 28 to May 2. A full agenda of training took place including on-snow, indoor, day and evening sessions.

A special **Thank You** to the Eastern Division Staff Members who contributed their expenses to the Eastern Team; Appalachian Telemark Association, Liberty Mountain and the following members for their support of the Eastern Team:

Donald O'Connor, Jim Kapp, Bing Poon, Michael Moran, Kevin Harakal, Marc and Eileen Read, Gary Greene, Jim Brown, Erik Mogensen, John Phelps, Michael Murdock, Mark Mattar, Jon Lyons, Sandy Deitch, John Ryan, William Kramer, Leroy Dame ■



## Master Teacher Program 2007-08 Graduates

**P**SI-A-E is proud to acknowledge the following Master Teacher Certification graduates. Master Teacher programs are intended to provide instructors with an in-depth educational background in a variety of different specialty 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 2008 Master Teachers.

- Robert Audet, Wachusett Mountain
- Edward Bedrossian, Blue Mountain
- Robert Deddens, Wintergreen Resort
- James Hart, Mount Southington
- Sam Karaki, Camelback
- Alexander "Sandy" Latimer, Seven Springs Resort
- Al MacQuarrie, Cannon Mountain
- Paul Mawhinney, Ski Roundtop
- Susan McGreevey, Sugarloaf Resort
- Jeffrey McWilliams, Massanutten Resort
- Bill Neville, Amateur Ski Instructors Association
- Norman Snyder, Seven Springs Resort
- Jenny Vanderlinden, Okemo Mountain Resort ■

CONGRATULATIONS to new AASI Dev Team member and new Advanced Children's Educator, Burleigh Sunflower!

*Burleigh is the one in the middle with Rob Bevier and Ted Fleischer of the AASI Board of Examiner squad. Burleigh rides and teaches at Bromley Resort in Vermont!*

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

#### Staff

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

#### Board of Directors

- President*
- Bob Shostek
- Vice President*
- Dutch Karnan
- Immediate Past President*
- Bill Beerman
- Region I*
- Director – Tom Butler
- Representative – Ross Boisvert
- Region II*
- Director – Steve O'Connor
- Representative – Sherm White
- Region III*
- Director – Ray DeVerry
- Representative – David Welch
- Region IV*
- Director – Steve Kling  
(Treasurer, PSIA-E)
- Representative – Eric Jordan
- Region V*
- Director – Steve Howie
- Representative – Ron Kubicki  
(Secretary, PSIA-E)
- Region VI*
- Director – Scott J. Allard
- Representative – Cherisse Young
- Region VII*
- Director – John Cossaboom
- Representative – Merrick Kacer

#### Committee Chairpersons

- Umbrella Steering Committee*
- Dutch Karnan
- Alpine Education & Certification Committee*
- Peter Howard
- Snowsports School Management Committee*
- Steve Howie
- Alpine Education Staff/BOE*
- Mike Bridgewater
- Children's Committee*
- Jeff "Jake" Jacobsen
- PSIA Representative*
- Bill Beerman
- Adaptive Coordinator*
- John Lincoln
- Nordic Coordinator*
- Mickey Stone
- AASI Advisor*
- John Hobbs
- Race Programs Committee*
- Charlie Knopp
- Area Rep Program Coordinator*
- Joan Heaton
- "15 Below" Advisor*
- Gary "Griz" Caudle



**Spring Rally 2008 overall race winners: From L to R: Nicole Burnett – Female Snowboard, Chandler Simpkins – Men Snowboard, Leigh Breidenbach – Female 50-59, Sean Graves – Men 40-49, Dave Wenn – Men 60+, Kim Finnigan – Female 30-39, Sue Kramer – Female 40-49, Lee Friedman – Men 20-29. Not pictured: Mickey Sullivan – Men 50-59, Matt Holzwarth – Men 30-39, Bradley Jubitz – Male 15 Below, Megan Gardiner – Female 15 Below.**

*Blue skies, great conditions and happy members were the primary features of Spring Rally 2008 at Whiteface Mountain outside of Lake Placid, NY on March 29 – 30.*



**Hannes Schneider Race winners Sean Graves and Kim Finnigan**



**Willcocks Race winners Leigh Breidenbach and Mickey Sullivan**

## Annual Spring Rally Race Results

### Whiteface Mountain, NY - March 30, 2008

#### Hannes Schneider Memorial Race

15 Below Club		15 Below Club	
Girls Megan Gardiner	34.99	Boys Bradley Jubitz	34.97
Alpine Women 16-29		Alpine Men 16-29	
None		Lee Friedman	27.37
Alpine Women 30-39		Alpine Men 30-39	
Kim Finnigan *	29.73	Matthew Holzwarth	28.62
Alpine Women 40-49		Alpine Men 40-49	
Sue Kramer	30.01	Sean Graves *	25.86
Alpine Women 50-59		Alpine Men 50-59	
Leigh Breidenbach #	30.96	Mickey Sullivan #	26.85
Alpine Women 60+		Alpine Men 60+	
None		Dave Wenn	27.52
Nordic (women)		Nordic (men)	
None		None	
Snowboard (women)		Snowboard (men)	
Nicole Burnett	44.08	Chandler Simpkins	33.07

Hannes Schneider overall race winners designated by “\*\*”

Willcocks Trophy winners designated by “#”



# VIPrivileges



## PSIArithmetic – Benefits, Value AND Savings

I think I'm safe in saying that the majority of our members would agree our events are a great benefit and value. It's probably the benefit they think of most often.

If I were to ask members about "using" their membership for savings, they might not understand. There are so many discounts that you get as a PSIA/AASI member, your membership can easily pay for itself.

I decided to do some PSIArithmetic on the savings I received as a member just this past snowsports season (November through March of 2008). BTW, yes, I am a member and actually ski and teach at Okemo, VT! Please read below and check my math.....

### PSIA-E Event Savings:

Workshop Clinic (Jan 26 & 27 at The Balsams Resort, NH)	\$125
minus \$ 76 Ticket Value*	
Final Cost \$ 50 Cost	

\*Sat/Sun lift tickets at The Balsams (\$38 per day wknd)

\$50 for two days of fun, great skiing with fellow friends and members – AND fantastic coaching from a PSIA-E examiner! Now that's value!

Balsams Resort Get-Away package usual price	\$159 per day
Price offered to PSIA-E participants	\$109 per day
	Per day \$ 50 savings

\$100 savings for the two-day weekend because of my PSIA-E membership! Again, what a deal! I've already covered my cost of membership which was \$97!

But, let me keep adding.....

### Balsams Event Savings (from above) **\$100**

Smartwool Program savings – 50% off retail (3 sweaters, 3 socks, 1 hat)	\$233
EESA Program savings – 50% off retail (1 shirt, 1 socks)	\$45
Choice Hotels discount savings (2 nights, NYC)	\$50

VT Resort/wkday/1 lift ticket at PSIA-E rate	\$30
BJ's one-year membership	\$10
Avalanche (purchased jacket for hubby)	\$35

My TOTAL SAVINGS during Season 2007/2008 **\$503**

Season 07/08 Membership cost	minus	\$97 Dues
------------------------------	-------	-----------

I saved \$406 using just these Eastern division programs! I didn't even buy skis or boots this year (pro-form) and saved this much! I didn't buy a Subaru or take advantage of any PSIA/AASI national programs and saved this much!

## Spread the Word, Share the Savings

Here's an insider's tip I've heard from my fellow members.....

Besides our many formally announced promotional partners, there are other snowsports and outdoor sports industry companies out there who may give you a discount just by TELLING them you are an active PSIA or AASI member and instructor and ASKING!

Our association is widely known and respected, and companies know that our members are great supporters of the industry. They want to have you use their products and services – so you then tell others about them. Therefore, it can't hurt to make polite reference to your involvement with PSIA and AASI. You may just see an extra discount offer here and there as a result!

We had some great new programs this past season, and we're working to add others over the off-season if we can. I have ideas, but so do all of you. If I am told about a great company that is already willing to support individual members with a discount offer, if appropriate I talk with those companies to get a more formal relationship going for PSIA-E/AASI. If you are aware of a company which supplies industry related products or services which apply to the majority of our membership and the company or concept can work throughout the entire Eastern Division territory, please call or email me. If it's something I can pursue for your fellow Eastern members on a program basis, I will! I may not be able to pursue all of the ideas or might have to prioritize the ideas I receive but I'll be all ears! My contact information is below.

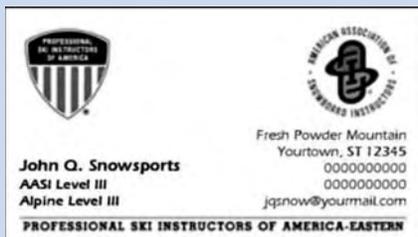
Eileen Carr Trickey  
Marketing and Sponsorship Manager  
PSIA-E/AASI  
Phone (518) 452-6095 X 111  
ecarr@psia-e.org

### Scholarship Reminder!! Don't forget.....

If you want to apply for a PSIA-E Scholarship for the 2007/2008 season, you need to work on your applications over the summer and get them into the office by the September deadline. Go to [www.psia-e.org](http://www.psia-e.org) for scholarship information. The current information will be slightly updated over the summer with the revised deadline date, but the process and the deadline date will be pretty much the same. Please set your plan with that in mind.

Last season we had a significant increase in applications – which was very exciting to see! Watch the Summer *SnowPro* and the website for this year's deadline date and get your application in!

## Personalized Business Cards



- Ordering on-line is quick and easy at [www.psia-e.org](http://www.psia-e.org)
  - See a preview before you place your order
  - High quality stock
  - 2-color or 1-color with official logos
- Great pricing on quantities of 250, 500 or 1000

If you have questions, call the PSIA-E office at 518-452-6095

Available through PSIA/AASI Eastern Division  
and Keystone Printing



# Announcing

## A NEW Member Benefit Program for Eastern members!

### The PSIA-E/AASI VIPrivileges Golf Program

The PSIA-E/AASI VIPrivileges Golf Program will offer discounts to current PSIA-E/AASI members at exclusive Eastern Division golf resorts – all of which are year-round partners of PSIA-E/AASI.

Active PSIA-E/AASI members will receive a discount off the current daily rate at the listed participating golf resorts. We will be adding more partners to this golf program throughout the spring and summer.

Resorts which are committed to our program as of this Spring *SnowPro* issue include:

- |                        |                               |
|------------------------|-------------------------------|
| Balsams Wilderness, NH | Stratton, VT                  |
| Canaan Valley, WV      | Sugarbush, VT                 |
| Holiday Valley, NY     | Whitetail, PA                 |
| Massanutten, VA        | Wintergreen, VA               |
| Mount Snow, VT         | Woodstock Inn and Resort*, VT |
| Okemo, VT              |                               |

.....and more coming soon!

\*affiliated with Suicide 6 Ski Area

To view the most up-to-date list of participating resorts and discounts, as well as to learn the “rules of play”, visit the Member Services, Eastern Member Benefits, area of the Eastern Division Website at [www.psia-e.org](http://www.psia-e.org)

Eastern Division snowsports resorts which also have golf facilities can participate in this program by contacting Eileen Carr at 518-452-6095 or at [ecarr@psia-e.org](mailto:ecarr@psia-e.org)

# CHOICE HOTELS has an “end of season” promotion for PSIA Members!

## Learn how to enter to win 10,000 Choice Privileges® Points!

Spring is here and the summer travel season is around the corner as well! When you and your family are making travel plans, don't forget to take advantage of your Choice Hotels® International 15% discount\* when making your lodging arrangements. Additionally, look for Choice Hotels' upcoming summer promotions. These offers promise to offer you even more great saving opportunities.

Finally, to add icing to the cake, subscribe to Choice Hotels' S.O.S. Sentinel e-newsletter, from May 1, 2008 through July 31, 2008 and be entered into a drawing to win 10,000 Choice Privileges® Points!

The S.O.S. Sentinel is an e-newsletter which will keep you up-to-date on all of the happenings and aware of all the offers which you can take advantage of with the S.O.S. Program offered to us by Choice Hotels International.

To subscribe to the SOS Sentinel, send an e-mail to [Ndija\\_Kakumba@choice-hotels.com](mailto:Ndija_Kakumba@choice-hotels.com)

Please use the subject line: **Subscribe - from PSIA/AASI Eastern Division SOS Member**

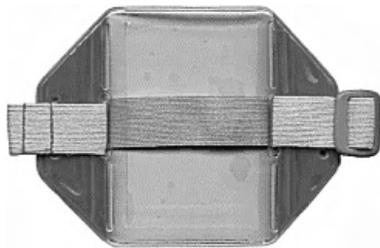
Or go to the PSIA-E website and to the Choice Hotels page and click on the link provided

If you are not already a Choice Privileges member go to [www.choiceprivileges.com](http://www.choiceprivileges.com) to sign up.

\*Subject to availability at participating hotels and can not be combined with any other discount.

## Stuart Promotional Products

Division of PED-Stuart Corporation



*The Ski Industries Leading Supplier of Armbands & ID Holders!*

**[www.stuart-inc.com](http://www.stuart-inc.com)**

16162 Flight Path Drive Brooksville, Florida 34604  
Phone: (352) 754-6001 Fax: (352) 754-1711

**We Offer Free Imprinting!**

**As a PSIA-E/AASI member,  
get 15% off of your next stay  
with Choice Hotels®.**

**Call 800.258.2847 or  
visit [choicehotels.com](http://choicehotels.com)  
and ask for ID#00802187**



**CHOICE HOTELS INTERNATIONAL®**

**We'll see you there.**

Must be a PSIA-E/AASI member to receive discount. Advance reservations required. Discount subject to availability and cannot be combined with any other discount or promotion. Valid at participating Choice hotels through 12/31/07. © 2006 Choice Hotels International, Inc. 06-472/07/06

■ **zipperline, continued**

# Sideslips and Pivot Slips Enhance Fundamental Movements

by Jay Barranger, Tom Chase, Ben Craig and Chris Dayton  
PSIA-E Alpine Development Team Members

Sideslips and pivot slips are tried and true exercises for Alpine skiers. When these skills are learned properly, and developed, they enhance the fundamental skiing movements that we make while free-skiing.

## Sideslips

Keeping the skis parallel in a constant width sideslip requires a subtle blend of balancing, pressure control and rotary movements. Being balanced over both slipping skis necessitates being centered on them (basic athletic stance). By opening the pelvis SLIGHTLY to the fall line (countering), with the uphill ski tip, knee, hip, shoulder and hand slightly ahead of the corresponding downhill parts, leg independence and more effective edging movements are possible.

Simultaneous edge release and engagement helps to keep the skier balanced on both feet. The body's core supports the ski's edge angle by moving in the direction of the fall line to start the slip and by moving back toward the hill to stop it.

Plus, looking in the direction of travel helps the brain establish a physical reference frame, aiding balance and agility.

## Pivot Slips

Pivot slips incorporate each of the key movements made in a sideslip, plus the following:

- Flexing of the downhill leg (shortening it) enables flattening of the skis along with movement of the core down the fall line. Active downhill leg flexion allows us to be more dynamic, which is necessary in a pivot slip.
- Once the skis are sliding flat, they're ready to pivot. Rotation of the legs, driven by the big muscles around the femur and pelvis, is the key to creating a parallel ski pivot. Focus on continuous guiding of the inside leg will result in the outside leg remaining parallel to it throughout the pivot.
- The same counter we had in the sideslip produces a slight stretching of the torso muscles that gets released by moving the core down the fall line and turning the legs, providing some "free energy" to get the pivot started.

Developing a solid skill base is important for modern skiing. Sideslips and pivot slips directly support active balancing movements, finely tuned pressure control, edging and edge release, as well as strong rotary movements and fluid directional movements. So, we encourage you to go out and sideslip and do pivot slips until you are really proficient. Try them on different pitch slopes and in different snow conditions. Better yet, do them with your students, and everyone's skiing will benefit! ■

## Fall Master Teacher Events Scheduled

September 25 to 28, 2008 at Jiminy Peak Resort

The Fall 2008 indoor Master Teacher Courses have been scheduled for September 25 to September 28, 2008 (Thursday – Sunday) at Jiminy Peak Resort in Hancock, MA. The Berkshire Mountains are in full color this time of the year, and Jiminy offers numerous recreational activities. Specific course schedules have not been confirmed; once finalized more details will be posted on the website at ([www.psia-e.org](http://www.psia-e.org)) and in the Summer issue of *SnowPro*.

Check out the Jiminy Peak Resort website at ([www.jiminypeak.com](http://www.jiminypeak.com)) for a variety of activities, including hiking and mountain biking. There are also several golf courses nearby, and of course, the Mountain Adventure Park! Jiminy Peak is located just 35 miles from the Albany International Airport. The Country Inn at Jiminy Peak is offering a discounted lodging rate of \$109 to PSIA Members attending the courses. Make your lodging reservations early by calling 413-738-5500.

The Master Teacher one-day educational courses are open to all certified members and may be used for PSIA-E educational update credit for the 2008 – 2009 season. These are outstanding learning experiences taught by experts in the course fields, and provide the opportunity for an excellent addition to your continuing education. You do not need to be pursuing Master Teacher Certification to attend these courses. Each course is one day long; you may attend one, two, three or all four days, if your schedule allows. All participants will enjoy a group luncheon each day. On Sunday, September 28, there will be two opportunities to attempt the Master Teacher Midterm or Final Exam. One session will begin at 7:30am and the second session will begin at 4:00pm. See Summer *SnowPro* issue for complete details. We'll see you there! ■

## Back to Basics

by Aga Wusatowska-Sarneck, Keith Rodney, and William McSherry  
PSIA-E Development Team Members

During last November's Dev Team training we explored several classic exercises and drills that help skiers build fundamental skills. These exercises have long been in the instructor's toolbox. The challenge created was to relate what can seem to be pointless drills into contemporary movements in actual skiing. While researching hop turns and leapers we had to define the technical elements, and key performance cues, and why these two drills will lead to improved skier performance.

## Hop Turns

Hop turns are an intense exercise, even for the most adept skiers, and proper stance and balancing movements are essential to execute this drill. The skier executes this drill with their skis across the fall line while maintaining a quiet upper body aligned over the feet. The ankles and knees are flexed deeply and extend explosively to launch off the snow. While in the air, the legs and feet are twisted and the skis are pivoted around the axis of the body. The landing should be soft. The ankles and knees should be allowed to flex deeply and smoothly as the skis come in contact with the snow.

The performance cues are as follows:

- Only a small hop is required
- Spring off both feet and land on both skis with soft ankles
- The upper body moves forward and down the hill (this increases with pitch)
- The skis rotate fully through or nearly 180°
- There is minimal gliding after landing is observed
- There is a deliberate pole touch
- There is a smooth rhythm and cadence
- The center of mass stays over the feet
- The core stabilizes the body
- The primary hopping effort is from the thighs

How do hop turns integrate into contemporary skiing? Obviously, they encourage a centered stance and an increased awareness of balancing movements. Equal weight distribution over the entire length of the ski, and a consistent stance width appropriate for individual body types (particularly hip width), have a positive effect during the take off. Finally, landing on both skis with an equal amount of edging promotes the fine-tuning of edging and pressure management skills.

## Leapers

Leapers incorporate all the basic movement patterns of skiing and are appropriate for developing the mechanics of medium to long radius turns. The turn is initiated while traversing. The skier hops vertically and while in the air, steers the skis slightly downhill and toward the next turn. Landing should be soft on the new set of edges. Timing for the leaper is such that full extension is reached at the transition between turns, which promotes edge change at turn initiation.

The performance cues are as follows:

- Only a small leap is required
- An equal width between the skis is maintained while on the snow and in the air
- While in the air the skis are slightly rotated
- Both skis land on the snow simultaneously
- Guidance (steering) continues upon landing
- The body moves forward and down the hill (fore-diagonal move)
- There is a deliberate pole touch
- There is a smooth rhythm and cadence
- The center of mass stays over the feet

Leapers and hop turns both promote similar movements. However, leapers require less rotary movement, are somewhat less intense, and have different timing and duration of movements.

By exploring these simple exercises we have found commonalities between proper execution of the drill and actual skiing. Both leapers and hop turns integrate well into contemporary skiing movements. They underline a very important aspect of modern skiing: "sameness". Sameness means equal pressure and edging on both skis, combined with an equal stance width. By perfecting both of these simple drills we can bring their core elements, and the aspects of good skiing they encourage, into our skiing. ■

# Accreditations Completed this season!

This past season twenty-seven members completed an Accreditation. We currently offer eight different options, each consisting of three two-day events. Members can achieve as many Accreditations as they wish by attending the required three courses in any of our eight specialty areas.

## Congratulations to those completing an Accreditation this season!

### Backcountry Accreditation

Alexander Latimer  
Megan Parker  
Theodore Stever  
Derek Mercury

### Children's Specialist

Patricia Indoe  
Robert Audet

### Coaching Advanced Skiing and Racing

Sam Karaki  
Michele J. Cavallaro  
Doug Poulter  
Angelo Toutsis  
Edward Bedrossian  
Calvin Johnson  
Brian Sampson

### Special Populations

Bernadette Oldroyd  
Al Macquarrie  
Robert Deddens  
Jeffrey McWilliams  
James Hart  
Norman Snyder

### Sports Science

Paul Mawhinney  
George Howard Burrows  
Wendy Frank  
Jane Till  
Paul Fielder  
Jenny Vanderlinden  
Bill Neville

### Adaptive Accreditation

Gerard Miserandino

## Congratulations to New Education Staff Members

The new Alpine Divisional Clinic Leaders were selected at the tryouts at Whitetail Resort on March 4-5 and Stratton Mountain on March 12-13, 2008. From these two competitive tryouts our selectors chose 28 new Alpine Divisional Clinic Leaders. Congratulations to these new DCL Team members.

Absalom, Mark	Crossley, Ned	Peters, Don
Antonelli, Vic	Dembinski, Matt	Polinchok, James
Bennett, Terrie Anne	Dolin, Brian	Poppleton, Brad
Bergeron, Daniel	Fox, Dick	Rollins, Merrill
Brewster, Nick	Gardner, Nathan	Saperstein, Gary
Cantrel, Guy	Gidley, Alexis	Setlock, Gail
Carey, John	Harrison, John	Wilkes, Stanley
Conrad, Paul	Kacer, Merrick	Young, Austin
Cossaboom, John	Langan, David	
Crenshaw, Paul	O'Reilly, Lauren	

This past March, ACE tryouts were held at Whitetail, PA and Stratton, VT. From these two competitive tryouts our selectors chose 5 new Advanced Children Educators. Congratulations to these new ACE Team members.

David Pike: Gore Mt, NY – AASI Level 3  
Ben Craig: Stratton Mt VT – Alpine Level 3, AASI Level 1  
Burleigh Sunflower, Bromley, VT – AASI Level 3, Alpine Level 2  
Tina Buckley: Blue Mt, PA – Alpine Level 3  
Mark Aiken: Stowe, VT – Alpine Level 3, AASI Level 1

Please note that because there were two tryouts at two different locations we were not able to get a team photo. We will take a team photo at the December training and will display this in the Winter *SnowPro*. ■

## Stay out of the back seat!

The Boot Bug keeps you and your students skiing in balance.



All ability levels improve quickly.  
Call 603 498 5488  
bootbug@verizon.net  
orders or info



\$45

## Around the Regions



### Region 1 (NH & ME)

**Tom Butler, Regional Director, reports:** Hello, Region 1! Hopefully, you all had a safe, fun, and fulfilling season. Being an ETS member, I have had the opportunity to understudy several exams this season. It was impressive to be witness to the level of passion and commitment that each candidate put into their effort. It is exciting to see and assist professionals strive for their goals. Not everyone attained their objective, but, from what I saw, everyone took away some nugget of feedback that will help them grow as an educator.

For those who were successful in any exam or tryout, congratulations! Wear your pin proudly. Once you get it on, take a deep breath and savor the moment. Then immediately, set out on learning more because what you do know is only a fraction of what you could know. Our guests, whether they are 3-years-old or 70, novice or expert, are counting on us to teach them to the best of our ability. That pin tells them that we should be able to deliver. The day after a successful Development Team tryout (third attempt), I was teaching a 5-year-old how to ski and vividly remember that it was one of the greatest clinics I ever gave. That kid didn't know what I had just achieved, which totally didn't matter. The only thing that mattered was for this child to leave that lesson so in love with the sport that it wasn't a question if he would be doing this ever again - it was how soon! For all of us who wear a pin, no matter what the color, an objective should always be to create a positive and lasting memory with our guest. If they get it, great, but if they don't, that's fine too. They will continue coming back because they recognize that we gave them everything we had. Being the best in the world is great, but in a service-driven industry like ours, the goal should be "the best for the world".

A parable once related to me has two masons working side by side. Upon asking them what they are doing, one responded, "I'm laying bricks". The other answered, "I'm building a cathedral". They are both doing the same thing, but with different mindsets. Are we just teaching skiers and riders? Or are we creating a lifelong passion? A subtle difference, but with which one would you want to be associated?

Ross Boisvert, Regional Rep, and I extend our congratulations on a great season. Have a great summer, and keep going. As always, send any comments

or concerns that you may have to: delbocavista98@yahoo.com

Thank you!

### Region 2 (VT)

**Steve O'Connor, Regional Director, reports:** I trust everyone had a great season. As I write this, and my clothes drip dry around me, I am reminded of all the great days of dry fluff and cold sunny days that made this winter special. There is nothing like real spring (sunshine, 50 degrees, and corn snow) followed by clouds, constant drizzle and 45 degrees to put things into perspective. It doesn't matter, from Connecticut to New York to Vermont and New Hampshire the snow depths were plentiful and all of our members that I encountered were happy.

I would like to remind all that come this June we will be nominating and electing three significant executive committee members: Vice President, Secretary and Treasurer. If you have any input, or would like to ask questions regarding these elections, please contact me sooner than later. As your representative I feel obligated to keep you in the loop. I will be leaving on April 19 for the National Team tryouts and returning by May 10, so there will be ample time for you to get in touch with me before the June meeting.

On behalf of the Eastern Team I would like to thank all members that have contributed to the Eastern Team fund for the 2008 National team tryouts. We will all give our best efforts and look forward to sharing the experience with you.

Next season will be my third year as your Regional Director. As everyone had told me, the experience is interesting and enriching. The more experience I gain as a Board member means better representation for you. I hope to continue on but would definitely step aside, especially if a snowboarder had interest. If you are a snowboarder we definitely need and want your input. Contact John Hobbs, Eileen Carr or myself if you want more information.

On a final note, it is never too early to apply for scholarships for next season. Funds are available in the James Leader fund, with priorities toward Region 2 members. Please feel free to contact me if you have questions or concerns at: oconnor@together.net or 1-802-234-4032.

Have a great summer.

### Region 3 (MA, CT & RI)

**Ray DeVerri, Regional Director, reports:** The region has been quiet this spring. We had a very good end to the ski season.

As your members on the Board of Directors for Region 3, Dave Welch, Regional Rep, and I would

like to hear from you on any issues that need to be covered at the summer Board meeting in June. My e-mail address is Ray.DeVerri@Verizon.net. We look forward to your comments and suggestions. Have a great off-season!

### Region 4 (PA & NJ)

**Steve Kling, Regional Director, reports:** It's that time again; the skis get put away, and the boats, golf clubs, fishing rods, and, alas, lawn mowers make a comeback. This season was a challenge for Region 4, with periods of cold and snow, followed by those annoying warm spells with rain. It seems that most resorts in the region were repeatedly rebuilding our base and trail network. But, all in all, indications are that despite the weather challenges, resorts in the region fared reasonably well.

In the "change is coming" department, both Whitetail and Roundtop will have new snowsports school directors next season.

Eric Jordan, Regional Rep, and I attempted to be in touch with you through our two regional meetings, one at Elk Mountain, and the second a week later at Whitetail. Both meetings were held in conjunction with clusters of educational events, and this seems to work well. Total attendance at the two meetings was roughly 160. The hospitality and pizza of both Elk and Whitetail no doubt contributed to the success of the meetings. We very much appreciate the support of both resorts.

One issue that received substantial attention in the regional discussions was member concerns about policies and practices within the industry that hurt instructor morale and hinder retention of instructors in individual schools and in our Association. Obviously, PSIA-E cannot solve these larger industry issues alone, but we are hopeful that your concerns will get addressed in next season's Snow Sports Management seminar.

Don't forget to clean up and wax your edges before you put those skis completely out of mind. And, now is a good time to start planning your personal goals for next season and develop an off-season conditioning program - although we have to admit that one member's off-season strategy of "rest up" holds a certain appeal. Enjoy the summer.

### Region 5 (Western NY State)

**Ron Kubicki, Regional Director, reports:** Hi, Ron here. I'm taking great pleasure in writing this final report for Region 5, not because it is my last as Director, but because of the tremendous response from this region in the last election. We had 6 people running for the regional roles of Director and Representative. That is a wonderful ballot to have

had for you, the membership to make important selections.

Results of the election have determined that for the next three years Steve Howie is the Regional Director, and I will take the role of Regional Representative. I want to congratulate Steve, and assure him and all of you that I will continue to represent our Regional, Divisional and National membership at any and all levels I have exposure to.

I would like to acknowledge Larry Robinson, Mark Marino, Debbie Goselin and Nick Brewster for "stepping up" and showing a willingness to serve the association and you. We had over 170 people vote in this election, and I hope in the next one we have over 300. This is a statement by Region 5 that we care and have the dedicated people to take the initiative to voluntarily serve. Thank-you to Larry, Mark, Debbie and Nick; hats off to all of you, and I hope we find roles to put your willingness-to-serve to good use.

I also want to acknowledge and thank Nick for his dedication and service to the Region, Division and National membership. I have already received several e-mails from Nick with concerns and issues he would like to continue to see addressed by the Board. This is the kind of support and actions we need from all of you; feel free to contact any Board member or officer with any questions, concerns or ideas you may have in regard to the association. We are an association of members, not officers, Ed staff or BOD members. We all serve at the pleasure of the members; we work for you!

I have just recently returned from the Executive Committee meeting held at the Spring Rally held at Whiteface. The Annual General membership Meeting was also held at this time. We had a recap of the season events and membership growth. Some bullet points from the ExCom meeting:

4.6% increase in event attendance

Best new member growth in 8 years – 1324 new members

Registered member entry level remains popular

The ExCom meetings are important to set the agenda for the June Board meeting, but the general membership meeting is important as well. This gives the membership an opportunity to question and discuss issues and concerns with the Executive Director, Director of Education and Programs, President, Vice-President, Secretary, and Treasurer of the BOD, and the National PSIA Rep for Eastern Division. There were some questions about scholarship opportunities, national dues increase and event attendance. It was gratifying to see this interest and knowledge of member benefits.

I would like to again say thank you to everyone who participated in the election. I am appreciative to have been re-elected and will continue to dedicate myself to your service.

## Region 6 (Eastern NY State)

**Scott Allard, Regional Director, reports:** With the season coming to an end, it's nice to look back and reflect on the past season. This year was a great year for the mountains as well as the members of our region. The events were filled and the exams were very successful. The mountains were able to rebuild some of the lost revenue from the past few years. This is always good for the industry, including us instructors.

On the note of regional meetings, we were able to host only one meeting during the ski season. I wish we could have held two, since I feel it's important to host two meetings so that the greatest numbers of the members are represented. We will make every effort to have two meetings in place next season. I'm still looking for input for a summer meeting, including location and other ideas, if this is the wish of the membership. Any questions or ideas please feel free to contact me.

The best of luck to all of our Eastern Team as they head to Mammoth Mt. for the National Team tryouts. Special luck to our Region 6 members, Brian Smith (Alpine) and Mark Lacek (Tele), both from Gore Mt.. Good luck guys.

The member-gain-a-member campaign ran again this season, and our hopes were to double last year's numbers. Look for the result soon; thanks to everyone for your support and good luck to the members in our region. If you have any questions about the campaign, please contact Eileen Carr at: (ecarr@psia-e.org).

I would like to thank everyone who voted this election year in Region 6. It has been and will continue to be our goal to help the membership see and understand the vision of

PSIA-E/AASI. Your input and interest in our region is very important and is very much appreciated.

Cherisse and I have enjoyed hearing from you and appreciate the opportunity to have served you on the Board. We look forward to the coming term. You can contact us at: Scott Allard, Regional Director (allardc@frontiernet.net) or Cherisse Young, Regional Rep (cyoung@mhccable.com).

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

**John Cossaboom, Regional Director, reports:** Well, another winter is in the books. Looking at the snow reports, it appears that most of our member schools stayed busy well into March, with several staying open until the end of the month. That is impressive, considering the "roller coaster" weather we experienced this season, and is testament to the

tenacity of Southeastern resort operators, and, more importantly, their snowmakers.

Our regional meeting was held at Massanutten, VA, on January 16, with 22 members present. It was a pleasure to have PSIA-E President, Bob Shostek, in attendance. Bob gave us a brief "state of the union" address, and patiently answered a number of questions. There was much discussion concerning PSIA's Matrix program, with many members asking for access from more than one computer. After the meeting, Merrick Kaser, Regional Rep, and I felt that the members were happy with the overall direction of the association and that there were no major concerns. Thanks to all who attended and also to Massanutten Resort for providing the refreshments.

I'd like to thank all of our R7 members who attended events this season, and congratulate those who were successful at certification exams. Your support of these continuing education programs strengthens not only your home schools, but our region as well. In particular, I'd like to congratulate R7's newest education staff members, Merrick Kaser and Paul Crenshaw from Massanutten who, along with myself, passed the DCL exam at Whitetail, PA.

The June Board of Directors meeting will have significance as we will be voting on a new slate of officers to lead us through the next three years. Dutch Karnan will become our new President, with Vice President, Secretary, and Treasurer positions to be filled. If you have any input as to whom these members should be, please let Merrick or me know.

Have a great summer, and remember, we will be in the middle of Christmas week in just 8 short months! ■

## Classy-fied



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



## Thanks for the Opportunity

by Steve Howie

Snowsports School Management Committee

Alpine Educational Staff

Being involved with the Snowsports School Management Committee for the last seven years (four years as Chairman) has been a great learning experience in regards to: The concerns of the Instructor; the Snowsports School's place within the resort; and, PSIA-E/AASI's Relationship with the aforementioned, and its place within the industry. As the newly elected Director of Region 5, I plan to work closely with the SSM Committee, and will continue on as a member of the National Snowsports School Management Task Force. I would like to thank Nick Brewster, Region 5 Representative, for talking me into becoming involved with the committee, Bill Beerman and Bob Shostek, who as President appoint the chair position on an annual basis, and all of the SSM Committee members and discipline coordinators that I have had the opportunity to work with. And, I better not forget Education and Program Directors, Mickey Sullivan and Kim Seevers, who were always there to take care of the real work whenever we would come up with a good idea.

Some of you might be thinking: What does the Snowsports School Management Committee do? It is the direct link between the Board of Directors and the snowsports schools, of which you are all a part. We look at the issues that start at the customer level, what impact the instructor has on customer return or retention, the difficulties school management faces in providing qualified instructors, and then how PSIA-E/AASI can have a positive impact at the customer level. We listen to what school management's needs are in regard to issues like staffing, training, member benefits, and exam formats, to mention a few, and then to what

PSIA-E/AASI feels directors need to hear or know. Much of this dialogue is used to help outline the annual Snowsports School Management Seminar.

Recently, I was honored to be asked to serve on the new ASEA National Snowsports School Task Force. We are currently exploring the issues and opportunities related to the partnership between Snowsports Schools and ASEA. Although the task force is new, we have started to identify areas that we would like to continue to explore.

As we know, there is a Membership Marketing Task Force, and **recruitment and retention** continue as high priority issues for both PSIA-E/AASI and Snowsports Schools. PSIA-E/AASI membership is being impacted by the problems facing schools. Even many of the most well run resorts have a difficult time recruiting enough quality staff. Developing a best-practice outline for schools on topics ranging from pay for performance to hiring and training is just one idea to be pursued. Some other thoughts:

**Cost is an issue:** For many instructors it's simply what it cost to be a member vs. what they make.

**We don't have three years:** We all agreed that it currently takes about three years for a new instructor to gain enough training and experience to perform at the level that most school directors would like. If we are seeing a trend that

many new instructors teach for three years or less, we need to develop accelerated training programs to speed up the learning process. This might also help instructors to feel more comfortable in front of customers, and maybe enjoy teaching a little more.

**Customer Service Training:** There has been much conversation regarding Customer Service Training, or the lack of it. We spend most of our time focused on the lesson content, and not enough on the total resort experience. One of the committee members mentioned that at one point their area recognized the need for customer service training, but had swung so far in that direction that customers started to complain that they had a great time, but they did not feel the instructional value had met their expectations. Our thought was, we need to increase our time and awareness during training and exams on customer service, but without losing sight of the fact that we are here to help customers learn how to ski/ride.

Since many resort needs and issues involve the Snowsports School, we felt it would be beneficial if we could find a couple of GMs that started as school directors to sit on the task force. It would be beneficial to get their perspective from both sides.

In closing, congratulations to Debbie Goslin, who is stepping up from the Region 5 SSMC representative position to be the newly appointed SSM Committee Chair. Deb will be officially ratified at the June Board meeting. Our first project will be to fill her vacant position in Region 5, along with the vacant position in Region 6 on the SSM Committee.

Thanks again for all the opportunities! ■



### SNOW SPORTS DIRECTOR 2008-2009 Winter Season

Canaan Valley Resort is a four season destination resort nestled in the middle of over 6,000 breathtaking acres of WV State Park land. It features 250 guest rooms, cabins and campsites, recreational activities, downhill skiing, snowboarding, air boarding, snow tubing, summer tubing and an 18-hole championship golf course.

The ideal candidate will exhibit excellent communication skills, teaching experience, and maintain a high level of guest service standards. Must have a minimum PSIA Level 2 certification and at least three years Snow Sports School management experience. Preference will be given to applicants with Level 3 certification.

#### **Golf Teaching Pro also needed.**

Resumes may be sent to [swadleys@canaanresort.com](mailto:swadleys@canaanresort.com) or for more information, contact Sandy Swadley, Human Resources, 304-866-4121, Ext 2601.

[www.canaanresort.com](http://www.canaanresort.com)  
V/D EEO M/F

# Absolutely AASI



## Congratulations



The winners of the Burton Snowboard Promotions which were held this season are:

AASI Level III Member Nick Perlmutter Region 2, Stratton Resort

**Nick attained his AASI Level III certification and also won a Burton custom snowboard**

AASI Level II Member Sean Gwinner Region 2, Okemo Mountain Resort

**Sean attained his AASI Level II certification and also won Burton bindings**

AASI Level I Member Eileen Pearson Region 5, Kissing Bridge

**Eileen submitted her proof of purchase of a Burton board and won a Burton Snowboard Bag**

AASI Level I Member Susan Lehman Region 7, Cataloochee

**Susan submitted her proof of purchase of a Burton board and won a Burton Snowboard Bag**

**Thanks to Burton Snowboard for being such a great PSIA-E/AASI 2007/2008 sponsor!**



## What a Great AASI Season

...for snow and for exams!

by Holly Anne Andersen

AASI Examiner

AASI Steering Committee

The AASI season always brings with it the excitement of learning new things, meeting new people, and looking at things in new ways. This season was spectacular for so many reasons; my first day on snow was November 10, and I got to teach one of the first private lessons at Mount Snow. The whole season had amazing snow- we kept getting pummeled with snow, and coverage all season was unbelievable. I think that I am going to have snow in my front yard until June. Along with all the other unbelievably positive experiences this season, the exam pass rates were encouraging and exciting.

Every year, candidates spend time training and anticipating for their exam, and though there is much more to AASI and what it has to offer, some candidates get focused on the exam piece. Exam preparation is also a weight on the resort training staff as they try to make sure their staff has all the information and experience to be successful at their exams.

Each exam season is different, but we were happy to see that the pass rates for this season were very encouraging in comparison to the last two seasons.

The overall pass rate for the Level II for the past four seasons has been consistent within 2% of average. However, the numbers for the Level III exams were astounding this season! The overall pass rate for the Level III had been running fairly consistent, but this season it almost doubled from our past average. This information is very impressive considering the difficulty of the exam. We even had two Level III candidates who received 100% on the written exam.

Sometimes these improved pass rates could raise a red flag, but the overall consensus is that we had very well-prepared candidates this season! The consistency of the Level II pass rates, and the amazing pass rate in the Level III exam, were a great way to end the season.

Thanks to everyone who helped and supported all of the exam candidates. We look forward to another great season next year. ■

# AVALANCHE 20

Only the best for ski areas. Nothing less.

**AVALANCHE IS PROUD TO OFFER A NEW SELECTION OF HIGH PERFORMANCE SKI CLOTHING ESPECIALLY FOR**

Over 20 years experience working with ski area disciplines, operators, administration and safety. And now servicing ski schools around the world. We look forward to working with your ski school. Contact us to get a proposal.

**GREAT SAVINGS! UP TO 40% OFF** \*retail price

Special product selection with logo shield PSIA-E members at [www.psia-e.org](http://www.psia-e.org). Made with the latest in fabric technology and durable, easy-care components. Avalanche clothing is designed for the most severe weather conditions.

**EASTERN DIVISION MEMBERS**

3M Thinsulate PRIMALOFT TecFlo HYDROFLEX Entron Ternizax-MP

**For contact information regarding quantity discounting for your ski school go to our website and call your representative**

HEAD OFFICE: AVALANCHE SKI WEAR INC.  
Tel.: 418.877.5584  
**WWW.AVALANCHESKIWEAR.COM**



# Thank you to all of our sponsors



*We appreciate your support during the 2007-2008 Season*

## Association Program Sponsors



## Member Program Sponsors



## Premier Event and Educational Fund "Super Raffle" Sponsors







# Understanding Posttraumatic Stress Disorder in Your Adaptive Programs

by Frank Ninavaggi  
PSIA-E Level I Adaptive, and  
Mary Ellen Whitney  
PSIA-E Adaptive Clinic Leader - ABOE  
STRIDE Adaptive Program  
Jiminy Peak - Hancock, MA

The following description of Posttraumatic Stress Disorder (PTSD) was written for the STRIDE Adaptive Sports Program skiing instructors as a guide for working with the soldiers who attend the Wounded Warriors snowsports events.

**P**TSO was first identified as a psychological disorder in the 1980s, and first linked with Vietnam combat veterans. However, it is clear that PTSD has been around as long as mankind has been exposed to trauma. This particular description of PTSD is most applicable to the veteran population. It is important to note that people suffering from PTSD will have some differences based not only on their unique characteristics as people, but also from the source of their trauma. Rape victims, accident victims and combat veterans all share important characteristics, but also have important differences.

### Posttraumatic Stress Disorder

Posttraumatic Stress Disorder (PTSD) is an anxiety disorder that is caused by exposure to significant trauma. While not everyone who is exposed to trauma develops PTSD, many people do. The key elements in the development of PTSD are the intensity and the duration of the trauma. Combat is a major cause of PTSD because of both of these factors. As with other disorders, PTSD can be mild, moderate, or severe. PTSD for Iraq and Afghanistan veterans is often complicated by Traumatic Brain Injury that both amplifies and masks the symptoms of PTSD. The major symptoms of PTSD are:

- Re-experiencing the trauma, usually seen as nightmares, traumatic dreaming, intrusive thoughts and recollections, and, in some cases, flashbacks.
- Flashbacks are dissociative events in which the person feels like he/she is back in the traumatic event and reliving that experience. Flashbacks can be of short duration or last for a significant period of time.
- Re-experiencing symptoms can be triggered by environmental or emotional cues that are associated with the traumatic event. Cues that a person is struggling with re-experiencing symptoms include noting if they are tracking and involved in the here and now.
- Sometimes you will be able to notice that they have a kind of blank stare or have lost track of time. Ways of responding to these events vary. If the person seems distressed you can ask what happened and reassure them that things are OK. Some veterans will be embarrassed by these experiences, so reassure them they have nothing to be embarrassed about. If they do not seem overwhelmed or distressed, you can just let it pass without comment. Try to base your response on what the person is doing and what they appear to need. If they are upset, keep calm and reassuring, reminding them where they are and that everything is ok. If they want to talk about the experience, listen carefully, making sure to respond with interest and asking questions that seem appropriate.
- Numbing and Avoidance. Numbing is the absence of emotion; people numb in order to keep from being overwhelmed by powerful emotions associated with the traumatic experience. These emotions can include fear, sadness, horror and rage. Numbing your emotions can be adaptive in life threatening situations because you are able to keep functioning. This may be why some veterans continue this when they return home.
- Avoidance of reminders associated with the traumatic event is also an attempt to externally regulate emotions. Trauma victims avoid reminders of the events because they hope that by not thinking about the event they will not re-experience the emotions and memories associated with the trauma. Many veterans avoid war movies, parades, news reports, etc.

However there are also environmental reminders such as sights (mountains, types of buildings), sounds (loud noises, songs), and especially, smells (rotting vegetation, garbage, dead animals, foods), and these are more difficult to avoid.

- The abuse of alcohol and drugs are ways that people use to avoid and numb emotions. Sometimes people need to leave an area because it is triggering reminders of their trauma.

Crowds can be especially difficult for combat vets, and leaving a crowded area can do a lot to help them stay calm. If someone wants to leave an area, do not try to make them stay. Many soldiers and marines do not seem particularly avoidant or numb, although they could be masking those feelings very effectively. Often, soldiers using these stages would be unlikely to attend a Wounded Warriors event. Another factor is that being part of a group setting likely gives them a sense of security. They are reassured by meeting the volunteers, especially the veterans who are part of our volunteer group.

- Symptoms of Hyper-arousal. People exposed to long and intense trauma change physiologically due to this exposure. Combat service involves long and dangerous situations that tax people physically, mentally and emotionally. Hyper-arousal symptoms include:
  - Hyper-vigilance – Constantly scanning the environment for signs of danger. Always feeling that something life threatening could happen at anytime. The need to be hyper-vigilant can make crowds overwhelming for some combat veterans.
  - Irritability.
  - Poor Sleep - This also makes irritability and poor concentration worse.
  - Exaggerated Startle Response- Jumping or diving for the floor that is triggered by an unexpected noise. It can be a loud noise like an explosion, or a noise that is associated with a traumatic event.
  - Difficulty Concentrating.

The response as a caring instructor involves patience and calmness. If a vet is irritable, let it go, it could be due to a number of factors.

If a vet is distracted or has trouble following instructions, just slow down and repeat. It may be appropriate to go to a quiet and less crowded area since the crowd may be overwhelming for the vet and he/she may be unwilling to say anything.

Startle response can be very uncomfortable for the person who experiences it. It can bring on a flood of adrenalin and fear. Some handle it better than others. Try not to laugh or overreact if your vet gets startled. Ask if they are OK; some may need to take a break, others will continue on.

Do not approach people from behind without making your presence known.

Do not wake a person by touching them and shaking them. Call out their name.

Should you ask about war experiences? Generally, NO, even in a clinical interview. If they volunteer the information, and depending on the person's emotional state, you may ask appropriate questions. In our setting I would not ask about war experiences unless the soldier or marine brings it up. Most will talk about some aspect of how they got wounded. I would ask appropriate questions like, "That must have been scary"; "How long were you knocked out"; or "Sounds like you're lucky to be alive". It is hard to say whether or not to ask about lost buddies. If they bring it up I definitely would respond to it with something along the lines of, "You must think of your friends a lot", or "You must miss your buddies a lot". Use good judgment. The ability to talk about traumatic experiences varies with the person; be aware of that. The worst response to a person presenting traumatic material is to appear disinterested.

One last word, and this may seem obvious, but most of the veterans have had this experience. **Do not ask any of our Soldiers or Marines if they have killed someone.** This is totally inappropriate and highly intrusive. ■



## 15 Below Group Conquers Whiteface!

by Gary "Griz" Caudle  
"15 Below" Advisor

Over a billion years ago anorthosite rock was exposed on the continental shelf breaking away from other rock formations. About a million and a half years ago, glaciers carved out what is today seen as the Adirondack Mountains. Thank you Mr. Ice Age!

*Veni, vidi, vici*, a famous Latin sentence spoken by Julius Caesar in 47 BC, translates as "I came, I saw, I conquered." Well, you came, you saw, and you conquered. You drove to the beautiful Adirondacks and saw Whiteface, a 4867-foot mountain; and you

conquered it, all thirty-four of you! What a great end to one of the best ski and snowboard seasons in recent memory.

The staff at Whiteface certainly put on a wonderful event for us; and the conditions could not have been better. Although cold, even for spring in the Adirondacks, the days were bright and skies were clear adding to the spectacular views from the top of this magnificent peak. There really is no other peak in the eastern United States that affords such majestic views of high peaks. We took advantage of all this mountain had to offer.

K2, Lance, and Cassie joined us once again. K2 and Lance offered their special flair for park skiing, helping the younger set integrate into the hits in the several park venues at Whiteface. It is always a pleasure to welcome back 'old' friends. Cassie is now a freshman at University of Rhode Island, K2 has been accepted at St. Michael's in Burlington, and Lance will be a senior at St. John's Prep next year. You guys are always welcome. Thank you for your support.

We had several 15 Below participants in the annual PSIA-E race: And the winners were..... Bradley Jubitz and Megan Gardiner! Great job guys!

We also chose the winners of the 15 Below essay contest where kids who entered wrote a one-page essay on, "Why I want to teach skiing/snowboarding." We had three winners in the contest; Jessie Foehl, Megan Gardiner, and Claire Wilkinson. For their essay efforts (and for attending the Spring Rally event) they each won \$100! Their event was basically FREE!

Thanks again to the ACE staff who help with the 15 Below events; Lisa Gouwens, Sharon Foehl, Mac Jackson, and our newest ACE team member Dave Pike from Gore Mountain. This was one of our largest turnouts. Fun was had by all. Great job guys.

Once again we 'Wrap it Up' on another season, a great one too! The young people that continue to attend the 15 Below events are my inspiration. You keep me young, I just need to tell my knees that after riding hard with you for two days. Have a safe and happy summer, and see you at the 'Bring It On' event next fall... ■



ACE staff member Lisa Gouwens hams it up a bit with some of the 15Below kids. The kids had even more fun out on the mountain!



## 2007-2008 Pro Shop / Bookstore

Merchandise & materials available from:  
**Professional Ski Instructors of America - Eastern Division**  
 1-A Lincoln Ave., Albany, NY, 12205-4907 Fax: (518) 452-6099



No phone orders, please. Orders can be faxed, mailed, or e-mailed to psia-e@psia-e.org

PAYMENT INFORMATION:		SHIP TO:		
Please enclose check or money order payable to PSIA-E/AASI, or		Name		
<input type="checkbox"/> Master Card <input type="checkbox"/> Visa      Expiration Date _____		Address		
Card #:		City, State, Zip		
Signature		E-mail		
		Member Number                      Day phone		
MANUALS AND VIDEOS (PRICES SUBJECT TO CHANGE)		PRICE	QTY	TOTAL
126	Core Concepts Manual - <i>For all disciplines</i>	\$24.50		
152	Park & Pipe Instructor's Guide	24.00		
ALPINE				
176	Alpine Technical Manual, 2 <sup>nd</sup> Edition	<b>Now Available!</b>	24.95	
172	Alpine (Adult) Handbook - Vail publication		17.00	
148	Alpine Stepping Stones Pocket Guide		9.50	
174	Movement Analysis Pocket Guide	<i>Popular item!</i>	5.50	
149	Tactics for All-Mountain Skiing		29.50	
	PSIA-E Alpine Exam Guide	(Copier duplicates)	5.00	
	PSIA-E Alpine Standards DVD		20.00	
NORDIC				
133	Nordic Technical Manual		22.00	
	PSIA-E Nordic Standards DVD	<i>New in 2006-07!</i>	15.00	
	PSIA-E Nordic Downhill Exam Guide, Level I, II or III	(Copier duplicates)	2.00	
	PSIA-E Nordic Track/Skate Exam Guide	(Copier duplicates)	2.00	
	ATS Nordic Manual (older, but good reference)	<i>Limited Quantity Available</i>	4.00	
AASI / SNOWBOARD				
183	AASI Snowboard Instructor's Guide - New for 2007!		24.95	
160	AASI Snowboard Focus on Riding DVD		34.00	
129	Snowboard Movement Analysis Handbook		14.50	
	AASI-E Riding Standards Indicators DVD	<i>New in 2006-07!</i>	15.00	
	AASI-E Snowboard Level II-III Exam Guide	(Copier duplicates)	2.00	
	AASI-E Snowboard Level I Exam Guide	(Copier duplicates)	2.00	
ADAPTIVE				
131	Adaptive Snowsports Instruction Manual		24.50	
	PSIA-E Adaptive Exam Guide	(Copier duplicates)	3.00	
CHILDREN'S/KIDS				
119	PSIA/AASI Children's Instruction Manual - out of stock, new version in 08-09, old pdf available at national catalog - psia.org			
125	PSIA/AASI Children Instructor's Handbook		14.50	
153	Children's Ski & Snowboard Movement Guide		12.50	
162	Snowboard (Children's) Handbook - Vail Publication		17.00	
107	Captain Zembo's Guide For Kids - 2 <sup>nd</sup> Edition		9.50	
	Power Play - Kids & Snowsports Video		19.95	
PINS				
	PSIA Registered Lapel Pin		3.00	
	AASI Registered Lapel Pin		3.00	
	PSIA Adaptive Certified Level I or II or III Pin	(please circle choice)	7.00	
	PSIA Alpine Certified Level I or II or III Pin	(please circle choice)	7.00	
	PSIA Nordic Certified Level I or II or III Pin	(please circle choice)	7.00	
	AASI Certified Level I or II or III Pin	(please circle choice)	7.00	
	PSIA-E Master Teacher Certified Pin		7.00	
Shipping/handling fees based on total amount of order.			Sub.	
Up to \$14.99 - \$4.00                      \$15.00 to \$49.99 - \$6.00			S/H	
\$50 to \$99.99 - \$9.00                      \$100.00 to \$199.00 - \$11.00                      \$200 and over - \$13.00				
Most orders sent via USPS or UPS. Please allow 1-2 weeks for delivery.			Total	
<b>WE MUST HAVE PAYMENT WITH ORDER - THANK YOU</b>				
Ski and Snowboard schools, call for quantity discounts.				

Rev. 04/15/2008



## Not Just a Headache

by Tina Buckley

PSIA-E Alpine Level III

ACE Team member

Blue Mountain Snowsports School, PA

**S**afety, Fun and Learning. Those three go well together. In children's lessons we focus a lot on the fun part, using drills that enhance just that. We try to be really goofy at times with the same intention, making learning fun; but, what about safety? Asking instructors what kind of safety issues they have encountered within their kid's lessons, they came up with three main answers: "losing a child", "appropriate equipment" (such as gloves, helmets, bindings and DIN settings, and more), and, "having a child getting hurt during the lesson". Because of a recent incident within my own family, the last one caught my attention the most.

Most likely, we are able to identify injuries to the extremities or ligaments, because our students will describe the pain level and location; some of those injuries might also be very much visible. In that case, we know to involve Ski Patrol and inform the parents/guardians, as well. It gets more difficult if it's a head injury; especially, because we might not always be able to see or notice such. If a child, for example, falls and lands on the head – helmet or not – a certain amount of the force is transferred through the skull to the brain. The child may or may not become unconscious, but could still suffer from a concussion. A concussion is defined as a mild closed head injury, caused by a bump, blow or jolt to the head. The brain gets bounced around inside the skull, sometimes leaving it bruised (contusion). Depending on the severity, a concussion can disrupt the way the brain normally works.

Studies show that concussions in children are drastically underreported. Many students – and parents – still mistakenly believe that concussions always involve the loss of consciousness, and, therefore, don't suspect that one occurred. And, enthusiastic children often don't tell their parents/coaches about a blow to the head for fear of being "benched" and not allowed to participate. People who sustain a

concussion have a greater risk of suffering another with each new injury. Incurring a concussion while still healing from a previous one can also result in the so called "second-impact-syndrome", a rapid swelling of the brain that may result in respiratory failure, and can be fatal.

Be alert if, after a fall, your student appears to be dazed or stunned, seems confused, moves clumsily, gets pale or even loses consciousness. The student might also complain about a headache, fuzzy vision, nausea and/or dizziness, among other symptoms (see box below). If you suspect a head injury to your student, remove him/her from all activities and make sure he/she will be evaluated by an appropriate health care professional - in this case, Ski Patrol. You should also inform parents/guardians to keep them alert for signs and symptoms that might not show up right away.

When my daughter suffered a concussion after a weird fall from the "butter-box" in the terrain park, she was told by her doctor to literally "do nothing" for a good 10 days. While that might sound inviting for

some, my active child did not like the fact too much that she had to lie around pretty much all day - no school or activities like trampoline or soccer, no loud noise from iPod or TV.

But, the level of headache was a good indicator of her healing. After day nine she was ready to go to school again, and after day 14 she was on skis again. Oh yes, she got a new helmet, too.

Not every fall, though, will result in a concussion. A nauseated student in your lesson could also have the

"too much fatty food" syndrome. And, complaints about headaches can have a lot of other reasons, like dehydration or oncoming flu. In any case, be watchful, be suspicious, be a professional.

**Signs you can observe:** appears dazed or stunned, is confused about assignment, forgets easily, moves clumsily, loses consciousness, can't recall events prior to and/or after the hit.

**Symptoms reported by student:** headache, nausea, balance problems, fuzzy vision, sensitivity to light and/or noise, feeling sluggish, confused, concentration problems. ■



Your Nordic and Alpine  
Supply Company

**Reliable  
RACING**  
SUPPLY, INC.

[www.reliableracing.com](http://www.reliableracing.com)

Visit our expanded website  
or call us today for a free catalog.

**1.800.223.4448**



# On-Any-Gear JUMPING EVENT at Lake Placid, NY – September 15-16, 2008

PSIA-E/AASI announces the 2008 dry-land training/jumping clinic at the Mackenzie Intervale Lake Placid Jumping Complex.

FEATURE EVENTS				\$199
Num.	Event	Dates	Location	Deadline
001	Jumping Event	September 15-16, 2008	Lake Placid Jumping Complex	08/25/08

**Location:** The jumping complex is located just east of Lake Placid, NY, on route 73. Approaching from 73 west, the pools and jumps are on your left. Meet at the Complex Gate house, which is just above the pools, at 8:30am each day. You can't miss it - just drive to the base of the 90-meter jump.

**To Register:** Please visit the website ([www.psia-e.org](http://www.psia-e.org)) for an event application, fill it out and submit by the deadline of August 25, 2008. The cost is \$199 for PSIA-E/AASI members; \$220 for non-members. Non-members, Registered and Level I Members must interview with Mickey Stone prior to registering. Please e-mail him at: [cpage3@aol.com](mailto:cpage3@aol.com). Applicants must be 16 years of age or above to participate. This event can be used for update credit for any discipline. Price includes coaching by PSIA-E/AASI Education Staff and ORDA coaches, trampoline usage, facility storage, pool fees, and handouts.

**Lodging:** There is plenty of lodging nearby; go to "Lake Placid Lodging" on the web where you'll find a lot of places to suit your style and wallet. The Courtyard by Marriot is approximately one mile from the complex and is offering a discounted rate of \$139 per night, plus tax, if you book before August 31, 2008. Please call 518-523-2900 for reservations.

**Schedule:** Training Time period will be 9am-4pm each day, with a 1-hr lunch break. Feel free to bring lunch. There is a snack bar with lunch at the pools, and it is a short drive to town.

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

**Preparation:** You will be training on trampolines for at least half of the first morning. Wear clothing appropriate for working out. No shoes allowed, so



wear appropriate socks. Also, jewelry and sharp objects need to be taken off. These trampolines are outside, so you'll need to dress for the weather.

**For the pool you will need:**

- Boots that can get wet for Telemark, Snowboard or Alpine.
- Skis or boards, preferably short, 150-175 cm. It works best with less shaped skis. So your straightest, shortest pair would be the best.
- Helmet a must. A Pro Tec or ski helmet preferred; no bike helmets because you need some type of soft or hard earflap in case you don't quite land right in the water. Strap must be worn.
- PFD approved personal flotation device; not a seat cushion over your shoulders.
- Mouthguard found at any sports store (Play it Again, etc). One you put in hot water and form to your mouth.
- Wax. Paraffin only. No need for ski wax. Gulf wax

found in the grocery store in the baking section is fine. It is a white bar. Apply to sliding device twice daily.

**Optional**

Wet suit, shorty, Lycra suits, etc. Whatever you will be comfortable in during the temperature of the day. The water is not heated; it is in the cool 70s.

Towels, sunscreen and cameras or video.

**Schedule:**

**Day 1**

Meet at the complex Gatehouse (which is just above the pools) at 8:15am. The jumping complex is located just east of Lake Placid on Rt 73. Approaching it on 73W, the pools and jumps are on your left. You can't miss it. Just drive to the base of the 90-meter jump.

8:15-8:45 Meeting/Organization/Handouts/Waivers

8:45-Noon Framing Safety and Training Groups  
 \*Warm-up flexibilities  
 \*Trampoline etiquette and instruction  
 \*Landing/turning/twisting/height  
 \*Advanced moves for those with past training  
 \*Viewing National Teams who are there

**Lunch**

1:00 – 4:00 Afternoon Gear prep/ Waxing/Safety on jumps/Into the water  
 \*Approach/Take-off/Maneuver/Landing  
 \*Adding tricks

**Day 2**

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

This is an excellent event to begin your freeride career. It allows you to learn how to become more aware of your body in the air, and what movements affect you during approach, take-off, performing the maneuver, and landing. Basic trampoline maneuvers will be performed before any tricks are added. The basic and simplest maneuvers will be experienced before adding more difficult ones.

Don't miss this one! ■



with loose heels

## V-2 Varieties

by Randy French

PSIA-E Cross-Country Track Examiner

Not all V-2 skate movements are created equal. That is the fun of skate skiing; there are so many ways to go fast. Some people are viewing certain skate movements as “old skate” or “new skate”. Instead, think of what movements match your fitness, wax, grooming and trail conditions. Think of many of the following movements as both ends of a continuum. You can ski both ends, or someplace in the middle; the point is to have more fun by moving more easily when skating.

Start with body direction relative to the gliding ski. You can glide with your hips and torso perpendicular to the ski and poling parallel to the ski, or you can keep your body and poling aligned with the general direction of the trail. If you are resting and want to maximize your glide and improve your balance, then try staying square to the ski and changing your body direction from side to side as you skate in a “V”. To do this, stand right on top of the ski as you glide, focusing on the old toe, knee, nose alignment. The other side of this spectrum is to keep your body more centered and quiet rather than moving side to side. This works well for skating uphill or sprinting. The result will likely be a quicker tempo and more power directed in the direction of travel. The first style will work well when balance seems to be the limiting factor to your skiing, and the second method works well when the problem is that the ski is quickly decelerating.

Another dichotomous pair of movements is a bit more complex. You can land on your gliding ski with a bent knee, rise up, almost straighten the knee and relax briefly by being supported by your skeletal system, then glide tall before compressing

or skating. When viewed from the side, your hip would be rising and falling in a flowing curve. The opposite way to skate is with the hip very stationary when viewed from the side and the vertical motion is limited. This second way to move allows you to push your foot and knee forward from under a stable platform. As before, the second way is used to V-2 up hills and to maintain momentum.

Foot movement can also be placed in a continuum from stationary while gliding, good for relaxed skiing and balance or always moving forward and out, good for maintaining speed. To get the feel of the foot moving continually try skating up a hill without poles, going as slowly as possible but keeping the foot moving at a constant speed while you push. If you stop, accelerate or decelerate, you will feel a stall. If you move your foot smoothly and slowly you will continue to move up the hill. After mastering the

movement of the foot without poles, try the same movement with poles and see if it is easier to climb hills with V-2.

Pole follow-through also has a range of motion. Sometimes called “old skate”, it uses a long extended follow-through and a very long continuous push on the poles. When viewed from the side the hands pass far behind the skier. This is great for relaxed, easy skiing. Sprint or uphill skating may have the hands stop without ever passing the legs when viewed from the side, and very little release on the grip allowing for a quick recovery. Power can be applied in a quick but powerful jab, originating from the upper abdominal muscles.

What about how far your foot returns under your body? Again, there is a range of recovery positions. If it is icy or fast, then bringing the foot all the way under the body allows for less tension in the legs. If the snow is slower, or has great edging, then you can push far to the side and not recover as far underneath. Up-hills can bring this point home. Try recovering to a heel click position and you will stall. However, try the heel click when you are on cruise control on fast flats and flow, and smile.

Lastly, at least for this article, but not in terms of all the varieties of V-2, is when do you start to move across with your body to the new ski when you pole? One extreme, which is good for body position practice, is to take 2 or 3 double poles while gliding on one foot before moving to the other side and repeating. If you are having trouble, have someone check to see if you are really standing on top your ski or are you moving to the new ski early. Back off this extreme delayed timing so you do not move across to the new ski until your hands have passed your hips before poling and moving across very early. The question in these movements is: are you controlling your movement to the new ski, or is the movement to the new ski controlling you and your pole timing?

Other areas to tinker with are arm position, body position, when and how the power is applied to the poles, and more. The idea is to experiment and see what works in what conditions and at what fitness levels. There is not a single right way to V-2; think instead of what movements work best when, and you will have a whole arsenal of movements to speed you on your way. ■



Cam French Jr - skier is in a relaxed V-2 with his torso framing the gliding ski and a slight follow-through with relaxed arms for covering distance.



Randy French, Chief Nordic Track Examiner - showing a narrower V-2 used on flatter terrain and at faster speeds. Note the torso moving to the next gliding ski, adding velocity and motion as he frames the new ski.

# Five Useful Tips for Any Telemark Skier

by Don Sensenig  
PSIA-E Nordic Downhill Dev. Team  
Jack Frost/Big Boulder, Pa

The telemark turn has evolved tremendously over the years with the advent of shaped skis and stiffer plastic boots. Along with this technological advancement come changes in how we are to move on our skis if we want to ski more efficiently. Whether you are an aspiring novice or an advanced ripper, these five tips are guaranteed to help improve your telemark skiing performance.

1) A balanced telemark stance is the first and foremost important step. A balanced stance is a dynamic action. It is not a position that you find and then hold onto; rather, it is a stance that is constantly changing and adjusting to each day's conditions. You should seek a relationship between your feet, both fore and aft, that allows you to manage pressure with a relatively equal weighting of the skis - a position that allows you the freedom to modulate pressure, either by adding it or by taking it away.



**Athletic stance for first-time telemarkers.**

2) Constant movement of the legs and feet, with purpose and direction, allows a skier to not get caught in any one position that he/she can't get out of. Beginner skiers tend to rely on their equipment to balance against with stiff legs, while an advanced skier can balance against a sturdy core, free to move their legs and feet underneath them in any direction at any given time. By



**Step turns to learn twisting and steering movements.**

actively moving the legs and feet, and by getting in and out of the telemark stance, the skier is free to make adjustments for any given situation.

3) A disciplined center holds the pieces together. Your center is basically where all your body's limbs connect to the torso and are controlled by the abdomen. While skiing, strive to achieve a functional tension in this section of your body. This part of the body is the glue that holds your performance together. This functional tension allows you to keep from folding at the waist while skiing in sloppy conditions, and allows you to offset your tendency to over-rotate on slippery ice. Condition your stomach muscles and you will gain better control.

4) During lead changes, change your edges before you exchange. The lead change is not intended to start a turn; rather it is a means to transfer pressure movements from turn to turn while maintaining a balanced stance fore and aft. Where and when the foot exchange occurs throughout the turn depends



**New telemarker making edge release or edge change before lead change.**

upon the intended turn shape, intensity and duration. A turn that takes time to develop would have a slower exchange, while a turn that is short would require a quicker exchange. One's turn shape relates directly to the intended path the skier takes. At turn entry, strive to release the ski edges by pulling the lead ski back and pushing the rear ski forward at the same time you're directing your skiing motion toward the next turn. The body will cross the skis, allowing the edges to release and then re-engage. In this redirecting transition, you will be in a freer position to guide the skis where you want them to go.

5) Manage the ski pressure at all times through active bending and unbending of the ankles, knees and hips. Whether the pressure your skis receive is from terrain features, such as bumps and

knolls, or from the forces felt from gravity and momentum, the skier must always manage this pressure so the skis are free to follow the intended path of direction. The front leg will ultimately receive the bulk of the load, but it is imperative not to allow it to take over and become dominate. Stay tall with core discipline and control your split distance between your feet. Keep your back foot under your inside hip for strength and maintain pressure through the ball of the foot. Strive to actively moderate the pressure on your inside foot. To increase pressure, extend your heel downward, and to decrease pressure lift your heel up. Keep your calf and thigh muscles contracted to help improve accuracy of the applied movements. If you allow your split distance to increase too much, the majority of your weight will shift forward to the front foot and your inside hip will move in front of the balance point over the ball of the rear foot. This shift causes the rear foot to lose pressure and your weight will move from the ball to the toes resulting in a lack of control.

These key points have proven to be useful in my own skiing as well as many lessons I've taught. Feel free to use them to help improve your personal skiing, or apply them in some of your own creative teaching activities. ■



**Of course, the 5-step program also includes beer, aquavit, salmon, ghehtost cheese and caviar**

## In Memoriam

**Tom Beckman**, of Cumberland Center, ME, passed away on February 19, 2008, at the age of 53, as the result of an automobile accident. He was an Alpine Level I member of PSIA-E, having joined in 2002. He taught at Lost Valley Snowsports Center, ME.

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

# Congratulations

to the following members who passed their  
**new Level II and Level III  
certification** during this past season!

## **Alpine Level III Certification Examination**

Kristin M Beard  
Don Benz  
Sherrie Bradway  
John Carey Jr.  
Russell Carr  
Matt Charles  
Matthew Cornelius  
Walter Cusack  
Joseph Darmofalski  
John Dinn  
Jonathan Downs  
Bernadette A. Durman  
Jay Fishman  
Eva Foster  
Linda Gaffey  
Brian Guinea  
Gregory A Gull Jr  
Donald E. Hall  
Walter Hammond  
Matthew Heller  
Cheryl Humphrey  
Aleks Irvin  
Kenneth W. Jackson  
Hilary Knipe  
Michael Lancto  
Kristina Luce  
Michael Marquis  
Gregory Martin II  
Scott Regenstien  
Jes Stith  
Jeffrey J. Tomeo  
Eric Ueland  
James H. Wilkinson

## **Alpine Level II Certification Examination**

William F. Adams  
Thomas Anelons  
Carl F Bachmann  
Terence E. Barrett  
David P. Bender  
Matt Berry  
Daniel Bopp  
James Burns  
Sarah M. Burrows  
Richard Casselman  
Janna Chapdelaine

Lorraine A Charron  
Michelle Clifford  
Steve Marshall Cohen  
Ian Cruickshank  
John Czuy  
Vladislav Davidkovich  
William Dessingue Jr.  
Michael DiBartolomeo  
David G. Dobbins  
Philip J. Drosdik  
Karen Earley  
Ralph Olaf Eberhardt  
Susanne Ebling  
John H. Elkins  
Shane C Erickson  
David Farrell  
Robert W. Farrell Jr.  
Bruce H. Fenn  
Annie Fierman  
Nancy Friedman  
Daniel Ginder  
Elizabeth M. Ginexi  
Jenifer Glagowski  
Katrina Grosse  
Laurie L. Hagan  
Donald E. Hall  
Everett Hall  
John D. Hoffman  
Christine Holden  
Christian Hote  
Boris Itin  
Molly Jaffe  
Peter Johnston  
Timothy Jones  
Michael Kahn  
Erica Kelleher  
Stephen M. Knowles  
Janice N. Kohnstam  
Charles Kornman  
Edward Kowalewski  
Wayne Krevetski  
W. George Latendresse  
Danny Lee  
Gregory Letellier  
Roger S Lichtman  
Cassandra Martin  
Jeannie E. Masters  
Mark Mead  
James Mershon  
Sam Middleton

Brian J. Mieczkowski  
Scott Mierop  
Molly Mikulski  
Susan S. Minton  
Charles Morelli  
Jane Moyer  
Patrick Murray  
Peter Novom  
Meghan E. Ochs  
Brieyana Ott  
James Parochniak  
Ognian Petrov  
George B. Phalen  
Mark Przybyszewski  
Jacob Rae  
Henri D. Rivers Jr.  
Christian Rogner  
William Rothermel  
Meghan A. Ruby  
Robert P. Ruppel  
Thomas Schibly  
Barbara T. Schneider  
Peter Shepherd  
Vladimir Sidorenkov  
Jeffrey B. Silva  
Stephen D. Singer  
Martin Streeter  
Jaroslaw M. Tkaczyk  
Steve Toutant  
Einar Ulfsson  
Jenny Vanderlinden  
John Walker  
Sarah Whitbeck  
Patricia Whitney  
Dave E. Wisniewski  
Kurt D Zwally

## **Snowboard Level III Certification Examination**

Todd G Ainsworth  
Alex Baker  
Brandon Cook  
Eric Dresser  
John M. Eason  
Leanne Hill  
Alistair Mahoney  
Sam Michaels  
Greig Mullen  
Ryan Munn  
Damian Olivato  
Nicholas A. Perlmutter  
Robert Pirog  
Benjamin Smith  
James R. Streater  
Josh Summering  
Jared Tron  
Jason Whipple  
Justine Wysong

## **Snowboard Level II Certification Examination**

Ian R. Anderson  
Richard Anderson  
Forrest Baker  
Lauren H Barnes  
Bryant Boucher  
Paul W. Bradley Jr.  
Pierce K Byrd  
Amber Cesareo  
Mark I. Chegwiddden  
Anthony J Cosgrave  
Jim Cree  
Yuri Czmola  
Melinda Lee Dickson  
Brian P. Donovan  
Steve Draper  
Joseph Dulka  
Jason M. Farabaugh  
James M Flynn  
Joseph Forte  
Taryn S. Friedman  
Eric J Galka  
James Gallagher  
Kevin Gillen  
Pat Goode  
Matt Gurk  
Sean E Gwinner  
Jerome Halbert  
Robert Hoot  
Craig Hovey  
Robert M. Johnson Jr.  
Joe A Jones  
Mathew Laney  
Kerri K. Loomis  
Chris Luciano  
Robert McFarland  
Jeffrey A McGaw  
Erica Meyers  
Rick Milewski  
Robert Miller  
Joanna Mitchell  
Janice Mok  
Brian O'Shea  
Christopher M Paternostro  
William Pollien  
George Reinhard  
Michael Rodrick  
Benjamin A Ross  
Jennifer Ruest  
Francis S. Rusnock  
Mark H. Sauers  
Brandi Schneider  
Matt Schon  
Emilia Seerup  
Sierra Seerup  
Brent P Solomon  
Mike Soubotin  
Brandon C. Sprague

Jason Stahl  
Oliver T Street  
John Tims  
Elin Tortorice  
McKenzie D Wagner  
Melissa Wagner  
Les Wetmore  
Tim M Whitten  
Brooke Woodside  
Bart L. Woodworth  
Eric G Wright  
Craig Yunker

## **Nordic Downhill Level III Certification Examination**

Megan Parker

## **Nordic Downhill Level II Certification Examination**

David L. Berger  
Matt Charles  
Chris Downey  
James M Garvey  
Kevin M. King  
Frank O'Connor  
Glenn Robertson  
Laura Robertson  
Thomas Schibly  
Eli Tepperberg  
Larry Veal

## **Nordic Track/Skate Level II Certification Examination**

Kay Hanson  
Michael C. Young

## **Adaptive Level III Certification Examination**

Robert Harney  
Sarah Ozyck

## **Adaptive Level II Certification Examination**

Diane R. Barras  
Cindy Hammond  
David Keeler  
Kim Keller  
Lindsey Keller  
Robert E Kingman  
I-tai Lu  
Edward D Meltzer  
Gerard P. Miserandino  
Cynthia A. Needham



education foundation news

## Education Foundation Donors

The PSIA-E Education Foundation expresses its sincere appreciation to the following members and supporters that have contributed at least \$50.00 to the Foundation. 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!

- Jon Cipes:** Donated his event refund of \$187.50 to the EF:  
**Fred and Jane Yost:** Donated \$130 to EF:  
**Helen Latimer:** Made a donation to celebrate her son Alexander Latimer's certification as a Master Teacher. ■

## 2007-2008 EF Scholarship Award Recipients

Total scholarships awarded: \$6,187

William F. Adams	Membership Scholarship
Laura Begin	Membership Scholarship
Daniel Bopp	Membership Scholarship
Katherine L. Brown	Membership Scholarship
Brandon J. Clifford	Membership Scholarship
Stephen Colvin	Membership Scholarship
Robert N. Comtois	Membership Scholarship
Brandon Cook	Membership Scholarship
Andrew Crane	Membership Scholarship
Steve Draper	Membership Scholarship
Lorin Droppa	Membership Scholarship
John Ericson	Membership Scholarship
Eva Foster	Membership Scholarship
Tami Frechette	Membership Scholarship
Nathan E. Gardner	Membership Scholarship
Kimberly Gersten	Membership Scholarship
Leslie Anne Glassman	Membership Scholarship
Kelly Gormley	Membership Scholarship
Linda V. Gravell	Membership Scholarship
Pierre E. Henry	Membership Scholarship
Daniel J. Hogan	Membership Scholarship
Kimberly K Holzer	Membership Scholarship
Calvin E. Johnson	Membership Scholarship
Jenni Jubok	Membership Scholarship
Toshi Kazama	Membership Scholarship
Witold Kosmala	Membership Scholarship
Patrick Lazzaro	Membership Scholarship
James Andrew McCrea	Membership Scholarship
Lauren Milligan	Membership Scholarship
Gerard P. Miserandino	Membership Scholarship
Elizabeth A. Moran	Membership Scholarship
Susan B. Nickerson	Membership Scholarship
Lauren G. O'Reilly	Membership Scholarship
Lorraine Pearson	Membership Scholarship
Warren Pinder	Membership Scholarship
Mindy Pistacchio	Membership Scholarship
Marc Plotnick	Membership Scholarship

Aaron Prince	Membership Scholarship
Thomas Pszczolkowski	Membership Scholarship
Cornelius Reed	Membership Scholarship
Joel Sager	Membership Scholarship
Anthony J. Scavone	Membership Scholarship
Marc L. Schanfarber	Membership Scholarship
Scott R. Snyder	Membership Scholarship
Yaron Steinhauer	Membership Scholarship
Patrick Tamminen	Membership Scholarship
Howard Trevor	Membership Scholarship
Mara Vasile	Membership Scholarship
Adele L. Wellman	Membership Scholarship
Sarah Whitbeck	Membership Scholarship
Jonathan Winter	Membership Scholarship
B. Michael Zuckerman	Membership Scholarship
Scott J. Allard	BOE/Staff Scholarship
Diane R. Barras	CE Burbridge Scholarship
Joseph Hurley	CE Burbridge Scholarship
Daniel Murray	CE Burbridge Scholarship
Cynthia A. Needham	CE Burbridge Scholarship
Edward Racich	CE Burbridge Scholarship
Mary Ellen Racich	CE Burbridge Scholarship
Steven Shaw	CE Burbridge Scholarship
Christine Southard	CE Burbridge Scholarship
Larry Whitaker	CE Burbridge Scholarship
Jacqueline Wollins	CE Burbridge Scholarship
Scott J. Allard	Leader Scholarship
Forrest Baker	Leader Scholarship
Chip M. Dwyer	Leader Scholarship
Kimberly Gersten	Leader Scholarship
Linda V. Gravell	Leader Scholarship
Kinley L. Tener	Leader Scholarship
John Dietrich	Terry Scholarship
Karolyne Myers	Terry Scholarship
Robin L. Paul	Terry Scholarship
Vladislav Pryakhin	Terry Scholarship



now online at [www.psia-e.org](http://www.psia-e.org)

## Flat Is Where It's At! Low Is The Place To Go!

by Adele Wellman

AASI Level II

PSIA-E Alpine Level III

PSIA-E Nordic Downhill Level I

HoliMont, NY

**A**s a beginner rider, my friends used to tell me to always keep my board on edge. **Never ride a flat board!** I guess they were trying to prevent me from slamming Terra Firma. That

saying, "Never ride a flat board", has stayed with me over the years, along with the vivid painful memories of catching an edge. WHAM! But, lo and behold, another friend, Mark Marino, a fellow instructor at HoliMont, and my clinician at an All-Mountain Riding event, showed me the light. Flat boards are good, not something to fear. From a flat board a rider can pivot, tilt, twist, and pressure either the nose or the tail of the board. The rider is in a neutral stance and balanced over both feet. We used a flat board to ride boxes, attempt hand plant inverts, nose rolls and just improve our riding. Mark taught us shifties. They helped center us before we turned. Our turns became more dynamic. We also did toe-to-toe turns. The board had to be fairly flat to make it work. When we added a fore and aft movement to the toe turns, the board spun around effortlessly on its nose. WOW!

### My fear of flat has fled!

I now teach shifties to my beginner students. It teaches them to use their feet to pivot and control the board. It helps them get around on the flats too. They think it's cool that they now know a snowboard trick. For a turn, they shift one foot forward and then

the other one around the nose of the board. A flat board makes it easy. Their weight is centered over the whole board - no shifting back, no tipping into the turn. It's almost magic. If only I had learned to ride a flat board so long ago (sigh)... I also would have learned to ride lower.

Low **IS** the place to go. To be on a flat board a rider must flex both ankles and knees. A lower stance is helpful. Riding lower gives us the chance to reach out with our legs as we enter a turn, putting the board on edge for a super slick carved turn. We can pop from a lower stance into a 180, or ride the bumps. It gives us more edge hold, especially on the steeper terrain. I still have to ride lower, but if asked what I learned from the clinic... Being tall and straight-legged is no fun at all.

Thanks to the PSIA-E Educational Foundation for the scholarship I received this year to attend this All-Mountain Riding event at Holiday Valley, NY in early January. ■

## Truly a Nordic State of Mind

by Eric Robisch

PSIA-E Nordic Downhill Level III

and X-C Track Level I

Timberline Resort, WV

**I**want to write a cautionary note. It is about a delusional mental state that affects skiers that have not openly addressed a balance in their sliding preference for some time.

I think we all are guilty of sweeping the issue under the spring loading-ramp carpet. I invite everyone to come out from hiding and admit the problem. It is being...**Overjoyed!** Not to be confused with the more dangerous Over Bliss. If you find yourself skiing or riding (admit it, you snowboarders are affected too) in the powder and not thinking about anything but how good it feels, then you've got the **Overjoy Syndrome**. Just floating in and out, up and down, in and out, up and down, in and out.....you've got it! Or, the feeling of sliding with nothing under you but a refreshing splash of snow on your face as you careen down the hill...you've got it!

I know we are trained to concentrate on edging, angulation, pressure, and counter this and that...but if you find you have forgotten all that and just feel



**Mark Lacek ripping the pow at Okemo during Nordic Downhill Training**

like you are dancing down the mountain...well, then you've got it! **Overjoy!** And yes, the U.S. Surgeon General has listed Overjoyed as a gateway condition to the more severe **Overbliss**. When you are riding up the lift or climbing up into the backcountry, and you are overwhelmed with the decision of which powder stash to hit next....then you've got it! **Overbliss!**

At Timberline, West Virginia, the vast possibilities on a powder day are extra dangerous. I was deep in Overjoy - okay, maybe it was Overbliss - on a powder day when a patroller alerted me to another dangerous element of the OJ (overjoy) and OB (overbliss) phenomena.



**Bruce Hennessey, ND Examiner, overjoyed, overserved, and over-the-top in pow**

He remarked that it could take 5 or 6 patrollers to compact the smile on one's face before "CPR" or "mouth-to-mouth recreation" could be administered. Isn't it so obvious that "out of bounds" and Overbliss share the same initials? Yes, it's not just on powder days, as I once feared. Any day, every day, on a snow-covered terra firma (you aren't safe in Europe or out West either) could lead to OJ and OB. So, let's be careful out there. Remember, you are a professional, so don't forget about everything. But, if you remember anything, make sure you are sliding along with a smile that's so big and permanent that everyone wants to hang with you....Peace and Love! ■

*continued next page*

*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.*

## Putting the ING back in Skiing

by Katherine Rockwell

PSIA-E Alpine Level III

Killington Snowsports School, VT

**P**icture your favorite skier.

Did you picture him or her standing still or moving?

In the likely event that you pictured your favorite skier in motion, consider why that may be. Skiing is an ING. We are always moving, positioning, balancing, edging, pressuring, and rotating.

As ski instructors we spend too much time being still. We are often so set on showing our students an image of perfection that we lose the essence of what we should be trying to do - showing them how to move down the hill. To a beginner, a wedge has a lot of movement in it. Instead of just showing our students a static wedge demo, ski a wedge. Make an open parallel turn. Ski a bump line. Move! Ski!

This is not to say that we should be flailing about and over-doing everything, but we shouldn't be afraid to move. Instead of forcing our hands into an arbitrary position, talk about hand positioning. It is more important for a beginner to be looking ahead, balancing and steering both feet, than to have his or her hands in the exact position that we idolize in the PSIA technical manual. Someone wiser than I always says, "our hands should be in front of our hips, below our elbows, and on the side from which they grew." That's it! Keep it simple and keep it moving. Skiing is about movement, not about being ready for the cameraman to take the perfect still picture at any moment.

Continue this theory in the legs and feet. Instead of telling our students to flex their ankles, ask them to let their legs move. Show them that by flexing their ankles, their knees will bend and their body can continue to move in the direction of travel. If we insinuate that we can never un-flex our ankles, we create skiers that are stuck in a static, over-flexed position, and those skiers ultimately end up of thrown out of balance. All the other INGs we do ultimately center on balancing while we are in motion. Balancing itself is an action. Stand on one foot. Feel how active your foot and leg are. It is a never-ending battle to try to achieve perfect stillness, so show your students the reality of movement.

Think back to the skier you pictured in the beginning of this article. The skiers that we tend to idolize are the ones that move the best. Regardless of if your ideal skier is a bumper, a world cup racer, or a local all-mountain legend, he or she is going to be moving down the mountain in a style we like and with a flow that captivates us. Captivate your students by showing them a little movement and flow. Put the ING back in your skiing and let your students do the same. ■

## Learn to Chi

by Gordon Carr

PSIA-E Alpine Level II

Sugarloaf/USA, ME

**L**ast year, I missed the ski season for medical reasons. "So," I said to myself, "why don't you follow the frequently offered advice in *SnowPro* and learn a new activity/sport so you can re-experience what it is like to be a beginner again. Get back in touch with the fears and trepidations, the uncertainties, timidity and anxiety which many of your Learn-to-Ski students have. Experience what it is like to 'start over'". So, I signed up for Tai Chi classes.

Tai Chi, the exaggeratedly slow movements of choreographed forms, embraces balance and movement coordination, demands exquisite muscle control, and effects a paradoxical, almost contradictory, relaxed, yet focused mental concentration. All of these skills, in my mind, would relate to improved skiing for me as an added bonus, in addition to getting in touch with "new student" learning experiences again. Little did I know!...

After being in class several months, with almost daily personal practice and weekly sessions with the Tai Chi Master, it became obvious that the beautiful, ballet-like flow of movement, the exquisite coordination, for example, of the right hand little finger with the opposite ankle movements by the Master was something I likely could never achieve...there just weren't enough years left for practice! And yet, I also realized how similar this must be for most of our students who maybe ski one or two weeks a year, and who are observing the seemingly effortless flow and coordination of edge release and engagement during turns by their ski instructor (who has skied probably 80+ days each year!). Just as for me in Tai Chi, it is equally unlikely that the occasional recreational skier will ever achieve the skills and movement mastery equal to their ski instructors.

After several months, one of my Learn-to-Chi (pun intended) classmates verbalized this to our Master: "How can we ever master the coordination of fingers and wrist, of arms and legs to produce the ballet-like flow of your movements?" The Master's answer... "You Can't! Not unless you devote 10 or 15 years of daily study!" "But," he continued, "the benefits of Tai Chi are not achieved just by the mastery of choreographed movements. Much, much more important are the sincerity of your focus and your mental INTENTION while doing the Tai Chi forms, at your own level of accomplishment. This is the essence of Tai Chi!"

To me, this was a revelation. I have always known that helping my ski students polish current skills and practice new movement patterns and tactics on their ski journey were the fundamentals of their lessons. But, I have also known that older students (frequently in sloppy fitting rental boots) taking lessons as part of their once-yearly, weekly ski trip, will likely never become expert, all-mountain skiers! But, perhaps, too, like Tai Chi, we must learn as instructors to help them celebrate the sincerity of their INTENTION! Sure, accurate movement analysis and instruction to help them to become better skiers is very important - but so, too, is the glorious, intense sense of accomplishment experienced by the beginning skier on his/her first Blue trail! I sometimes think we instructors are so quick to look toward the NEXT skill level for our students that we fail to take enough time to celebrate the sincerity of their INTENTION now, which leads to their current level of accomplishment!

Learn to Ski, yes, but maybe also Learn to Chi! ■

# Thanks for a Great Women's Seminar

by Sue Nickerson

PSIA-E Alpine and Adaptive Level I

Belleayre Mt., NY

Initially, I selected this event to fulfill my PSIA-E two-year continuing education requirement, and to remain close to home/work. Quite honestly, the topic was not one of my top choices, but the timing and location dictated otherwise. Little did I know just how much I would be personally challenged, and that I would experience one of the best educational events in my ten years as a snowsports instructor.

Seminar leader Mermer Blakeslee creatively combined her extensive knowledge of skiing and the science of biomechanics with the art of humor and sensitivity, and directed all of it toward her captive audience of ten women from varying professional backgrounds and skiing abilities. It wasn't long into the first day of non-stop skiing that I affirmed my growing passion for teaching in an environment that is ever changing and interacting with customers from all walks of life.

Many skill sets and teaching progressions were addressed. Off-slope discussions and demonstrations transitioned to on-slope sessions of guided self-discovery on steep terrain. Comfort zones were gently challenged and confidences were built and reinforced. Team support was ever present. But, most of all, it was Mermer's passion for skiing and her infectious personality that inspired me to step out of my "comfort" zone and into the infamous "yikes" zone. With positive reinforcement and clear communication, I was able to confront my apprehension (no, call it fear) of skiing on hard pack (better known as east

coast ICE!) on steeper terrain. "Can do" soon became "did", and then to "yes, I want to do it alone". Newly acquired skills, trust and a positive mind-set made this a very memorable PSIA-E event and my appreciation for continuing PSIA-E education in the snowsports industry.

For all instructors who profess a love of teaching in an open-air environment, where gravity rules and communication skills are of utmost importance, please consider the following meaning of the word PASSION, which Mermer Blakeslee personifies.

P .....perseverance - willingness to try new approaches to teaching; strive toward perfecting new skill sets.

A .....accomplishment - sharing that special teaching moment with customers (it's ok to own some of the credit.....add it to your bag of teaching tricks!).

S .....sincere - believe in what you teach – believe in yourself – believe in your customers.

S .....sensitive - be attuned to the "total person" in your customers, not just the physical abilities or limitations; empathy, honesty and gentleness are a MUST.

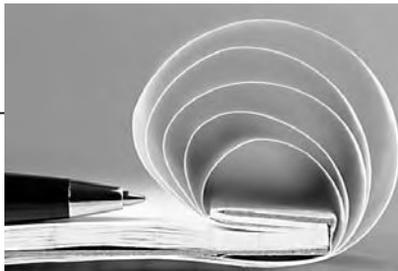
I .....innovative - creative, confident "out of the box" thinking to problem solving; realizing that "canned teaching" does NOT work for all customers; take cues from your customers.

O .....observant - positive reinforcement of acquired skills; pro-active approach to developing issues; continual awareness of changes in environment.

N .....noteworthy - memorable moments (the positive as well as the less than positive) that contribute to the growth of ALL parties in the learning environment.....typically, team effort moments make for the most notable.

Thanks to the PSIA-E Educational Foundation for granting me a scholarship to attend this excellent seminar. ■

*continued next page*



## Upcoming *SnowPro* Copy Deadlines

Summer 2008 – June 25, 2008

## Writing Guidelines

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

# Gift Certificates

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

## How about a Gift Certificate?

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

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

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

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

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



## Perfect Moments at Double H

by Michael Phillips

AASI Level I

Double H Ranch Adaptive Learning Center, NY

There is this concept of a “perfect moment”. A point in time in which the situation, the actions, the words spoken or unspoken, and all the actors are suspended in your memory just for their momentary perfection. Maybe a particularly funny adult who made amazing progress in one lesson, fearless children with great smiles, a slow motion face plant in some soft cover, or compliments from parents and colleagues. You can replay them in your head and there is never a need for embellishment. We all have a few memorable moments during a season, and a few special lessons. Those moments happen and are the reasons why we teach snowsports, because it sure is not for the vast sums of money, but the wealth of the experience. Candidly, we all know that there are usually a few turkeys in the season as well. But, you take the good with the not-so-much, and keep the not-so-much to a minimum.

I spent Saturdays and a few Mondays during the 2007-2008 Winter season teaching snowboarding as a volunteer instructor at the Double H Ranch – A Hole in the Wall Camp in Lake Luzerne, New York. The Double H is a facility that provides specialized programs and year-round support for children and their families dealing with life-threatening illnesses.

The overall goal of the year-round programming is to spread the mission of Health and Happiness to children and families dealing with crisis. Some of the programs offered at the Ranch include: an oncology camp for women; a camp for children and teens who have experienced the death or critical illness of a parent, sibling or close relative; and, a specialized weekend get-away for children and families with a diagnosis of a specific illness. The Ranch has a ski lodge, two trails, a chair lift, grooming and snowmaking capability; which is, of course, where the Adaptive Winter Sports Program comes in. PSIA certified Ronnie Von Ronne is the Double H Ranch Director of Snowsports School, and there are many PSIA instructors at the Ranch. With my participation this year, AASI now has some representation as well.

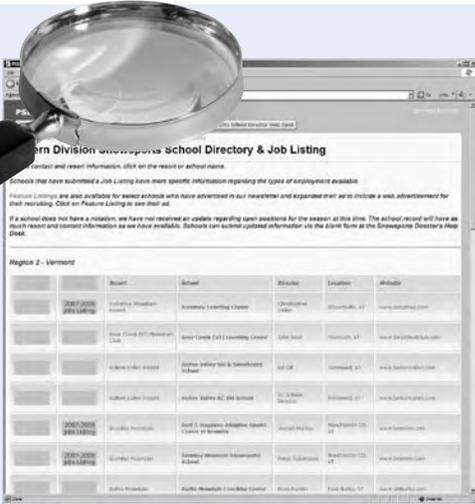
In the past I have spent seasons teaching lessons at Gore Mountain and Stratton Mountain, both very good ski/ride schools, with committed people dedicated to teaching what we all love. However, in the years that I have spent teaching riding, and coaching other sports as well, I have never experienced an environment where every lesson ended up being something completely extraordinary. Every child worked with, every parent encountered, being a wholly positive, incredibly rewarding experience. How else can you describe an 11-year-old with muscular dystrophy getting to the point where he is carving (yeah, not just sliding, but carving turns) and doing controlled flat spins?

The smiles I have seen, and the giggles I have heard this year gave me too many perfect moments to count. Simply put, my time at Double H was one of the most rewarding things I have ever done with my time. Children that are coping with an array of challenges - autism, muscular dystrophy, hemophilia, sickle cell and physical limitations - need time to be kids in the snow. At Double H, I saw smiles that would light



up a medium-sized state and heard laughter that could make a statue grin. That I was there, saw the smiles, heard the laughter, and was a part of making it happen gave me all that I needed.

As of March 2008, Double H had logged over 5,000 volunteer instructor hours and we still had gaps in the schedule. If you are looking for an incredibly rewarding teaching experience that may change your life, and will certainly change your perspective, please consider volunteering a few days next season at Double H. Contact the Double H Ranch Volunteer Coordinator at: ([volunteer@doublehranch.org](mailto:volunteer@doublehranch.org)), or 518-696-5676 ext. 241. ■



# Eastern Division Snowsports School Directory & Job Listing

Are you a member instructor looking for a teaching position?

OR

Are you a school director who is looking to recruit instructors?

Be sure to use the new, on-line Eastern Division Snowsports School Directory & Job Listing on our website at <http://www.psia-e.org/ms/ssdir>

School Directors, for additional information or to request a Feature Listing, please refer to the Snowsports Directors Help Desk at [www.psia-e.org](http://www.psia-e.org) or contact Eileen Carr at 518-452-6095 X111



**Have you been growing as a ski or snowboard instructor?**

**Have you been refining your skills and techniques?**

**Are you preparing for your next certification level?**

**Then you need the Ski and Ride**

**Standards DVDs**

Our Ski and Ride Standards DVDs were created by your Eastern Division.

The DVD's demonstrate PSIA & AASI national standards while showing specific "Eastern Division" testing needs and requirements.



**For Alpine Skiers; created in 2006,  
PSIA-E Alpine Certification Standards DVD - \$20**

**For Riders; created in 2007,  
AASI-E Riding Standards Indicators DVD - \$15**

**For Nordic (Tele and Track/Skate); created in 2007,  
PSIA-E Nordic Certification Standards DVD - \$15**



To order these training DVDs, go to [www.psia-e.org](http://www.psia-e.org) and download the faxable ProShop order form or call the Eastern Division office at 518-452-6095

In addition to the DVD's our PSIA & AASI Eastern Division study guides (available on the psia-e website) are great resources and highly recommended reading to improve your snowsports teaching education and to help you prepare for exams.

Eastern Division Professional Ski Instructors of America American Association of Snowboard Instructors



Once again, we extend a big "Thank You" to the following areas who hosted one or more of our events this past season. Their generous support continues to assist us in providing members with quality programs at the best possible value.

Ascutney Mountain Resort	Killington	Ski Roundtop
Attitash Bear Peak Ski Area	Kissing Bridge Resort	Ski Sawmill Family Resort
Balsams Wilderness Resort	Labrador Mountain	Ski Sundown
Bear Creek Ski Area	Lapland Lake Nordic Vacation Ctr	Ski Ward Ski Area
Belleayre Mountain	Liberty Mountain Resort	Smuggler's Notch Resort
Blue Knob All Seasons Resort	Loon Mountain	Sno Mountain
Blue Mountain Ski Area	Lost Valley	Snow Ridge Ski Resort
Bolton Valley Resort	Mad River Glen	Snowshoe Mountain
Bousquet Ski Area	Maple Wind Farm	Stowe Mountain Resort
Bretton Woods Mountain Resort	Massanutten Resort	Stratton Mountain
Bristol Mountain	McIntyre Ski Area	Sugarbush Resort
Bromley Mountain	Middlebury College Snow Bowl	Sugarloaf Outdoor Center
Camelback Ski Area	Mohawk Mountain Ski Area	Sugarloaf Resort
Canaan Valley Resort	Mount Abram	Sunday River Ski Resort
Cannon Mountain	Mount Peter Ski Area	Swain Mountain
Cataloochee Ski Area	Mount Snow Resort	The Homestead 1766 Resort
Catamount	Mount Sunapee	Timberline Four Seasons Resort
Cranmore Mountain Resort	Mountain Creek Resort	Toggenburg Mountain
Crotched Mountain	Mountain Meadows XC Ski Area	Wachusett Mountain Ski Area
Dartmouth Ski Way	Okemo Mountain Resort	Waterville Valley Ski Resort
Elk Mountain	Olympic Sports Complex	West Mountain Ski Area
Garnet Hill Lodge & XC Ski Area	Pats Peak	Weston XC Ski Track
Gore Mountain	Peek 'n Peak	Whiteface Mountain
Greek Peak Mountain Resort	Plattekill Mountain	Whitetail Mountain Resort
Gunstock Mountain	Ragged Mountain	Wildcat Ski Area
Holiday Valley Resort	Rikert XC Ski Touring Center	Willard Mountain
Holimont Ski Area	Seven Springs Resort	Windham Mountain
Hunter Mountain	Shawnee Mountain	Wintergreen Resort
Jackson XC Ski Touring Center	Shawnee Peak	Winterplace Ski Resort
Jay Peak Resort	Ski Beech Resort	Wisp Resort
Jiminy Peak	Ski Butternut	Woodstock Inn and Resort

Thank You!



Professional Ski Instructors of America  
Eastern/Education Foundation

1-A Lincoln Avenue  
Albany, NY 12205-4900  
Phone: 518-452-6095

**NON-PROFIT**  
**U.S. Postage**  
**PAID**  
**Albany, NY**  
**Permit No. 249**

Time Valued Material