



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

# SNOW Pro

WINTER 2010

## Freddie Anderson Honored with First Einar Aas Award

**Excellence in Snowsports School Management Recognized by Peers**

*by Michael J. Mendrick, Executive Director*

The Einar Aas Award for Excellence in Snowsports School Management was presented for the first time at the Snowsports School Management Seminar banquet on Wednesday, December 2, at Mount Snow, VT. The award was created to recognize a snowsports school director in the Eastern Division and as a tribute to Einar Aas and to honor his memory. Einar was an outstanding snowsports school director (Ski Butternut, MA); his dedication to his students, his school, this organization (both divisionally and nationally) and the snowsports industry is legendary. This award recognizes a snowsports school director for achieving and maintaining the highest standards in snowsports school management as well as clearly demonstrating a track record and long history of dedication to his/her students, staff, the Eastern Division and the snowsports industry.

2009 was the first year for the Einar Aas Award. Nominees submitted by members this past fall included Gwen Allard, Adaptive Sports Foundation (Windham, NY) and Hole in the Wall Camp (Lake Luzerne, NY); Freddie Anderson, Schenectady Ski School; Bill Hornbeck, Amateur Ski Instructors Association; Dave Merriam, Stowe (VT) Snowsports School; Gordon Richardson, Greek Peak (NY); and, Lars Skyling, Seven Springs (PA).

The Snowsports Management Committee reviewed all nominations in September and voted on three finalists for recommendation to the PSIA-E Board of Directors. The Board then ratified Gwen

Allard, Freddie Anderson and Gordon Richardson as the three finalists for presentation to all Eastern snowsports school directors for the final vote and selection as the 2009 recipient of the Einar Aas Award for Excellence in Snowsports School Management.

While all finalists received outstanding support from their peers, the voting produced a clear winner of the first Einar Aas Award – Frederica “Freddie” Anderson, longtime Director of the Schenectady (NY) Ski School at Maple Ski Ridge.

Freddie has enjoyed an amazing life and career as evidenced by the words of her co-nominators.

*\* Fifty-eight continuous years as Director of a Snow Sports School says it all! Freddie founded the Schenectady Ski School in 1950, and has as much enthusiasm and passion for the School and teaching children how to ski today as she did in 1950.*

*Freddie began teaching in 1938. As her passion for teaching grew, so did her clientele, driving her to founding the Schenectady Ski School in 1950. She earned her “New York State Ski Instructor Certification” in 1948. Two years later, she earned the “White Badge” from the United States Eastern Amateur Ski Association.*

*Freddie worked with the founding fathers of PSIA-E to develop its first BOD in 1973. She was a leader for women at a time when women were not often ski instructors, let alone members of a Board. She remained active with the BOD through the 1980’s.*

*Freddie has also attended every PSIA-E Director’s Seminar since its inception. Her desire*



**PSIA-E/AASI Executive Director Michael J. Mendrick presents the first Einar Aas Award for Excellence in Snowsports School Management to Schenectady (NY) Ski School Director Frederica “Freddie” Anderson at the Snowsports School Management Seminar banquet on December 2, at Mount Snow, VT**

*to learn and improve her own skiing makes her a mentor to many. She continues to inspire her staff, and encourages their professional development with PSIA.*

*Freddie’s success in managing a Snow Sports School is demonstrated in her ability to keep her school running successfully at a small, 200 vertical ft hill in a time when there is so much competition with larger mountains so close to Maple Ridge that offer high speed lifts, terrain parks, glades, and mile-long trails of continuous skiing – things that Maple Ridge does not have.*

*It is with pleasure that I write this nomination for a wonderful woman, PSIA member, and Snow Sports School Director, Freddie Anderson!*

Gail Setlock  
 Gore Mountain Snow Sports School Director

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Guest Editorial

# Living the Dream

by Peter Howard  
*PSIA-E Alpine Education and  
Certification Chair*

Recently, I received an award and it was greatly appreciated. I had a couple things to say but the emotions of the moment and the setting caused me to pause, say thanks and sit down. I really wanted to support, recognize, and nurture the dream of full-time snowsports instruction. It is a dream I have been privileged to live, and an opportunity I hope others will always have.

I became a ski teacher not by plan, but by chance. Fun was the plan, sitting in college for four years seemed like an eternity to spend inside. Dad was disappointed. I made my choice and all I can say in my defense was I was seduced by the snow.

My director has a sign in his office that says, "Living the Dream". I guess most of us who are involved full-time teaching snowsports either have the dream, or were dreaming when we chose the slippery road down hill. I think part of the seduction of this life is that resorts are like islands or safe harbors. They provide a condensed predictable experience for both guests and employees. In a complicated world they provide a measure of tranquility and shelter from the storm. Perhaps that is why we experience a traumatic reawakening to reality when the spring melting of the dream occurs.

A couple months ago areas hired lots of young people to teach. And, even though it is advertised that no experience is necessary, some assembly is required. Some of these young people have a spring in their step, a sparkle in their eye, and an energy level that cannot be contained in an office. They need the great outdoors. They also need to know that somehow they could make a living doing this. Youth is a dream time, and the present fun and reward comes with the unforeseen price of seasonal and physical uncertainty. These young people are our industry's future; if they can stick with it, a few may become seasoned performers in the white circus, veteran professionals, managers, directors, writers, RSN commentators, National Team members etc.

Speaking of the National Demonstration Team members, it sure seems those guys and gals have got it made. They get all the cool clothes and stuff, get in magazines and on TV, ski and ride great, and are nationally recognized and admired. They also get to sleep in the Chicago airport, take late night winter drives with people they don't know, carry all those cool clothes and stuff into hotels at midnight, only to wake up early to ski with the best around who will try to out ski them if they can. If the dream is still in you after four years of demanding physical performance, time away from family and friends, and winter travel, you can put it all on the line again. Our Team members are special people and they, too, pay a price for living the dream.

Over the years veteran full-time snowsports instructors have touched the lives and changed the performance of countless resort guests. These professionals still feel the reward from the smile and excitement of sharing our sports. They have been piled on by British kids at the end of the week, endured multiple management changes, been sat on by the gravity challenged, tweaked, sprained, and or removed a variety of body parts, picked up a few thousand kids and eaten a few thousand cheese and cracker plates. They have crafted a seasonal life and made the compromises to live the dream.

The present economic conditions make us all grateful for a job and the shelter our areas provide. Admirable effort is made by some areas to support full-time staff members when economic conditions are challenging. These conditions are also enticing young people to seek employment in our business who a couple years ago may have had different aspirations. This is an opportunity for resorts and PSIA to replenish its work force and membership.

Can living the dream be a dream worth a living? Disney considers its success to be driven by its "imagineers". Imagineers are dreamers by nature. Yesterday's dreamers crafted today's reality. A friend of mine has a saying that to really be successful you must be fully committed. It's like eggs and bacon. The chicken is involved but the pig is committed. Those who are committed to living this dream need the respect and support of their peers.

Committed professionals will ensure the continuity of the profession and the greater good of the snowsports industry if given the opportunity. And, if all remember that in the end heaven's doors will open not because of how well we take care of the bottom line, but because of how well we take care of each other. Nurture the profession!

*Ed. Note: The above is a guest editorial. We thank Peter for his wonderfully inspiring thoughts! Members may feel free to contribute to this column. Please label the article, "guest editorial". Use of such articles for this column is at the discretion of the editorial staff. ■*



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Bill Hetrick, Editor

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## General Information

Submission of articles, photos or other items for publication is invited. Articles are not to 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:

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

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

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administrative update

## A View from the Podium

Highlights from the Snowsports School Management & ProJam banquets

by Michael J. Mendrick, Executive Director

During the busy first few weeks of the winter season I had a great view of the enthusiasm, dedication and camaraderie that makes PSIA & AASI such a special organization. I got that view from behind the podium as emcee of the banquets during the Snowsports School Management Seminar at Mount Snow (VT) on December 2 and the Snow ProJam at Killington (VT) on December 17.

What that "view" reinforced to me is that it's a special organization only because of the people that make up its membership. It's a special brand (and some might say species) of folks that populate our membership and the snowsports schools of the eastern U.S.

During the SSMS banquet some of the 'best of the best' were honored by their peers for outstanding long-term contributions to snowsports education. Along with some of the words their nominators used to promote them, they are:

### Ed Hale (Awarded Divisional Life Membership) Whiteface Mountain, NY

Ed is the consummate ski instructor; he constantly strives to improve his teaching and searches for more effective ways to develop movements and activities. In every conversation his passion for teaching comes through. He helps new instructors hone their craft, and keeps more experienced instructors on track by reminding them of what is truly important in teaching skiing. Ed is a model for all of us. Let us hope that at 82 years old we all are as fit and passionate about teaching as Ed.

John Doan  
PSIA-E Telemark Examiner  
Level III Alpine Certified

Mickey Stone  
Nordic Coordinator PSIA-E



*Caption: National Life Membership honorees Peter Howard and Sherm White take in the moment with Divisional Life Membership honorees Don Taylor and Ed Hale along with Einar Aas Award winner Freddie Anderson (front) at the Snowsports School Management Seminar banquet on December 2 at Mount Snow (VT).*

### Don Taylor (Awarded Divisional Life Membership) Thunder Ridge, NY

Don has been a continuing presence in PSIA-E since it was called EPSIA in 1963. Together with Einar Aas and Gordon Richardson Don helped to build the foundation for success of the Eastern Division.

Freddie Anderson  
Director, Schenectady (NY) Ski School

Throughout his career, Don has demonstrated unwavering support for PSIA-E and our educational and certification programs, attending events regularly and encouraging others to do the same. If all members were like him our retention would be 100% and all ski instructors would be members.

Ray Allard  
President and Chairman of the PSIA/AASI  
National Board of Directors

### Sherm White (Awarded National Life Membership) Smuggler's Notch Ski Resort VT

Sherm White has been a leader in the Snowsports Industry since 1973 when he joined. Sherm became a Representative to the BOD, President of PSIA-E, National Rep to the PSIA BOD and has served on many committees and advisory groups within and outside of the organization.

He has taught skiing for 37 yrs and is part of the day-to-day management and services to guests at Smugglers' Notch Resort. His countless hours of volunteering, his passion for the sport and his peers have always been his keystone for what

he stands for.

Sherm has always had the interest of the snowsports instructor in mind for recognizing their professional development and equating that with appropriate compensation. He has been one of PSIA's biggest promoters and early pioneers that brought PSIA from its beginnings to where it is today.

Bill Beerman, PSIA-E National Board  
Representative

### Peter Howard (National Life Membership) Sugarloaf, ME

Peter earned this honor from his years of service to the organization and its members. Having worked with Pete for 17 seasons I can say he is the consummate professional. He thinks of his students first and no matter what their ability level, Peter gives them the best clinic that they ever had or will have. He is selfless, thoughtful, and always looking to improve. His bid at making the PSIA National Team, while unsuccessful, inspired many of our staff to aspire to bigger more challenging goals. Everyone who knows or has worked with Pete will instinctively nod their head and understand that this recognition is overdue.

Tom Butler and Ross Boisvert  
Region 1 Director and Region 1 Representative  
on PSIA-E Board of Directors

### Freddie Anderson (Einar Aas Award for Excellence in Snowsports School Management) Director, Schenectady (NY) Ski School (see cover story!)

continued on page 4



**Freddie Anderson celebrates her award with daughter and longtime Schenectady (NY) Ski School Co-Director Christina Anderson.**

\* Frederica Anderson was born in 1921 in Schenectady, New York, to parents who were winter sports enthusiasts. They had their daughter, Freddie, on skis at age 3. In 1938; during her college years at Smith College in Massachusetts, she became a student instructor in a physical education skiing class. She met her husband-to-be, Henry Anderson, at the Schenectady Wintersports Club Meeting in 1942 and they were married in 1944.

In a marriage that was a skiing romance, the two worked together in all they did – their ski school being their passion. This loving couple had three daughters; Christina, Karen, and Carla; and, three granddaughters Ariel, Danica, and Abigail. Freddie lost Henry in 2000. At that time, Christina, Freddie's oldest daughter returned home to help her mother continue her dream in the snowsports business and she continues to serve with her mother as co-directors of the Schenectady Ski School at Maple Ridge in Schenectady, New York.

Freddie began teaching lessons for friends and neighbors on the Schenectady Municipal Golf Course in 1946. As her clientele grew, she channeled her passion for teaching by founding the Schenectady Ski School in 1950. In 1967, a local Schenectady family built two rope tows and a small lodge on their farm, and Maple Ski Ridge was born. Freddie moved her school to its present home at the Ridge and has been there ever since.

In 1973 the Eastern Professional Instructors broke away from USEASA to form EPSIA, which subsequently became PSIA-E. Freddie worked side by side with the founding fathers of PSIA-E to form its first board of directors in the fall of 1973. As a board member, she helped her peers shepherd the fledgling association through some rocky times in their early development and

remained involved in board activities through the 1980's. She helped to shape our organization. The young instructors and notables in our association whom Freddie has influenced, discovered, and mentored, are part of her legacy to our association and the sport of skiing. As her interest in ski teaching and her awareness of running a professional ski school grew; Freddie worked tirelessly to represent ski school directors and their interests in our organization.

Freddie became a Lifetime Member of PSIA in December 9, 1997. She was awarded her 40 year pin in 2001. It was the first year this pin was given.

As further evidence of her dedication to snowsports education, consider this; Freddie has attended the Snowports School Management Seminar every year since 1986.

I am honored to nominate Freddie Anderson for the Einar Aas award!

Joan Heaton  
PSIA-E Area Rep Coordinator

Congratulations to Freddie Anderson from all your friends, peers and colleagues at PSIA-E and AASI. Einar would be proud! ■

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■ **Executive Tracks, continued**  
**ProJam Banquet**

At the ProJam banquet on December 17 at the Killington Grand Hotel I witnessed both the generosity and spirit of our members. The generosity was exhibited via the \$5,656 raised in a little more than two hours (!) by members buying "super raffle" tickets to benefit the Education Foundation. The dollars raised will be split between member scholarships, the C.E. Burbridge scholarship fund for adaptive programs and the Education & Programs fund of the EF.

The "spirit" was demonstrated by the energy and BLING on display at the end of a long week of sliding and riding with peers, friends and fellow pros. It was quite a sight and the costume contest alone was worth the price of admission! Another great performance by Charlie Rockwell and his band "Crisis" capped off the evening and provided the perfect emotional exclamation point to another great week at the Snow ProJam!

Thanks to all our education and division staff, committee volunteers, resort staff at both Mount Snow and Killington, PSIA/AASI National Team Members and most of all our attending members for kicking off our 2009-10 season in grand fashion! ■

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Education Foundation and  
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straight talk from the association

## Rally at Mount Snow this Spring

Alpine Spring Academy offers “ProJam” style event

**Registration Deadline: March 5, 2010**

### Alpine Spring Academy

**H**ave you ever wanted to attend the PSIA National Academy, but couldn't quite swing the time or the money? Have you ever wanted to attend the ProJam or Master's Academy, but couldn't because of the time year? Or, maybe you have been to these events and you're just looking for some more “good stuff.”

Then, check out the “Spring Academy” for the most snow, the best skiing, a GREAT Mountain, world-class coaches, and great après ski activities.

- When: March 25–28, 2010.
- Where: Mount Snow, VT.
- Why: Great spring skiing, great ski training, PSIA-E education update, and FUN!
- What: Includes 4 days of coaching; lift tickets; après ski activities; reduced lodging rates.
- How Much: Only \$335 (that's only \$83.75 per day for the best skiing, coaching and après ski activities you could imagine)

The Spring Academy is open to all PSIA-E Alpine members. Ski groups will be formed according to certification level and desired training focus. Each group size will be 8 members or fewer per coach. Normally, in an academy format, groups are 10 or more in size. At this academy you can expect plenty of ski time and lots of individual feedback from your coaches.

#### NEW FORMAT FOR 2010

This Spring Academy format is different and exciting. You will spend the entire 1st and 4th day along with the mornings of the 2nd and 3rd day with your coach. Day 2 and 3 will offer “Special Elective Sessions” to choose from. Coaches working this event will consist of PSIA-E Examiners, PSIA-E Eastern Team members and PSIA National Team members.

Après-Ski and other Activities include:

- Thursday: Après-ski social.
- Friday: Fundamental Skiing Concepts presentation at 4:00pm.
- Saturday: PSIA-E Annual Membership Meeting at 8:00am. Après-ski with Spring Rally participants in the Mount Snow Lodge.
- Sunday: Participate in the Annual Spring Rally Race (optional).

Spring skiing doesn't get any better than this. You won't want to miss this one. The Spring Academy registration deadline is March 5, 2010.

### The Spring Rally: Fun in the Sun and Snow for Everyone!

All Alpine, AASI, Adaptive and Nordic members are invited. Enjoy Mount Snow and the great spring skiing that comes with this fabulous mountain and the PSIA-E/AASI event. The Spring Rally is a great way to catch up on your PSIA-E/AASI education credits and ski or ride with new and old friends for the

weekend. Ski and ride groups are organized according to certification needs, ski experience and education desires.

The event includes two days (March 27-28) of coaching from members of our PSIA-E and AASI Education Staff, lift tickets and Saturday après ski party at the Mount Snow Lodge. The Annual Spring Rally race (optional) will be held on Sunday. There is discount lodging available to members at several Mount Snow area lodging properties for this Spring Rally weekend.

The Saturday Après ski party will be held in Mount Snow Lodge. You can expect this party to be swinging, with music entertainment and lots of hors d'oeuvres.

In addition to the Spring Rally events, the Annual Membership Meeting will be held on Saturday, March 27, at 8:00am in the Grand Hotel.

The cost for this super Spring Rally weekend is only \$180. The registration deadline is March 5, 2010.

So, get your event application form from your *SnowPro* or at ([www.psia-e.org](http://www.psia-e.org)) and get it to us (fax: 518-452-6099) and don't miss out on these great late-season events.

**Hope to see you at Mount Snow! ■**

## Alpine DCL Team Tryout in March!

**H**ave you ever thought about being on the PSIA-E Education Staff? The Divisional Clinic Leader (DCL) is an important part of our education staff; the position serves many needs for our members, and gives the team member a great opportunity for professional growth. If you're an Alpine Level III certified instructor, then you may want to consider trying out for the DCL Team. We're looking for a few exceptional men and women who are dedicated and passionate about teaching skiing and coaching ski instructors.

#### Why would you want to be a DCL – Alpine Educational Staff member?

- You are considered by your fellow PSIA-E members and our ski schools to be a highly trained and up-to-date snowsport educator. Our PSIA-E members and our ski schools look to you to provide them with valuable information regarding personal skiing and ski teaching.
- The training and understudy experiences, in which DCLs participate, provide a level of comprehensive information that is not readily or inexpensively available elsewhere.
- DCLs are able to train with the best snowsports educators and coaches in the country to become better skiers and ski teachers, at almost no cost other than travel and lodging.
- The DCL is not a prerequisite or path to the ETS or Examiner status. However, service on the DCL team can serve as an excellent experience and training arena for the Development Team tryout, if this is your desire.

#### Requirements to try out for the Alpine DCL Team are as follows:

- Must be an Alpine Certified Level III member.
- Be actively teaching skiing.
- Submit your application and event fee by the registration deadline.
- **Submit a resume and two letters of recommendation with your application (one letter should be from your snowsports school director or immediate supervisor)**

#### The 2010 DCL Tryout information:

Hunter Mountain, NY: March 11-12, 2010 (registration deadline February 18, 2010)

If you have further questions, please contact DCL Head Coach, Rick Metcalf, at: ([ram2ski@verizon.net](mailto:ram2ski@verizon.net)), or Director of Education & Programs, Mickey Sullivan, at: ([msullivan@psia-e.org](mailto:msullivan@psia-e.org)).

*continued next page*

# Eastern Team Tryouts

What is it? When is it? Who Can Try Out?

Those selected to be on the Eastern Team will have the opportunity to receive extensive training in preparation for the 2012 PSIA/AASI National tryouts, involving some of the best skiers, riders and educators in the country. The Eastern Teams will represent the best skiers, riders and coaches in the east and PSIA-E/AASI. Those selected to the Eastern Team should be prepared to arrange their schedule to allow for a minimum of 15 days per year to attend various training events and activities.

Each discipline will have its own selection tryout and individual training activities. There will also be many training activities that can and will be held for all discipline team members in preparation for the 2012 tryouts.

**PSIA-E/AASI Level III certified members are eligible to register for and participate in the Eastern Team tryout of your discipline.**

PSIA/AASI rules allow each division to send a pre-determined number of qualified candidates to the national tryouts. A qualified candidate must be a Level III certified instructor, in good standing, in the discipline for which they are trying out, be full-time (seasonal) in the ski/snowboard industry, and chosen by their division to represent PSIA/AASI at a National level.

## ALPINE EASTERN TEAM TRYOUTS

Part 1 of the Alpine Eastern Team tryout is scheduled for March 18-19, 2010, at Whiteface Mountain, NY. The cost to participate in Part 1 of this tryout is \$195. Applicants should use a standard event registration form and adhere to the registration deadline of February 25, 2010.

Part 1 of the Alpine tryout will focus primarily on skiing skills in all conditions, terrain and situations. There will be some evaluation throughout the exam of personal character, communication skills and leadership skills. Those selected at this tryout will be considered to be on the Alpine Eastern Team during the time leading up to Part 2 of the tryout.

There will be an opportunity for qualified members that missed the 2010 tryout to participate in a "special one day" tryout in early 2011. However, it should be noted that those that elect to participate in the 2011 tryout will have to be a very strong candidate in order to make the existing eastern team.

Part 2 of the Alpine tryout will be held in March 2011. This will be a one or two day tryout that will focus on coaching and presentation skills.

If you are considering the Alpine Eastern Team tryout and have additional questions please e-mail or call:

Terry Barbour, Alpine Eastern Team Coach at: (tbar@madrider.com).

Mickey Sullivan, Director of Education and Programs at: (msullivan@psia-e.org).

## NORDIC EASTERN TEAM TRYOUTS

The Nordic Eastern Team tryout is scheduled for March 18-19, 2010, at Whiteface Mountain, NY. This tryout will be held in conjunction with the Alpine Eastern Team tryout. The tryout will focus on skiing skills, coaching skills and presentation skills. Day 1 will focus on track/skate and Day 2 will focus Nordic downhill. The cost to participate in this tryout is \$140. Applicants should use a standard event registration form and adhere to the registration deadline of February 25, 2010.

There will be an opportunity for those that missed the 2010 tryout to participate in a 2011 tryout. However, it should be noted that those that elect to participate in the 2011 tryout will have to be a very strong candidate. Those selected in 2010 will remain on the Nordic Eastern Team and any newcomers will have to be strong enough to make that team.

If you are considering the Nordic Eastern Team tryout and have additional questions please e-mail or call:

Mickey Stone, Nordic Eastern Team Coach at: (cpage3@aol.com).

**\*Plans for the Eastern AASI tryouts and Adaptive tryouts are planned for 2011, and will be announced next fall. ■**

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## ProJam Banquet “Highlights”

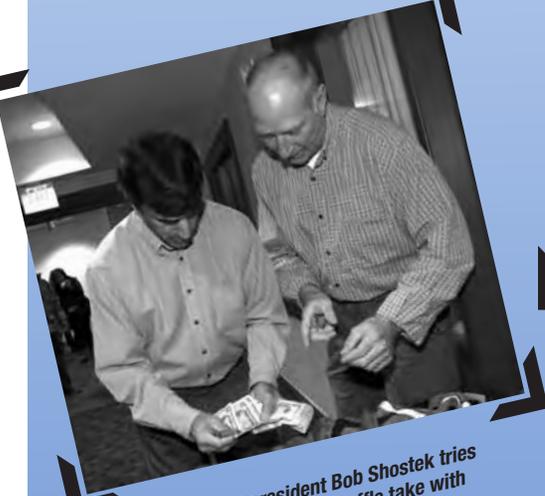
Thanks to professional photographer Robert Consentino of SharpShooters Photography in White Plains, NY for providing the following, umm, “highlights” from the ProJam banquet on December 17 at Killington, VT. More than 500 members attended the event and enjoyed the banquet and the BLING (this year’s theme). You can reach Robert at (914) 949-3531. Thanks again Robert!



Four members get into the spirit and show off their “bling” at the ProJam banquet.



The costume contest brought out some impressive (or at least “expressive”) competition!



PSIA-E/AASI past president Bob Shostek tries to “negotiate his cut” of the raffle take with Director of Education & Programs Mickey Sullivan. (Just kidding – Bob once again was part of a great crew of raffle ticket sellers that helped generate \$5,656 in donations from our generous members that will go toward member scholarships, the C.E. Burbridge fund for adaptive programs and the Education & Programs fund in the Education Foundation).



PSIA-E Examiner Bart Hayes proudly displays his group of happy ProJam attendees.



# 2009-2010 PSIA-E/AASI - NEW MEMBER APPLICATION

Mail or fax to: PSIA-E/AASI, 1-A Lincoln Ave, Albany, NY 12205-4907

**Fax# (518) 452-6099**

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



Rev. 06/29/2009 S

As a Registered Member of PSIA-E/AASI, you will become a member of the American Snowsports Education Association (ASEA), the largest organization of professional snowsports instructors in America. PSIA and AASI operate under the umbrella of ASEA. You will receive welcome information in the mail, including an introduction to the association, an explanation of your benefits as a member, and you have immediate access to the national website, [www.thesnowpros.org](http://www.thesnowpros.org) and the division website, [www.psia-e.org](http://www.psia-e.org).

### All new members must read and sign the following:

As a member of PSIA/AASI National and Eastern Division, I agree to be bound by all PSIA-E/AASI bylaws and regulations including educational update requirements. Continuing education updates (two days of clinic) are required every 2 seasons for most certified members; students and those over the age of 65 have differing requirements. I am aware that the "membership year" runs from July 1, 2009 - June 30, 2010 (June 30, 2011 if joining after February 15, 2010) and that dues are non-refundable.

Applicant's  
Signature \_\_\_\_\_

Date \_\_\_\_\_

*Please print clearly and fill out ALL sections. This application must include payment and must be received before or at the same time as registering for a PSIA-E/AASI event to ensure the member event price.*

### Please check all that apply - areas of interest:

- Alpine    Snowboard    Adaptive    Telemark    Cross Country    Children's    Racing    Adapt. Snowboard

The Eastern Division of PSIA & AASI is divided into seven geographic regions (listed below). As a new member, you may choose to be affiliated with one region – the one in which you work as a snowsports instructor or the one in which you live. This affiliation is for regional mailing and voting purposes. You should affiliate with the region in which you are most active as a snowsports instructor. Please check the appropriate region below. If you do not choose, the region in which you live will be assigned as your designated regional affiliation by PSIA-E Bylaws, Section 10.8. You must then notify the division office in writing, should you choose to change your affiliation to the region in which you work.

- 1 – ME, NH    2 – VT    3 – MA, CT, RI    4 – PA, NJ   **YOUR DATE**  
 5 – Western NY    6 – Eastern NY    7 – DE, MD, VA, WV, NC, SC, GA, FL, DC   **OF BIRTH:** \_\_\_\_/\_\_\_\_/\_\_\_\_

Male / Female  
Circle one

NAME: \_\_\_\_\_  
Last First M.I.

MAILING ADDRESS: \_\_\_\_\_  
Street/Box City State Zip

HOME PHONE: (\_\_\_\_) \_\_\_\_\_ WORK PHONE: (\_\_\_\_) \_\_\_\_\_

E-MAIL: \_\_\_\_\_ CELL PHONE: (\_\_\_\_) \_\_\_\_\_

SNOWSPORTS SCHOOL NAME: \_\_\_\_\_

TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED: **\$109.00**

PAYING BY:  CHECK # \_\_\_\_\_ OR charge: MasterCard  or Visa

\_\_\_\_\_  
Exp. Date: \_\_\_\_\_ Signed \_\_\_\_\_

### OFFICE USE ONLY

Date \_\_\_\_\_  
Proc. \_\_\_\_\_ Initials \_\_\_\_\_  
Auth \_\_\_\_\_  
Num \_\_\_\_\_  
App \_\_\_\_\_  
Num \_\_\_\_\_  
Mem \_\_\_\_\_  
Num \_\_\_\_\_

### Applying as a new member, your Snowsports School Director must complete the following:

As Director, I attest to the following: This applicant is a member of my current staff. The candidate has received training and preparation, as addressed in the American Teaching System. As a candidate for Registered member status, the applicant has completed the PSIA/AASI entry level requirements, including 25 hours of teaching/training.

Director's Signature \_\_\_\_\_ Name of School \_\_\_\_\_



# VIPrivileges



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

## CONGRATULATIONS!!!

The winner of this season's Green Mountain Orthotic Lab (GMOL) Promotion is.....

Emily Frank  
Eastern Division  
Region 5 Member

Emily is an Alpine Level 1 member who teaches at Kissing Bridge, NY. According to Emily, "Bill at Green Mountain has changed my skiing!"

As the winner, Emily was rebated the cost of the footbeds she purchased at GMOL early this season. That's worth \$160! Because GMOL honors pro-form discounts for our members, between the pro discount and being the lucky winner, Emily saved about \$450 on her boots and she got the great service GMOL always provides!

Thanks to Green Mountain Orthotic Lab for being such a great PSIA-E/AASI sponsor and supporter!

If you need boots next season, be sure to consider going to Green Mountain Orthotic Lab in Stratton, VT, and enter next season's contest!

## IMPORTANT NEW INFORMATION

### about PSIA-E Education Foundation Scholarship!

At the October 2009 PSIA-E Board of Directors meeting, the Board amended the scholarship requirements. Previously, to be awarded a scholarship, members had to be in good standing for a minimum of 3 years. Moving forward into 2010, the membership requirement is as follows:

**Motion:** That all members in good standing may apply for association scholarships via the PSIA-E Education Foundation.

**Motion carried. Unanimous.**

The time you must apply for scholarships is BEFORE each season! Typically, scholarship applications are due in to the office in late September. Please go to the Eastern website for scholarship application details.

**Here is an update and/or reminder about a few programs running this season:**

**BJ's Wholesale Club "Fuel Your Fundraiser" Program will run again in Spring 2010!**

Our most recent BJ's Wholesale Club program was not as successful as it has been in the past. We're not exactly sure of why that is the case, but we think one reason is that we did not put the actual program submission form inside the issue of the *SnowPro* when it was announced.

THEREFORE, WE WILL RUN THIS PROGRAM AGAIN!

PLEASE WATCH FOR INFORMATION AND THE BJ'S MEMBERSHIP SUBMISSION FORM IN THE SPRING *SNOWPRO* (ETA May 2010)

The program has been a great success the past few years, raising significant dollars for the PSIA-E Education Foundation. Each person who renews or signs up for a BJ's membership through the program saves money and gets an extended membership, while the Education Foundation receives \$5 per membership. PSIA-E members and friends of members can participate as this is a fundraising program which BJ's offers to 501(c)(3) organizations such as our foundation.

### Choice Hotels International – Our Hotel Partner

Nowadays, saving money is even more important than in the past, and our great arrangement with Choice Hotels has been providing our members with 15% off bookings for more than 3 years. Please keep supporting this great partner of PSIA-E/AASI, and keep receiving discounts by booking on-line or at 1-800-258-2847, and use our ID number 00802187.

### Cosby Travel Pro – new travel offering for Eastern Members!

Cosby Travel Pro is a travel agency owned by PSIA Eastern division member Arleta Cosby and her sister. Arleta knows how much all of our members like to travel, and, therefore, is offering PSIA-AASI Eastern Division members great travel packages and is committed to always offering members the best pricing possible on any travel arrangements they make through Cosby Travel Pro.

To learn more about Cosby Travel Pro and the services they offer go to the new web page on the Eastern website – Member Benefits - where you can view special packages, link to the general Cosby website as well as learn about special promotions and contests through which you might be eligible to win trips, etc!

Check out all of our great EASTERN ONLY member benefits at <http://www.psia-e.org/ms/eastbenefits/promotional/>

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Job or  
Dream  
Employee  
Today



AT THE PSIA-E  
EMPLOYMENT  
CENTER

The Employment Center is on-line on our Eastern Division website.

# Book Review: The Talent Code, by Daniel Coyle

by Tom Butler  
PSIA-E Ed. Staff/Examiner  
Sugarloaf, ME

**H**ave you heard the one about how to get to Carnegie Hall? Practice, practice, practice! Daniel Coyle, in his superb book, *The Talent Code*, explores how “greatness isn’t born, it’s grown,” and that playing in Carnegie Hall may not be so far fetched after all. Coyle’s premise is that through what he calls “deep practice, ignition, and master coaching,” the average individual can accomplish extraordinary things.

Coyle delves into the reason the Brazilians continue to leave the world gasping at its bottomless reservoir of soccer talent. He also visits a dilapidated indoor tennis court in Moscow, and unearths why at any one point there are more Russians from this one club in the men’s and women’s WTA top-10 than other countries...combined. Why the Oakland Raiders sought out a junior high coach to tell them whom to pick as the NFL’s #1 draft pick, and why Coyle also visits a summer camp in upstate NY that consistently produces world class musicians.

The hero in his book is a thing called myelin, which is basically insulation that wraps itself around the nerves as learning is taking place. The more intense the learning experience, the more myelin wraps occur. The myelin is there to stay, so that practice doesn’t just make perfect, it makes permanent. Ever have the anxiety that your legs won’t know what to do when you get off the lift on the first day of the ski season, yet they somehow know exactly what to do? Myelin has your back. Thick wraps of this create what Coyle calls “natural broadband”. With more practice, there is more myelin, and the faster and stronger the signals travel along this broadband to get the muscles working. How much practice is needed? Roughly, it takes 10,000 repetitions of a single part of a movement to get that broadband installed. So I lied a bit - practice doesn’t make *perfect*... perfect practice makes perfect.

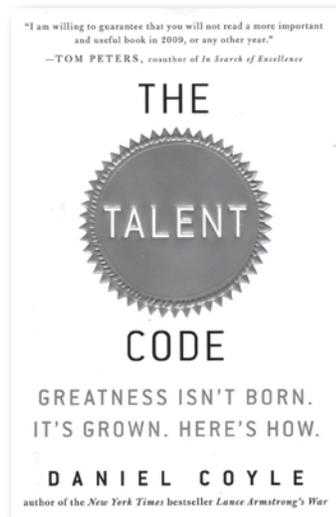
Reading this book had me thinking and asking with each story that Coyle tells, how can I apply his examples to teaching skiing? For example, two of the reasons for Brazil’s dominance is due to playing on smaller fields and courts with a heavier ball. This increases the speed at which the sport is played, and players need to create ways to handle the ball to compensate for the change. To play and practice on a full-sized pitch reduces the need to react and move as quickly. Think about the way we ski, and how we practice when we are at our home mountain. Why does that kid keep hiking the park to hit the same rail all day every day? He does this because he wants to nail the trick so that he can build on it and go bigger. The Mahres used to set slalom courses and repeatedly hike the hill after school at home in White Pass, Washington. They invented a way to ski faster based on the technology and course setting of the time, which ended up being called “the White Pass turn”. Nobody told them how to do it; they just figured it out because it worked.

The Russian tennis players at the Spartak Tennis Club learned flawless technique from the very beginning of their lessons. Many of the lessons in the beginning month never even involved a ball, or sometimes even a racquet, and were done painstakingly slow. Once again, think about how we practice skiing at our home hill. Do we do it slowly, or at regular speed, or high speed? Can you realistically commit a movement to memory by bombing down a hill? The answer is no! Stenmark, after finishing his training runs, used to do ski drills very slowly towards the lift. He didn’t waste an inch of hill space, such was his desire to improve. By this example, it occurs to me that it doesn’t really matter how big or small your resort is, just how you utilize the terrain available via tasks and imagination that either helps or hinders you.

A skiing or riding scenario can match every story Coyle writes about. What was eye opening for me was how I can apply these techniques to my students and leave them not only with a sense of accomplishment, but perhaps a little more myelin in the bank to help them down the road. This is an extraordinary book. It is an empowering notion that we can truly surpass what we

thought was possible in whatever we set our sights on. While reading some criticism of the book, I found that some reviewers dispelled the notion that genius or super athleticism could be learned; that Einstein, or Jordan, or Leonardo couldn’t possibly have peers, let alone ones who learned their way up to become equals in their respective fields. However, Johan Sebastian Bach, a musical genius in his own right, commented once on his success that, “I have done well; anyone who works equally as hard will do equally as well”.

My fascination with the story is purely from the point of view as a teacher, and the magnification of potential in each student. It’s all there in front of us. The code is laid out for us to see and use, according to each guest that walks through our door. Coyle helps show us how. ■



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# Around the Regions



## Region 1 (NH & ME)

**Tom Butler, Regional Director, reports:** Hello, Region 1. Last month Ross Boisvert, Regional Rep, and I held two regional meetings, at Waterville Valley and Sugarloaf. Thank you to Peter Weber for hosting the Waterville meeting and thanks to the over 30 members combined who attended the events. My vision for these meetings is for the members, following a brief introduction on what PSIA-E is up to, to drive the discussion. Ross and I are fortunate to usually have the added assistance from education staff and committee members who attend to help clarify questions and answers. These meetings were no different. The Waterville discussion focused primarily on exams and member benefits while most of the Sugarloaf meeting centered on how the organization promotes itself in the marketplace. The following are the condensed notes that I took from the meetings:

With regards to events / exams:

- Allow members to attend 2 separate one-day events in a season for update credit.
- Could there be "in house" workshop clinics? Members potentially could request an ,
- Ed Staff member of their choice? Price of events may have to be higher compared to regular update clinics.
- At one point, apparently, Level III certified coaches were able to update with a 1-day clinic. Not sure about below Level III but there were questions if this is something that could be revisited?
- For those members who attend multiple events throughout a season, could there be incentives added such as...attend 2 two-day events and get the third at 1/2 price. Something along those lines.
- Member suggested that more education needs to happen regarding partnering of boots with the appropriate skis. Often coaches are skiing on boots that may be too soft for the skis chosen and vice versa. Alignment issues are important but the right boot and ski combination is overlooked, especially with the evolution in ski design.
- There was a suggestion that upon completing an event, it would be helpful if there were a summary of what the members worked on and accomplished.

With regards to membership benefits:

- In those areas where a Choice hotel isn't an option,

could a directory of recommended lodgings be compiled and available on the website for members traveling to events?

- Ed Staff consulting visits to PSIA affiliated schools are promoted to school directors. Is this something that could be highlighted in *SnowPro* so the members could have increased awareness of the program?
- Scholarships continue to be an underused resource. Application deadline occurs before many members have their winter brains on. Are there other ways to advertise the deadlines to increase redemption?
- Also with scholarships, is there a way to identify the members who would need it most? This may be more of a responsibility of the school director or supervisors / trainers but it is key to capture those key employees and keep them involved in the process.

Unrelated to the benefits and exam discussions at Waterville, but just as constructive, was an innovative suggestion that PSIA-E find a way to be an avenue for members (and, if I understood, non-members who are educators) to obtain continuing education credits for attending events. There could be untapped potential in exposing more people to the depth of our educational content.

At Sugarloaf the bulk of conversation centered on how PSIA-E gets the message out to resort guests as to the value of skiing or riding with a certified pro. All present agreed that the PSIA shield means a lot and that it represents quality. The following were some suggestions / comments made:

- The PSIA-RM website promotes *MySnowPro.com* as a way for pros to connect with their guests and for prospective clients to check out potential instructors. This service is included with their dues.
- PSIA promote its members through resort TV stations such as RSN or even regional networks to highlight what PSIA is.
- There was concern that resorts (not necessarily in Region I) may have management that isn't interested in PSIA certified members.
- To go along with the above, there were questions regarding the Canadian system and what it would take to have all US instructors be members. Would the overall price come down due to the numbers of members? Economy of scale?
- Recognition that PSIA needs to walk a fine line so as not to appear like a union but still advocate for its members.

Another topic was centered on retention of members:

- Are there more younger members coming in than older members leaving or other way around?

- Could the dues be structured so that younger / school aged members and long time members pay less in dues in contrast to the bulk of the membership?
- One member noted that, strictly speaking, the cost of attaining certification vs. the return on that investment would take many years to recoup the money spent.

Thank you again to all who attended. If you were unable to make it and would like to add to the conversation, please e-mail me your questions or thoughts. Ross and I present your ideas and concerns to the Board of Directors so your input is valuable and welcome. All the best and have a great season.

## Region 2 (VT)

**Steve O'Connor, Regional Director, reports:** Hi everyone! I am happy to say that winter has finally arrived. Very cold temperatures have allowed the snowmakers to do their thing; I just love that dry, squeaky sounding snow that comes with low humidity and cold, cold temperatures. With that said, I hope you are finding time to practice your trade and by that I mean skiing or riding and/or coaching others to do the same. I left you last spring with thoughts of committing to making a change: how is that going? I know that those who attended the Pro-Jam at Killington are focused and on their way. What about you? Do you have a plan?

In the past 5 weeks I personally have been going flat out, coaching every day with a variety of different folks from focused racers, retired ski teachers, level 2 candidates, autistic teenagers and many others that needed some encouragement to start their respective seasons. It has been a great jump start for practicing a variety of teaching approaches and styles and I certainly realize that one approach does not work for every group or individual. I am really looking forward to January and February to focus more on myself, both mentally and physically. I plan to work so I can make my mortgage payment but I also plan to hone my skiing so that in March I can make the Eastern Team and go on to the National tryouts the following year. The more people I tell the more I am reminded to make time for myself, and you all should do the same.

There are many interesting new events on the schedule that you should check out: U-30 provides an atmosphere for those under the age of 30 to mix it up with folks close to your age and facilitated by a coach under 30 as well. If you encounter situations at work that involve learning disabilities and you're

*continued next page*

## ■ around the regions, continued

not sure what to do, this year you can contact our adaptive education staff and arrange a consultation. Basically, you could arrange to get several coaches (PSIA/ASIA members or not) together and the education staff will arrange to come to you. I have to assume that most of you are outdoor enthusiasts or you would not be in this business. Have you considered taking a Nordic event? Whether you like groomed runs or off piste, Mickey Stone and the Nordic education staff have a number of outstanding events on tap for this season. I've got my eye on an off piste/ backcountry session at Smugglers Notch. This event will involve some hiking, skinning, breaking trail and some breathtaking views. Mickey and his crew add a lot of history to each event, they mix classic old techniques and new, and just make everyone feel real comfortable. Find out why the Nords are having so much fun!

In the coming weeks Curtis Cowles, Regional Rep, and I will be sending out an e-mail blast to announce two possible dates where we, as Region 2 members, can meet and share concerns about our association. It will be important to hear what you all have to say regarding the health and future of our Eastern division. Topics that always get member's attention are \$\$\$ dues increases and event fees. With these in mind most members that are outspoken generally ask what they get in return. I believe our organization does a great deal in event offerings, a variety of discounts associated with Choice hotels, electronic billing and event registration and hopefully in the near future, voting for candidates on-line. I have also been encouraging our executive director, Michael Mendrick, to participate in some events this season. It is not only important for him to see and experience what we do, but for all of you to meet him. He is a really funny guy who listens carefully, and, by the way, works for us!

As always, please feel free to contact me by phone or e-mail: 802-234-4032 or (oconnor@together.net). HAVE A GREAT WINTER!

## Region 3 (MA, CT and RI)

### **Ray DeVerry, Regional Director, reports:**

All has been very quiet in Region 3. Dave Welch, Regional Rep, and I would love to hear from you so we can do our best to represent you at the Board meeting. Please e-mail us your thoughts at ray.deverry@verizon.net.

Happy New Year!

## Region 4 (PA and NJ)

**Steve Kling, Regional Director, reports:** After a somewhat shaky start, this winter is at least starting out with both snow and cold in abundance. Let's

hope the "la nina" forecast holds true for colder and wetter in the mid-Atlantic.

The first bit of news (repeated from the last report) is that we're having two regional meetings this year. The first at Elk Mountain on Wednesday, January 27, and the second Monday, March 1, at Whitetail. Both are in conjunction with a collection of educational events, which Eric Jordan, Regional Rep, and I have found seems to produce excellent attendance.

Now is the time to meet the newer instructors at your hill and encourage them to join our Association. New members can join without taking an event (that's not new, just a reminder) and anyone who has finished the hiring process and is teaching should qualify for membership. The more members we have, the more we can do to keep down both our dues and our event fees. So, take a new instructor under your wing and encourage them to join the Association. We all benefit.

Now, let's get back to riding and skiing!

## Region 5 (Western NY State)

### **Steve Howie, Regional Director, and Ron Kubicki, Regional Representative, report:**

For those of you that have read the last few Region 5 reports, you might understand when I say "Timing Is Everything". In our attempt to communicate our Fall Region 5 meetings through the *SnowPro* we were a little too close to the publication date to get the information included. But, thanks to e-mail blasts to the schools we had two very successful meetings. Between the meetings at Holiday Valley and Bristol Mountain there were about 250 members in attendance. I would like think that it was all about everyone wanting to hear what Ron and I had to report, but I think the fact that we included an early season clinic with PSIA National Team Member Jeb Boyd and AASI National Team Member Tom Morsch had more to do with the larger than normal attendance.

That said, after a short report many questions were asked and some possible solutions offered. I was quite pleased with the number of members that commented after the meeting that they learned more about the organization, had a better understanding of job the BOD and the Staff in Albany do for all of us, and all the benefits that are available to us. With the meeting out of the way the rest of the day was spent with Jeb and Tom, recently back from team training, sharing their thoughts on contemporary skiing and riding. What a great way to start the season. We have already had requests for a Fall Meeting/Seminar next fall. I will be looking for areas to host the events. As always, if you have any feedback or concerns please contact any of the following Region 5 Representatives:

### **Region 5 BOD and Committee Members:**

Steve Howie - Regional Director:

showie1@rochester.rr.com

Ron Kubicki - Region Representative, PSIA-E VP:

rikubicki@yahoo.com

Debbie Goslin - SSMC Chairperson:

debbieGos@aol.com

Wendy Frank - SSJMC Representative:

wendy.frank@holimount.com

Rick Downing - AE&CC:

rdown@frontiernet.net

Lee Dame - Children's Committee:

leedame@rochester.rr.com



**Jeb Boyd and Tom Morsch at the Bristol Mountain Region 5 Meeting/Seminar**

## Region 6 (Eastern NY State)

### **Scott Allard, Regional Director, reports:**

Cherisse Young, Regional Rep, and I are looking for some thoughts about the locations and content for our meetings this season. We would really love to hear from more members. We know you're out there and look forward to meeting your needs. We're still looking to do two meetings, one at each end of region, and to also make them sliding events. The postcards will be out soon, as well as an e-mail notice for the meetings.

The mountains are white and the season is here. The slow start will be extended well into April, if you listen to the old timers. So, get out and update this season with some of the new events. Check out events like the Sunday double, Under 30, or the Level I Validation (open to PSIA, NYSSRA, NHARA, PARA or USSA), to mention a few.

As always, please contact us so we can better serve you on the Board. Scott at: (allardc@frontiernet.net) or Cherrisse at: (Young@mhcable.com).

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

**John Cossaboom, Regional Director, reports:** Congratulations on a great start to our winter season! By now you have hit your mid-season stride, with the stressful holiday period behind us. Now is when the real work begins, as you prepare for your on-snow exams or travel to one of the numerous events offered throughout the region. I wish all of you great success.

Remember, our regional meeting will take place on February 24, at Wintergreen Resort. This gathering will be held in conjunction with a number of events taking place at Wintergreen, so I am looking for a good turnout. These meetings give you a chance to ask questions and voice your concerns on any topic regarding your association, so come ready to speak. Our discussions are always lively!

Within this *SnowPro* are candidate profiles and a ballot you may use to cast your vote for the new leadership of Region 7. I will not be running again due to personal reasons. It has been an honor to serve the membership of Region 7, and I appreciate the support all of you have shown me.

I also want to address a great concern I have for our region. Several years ago, when the region was first formed, there were a number of candidates for board and committee seats. Voter response was very strong, and I felt that our R7 members were indeed ready to let their voices be heard. However, during the last election there was only one candidate, and only two votes cast, out of over 1,000 potential voters. To say that I was disappointed is an understatement. For so long I'd been told that members in the South needed and wanted to have more say in the direction of PSIA-E. Well, here was our chance and we didn't take advantage of it.

I'm asking you to take a few minutes to review the candidates and then vote. You have a hand in shaping the future of our organization and it takes so little effort to do so. Please take the time to vote.

As always, feel free to contact me if you have any concerns or wish to speak at the regional meeting, at: (jnlboomer@yahoo.com). I look forward to seeing many of you there. ■

# Call for Regions 3, 4 and 7 Committee Members

The Snowsports School Management Committee Representative, Alpine Education & Certification Representative and Children's Education Committee positions for Region 3 (CT, MA, RI), Region 4 (NJ, PA) and Region 7 (all states south of PA & NJ) are currently up for a three-year appointment, pending a recommendation from the Regional Director and Board ratification. The PSIA-E Board of Directors will approve the appointment of these positions at their June 2010 meeting.

If you are a member of one of these regions and are interested in being considered as a representative to serve a new (or renewing) three-year term for one of these open positions in your region, please send written notification via e-mail to the attention of Michael Mendrick, Executive Director, at [mmendrick@psia-e.org](mailto:mmendrick@psia-e.org) by March 22, 2010.

Thanks for your interest in serving your organization!



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# Region 3, 4 and 7 Candidate Profiles

## Region 3

### Region 3 Election (CT, MA and RI): Candidate Profiles & Voting Rules

Use the ballot on the inside back page of this newsletter to cast your vote. There are two (2) candidates running in Region 3 for Board seats. The Board candidate receiving the most votes will be elected Region 3 Director; the candidate with the second-most votes will be elected Region 3 Representative (within compliance of the association bylaws provisions relative to Board elections). No write-in votes for any positions are accepted on the ballot form.



### Region 3 Board of Directors: Ray DeVerry -- A3, S3

*(Alpine and AASI BOE;  
Education Staff Employee)  
Ski Butternut, MA; Education Director*

#### Statement of Background & Qualifications:

31-year member of PSIA  
Served two terms as Region III Director  
26 years as Alpine Examiner  
12 years Snowboard Examiner  
5 years ETS Coach for snowboard  
AASI steering committee for 6 years  
29 years education director or race director at Butternut Basin  
Education: BS of Mechanical Engineering degree  
Project Engineer: responsibilities include managing staff, Project Budgets for the corporation.

#### Statement of Philosophy & Direction:

Having served three terms on the Board of Directors, I am familiar with the process and procedures necessary to support Region III and guide the organization into the future. I would like to continue to be involved in growing the organization so that we can provide the best educational events possible to our membership.

### Region 3 Board of Directors: Dave Welch – A3

*Ski Sundown, CT; Training Director*

#### Statement of Background & Qualifications:

I have owned and operated a business since 1982.  
Became a professional ski instructor in 1996 and joined the Professional Ski Instructors of America in March of 1997.  
In March of 2001 I attained Alpine Level III Certification, and have served on the PSIA-E Board of Directors since April of 2002 as the Region 3 Representative.  
My duties as a board member have included serving on the PSIA-E Education Foundation Scholarship Review Committee, the Governance Task Force, and the Strategic Planning Task Force and currently I am a member of the Finance Committee and Chairperson of The Membership Recognition Task Force.  
I am employed at Ski Sundown in New Hartford, CT, as the Snowsport School Training Director and as a Snowsport School Staff Supervisor.

#### Statement of Philosophy & Direction:

As I near the completion of my third term as a Representative on the Eastern Board of Directors and reflect on all that has transpired over the past eight years I am pleased to say that the overall health of our association looks very good. The direction in which we are headed seems to be on a course that will enable us to better support our membership and the industry we serve. With that said it must also be noted that some challenges do lie ahead, not only for our association but for our industry in general.

Two of the biggest challenges we face are growing our membership ranks and attracting more people to participate in Snowsports. It is my strong belief that if we market our biggest asset, OUR PASSIONATE MEMBERSHIP, we will not only attract new members but we will also attract more people to Snowsports in general.

In order to meet these challenges and keep our organization moving forward in a positive direction we will need to continue to have leaders that exhibit more of the same expertise, passion and creativity that has helped get us to where we are today.

If I am chosen to represent you on the Board of Directors I will work to keep our region connected to the division and the division on the cutting edge of Snowsports education.

That work will include the continued support of the development and implementation of new programs, services, and educational opportunities and materials for each of the disciplines and their Education Staff. I will also support proposals and initiatives that will foster the growth of our membership from within the industry and beyond.

With your continued support I would be proud to represent all Region 3 AASI/PSIA-E members on the Eastern Board of Directors for another term.

Thank you for your time and consideration.

## Region 4

### Region 4 Election (NJ, PA): Candidate Profiles & Voting Rules

Use the ballot on the inside back page of this newsletter to cast your vote. There are two (2) candidates running in Region 4 for Board seats. The Board candidate receiving the most votes will be elected Region 4 Director; the candidate with the second-most votes will be elected Region 4 Representative (within compliance of the association bylaws provisions relative to Board elections). No write-in votes for any positions are accepted on the ballot form.

### Region 4 Board of Directors: Eric Jordan – A3

*Elk Mountain, PA; Technical Director/Staff Supervisor  
Alpine BOE; Education Staff Employee*

#### Statement of Background & Qualifications:

2008 to Present	PSIA-E Treasurer
2003 to Present	PSIA-E Board of Directors (Region 4)
2003 to Present	PSIA-E Finance Committee member
2000 to Present	PSIA-E Examiner/Course Conductor
1989 to Present	PSIA-E Member
1988 to Present	Elk Mountain Ski Resort – Supervisor/Staff Trainer

#### Education

1995 - Bachelors Degree in Accounting/Finance, Minor in Business Management.

### Statement of Philosophy & Direction:

The current direction of Region 4 is positive. It is imperative that we continue on this path and continuously address the needs of Region 4. As an educational staff member as well as your representative to the Board of Directors, I experience an on-hill relationship with fellow Region 4 members throughout the entire ski season. I have perceived a great interest in and need by members for an increase in 1.) Weekend and evening events, both educational and exams 2.) Increase in member benefits for part time instructors, which make up over two thirds of the Region 4 membership. 3.) Expansion of education and training availability throughout our entire region in order to make it more affordable to attend events closer to home. 4.) Containment of costs directly associated with being a member such as dues. With your support, I assure you that your voice will continue to be heard and we can build upon the existing foundation already established. Thank you in advance for your support.

### Region 4 Board of Directors: Steve Kling – A3

*Ski Liberty, PA: Technical Director*

#### Statement of Background & Qualifications:

Current PSIA-E Region 4 Director  
Ski Instructor since 1969  
Snowboard instructor since 2001  
Alpine Certified since 1978  
Technical Director, Liberty Mountain since 1991  
Lawyer with background in ski area defense and business

#### Statement of Philosophy & Direction:

I am completing my second term on the Board of Directors. In that time I've learned much about the operation of both the Board and our Association. Some of the views and assumptions I held before joining the Board have proved wrong, others correct, and I've certainly come to understand our more pressing issues. I believe I have been an effective contributor to the Board and have assisted in moving us forward as an Association

Our biggest challenge is our budget and the biggest impact on our budget are membership levels. We also have emerging issues involving relations between the national office and the Eastern Division. I hope to be able to continue on moving those issues forward to best serve our membership. I also believe my professional background at times is helpful to the Board in understanding and resolving some of the issues that come before us.

As a part-time instructor and technical director I have the same perspective as the majority of our members. I have found over the last six years that my varied background outside the ski industry along with my more than 30 years teaching skiing, provided a useful perspective in shaping Association policy. If elected again to the Board, I will continue to be open and responsive to the input and wishes of our members and will strive to represent their concerns to the Board and Association management. I would appreciate your support to allow me to continue to serve you on the Board of Directors.

## Region 7

### Region 7 Election (States south of NJ, PA): Candidate Profiles & Voting Rules

Use the ballot on the inside back page of this newsletter to cast your vote. There are three (3) candidates running in Region 7 for Board seats. The Board candidate receiving the most votes will be elected Region 7 Director; the candidate with the second-most votes will be elected Region 7 Representative (within compliance of the association bylaws provisions relative to Board elections). No write-in votes for any positions are accepted on the ballot form.



### Region 7 Board of Directors: Paul Crenshaw – A3, H1

*Massanutten Learning Center (VA); Manager*

#### Statement of Background & Qualifications:

Growing up in the Tidewater Region of eastern Virginia I never had the opportunity to ski. Having any snow during the winter was a real treat. My educational path led me to receiving a B.S. and M.Ed. degrees in Special Education where I taught in elementary schools my 30 year career. Shortly after my teaching career began I was introduced to the sport of skiing. I feel fortunate that I took lessons from the beginning and in a very short time joined the Massanutten Ski School Staff. This is my 33rd year teaching at Massanutten Resort and my passion for what I do is stronger now than when I began. I do believe that my involvement with ski teaching is what allowed me to work with Emotionally Disturbed students my entire career.

I have held different positions in my school and am presently the Learning Center Manager. I am currently a DCL and member of the PSIA Education Staff. I just completed the remaining year-and-a-half term as a Board of Directors member for Region 7.

#### Statement of Philosophy & Direction:

Above all other titles I have had in the snow sports profession, I consider my being a ski instructor as my biggest. This is really the part of the profession which brings me the most enjoyment. Since being on the board the past year-and-a-half I have come to understand, that even an organization as strong as ours has a need for board members with the time, desire, and love of our profession to make our organization even better. I listen to all suggestions and concerns and will do what I can to keep Region 7 active on all fronts. I will continue to encourage our members to attend the Regional Meeting each season as a way of having a direct connection with your representatives. E-mails and phone calls sometimes have to do. I encourage all members to vote and become active members in how your organization operates and to voice your opinion when you are not satisfied with a decision or have suggestions. I would appreciate your vote in this election.

*more Region 7 profiles on page 16*



**Region 7 Board of Directors: Joe Darmofalski – A3**

*Canaan Valley Resort, WV;  
Snowsports School Director*

**Statement of Background & Qualifications:**

- Skiing for 40 years
- Snowboarding for 12 years
- Teaching Skiing 15 years; Teaching Snowboarding 10 years
- PSIA Member since 1998
- PSIA Certified Level 3 - 2008
- PSIA-E Snow Sports School Management Committee since 2007
- AASI Certified Level 1- 2002

**Wintergreen Ski Area**

- Taught Skiing - 11 years; Snowboarding - 8 years
- Taught multiple level clinics to all instructors Alpine/ Snowboard Day and Night Supervisor – 3 years
- Served as Wintergreen’s PSIA-E Area Representative – 6 years
- In my years at Wintergreen, I enjoyed training other instructors in both their skiing and snowboarding skills. I purchased a number of PSIA/AASI training videos to help with their skills and knowledge development.

**Massanutten Ski Resort**

- Taught Alpine and Snowboard lessons (from beginner to advance).
- Taught multiple clinics to all instructor levels.
- When I moved to Massanutten, I continued to enjoy meeting new people and taking them through the great adventure of learning how to walk all over again; but, this time on skis/boards. I liked helping them learn to laugh at themselves when they messed up or fell and how to get right back up and try again and succeed!

**Statement of Philosophy & Direction:**

My name is Joseph Darmofalski. I began skiing when I was 12 years old. My parents bought wooden skis for me with straps that held on my boots. I think I used my regular winter boots. Our backyard had a small hill, so I built a ramp out of snow; I climbed up the ramp and skied down, my love of the sport began then and there! Some 40 years later, here I am the Director of the Snow Sports School at Canaan Valley in West Virginia.

In the years that I served as PSIA-E Area Rep. for Wintergreen, my involvement in this program made me acutely aware of the concerns of “everyday” instructors. It alerted me to many of the “actual” concerns of instructors. In 2007, when I was appointed to the Snow Sports School Management Committee representing Region 7, I became aware of the interworkings of PSIA. I learned how information moved through committees and how things got done. All this has made me even more interested in serving the membership of Region 7 in all disciplines.

The concerns of the membership from Region 7 are sometimes unique in that our location presents logistical concerns of no other Region. There is the ever present concern of “going north” to participate in desired events. Our weather and snowmaking capabilities are also important concerns for us. Since my snow sports experiences have been in Region 7 and in smaller resort areas, I would like to work toward establishing programs that would assist our membership in such areas.

I support our organization and will continue to participate in working toward making new programs and policies for the betterment of our members and our organization.

I love the challenge of teaching people of all ages and making new friends that develop into lasting friendships. I enjoy helping my fellow instructors to improve their personal skiing/riding skills and to improve their teaching skills. I have learned that when I help others I also help myself with my own education of the snow sports I love so much. This sport is a way of life, well, for me it is..



**Region 7 Board of Directors: Walter Jaeger – A3**

*Massanutten, VA; Senior Instructor*

**Statement of Background & Qualifications:**

My home mountain is Massanutten Resort where I teach the public and train instructors. I’ve raised two fine skiers and I’m currently raising two avid snow boarders! Our lively discussions on the merits of each sport continue year after year. Children refresh one’s awareness of changes and new experiences in the snow sports industry. I was raised in Maine and placed on skis at four years old. I taught skiing in high school and college, and then a long hiatus ensued. I returned to teaching 12 years ago at Canaan Valley, WV, joined PSIA and achieved my full certification last year. I own and operate Jaeger & Ernst Cabinetmakers in Virginia. I’ve served on local Volunteer Fire Department, Ruritan Club and PTO Boards in various capacities. I’ve served as President of the Virginia Artisan Business Development Association, the Association of Virginia Artisans, and was instrumental in the formation of the official State Artisans Center of Virginia. Creativity, a characteristic of my professional career, is a vital element in my ski teaching. I have a passion for skiing and teaching and a long perspective of the small mountain ski area. I believe public service is a duty and an enriching experience each of us owes our communities.

**Statement of Philosophy & Direction:**

I want to represent Region 7 to enrich your participation as professionals and to assist in strengthening PSIA-E as an effective organization. Serving on the Board offers the opportunity to repay in small measure the exceptional adventure I’ve experienced within PSIA-E. The opportunity to affect positive directions and new initiatives, particularly in communication, is the reason I desire to represent our region. Previous community service has shown me time and again how critical effective communication is to the success of any organization. There is a place on PSIA-E’s Board for one who represents the many instructors who year after year participate as loyal, engaged and strong part-time ski teachers. We, too, deserve to be well represented. I believe in the value of listening to creative suggestions, concerns and fair critiques of PSIA-E and then to translate such concerns and suggestions effectively to PSIA-E. I will remember that at slope’s end, it’s the positive effect upon individual members that is crucial for policies or directions PSIA-E undertakes. Thank you for your consideration. ■

**ANNUAL MEMBERSHIP MEETING NOTICE**

The PSIA-E/AASI Annual Membership meeting will be held in the Grand Summit Hotel at Mount Snow, VT on Saturday, March 27, 2010, during the Spring Rally. The meeting will begin at 8:00 a.m. and will include an organizational update, announcement of Region 3, 4 & 7 election results, open forum with PSIA-E Executive Director Michael Mendrick and PSIA-E Board President Dutch Karman and that all-important coffee and donuts! Hope to see all Spring Rally attendees and interested members there!

## In Memoriam

**John E. Matthews**, of Ashburn, VA, has passed away at the age of 60. He was an Alpine Level III member of PSIA-E, having joined in 1974.

**Court McDermott**, of Pittsfield, MA, passed away on November 14, 2009 at the age of 78. He was an Alpine Level III member of PSIA-E, having joined in 1964. He became a Lifetime Member of PSIA in 2009, and was also a Lifetime Member of CSIA. He taught at Bousquet Snowsports Learning Center, MA. Court's son, Steve, shares that his father directed the Bousquet Ski School from 1959 to 1999, and was influential in the development of 3 US Ski team members from Bousquet - Hiedi Voelker, and Kim and Krista Schmidinger. He spent his off seasons canoeing and held national titles in both flat water and whitewater.

**David Petrie**, of Highmount, NY, passed away on November 19, 2009 at the age of 61. He was an AASI Level I member, having joined in 2001. He taught at Belleayre Mountain Snowsports, NY. Chance Caswell, an instructor who worked with Dave at Belleayre Mountain, shares the following: "Dave was the toughest snowboard instructor I know. I never heard him complain about conditions, weather, aches, pains, or three o'clock privates. Dave put in continuous effort....He will be sorely missed."

**Bing T. Poon**, of Mercersburg, PA, passed away on December 14, 2009 at the age of 85, while skiing at Killington, VT. He was an Alpine Level II member of PSIA-E, having joined in 1977. He taught at Whitetail Snowsports School at Whitetail, PA. Please see the Tribute to Bing in this issue, written by Mac Jackson.

**Jere Shank**, of Chester, MD, passed away December 19, 2009, at the age of 59, after a brave battle with cancer. He was an Alpine Level II member of PSIA-E, having joined in 1996, and was Master Teacher Certified. He taught at Camelback Ski & Snowboard School, PA.

**Richard Youmell**, of Southampton, MA, has passed away at the age of 73. He was an Alpine Level I member of PSIA-E, having joined in 1995. He taught at Butternut Snowsports School, MA.

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

## Tribute to Bing Poon

My good friend, Bing Poon, spent a lifetime helping others with a passion for life and the sport of skiing. Bing died while skiing at Killington, Vermont, on December 14, 2009. I had known Bing for several years. He had been a member of PSIA-E since 1977, as well as a member of ASIA and the National Ski Patrol. Bing achieved Associate Certification (Level II) in 1984. He was a member of Whitetail Resort's Snowsports School since 1995, the Richmond Ski Club since 1961, and the Potomac Valley Skiers since 1974, where he attended many trips with his ski buddies all over the country.



Bing was born in San Francisco in 1924, and moved to Keokuk, Iowa, as a child. During World War II, he volunteered for the Army Enlisted Reserve Corps and ended the war with the Fighting 69th Division, the first Army unit to meet up with the Russians on the Elbe River in Germany. During the war he was awarded a Combat Infantry Badge, a Purple Heart, a Bronze Star for Heroic Achievement and another Bronze Star First Oak Leaf Cluster. He never missed a reunion or a trip with his army friends and was on the Board of Directors for the 69th Infantry Division Organization. Whenever Bing was around me he would discuss with me the exploits of the 10th Mountain Division, of which my father, Lt. Richard N. Jackson, Jr. was a member of an engineering regiment.

Bing started his college years before World War II, attending St. Ambrose College in Davenport, Iowa. He then completed his University Studies after WWII at the University of California and then earned a Masters and a PHD at the University of Colorado in 1951.

Bing had a 35 year career with the Walter Reed Army Institute of Research in Washington, DC. At Walter Reed he was part of a team that developed antiparasitic drugs for the military. Bing co-authored many papers on his work at Walter Reed. He was still a regular visitor to Walter Reed well after his retirement, always checking in on wounded soldiers from Iraq and Afghanistan, or attending a conference.

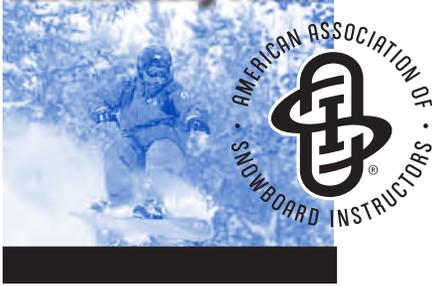
Bing was well known in the town of Mercersburg, PA. He was a regular at the Mercersburg Inn, VFW, and a parishioner of St. Luke Catholic Church. He was a frequent visitor of the Senior Center, where he wore out the treadmill (several times) to stay in shape for skiing. He would also research the subjects of guest speakers so he could challenge them when they visited.

We will miss Bing, his silly jokes, his constant smile through his wire-rimmed glasses, his passion for skiing, and for achieving Level III. I am hoping that when God calls me home that I go as Bing went, a smile on my face over a snow covered bump, with my boots and skis on.

I sent a gold PSIA Level III pin with Bing, with the inscription, "To Bing, from PSIA-E", for his final ski trip.

*Mac Jackson, PSIA-E Ed Staff  
Sugarbush, VT*





## Looking for Powder

by Dan Rowe  
AASI Examiner  
Snowboard Manager &  
Snowboard Training Director  
Okemo, VT

For many snowboarders the freedom of expression is what attracts us to the sport. That may come in many forms. Some prefer a perfectly built half pipe, others a groomed park. For me it's a blank sheet of white that I find in the trees. There is very little that compares to the feeling I get when I'm floating through the trees getting face shots and ducking branches. In Vermont we don't have a lot of terrain above tree line, so if you want to get the goods it means looking past the trails. But you don't want to throw caution to the wind and just drop; there are some things to remember.

First is safety. It is unlikely that you will be swept away in an avalanche, but that doesn't make it all safe. When you're ready to venture off the trail you need to take a few things into consideration. How familiar are you with the area? Do you know what trail is on the other side of that section of woods? Could you walk out? Are you going beyond the ski area boundary? Does someone know where you are, and when you're likely to return? Is the snow worth the risk? Do you have two or more people with you? Last, but not least, don't go in at the end of the day. I learned that lesson the hard way. Several years ago a group of us decided to go for an adventure after a day of teaching. After finding our favorite spot tracked out we headed left. Unfortunately, we ended up stuck in a section of thick spruce trees. We tried to walk but there were air pockets under the snow so we sank over our heads. We ended up swimming, using our boards like a surfer heading out to catch a wave. This trip ended up okay. However, we didn't get out until 6:00pm, three hours after we started. Anything can happen out there.

Not all woods riding needs to be extreme. Recently I have been enjoying introducing people to the mellower side of trees. Like all things new

you just have to take it one step at a time. I like to start in the easier glades. Most mountains have some dedicated glade trails, but that doesn't make them easy. You have to know what you're getting your students into. You wouldn't take a beginner to the top of the mountain with out teaching them to turn first. So when you're taking people into the trees start slowly. That might mean that you sacrifice fresh tracks to ride the more open line. It has to be open enough for a student to be able to turn and stop, when they need to; remember their perspective. I have learned this the hard way. By taking students on overly difficult terrain it's no fun for anyone. You end up waiting while your student is flailing in the snow, sweaty and unable to get up. The pace at which you ride needs to be such that you don't lose you students. Remember, it's not about your turns, it's about theirs. You should ride slowly enough that you can stop in one turn, or at the most two. Plan your line so you don't have to slam on the brakes. You should be looking at least four or five turns ahead to help plan your run out. Never look at the trees when you're riding, you'll run into them. You want to look at the white between the trees. I often ride across the fall line in the trees; not to slow down, but to get a different line that might have more fresh snow. I like to stop every few minutes to make a plan. By scanning the area I can pick the line I want, which should result in more untracked snow and allow me to avoid hazards like downed trees and stream beds.

The technique that I focus on for new tree riders is very simple. I like to see them keep their center of mass over their snowboard; basically, non-dynamic turns with a low edge angle. Too much tipping the board can slice through the snow sideways causing a tip over. We all see images of people laying out huge turns on steep terrain with perfect snow, but that doesn't work for the rookie east coast tree rider. By being more vertical with your body over your board you can go through tighter trees. When we lean way over in our turn we're exposing more of our body to the trees, which can make the space between the trees seem smaller - or worse - because if you to hit the trees you're trying to go around.

There are several different boards for riding fresh snow. Tapered snowboards came out several years ago. The basic design is the nose of the board is wider than the tail, and the stance is set back. This causes the nose to float and the tail to sink. This results in less rear leg burn (from leaning back). I have a tapered board and I love it. However, it has limitations, such as switch riding. Recently reversed cambered snowboards have become popular. They are designed so the tip and the tail are lifted off the snow, like a boat or a banana. They allow the rider to stay centered with their stance and still get the

float they need in fresh snow. I haven't tried one yet but I will ASAP. It's okay if you don't have a special board to ride powder; any board will work. I like to move my bindings back on my regular board for riding powder. Having more nose than tail will help the board float. It means taking a few minutes to move your bindings back; not a big deal. The last thing I do before a tree/powder day is to wax my board. Having perfect glide in fresh snow helps you float, and stay in front of your friends.

Now, I hope you're thinking about getting out there and riding some trees. Take a look around your local mountain; you might be surprised what you find. You'll start to find little stashes of fresh several days after a storm. Hike the hill behind your house, or that mountain down the street. There is a great feeling when you throw on some snowshoes and earn your turns.

**One of my favorite AASI events is coming up soon: Jay Trees.** This is one of our most popular events, with several 200 and 300 level groups. If you've never been to Jay Peak you're missing a great experience. The glades at Jay are by the far the best in the east, with many options for the advanced rider who wants to push their level of riding, and the less confident tree rider who wants more open spaces. This is one of the best events of the year. I hope to see you there. ■

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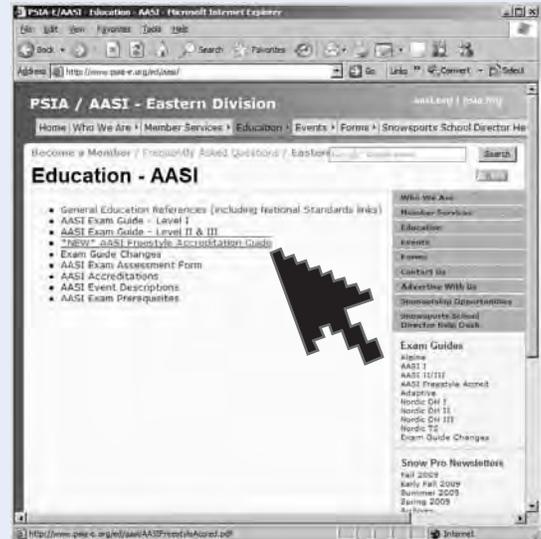


## AASI Freestyle Accreditation

The AASI Eastern Division  
Freestyle Accreditation Guide  
is now online at [www.psia-e.org](http://www.psia-e.org)

As of November 2009 there is a new document on the Eastern Division website which outlines, describes and defines each of the AASI freestyle accreditation sessions. This new accreditation guide also provides information about the requirements to “pass” each session, to continue to the next, and accomplish full accreditation.

You can find this document under the “Exam Guides” section of the website on the right hand side of the home page or under “Education---AASI Education---AASI Freestyle Accred Guide” ■



## AASI Steering Committee - Get Involved!

Several times a year the AASI Steering Committee meets. We discuss items of business, such as how to best serve our members, the direction the organization takes with clinics and exams, and even the mundane, such as the design of exam score cards and feedback sheets. We discuss the items that need to be addressed by more than just one person's viewpoint. For that reason, the Committee is seated with a dozen people that have different roles within our organization. Two of those seats are specifically set aside as “Member-at-large” seats. This helps provide some very important feedback for AASI from “the field”.

Currently, the two member-at-large seats are held by John Eason and Joe Valiatis. Both of them have been extremely generous, not only with their valuable insight, but also in the donation of their time and expenses to attend meetings. Spring of 2010 marks the end of Joe Valiatis' two-year term. His seat will be filled

by the new member prior to the Fall 2010 Steering Committee meeting. His successor will be selected by the committee from a list of interested members. These members will be nominated by their peers, suggested or otherwise interested in volunteering their time in exchange for helping us move our organization forward. If you are interested in helping out more, or know someone who is, please have the interested party send a short letter of intent to us. The address to use is ([ecarr@psia-e.org](mailto:ecarr@psia-e.org)) or via snail mail to PSIA-E/AASI, 1-A Lincoln Ave., Albany, NY 12205. Both types of correspondence should be addressed C/O AASI Steering Committee and need to be received prior to March 10, 2010.

The Steering Committee will announce its decision in the *SnowPro* following the Spring 2010 meeting. In the meantime, keep your edges sharp and bases waxed, and don't forget... left, right, left, right, gnar, spin, repeat. See you out there! ■

## Eastern Division Dues Notice for 2010-2011

Dues invoices for the fiscal year July 1, 2010 through June 30, 2011, will be mailed to all members in May. As a result of a Board vote in January of 2010, PSIA-Eastern Division dues will increase by \$5.00 from \$59.00 to \$64.00 in 2010-2011. National dues will remain at \$50.00. Total combined dues for regular members will increase from \$109.00 to \$114.00 for 2010-11.

Senior and student discounts will remain in effect for 2010-11: 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 2010-11 will be \$20.00 and the national discount \$10.00. Therefore, total combined dues for qualifying students and seniors will be \$84.00 in 2010-11.

Your membership payment is due by June 30, 2010. A late fee of \$30.00 (\$20 Division; \$10 National) applies beginning July 1, 2010. 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 (518-452-6095) at your earliest convenience. If you have any questions relative to National dues or fees, 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. ■

## Adaptive Airtime



## Kids. Kids. Kids.



## Mind, Body, and Snow – a follow-up to the Academy

by Jeffrey W “Jake” Jacobsen  
PSIA-E Children’s Committee Chair  
ACE Team Member

The 2009 PSIA-E Children’s Academy took place in early December and the initial feedback is very positive. The plan was altered thanks to the weather leading up to the event, but the ACE team pulled together to present an awesome experience. With no lifts turning on the morning of the first day of the event teams of participants were challenged to create an indoor learning program. That afternoon we all were hiking to activities set up by the ACE Coach with help from the Children’s Committee. The lifts at Stratton opened on day 2 of the event and the snow was terrific thanks to the hard work of the Stratton snow making crew; day 3 brought in a 10” powder day! We really experienced it all. The theme of *Mind, Body, and Snow – a Kinesthetic approach to snowsports* fit the circumstances very well.

On behalf of the PSIA-E Children’s Committee and the ACE Team I want to thank the members who attended the Academy and your willingness to adapt to the situation at hand. I would also like to thank all of the course conductors for your knowledge, professionalism, and creativity.

See you next year at the Academy! ■

Dear Friends and Fellow Eastern Members,

Barbara and I would like to thank you for your continued support of the C. E. Burbridge Scholarship Fund. Since his death from injuries sustained in a skiing accident and the creation of the scholarship, the support and commitment by everyone has been very touching. There was no way to stop this tragedy but your kindness and generosity has brought a positive result by providing funds to assist with training to those who typically volunteer their time to work with people who have disabilities.

It had been our hope to attend ProJam this year and thank you all for your support. Instead we must try to thank all of the scholarship supporters through the newsletter. Adaptive snowsports is growing and the need for instructors is growing as well. Our goal to have C.E.’s fund open up the outdoor experience to those with disabilities is being achieved through your generosity and the ability to provide more training to instructors.

Thank you,  
Bill and Barbara Burbridge ■

## Let the Movements Do the Talkin’

by Jeffrey W “Jake” Jacobsen  
PSIA-E Children’s Committee Chair  
ACE Team Member

I can’t tell you how many times I have had a ski or ride pro tell me they are not creative enough to work with kids. If you had told me 20 years ago that I would be able to come up with some of the activities I use I would have said “no way”. What I have found is that it doesn’t require the kind of artistic ability that a writer or photographer possesses, but it does require a good understanding of the motor movements and skills involved in making turns on skis or a snowboard. An understanding of what it takes to make the first wedge turn or a heel side turn is the first step to creating an activity. For instance, the rotary control movements involved in making a wedge are the twisting of each leg inward. The rotary control movements involved in making a wedge turn are the twisting of both legs to guide the wedge shape in the desired direction.

Now, you are with your group of three 4-5 year olds and would like to add these twisting movements to their muscle memory bank. Let’s make shapes in the sky... everybody on their backs on the snow with feet in the air. Point toes in, then point toes out - in, out, in, out, and so on. Now, on your feet, make the same shapes on the snow (boots only), and then it is time to do the boot shuffle around the Figure 8 race course. Look for the twisting of the legs (femur in hip socket). Move on to one ski, then two skis, but use the same course. As you think about your audience you will determine the most appropriate references. For example:

- 3- year olds will do make believe - Pooh and Christopher Robbin watching the clouds and making shapes in the sky, making little cloud

shapes in the snow with their boots, and finally making a giant shape as a group (figure 8). You can also have this group use their hands to draw the cloud shapes along with their feet. This accommodates the fact that their body moves as a unit and also gives them an easier visual reference.

- 8-10 year olds need a more realistic reference, such as bikes, cars, skating, etc.

The point is that the activity I just described is based solely on the rotary movements involved in making a wedge and early wedge turns. Understand the movements, understand what movements the skier is missing, and introduce these movements using (age & stage) appropriate references. ■

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# Why Go on ANY Gear?

by Dave Pike

AASI Level III

ACE Team Member

Gore Mountain Snowsports School, NY

I went to my first children's event 8 years ago, and, coincidentally, it was an "On Any Gear" event. It was an eye opener for me and the others in the group, who were predominately on Alpine skis (I was on a snowboard). By mid-morning the first day we all realized how the tactics for teaching kids were the same. The ways to teach kids seemed independent of what type of equipment they had on their feet.

We watched a video of little (age 5 or 6) kids skiing, and not surprisingly we saw them to be in a wedge with their little bodies centered over the tails of the skis. The group talked about how to coach these kids in this situation – taking the group to an area with less pitch, to an area with less traffic, to a new and exciting part of the mountain the group hadn't seen yet, and so forth. One person in the group turned to me and said, "Too bad this doesn't apply to you." I was surprised by this, because it didn't matter that skiing was the subject, because all the solutions being brought up applied to kids riding in lessons as well as skiing.

A couple of years later I went to the Children's Academy, thinking that this would be an even better experience. When I got there, it was a little intimidating, as the group was 100+ people. But everything was organized well, and the groups were broken up by the number of years taught, or the kinds of lessons taught at your mountain. At the mountain where I work, people do a variety of lesson types by supervisor assignment, so it made sense for me to join the 15+ years teaching group. I was the only snowboarder in that group, so I wasn't sure what to expect. What struck me this time around wasn't what I took from the clinician (which was great), but how much I learned from the group members.

Last year I understudied several events. It really reinforced what I had already known – these events are focused on tactics for teaching kids. At a clinic the group was talking about challenges for getting kids to excel and enjoy the bumps. One person said that her weekly group of school kids hates bumps, as they have a racing background and favor being on their edges. As a group it was agreed that a tactic for this group would be to introduce more pivoting moves to the kids in a variety of ways/places/games/etc. Then, the clinician turned to me and said, "What would you do for snowboarding?", and I answered, "What they said." Everyone laughed, but understood what I meant.

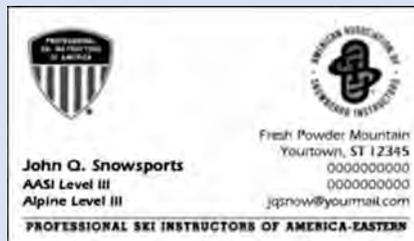
During the ACE Team training this year the Alpine staff will be snowboarding. Again! Each year the team works on their snowboarding skills to prepare for these On Any Gear events. Hopefully we'll see you at one of them. ■

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## xx-ploring

by Mickey Stone  
PSIA-E Nordic Coordinator

So, Winter finally showed up and it showed up big. Please review our last *SnowPro* or the website and check out some of our off-piste, light backcountry, performance track, and diverse tele offerings. This is the year for trying something from Nordic. From the performance track side you can learn minute balance in movement, aligning your body to the direction of travel, efficiently utilizing glide to move forward, penduluming or falling forward to gain momentum, accurate stepping and edging movements, and the feel of your body doing the work as opposed to the heavy equipment in Alpine and snowboarding doing the work. From the tele side you can obtain upper and lower body separation, wider range and planes to balance and ski in, harder balance while making a turn, a walking-into-the-turn feeling, lower leg steering and muscle strengthening. So, this season, if anything, try one or the Nordic Disciplines. Please do not think it is going to set you back in your current discipline; if anything, it will allow you to make the next jump in your skiing/riding!

So, who doesn't have fat skis, I mean 100 plus millimeters under your foot? Even if you are BC Nord you should pick up a pair of fat skis. They can be light enough to ski with a small plastic 2-buckle boot, reinforced leather upper, or with any of the modern tele boots out there.

Their wide base gives you stability like you have never felt before; it is like standing on a sliding snow shoe, easy to turn or pivot under foot, travels to the top of the snow pack and allows less strenuous steering movements compared to turning in the powder. If by chance the snow gets marred, like it usually does here in the east, let's say with a little rain, these fat skis climb to the top and allow you to turn on top of the crust layer, or just in it. So, the days of up un-weighting and down un-weighting are over in your technique, which ultimately allows for less muscle fatigue and longer powder skiing.

The "fattys" ski fast since there is less snow resistance to them. You have to learn to be quick

with your eye-body awareness, and to constantly tip them slightly so that you are constantly decambering the ski in order to make swooping long arcs. If your technique needs you to do short pivot or swivel turns, these skis can accommodate that also. I think what I have learned over the years is that it feels like you are skiing on a movable platform that feels kind of there but not fully resistant enough to stand against. So, you feel a little bend in the ski and you ride that and retip it and feel the next bend in the ski as your legs move away from you and back under you.

Try them, buy them! It will add another giggle to your quiver! ■

## Are You Stalling on the Uphills?

by Randy French  
Master's Racer  
Bill Koch League Coach  
PSIA-E Nordic X-C Examiner

Do you or the students you teach have trouble skating up hills? Does it seem like you stall or lose momentum? Are you working too hard to go uphill with your V-1 or V-2? Then you could be the victim of a foot that has stopped moving. Don't despair; read on, there is hope for you and your students.

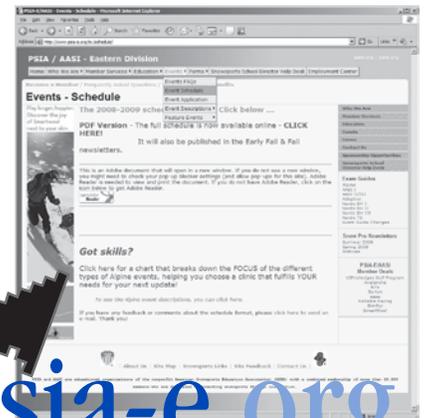
When you skate on the flats, or when you are moving fast, you may be able to ride a ski that is not being pushed forward while skating, but when you go up a hill a ski that is not being pushed forward will die and you will stall and lose momentum. The cure for this malady is to keep your knee and ankle flexed and push the foot, leg and knee forward with a flexed ankle rather than rising up and letting the foot stop moving. This may be easier said than done, so below are some exercises to try to help with foot movement.

- My favorite game for dead feet is to skate as slowly as possible up a slight hill. You can do this with or with out poles or in any skate technique, but the key is to be the slowest person up the hill

and have both feet keep moving. If a foot stops, you are out of the game. The way to do this is to focus on keeping the ankle flexed, hips forward and trying to push the ski up the hill.

- Another tactic to try is to V-1 up a hill at a relaxed pace, focusing on a flexed ankle and pushing the foot. Once you think you have good even movement of both feet, and focus on the off-side foot as that is generally the dead culprit, then skate your V-1 with poles and after several pushes with the pole, air pole - that is, pretend you are poling with the poles, but don't hit the ground. The key here is to make the V-1 look seamless as you air pole and then start poling again for real with out any loss of momentum. If you have a dead foot it will show up when you air pole, as you will lose momentum. If you think you are getting it, try to not only air pole, but also switch sides as well while air poling. If this is a bit tricky, try to just V-1 skate an uphill using your arms in time as if you are poling, but don't even bother carrying your poles. Focus on foot movement.
- If two feet are one too many to think about at a time, try to marathon skate, focusing on pushing the skating foot ahead of the track foot. You can envision a line across both toes perpendicular to the tracks. Try to push your toes across that line each time you skate out. Are you equally capable on both sides? Now put that movement into both feet at the same time.
- Try to V-2 an uphill; while there are some other movements that help, keeping your hips forward and stable will allow you to push your ski with your knee, ankle and foot. Try this versus standing tall and riding the glide as you might on a fast flat and see if you can see a difference in foot movement.

Remember that one key to skating easily up hills is to keep both feet moving evenly. Think of a constant speed as a foot pushes, avoiding dead spots. Hopefully, you will eliminate stalls and find uphill more fun. ■



www.psia-e.org

# Telemark Skiing in Argentina- August 2010



**J**oin Randy French and Mickey Stone, members of the PSIA-E educational staff, on an exciting and fun filled adventure to the Southern Hemisphere, August 16-28, 2010. Enjoy spectacular days of telemark skiing while your friends are at home sweating in the summer heat. You will have the opportunity to improve your skiing with personalized instruction as well as having time to explore the varied terrain. We will fly to Buenos Aires, Argentina, and then fly to San Carlos de Bariloche. We will ski groomed snow and ungroomed snow at two ski resorts while viewing some of the most spectacular scenery anywhere in the world. Also, around Bariloche is a variety of backcountry skiing that we can choose from. We are planning on a 1/3 groomed, 1/3 ungroomed and 1/3 backcountry skiing schedule, should the weather cooperate. Satisfy your skiing appetite with a delicious variety of restaurants and world class chocolate.

**Where:** We will base at San Carlos de Bariloche. The local Alpine area is Cerro Catedral. This ski destination is located about 19 kilometers from San Carlos de Bariloche. This South American city is located in the foothills of the Andes Mountains and on the shore of Lake Nahuel Huapi. The small city has numerous restaurants, an active night life, and many stores for shopping. The city radiates out from a picturesque central square surrounded by rustic log and stone buildings.

If you can get on Google Earth look for any of the places below. This will give you a good idea of the lay-of-the-land.

Skiing: Cerro Catedral, Cerro Bayo, Cerro Lopez, Refugio Frey, Cerro Ñireco, and Cerro Otto

**Instruction:** Part of each day of skiing will be formal instruction and part will be free skiing, making this the best of all possible worlds. You will have more fun skiing by the end of the trip by learning new movements and you will have time to explore the

wonderful terrain around Bariloche. We have planned on splitting the trip into 1/3 groomed skiing, 1/3 ungroomed and 1/3 backcountry but you will have the opportunity to help with the decision on where to ski. Instruction will be provided by Mickey Stone, Nordic Coordinator for the PSIA-E, former member of the National Demo team, and long time member of the Nordic Downhill Educational Staff in the Northeast. Randy French, a member of the Nordic Educational Staff for numerous years will also instruct in his fun and lively manner. This trip was pioneered and explored in the summer of 2007 especially for you by Randy, and we had a happy group of telemarkers in August of 2008 join us.

**Cost:** \$1735/person includes 10 nights lodging based on 2 people per room, all lift tickets, group ground transportation to and from airports and skiing destinations, all breakfasts, about 1/2 of the lunches, 1/2 of the dinners cooked in the cabin, ski instruction, organization and information. Additional costs are:

airfare (\$1400-1700), 4-5 lunches and 4-5 dinners. Budget \$15-\$30/day for 5 days for lunch and dinner or \$100-120 for the entire trip for lunch and dinner. There is an exit tax of about \$25 you will need to pay at the airport. We will need to check the airlines to see what the additional baggage cost is.

**Registration:** A \$300 non refundable deposit and the attached form are due to register. The trip is limited to the first 10-12 participants. Make the check payable to: Randy French, 6590 Stone Hill Rd. Livonia, NY 14487. You will then be sent further information about flights and other details. The balance of payment is due June 1, 2010, by check to the same.

Upon registration, further details will be sent discussing flights, travel insurance, passports and a suggested equipment list.

If you have questions, e-mail Randy at: (scodes@juno.com), or call him at 585 447-0781 ■

## Registration form for Argentine Telemark Adventure

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PSIA member? \_\_\_\_\_ Membership number \_\_\_\_\_

Amount enclosed for deposit \_\_\_\_\_

Any special concerns, medical or dietary items to note? \_\_\_\_\_

We will mail you more information on flights once the group starts to form.

*continued next page*

December 20, 2009

Dear PSIA-E Friends:

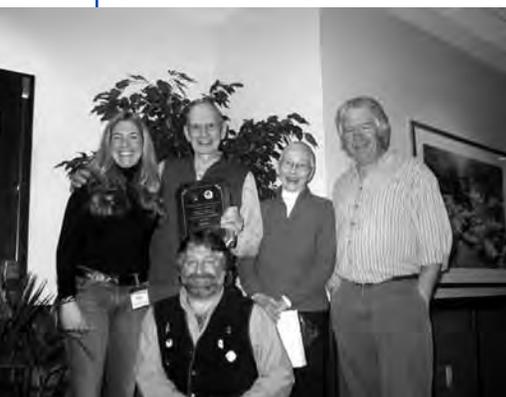
I've been going through this ski season's start – clinics, orientations, motivation speakers and an occasional lesson – with a glow of pleasure. It stems, of course, from a wonderful evening at Mount Snow with friends and colleagues. Each one in that room, I realized, knows what it's like to get up in the winter-morning dark, look out the window, check the temperature and leave for the mountain in wind, snow, rain, sleet and sometimes sun. Whatever nature tosses at the mountain she tosses at you. You repeat the ritual 60, 70, 80, 90, 100 or more times a season. You're a ski teacher. And you love it.

To look out over a room of those who understand the rigors and rewards of ski teaching is pure pleasure. To do so with a plaque in your hand is rare experience – humbling yet gratifying. Above all, though, it's knowing you're a part of a long line of men and women who've found joy and hardship, knowledge and kinship on skis in war and peace.

There's no way to properly thank you and PSIA-E. Nevertheless, I say the words with a skier teacher's glow: Thank you – not only for the honor but being able to serve with all of you.

Regards,  
Ed Hale  
Whiteface Mountain

*Editor's Note: Ed Hale was awarded Division Life Membership at the 2009 Snowsports School Management Seminar at Mount Snow, VT. ■*



**Whiteface Mountain Snowsports School Director Aleks Irvin, Ed Hale, his wife Bobbi Hale, Nordic Examiner John Doan and Nordic Coordinator Mickey Stone (kneeling) enjoy a moment together after Ed was awarded Divisional Life Membership at the Snowsports School Management Seminar at Mount Snow on December 2.**

## What Do You and Rafael Nadal Have in Common?

...Build on strengths and don't mess up what works!

by Tom Butler  
PSIA-E Ed. Staff/Examiner  
Sugarloaf, ME

**M**ovement analysis is something that we do every day on the hill, on the lift, from the lodge; we can't help ourselves. But when it comes to an exam situation and you need to talk about what you are seeing in another skier, we have all seized up at some point or another. The Movement Analysis portion of the Level II and III exam is explained, simply enough, as the "what"; what do you see? The challenge though is that everyone keys in on something different than someone else, which is OK by the way. The key to movement analysis I believe isn't necessarily "what to look for", but also how to recognize differences in different athletes. Differences don't mean that they need to be changed though. Understanding movement in other sports will assist you in what you are looking at and how the movement is affecting performance, which is important because it's really easy to hone in on the wayward pole touch, or the slight heel push. Understanding movement in general, and how each person reacts to a certain task or terrain feature, will help you filter out a lot of the noise, if you will, and be able to see what really is happening.

Some athletes dispel the notion of trying to fix anything even though their technique may not be "textbook". In tennis for example, Rafael Nadal has a quirk in his forehand that produces a devastating advantage. While Nadal's rival Roger Federer may have a technically perfect forehand, Nadal's arm doesn't move across the centerline of the body like a traditional forehand finish. He finishes by almost flicking his wrist when it is at the furthest point away in front of him and swings the racket upward like he was swinging a lariat over his head. By doing this he is able to put spin upwards of nearly 5000 rpm on the ball compared to Roger Federer's 2500 rpms with his traditional forehand. Robert Lansdorp, coach of Pete Sampras and Maria Sharapova, commented that this is something that Nadal just started doing naturally when he was a kid. "Thank God nobody changed it and told him, 'Hey, that is not the way to hit a forehand.'"

If we look to golf, even the casual observer can point to Jim Furyk's clubhead waggle at the top of the swing as something that looks different. This technical imperfection had one college recruiter salivating at the prospect of getting him to his school so that he could "fix" Furyk's swing. Furyk figured that nothing needed fixing in the first place and

decided against that school. It may be unorthodox looking but Furyk has a fundamentally sound swing. Focus on what he is doing right to get the job done and you see great body rotation with his arms close to the body and the clubface is square at impact. For those of you who have seen Kevin Youklis of the Boston Red Sox swing, that basically is Furyk's golf swing but with a bat (and a lot more hair).

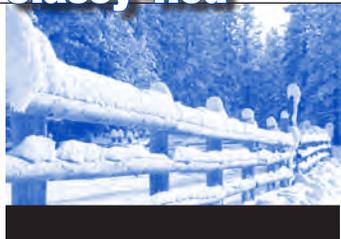
Scott Hoisington, former coach of Bode Miller when he was attending Carrabassett Valley Academy, commented that all he and other coaches tried to do was give Bode structure to his training and race preparation. With someone so athletically talented the goal was to give him general tactical tools to be successful. Not that anyone could change or "fix" his technique, but any attempt would ultimately, in hindsight, not have been effective. Bode's coaches tried to take what skills he excelled at and make them more efficient.

What makes Nadal and company so good are oftentimes their differences from more classical movements. We rush in to try to correct movements without really understanding the origins or inspiration of the movement and the results that are occurring. A friend of mine teaches snowboarding sometimes while on telemark equipment, and vice versa. He always said that if you understand the movement, it's all the same. He's right. An understanding of athletic movement in general will help you see the connections between sports and help give more depth to your skiing or snowboarding analysis to recognize characteristics that help or hinder the athlete.

The tool we use to categorize movement is the Skills Concept. Balance, edging, rotary, and pressure is the foundation of what we do, but, rather than it representing a solid structure, it more resembles the flowing, blending lines of a Frank Ghery building. Blending of the skills depends on more than just the snow surface. The skier brings an infinite number of characteristics to the sport which we need to observe and describe. Looking to those four skills really opens the door to a tremendous number of possibilities if you are open to seeing them. The hard work that we need to put in is by watching lots of skiers from the lift, on video, in the halfpipe, sliding rails, on the bunny slope...you get the idea. I would challenge all of you to not limit your homework to just skiing. Watch Sportscenter on ESPN so you can see a wide range of athletes. Youtube is a bottomless source for watching pretty much any sport that exists.

Where does this leave us? Well, as you stand on the side of the trail during the movement analysis portion of your exam this season, or as you are watching a client skate over to the lift, focus on the quality of the movement occurring and be open to what is right with the situation. Saying that you like a specific quality in someone's skiing does not automatically get you a poor score either. Building on people's strengths is what successful teachers everywhere do. The caveat is not to just throw the positive comment out and hope it sticks, because it won't. You need to understand what it is you are seeing so you can comment on it, whether it is an efficient or inefficient move. ■

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If you are submitting articles, information or ads for the *SnowPro* please note the following deadlines for upcoming issues:

Spring 2010: April 19, 2010  
 Summer 2010: June 22, 2010

## Writing Guidelines

General member submissions to the *SnowPro* should not exceed 1,000 words and should be sent to psia-e@psia-e.org as a MS Word document attachment. Please see additional guidelines on page 2 of this issue under General Information. Thank you!



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## Experiential Mono-skiing

by Bill Dietrich

PSIA-E Alpine Level III

Executive Director, Two Top Mountain Adaptive Sports Foundation  
Whitetail Resort, PA.

On March 5 and 6, 2009, Two Top Mountain Adaptive Sports Foundation hosted a PSIA-E Adaptive Specialty Event, “Experiential Mono-skiing”, at Whitetail Resort in Mercersburg, Pennsylvania.

PSIA Eastern Examiner Kristie Digger, along with the help of PSIA Educational Staff Member Leslie White, taught all participants how to ride a mono-ski. We had nine people participate in this event. Seven of the nine were able bodied and all but one had never used a mono-ski. All nine participants in the clinic were either Whitetail Instructors or Two Top Volunteers.

The first day we used four mono-skis among the group of able bodied participants and everyone learned to turn and stop. That day we all started on the Magic Carpet lift and we all took turns riding in the mono-ski and enjoyed the “no tether” method of teaching mono-skiing. After we all mastered the Magic Carpet we graduated to the beginner trail, Northern Lights; turns were made and we all had fun.

The second day took all these novice mono-skiers up to Whitetail’s new slope, Sidewinder (still a beginner trail). However, this newfound pitch took some participants back to wishing they were back on the Magic Carpet of the day before; I know I did.

The clinic was a great learning experience for all of the participants, arming all of us with newfound knowledge.

As the Executive Director of Two Top Mountain Adaptive Sports, I would like to thank Kristie Digger and Leslie White for all the help they provided to Two Top volunteers. I look forward to hosting more events in the future. ■

## The Kids SnowSport 10 Essentials

by David Pike

AASI Level III

Advanced Children’s Educator

Gore Mountain Snowsports School, NY

In any outdoor recreation program that involves a hiking/camping trip, the students are continually asked to present their “10 Essentials” for the trip. These items are essential items of outdoor gear, whether the students are going on an afternoon hiking trip, or an extended backcountry outing.

To increase kids focus on their personal safety, we could adapt a snowsports school equivalent to these items as part of our programs and program information packages. Note that these are all pocket items. This list of pocket items is adapted from an Outdoor Recreation curriculum from Paul Smith’s College.

1) Map - A younger child’s “orienteeing” skills can be enhanced by a trail map. For older kids, a topographic map of the ski area provides a fun chairlift challenge.

2) Sunglasses/Sunscreen - A \$5 pair of sunglasses makes a great backup to lost or broken goggles. Neutrogena (and others) make a rub-on sunscreen (like a tiny deodorant stick) that is not messy and can be re-applied with gloves or mittens on.

3) Extra Clothing - Non-cotton glove liners and skullcaps are great for warming up wet/cold helmets, mittens, and gloves, and take little space.

4) First Aid Gear - Prevention, or “safety” items are substituted for a hiker’s medical kit here. Almost every kid wears a helmet these days, but what about knee, elbow, wrist, and other protection? Neoprene braces from a pharmacy can take the sting out of many falls.

5) Water - Maybe the omnipresent “hot cocoa break” could someday become the “water break.” You wouldn’t drink hot cocoa during your first big marathon, a long mountain bike climb, or an all-day hike, would you?

6) Knife - 8” of duct tape on a ski or snowboard is a great substitute. Major repairs to equipment can be made with this little amount.

7) Food - In this era of “Peanut-Free Zones” and lawsuits, this has become a true four letter word for the instructor. This item will be left off of our snowsports list. Personally I have substituted this item

with another “F-Word” - Fun. I have a pocket-sized skateboard in my uniform pocket.

8) Fire Starter - see #10.

9) Light - see #10.

10) Compass - One outdoor gear company makes a combination whistle/penlight/compass/mirror/magnifying glass/thermometer that every kid would be proud of. I found one at a large sporting goods store for \$6. The PSIA accessory catalog also carries this item. Great for having snow-melting contests on long lift rides, too! ■

## Guest Instructor Day

by Jim Kapp

PSIA-E Level III Nordic Downhill

AASI Level I Snowboard

Seven Springs Mountain Resort, PA

I have had the great privilege for the past several seasons teaching in a multi-weekend program at my resort. The customer pays for what would amount monetarily to four 4- hour private lessons, but gets four hours of instruction on both Saturday and Sunday for the whole month of January. Class typically runs from 9am until 2pm, with a lunch break. This adds up to thirty-six to forty hours of on-the-hill instruction for the month, with the same instructor.

This program is geared for the season-pass holder who is a regular at our resort. We have approximately 8,000 season pass holders. We offer this in all disciplines - Alpine, Snowboard and Telemark. A variety of different classes are also available: Bump and Run for the racers, Smooth as Silk for those who want to refine their skiing, Skill Advancement for those who want to advance quickly and learn proper technique, Learn to Become a Ski Instructor for those who want to join our ranks, Snowboarding and Telemark Intensive.

The content of a planned course of action can change quickly due to weather, terrain choices and class dynamics. For an intensive program of this nature there is a massive amount of time to work on many different things. Because of this luxury, I have used the talents of my fellow instructors to be a guest instructor for the day. I inform the instructor the week prior what we have been working on and the state of progress with the group. I leave it up to them to come up with a game plan for effective change and to instill different ideas. My class

participants have been very receptive to this format as it is always a great idea to pick another person's brain on snowsports topics. What also creates great synergistic thoughts in this process is having a brainstorming lunch hour together with instructors and customers. Great lunch ideas turn into practice on the hill, and more dialogue on the chairlift.

The reason I write this article is twofold. If you teach a multi-hour or multiday lesson, consider bringing in one of your fellow pros to share in the successes of your customer. The customers feel they are getting more for their money, you get a few new ideas, and your fellow pros gets exposure to a great program. So, it's a win-win-win all the way around! The other reason is to suggest this type of program to your area if it does not exist. If you'd like to comment on this article or if you'd like more information on the details of this program and how it can work for you, e-mail me at kapperzootie@aol.com. ■

## Let Kids Have Fun

by Brian Donovan  
AASI Level II  
Snowboard Supervisor  
Peek'n Peak Resort, NY

There used to be an old K2 ad that used the motto: "I know a lot of people who used to ski, but I don't know anyone who used to snowboard". This competitive spirit between snowboarding and skiing is evident in almost every facet of our industry as both compete to be the favored method of sliding down a hill.

When it comes to the snowsports industry, we need to start working together to throw this competitive nature out the window when dealing with the public, and, most importantly, when dealing with children. During training I tell the instructors in my snowboard school that their job is to not only teach people how to ride, but, more importantly, to get people stoked on snowboarding and get people excited to come back and do it again. When it comes to dealing with kids, this should be the key point of focus, above and beyond any other. As cliché as it sounds, the kids of today are the adults of tomorrow. They are the future of the snowsports industry. They are the ones who will either have awesome experiences and will be chomping at the bit to come again, or they will be the ones who will be turned off to the snowsports world altogether through bad experiences.

As snowsports professionals and instructors we need to make sure that all of the kids in all of our lessons are completely stoked on sliding down

snowy hills, regardless of downhill preference. There shouldn't be a competition to score the next young kid to come over to one side of the lesson lineup or the other. The accomplishment should be seeing the same kid coming to lessons over and over as he/she develops a love for the snowsports world and all that it has to offer.

I find instructors in my own snowsports school who genuinely love skiing or snowboarding, and love their job to be the best at sharing their love with the future of the snowsports world. I think we all need to continually show the world why it is that we love what we do. We need to be conscious of the fact that a big part of our role in the industry is to get people excited about the sports, and eager to come back to the resort to try it again. Throw downhill preference out the window and show everyone how much fun and enjoyment can be had from the snowsports industry.

Try to dig deep down and remember what you love about your sport and share it with every single one of your lessons. Not only will it be a great opportunity for building rapport with your lessons, but it will go a long way toward showing them why you love what you do. I can honestly say that I love my job. I can definitely say that I smile at work every single day. My aim is to allow every person I come into contact with in the snowsports world to see how much I enjoy what I do, and hopefully it will rub off on a person or two and cause some self-realization moments.

I honestly believe that happiness and smiles are contagious. And, as the face of the snowsports world, we instructors need to put our best foot forward as we not only represent ourselves and our home resort, but also the entire PSIA and AASI organizations, and skiing and snowboarding as a whole. The reason that we all started doing this in the first place was to have fun and enjoy ourselves. So let's start getting back to that, and let's show others how fun these hobbies and lifestyles truly can be. Let's make a conscious effort to go out and enjoy ourselves as we teach our sport. It will help us to show others how exciting and fun our sports can be. ■

*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.*

## Mono-skiing "Out of the Box"

by John Montovano  
PSIA-E Alpine Level I  
PSIA-E Adaptive Level II  
Adaptive Sports Foundation, Windham, NY  
with  
Tom Kersey  
Adaptive Level I  
Executive Director  
New England Handicapped Sports  
Association, Mt. Sunapee, NH

The reason for this article is to get us to "think out of the box". Our adaptive manual is great, and hopefully this idea, combined with our manual, will help other "sit-down" skiers with "incomplete status" enjoy our sport much more.

As a recent attendee at the "23rd National Disabled Veterans Winter Sports Clinic", in Snowmass, CO, I had the great opportunity to ski with Tom Kersey, Executive Director of the New England Handicapped Sports Association, Mt. Sunapee, NH.

Before Tom and I skied we took the time to discuss our goals and how we could get there. I wanted to get to the "next level" - a good solid skier able to ski more varying and challenging terrain!

I have been teaching adaptive skiing for the past 23 years and up until 2 years ago I was a normal two track skier. Two years ago, I had bilateral knee replacement surgery and now have one leg with very limited flexion, while the other works well. This is my first full season in a mono-ski. Although I have had many opportunities to teach mono-ski lessons, I have always taught "by the book", with some minor exceptions. Now, the story is different. I do have strength in both legs and what we talked about was how do we put them to work for us.

Tom's first thought was, "If you got it, use it", so let's use my feet and leg strength. Well, what we came up with was to use my feet (big toe, little toe idea) to help apply pressure to initiate my turns. Left turn, pressure my left foot, right turn, pressure my right foot. What we found was, that by simply varying the downward pressure on the footrest, I could actually change the radius of my turns; and, the faster I changed the pressure, the shorter my turns became - like peddling a bicycle at different speeds.

This simple movement change made ALL the difference. My turns became much easier to initiate and to complete. After the first half dozen turns

*continued next page*

## ■ Your Turn, continued

I was confident to tackle steep “blues” and easy “black” terrain that were out of reach prior to using my feet to help steer the mono-ski. I still have upper body movement/rotation and hip drop, but not to the extent that, let’s say, a “complete paraplegic” would try to have. I still can keep my “outriggers in the box”, but I do not have to work as hard to use them effectively. Balance also came much easier because the ski tracks more effectively, and so it’s much easier to hold and complete a turn.

We also had the opportunity to pass this information along to some of the other mono, dual and bi-ski instructors at the “clinic”, and great success was had by all. Some of the students were incomplete paras, AKs, BKs and some with spinal cord disabilities. It worked for all those that have some use of their feet/legs. With single leg amputees we found that centering their leg in the middle of the footrest worked best. Again, “big toe, little toe” idea. I talked with another mono-skier who is an AK mono-skier, and that’s how he skis and has become a very good skier.

It’s a simple idea and it really works. So, maybe some of your adaptive instructors might want to try it. ■

# Beginning with a Downhill Turn

by Peter V. Southwick  
PSIA-E Alpine Level III  
PSIA-E Nordic DH Level III  
AASI Level I  
Smugglers’ Notch, VT

I teach and ski at Smugglers’ Notch Resort. On the occasions that I am assigned to the lower mountain (Morse Mt.), I exclusively teach the beginner (level 1) classes. I have been doing this for a couple of decades and have seen many changes in the way we introduce new skiers to their first turn. My approach to this critical component of ski learning has recently gone through another change.

My classes are divided into three phases. In the first phase we work on balancing activities, next we look at turning skills, and the remainder of the class is spent gaining mileage. In the balance phase a series of activities is introduced to the new skiers, first while standing still, then while gliding down the hill. These activities include stepping from ski-to-ski, bending and hopping. The gliding activities are

performed on a slight incline with a natural run out.

Gradually, these activities are moved farther up the hill as the skier’s confidence grows and the snow conditions allow. At the end of each of these activities the skiers are encouraged to turn out of the fall line using a step turn. This not only gets them back into the rotation, but also shows that a turn can stop their downhill progress.

Once the group is showing confidence and good balancing skills, the second phase of the class begins. In past years a variety of ways have been used to introduce the first turn. Turn initiation with minor foot steering, fan progressions, and look-and-go turns have all been used with varied success. The latest approach is to allow gravity to help the students with their first turn. The students do their first turn from a traverse into the fall line.

The progression for this first turn is:

1. From a stationary stance, with skis on, have the new skiers foot steer (a divergent pivot), first one foot, then both feet. Do this on the flats or on the hill while standing across the fall line. The dual foot pivot will be difficult. Focus on the movement of the foot down the hill.
2. Next, have the skiers traverse across the hill, then step to the fall line in a series of small diverging steps.
3. Finally, have them traverse and perform the same turning motion while keeping both feet on the snow. The turn is to the fall line from the traverse. This can be done from a parallel stance or slight wedge (whichever the student is comfortable with).

I have found that most students naturally continue to turn from the fall line back to the group, completing a 90 degree turn.

Once the skiers feel comfortable with this turn direction, they repeat the same sequence from the opposite direction. Once both directions are completed, the skiers are requested to turn not only to the fall line, but also from the fall line back to a traverse. This is repeated in both directions.

A traverse to an uphill turn is added next. This allows the new skiers to experience speed control in a traverse. When the group is comfortable with these movements, they are ready for the final phase of the class - mileage.

Our beginner area is bowl shaped. The first run from the top requires nothing more than a traverse to a natural stop. The same is true of the second traverse in the opposite direction. The third and all subsequent traverses require the use of an uphill turn to stop. Typically, after one top to bottom trip, the skiers are ready to try their downhill turns. At this point the skiers have the tools necessary to make their way down the beginner terrain at their own pace. They know speed control and turn mechanics.

The use of a downhill first turn has a number of benefits. The new skiers are less prone to lean in the direction of the turn. They are more likely to have their weight forward during the turn, or at least neutral. Their skis will naturally seek the fall line, aiding in the turn initiation. All these factors add up to make a skier’s first turn a more natural and better experience. I think that we can all agree that this is what learning to ski is all about. ■

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



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

# SPECIAL ELECTION ISSUE

## Notice for Members in Regions 3, 4 and 7

### PSIA-E/AASI BALLOT FOR REGION

(Please enter your region number)

Mail to: PSIA-E Election c/o Dorfman-Robbie, 6 Wembley Ct., Albany, N.Y. 12205-3831

**Instructions:**

- 1) Print the name of the candidates of your choice on the lines provided.
- 2) Vote for only one candidate per position.
- 3) Write-in votes will not be considered for any position.
- 4) Only this original ballot, with mailing label attached on reverse, will be accepted. No faxes.
- 5) Ballot must be postmarked by March 5, 2010.

**Board of Directors**

First Representative \_\_\_\_\_

Second Representative \_\_\_\_\_

**Eligibility to Vote:** Eligible voters are all members in good standing as of December 31, 2009. Voters are eligible to vote in only one region. Your designated region for voting is the one in which you live, unless you have specifically instructed the PSIA-E office, in writing, that you wish to be recognized as a member of the region of your snowsports school work affiliation.

**Voting Process:** Please review the election candidate profiles and voting rules on preceding pages to determine the contests within your region. Then use the ballot on the bottom of this page to cast your vote. You must return this original ballot with your mailing label attached on the reverse side. Photocopies and faxes will not be accepted.

**Board Candidate Eligibility:** Please note that in compliance with PSIA-E Bylaws Section 10.3.A, only one candidate having an education staff employment affiliation with PSIA-E may be elected in each region. Candidate employment with PSIA-E/AASI is indicated where applicable.

**Return of Ballots:** Completed ballots are to be mailed directly to: PSIA-E Election c/o Dorfman-Robbie Certified Public Accountants, P.C., 6 Wembley Court, Albany, N.Y., 12205-3831. Ballots must be postmarked no later than March 5, 2010 to be valid.

**Results of Voting:** Election results will be announced at the Spring Rally during the Annual Meeting on Saturday, March 27, 2010 at Killington, VT and in the Spring issue of the *SnowPro*

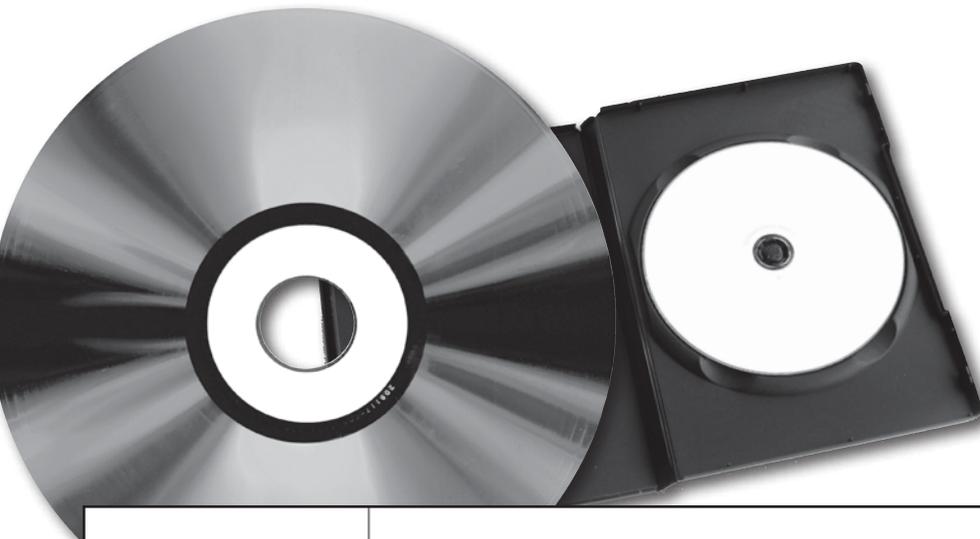


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This DVD contains video footage of Eastern members, Eastern Education Staff, National Demonstration team members, US Ski Team members, and a few special guests. There are clear demonstrations of many skill development activities that are also sometimes used as exam tasks. There are multiple high-end free skiing runs from around the country and some images from New Zealand.

Includes audio descriptions from three National Demonstration Team members concerning the performances of different skiers free skiing and task skiing. Descriptions reference the Visual Cues of Effective Skiing and are clear and concise. Still photo graphics are also used to help highlight different concepts.

You can purchase by completing and submitting a Pro Shop/Bookstore order form which can be found in the SnowPro or at [www.psia-e.org](http://www.psia-e.org).