

executive tracks

**MICHAEL MENDRICK,
EXECUTIVE DIRECTOR**

Eastern Board Approves “Push for Public Awareness” Campaign

New promotional initiative to promote our members to the skiing and riding public

Eastern Division members of PSIA & AASI do an incredible job of helping people of all ages to learn and enjoy skiing and riding. The time, energy, devotion and enthusiasm you commit to your own personal development as a teacher and as a skier or rider is commendable and impressive; your dedication to sharing that knowledge with others is unmatched. Some of you just started teaching in the past season or two; some of you have been at it for decades and you are still out there on the hill – learning for yourself and sharing it for others.

So why don't more people know about you? Why don't more people know what PSIA & AASI means or what it means to be taught by a member of PSIA & AASI? Why don't more people value taking lessons with you and appreciate what you do to help them enjoy snowsports? Why don't more people ASK for you?

Your Eastern Division volunteer and staff leadership is hoping to help change that for the better. MUCH better.

What: Eastern Division “Push for Public Awareness” (PPA) Campaign

When: Fiscal year 2014-15 with launch in fall 2014.

Why: To answer the call from our membership to help build awareness by the skiing and riding public as to the value and identity of PSIA, AASI, our members, what you do and why it is important. In the most recent Eastern Division and National membership surveys “public recognition” is one of the lowest rated areas of member satisfaction (and greatest area for improvement).

How: A multi-faceted promotional outreach campaign that will include the following elements:

- » A continuation and expansion of the More Fun Starts Here! promotion with a primary focus toward beginner and children's segments.
- » A launch of a new “Ski with us. Ride with us” program that more specifically promotes the value of taking lessons with our members to the skiing and riding public.
- » “Ski with us. Ride with us” will be the tag



Learn. Turn. Smile. Repeat!

Ski with us. Ride with us.

Skiing and riding are great fun and taking lessons from a certified teaching pro is the best way to safely have MORE FUN!
www.psia-e.org

EASTERN DIVISION

Professional Ski Instructors of America
American Association of Snowboard Instructors

This new promotional ad along with others will appear in more than 250,000 copies of resort publications, recreational publications, lifestyle publications, ski club newsletters as well as resorts websites throughout the Eastern Division in 2014-15. Copy by Eastern staff; Graphic design by Tyler Barnes at Elev8 media services.

line to accompany a promotional slogan (or variety of slogans) such as “One good turn deserves another,” “Learn. Turn. Smile. Repeat.”, “Make a turn for the better” etc.

- » The slogan & tag line will appear in a variety of formats (resort publication ads, website banner ads, point of purchase displays, posters, etc.).
- » The promotional tools will be used to target a variety of venues that will include a combination of:
 - 1) Advertising in publications and (or) websites of a collection of the largest ski clubs in the Eastern U.S.
 - 2) Website advertising at a variety of major eastern resorts (“major” by skier/rider visits – not necessarily terrain or vertical).
 - 3) Exhibiting at a selection of the largest consumer ski/snow shows in the Eastern U.S. including shows in Boston, Philadelphia and Albany.
 - 4) Advertising or “Advertorial” opportunities in Eastern snowsports publications (not major magazines) such as New England Ski Journal, Vermont Ski & Ride, Ski the East.
 - 5) Potential banner, poster or point-of-purchase displays in ski shops and in ski/snowboard departments at such retailers as Dick's, Sport Authority and Eastern Mountain Sports

disagree or strongly disagree with the statement, “The skiing and riding public has a good awareness of PSIA & AASI members.”

B) To increase requests for lessons by PSIA & AASI member instructors with measurable results provided by selected Eastern snowsports schools.

C) To improve member perceptions of Eastern Division promotional efforts on their behalf. That is, regardless of increase in lesson requests or not members will see that we are making a strong and concerted effort for them in addressing the need for better awareness and recognition. To be measured via survey question in spring 2015.

Want to help us reach even MORE potential resort guests?

We are committing at least \$15,000 in financial resources, talent and time to make this “push” a success in 2014-15 and beyond. We will do all we can to improve awareness of PSIA & AASI members by the skiing and riding public. There is much we will be able to do but there is much MORE we can do if you choose to get involved as well.

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Campaign Goals:

A) To improve our survey results by the time of our spring 2015 membership survey regarding awareness perception by 10%. That is, “only” have 67% of our members

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president's message

Eric Jordan



Great new opportunities and important challenges ahead

Greetings Eastern members, I hope this message finds you well and enjoying your summer. As you may have heard, I will be serving as your President for the next three years. I am grateful for the opportunity and look forward to building upon the positive momentum that our past President,

Ron Kubicki, has created. Speaking of Ron, I cannot say enough about his leadership and dedication to the members of the Eastern division. I would personally like to thank Ron for his service, he was an amazing leader and I look forward to continuing our solid working relationship as he moves into his Board role as immediate past President.

One of the great things about our Board structure in the East is that we have a very effective succession plan. As you know, in my previous capacity, I served as your Vice President/President elect for the past three years. This allowed me to learn the ropes and be a part of all the interworking's of our division. This structure makes for a seamless transition and allows us to continue building upon Ron's term versus starting all over again from scratch. I was also fortunate enough to attend the National Fall meeting in October of 2013 as well as represent the Eastern Division on the Governance Task force. The above referenced experiences have allowed me to build relationships with the other divisional leaders as well as the National leadership. These relationship will be invaluable as we continue to strengthen our relationships with our Divisional and National partners.

It is my number one goal (and a goal shared by our entire Eastern Board of Directors) to continue on our path and keep the positive momentum going and to continue to put your needs first and foremost. Without you, our devoted and dedicated members, our organization would not exist. Therefore, we will always put your wants and needs first and foremost and do whatever we have to in order to provide you with the services and programs you want in the most cost effective way possible.

I would encourage you to read the Statement that your Eastern Board of Directors endorsed and has sent to PSIA-AASI in response to their proposal for a potential \$8 National dues increase for 2015-16. (See boxed sidebar) Your BOD spent quite a bit of time formulating this response on your behalf and much of our response was developed through listening to the feedback you provided us via our annual Eastern Division survey over the past few years. We continue to use these surveys as an important tool to measure our ability and effectiveness in meeting your wants and needs.

While we are on the topic of surveys, please be on the lookout for a very important survey from the National office. You may have already seen it before you read this article but please be sure to participate in the survey. As I mentioned, there is a proposal on the table to increase National dues by \$8 next year so this survey is your chance to let the National office know what services you value the most and which ones you find less valuable so they can make the best decision possible for long term health of the organization.

I would also encourage you to read the report on the facing page by your PSIA-AASI national Board Representative Bill Beerman as it contains more details on the National dues proposal. Bill is your direct liaison and voice at PSIA-AASI so I would encourage you to reach out to him and give him your feedback on this very important decision. You can reach Bill at bbeerman@thesnowpros.org By providing your feedback, you will guarantee that your opinion will be heard by the National Board prior to them making a decision on this dues proposal at their October meeting.

I want to thank you for taking the time to read this message and allowing me to serve as your President. I am really looking forward to the next three years since we have some very exciting programs and initiatives in the pipeline that I am sure you are going to love. More on this next time . . . In the meantime, please feel free to contact me or your regional representative if you have any questions or concerns. I can be reached at president@psia-e.org ☺

Statement of the PSIA-AASI Eastern Board of Directors Approved by motion and vote on June 14, 2014

We strongly encourage the ASEA Board of Directors to eliminate or reduce the proposed \$8 national dues increase scheduled for 2015-16 to a maximum of \$3 as was originally planned; if National dues must be raised beyond the originally planned \$3 we ask that the additional increase be dedicated toward a promotional effort to build awareness of the PSIA & AASI brands as well as our members by the skiing and riding public as indicated in Article I of the ASEA Bylaws as a Statement of Purpose, End 1.2 of the PSIA-AASI Planning Framework and in both national and divisional surveys as a major concern and need of members.

We believe that ASEA should make the necessary budgetary adjustments in order to avoid an \$8 dues increase in 2015-16. This statement is based on the following:

1) Including the proposed 2015-16 dues increase ASEA will have raised national dues four times since 2002 (\$10 in 2002-03, \$10 in 2008-09 and \$11 in 2012-13 and \$8 in 2015-16) for a total of \$39 in national dues additional assessments to members during that 14 year time period (from a base of \$30). That represents an increase of 130% since 2003 for an average annual increase of 9.3% during a time period that inflation has averaged 2.3%.

2) According to the 2012 National Membership Survey (732 respondents - former members) (Avenue M Group Report; December 2012, page 42): Cost is the overriding theme as to why former members allowed their PSIA-AASI membership to lapse; either the expense to maintain their certification or the price of dues compared to the value received.

3) According to the 2014 Eastern Division Survey: "Cost of dues" is cited as the #1 or #2 deterrent to remaining a member by 51% of members age 16 – 35 (346 survey responses). This is our most challenging membership segment to retain as currently 4 out of 5 leave PSIA-AASI within 10 years of joining.

4) According to ASEA leadership the national association needs to implement such an increase in order to not limit or eliminate some current services. We feel that the 2013 national membership survey results should provide guidance to the ASEA Board on those services that have high value, which services have limited value and encourage the tough decisions to cut costs and programs as necessary to reduce the need for dues increase.

5) We have thoroughly reviewed the report of our ASEA national representative and it leaves us with serious concerns that ASEA does not have a long term plan for financial stability absent frequent dues increases.

6) Additionally, we have reviewed the most recent inventory of "Ends" or goals for ASEA as identified by board of directors and are deeply concerned that not one of those ends addresses the short or long term financial stability of ASEA. We strongly encourage ASEA to identify the primary "End" of putting ASEA on sound, stable and sustaining financial footing via the necessary cutting of expenses and, if need be, services and programs identified as lower value by the membership.

7) We ask that before any commitment to another dues increase ASEA should provide to all members a comprehensive and meaningful explanation of its need for additional revenues and a demonstration of its effort to reduce costs, solicit feedback from the membership on the proposed increase and make every effort to reflect that feedback in making a decision. ☺

National Report

Valuing Your Membership: PSIA-AASI Report

By Bill Beerman, PSIA-AASI Board of Directors, Eastern Division Representative

PPSIA-AASI—your association—exists to enhance your success as an instructor. Increasing the value of your membership by providing the support and services you want and have come to expect at a reasonable cost is an ongoing challenge for your board of directors. Part of that challenge is determining an appropriate level of membership dues as part of the organizations overall revenue which also includes sponsorships, advertising, sales, and other forms of non-dues revenue to help pay for member benefits.

PSIA-AASI is asking for member feedback about a possible dues increase of up to \$8 in 2015-16. Many of you contacted me with your ideas about the priorities that should be placed on different programs and benefits, as well as how to ensure divisional and national efforts combine to create the most value for you, the PSIA-AASI member. As your representative to the PSIA-AASI Board of Directors, I am sensitive to the fact that the average member spends hundreds of hard-earned dollars each year on events, dues, and more in order to become a better instructor, skier, or rider.

The PSIA-AASI Board of Directors is focused on how best to provide maximum value to you, and takes seriously prospect of any additional financial commitment by members to be a part of PSIA-AASI. This is why the board continually works with staff to find new sources of non-dues and non-event event revenue. This is also why dues are increased only as needed for the long-term health of your organization, and why the board has voted to delay previously approved increases the past three years. During this time, PSIA-AASI added new services, including turning the Movement Matrix from a subscription service to a free service, creating a national Fall Conference that brings together division education leaders in eight disciplines from all nine divisions, and developing broad reaching and award-winning consumer outreach programs <http://bit.ly/UmwpCd>). You will see these encapsulated in the FY2013 PSIA-AASI Annual Report <http://bit.ly/1mASROZ>).

However, declining sources of traditional sponsorship revenue, the end of a substantial grant, and the effects of inflation mean budget cuts in the July 1 2014 – June 30, 2015 fiscal year, and more cuts in services and activity are likely in coming years unless PSIA-AASI finds revenue to maintain these programs. In early October, the board will consider a proposal to raise dues by as much as \$8 for the 2015-16 fiscal year beginning July 1, 2015 – an additional \$5 over

the previously postponed \$3 increase. The board will evaluate the proposal while being presented with projections about other sources of revenue and options to cut programs or services.

We know members have strong and differing opinions about which programs are important, ranging from membership cards, membership recognitions pins, to 32 Degrees magazine, consumer promotions, to education events and PSIA-AASI national teams. Also, we must take into account protecting assets such as the office building and warehouse (we are operating at the lowest staff levels since the 1980's and are debt-free).

I take seriously the responsibility to represent you as PSIA-AASI “ownership.” During the past several months, your board of directors adopted governance changes <http://bit.ly/1qyEceV>) and new policies to clearly communicate accountability and the end results <http://bit.ly/1pBAgov>) we hope to achieve on your behalf. Much of this was finalized during the May 2014 board meeting.

Continual improvement of communication and coordination with and across all nine divisions remains a top priority. I hope you'll agree these are reflected in the Ends and policies adopted by the board <http://bit.ly/1pBAgov>) which build upon the history and ByLaws of PSIA-AASI. Along these lines, we were pleased to see PSIA-AASI Northwest sign on to an affiliation agreement updating the 1986 agreement between the national organization and the divisions, and conversations are continuing with the remaining three divisions to resolve any remaining issues to finalize new agreements. The intent of these agreements is to clarify the relationships and accountability between the national organization and the divisions while strengthening and clarifying how we mutually provide services to you <http://bit.ly/WygYIm>)

By the time you read this, you will likely have been asked to participate in a member survey about PSIA-AASI services and dues, I hope you will take the survey if you haven't already. I also invite you to contact me at bbeerman@thesnowpros.org about what services you think are critical, and which ones you might cut. During August and September you'll see more about these issues posted to the PSIA-AASI website so you will have even more information than the financials already posted. Your opinion is important, and will help me make informed choices about the services and products that make your PSIA-AASI membership valuable. Thank you for your commitment to spreading the excitement of skiing and snowboarding, and for being a PSIA-AASI member.

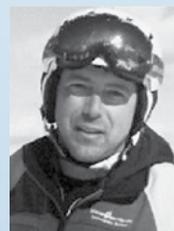
Editor's Note: To see a web-based version of this article with live web links to the reports referenced within go to the following web page: www.psia-e.org/nationalreport/. <<

In Memoriam



David J. Davis, 71, of Perry, NY, passed away on Monday, January 27, 2014. A twenty year member of PSIA/AASI, Dave was certified level 2 in both alpine and snowboarding. Dave taught for twenty years at Swain, and was the Ski School Director at Swain for several years. Most recently, Dave taught at Bristol Mountain. Dave was a kind and caring man, with a great sense of humor. He will be deeply missed by his snow sports school colleagues.

Dave is survived by his wife, Bonnie, two daughters, Vicki (Tom) Mucher and Nannette (Aaron) Galvin, as well as his brothers, Paul (Donna) Davis and Patrick (Jan) Davis.



Steven Adams, 51, of Montpelier, Va., passed away Wednesday, July 23, 2014. He is survived by his wife of 30 years, Genevieve; three children, Corporal Steven J. Adams Jr., Sarah and Samantha Adams; mother-in-law, Oretha Matthew; moth-

er, Heiddy Webster; two brothers, George and Shawn Adams; sister, Madeline; and his extended family at Whiting-Turner Company and Wintergreen Resort. Steven was a senior superintendent with Whiting-Turner for over 30 years and was a Level 2 professional ski instructor at Wintergreen. He was a PSIA member since 1999. Steven was devoted to his family. His children, and wife, Genevieve, were his number one priority in life. Steven was always giving selflessly to his children and their interests. He loved the mountains and the beach.

Marie D. Leicht, 75, of Claverack, NY, died July 26, 2014 at Albany Medical Center. Born November 24, 1938 in California, she was the daughter of the late John and Patricia Macias. Marie attended Fresno State College following High School, she was an avid skier and was a youth ski instructor for over 25 years with the Catamount Ski Area. Marie was a member of PSIA since 1985. In addition to her husband Fred, she is survived by one sister Jeannie Gooden of Huntington Beach, CA, nephews in Texas, as well as aunts, uncles, cousins and many friends.

» public awareness campaign, continued

Here is how you can help:

Make a donation to a special Fund for Public Awareness we are setting up in the Eastern Division Education Foundation.

We pledge that every tax-deductible dollar you donate to this fund will be used to promote YOU – our members, to the skiing and riding public. It will allow us to expand our outreach via ads in snowsports publications, on ski club and resort websites, at ski shows, in retail establishments and at the resorts where you teach, ski and ride. This is a chance for you to take some ownership of your organization and help us get you more recognition, more reward and ultimately more

To make a convenient and secure donation online just go to the division home page at www.psia-e.org and click on the "Get details" button below the picture of the new ad. Or, if you prefer send us a donation check to the PSIA-Eastern Education Foundation, 1A Lincoln Avenue, Albany, NY 12205 memo: Fund for Public Awareness. Any amount will be appreciated and put to good use. In addition, we have four special donation levels that will receive special recognition:

Gold Medal Contributors: \$500 or more. Will receive acknowledgement in the *SnowPro*, Eastern Division website and our division Facebook page. Will receive a premium thank you gift from the Eastern Division. Will receive \$100 in an "education certificate" toward a future event registration fee.

Silver Medal Contributors: \$250 - \$499. Will receive acknowledgement in the *SnowPro*, Eastern Division website and our division Facebook page. Will receive a thank you gift from the Eastern Division. Will receive \$50 in an "education certificate" toward a future event registration fee.

Bronze Medal Contributors: \$100 - \$249. Will receive a thank you gift from the Eastern Division. Will receive \$25 in an "education certificate" toward a future event registration fee.

Campaign Contributors: \$25 - 99. Will receive acknowledgement in the *SnowPro*, Eastern Division website and our division Facebook page.

We are excited to launch this initiative on your behalf and hope you will see the results in a variety of locations this coming season! <<

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Must be a PSIA/AASI member to receive discount. Advance reservations required. Discount subject to availability and cannot be combined with any other discount or promotion. Valid at participating Choice hotels through 02/26/11.
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Philip Linford, Deer Valley ski instructor for 18 seasons



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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.

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



zipperline

STRAIGHT TALK FROM THE
ASSOCIATION

Alpine Certification-Education report

by Peter Howard, Alpine Education & Certification Committee Chairperson

Summer news, summer not

Thought about doing a survey, would it be OK to call you at supertime?

Actually this is just a report about the summer activity taking place in our organization. After an early May education summit meeting and a June board meeting there really is much more than keeping the lawn watered going on in Albany. What follows is a list of the things and activities concerning alpine skiing.

All alpine event descriptions were reviewed, some rewritten, and in some cases of redundancy or very limited attendance removed from the schedule.

A new event designed for, but not limited to Level 1 members headed toward Level 2 certification called "Unlock your inner expert" will be offered this season. (We will all get to revel in some rebalancing and revealing activities)

A special 5-day event, also designed for members interested in Level 2 certification, called "The Level 2 College" will be offered on a limited basis this season. (More details on this event will appear in the early fall *SnowPro*)

A new ad campaign providing advocacy for the profession is on the way as part of our new "Push for Public Awareness" campaign. Can I hear an Amen on that?

A revised and updated version of the Alpine National Standards is now available. The work on this started at the National Fall Conference last season.

A new Alpine Technical manual will be available this fall. Among other things it will address the variety of equipment choices available to our customers and how that may or may not affect our teaching.

Time requirements concerning years of membership have been removed from the certification process. (If you are ready, may the force be with you!)

If a person is unsuccessful at a Level 1 exam they can attend another exam at a later date free of any registration fee.

So while the burgers are cooking on the grill or the tofu is simmering in the wok, lift a glass to several of your colleagues who still have winter on their minds. <<

Meet your new Officers!

At the Eastern Division Board of Directors meeting on June 14, 2014 the following were elected (or in the case of the president – elevated) to serve three-year terms as voting members of the Executive Committee:



Eric Jordan; President (previously Vice President, Treasurer)



Katherine Rockwell MacLauchlan; Secretary (first term)



Ross Boisvert; Vice President (first term; previously Secretary)



Ron Kubicki; Past President



Steve Kling; Treasurer (third term)

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

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Executive Director
Don Haringa
Director of Education & Programs
Sue Tamer
Director of Operations

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Eric Jordan
Vice President
Ross Boisvert
Immediate Past President
Ron Kubicki
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Director – Tom Butler
Representative – Ross Boisvert
Region II
Director – Katherine Rockwell
(Secretary, PSIA-E)
Representative – Curtis Cowles
Region III
Director – Dave Beckwith
Representative – Richard Paret
Region IV
Director – Bob Shostek
Representative – Steve Kling
(Treasurer, PSIA-E)
Region V
Director – Wendy Frank
Representative – Dick Fox
Region VI
Director – Brian Smith
Representative – Jack Jordan
Region VII
Director – Paul Crenshaw
Representative – Ty Johnson

Committee Chairpersons

Umbrella Steering Committee
Ross Boisvert
Alpine Education & Certification Committee
Peter Howard
Snowsports School Management Committee
Deb Goslin
Alpine Education Staff/BOE
Keith Hopkins
Children's Committee
Jeff "Jake" Jacobsen
PSIA Representative
Bill Beerman
Adaptive Advisor
Kathy Chandler
Nordic Coordinator
Mickey Stone
AASI Advisor
Ted Fleischer
Race Programs Committee
Brian Smith
Area Rep Program Coordinator
Joan Heaton

» zipperline, continued

PSIA-AASI Eastern Education and Programs Update

by Don Haringa, Director of
Education and Programs

As I write this we are quickly approaching the end of July and two things just popped into my brain. The first one is, "Hey, it's the end of July... what happened to spring?" The other thought is, "Well what do you know? My fingers and toes finally thawed out!" I hope yours have too. Wow, that was a cold winter! In spite of what seemed like never ending reinforcing shots of cold air riding the "polar vortex" most of the eastern resorts had a very good winter. In the Eastern Division the season started pretty slowly, no doubt a trickle down from the slow Christmas holiday that many resorts experienced after a mid- December thaw, but by the middle of January we got on a wave that crested around the second weekend in March, and we rode that wave right up to April. All in all it was a good season!

If you listen to the weather, you have probably learned some new names over last decade or so. I don't think it was too long ago that we learned about El Nino and La Nina. Lesser known, but still a part of many winter weather discussions is the North Atlantic Oscillation (NAO), and now we have the Polar Vortex. Whatever the combination of weather patterns was called, it sure was cold and windy, and it made for some awesome snowmaking weather, which in turn helped the resorts to provide some outstanding skiing and snowboarding.

Speaking of new names, in early June the Alpine Education and Certification Committee met in the Albany office and reviewed the courses that we offer. Along with rewriting the descriptions of these courses, they renamed a few of the courses and eliminated some courses. We have also added some new courses. Peter Howard gives a sneak peek into those courses in his article, and there will be a more detailed description in the Early Fall issue of the *SnowPro*. If you are an AASI or an Adaptive instructor, the Adaptive Steering Committee and the AASI Steering Committee were hard at work, and you will probably notice some changes to their courses as well. Stay tuned...

When you see the schedule this year the first thing you may notice is that you won't need to put on an extra strong pair of reading glasses to see the print. That's because we have reduced the overall number of events. Over the years, in an attempt to keep events as close to home as we can, and by offering an ever growing variety of courses, we have ended up with more courses than we can fill. As a result we end up cancelling events. If you are a member that is trying to take an educational update or exam prep and we cancel the course you were planning (counting) on, you may have trouble finding a suitable replacement

course nearby. For many members who have experienced this there is added burden of having to cancel lodging and having to re-schedule vacation time.

No matter how much help the in the PSIA-E/AASI office gives you in finding another event, having an event cancelled is a hassle. Our goal is to schedule enough events that you can find one close to home, but not so many that we have to cancel events. It is a tricky balance, and for some of you the event you want may be a little farther away than you would like, but the good news is that there will be a good chance that the course will take place. In a perfect world there will be enough people in each course that we can split the groups.

As you look through the schedule you may want to consider participating in one of the Mega Weeks. The great thing about these weeks is that with so many courses going on at the same resort, and at the same time, there is a good chance that someone else from your mountain (maybe even a group) will want to go along, and you can split the travel costs. These weeks are a lot of fun as many of the participants make dinner and other social plans to go along with the educational event. Look for Mega Weeks this year at the next door neighbor resorts of Timberline and Canaan Valley in West Virginia, Holiday Valley and Holimont in western New York, Elk Mountain in Pennsylvania, Hunter and Windham Mountains in New York, Mount Snow in Vermont, Massanutten Resort in Virginia, Bristol Mountain in the Finger Lakes region of New York, Jiminy Peak in western Massachusetts and Sunday River in Maine. Many of these Mega Weeks have Alpine, AASI, Nordic, and Adaptive events going on at the same time, so load up your VW Microbus and make a... have a great time!

**Here are the dates of some of our
Feature Events:**

Dec 01-03, 2014 – All Disciplines - Snowsports School Management Seminar at Mount Snow, Vermont
Dec 13-14, 2014 – Alpine & Telemark Mini Academy at Killington, Vermont

Dec 15-19, 2015 – Alpine, Telemark, & Adaptive Snow Pro Jam – Master's Academy at Killington, VT

Dec 16-18, 2014 – Nordic CC Instructor Training Course (ITC) at Bretton Woods XC Nordic Center, NH
Jan 05-06, 2015 – All Disciplines – Southern Snowsports School Management Seminar at Timberline, WV

Jan 05-07, 2015 – All Disciplines – Children's Academy at Jiminy Peak, MA

Mar 21-22, 2015 – Norwegian Tele Fling at Stowe, VT

Mar 26-29, 2015 – Alpine Spring Academy at Mount Snow, VT

Mar 28-29, 2015 – All Disciplines – Spring Rally at Mount Snow, VT

A lot of time and effort goes into making the event schedule and staffing all of the events. As such I would like to give a round of applause and a big thank you to the discipline coordinators and advisors. Ted Fleischer (AASI), Kathy Chandler (Adaptive), and

Mickey Stone (Nordic) all do an outstanding job of making up their discipline schedules and keeping the events staffed with a fantastic crew of Ed Staff members. Thanks! I also want to acknowledge the fantastic job the Ed. and Programs staff in the office across the hall does. Melissa Skinner and Candace Charles are instrumental in putting together the event schedules and staffing the events. It often seems like magic how well they handle the trickiest situations, but they do, and they do it with a smile! Thanks Melissa and Candace, for the voodoo you do!

Be sure to read Peter Howard's article, "Summer News, Summer Not" for a quick preview of the new Alpine events, and look for an article in the upcoming Early Fall *SnowPro* for more details about these programs. Enjoy the rest of your summer. It's going fast! ☺

Eastern Division Financial Update

by Steve Kling, Treasurer

Budgeting for our Association has been challenging in recent years as we repeatedly strive to keep expenditures in check and avoid whenever possible increasing your dues or event fees. We continue to adopt budgets with very small margins for error and then avoid errors to keep things running in the black. We are deeply indebted to our professional staff, particularly Michael Mendrick and Sue Tamer for the vigilance and competence managing out money. Now for the details of last year's operations and this year's budget.

2013-14 Year-end Projections (year ending June 30, 2014)

Despite another weak year for event attendance (5,707 registrations vs. 6,000 budgeted) and event revenue (down \$27,192 from budgeted income) we were able to achieve 99.5% of our overall budgeted revenues for the year (just down \$9,411 on a \$1,851,389 budget).

We were able to come in slightly under budget in expenses (99.3% of budgeted expenses – spending \$13,198 less than was budgeted).

We project an Operating Net of \$60,697 (operational income over expenses). We are also projecting an Accounting Net (after accounting adjustments including Capital Expenditures and Depreciation) of \$11,574 and a total positive impact to Member Equity (including the Contingency Contribution) of \$20,784.

An audited final report on the 2013-14 fiscal year will be presented to the Eastern Division Board of Directors at their October meeting.

2014-15 Budget Approved

At the PSIA-E June 2014 Board meeting the 2014-15 operating budget was reviewed, discussed and passed. This budget was prepared by our management staff, reviewed by the Finance Committee and Executive

Committee and then presented to the full Board of Directors at their meeting on June 13-14.

On projected revenues of \$1,868,861 and projected expenses of \$1,830,483 this conservative 2014-15 budget forecasts a projected operating net of \$38,378 and an accounting net of \$3,529 eligible for additional contribution to member equity.

Division Expenses holding the line for 7th consecutive year

As approved, the 2014-15 budget forecasts total expenses nearly equivalent with 2008-09 when expenses totaled \$1,816,086. Our revenues have remained flat during that period as well -- \$1,864,539 in 2008-09 and only \$4,000 more seven years later. Via sound financial management and shifting funding to evolving priorities we are holding the line on expenses and ending each year in the black despite a run of several "no growth" budget years in a row. In fact, the coming season will be the seventh consecutive fiscal year that the Eastern Division has held expenses to approximately \$1.8 million.

The following is an overview of the key elements of the budget for the fiscal year July 1, 2014 – June 30, 2015. If you have any questions on the budget, feel free to contact your Regional Director. A copy of the complete approved budget (along with the 2013-14 year-end financial report) is available for review upon request.

The 2014-15 approved budget is based on the following income scenario:

- **1,175 new members.** In 2013-14 we attracted 1,193 new members. In 2012-13 we brought in 1,119 new members. The previous season we took in 1,124 new members but that included just 157 for March (which averages 300 new members). The number of new members attracted by the Eastern Division in 2012-13 was the second lowest amount in more than 12 years and 10.5% below the previous 7 year average of 1,250 new members per year. This projection for 2014-15 is therefore conservative.
- **Member retention rate of 88%.** In 2012-13 we exceeded our member retention budget of 87.5% and currently show a retention rate for the 2013-14 fiscal year of 88.5%. The 2012-13 member retention was 87.7%. Last five-year average is 88.4%. As such, a retention projection of 88% for 2014-15 is below both our actual result in 2013-14 as well as the five-year average.
- **Total event registrations of 5,900.** Event attendance was low again this season despite a negligible 2% increase in event pricing and a good snow year in most of the division. Last two-year average is 5,851. Last five years:
 - » 6,201 2009-10
 - » 6,187 2010-11
 - » 5,523 2011-12 (Lost March – extreme weather)
 - » 5,925 2012-13
 - » 5,777 2013-14
- **No divisional dues increase** for third consecutive year.

- **An average of 3% increase in event fee income** over 2013-14. This will result in 2014-15 event fees that are only 5% higher on average than event fees four seasons ago in 2011-12 (an average annual increase of 1.5% over 4 seasons). We believe it is necessary to absorb increases in field staff expenses (particularly lodging) and create needed revenue.
- **National subsidy for National Team expenses eliminated.** As such this budget reflects a loss of \$4,175 in income.

This budget includes the following expense elements & adjustments:

- Office salary expense line increased by less than 1% over approved 2013 – 2014 budget. The office salary expense has increased by a total of only 1.7% during the past four budget years.
- Operational expenses budgeted at \$250,525 – less than the 2013-14 budget of \$251,750.
- Marketing budget significantly increased (from \$10,750 to \$15,000) to support the Push for Public Awareness initiative.
- Action Plan budget funded at \$5,000 – same as 2013-14. Only \$2,866 was spent against that budget in 2013-14.
- Continue with five print issues of the *SnowPro* (one color in the Winter issue).
- National travel budget increased from \$1,000 to \$2,500 to make up for lost subsidy to President's Council meeting and Fall Conference costs.
- Adjustment to \$500 for Snowsports School Management Committee, Snowboard and Children's Committee budget (from \$750) to reflect actual spending trends. Addition of \$250 to Alpine Steering Committee budget to \$750 to support participation of coaches in addition to core members.
- Reduction of regional meeting budgets from \$200 per region to \$150 per region. Only \$246 was spent in total by all 7 regions in 2013-14.
- A \$2 increase in the food per diem for ed staff to \$52 per day and \$5,000 toward wage adjustments in the ed staff salary pool for a total of approximately \$9,000 in budget impact.
- Ed staff mileage unchanged at \$.42/mile based on the formula of 75% of current IRS rate (Announced December 2013 for 2014) of \$.56/mile = \$.42/mile.
- Event expenses and pro fees overall (all discipline) ratio set at 65.6% - down (more favorable) from actual 2013-14 ratio of 67.7%.
- Contribution to contingency fund at year-end 14-15 planned at ½ of 1% of revenue budget (approx. \$9,344). 2013-14 year-end Contingency Fund to exceed \$330,000.

Summary: This proposed budget projects an Operating Net of \$38,378 and a Net Member Equity Impact (after accounting adjustments) of \$3,529 while remaining conservative with projections.

I would like to thank the division staff and Finance Committee members Katherine Rockwell MacLauchlan, Tom Butler and Steve Howie for their work in developing and reviewing this budget. I believe it is a financial plan that represents the best interests of the members by minimizing expenses without cutting member programs or services. If you would have any questions or would like to see the detailed budget please send me a note at skling@verizon.net or you can reach our executive director Michael Mendrick at mmendrick@psia-e.org. ☐☐



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You can also pay your dues by mailing a check with your dues renewal to the Albany office at:

PSIA-E/AASI
1-A Lincoln Ave
Albany, NY 12205

Or, fax your dues renewal with credit card information to (518) 452-6099.

Be sure to renew ASAP, and take advantage of all your PSIA/AASI benefits!

If you have questions about your bill, please call the office at (518) 452-6095.

Watch for the event schedule to be posted at www.psia-e.org by the beginning of September, and in the Early Fall *SnowPro* Newsletter. ☐☐

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



THE SNOWPRO NEWSLETTER

The official newsletter of
 THE PROFESSIONAL SKI INSTRUCTORS OF AMERICA
 AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS
EASTERN DIVISION

Policies and Rates, Fiscal Year:
 July 1, 2014 – June 30, 2015



Closing and Issuance Schedule (Published five times per year)

<u>ISSUE</u>	<u>AD CLOSING DATE</u>	<u>DISTRIBUTION</u>
Summer	July 15, 2014	July 2014
Early Fall*	August 15, 2014	September 2014
Fall*	October 10, 2014	November 2014
Winter	December 19, 2014	January 2015
Spring	April 10, 2015	May 2015

*Includes PSIA-E / AASI event schedule.

DISTRIBUTION:	PSIA-E / AASI Membership	Eastern ski areas & snowsports schools
	PSIA / AASI Officials	Officials of other PSIA Divisions
	News media / Ski Writers	Other ski industry organizations

The average size of each issue is 32 pages. The average circulation of each issue is 10,500.

CLASSIFIED ADVERTISING POLICIES:

- * Classified ads must be prepaid.
- * Classified rate for MEMBERS is \$20.00 (minimum charge) for up to seven 36-space lines, and \$3.00 for each additional line. Maximum ad is 11 lines.
- * Classified rates for NON-MEMBERS are \$40.00 (minimum charge) for up to seven 36-space lines, and \$5.00 for each additional line. Maximum ad is 11 lines.

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- * Ads must be submitted as grayscale. Adobe .pdf files or standard (.png, .jpg, .tif) graphic are preferred, with the correct dimensions. Microsoft Word and Publisher files will be accepted but are not recommended, as we cannot guarantee successful transfer of file formatting and layout. Please contact us to verify the format is acceptable, if you cannot send a preferred file type.
- * When submitting files electronically please attach order/contract, the native file, along with any necessary font files, and fax a hard copy of the ad to the attention of Jodi at (518) 452-6099. You may also submit ads via disk, accompanied by a camera-ready copy of the file. Camera-ready ads are subject to an additional charge.
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- * Submit ads to: Jodi Bedson, PSIA-E/AASI, 1-A Lincoln Ave, Albany, NY 12205 or **by e-mail to: jbedson@psia-e.org**.

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1/12 pg	\$ 75	2.5" x 2.5"
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1/4 pg	\$225	3.75" x 5.0" or 2.5" x 7.5"
1/3 pg	\$295	2.5" x 10.0" or 5.0" x 5.0" or 7.5" x 3.25"
1/2 pg	\$425	7.5" x 5.0" or 3.75" x 10.0"
2/3 pg	\$550	5.0" x 10.0" or 7.5" x 6.63"
3/4 pg	\$600	7.5" x 7.5"
Full	\$750	7.5" x 10.0"

Multiple Issue Discount Rates:

(To qualify for discount, must be in same season)
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 4 Issues 10%
 All 5 issues 15%

- * Inserts, colors, special placement or arrangements, and other variations quoted upon request.
- * All advertising material must be in the PSIA-E/AASI office by the closing date.
- * No ad cancellations will be accepted after the closing date.
- * All advertising material must be approved by PSIA-E/AASI.

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Don't miss out on this great member educational benefit!

Each season, the PSIA-E Education Foundation makes monetary scholarships available to members who wish to further their education or certification status within PSIA-E, PSIA and AASI. The training that members receive as a result of the scholarship program increases their productivity and value as a member and as an instructor in their particular snowsports school.

Scholarships are available to any member in good standing. You still need to meet the requirements of the specific fund for which you apply. You may not receive scholarship monies from the same fund two consecutive seasons. All scholarship applications are reviewed and awarded by the Scholarship Review Committee, which is made up of PSIA-E Board of Director members. Following are the different types of scholarships available:

Membership Scholarship

The Membership Scholarship is open to members of all disciplines and certification status. This scholarship can be used for all PSIA-E, PSIA, and AASI educational and certification events. Thanks to the generous support of sponsors and members via donations of items and dollars for our "super raffles" each season, this fund now has a balance of nearly \$30,000. One-third of that balance (approximately \$10,000) is available for scholarships this coming season.

Professional Development Scholarship for Level I Members

This is a designated "Professional Development Scholarship for Level 1 Members" that earmarks 20% of the existing available Member Scholarship funds (approximately \$2,000) for Level 1 members to use specifically for L 2 prerequisite courses and practice exams in prep for taking their L 2 skiing and teaching exams. If you are looking to prepare for your Level II exam this coming season this is the scholarship for you!

Terry Fund Scholarship

The Terry Fund Scholarship is designated for members of all disciplines with at least a Level 1 certification status who desire to further their education in the area of snowsports instruction for children. This includes all PSIA-E, PSIA, and AASI educational events that specialize in children snowsports issues.

James Leader Memorial Scholarship

The James Leader Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in snowsports instruction. Applicants must be a member of PSIA – Eastern, with first priority given to employees of the Killington Snowsport School. Second priority will be given to members from Region 2 (Vermont), and the remainder available to all members of PSIA – Eastern. The James Leader Memorial Scholarship has a separate application form and different criteria from other scholarships (e.g. member at least one year, requires a letter from your snowsports school). \$1,000 is available for awarding each season. To obtain a copy of the criteria and an application form, please visit the PSIA-E website at www.psia-e.org.

CE Burbridge Memorial Scholarship

The CE Burbridge Memorial Scholarship is open to members of all disciplines and certification status who desire to further their education in adaptive snowsports instruction. This includes all PSIA-E, PSIA, and AASI educational events that specialize in adaptive snowsports issues. The fund supports both the subsidy of Adaptive consulting programs and \$500 in individual scholarships each season.

Education Staff Scholarship

This scholarship is open to any member of the Board of Examiners, Development Team or the Divisional Clinic Leader squad. This scholarship is designed to help individuals in these groups to expand their knowledge and skills beyond regular training sessions, or to gain expertise in another discipline/specialty. This scholarship allows members of these groups to serve and educate PSIA-E members more effectively. Approximately \$3,000 is available for awarding this season.

William Hetrick Editorial Scholarship

The William Hetrick Editorial Scholarship was created in June of 2011 to provide a long-term legacy for Bill Hetrick and recognize his passion for both snowsports and writing about snowsports and the mountain experience. It will be an annual program that awards five (5) scholarships in the amount of \$200 in education "dollars" that recipients may use to register for PSIA-AASI education events. The scholarships will be awarded to contributors to the *SnowPro* and judged by an editorial review group that will read and evaluate submissions made to the Your Turn and Guest Editorial sections of the *SnowPro* each season.

How to Apply

For all funds, eligible members can apply online by visiting the PSIA-E web site at: www.psia-e.org. You will find information on the scholarships under the "Education" tab.

Complete the entire application online, no later than Friday, October 3, 2014.

The Scholarship Committee will review and evaluate applications at the October Board of Directors meeting. Applicants will be notified of the committee's decision by mail, in early November.

You must register for the event (by the event deadline). You should apply well before the event deadline, and include full payment if you have not, at that point, been informed of a scholarship award. If you have received written notice of your scholarship, please indicate that on your event application. Anyone paying for an event and then awarded a scholarship will receive a refund in the amount of the scholarship following attendance at the event. Scholarship awards may be for partial or full event fee of an event. Please be aware that the number of applications always exceeds the available funding, so not all applicants can be awarded a scholarship.

Applicants who are awarded a scholarship are encouraged to write an article relative to their event experience, or to relate how information gained from the event is being utilized. Submit the article, by e-mail if possible, to the PSIA-E office at: psia-e@psia-e.org. Articles should be submitted within a month of the scholarship event, if possible. A limited number of scholarship articles will be selected for publication in the *SnowPro* newsletter.

Thank you for your interest in continuing your snowsports education, and good luck! ⚡

Education Foundation Donors

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

Martin A. Alfano	Mr James R. Drummey	Robin L. Jackson	Merrill H Rollins
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Domenic DiDonato	Peter Isaia	Thomas Riford	Roger Zilliox

More successful certification exam news

The following members also passed certification exams and were not included in the spring issue of *SnowPro*. Congratulations to all!

Alpine Level II Certification
Christopher W. Young

Snowboard Level III Certification
Chandler R Pelletier

Adaptive Level II Certification
Marc Bellerose <<



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Season In review, Killington Yoga, Telemark Progression for Alpine Crossovers Part II

by Mickey Stone, Karen Dalury and
Jim Tasse

SEASON IN REVIEW

This year's totals for all Nordic were 292: 216 in Telemark, 19 in Backcountry, and 57 in Cross-Country. This is about the rolling average attendance for the last 5 years.

The season started with a great storm at Snow Pro Jam at Killington for some of the finest skiing and powder we have had in years. Woods skiing and some off-piste shots were worth exploring during the week. Sadly, we ended the week with a beautiful wet rain-storm. Fortunately, we had cold temps to rebound the snowmaking for the Holiday break. January and most of February left very little accumulation in Vermont but New Hampshire and Maine fared well and events in those areas had good attendance. Of course, the lack of natural snow did affect our cross-country events, backcountry, and off-piste events a bit.

Our new venue of Killington Resort, who hosted our Telemark Exams in early March, allowed the team and participants to really get a big mountain test plus lots and lots of off-piste tree and ungroomed snow skiing. We look forward to continuing our exam process this year, once again on March 14-15. New this season will be our first Southern Tour Telemark Exams at Timberline West Virginia on February 28- March 1. We look forward to traveling south to accommodate the growing numbers of telemark skiers from various areas in Pennsylvania, Maryland, Western New York and West Virginia.

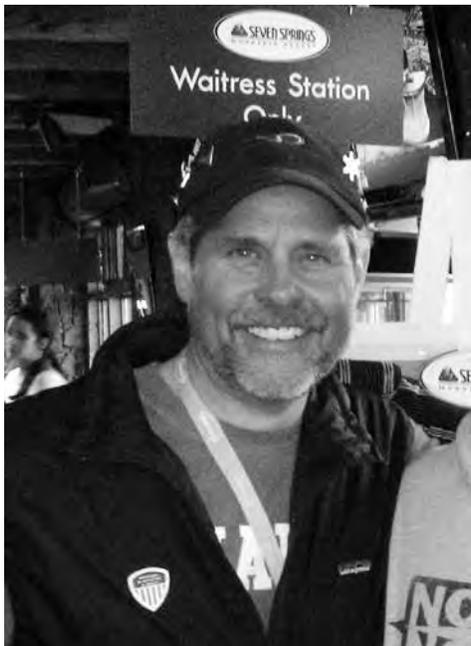
The Spring Fling this year will be at Stowe Mtn Resort. We plan on a big exploration to the Chin, Smugglers' Notch, and infamous Bruce Trail this year. On the Cross-country side we will be hosting our first early season exam at Rikert in Middlebury Vermont on January 16-17. This area has installed a state of the art snowmaking system that covers over 5k and has lights for night skiing as well. We will be visiting the southern region again this year down at the fun and frivolous Whitegrass Touring Center on February 5-7. So the season schedule is set and now we all just need a summer tune up on your favorite nearby glacier. So book some tickets and enjoy the summer fun!

Please enjoy a few articles by our staff and congratulations to Mike Innes new Nordic Examiner and Jay Nation new Telemark Examiner.



Mike Innes

I grew up Alpine Skiing in Vermont and the Berkshires. As a young adult I became involved with Cross Country skiing. I have been a racer and a coach as well as have worked in the ski industry. I have been an Ambassador for Atomic and a Nordic Tech Rep. for Swix. I have been an instructor and groomer at Devil's Thumb Ranch in Tabernash, CO and Canyon Ranch in MA. Currently, I work at Bretton Woods in NH. My wife, Lori and I coach the Profile School Nordic ski team in Bethlehem, NH.



Jay Nation

I began skiing in college at the age of 18 and became an instructor at Seven Springs Mountain Resort, PA during the 1996-97 ski season. In 2005, attained level 3 alpine certification and became an alpine trainer for the resort. During the 2007-08 season was made an alpine Lead Trainer at Seven Springs and began telemark skiing. In 2009, attained level 1 and level 2 telemark certification and in 2010, attained

level 3 telemark certification. At the end of the 2010-11 season, made the Eastern Division Nordic Telemark education staff as a DCL and was elevated to the Development Team the following year. Served 2 years as a Development Team member and was elevated to Telemark Examiner for the 2014-15 season.

Six Weeks to Self-Empowerment



Your Daily Home Yoga Practice, by Karen
Dalury Telemark Examiner and Fast Racer Girl

Week one:

10 minute super basic routine: Be in each pose for about 30 seconds

- Downward Dog, walk the dog
- Childs Pose
- Cat and Cow on all fours
- Low Lunge
- Plank 10-30 seconds, then repeat Low Lunge on second side
- 8 point prone pose
- Sphinx pose or cobra pose
- Child's pose
- Boat pose
- Eye of the needle pose
- Supine leg stretch #1
- Windshield wiper twist
- Corpse (don't skip this important pose)

Telemark Progression for the Alpine Crossover: Part II—Activities to Develop an Efficient Basic Telemark Turn

Jim Tassé

PSIA-E Nordic Downhill Examiner

PSIA Level III Alpine Instructor

Mt. Abram Ski School, Greenwood, ME

New England Telemark Ski School Director

In an earlier *SnowPro* column, which can be found in Winter 2009 *SnowPro* (page 24), I wrote about the first part of a progression for teaching telemark to experienced alpine skiers who "crossover" to try telemark technique. In that column, I discussed activities that help to dial in the telemark stance. This column is focused on taking an alpine crossover skier from stance activities towards actually making telemark turns.

Remember—the alpine crossover lesson is NOT a beginner lesson! The alpine crossover already knows how to ski using alpine technique, and in many cases is an expert used to speed, athletic movements, and challenging terrain. He or she already knows how to do quite a lot on skis. Build on that experience!

An alpine skier crossing over to telemark needs to start by spending some time exploring freeheel equipment (ie. just skiing around and making alpine turns!) and developing a functional telemark stance. Once a skier has some success holding a telemark stance (feet equally weighted, with about a boot length between the front and back feet, hips centered between the front and back feet, with the ribcage pointed somewhat downhill and slightly countered to the hips), activities that begin to put it to work can begin to be explored.

The key focus at this point in the alpine crossover lesson is to connect the (competent) alpine skier's use of edge release movements with telemark technique, and to head off a "stride, then turn" pattern. As with alpine skiing, releasing the edge of the downhill ski is critical to moving efficiently into a tele turn without stemming and wedging movements. Self-taught tele skiers will often stride the new outside foot forward before releasing edges, which causes a sequential, wedgy turn that is less efficient, smooth and functional than turns that begin with edge release movements. I encourage you to coach a skier to release edges before starting to stride. That is: a skier should not stride and then turn, because the stride is the turn.

One activity that works well to begin to get skiers to blend the telemark stance with the edge release moves is telemark garlands. Use wide, gently sloping (but not flat) novice terrain. In this activity, the skier begins in a traverse with skis edged in the telemark stance, and then moves their body slightly down the hill to "flatten" or roll the skis off their edges to create a smear or slideslip accompanied by a slight steering of the ski tips downhill towards the fall line. The skis need only turn a few degrees down the hill before they are steered back up and across the hill and the edge is re-engaged. A bit of skidding in the tele stance as the skier re-engages the edges helps to give the skier the sensations which will be present at the bottom of a basic telemark turn. Points to offer feedback on include holding a tele stance, maintaining upper/lower body separation (ie. the sternum should face generally downhill, and not "square up" to face the same direction as the ski tips, which will usually cause a new tele skier to snap into an alpine stance) and not turning the skis too far down the fall line, which will cause acceleration that, again, might snap a new tele skier back into an alpine stance.

The telemark garland also provides a step towards the monomark, which is one of the most important and useful activities a telemark coach can present to student skiers. In the monomark, a skier holds a telemark stance and makes turns in both directions WITHOUT a lead change or shuffle. This activity further dials in a balanced telemark stance and edge release/change movements. Start on very gentle terrain. The challenge for most skiers is presented when the lead foot is the downhill ski (as it would be at the end of a tele turn). Coach the skier to move their centers of mass towards the turn to make the skis release and gradually change edges as they are steered through the arc of turn. And make that downhill foot go first!

Once a skier has some ability with the monomark, it is time to introduce the full turn and the timing of the lead change. A useful way to approach teaching the turn is to "monomark in, telemark out". In this pattern, a skier employs the edge release and stance experience the monomark develops to move at the turn with the downhill foot forward, as it is at the end of the previous turn. The skier should be coached to delay the shuffle until the ski tips point almost directly down the fall line. At that point, the skier strides into the new telemark stance, moving the new downhill foot forward. Voilà! A contemporary tele skier is created.

Things to pay attention to as a coach include noting whether the stride happens before edge release, and whether a wedge develops between the skis. Of course, stance and balance may also require some on-going coaching!

After some practice with this move, the new tele skier should be coached that the legs stride throughout the turn, with the feet passing each other as the tips are pointed nearly right down the fall line. A smooth, continuous shuffle should be encouraged. Newbies will often "snap" through the shuffle, and assume a static posture through the bottom of turns. Have them work on smoothing out the leg movements so the feet move throughout the turn, without "park and ride" stances.

Remember: the stride IS the turn.

Of course, there is more than one way to skin a cat (or coach an alpine crossover!), but here is a place to begin. Remember to be student-centered in your lessons, and keep it fun! But I've found that using these activities and principals, you can bring an experienced alpine skier towards a contemporary telemark turn in as little as thirty minutes. And once they've got it, they often invest in light, comfy tele gear that lets them make both their alpine turns, and their new freeheel ones! Happy turns! <<



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No phone orders, please. Orders can be faxed or mailed.



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MANUALS AND VIDEOS (PRICES SUBJECT TO CHANGE)		PRICE	QTY	TOTAL
126	Core Concepts Manual - <i>For all disciplines</i>	\$24.95		
152	Park & Pipe Instructor's Guide - with free pocket guide, <i>Get a Clue!</i> (while supplies last)	19.95		
	Exam Guides (please circle choice) - Alpine - AASI - Nordic D/H - Nordic T/S - Adaptive	5.00		

All exam guides (and history of changes) are available to download and print FREE at www.psia-e.org.

ALPINE				
176	Alpine Technical Manual, 2 nd Edition	24.95		
149	Tactics for All-Mountain Skiing	19.50		
172	PSIA Adult Alpine Teaching Handbook	22.95		
174	Movement Analysis Pocket Guide, 2 nd Edition (Cues to Effective/Ineffective Skiing)	5.00		
17208	Alpine Cues to Effective/Ineffective Teaching	5.00		
148	Alpine Stepping Stones Pocket Guide	5.00		
328	PSIA-E Alpine Standards DVD	15.00		

NORDIC				
308	PSIA-E Nordic Standards DVD	15.00		
330	Tele Elements 2011 DVD	15.00		

AASI / SNOWBOARD				
122	AASI Snowboard Teaching Handbook (<i>Children & Adult</i>)	<i>New in 2012-2013</i>	22.95	
183	AASI Snowboard Instructor's Guide		19.95	
129	AASI Snowboard Movement Analysis Handbook		14.75	
160	AASI Snowboard Focus on Riding DVD	<i>* OUT OF STOCK @ EASTERN DIV OFFICE *</i>	40.00	
162	Vail Children's Snowboard Handbook	<i>* LIMITED INVENTORY - SALE *</i>	8.00	
173	Vail Adult Snowboard Handbook	<i>* SALE *</i>	5.00	

ADAPTIVE				
131	Adaptive Snowsports Instruction Manual		19.50	
331	Coaching Fundamentals for Adaptive Skiers DVD	<i>New in 2013-2014</i>	15.00	
QC	The Quick Check Pocket Guide: Managing Behavior for Success on the Slopes		5.00	

CHILDREN'S/KIDS				
264	PSIA/AASI Children's Instruction Manual, 2 nd Edition	<i>* OUT OF STOCK @ EASTERN DIV OFFICE *</i>	24.95	
161	PSIA Children's Alpine Handbook		22.95	
153	Children's Ski & Snowboard Movement Guide	<i>* OUT OF STOCK @ EASTERN DIV OFFICE *</i>	5.00	
QT	Children's Quick Tips - Snowboard or - Alpine	(PLEASE CIRCLE SELECTION)	8.00	

PINS				
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For NJ residents, please add 7%.			
For NY residents, please add 8%.			



2014-2015 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. Applications cannot be accepted via phone.



Rev. 07/25/2014 N

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

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.

Have you included an event application (ex.: Level I Exam) with this application? Yes No

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
- 5 – Western NY 6 – Eastern NY 7 – DE, MD, VA, WV, NC, SC, GA, FL, DC

YOUR DATE OF BIRTH: ____/____/____

Please circle one:

NAME: _____
Last First Middle Initial Nickname (for your name tag, if different) Male / Female

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SNOWSPORTS SCHOOL NAME _____ **FULL TIME / PART TIME / OTHER**

Please check all that apply - areas of interest:

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

TOTAL NATIONAL & DIVISION DUES AMOUNT INCLUDED: **\$ 127.00**

TOTAL STUDENT NATIONAL & DIVISION DUES AMOUNT INCLUDED: **\$ 97.00**

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Date Proc. _____ Initials _____

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Num _____

ALL APPLICANTS MUST READ AND SIGN THE FOLLOWING MEMBERSHIP AGREEMENT:

- I am aware that the "membership year" for PSIA-E/AASI runs from July 1, 2014 - June 30, 2015 (or June 30, 2016 if joining on or after February 15, 2015) and that membership dues are non-refundable.
- As a new member of PSIA/AASI National and Eastern Division, I agree to be bound by all PSIA-E/AASI bylaws, policies and educational requirements.
- Continuing education updates are required for active Certified Members. Active Certified Members, under the age of 65, must obtain 12 credits every 2 seasons to maintain good standing. 12 credits (CEU's) equal 2 days of clinic credit.
- As a **currently employed snowsports instructor**, I attest I am currently a member of staff or volunteer at the snowsports school listed above. I have received training and preparation, as addressed in the American Teaching System.
- As a candidate for Registered member status, I attest that I have completed the entry level requirements, including a minimum of 25 hours of teaching/training.
- **If a full-time student, age 16-23**, I may pay the discounted student dues of \$97.00, for this season. I will be required to verify my student status each season I renew my dues, and obtain educational credit every four seasons, while a full-time student.

APPLICANT'S SIGNATURE _____ **DATE** _____

Indoor Master Teacher Courses

This year the indoor Master Courses will be offered at various Mega Weeks throughout the season. Be sure to check the event schedule in September for a complete list of courses and locations.

Attention Job Seekers!!!

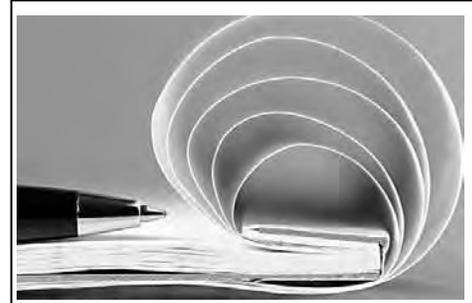
Did you know there are many employment opportunities posted in the PSIA-E/AASI Employment Center. Apply for your dream position online – it's quick and easy!

Online Professional Knowledge Exams available August 15

Get a jump start on your certification path and take the Professional Knowledge Online Exam over the summer. Registration will be open on August 15.

Don't Miss Out!

There is still time to register for the 2014 Jumping Event at Lake Placid! This is an excellent event to begin your Freestyle career. To learn more, go to www.psia-e.org/jump to check out the Lake Placid Jump Event Facebook page for photos and videos! <<



Upcoming *SnowPro* Copy Deadlines

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

Early Fall: August 22, 2014

Writing Guidelines

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

your turn

It's about more than skiing

by Howard Foltz
Blue Mountain (PA)

I have a rewarding relationship with a regular client I'll call Matthew. Matthew is 12 years old, autistic, has very limited verbal skills, and frequently shrieks when he gets excited as though his words are forced out in a burst. Any time he does talk, it is in only two or three word phrases, usually answering with specific words from a question.

We began our relationship as I often do with special needs lessons, with me physically supporting him and encouraging him while I ski backwards facing him so I could look him in the eye, and talking the whole time. We started, not on the teaching hill, but out on the adjacent beginner slope. My words, frequently repeated, and in a very soothing tone, were something like, "Here we go. Stand up. Feet like mine (Eureka, it worked!). Look over my shoulder (gesturing with my head). Good..." Dad, who was not on the snow,

positioned himself to shoot videos and still photos as we looped past, Matthew getting better with each pass.

Dad was elated, and told me Matthew never picked up anything this quickly. Although they live several hours away, and Matthew's mother was due to deliver another child in about six weeks, they made plans to return, for six hour sessions (three hours in the late afternoon and three the following morning). Although Matthew was responding to visual cues (as we started to ski separately, I started to almost pull him along by moving my poles back and forth), Dad wanted me to see if we could incorporate verbal cues as well, and gave me some key phrases that his other teachers use.

The breakthrough came about halfway down a long run. "Here we go. To the right, right, right, etc." Finally, he said, "I know!" which was about his longest utterance to date. Without missing a beat, I said, "OK. Which way?" Quietly, he responded, "Right." As we began a two way dialog, he calmed down a lot, and he skied better, too. We found other ways to converse as well, such as choosing which way to go on the way down ("Left? Right? Under the chair?"); he almost always chose the latter.

I thought we were done after the second set, as Mom's due date approached; she stayed home and we hoped not to be paged from the delivery room. Dad sent me an edited video clip, set to music, showing

Matthew's progress. Two days later I got a call. "We have to come back." He had a stressful doctor's appointment where they had trouble drawing blood, so they stuck him several times and he didn't understand. Skiing had also become Matthew's therapy, and we had a wonderful reprise. I can't wait for next season, as Dad has already reserved condo space for several weekend stints with the whole family!

Here are what I believe were my keys to success: Look him in the eye.

Be supportive, physically where necessary, but also emotionally.

Tailor the lesson to his needs and continually look for new connections.

Encourage, encourage, encourage.

Come to think of it, that sounds like good advice for any lesson... <<

next >>

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.

Summer Training

by Doug Stewart, PSIA-E Alpine Examiner

Last summer I discovered one of the best ways to ski train in the summer. I knew it was going to be fun and exciting, but I didn't really realize just how exactly tied to skiing it was going to be until I was in the middle of it. There are a hundred training options for improving your skiing skills in the off season, and having a good mix is fun and necessary, because nothing will build all of your skills. While I still believe in a healthy mix of cross training, my newly discovered activity is going to play a big role in my off season training. There is no better way to work on rhythm and flow, balance, angulation and stance for alpine skiing than Downhill Mountain Biking.

There is one place in the country where the chairlifts sit silently all winter long, only to come to life in the spring for a summer and fall of potential energy building for downhill exhilaration. That place is Highlands Mountain Bike Park in Northfield NH. After recently coming back to work in a ski/bike shop, I have been re-discovering cross training on a bike, and last summer I was lucky enough to get in an awesome day of training at Highlands. My training took on a number of forms, and it was very helpful to my work as a Ski Pro.

I was booked for the Find Your Ride lesson. This intro includes the rental of a beautiful downhill bike (I was on a Cannondale Claymore with a custom Highlands colored frame), all the protective equipment, a lift pass, and a one hour lesson. After signing in and doing some other paperwork in the main lodge, I walked down to the rental department and found a bike with my name on it all setup for my weight and ready to go. I met my instructor Greg, and got my protective gear on. The process was smooth and easy. Greg and I rolled our bikes out into a nice field just below the lift, and this is where the ground school took place.

We spent time going over the general ready position on the bike and how much bend there should be in the legs and the arms too. Because the braking power is insanely strong on a down-hill bike, we also played with how to balance fore-aft (mostly aft!) and stay on the bike when braking hard. The bike needs to stay controlled and under you, but needs to have the freedom to move up and down with the terrain. This is just like skis in the bumps. After dialing in these moves in the transverse plane, we moved on the "edging" movements of the frontal plane. While staying vertical with my upper body, I was shown how to lay the bike over with a pumping motion of my arms. This is the angulation the bike will get as I enter a berm. Ending with some old fashion turning and slalom, we were ready to take the ground school knowledge up the chair.

After loading our bikes on the bike specific chair that would be ahead of us, my instructor and I loaded the double chair behind the bikes. At the top, our bikes were already unloaded and waiting as we ran off the chair. We rolled over to a trail map, and picked a trail. The trail ratings were the same ones we use all winter long. Having seen some of the black diamond terrain under the lift, I was happy to roll down a green for the first run. I followed Greg down the run, and he gave me a great visual, and helped to keep my eyes down the trail, which is always important. We made sure that the good fundamentals we had built at ground school translated to good riding on the trails. Just like our students, I gained experience, progressed to more difficult terrain, and on occasion, bit off more than I could chew. Having the chance to experience this new sport with just the right amount of guidance was crucial to my success that day, and will take me so much further as I ride more on my own and with friends. It was an amazing experience on so many levels, and I'm glad to have found another fun way to grow as an athlete and a coach to the benefit of my skiing clients in the winter! ☺

32 Degrees Dream

by Maureen Harrington
Alpine Level II, Wachusett Mountain
Ski and Snowboard School

It is hot! 87 degrees, 65 percent humidity, sunny, and in Boston.

Remember last season, and the polar vortex? How about 32 degrees, then 18, then 6. Powder, packed powder, hard pack, windblown, frozen granular and loose granular. I'm out on the mountain, in the East, and any mountain, in the West. The snow, never ending, creates avalanche cornices from the roof, a glacier in the yard, ice rink roads. Wind chill: minus 10. Ahhh, there is a chill with that icy beverage in your hand.

On the beach, one is lulled to sleep. Is that a PSIA 32 Degrees magazine shading a sunburned and sun screened face, as you doze in the sand? Wave after wave comes in, just like chair after chair on the lift. The seagulls look like lineup, yappy, fluffing feathers, positioning themselves. Then it is all over, everyone flies away, to lessons, to the lodge for French fries, to the locker room, and uphill, to the slopes.

In the garden, I reach for more weeds at my feet. Or are they boot buckles? Bamboo stakes for the tomatoes, or are they ski poles? Actually, they are ski poles, out of date discards that the tomatoes don't mind. The skis are the cool, dark corners, the trees. They are sentinels, resting, whispering to me; get ready, get ready.... for 32 degrees, next time on the snow.

Wake up! Huh? Next season isn't far away. How about those goals? Commit to be fit. Do at least one event every season. Certification, advancement. And have more fun!

Hit the snooze button. Just a few more minutes of that dream..... ☺

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2014-2015
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Event Num _____	Total\$ _____

Please print and fill out all sections. One event per form. Application with payment must be received by event deadline. Applications not received by event deadline are charged a \$25 non-refundable late processing fee. Online registration is now available! Please go to www.psia-e.org and click the Register Online button.

Mail or fax to: PSIA-E/AASI, 1-A Lincoln Ave, Albany, NY 12205 Fax# (518) 452-6099

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

Member No: _____ **Primary Discipline/Level:** _____ / _____ **Date of Birth:** _____
If a non member, check box.

Division: Eastern Alaska Central Intermountain Northern Intermountain
 Circle one Western Northwest Rocky Mountain Northern Rocky Mountain

NAME: _____ Male / Female
Last First Nickname (for your name tag) Circle one

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Street/Box
 Check box if a change
City State Zip

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EVENT: _____
Event Name Event Location Event Date
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Initials _____

Please note: Current members wishing to change region must notify the office in writing; change is not generated from this form.

All applicants must sign the following release form:

I hereby release PSIA-E, PSIA-E/EF, AASI, the host area, and agents and employees of each from liability for any and all injuries of whatever nature arising during, or in connection with the indicated event. I accept the Event Participant Safety Policy as stated on the official PSIA-E/AASI event schedule, and online at www.psia-e.org/safety.

**Applicant's
Signature**

Date

IF APPLYING FOR ANY CERTIFICATION EXAM OR ALPINE RESORT TRAINERS EVENT, YOUR SNOWSPORTS SCHOOL DIRECTOR MUST SIGN.

As Director, I attest to the following:

- ✓ This applicant is a member of my staff and is in good standing with our school.
- ✓ If I am presenting this candidate for any level of certification, I further attest that the candidate has received exam training and preparation. If a candidate for Level I, the candidate has completed the entry level requirements, including a minimum of 50 hours of teaching/training; for Level II the requirement is 150 hours of teaching/training and for Level III the requirement is 300 hours of teaching/training including at least 150 hours at advanced levels.
- ✓ This applicant is a member of our training staff and has my approval to attend, if application is for an ART event.

**Director's
Signature**

**Snowsports
School**

ADMINISTRATIVE CHARGES FOR NO-SHOWS, CANCELLATIONS AND RETURNED CHECKS

	<u>Transfer</u>	<u>Cancellation</u>	<u>No Show</u>	<u>Returned Check</u>
Up to one week prior to original event	\$10.00	\$20.00	75% of fee	\$25 additional
During the week prior to original event	40% of fee	50% of fee	75% of fee	\$25 additional

(notice no later than 4:30 PM on last business day before event – Transfers to other events must be before the deadline)

Please refer to www.psia-e.org/charges for complete description of administrative charges.



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2014 Snow Pro Jam – Masters Academy Registration Info

The 2014 Snow Pro Jam and Masters Academy will be held December 15th – 19 th at Killington, Vermont.

Once again we will be accepting applications online, by fax, by mail or even in person. This process was very successful in the past and it helps you save time and money! We will begin to accept applications beginning Monday, September 22, 2014. All registrations received on this date (or postmarked on this date) will be guaranteed a spot in the Pro Jam or Masters Academy. No applications will be accepted prior to September 22nd. Applications received prior to September 22nd will be returned.

PREMIER EVENTS - These events are made possible in part through a grant from the PSIA-AASI Education Foundation				
Num#	Event Title	Open to	Limit	Price
012	Masters Academy	Open to Level III Members	80 Participants	\$524
011	Alpine Snow Pro Jam	Reg, Level I or II Members	350 Participants	\$439
652	Tele Snow Pro Jam	Open to all members & Non*	No Limit	\$348
500	Adaptive Snow Pro Jam	Open to all members & Non*	No Limit	\$439
013	Alpine Level II College	Please use standard event application, Signature Required		\$439

* Non-members may attend the Tele Snow Pro Jam or the Adaptive Snow Pro Jam for an additional \$25, but online registration is only available for members. Snow Pro Jam and Masters Academy are only open to members. Non-members should complete an event application, available on the Eastern Division website at www.psia-e.org.

What is the Pro Jam and Masters Academy?

Snow Pro Jam and Masters Academy is the gathering spot for nearly 500 snowsports instructors, sponsors and guests from all over the East Coast. Each day offers great skiing, coaching and après ski activities along with the opportunity to network with other snowsports enthusiasts. Sponsor Showcase will be on Tuesday, Wednesday we will offer afternoon optional sessions, Thursday all attendees are invited to the Banquet, and wrapping up on Friday with a full day of fantastic skiing with the best coaches in the country! There are groups for those who want to gear up for the season, or for people who want to begin preparing for exams. Regardless of which type of group you choose, you can expect to have a great time.

What is the Alpine Level II College?

New this season, members may attend this five day event as the Alpine Level II Skiing exam. The first four days you will be coached in the Level II Skiing Performance Areas by your course conductor. This same examiner will assess your performance in the Level II Skiing tasks and provide a score for the Skiing exam. On Friday, you will be assessed by two examiners, one in the morning and one in the afternoon. Any performance area you are successful in, you may keep for life based on continuous membership.

Guest Package for the week of Snow Pro Jam & Masters Academy:

A Guest Package will continue to be offered through the Killington Snowsports School. Guests need to register directly with Killington for the five-day lift ticket and five, daily two-hour (AM) lesson package with a maximum group size of five. There will be no limit to the number of guests who may take advantage of this option. Cost of the package is \$249 and does not include a banquet ticket. Sign up by calling Killington Snowsports School at 1-800-923-9444 after October 15, 2014. Please identify yourself as a PSIA-E Pro Jam guest.

Banquet Tickets:

Your registration includes one banquet ticket. There will be a select number of banquet tickets reserved for guests. Any member wishing to bring a guest to the banquet should include the guest name and payment on their application where indicated. Payment of \$40 must be included with the application and there will be absolutely no refunds given once payment has been accepted.