

2016 Eastern Membership Survey Results

What you value, what you need and how you feel about your membership

By Michael J. Mendrick, Executive Director

First and foremost, thank you to the more than 1,450 Eastern Division members that took the time to complete our sixth annual membership survey in April. The 47 questions covered everything from benefits to events to member services to dues value to recognition and rewards for snowsports instructors and you provided us with an awesome supply of both data and comments. **In fact, more than 5,750 individual comments, suggestions and concerns were shared by members.** These comments will be shared with all Eastern leadership and play an important role in helping us determine what to work on for you in the coming months in prep for next season.

Overall survey demographics:

- Total surveys completed – 1,455
- Surveys completed by age group: 16-29 (130, 9.8%); 30-39 (100, 7.5%); 40-49 (160, 12%); 50-74 (897, 67.4%); 75-plus (43, 3.3%).
- Nearly half of surveys completed by members in their first 10 years of membership (45.3%).
- 80.2% of surveys completed by members in the Alpine discipline
- Nearly half of surveys (45.7%) completed by Level 1 members
- 63% of respondents identify themselves as part-time instructors

Below is a summary of some of the key questions and results along with observations and potential indications of those results. The entire survey and data results can be viewed at:

<http://www.psia-e.org/ms/2016survey/>

The PRIMARY value I get from membership in PSIA-AASI is (please select the most valuable element):

Answer Options	Response
Improvement in my teaching and ability to help others become better skiers or riders (professional development & certification)	51.1%
Improvement in my skiing or riding (personal improvement)	20.1%
Discounts on products, gear, services, recreation and lodging	13.3%
Being part of a group of elite skiers, riders and teachers	8.8%
The experience of attending events with fellow members (social, camaraderie)	6.6%



Executive Observations:

“Improvement in my teaching” is again far and away the highest rated value of PSIA-AASI membership by all levels of experience and all age groups. Also, it is clear that most members are not in it for “the stuff” (discounts, gear) – as much as they are in it for the experience, improvement and connections that membership provides.

Indications:

We should continue to focus on ways to improve the membership experience in terms of helping instructors become better teachers, skiers and riders while not discounting the value of social elements and tangible benefits and promotional tools to help improve the economic rewards as well as the personal.

Overall I would rate the quality of member service I receive from division office staff as:

Answer Options	Response
Excellent	47.3%
Good	30.0%
Fair	7.1%
Needs to improve	2.6%

Overall I would rate the quality of educational experience I receive from division education field staff as:

Answer Options	Response
Excellent	56.4%
Good	36.1%
Fair	4.8%
Needs to improve	2.8%

continued on page 4 **»»**

inside

National Report	6
Around the Regions	11
Region 3, 4 & 7 Elections	14
New Certifications	20
Your Turn	25

president's message

ERIC JORDAN



Turning the Page on a Challenging Season

Greetings Eastern members, I hope you had a great winter season despite the difficult hand Mother Nature dealt us. In typical Eastern fashion, we all rallied and made the best of it. As you might imagine, PSIA-E event attendance was significantly affected by the late start and early finish to the season. I also realize that it was extremely challenging for you to attend events since many were being cancelled throughout the season. That being said, I am very proud of our member services team as they worked tirelessly to accommodate members and move them to different events.

I would also like to thank you, the members, for bearing with us as I know it is very frustrating when an event gets cancelled and you have to be transferred into another event that requires a schedule change on your end. Please know that we always have the member's best interest at hand and we try to accommodate everyone as best as possible. We are certainly hoping for some better weather next season so we can get back to business as normal and provide you with the most robust schedule possible. Thank you also to members for recognizing our efforts via your responses in the 2016 Eastern Membership Survey. 90% of you rated our member services as "excellent" or "good" and 92% rated our education staff the same.

Speaking of our survey, we once again recently surveyed the entire Eastern membership in order to gauge our performance and set our goals for the 2016-17 season and beyond. Thank you to the nearly 1,500 members that took the time to share

your input and ideas with us. See the cover story for a summary of results and trends. Your Board of Directors takes this annual survey very seriously and we spend countless hours analyzing all the data in order to make the best decisions possible regarding our short and long term goals to meet your needs. This strategic planning will be a major component of our upcoming June meeting along with a thorough review of this past season so that we can assess our performance and continuously make improvements.

As I enter my final season as President, I wanted to share with you some current goals that are being addressed. As you know, retention of our younger members has been and continues to be a major focus of ours since they represent the future health and sustainability of the organization. Equally as important, we are looking to increase our online course offering so that you can earn educational credits year around from the comfort of your home. These e-courses will also cut down on your overall cost to maintain your membership since you will not have to take time off from work and incur any travel expenses. Lastly, I wanted to assure you that we are laser focused on increasing the awareness of our members to the skiing and riding public. We will be building out our current web site at www.learnertoskiandride.org in order to better connect you with the guests that will be visiting your resorts. Look for more details on all these initiatives in the summer and fall editions of the SnowPro as our staff works hard the next six months to make these projects a reality.

Lastly, I would like to congratulate and recognize Matt Boyd, Eric Lipton, and Brian Smith for their selection to the National Alpine Team as well as Amy Gan on her selection to the Snowboard National Team. In addition, Geoff Krill was named National Adaptive Team Captain. This is a huge accomplishment and we are very fortunate to have these talented individuals in our division. Also, I would like to congratulate Jeb Boyd on his appointment as the Teams Manager for PSIA AASI. Jeb's contributions over the years have been instrumental in moving us all forward and I look for big things to come from under his leadership.

That's it for now, as always, please do not hesitate to contact me at president@psia-e.org. ☞

*Life's a
MOUNTAIN
Not a Beach*



SNOW



Volume 42, Number 4

Michael J. Mendrick, Editor

Kathy Brennan, Assistant Editor

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

1-A Lincoln Avenue

Albany, NY 12205-4907

Phone 518-452-6095

Fax 518-452-6099

www.psia-e.org

General Information

Submission of articles, photos or other items for publication is invited. Articles 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/EE. Articles are accepted on the condition that they may be released for publication in all National and Divisional publications.

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

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

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



PSIA-E
Education Foundation &
PSIA-AASI Eastern

Staff

Michael J. Mendrick
Executive Director
Don Haringa
Director of Education & Programs
Sue Tamer
Director of Operations

Board of Directors

President
Eric Jordan
Vice President
Ross Boisvert
Immediate Past President
Ron Kubicki
Region I
Director – Peter Howard
Representative – Peter Holland
Region II
Director – Ted Fleischer
Representative – Katherine MacLauchlan
(Treasurer, PSIA-E)
Region III
Director – Dave Beckwith
Representative – Dave Welch
(Secretary, PSIA-E)
Region IV
Director – Bob Shostek
Representative – Steve Martin
Region V
Director – Wendy Frank
Representative – Dick Fox
Region VI
Director – Brian Smith
Representative – Jack Jordan
Region VII
Director – Walter Jaeger
Representative – Paul Crenshaw

Committee Chairpersons

Alpine Education & Certification Committee
Peter Howard
Snowsports School Management Committee
Doug Daniels
Alpine Education Staff/BOE
Keith Hopkins
Children's Committee
Sue Kramer
PSIA Representative
Steve Kling
Adaptive Advisor
Kathy Chandler
Nordic Coordinator
Mickey Stone
AASI Advisor
Brian Donovan
Race Programs Committee
Brian Smith
Area Rep Program Coordinator
Joan Heaton
Membership Promotion Committee
Walter Jaeger

executive tracks

MICHAEL J. MENDRICK,
EXECUTIVE DIRECTOR

The Winter of our Discontent

We weren't a particularly happy bunch this winter. Or whatever that just was. Autir? Sprinter? Winfall? I can't quite come up with the best hybrid term to describe the period of December 21, 2015 and March 20, 2016 but it sure wasn't winter like I remember it. Ever. And I have lived in upstate New York for more than half a century.

In any event it was a tough ski and ride season for just about all of us in the Eastern Division. While we are already focusing our energies and efforts on planning for a MUCH better year in 2016-17 I'd like to take up some page space sharing with you key stats and trends from the winter that wasn't (or wasn't much).

Membership Renewals

- YTD overall retention at 88.44% vs. 88.5% budget (basically on target)
- YTD retention of 88.44% is about .75% down from last year at 89.25%.
- 40-74 group at 92.6% retention
- 30-39 drops to 84.9% retention
- 16-29 drops to 67.9% retention
- 16-39 drops at 648 vs. 511 in 2014-15 (up 26.8% in number of drops in this age group)

As you can see the retention rate drops dramatically as the age groups get younger. This trend and the huge year-to-year increase in drops within the 16-39 age groups provided much of the impetus for revising the Eastern dues structure to be more accommodating for the age groups most at risk in leaving the organization and vitally important to our future viability and relevance.

New Members as of May 1, 2016

- 1,005 new members as of May 1 (down 235 or 19% from budget of 1,240)
- Down 246 new members from 2014-15
- Lowest number of new members in at least 15 years (since before 2000).

One key reason new members was down so

much – we only ran 43 Alpine Level I exams vs. 62 L I exams in 2014-15 due to early sign-up issues and late weather/cancellation issues. This alone accounts for nearly 200 less new members.

Event Attendance as of April 2016 (projected year-end)

- Total event registrations 4,524
- Down 1,126 (20%) from budget of 5,650
- Down 1,113 from 2014-15
- Alpine down 19%, Snowboard down 34%!
- Alpine down more than 1,000 registrations since 2012-13 (4,027 vs. 2,978 this year)
- Snowboard down almost 50% from 840 in 2004-05 to 443 in 2015-16
- Lowest event registrations in at least 15 years
- Down from 7,825 in 2003-04 to 4,524 in 2015-16 (drop of 42%).
- Primary reasons for not attending events cited in 2016 survey (to date): 33% "Did not need to take an update." **30% "poor weather or conditions" (vs. only 1.75% in 2014-15)!**

There is no question this year ranked as one of our worst seasons ever for event attendance. In most years "poor weather or conditions" is a non-factor on our annual membership surveys for why members did not attend an event; this year is was the second leading reason. That said, our discipline steering committees, division staff and volunteer leadership will be looking at ALL the potential reasons for falling event registrations and how to improve both our offerings and the process so that you are inspired to attend PSIA-AASI events – and not just when you "need an update."

Check out the review of the spring 2016 Membership Survey on the cover of this issue. We are taking all of that input both to head and heart in planning for next year and very much appreciate all the contributions of data and comments more than 1,450 of you have made via the survey. If you'd like more details or insight on any of the information above let me know at mmendrick@psia-e.org.

Thanks and enjoy your spring and early summer! ☀

Executive Observations:

It is encouraging that the highest percentage answer regarding member service from the division staff and educational experience from the field staff is “Excellent” and that, in both cases, more than 90% rate the division office staff and education field staff as either “Good” or “Excellent.” Ratings for the education staff are remarkably strong and consistent regardless of member experience level or age. Even more impressive - these ratings for both office and education staff have remained consistently positive (over 90%) since the first annual Eastern membership survey in 2010.

Indications:

We should continue to focus on ways to attract, train, compensate and retain the best quality people we can at both the division office staff and education staff levels to ensure the high marks we receive from members continues to be a bright spot in the annual survey.

The dues for EASTERN DIVISION membership in 2016-17 will be as follows: \$50 for members age 16-29; \$60 for members age 30-39; \$72 for members 40-74 and \$50 for members 75 and above. Please select the statement that best reflects your perceived value of membership for your EASTERN DIVISION dues:

Answer Options	Response
Excellent	56.4%
Good	36.1%
Fair	4.8%
Needs to improve	2.8%

Executive Observations:

While it is encouraging that nearly 80% of members feel that Eastern Division dues provide either a “good” or “moderate” value there is always room for improvement. Younger members in the 16-29 age group rated dues value higher at 85.4% rating “good” or “moderate” while the ratings dropped somewhat by members 50 – 74 to 78.2% “good” or “moderate.”

Indications:

We need to work to improved perceived membership value for all age groups with a renewed focus on the needs and desires of veteran and older members as well.

Please select the statement that best reflects your opinion on the fairness and equity of your EASTERN DIVISION dues:

Answer Options	Response
My divisional dues amount for 2016-17 is fair and equitable.	40.08%
My divisional dues amount for 2016-17 is not fair and equitable.	35.07%
I do not have a strong opinion either way.	24.84%

Executive Observations:

We included this question to measure feedback on the new dues structure. As expected, the responses to this question depended a great deal on the age group of the respondent. 61.4% of members in the 16-29 age group indicated their dues were “fair and equitable” while only 36.6% of members age 50-74 felt the same.

There remains some misunderstanding behind the rationale of the new dues structure. ALL Eastern members were going to be assessed a \$6 dues increase in 2016-17 based on an Eastern Board vote in October of 2015 – the first Eastern dues increase after 5 consecutive seasons at \$66. Then new statistics in November of 2015 showed that we had 648 members age 16-39 not renew this year - that is up 27% from 511 in the same age group that left in 2014-15.

We surveyed the members that did not renew and the primary answer for doing so was the cost of dues. Most said they wanted to be involved but could not afford it. This action is a clear response to that. The Board decided that this program would allow us to restore funding to programs cut by 7 straight years of no budget growth while retaining a higher percentage of young people – imperative for the future health of the organization.

Indications:

We will be closely monitoring the impact (positive or negative) to the change in the dues structure and the Board will be making adjustments as needed to provide the best balance of affordability and equity to all segments of the membership moving forward.

Workplace satisfaction is an issue of growing interest in the snowsports teaching profession. Please select the following statement that best agrees with your opinion of your resort and snowsports school work environment and instructor obligations.

Answer Options	Response
I am very satisfied with my working arrangements and environment as a snowsports instructor.	36.65%
I am somewhat satisfied with my working arrangements and environment as a snowsports instructor.	28.33%
I am neutral on this question.	16.28%
I am somewhat dissatisfied with my working arrangements and environment as a snowsports instructor.	13.32%
I am very dissatisfied with my working arrangements and environment as a snowsports instructor.	5.43%

Executive Observations:

More than 65% of respondents indicated being either “very” or “somewhat” satisfied with their working conditions at snowsport resorts. Only 18.7% of survey respondents indicated they are either “somewhat” or “very” dissatisfied with their working arrangements and environment as a snowsports instructor.

Indications:

For the most part, members are pleased with their surroundings and working obligations at their snowsport resorts – indicating a good number of positive and enlightened resorts and snowsports school directors in the East.

Workplace satisfaction is an issue of growing interest in the snowsports teaching profession. Please select the following statement that best agrees with your opinion of your resort and snowsports school pay and benefits.

Answer Options	Response
I am very satisfied with my pay and benefits as a snowsports instructor.	12.73%
I am somewhat satisfied with my pay and benefits as a snowsports instructor.	27.93%
I am neutral on this question.	21.22%
I am somewhat dissatisfied with my pay and benefits as a snowsports instructor.	23.41%
I am very dissatisfied with my pay and benefits as a snowsports instructor.	14.71%

Executive Observations:

Pay and benefits lag behind work environment and obligations in the survey. 38.1% of respondents indicate being either “somewhat” or “very” dissatisfied with their pay and benefits as a snowsports instructor (vs. only 18.7% indicating the same marks for work environment). By comparison, the 2015 survey indicated that 27.9% of respondents were “somewhat” or “very” dissatisfied with workplace benefits as an instructor.

Indications:

While employment and pay issues are not a part of the formal mission of PSIA-AASI, we need to respect the concerns of a growing number of members for whom being a snowsports instructor is not as financially attractive (or viable) as years past. If they stop teaching they drop out of the organization. Neither is a good outcome. We will continue to promote the value of our members to both the general public and resort management and push our national association to strengthen relations with the leadership of NSAA (with whom our national association shares an office in Lakewood, CO).

My biggest deterrent to remaining a member of PSIA-AASI is:

Answer Options	Percent of respondents answering “Strongly” or “somewhat agree”
The cost of attending events	64.1%
The cost of dues	62.6%
The lack of recognition of my certification status by resort guests	51.7%
The time required to attend events	47.4%
The lack of recognition of my certification status by resort management	45.9%
The requirement for educational updates	39.0%
None	20.8%

Executive Observations:

Of the listed deterrents, “the cost of events” and “the cost of dues” were indicated as the overall biggest deterrents to remaining a member. As expected, the cost of dues and the cost of events is more of a deterrent to younger members (72.4% of 16-39 year old members cited as “strongly” or “somewhat” agree vs. 60.6% of members 50 and older). Interestingly, the lack of recognition of certification status by resort guests was ranked third as a deterrent – higher than the time to take events, ed update requirements or recognition by resort management.

Indications:

This is another example of younger/newer members having different needs and concerns than older/veteran members. Finding a way to balance resources and efforts to develop effective solutions for each group will continue to be a primary challenge for the organization. This also reinforces the need for a strong brand and member promotional effort since lack of recognition is a big deterrent to remaining a member.

What do you feel should be the highest priorities for the Eastern Division?

Answer Options	Percent of respondents choosing Priority Ranking 1 or 2
Promotion of the PSIA-AASI brands and members to the skiing and riding public.	59.4%
Development of greater variety of off-hill and more convenient means of educational programs for members.	51.9%
Involvement in employment issues with resort management.	38.4%
Development of more event scholarships and subsidies to support members pursuing professional development.	35.5%

Executive Observations:

Nearly 60% of all respondents selected “promotion of the PSIA-AASI brands and members” as their priority 1 or 2 choice – highest of all options presented. This ties into the previous poll question about “deterrents from remaining a member” as well. That said, 58% of younger members age 16-29 selected “more scholarships and subsidies for professional development” as priority 1 or 2 and only 39.5% felt promotion should be priority 1 or 2. Conversely, 63.8% of members 50 and older selected “promotion of brands and members” as their leading two priorities. Members also shared 362 comments and suggestions on additional priority needs.

Indications:

Finding a way to be effective in meeting both of these needs for our different membership segments will require a combined effort of divisional staff, committees and volunteer leadership. The recurring theme is that younger and new members want financial help to become and remain involved; more experienced and older members want more recognition and rewards for the time, energy and dollars they have invested in their membership over the years.

In Summary:

Moving forward, “cost vs. value” as perceived by you – the member -- will be continue to be a key to our future financial health as well as organizational relevancy both within the industry and with the skiing and riding public. We are losing young members at an accelerating pace and the aging-out of our 30 and 40 year members is now on the horizon.

I am hopeful that moving forward there will be a more proactive and productive partnership between the National association and all divisions in addressing and acting on the priority needs, issues and concerns that you express to us. At the same time, we will continue to do what we can at the “local” divisional level and maximize the impact of the limited resources we have to make a positive difference in the way our members feel about being snowsports instructors and members of PSIA-AASI.

You can find the detailed data and results for all questions in the 2016 Eastern Division Membership survey online at <http://www.psia-e.org/ms/2016survey>.

Congratulations and thanks to the 2016 Membership Survey award winners (random drawing)!

Winner: \$200 Amazon gift card: Ken Leisenring

Winner: Eastern Division dues for 2016-17: Margie Osswald

Winner: \$100 in Eastern Education Certificate for 2016-17:

Alison Chace <<

national report

By Steve Kling, Eastern Representative on ASEA Board

There is not a tremendous amount to report on the National front. The major issue continues to be the hiring of a new Executive Director. This process is taking a bit longer than anticipated, however it is very thorough and exhaustive process. The current timeline calls for the search firm we have retained to bring candidates to the search committee for face to face interviews in mid-May, with final interviews taking place in early June at our next Board meeting in Colorado, with a decision at that time. Watch your email or the Community for updates.

Also by the time you read this new National Teams will have been selected for all disciplines, Alpine, Snowboard, Tele and Adaptive. Tryouts began one day after the National Academy ended at Breckenridge, Colorado. I had the opportunity to watch the first day of this process, and, as I think we can all appreciate, it is a remarkably demanding process, challenging candidates from the most basic of maneuvers (where there are some surprising breakdowns) to ripping the most challenging parts of the mountain. Our national teams really are our best.

The other news of note from Lakewood is that due to some changes in our IT providers and contractors, ASEA anticipates a substantial budget savings of up to \$300,000 annually going forward. Hopefully this will reduce any pressure for an ASEA dues increase in the immediate future.

Stay tuned for information on our new Executive Director, and don't hesitate to contact me with any question about our National organization.

Steve Kling

Skling1@verizon.net ☐☐

Eastern Request of National Dues Discount for Young Members Deferred to ASEA Dues Committee

By Steve Kling, Eastern Rep on the ASEA Board

I recently submitted the following proposal to the national PSIA Board of Directors in the hopes of obtaining National support and a partial match for the new dues discount program Eastern is offering to members age 16-29. Since 2002 the national PSIA has offered a \$10 dues discount match to the Eastern \$20 dues discount for students age 16-23. We asked that the dues discount be extended to include all members 16-29 (to match the new Eastern policy and maximize the effectiveness of the program in retaining young members).

Proposal:

ASEA agree, on a one year trial basis for 2016 - 17, to match the Eastern Divisions dues discount of \$10 for members between the ages of 16 and 29, and evaluate the effectiveness of that program after the one year trial period.

Rationale:

For this past year the Eastern Division has experienced roughly 28% higher loss of members in the 16 - 39 age group that in the previous year. This is despite the Eastern Division being the most highly-regarded by its membership of all Divisions (2015 National Survey).

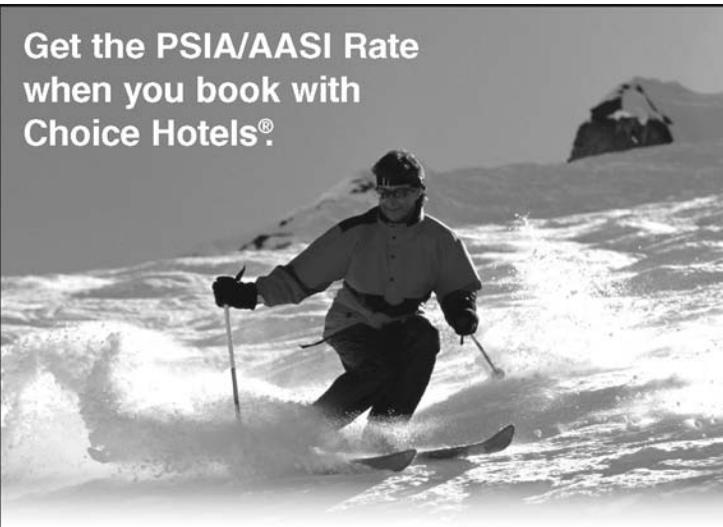
Recent membership surveys suggest "red flags" with respect to the satisfaction, and thus retention, of younger members. "This profoundly lower satisfaction in the 21 - 49 year old cohort is perhaps PSIA-AASI's most important future risk to long-term sustainability." (2014 National Survey).

Taking a modest, experimental, step to address concerns with our youngest and least satisfied members is worth a minor financial risk.

The proposal was deferred to the the new National Dues Policy committee first for full evaluation and discussion. I am hopeful that that committee – on which both I and our Eastern Executive Director Michael Mendrick have been appointed – will be able to develop more member-friendly dues policies and practices for both our younger "at risk" members as well as our veteran members of all ages and disciplines.

I will keep you posted in future National updates. ☐☐

Get the PSIA/AASI Rate
when you book with
Choice Hotels®



Book at choicehotels.com or call 800.258.2847
and ask for Special Rate ID#00224550



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.
© 2010 Choice Hotels International, Inc. 10-282/05/10

zipperline

Congratulations To New Alpine Education Staff Members

Alpine Development Team

Congratulations to the 2016 PSIA-E Alpine Development Team. Over the past several years, we have looked closely at how our organization attracts, develops, and retains the next generation of Educational Staff. Instead of waiting for the fully prepared, ideal, candidate to sign-up for a Team tryout, it became clear we need to also identify those less experienced, yet passionate, hardworking, talented skiers and instructors, and help them become our future leaders. We identified a few adjustments to the goals and objectives of the Development Team that will create an environment for this type of growth. Some new team members will receive guidance and encouragement to develop their ski performance, technical knowledge, and/or teaching skills as needed to prepare them to be course conductors. Other Dev Team members, many who have previous experience on the DEV or DCL teams, are ready to continue delivering quality programs to our members. The first Development Team Exam, with this new focus, was conducted at Stowe Mountain on March 23-24, 2016. We congratulate the 19 new Alpine Development Team members and we look forward to seeing just how far this opportunity will take them!

William Anderson; Victor Antonelli; Jay Barranger; Stephen Barry; Lonny Clark; Ned Crossley; Matt Dembinski; Brian Dolin; Matthew Heller; Jeff Korajczyk; Jeannie Masters; Paul Mawhinney; Brennan McCleary; Patrick McCord; James Polinchok; Keri Reid; Gary Saperstein; Billy Shreve; and James Wilkinson.

Advanced Children's Educators Selected

Congratulations to the seven new ACE Team Members selected at the tryouts on March 23-24, 2016 at Stowe, Vermont. Left to right are: Alan Sadler, Eze Usle, Harold Smith, Meghan Price, Tim Shannon, Evan Vomacka, Lyndy Dawson. <<



Skiing Into The Future

By Walter Jaeger, Membership & Promotions Committee Chairperson

When I joined PSIA, the concept of “skiing in the future” was a phrase one heard frequently amongst instructors. This only lasted a couple of years as it was determined the phrase caused more confusion than clarity. However, for me, it was a compelling notion. I loved the idea of skiing in the future. Although it took me a few years, I finally understood the concept! Thinking about the changes within PSIA-E and the focus of its Ed Staff over the same period, it may be an apt phrase to apply to PSIA-E: “PSIA-E skis into the future”.

An early survey indicated members wanted more and diverse course offerings. PSIA-E responded with a surprising breadth of learning experiences. The expanded the courses to assist in better certification preparation but also to provide greater lateral content for members desiring to develop beyond the certification focus.

Identifying an industry-wide need to develop future skiers and riders, PSIA-E's response was to develop serious training for child instruction. Recognized as a hugely important program, PSIA-E now weaves children's instructional training within its certification paths.

Not satisfied with the pass/fail rate on its primary certifications (LII & LIII) the PSIA-E Board of Examiners (BOE) created the Trainers College to better assist resort trainers in preparing members for validation. This course began three years ago, it is highly regarded and enjoying strong support from school directors. Additionally, members are embracing the new banking system within our exam process.

PSIA-E is acting on members demands to promote the value and benefits of PSIA-E training and certification. The effort to “promote” is a difficult and a lengthy process. PSIA-E has limited funds and resources. That said, first the Board created a permanent Membership and Promotions Committee. It initiated, and continues to support, the “More Fun Starts Here” campaign. Your Board remains committed to a long-term effort, which over time will generate real benefits for our members. Our PSIA-E Board continues to push and encourage ASEA (the national PSIA/AASI organization) to be a leader in the promotion and value of certification.

These are only a few examples of how PSIA-E strives to stay ahead and to be pro-active in anticipating, as well as acting, on members' expectations. PSIA-E indeed “skis into the future”. <<

Joan Heaton Honored with PSIA-AASI Educational Excellence Award

By Wendy Schrupp, Executive Editor, PSIA-AASI

Longtime instructor Joan Heaton was honored as a recipient of the PSIA-AASI Award for Educational Excellence during National Academy 2016 at Breckenridge, Colorado.

Joan Heaton is a teacher trainer and education consultant for New York's Windham Mountain resort Snow Sport School, as well as a Level II-certified instructor in the school's adult program. She is also certified at Level I in telemark. In a snowsports career spanning nearly four decades, she's helped instill and promote an emphasis on the teaching skills at the heart of PSIA-AASI's student-centered lessons. An academic who taught in the physical education department at The City College of New York, Heaton created ski courses for physical education credit at the college, then joined PSIA in the late 1970s and began integrating her academic acumen at Mount Snow, Vermont.

Her efforts in the 1980s to bring teaching skills, learning styles, feedback, and class management to a level of importance on par with "skiing skills" helped revolutionize snowsports instruction in the United States. Profiled in a Winter 2016 article in PSIA-AASI's *32 Degrees* magazine, she said PSIA's shift in the 1980s from a command style of teaching to more of a student-centered approach "humanized our snowsports lessons. Our lessons have become an 'experience' for both the student *and* the instructor." In addition, she said, "The inclusion of everyone in the lesson process has made for not only a better quality of learning and experience, but for longer-lasting learning because of the experiential, sharing character of the lessons."

She is the author of *A National Survey on Teacher Behavior in Ski Teaching* (1983) and, with Jim Vignani, *A Little Book about Skiing Better* (2010). Within PSIA-AASI's Eastern Division, Heaton has served as chair of the Education Committee and now coordinates the Area Representative Program.

With only 22 other recipients in PSIA-AASI's 50-year history, the Educational Excellence Award is one of the most prestigious honors the association bestows. As outlined in PSIA-AASI's governing documents, "this award recognizes those exceptional few members who have authored PSIA-AASI educational materials over the years. They have added significantly to, and possibly even changed, the educational direction of PSIA-AASI and have exhibited dedication, devotion, and self-sacrifice contributing to the PSIA-AASI educational system, with 10 years or more sustained outstanding service." «

Thanks for your support!

We would like to extend a special **Thank You** to members who supported our Eastern members attending the National Team tryouts in Breckenridge, CO this past April. Your support through donation of airline miles, points towards lodging expenses, timeshares or monetary donations, are greatly appreciated! We would also like to acknowledge those unnamed and unknown members that have contributed directly to many of the eastern team members attending the 2016 National Team Tryouts. Many thanks to the following members for their generous support of the Eastern Team.

David Berger
Tom and Dee Brown
Appalachian Telemark Association «



Master Teacher Program 2015-16 Graduates

A special congratulation goes out to the following members who successfully completed the Master Teacher Certification this season. The Master Teacher program provides instructors with an in-depth educational background in a variety of different specialty areas. In order to receive Master Teacher Certification, the instructor must complete 20 days of coursework and pass an online exam for each course. Coursework includes indoor lectures as well as on-snow application. Congratulations!

Reid Gryder from Gatlinburg Snowsports School with an Accreditation in Special Populations.

Neal Hogan from Mount Snow Snowsports School with an Accreditation in Backcountry.

Ali Pirnar from Killington Snowsports School with an Accreditation in Backcountry. «

Level III College

Our first Alpine Level III College was held at Killington this March. Fourteen Level II members gave their best during the first three days of exam preparation and the final two days of assessment. Rick Svencer and Keith Hopkins made sure these candidates skied every condition Killington had to offer. During the assessment on Thursday and Friday, five members were successful in all three performance areas, thus passing the Skiing Exam. Congratulations to Terence Barrett from Whiteface, Jon Lyons from Elk, Otto Matheke from Liberty Mountain, Robin Reid also from Liberty, and David Terney from Peek 'n Peak. Join us in commending everyone who participated in this five-day event for their hard work, dedication, and determination! It was an intense week of skiing and coaching, and everyone should be proud of their efforts regardless of the outcome. «



Jon Lyons, 72 year old member from Elk Mountain was successful at the Alpine Level III College this March at Killington, VT. «

Thank you for making the best of it!

By Don Haringa, Director of Education and Programs
PSIA-AASI Eastern

I probably don't need to remind anyone reading this of how challenging this past winter was for the resorts in the east. My hat is off to our eastern resorts for the time, effort, and expense they committed to keeping their slopes and trails in the best condition possible. Each time Mother Nature threw us another curveball, the resorts fought back, and within days had us skiing and riding on pretty great snow again.

Unfortunately, there were times when the resorts were faced with weather in which there was nothing they could do. In some cases we were forced to cancel events. In other cases we ran events in conditions that were less than favorable, but still possible. I was at a couple of these events this season, and what I witnessed was incredible. Despite the deteriorating weather and the marginal conditions, our members went out and made the best of it. The education staff did their best to find the "good spots" and clinics went on like a fairly normal winter. I was prepared to hear a fair amount of complaints, but what I heard from our membership was praise. Almost everyone took the conditions in stride and made the best of the situation. With that in mind I want to take up a little space in this issue of the SnowPro to say thanks.

To our PSIA National Team members, thank you for your tireless efforts and flexibility in your programs at the Masters Academy/Pro Jam. The indoor options which several of you put on with little advanced notice were a greatly appreciated alternative for many of the participants. The on snow clinics went off without a hitch, and many



Here's to a lot more of THIS next season!

of the participants raved about the event, saying that it was one of the best they had attended, despite the conditions.

The same praise and a whole hearted thank you goes out to the Eastern Education Staff. From the Pro Jam to the Spring Rally and every event in between, you folks knocked it out of the park. Again, the vast majority of what I witnessed was the staff and the members working as a team to make the best of a less than perfect situation. The evaluations that I've read were as positive as, or perhaps even more positive than in a "typical" winter. Great stuff, gang!

I also need to heap some praise on the Eastern Division Office staff and the Ed and Programs staff. You folks are amazing! From working with our members to get them into events when their original event was cancelled, to making hundreds of phone calls to members when we had to move an event or change an event date, you went above

and beyond the normal call of duty. This season could have been a disaster had it not been for the efforts that you made to make all of the changes in the schedule work as well as they did. Bravo!

Finally, the biggest thank you goes out to our members. Despite the conditions and the event shuffling, this was a year where our members rallied and made the very best out of a tough, tough winter. Talk about a group that when the going got tough, the tough got going, you guys are awesome! When I was expecting frowns, I got smiles. When I expected complaints, I heard compliments. When the weather wouldn't cooperate, I heard you say, "Wow, the resort did a great job with the grooming!" The optimistic attitude that this membership displayed was amazing. THANK YOU!

I hope you have a great summer and look forward to a very good winter. We deserve it! <<

Annual Spring Rally Race - Killington, VT - April 3, 2016

The Hannes Schneider Memorial Race was cancelled this year, just a week before the event. We held out as long as possible waiting on a miracle Nor'easter that never developed anywhere close to Vermont! There is only so much that a ski area can do, when we have a season like this past one. Killington's staff did an amazing job ensuring everyone had enough terrain for all the events held throughout the week.

So to last year's winners, congratulations, you still hold your titles! To everyone who was going to participate in this year's race, we look forward to seeing you in the starting gate next year! <<

Save the Date!

Mark your calendars now!! Fall indoor courses will be held at Camelback Mountain, PA on October 27 to October 30, 2016. A full list of courses will be announced in the Summer Snow Pro Issue and on the Eastern website.

Save the Date!

****NEW**** this year the annual jumping event will be held at Waterville Valley Black and Blue Trail Smashers Snowsports Educational Foundation on August 18-19, 2016. The WVBBS Bag-jump is a high-tech innovative tool for freestyle and snowboard athletes to learn tricks safely! It is a 50' x 50' x 15' multi-chambered, airbag apparatus used for absorbing the impact of landings. This allows athletes to train new and difficult tricks before trying them on snow. WVBBS is the first snow sports program in the East to offer Bag-jump training. Check the Eastern website in July for complete details and registration information. To learn more about WVBBS check out their website at www.wvbbs.org. <<

Eastern “Represents” at National Team Tryouts!

Congratulations to all Eastern members that tried out for National Teams this past week at Breckenridge, CO. Matt Boyd and Eric Lipton were selected for a third term on the Alpine team and Eastern Board member Brian Smith was selected for his first term! In other big news, Amy Gan was selected for her first term on the Snowboard team! Jeb Boyd continues as National Teams Manager and Geoff Krill is the Adaptive Team Captain. Also congrats and thank you to Nate Gardner, Frank Cartwright (Alpine); Brian Donovan and Greg Fatigate (Snowboard) and Matt Charles, Keith Rodney, Karen Dalury and Christian Nation (Tele) for their efforts in trying out and demonstrating their skills and passion for teaching, skiing and riding! <<



Are You Serious?

By Peter Howard, Education/
Certification Chairman PSIA -E

Are you serious? If your answer is an enthusiastic ‘Yes I’m serious’, then here are three areas on which to focus:

- Attention to Detail;
- Physical Fitness; and
- Get Outside Your Comfort Zone.

Attention to detail - Know how you want your skis or board to perform. Work at it early and often. Realize there will be people who offer their help and advice, but only you can feel your equipment’s performance. Try what they have suggested, if it works and you like the performance, keep it, if not move on. Build movement patterns with methodical, rhythmic repetition until they are automatic, then increase the pace and terrain. Be purposeful about your movements. Always try to feel how movements in your feet and legs effect ski/board performance. Skillfulness in athletics means selective control of movements in various body parts at the same time. Attention to detailed body movements will produce skillfulness.

Physical Fitness - Sport and fitness are, or should be, mutually inclusive. Fitness can be a benefit of sport participation; however, mastery of a sport requires more skiing or riding oneself into shape. As a person’s skill level increases, and the level of “play” rises, the physical demands on the athlete increase. Perhaps your commitment to fitness may be the best test of whether or not you are serious.

Get Out Of Your Comfort Zone – Lastly, unless you get out of your comfort zone, you will never feel the need to change. When things get uncomfortable, a person tends to pay more attention, try harder, or adjust behavior to meet the challenge. A great way to do this is with someone who will responsibly take you to an experience that is just beyond your happy place. I’m writing this article from the National Academy at Breckenridge, where several other Eastern members join me. I am willing to bet everyone agrees this is a special event where the boundaries of your comfort zones are tested daily.

We all love something about participating in and passing on our love of winter sports. Is that enough to answer ‘yes’ to the question, ‘Are you serious?’ If not, take these few suggestions to heart and I look forward to seeing you out there next season. <<

around the regions

Region 1 Report (ME)

*By Peter Howard
Region 1 Director*

On March 30th, over 50 people attended the Region 1 meeting hosted by Sunday River. With this great turnout, time was spent discussing the new age group dues structure; the merits and burden of the required CS1 and 2 events; and their opinion about a monthly dues billing option. Most members agreed that monthly billing would be a welcomed improvement over the lump sum due in June. It was felt this change would improve retention of newer members. We will be sure to pass this suggestion onto the board.

It was harder for the group to agree on what would motivate new teachers to join, and then stay, with PSIA. Everyone clearly agreed the locker room culture, and relationships with other professionals, are the nourishment that grows new members. However, beyond that, no specific solution was identified.

Everyone in the room knew it was a difficult year for their areas, themselves, and PSIA-E. Peter Holland and I emphasized that their organization is looking for ways to be innovative, fast on our feet, and open to suggestions related to programs, policies, scheduling, and member support.

As winters go, it's probably good this one's gone. All the best, Peter Howard

Region 1 Report (NH)

*By Peter Holland
Region 1 Representative*

While it is easy to say this season was a bummer, I think many of us got out and made the most of it. I know despite the rain, fog, occasional snow, and then the warm weather, I still got in a good many days. Fortunately, we don't usually put two poor seasons back-to-back, so look forward to a better 16-17 season.

Peter Howard and I held a Regional Meeting at Waterville on Jan 27. Unfortunately, we had only about a dozen attendees. Michael Mendrick was kind enough to come and present. He went over the membership data citing all our concerns about losing members in the 16 to 29 year old group, and the fact there are a large number of members who will probably age-out over the next five-to-ten years. Bottom line is we need to get new members and we need to keep the ones we have. Your ideas are important, so I hope I will hear from you on this subject.

After listening to comments and questions about the benefits of belonging to PSIA and the associated 4cost, it is evident many members would find it beneficial to move the membership renewal due date

from June to October and also offer a monthly credit card or debit payment method. Michael, and the Board, are working on these suggestions and I have my fingers crossed these changes will be approved by National and implemented sooner than later.

My apology for scheduling the Waterville Meeting when I did, I thought I had tied it in with a PSIA event but I missed the mark by a day. In the future, we will schedule a day in the middle of a group of events. Many thanks go to Peter Weber for hosting the meeting.

Please do not be bashful about contacting Peter Howard or me with questions, concerns, or opinions on PSIA matters. I am here to be your voice at Board Meetings and your input is always welcome.

I hope you all have a great summer and come back in the fall ready to hit the slopes. Everyone pray for a snowy winter next year.

Region 2 Report (VT)

*By Katherine Rockwell MacLauchlan
Region 2 Representative
And Ted Fleischer
Region 2 Director*

Greetings Region Two!

Thanks to all who came to the Region Two meeting at Killington in April. We had 23 members, representing a wide demographic, who all brought up articulate and constructive points. The Board can only base our actions on the data we have and these meetings are one of the ways we gather that data. Please be sure to use the Region Two Facebook page or the Eastern group on the National Forum. We are only as strong an organization as the people who contribute to the group as a whole.

We've gotten a lot of feedback about the dues scenarios. It is disheartening, that despite the years of data pointing us in this direction, the initial reaction has been so negative. However, it's encouraging the people we're hoping to reach are, although quietly, reaching out and expressing their gratitude. As with anything, you don't know until you try. Rest assured, if this dues structure doesn't pan out, and we continue to lose new and younger members faster than we can recruit them, we will change. When we made this decision in October, we had no way to know this past season would be nothing short of a disaster. The timing was terrible, but hindsight is always 20/20. The good news is things can only get better from here. Now, we are at least at a point where the 2016-17 budget has room in it to go back to doing what we do best, delivering top of the line education and professional development to our Eastern members.

If you have an idea for an online or in-person course you'd like to see us offer, please let us know. Ideas like the Kids' Kube App and the Children's Webinar, we ran in the fall, should be expanded to make it easier and more affordable to stay in good standing. There's no magic bullet, but have no

doubt your volunteer leadership and the Albany staff spend a significant amount of time working towards innovative solutions to best serve you.

As mentioned, the weather and snowfall were less than cooperative. Many region 2 resorts logged less than half of their 10-year snowfall averages. In fact, even when what little natural snowfall did come, warmer temperatures and rain often followed. Due to the lack of cold weather, some resorts even finished the season under their annual snowmaking budget.

At the end of the season, and at the time of this writing, a still developing story has dropped a bombshell in our region. Kingdom Con, as it's been called, has Jay Peak and QBurke resorts in the spotlight. According to media reports, owners of these two resorts allegedly misappropriated tens of millions of dollars in investment and development money. This has resulted in a SEC investigation and the removal of the owners from the day-to-day operations. The owners claim no wrongdoing. In the meantime, an independent management team has been appointed to assist with day-to-day operations. The upcoming months will provide much more insight into this developing situation.

Have a great summer,
Katherine (katherineatpico@gmail.com)
Ted (tedfleischer@gmail.com)

Region 3 Report (MA, CT & RI)

*By Dave Beckwith
Region 3 Director*

We made it through a very tough winter. Kudos goes out to all of our snowmakers for keeping us going this season! We couldn't have done it without you.

Our Regional meeting was held at Mt. Southington on February 28. It was well attended, including three new members who were formerly with Amateur Ski Instructors Association (A.S.I.A) who were attending their first regional meeting. The meeting started with the Eastern Division update, covering our membership (both trends and demographics) and what we are doing to address concerns, issues, and needs. Of course, the topic of the dues increase and new structure were discussed. However, before we dove into that subject, we spent time on what the Eastern Board of Directors (BOD) has done to avoid an increase since 2010 and what PSIA/AASI's role, in particular, has been in the increases members have seen. This information gave the attendees valuable insight into what went into the decision making process and why the dues increase was necessary.

When it came time to open it up the meeting for questions there were no negative questions, and several people thanked the organization for looking at, and reducing operating costs, as well as the actions the BOD has taken to keep ahead of our challenges. At this time, we also had quite a few comments about ASEA. Dave Welch and I outlined

what our national partner does and doesn't provide for divisional members, emphasized that changes have taken place, and there is hope things will get better in the future.

Some other comments and suggestions from the attending members included:

- Perhaps the financial impact would be greater if the event fees were "restructured" versus a dues change. Everyone agreed event fees are a good value for what is received.
- Should Ed Staff be required to be reevaluated at regular intervals?
- Can Level 2 exams go back to a 3 day all inclusive (skiing / teaching) format to reduce cost for the member?
- Reduce costs, and hurdles to certification, by including the children's module in Level 2 and 3 and having CS-1/CS-2 be accreditations and not specific requirements for Level 2 or 3.
- Create more opportunities for members to ski with National Team members.
- No one wanted the standards lowered or changed!

Finally, we shared Steve Kling's National report with the attendees. There was lots of lively conversation and many good thoughts were exchanged.

Congratulations go out to Jay Barranger for being selected for the Alpine Development Team!

Please take the time to "like" us on Facebook <https://www.facebook.com/Region-Three-PSIA-and-AASI-Eastern-Division-524064714289291>. There will be lots of great information posted throughout the summer so check in often.

Both Dave Welch and I would like to thank all who voted for us in the elections. We are your representatives and your voice to the Board of Directors. We want to hear from you, feel free to contact us at the following email addresses:

Dave Beckwith Sr. (Regional Director)

davelee26@sbcglobal.net

Dave Welch (Regional Representative)

dbwelch317@att.net

Have a wonderful summer!

Respectfully, Dave Beckwith

Region 4 Report (PA, NJ)

By Bob Shostek

Region 4 Director

Greetings fellow Region 4 members. I want to start with a big thank-you from Steve Martin and me for your vote of support in the past election!

What a winter it wasn't!!!! In my forty-plus years of coaching, I have never experienced weather and snow conditions like this past season. I did not have a week from the start in November, to the end in early April, when there wasn't any rain. Over the years, we have had some challenging seasons in the east, but this past one is for the record books. A BIG THANKS to our host ski areas, for our eastern

events, who helped make it happen, in spite of the lack of snow and weather. Personally, I need to "tip my hat" to area operators, snow makers, and a special acknowledgment to the groomers for being so creative with so very little!

Also, to all of you who attended events, I give "two thumbs up" for your professionalism and dedication, coming out no matter what. At many events this season, there were times when looks on faces told the story without words. You know the look - a smile with the internal laugh that meant "what the hell am I doing here"; wringing water out of gloves while on the lift for the next run; or smirks that meant we are soaked as much as you are, no matter how waterproof your gear. Yep, two thumbs-up for being dedicated pros working on enhancing your talents for the next level!

We held two regional meetings this past winter, one at Liberty with over 25 attendees, and one at Elk where 8 members attended. The attendance at both regional meetings was the lowest I have ever experienced; I hope it means members are satisfied with what is happening in the region and division. The informational update about the division was well received. The Liberty attendees were mostly members from our Snowboarding discipline, displaying a fantastic level of interest from our AASI membership. These members voiced some solid concerns relating to the Region 4 Snowboard schedule of events, these issues were noted and will be reported to our Director of Ed and Programs and the AASI Coordinator at the June 2016 Board of Directors meeting. I will continue to lobby for quality, quantity, and diversity of educational events, as well as exams for all disciplines and levels in our region. This past season's schedule was a good example of variety for all disciplines. With some member feedback, I believe the division can/will satisfy our regional needs.

Congratulations are in order for members who work or live in Region 4 that were successful at the Development Team Tryout at Stowe Vermont. There were 35 candidates at the tryout with 19 making the team. Members from our Region that were successful are: Matt Dembinski - Jack Frost; Paul Mawhinney - Roundtop; Patrick McCord - Whitetail; Billy Shreve, who works at Whitetail and lives in Region 7; and James Polinchok who works in Region 5 and lives in Region 4. We also want to congratulate all Region 4 members who successfully validated in the National Standards at LI, LII, or LIII this past season. Your hard work and dedication has its rewards!

Speaking of hard work and dedication, after years of refusing to "throw in the towel", one of our longtime Region 4 members, Jon Lyons from Elk Mountain, successfully validated in all three skiing phases of the Level III, and at 73 years young! In my recollection, I believe this is the oldest age to attain this skiing level. Congratulations Jon, you did not allow age to be a factor in achieving your goals!

As always, for any questions, issues, or concerns about the region or division, contact Steve Martin or me.

Only 7 months and we will be riding and sliding again. Have a great spring!

Bob Shostek, Region 4 Director

Steve Martin, Region 4 Representative

Region 5 Report (Western NY)

By Wendy Frank

Region 5 Director

The Region Five Membership Meeting was held February 9th at HoliMont Snowsports School with 64 attendees. The meeting opened with a welcome message and introductions. Next, we reviewed our membership demographics and trends relating to PSIA-e and specifically Region Five. Followed by a discussion of what we are doing to help address membership issues, concerns, and needs. During the discussion, members expressed the following ideas:

- Too costly to travel to other areas, but appreciated the events that were close to home.
- Each resort should assess the needs of its members and work from there.
- The exam process was too costly, too time consuming, and too arduous.
- Help keep down costs with a three-day exam including children's, skiing, and teaching.
- Should the CS1 and CS2 be required, they just add more cost and travel to the process.
- We need more recognition for the shield from management.
- Concerns generations value different things in PSIA: learning and the certificates; friendship and sharing experiences; or perks and discounts.
- There are two different groups within our 10,000 members. The 9,000 who don't do it for a living, like the part-time aspect of PSIA/AASI, feel at home in a club-like atmosphere, are supported in their personal growth, and consider it a hobby rather than a profession. The other 1000 are full-time and do it to keep the roof over their head. These totally different groups have different needs do we address both?
- Can trainers and examiners from other areas come and ski with those who want to be trained, and are interested in certification, when it is not a PSIA/AASI calendar event?
- Concerns about recruiting, engaging, and retaining younger instructors. Suggestions were made to use social media, college newspapers, and posters for local schools to recruit members and train to be instructors. Re-ignite a juniors program in our Kids Programs to instill PSIA/AASI interest. Have a ski school sponsor a local college or high school ski club. Holiday Valley gives special rates to ski clubs.
- Appreciative for all of the support received from Snowsports School as well as the PSIA staff.
- Check out what CSIA does well. Get together with CSIA for clinics.

The next segment of the meeting briefly described and discussed the newly approved Dynamic Dues Structure. There were no radical disagreements about the new structure. Most meeting attendees agreed it was good to help the younger and older members. As one person said: "It's one beer."

During the meeting, a Region 5 Member Satisfaction Questionnaire was distributed. Twenty-five questionnaires were completed. The following is a summary of the results related to the Eastern division of PSIA/AASI.

- 1) In response to one aspect about PSIA/AASI you enjoy: Many of the surveys stated how much members enjoy being a part of PSIA/AASI, and how they appreciate its professionalism and dedication to the sport. It seemed the most important aspect of being a member was the sense of belonging, the learning acquired, and the friendships made and maintained.
- 2) In response to one part you feel needs improvement: Much of the feedback discussed during the meeting was reiterated here. In summary, related to education, respondents would like more clinicians on a local level, boot fitting and orthotic clinics, and for the American Teaching System to be PSIA's product, instead of the exam. For benefits, a clear, up-to-date listing of resort discounts and better communication of non-educational benefits. Related to value, respondents requested a smoother certification path, indicated frustration youngsters don't see PSIA's value, commented it's up to members to reinforce value with other members, identified high prices for events, and noted younger instructors say it's not worth the effort. For online improvements, the website could be less frustrating and easier to navigate, easier online registration, include more online apps, and updates to the Matrix.
- 3) For one facet of clinics you enjoy: Respondents indicated clinicians are uniformly excellent, transforming skiing, unlocking skills and providing a wealth of knowledge. In addition, respondents enjoyed sharing ideas and meeting people.
- 4) Regarding any aspect of clinics you feel need improvement: Most people wrote they really enjoyed their clinics and had nothing they felt needed improvement. However, respondents also requested more of the things done well, including more clinics earlier in the season, women's clinics, video of clinics, and accessibility to advanced clinics and clinicians.
- 5) Finally, when respondents were asked to identify any other concerns: In addition to things previously mentioned, they requested better communication before a clinic with the clinician and participants regarding concerns, expectations, and the like. Concerns equipment discounts are disappearing. Lastly, they expressed a desire to

promote minority and women's membership, possibly through local mentorship programs.

All in all, I felt it was an excellent meeting with great member participation. Many thanks go to Ron Kubicki, Steve Howie, and Dick Fox for fielding questions and speaking with members after the meeting. I feel hopeful the information gathered and shared from this meeting will be useful for all of us.

In other news from Region Five:

Bob Armour, Holiday Valley Snowsports Director writes: "Holiday Valley closed for the season on Sunday, March 27th. It was a warm, sunny day with great skiing and a cookout and music on the Champagne sundeck at the Yodeler Lodge. The golf course was also open. Holiday Valley had 98 days of skiing and riding this season, with a record 25 sunny days. It was a challenging and interesting season, but we had fun and made the best of it, and we look forward to next year!"

HoliMont Snowsports had a decent year, once the snow started to fall. Our Free Heel Fling TeleFest in March was a great success, and our FLITE Free-style Team sent many hopeful athletes to the Junior Nationals in Steamboat Springs. This year we had many PSIA/AASI events at our area, along with several in-house events. We had five successful Level I Snowboarders, one Level 2 Alpine, two Level 2 Nordic Certs, 3 CS1 candidates, 3 CS2 candidates, one Regional Resort Trainer Level 2, and one new member made the Dev. Team. Congratulations to all.

John C. Goodfellow, President of Four Seasons Ski and Snowboard School reports: "We have been in business more than 50 years. We started out with people learning to ski by walking up the hill. Since the rope tow of the early 60's, to "J" bars, and now a double chair and conveyor lift, we have taught thousands of people to ski and snowboard. I am also a life member of PSIA and on the BOD of SANY. This was a tough season for all, but we have survived another crazy weather pattern. My best wishes to all in our industry."

Greek Peak's Joe Hazard writes: "What happened? Did we get a memo I missed in September that this year all the snow was going to stay in the West? Anyway, even with all the snow that didn't happen we made lemonade out of the lemons. Our Snowsports Staff went above and beyond to ensure that every guest, every rental, every lesson, and every contact was simply the most fantastic experience that could be given. Greek Peak benefits from a highly motivated, experienced, and dedicated staff. Some of our programs actually grew in numbers, and our staff was busy right up to the last day of the season. We really had a good year and are looking forward to the snows of next season."

Regards,

Wendy Frank, Region Five Director,
wendy@holimont.com

Dick Fox – Region Five Representative, dfox@wmf-inc.com

Region 6 Report (Eastern NY)

By Jack Jordan

Region 6 Representative

Here in the Catskills, April has proven to be the snowiest month of this past ski season. In spite of the less than cooperative weather, most resorts in the area were able to "pull it out" thanks to the outstanding efforts of the snowmakers and groomers. I distinctly remember two days of steady rain and wind in mid-March. The second day of the storm, as I skied from the upper mountain to the lower to start my shift in ski school, the trail was littered with branches and a few trees. The wind howled so badly the lifts on the upper mountain had to be shutdown. By early afternoon, the lower area had also closed. Not deterred, some people had come to ski and we even had a few diehards take lessons. That night the temperatures plummeted and I expected less than favorable conditions the next morning (eastern extreme hard pack) but, much to my surprise, our staff had done a fantastic job of clearing the trails, blowing snow, and grooming. Without the dedication of these hardworking people, at all our resorts, the season would have been considerably worse.

I regret we didn't get to have our annual Region 6 meeting at Belleayre. The meeting was scheduled for March 21st and the PSIA events scheduled that day were cancelled when the mountain closed. Thankfully, the preceding Saturday and Sunday events were held as scheduled. Our mountain was honored to have all nine successful Alpine Level I candidates. This is an enthusiastic group of young and old and we look forward to watching them take advantage of PSIA/AASI's educational opportunities as they continue to learn and grow. Once again, my wife Kathy, Assistant Ski School Director at Belleayre, "paid it forward" and sponsored one of her instructors.

The restructuring of the dues for PSIA/AASI-E created many comments on the PSIA/AASI Forum. As one of the members of your Board of Directors (BOD) I supported the change. While it is by no means the end-all solution to our retention concerns, it was a result of much research and discussion tied directly to survey results. Time will tell if it will be successful; however, one thing is certain, if we had done nothing, we would have the same old results. Your PSIA/AASI-E administration should be thanked for trying to meet your needs. This change emphasizes the importance of participating in the surveys, communicating with your area representatives and BOD members, and participating at Regional meetings. As such, I again regret not being able to host the meeting at Belleayre due to our early closing, but I encourage you to contact me with your comments, concerns, and suggestions (jjordan12465@gmail.com).

Have a great "off" season and look forward to a snow-filled 2016-17!

Region 7 Report (Everywhere south of NJ & PA)

By Paul Crenshaw
Region 7 Representative

The 2015-2016 season is one for the record books. Not necessarily the positive record books, but it did set some records. This was the shortest season most of us have ever had. Losing the month of December and Christmas Week hurt all resorts. I hope everyone survived the problems the weather presented last season. The weather also had a big impact on our PSIA/AASI events. About half of all scheduled events were cancelled due to weather issues and/or not enough registered participants.

Cancellations even affected our Region 7 meeting. Originally scheduled at Wintergreen for the end

of January, we finally held it the end of February at Snowshoe in conjunction with a whole week of events. With about 65 participants in the events, we had a rather disappointingly small number of participants stay for our Regional Meeting. We reviewed our membership demographics, trends, and compared the end of January this year to last. We then began the discussion on the new dues change. The majority of the comments about the change were negative. The positive comments were about the Board realizing that a problem exists and they are at least taking a step to correct this problem. There were many submissions to the PSIA/AASI Open Forum right after the dues change was introduced. Many of those comments were negative as well, but as the discussions continued, many comments that are more positive appeared. Our problem of losing our younger members is of serious concern; pair that with our aging members and if this trend does

not change, the Eastern Division could be facing several dramatic changes in the future.

The Region 7 BOD Election that ended in the middle of March, elected Walter Jaeger as the Region 7 Director and me as the Representative. We both want to offer our thanks to everyone who voted. The number of members involved in Region 7 continues to increase. The other Region 7 members who help guide our organization are: Mark Rotellini – Alpine Education & Certification Committee, Pierce Byrd – Children's Education Committee, and Joe Darmofalski – Snow Sports School Management Committee. Please contact any of us with any concerns or questions related to our organization.

Have a safe and healthy summer.

Walter Jaeger, Director
wjaeger1@mac.com

Paul Crenshaw, Representative
pcrenshaw@massresort.com <<

Regions 3, 4 & 7 Board Election Results

Eastern Division Board elections for the 2016 – 2019 terms for Region 3 (CT, MA, RI), Region 4 (NJ and PA) and Region 7 (states south of NJ and PA) were completed in March. Thanks to the more than 700 members that participated in the elections. <<

REGION 3 CANDIDATES



Dave Beckwith
Region 3 Director*
103



Dave Welch
Region 3 Rep*
77



Bob Shostek
Region 4 Director*
173



Steve Martin
Region 4 Rep*
162

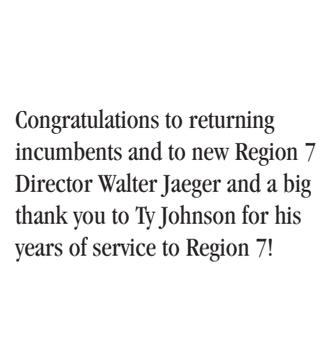
REGION 5 CANDIDATES



Walter Jaeger
Region 7 Director*
79



Paul Crenshaw
Region 7 Rep*
78



Ty Johnson
(former Region 7 Rep)
67

Congratulations to returning incumbents and to new Region 7 Director Walter Jaeger and a big thank you to Ty Johnson for his years of service to Region 7!

*elected to Eastern Board of Directors.

In Memoriam



Ernie Temple, 70. The Temple family announces with great sadness the passing of our beloved husband, father, and grandfather, Ernie Temple, age 70, of South Plainfield, New Jersey. Ernie passed away at his home on February 14, 2016, surrounded by his family after a courageous and valiant battle with cancer. Born in Summit, New Jersey, he was the son of the late Ernest Temple and Mary (Robustelli) Lawlor. He was also predeceased by

a brother, Kevin Lawlor. Ernie was a lifelong resident of South Plainfield where he attended South Plainfield High School, graduating in 1963. At SPHS Ernie met his high school sweetheart and the love of his life, Georgia Gochal. Ernie and Georgia would go on to marry in June of 1966, and they have been at each other's side ever since. They would have celebrated their 50th wedding anniversary June 25th. In 1964, Ernie was hired by New Jersey Bell as a lineman. He worked his way up to a position in management and retired in 1991 after 27 years of service. In 1965, Ernie enlisted in the New Jersey National Guard and proudly served until his honorable discharge in 1973.

The Poconos were ultimately responsible for introducing Ernie to the second passion in his life, skiing. Ernie first took up skiing in the early 1990's and it wasn't long before he and Georgia mastered the slopes. It seemed only natural that Ernie expressed the desire to teach others, and teach he did. After becoming PSIA certified, he went on to help run the ski school for 19 seasons at Alpine Mountain, in Henryville. Not surprisingly, many of his karate students followed his lead and were soon skiing and instructing alongside him. Ernie and Georgia skied beyond Alpine Mountain, taking trips to Colorado, Montana, Vermont, and numerous trips to their favorite, Gray Rocks, Canada. Ernie's love of travel was not just limited to skiing trips. He and Georgia traveled often, visiting their sons in California, Hawaii, Oregon, and Japan. He is survived by three sons, Jeff Temple and his wife Maggie of South Plainfield, Lt.Col. Dan Temple - USMC (Retired) and his wife Heather of Monterey, California, Sean Temple and his fiancée Yoon Chung of Portland, Oregon, and four grand-children, Ryan, Brett, Dylan, and Delaney. Also surviving are four sisters, Gail Bottone, Elizabeth and Glenn Mudrick, Patricia Temple, and Deborah Vanderhoof, three brothers, Joseph Temple, James Temple, and William and Liza Temple, step-mother Jane Temple, and brother-in-law Gary and Nancy Gochal, many nieces and nephews and countless students who considered him a part of their families. You are loved and will be missed.



Sienna Michele Caselle, (Monkey/Bug), 16, of Sabillasville, MD, entered into heaven too soon on 15 April 2016.

Sienna was born in Colorado Springs, CO to Michael and Anna Caselle on 12 May 1999. She was attending school at Catoctin High School and was in her Junior year, to graduate in 2017. She was currently employed at St. Joseph's ministries assisting the elderly. She was pas-

sionate about snowboarding, waterskiing, boating, cross country running and driving her Wrangler. She was on the honor roll, and was recognized by

her school as a Featured Junior. She volunteered with non-profit organizations that service people with disabilities, such as Two Top Mountain Adaptive Sports Foundation and On the Edge Children's Foundation, along with various other non-profits throughout the country. She helped a great many people with disabilities obtain a new found confidence and skill in life.

Sienna touched so many lives. She inspired people to engage in life through the activities she loved. She never saw a person's disability, only their potential. She brought passion to everything she did and touched. She will forever be in our thoughts and prayers, as we are sure she will be in so many others.

Per the family's request, in lieu of flowers, memorial donations may be made to Two Top Mountain Adaptive Sports Foundation or On the Edge Children's Foundation, in her name.

Fly high angel. Epic rides, endless powder and smooth water await.

Raymond F. "Fred" McCaffrey, 71 of Edinburg passed away peacefully on March 6, 2016 at Mountain Valley Hospice in Gloversville, NY.

He was born in Manhattan, NY, on August 19, 1944 the son of the late, Raymond W. and Frieda Ludemann McCaffrey. Raised in the Bronx and Croton-on-Hudson, then attended college at the State University at New Paltz where he earned his Bachelor's degree. He earned his Master's in Education at SUNY Albany and St. Rose where he received a Master's in the use of Computers in the classroom.

He was an avid skier and member of the Professional Ski Instructors of America. Fred was certified Level 2 PSIA in both alpine and telemark. In addition, Fred also achieved his Master Teacher Certification with PSIA. He was a ski instructor at Gore Mountain for 27 years, teaching both alpine and telemark lessons. Prior to teaching at Gore Mountain, Fred was Ski School Director at Oak Mountain. Besides being an avid skier, he was a sailor and enjoyed traveling out west.

Survivors include his beloved wife; Loraine Hospod McCaffrey whom he married on August 6, 1966. One sister; Ellen and her husband John Rodwell of New Hope, PA. Nieces; Elizabeth "Liz" Pepper and Sarah Rodwell. Cousins; Brian McCaffrey, Eileen Wiegand and Tom McCaffrey. He was predeceased by his brother; Michael McCaffrey who is survived by Coleen Clark.

Marilyn Martin-Dunwoody, 68, born October 7, 1946, died February 7, 2015 of complications from ALS. Marilyn was a well-known person throughout Vermont as a singer, performer, and an accomplished accordionist and instructor. Many will know her from her years as a ski instructor at Okemo and Killington. Her cheerful personality and infectious smile touched everyone she met. Marilyn was also known for her singing voice at weddings, clubs, and conventions. Marilyn is survived by her husband Phil Dunwoody, her brothers & their wives Jack and Karen Martin, Gary and Amanda Martin, and by her grand-children by marriage, Eli and Aron, their parents Philip & Marlene Dunwoody, Lisa Dunwoody, and her niece and nephew, Michelle Shaw and Michael Martin. <<

absolutely aasi

AASI Update

By Brian Donovan
AASI Advisor

Greetings friends!

It is always with great sadness I welcome spring each year. However, in a year when winter never truly showed up to the party, it feels even more bittersweet to announce that spring has sprung. With each new spring, another winter passes into the record books, and what a strange winter it was. While some folks will phrase it as the winter that never was, I want to focus on some of the highlights from this season we shouldn't overlook.

1. Think of all of the people we influenced through snowboard lessons this winter. Think of all of the amazing experiences you provided to guests visiting your mountain. Hopefully you were able to help spread the stoke that is snowboarding, generate loads of excitement for all of the guests you got the opportunity to slide with, and possibly create some lifelong snowboarders to help grow our sport! If we put ourselves into the perspective of these guests, the next couple of winters will seem amazing as we return to normal snowfall levels! If you were able to deliver incredible guest experiences in this low snow year, then you'll completely WOW folks with a little help from Mother Nature in the seasons to come!
2. With the end of every winter season, we find ourselves faced with end-of-season certification exams for members to test their mettle. At the end of March, we converged on Killington Resort to allow exam candidates to put their teaching and riding merits on display. Over the course of the three day exams, Killington supplied every possible weather and snow condition you might expect to encounter on the East Coast. Every candidate brought their best stuff and left it all out on the hill. Putting yourself out there to be evaluated, against the National Standards, is never an easy challenge. Kudos to every single one of you for taking this opportunity to be evaluated, assessed, and given feedback. After three days of rigorous exams, we were glad to honor Peter Downing as the newest AASI Level 3 Certified instructor as well as seven new AASI Level 2 Certified instructors: Anders Ax, Danielle Berg, Paul Celeslo, Riley Childs, Steven Franklin, Michael Talley, and Tobin Twelves. Congratulations to all of you! Wear those new pins proudly! You earned them! To anyone who was unsuccessful, "It's not what happens to you, but how you react to it that matters" (Epictetus). If you were not successful at an exam this season, take the feedback that you received and use it to move forward. Ask friends, co-workers, and examiners to help you to apply the feedback so you can grow both personally and professionally.
3. Every four years, Level 3 Certified instructors are invited to a competitive tryout to represent our organization as part of the AASI National Team. Twenty-one snowboard instructors, from across the country, were invited to tryout. They converged on Breckenridge Resort in late April for a five day intensive tryout filled with ten to twelve hour days consisting of on snow assessments and indoor challenges. At the end of the five day tryout, six instructors were selected to represent AASI to the world for the next four years. I am extremely proud to announce our Eastern Division's very own Amy Gan was selected as part of the 2016-2020 AASI National Team. As the first ever female AASI National Team member, we are ecstatic about what Amy will bring to both the National stage as well as the Eastern Division for many years to come. Great job Amy! Please check the updates at www.thesnowpros.org for more information.

Lastly, I hope this season you were able to make some personal memories that are imprinted on your brain and your life. Whether it was a great lesson you taught, a memorable clinic you attended, a new Certification pin, becoming a AASI National Team member, a powder turn or two, or just sliding with your friends, I encourage you to hang on to those memories and use them to feed the stoke that gets you ready for next season. On behalf of all of the Eastern Division AASI examiners, education staff, and Eastern Division office staff, I want to thank all of you for everything you do to grow our great sport. Have a great summer! ☺



CONGRATULATIONS!!!

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

AASI Level III Member – Peter Downing
from Smuggler's Notch

Peter attained his AASI Level III certification and also won a Burton Custom Twin snowboard.

AASI Level II Member – Steven Franklin
from Stowe

Steven attained his AASI Level II certification and also won Burton Stay Calm bindings.

WELCOME to these new members and to all the new AASI Level I members who attained their L1 certification throughout the season!

The following new AASI Level I Members won a Burton Kilo Pack backpack!

Region 1

Ken Caldwell from Pats Peak, NH
attained his Level I exam at Sugarloaf, ME

Region 2

Spencer Pendleton from Killington, VT
attained his Level I at an exam held at Stowe, VT

Region 3

Noelle Tkacz from Ski Sundown, CT
attained her Level I at an exam held at Ski Sundown, CT

Region 4

Grace Epstein from Whitetail, PA
attained her Level I at an exam held at Liberty Mountain, PA

Region 5

Geoffrey Mayes from Peek 'n Peak, NY
attained his Level I at an exam held at Holiday Valley, NY

Region 6

Alison Canavan from Gore Mountain, NY
attained her Level I at an exam held at Platekill, NY

Region 7

Michael Porter from Beech Mountain, NC
attained his Level I at an exam held at Snowshoe, WV

Thanks to Burton Snowboard for being such a great PSIA-E/AASI 2015/2016 sponsor!

snow sports school management

Snowsports Management Committee Report

By Doug Daniels

Snowsports Management Committee Chair

Alpine Ed. Staff

Mount Snow, VT

The Season that wasn't. "Up yours Mother Nature, and you too Old Man Winter!" There, it feels good to get some of that frustration with this past season out of my system. Hopefully, many of you are well on your way to happily forgetting about the winter of 2016, but before you do, here are some thoughts.

Write yourself a letter that welcomes you back to work next fall with a list of things you want to organize, change, or do. Remember, you can add the Snowsports Management Seminar (SSMS) to that list, tentatively scheduled for late November at Killington, VT.

At the next SSMS, we will build upon last season's seminar and create new sessions that have a broad reaching industry-wide flavor and some very specific snowsports school management appeal. Hopefully, you communicated your interests and/or wishes by participating in the Ski School Directors survey put out by PSIA-E in the spring. We plan to further evolve the on-snow Eastern Trainer's Academy and offer several management and staffing sessions to help you and your school to be successful. If you have specific needs and wants, please feel free to send them to Don Haringa at dharinga@psia-e.org and he will forward them to me for consideration.

I'm currently working on a few projects with the hope of updating you at, or before, the SSMS. First, the National Ski Area Association (NSAA) is developing a series of training webinars with videos, voiceovers and reading panes for many ski industry jobs, including lifts, operations, and you guessed it... snowsports! In addition, Russ Kauff, of the SSMC, and I have been working with risk managers and other industry stakeholders to build a training platform for class handling and lift riding that should be part of this very valuable training pack for resorts. The goal is to prepare it for release at the fall ski area shows that your GM and Operations folks usually attend. Once again, I really encourage you to attend these early season shows; they give you valuable information, broad educational opportunities, and face time with your resort manager, which is never a bad thing.

For your summer homework, give some thought to your training needs, programming changes, and how you can help your resort bounce back from the winter we just had. That's it! I am not talking about last season any more, well maybe a little, you can check out my article on the National Academy and National Team Selections elsewhere in this issue. - DD ☞

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

Adirondack Community College	Middlebury College Snow Bowl
Alpine Mountain	Montage Mountain
Attitash Mountain Resort	Mount Abram
Bear Creek Mountain Resort	Mount Peter Ski Area
Beech Mountain Resort	Mount Snow Resort
Belleayre Mountain	Mount Southington
Bethel Inn	Mount Sunapee Resort
Blue Hills Ski Area	Mount Van Hoevenberg
Blue Mountain Ski Area	National Winter Activity Center
Bolton Valley Resort	Oak Mountain
Bolton Valley XC Nordic Center	Ober Gatlinburg
Bousquet Ski Area	Okemo Mountain Resort
Bretton Woods XC Nordic Center	Olympic Sports Complex
Bristol Mountain Winter Resort	Peek 'n Peak
Bromley Mountain	Plattekill Mountain
Camden Snow Bowl	Powder Ridge
Camelback Mountain Resort	Rikert Nordic Center
Canaan Valley Resort	Roundtop Mountain Resort
Cannon Mountain	Seven Springs Mountain Resort
Cataloochee Ski Area	Shawnee Peak Ski Area
Catamount Ski Area	Shawnee Mountain
Cranmore Mountain Resort	Ski Academy Switzerland
Crotched Mountain	Ski Bradford
Dartmouth Ski Way	Ski Butternut
Elk Mountain Ski Resort	Ski Sundown
Garnet Hill Lodge & XC Ski Area	Smugglers Notch Resort
Gore Mountain	Snowshoe Mountain Resort
Greek Peak Mountain Resort	Stowe Mountain Resort
Gunstock Mountain Resort	Stratton Mountain Ski Resort
Gunstock X-C & Snowshoe Center	Sugar Mountain
Hidden Valley Resort	Sugarbush Resort
High Point XC Touring Center	Sugarloaf Mountain Resort
Holiday Valley Resort	Sunday River Ski Resort
HoliMont Ski Area	Swain Mountain
Hunt Hollow	Thunder Ridge Ski Area
Hunter Mountain	Timberline Four Seasons Resort
Jack Frost Mountain	Titus Mountain
Jackson XC Ski Touring Center	Toggenburg Mountain
Jay Peak Resort	Trapp Family Lodge
Jiminy Peak Mountain Resort	Wachusett Mountain Ski Area
Killington	Waterville Valley Resort
Kissing Bridge	West Mountain Ski Area
Labrador Mountain	West Point Snow Sports School
Lapland Lake Nordic Vacation Center	Whiteface Mountain
Liberty Mountain	Whitetail Resort
Loon Mountain Resort	Windham Mountain
Mad River Glen	Wintergreen Resort
Maple Wind Farm	Winterplace Ski Resort
Massanutten Resort	Wisp Resort
McIntyre Ski Area	Yawgoo Valley Ski Area

Snow News

is

Good News



adaptive airtime

ARISE & Ski Celebrating 20 Year of Going Downhill

Christopher Weiss
 Founder & Technical Director
 ARISE & Ski

Skiing and snowboarding is how humans have adapted to moving across the snow. The archaeological record indicates that as early as 8000 B.C. there may have been skiing in China; but Sweden, Finland, and Norway would argue that skiing emerged in their areas around A.D. 750. Whatever the history, this amazing winter sport now captivates us for many reasons. Snowsports provides us recreation, exercise, and excitement. It is an opportunity to socialize, to commune with the environment, and to learn skills that shape our development as humans. Over the last 20 years, the ARISE & Ski Program, hosted at Toggenburg Mountain, has made skiing and snowboarding more accessible to more people in central New York. The result, more people are developing a passion for sliding on snow.

The idea for ARISE & Ski emerged in the mid-1990s when one individual, injured in an auto accident, inquired at ARISE about the possibility of skiing. Mark had skied prior to the accident that left him using a wheel chair and driving a specially adapted car. He had only heard about adaptive skiing, but he'd never seen anyone with a serious spinal cord injury on the ski slopes. Melissa Hall, then Director of ARISE, and me, a long time Toggenburg Ski Instructor, asked Pat Crowley from Greek Peak Adaptive for some advice. We recruited some dedicated skiers, wrote some grants, began fundraising, purchased equipment, and ARISE & Ski was born. Home Depot provided the shed that continues to store our adaptive equipment. Without Toggenburg's support, ARISE & Ski would never have become the program that it is today.

From the beginning, we crafted a program that focused on fun, safety, and education. We started out with about twenty participants and grew to serving roughly seventy by 2004. Several of us began the PSIA adaptive certification process and as time went on we improved our volunteer on snow training.

ARISE & Ski owes a great deal of its current excellence to work beginning around 2000 by Richelle Maki, Jeremy Holden, Eric Kuersteiner, Tyson Gor-



We just celebrated 20 years at Toggenburg!

man, Jeff Shaw, Liz Levatino and Chris Arnold. These instructors took on the responsibility of recruiting and training volunteers as well as teaching. In 2006, the creation of a wonderful adaptive instructional tool called the "ski frame" was designed and built by Richelle Maki. ARISE & Ski has been nationally recognized for the development of this tool (*The Professional Skier*, Winter 2008) and for providing

the first instructional article on tethering a bi-ski (*The Professional Skier*, Winter 2005). Jeff Shaw, utilizing his sail making skills, created ARISE & Ski waist belts and arm bands for our volunteers to wear while teaching. With the addition of exceptionally talented and wonderful people such as Corey Williams, Jes Sudol, Autum Elliott, Jeff Roney and Dick Scheutzow to our educational staff we now have a comprehensive array of dryland training, informational sessions, community building experiences, and on-snow clinics for our volunteers.

We have learned, as adaptive snowsports educators, that accessibility and inclusion are only the first steps toward potentially life changing experiences. Toggenburg, under new ownership, Marc Sterman and John Meier, with general manager Daryn Hickey, continue to welcome ARISE & Ski. Plans are underway to install a new surface lift at the learning center which will benefit all skiers and boarders, but will especially enhance the experience of ARISE & Ski participants. This season, approximately eighty participants were served with the assistance of over one hundred and thirty volunteers.

We look forward to another twenty years of adaptive snowsports at Toggenburg Mountain! ☀

It's All About Education - More of It – More Often

By Kathy Chandler
 Eastern Adaptive Advisor

It was the end of the season and we set up a last minute equipment clinic with Geoff Krill. We wanted to look at all of the equipment, especially the sit down options, and dig deep into the set-up, operation, and how the movement patterns are similar to two-track skiers. This season, we have been working on the various aspects of teaching skiing, because it doesn't matter how you ski or ride, we all use the same movement patterns. Our goal was to answer the questions: 1) how can we keep our skiers, who are using adaptive equipment, improving and becoming more independent? And 2) how can we show them the movement patterns that work in the equipment they are using?

This clinic was for some of our instructors going for their Level III certification, those who run clinics, and me, an adaptive examiner. The day, like so many this winter, was another rainy day, it was coming down in buckets. Undeterred, we decided that we could start our clinic indoors and see how the day developed. Never did we think we would spend the entire day indoors and be rapt by discussions about equipment and how they are properly used. We all came away with new ideas. In addition, we changed our opinion about how much we knew about the equipment options available to us. We all tend to use what is available in our programs; yet, there is so much more out there. We saw a lot of YouTube videos of things that work, and some that didn't. We laughed a lot and were so invigorated we set to planning how to share this knowledge with others in our field.

This experience brought the continuing education we ALL need to the forefront of our thinking. WE never stop learning or growing. For anyone who is pursuing certification, they are in a process of on-going education, mostly within their own snowsports school; but, they have made the decision to attain another level, and for that, they need to expand their knowledge. There are so many experienced and educated people in this field of adaptive skiing, so stay tuned for information on more courses we will offer next season. In addition, make a commitment to continue to educate yourself. If YOU have things you want to learn more about, let me know and we will get them on the schedule. You probably aren't alone. Contact me at kcability@comcast.net with your ideas. ☀

Riding to Recovery, A healing journey through adaptive snowboarding

By Mary Ellen Whitney

PSIA-e Adaptive Clinic Lader Director for STRIDE Adaptive Ski Programs at Jiminy Peak, Ski Sundown, and Catamount

Met Andy Cummings, a 17-year-old boy who is full of life, has a great sense of humor, and is an adrenaline junkie for motor cross racing, having participated in countless races. In the blink of an eye, everything changed when Andy suffered a brutal crash during one of his quad races, traumatically injuring his head. The ensuing weeks he was in a coma from the crash, with a slow recovery. Three and a half months later, Andy returned home to begin his long journey of healing from paralysis and head trauma.

How does someone cope when previously unimagined obstacles now hinder passion? Andy started from the beginning with little steps. He had to relearn the basics: speech, swallowing, grasping, and walking, and he is still making progress on all these skills. Andy has to subject himself to a rigorous regimen of therapy in order to reclaim skills that are typically taken for granted. This has kept him progressing through his therapy and brought him to some unexpected moments, such as snowboarding down his old stomping grounds at Jiminy Peak Mountain Resort in the Berkshires of Massachusetts with the help of their adaptive program - STRIDE Adaptive Sports (www.stride.org).

His parents, Bob and Aletha, questioned if adapted snowboarding might make Andy distress over old memories. Andy, with optimism, proved these doubts insubstantial, and wholeheartedly embraced the idea. Andy met his instructor, LJ Whitney, and began the journey of relearning old skills while, at the same time, learning completely new techniques.

From day one, Andy stood from his wheelchair without falling, using an adaptive piece of equipment called the Snow-wing (harness inside a large boom of handrails) with instructors to support him. Andy, with help of STRIDE instructors, was able to balance, slide, and begin to reestablish his confidence in his abilities.

Within the first few lessons, Andy progressed rapidly and outgrew the Snow-wing, transitioning to one-on-one handheld guidance, requiring more and more effort, balance, and power to come from Andy, rather than his instructor. His parents and therapists noticed marked improvement in Andy's walking, balance, and strength. Therapists at Sunnyview Rehabilitation hospital requested videotapes and attended his lessons to redesign their approach to his therapies incorporating snowboard movements. STRIDE must be aptly named since, after only a few lessons snowboarding with LJ, Andy was starting to

double his previous stride count in therapy; a technique used to measure walking ability and progress. His memory also showed improvement, jogged by the familiar surroundings of Jiminy Peak and the feeling of a board strapped to his feet again.

In asking Andy about his goals for snowboarding, it is surprising to hear that improving in snowboarding is not a goal in itself, instead, Andy, ever the high aimer, sees snowboarding as an important stepping stone to his ultimate goal of reclaiming his passion: racing a four-wheeler again.

Connections play an important factor in this young man's life. Many connections were severed for Andy after his crash, both neurologically speaking, and otherwise. Much of his healing and progress revolves around reestablishing these various connections. This can take the form of therapy that helps to create new neurological connections to replace the old ones that no longer exist. This can also mean reconnecting to his life before the accident by getting outdoors through snowboarding, recumbent biking, and, eventually, getting back to riding quads. <<



Andy Cummings (middle) with LJ Whitney, AASI Adaptive Level I and Grandmother Pat Shuhart

Swain Adaptive Brings a Family Together on the Slopes

Shared By Tina Bennett

Manager of Volunteer Services, CP Rochester

Six-year-old Boston Bigwarfe was born seven weeks early, weighing just over four pounds. A scan detected that he suffered from Periventricular Leukomalacia, a lack of oxygen to his brain. The doctors feared Boston would never walk, talk, smile, or lead a normal life. He immediately began speech therapy to help him learn to suck from a bottle. He continued to receive on-going therapies. Boston was formally diagnosed with cerebral palsy at age two. His family was determined his neurological disorder would not define who he would be. At this time, Boston attends CP Rochester's Augustin Children's Center for preschool and receives therapeutic services through our outpatient clinic.

Boston's parents, Jessica and Andrew, are avid

skiers and snowboarders. They jumped at the chance to enroll Boston in SportsNet, an adaptive sporting program collaboratively run by CP Rochester, Rochester Rehabilitation, and the Al Sigl Community of Agencies. Of particular interest was the Shared Ski Adventures program at Swain. They worked with Michael Cocquyt, SportsNet Supervisor and very soon, the family began skiing together. Every Saturday morning this past season, Boston and his sister learned to ski, with Boston utilizing a Sit Ski with help from the SportsNet volunteers. He did so well, Boston 'graduated' to a glider and is working on skiing independently now!

"I can't express the emotions and overwhelming feeling of joy to have the four of us sitting on the chair lift together, then going down the slope together. I always wanted to ski with my family and SportsNet has made that happen. Thank you!" said Jessica Bigwarfe. <<



The entire Bigwarfe family rides the chair lift together thanks to SportsNet



Boston Bigwarfe Ready to Go!

Congratulations

Congratulations to the following members who passed their new Level II and Level III certification during this past season! Members who passed their Level I certification are listed on the website at: www.psia-e.org/new - check it out!

Alpine Level III Certification Examination

Manuela Armangau
Terence E. Barrett
Benjamin T. DeBenedictis
Marion Hecht
Tim A Hutchisen
Meghan K Kelsey
Jeffrey M McWilliams
Lauren Owens
David E. W. Raybould
Keri C. Reid
Mr. David E Roy
Dave Semo
Alessandra R Spaulding
David Terney

Alpine Level II Certification Examination

Andrea D Ammendolia
Ken A. Arsenault
Erol Bayar
Elaine Bello
Stanley Biasini, III
Antoine Bissieux
Robert J. Blinken, Jr.
Sandra A. Bolduc
Maria Booth
Mrs Ilona Brandt-Tom
Peter F. Brohl
Jennifer Brown
John Bruckner
Richard M Budd
Marta E Cabrera
Kayla Carlozzi
Benjamin L Crosby
Kenneth P. Davis, Jr.
Christopher DeSanctis
Kagen T Dewey
Patrick J. Doherty
Amelia A Fogg
Austin Johnson French

Philip J Getchell
Matthew R. Gough
Nancy Haggerty
Bruce P Hake
Jonathan A Hamby
Timothy F Hanna
Linda J. Hanson
Philip C Hawes
Anne E Hettinger
Adam T Hewes
Lawrence Howard
Blake R Hubbell
Ty MK Jensen
Sarah Jiottis
George L. Kallai
Donny Kanovsky
Dmitri Kasyuk
Alan S Kelsey
Mitchell S. Kline
Jason M Koss
Jean P Lam
Matthew K Leavitt
Robert J Ledger
Ava P. Leischen
Paul Long
Matthew W. Lyerly
Matthew O MacDonald
Chantel Marino
Julia Mason
Matilda F Mattox
Richard L Mead
Dalton Medford
Theresa Mellas
Mike Mercaldi
Ryan J Moyer
Sean E Norton
Jose Padilla
Sara Paret
Monica J Plante
Robert A Pollock
Patrick H. Quinn
Paul J. Rainey, III

Hannah W Redmon
Heath Sharpe
Michael J. Shaughnessy
Stephanie A Siekierka
Julie A Silverman
Raymond W Smith
Jason R. Stahl
Elizabeth St John Stever
Krista E Stucke
Mark Swanson
Christopher J Swierad
Charles E Tasse
Gay G Tucker
Ernie Whitbeck
Donna M. Wilkoski
Luke B Williamson
Bryce K Wilson
Sue Yarworth
John McLaughlin Yates
Eric M. Zima
Nicholas A. Zubin-Stathopoulos

Snowboard Level III Certification Examination

Marc Felicien Antaya
Brennan Ray Cofield
Peter J Downing, II
Dustin T. O'Reilly
Chris Shea

Snowboard Level II Certification Examination

Anders K Ax
Danielle M Berg
Robert A Bierweiler
Christopher M Boylan
Paul M Celello
Mr Riley O Childs
Walker Evans
Steven D. Franklin
Christina P. Lefebvre
Mark C Pentz

Dillon B Sowers
Michael R Talley
Tobin C. Twelves

Telemark Level III Certification Examination

Jeffrey A Crane
Aaron Kalisher
Solomon Marini
Clinton McCarthy
Theodore R Stever

Telemark Level II Certification Examination

Mr Charnjiv Brar
Ethan Cooper
Daniel A Hunter
Zachary S Johnson
Paul R Kotchey
Sam Lotto
Wenda M Luff
Victoria D Nation
Mr Charles B. Van Winkle
Valerio Viti
Nicholas A. Zubin-Stathopoulos

Cross Country Level III Certification Examination

James Drew

Adaptive Level III Certification Examination

Mary E. Bozzone
Andrew Crane
Lindsey K. Harris
Kim Keller

Adaptive Level II Certification Examination

Mr Layth Haddad
Mark Houston-Ludlam
Richard G. Quinn

kids, kids, kids



New ACE team members selected!

Congratulations to newly selected members of the Advanced Children's Educator (ACE) squad.

From left to right: Alan Sadler, Ezequiel Usle, Harold Smith, Meghan Price, Timothy Shannon, Evan Vomacka, Lynette Dawson

The following continue on as ACE team members and we thank them for their continued dedication and passion on helping improve children's snowsports education.

Mark Aiken

Martina Buckley

Gary "Griz" Caudle

Alison Clayton-Cummings

Benjamin R. Craig

Joel Dewey

Maureen BH Drummey

Joseph Forte

Lisa Gouwens

Richard "Mac" Jackson

Jeffrey "Jake" W. Jacobsen

Bonnie Kolber

Susan R. Kramer

Bonnie O'Hara

James Polinchok

Keith Rodney

Christopher N. Saylor

Mickey Stone

Timothy Thompson

Earl B. Whitmore, Jr.

SKIA SkiA Ski Trainer

Train Dynamic Balance Skills FAST



skia.com
thesnowpros.org/proforms/skia



Your Nordic and Alpine
Supply Company

**Reliable
RACING**
SUPPLY, INC.

www.reliableracing.com

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

1.800.223.4448

New Jersey and Snowsports: A Perfect Marriage

By Sue Kramer
ACE Team Coach
Alpine Examiner

When you tell people you're from New Jersey, they typically ask, "What exit?" New Jersey conjures up scenes of acrid smelling industry stretched along miles of highway. When driving along any of the highways, you're lucky if you get to your destination without an impatient driver cussing at you or giving you the bird. New Jersey highways are among the most densely traveled roads in the Northeast, which makes sense since Jersey is also considered the most densely populated state in the country.

It's also the Diner Capital of the country with more diners than any other state. I personally have fond memories of the Tick Tock Diner on Route 3 heading out of The City from late night jaunts during my rebellious teenager years. My poor parents.

Everyone knows that Jersey is the home of Bruce Springsteen but many other famous Ameri-

cans hail from the Garden state such as Buzz Aldrin, Thomas Paine, Harriet Tubman, Norman Schwartzkopf, Althea Gibson, and Donna Weinbrecht.

It has the longest boardwalk, 127 miles of coastline, 39 state parks, and the best tomatoes. The first brewery in America opened in 1642 in Hoboken. And soon to be (in 2017), home of Big SNOW America, an 180,000 square foot, 12-story, snow center at the Meadowlands. Designed to offer skiing, snowboarding, and snow-tubing year round!!

When I see the bumper sticker, SKI THE EAST, of course I think of the giants like Sugarloaf, Cannon, Whiteface, and Stowe. But now with this new site, think of how many more children and families will have exposure to the sports we love. SKI THE EAST will be meaningful to tens of thousands more people.

About 42 miles Northwest of the Meadowlands, just around the corner from the old Great Gorge/Vernon Valley, presently known as Mountain Creek, is another "first" snowsports facility- the National Winter Activity Center (NWAC) at the former Hidden Valley resort. The non-profit NWAC serves youth 6-17 years old from all economic backgrounds to "improve the overall health and fitness of our nation's youth by providing access to winter sport

activities, skill development, healthy meals, and mentoring." The hope of the program is to inspire a new generation of skiers from children of all economic backgrounds.

According to a recent press release, the 7-session NWAC program will be led by PSIA and USSA certified instructors. NWAC plans to introduce winter sports to 4200 kids over 3 years with the hope of retaining 50% and encouraging 10% into the competitive programs, where they will get support from U.S. Ski Team athletes like Ted Ligety.

What's the point of all this? Simply put, right here in the East we have two innovative opportunities to bring an entirely new generation of skiers and snowboarders into the fold. Who's going to teach them? You are! Now, having a Children's Specialist credential under your belt is more valuable than ever. This is the time when putting theory to practice will pay off by creating positive learning experiences these kids will remember forever. And lastly, these 21st century snowsports ventures prove Jersey's got more to offer than just big hair and bad reality shows.

For more information, check out these websites: <http://www.saminfo.com/headline-news/8603-indoor-ski-center-coming-to-american-dream-new-jersey> and <http://winter4kids.org> <<

Gobbledygook Is Good For Kids

By Bonnie Kolber
ACE Team Member
AASI Examiner Training Squad

Most children under five or six years old are kinesthetic learners and they discover their world through play. Even as they get older, children tend to acquire information in a concrete manner, they need to experience the world around them. One of the best ways to help them learn is through touch.

However, as valuable as hands-on instruction can be, we don't want children to become dependent on their instructor holding them as they learn to ski and ride. As instructors, we should be able to provide a kinesthetic experience, while looking for opportunities to have them recreate those sensations all by themselves!

With very young children, holding hands or manipulating equipment is sometimes the best and safest way to get them down a slope. They can feel what their board or skis are doing, and get used to the feeling of balancing and sliding on snow.

While doing this, make a simple connection between what your student is doing with their feet

or equipment and the result that is happening. Develop a language to identify what they are feeling so they can repeat it on their own.

This is where the gobbledygook, or gibberish, comes into play. You can make up words or sounds (Swoosh! Boing! Screech!), or you can develop your own application of real words. For example, sometimes I use animals to develop a scale so kids understand how high to tip up on edge (alligator mouth) or flatten it out (fishy swimming down the hill). Eventually when you tell them "Alligator" or "Fish" they know to stop or slide. You can even have the hungry 'gator chase your very slowly moving tail as your fish swims away. This is a good game for 3-5 year olds. It teaches them speed control as you stay just out of reach of their alligator "mouth"; but, close enough to catch them if they need assistance.

You can also develop a scale to describe ranges of movement. What is the biggest animal you know? ROAR it's a Bear! What is the smallest? A mouse? A bunny? A bug? What animal is in between? Now your kids can act them out and play while sliding. You can make a game out of getting tall and small at different points in the turn, eventually coaching them into the desired outcome.

One time you have a young student who is making a move that works, but not consistently.

Or, they are not relying on your hands-on assistance at a certain point in the turn, try to isolate the effective movement and ask them, "What does it feel like when we do THIS?" Boil down their response into a sound or word and then see if they can repeat the sound with the correct movement.

The important thing to remember with our youngest students is, at first, they often benefit from a hands-on approach, so they can feel and experience the fun sensation of sliding on snow, while we keep them safe. However, even finding one thing they can do by themselves, whether it's a turn in one direction or a stop at the bottom of the bunny hill, will make them feel successful and want to do it again. This also makes our job easier as they become more autonomous, and often results in lesson requests from the elated parents. The key is developing a language with the child that will help them associate a movement with a desired outcome. Be creative and come up with your own language for scales or sensations based on your students' interests. You will create a bond with your student or group, and the best part is the looks you get from other people on the hill.

Good luck and have fun making up your own gobbledygook! <<

xx-ploring

SEASON IN REVIEW 2016

By Mickey Stone

PSIA-E Nordic Coordinator

I think we all had the sneaky suspicion that winter was going to be a little bit later this year in the East. We were mountain biking through November and fly-fishing on Holiday break. Sure, the winter will come around, but it only did for about 30% of the time. Fortunately, the enduring part of where we live is the great snowmaking up and down the Eastern Seaboard. That 'machine' gave us winter, so, thank you to the resorts, technology, and each individual state.

At one point, there was a good stretch of weeks when there was natural snow and you could get in the side-country, tree routes, touring, and lite back-country. Unfortunately, it was not too long and very challenging. If you are an enthusiast who goes out and gets 'it', whatever and whenever 'it' is, then you took the time to readjust your movements to groomed snow, looked for the good in each day, and found another winter of outdoor enjoyment. Just look at Mike and Matt hucking the falls at Stowe.



The Nordic numbers were down a bit, but not too bad. The beauty of being a small but dedicated membership of about 800 or so core members is the swings are not so drastic. Our events were down about 30%, but participants not as much. The backcountry, lite touring, Nordic, and trees and steeps events took the biggest hits. The Pro Jam, Mini Academy, Primers, Nordic ITC, and a few early events were well attended.

We celebrated our mentor, leader, and originator of the Eastern PSIA Nordic, John Tidd with a three-day party and training at Killington. Once again, you cannot say enough about the impact and drive this individual had on the Nordic industry and people he met. One of the nights to remember this season, much like when Einar Aas and Kare Anderson were celebrated, was when John Tidd and Gwen Allard, both pioneers in their disciplines, received their lifetime achievement awards from their peers. A night to behold!



Our hats off to the Nordic staff who taught at the base of the NY ski Jumps in Lake Placid just to get on snow. Great idea Julie and praise to those who attended. Another example of overcoming what the winter dealt us was our Nordic Backcountry clinics on about 6-12 inches of snow, where we went from the resort to a hut, down ridges, and back home. Thanks to Trapps, Dale, and the participants for the feedback on the great time you had. There were many who commented, "I never knew I could hold, or not skid as far, on that ice".



We also found out that we were successful in having four Eastern Nordic members selected for the National Team Tryout in Breckenridge. Congrats to Karen Dalury from Killington, Keith Rodney from Mt Snow, Matt Charles from Plattekill, and Chris Nation from Seven Springs. They have been training hard on their own, crafting technique for situations, indoor presentations, and sharing their philosophies on telemark skiing. Thanks to all the financial donors who assisted with the expenses, it was greatly appreciated!

The year ended a bit early; but our Norwegian Tele Fling once again proved to be a great two-day, corn skiing time, including our Norwegian picnic in the woods.



Thank you to all who supported events this year, knowing full well the conditions were not always motivating. Our staff really shines through with all their talents in a season like this. They will enjoy the party at the lake this year. Nice job staff!!!

On a side note, if you have not heard, Ron Bergein has sold Cross Country Skier to Height Of Land Publications (HOL) in Jeffersonville VT publisher of Alpinist and Backcountry Magazine. Nice to have some ski related business back in Vermont.

Enjoy the spring snow out west and down south this summer. Go Nordic! <<



2015/2016 Season Sponsors

Thank you to all of our great sponsors for their support throughout the entire 2015-2016 season!



Sponsors



Thank you!

your turn

Ski Instructing Tips from a Golf Lesson

By Matt Charles, L3 Alpine, Telemark Development Team
Plattekill Mountain

This past winter, I did something that I never thought I'd do during ski season: I took a golf lesson. I've skied in so many clinics, learning about skiing has become second nature by now, but I never thought I'd need to learn about golf. I knew what it felt like to hit a good shot, I knew what it felt like to hit a bad shot, and I had a vague idea about why I was hitting a lot of bad shots. But then I saw myself on video.

I've used video in my ski teaching before, but never to the extent that I experienced in this lesson. Before doing any learning, I hit a few balls for the camera to use as "before" footage. Then a couple of simple tips: my grip was off, which was causing me to drop my rear shoulder at address and impact. A quick grip shift, a couple of horrible shots later, and we were inside viewing the video. I was skeptical about whether any of this would work, but the video confirmed exactly what the pro was telling me. There was my overly strong right hand, there was my low shoulder at address, and there it was at impact.

When we went back outside, I really put some effort into getting the grip thing situated and adjusting to the new feelings that it was causing. When I had hit enough balls to be comfortable (and with a couple more tips about moving forward, relaxing my tense arms, and turning my hands over more to compensate for the grip change), it was time for the "after" video. I hit three perfectly straight shots, we went back inside, and we watched the video. The pro did a voiceover and made a quick edit of the before and after footage. He reminded me what I was doing before, what change we made, and what effects this change had on my swing. I was able to see the difference clearly, and was able to see the positive impact this had on the rest of my swing.

After thinking about the lesson for a while, I realized that it was everything that I try to do in my ski instruction, just amplified by the video:

1. Observe – the pro had me take a few swings early, watched, and then took the "before" video, allowing me to observe what he was seeing.
2. Describe – the descriptions of my movements were clear and concise. I could see the grip of the club above my right hand, and could see the tilt it was

causing in my shoulders. The description of causes and effects were spot on and confirmed by the video. He took the description from minutiae to big picture in a way that I always try to do with my clients.

3. Prescribe – the prescription was easy this time (change the grip), but still created strange feelings and unintended consequences. The pro was fantastic at dealing with the different side problems as they arose. This happens in skiing, too, so I try to watch for any hiccups that might occur when people try to learn and ingrain new moves.
4. Feedback – the most important part of instruction is feedback, and this is where the video review really worked for me. The golf pro gave me tips out on the range while I was working through the grip change (immediate feedback), but when I went back in and saw the video, he was able to give me feedback while I watched my swing on screen. This delayed feedback worked then, and it works every time I watch the video, even 6 months later.

Video is a powerful tool in a skilled instructor's arsenal. It amplifies every part of our teaching, allows the client to see exactly what the instructor sees, and lets the pro to give feedback in real time. I might have had to sacrifice a day of skiing to take the lesson, but I'm glad I was able to improve my golf swing through a day of "professional research". <<

Dreams Do Come True and The Journey Continues

By Jay Barranger
Alpine Level III, CS1, Dev Team
Snowsports Director at Ski Butternut

I recently had the good fortune to participate in the PSIA-E Development Team Tryout at Stowe, VT on March 23-24. Back in 2005, I was successful at the same tryout. At that time, it had been my third attempt and I wrote an article titled "The Journey" which recounted the process of getting to that point in my career/life. More recently, I penned another article, published in the winter 2015 edition of the *SnowPro*, titled "Dreams". After this latest event at Stowe, I feel compelled to write yet another article!

I left for VT on the Sunday before the exam. Ski Butternut had closed the week earlier, so I decided to stop at Okemo and spend the day skiing with my girlfriend and biggest supporter. We then drove to Stowe on Tuesday and skied a few hours to reac-

quaint myself with the mountain. Stowe was pretty firm and the bumps were rock hard. It was raining when I awoke the next day at the hotel, but snowing at the ski area. We had three inches of fresh to play with which also helped soften the bumps - thank goodness. Over the two days of the exam, we had the best skiing of the year.

The format for the exam was five two-hour sessions with two selectors/examiners; three sessions the first day and two the second day. During each session, we skied three tasks, skiing many of them repeatedly and discussing how to improve our performances. We were scored on how well we performed the tasks, how we adapted to the coaching we received, our involvement in the discussions, and how our coaching helped to improve our fellow candidates movements related to the task. In all of the exams and tryouts that I've participated in, this was by far the most realistic to what actually takes place when we are interacting with our staff or members on the hill.

The one thing that has not changed is the wait. The waiting for the scores to be tallied and announced is still agonizing. I didn't ski nearly as well as I feel capable of so I wasn't feeling very optimistic. However, I realized that regardless of the outcome, the endeavor was worth it because I had learned at least one new thing during each of the five sessions. I came away with a new insight, a different tactic, or a new approach to each and every task we were performing and discussing. It's often said that exams don't really count as an educational experience; with this exam, I would say just the opposite is true. Not only were we getting great information from the selectors/examiners, we were also getting new ideas from our fellow candidates. Specifically, my first attempt at converging hop turns was awful; however, with some coaching from Vic Antonelli and Terry Barbour they actually improved.

Back to the waiting and wondering. Would I be fortunate enough to realize my dream of returning to the education staff, and would the journey continue? Would this sixty-two year old, beat up body, with two new knees make it through? Finally, we got to the announcement of the successful team members. The Ace Team was named first and six new members were added. Then came the Dev Team announcements, they took nineteen new team members and I was one of them! I need to make a shout out to Ned Crossley, who at the age of seventy is now a Dev Team member, way to go Ned! I am very happy to be back on the Team and can't wait to see all my new teammates and other Ed. Staff members at fall training to continue my journey.

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.

To all you aspiring instructors out there don't forget the journey takes you toward your goal and dreams do come true if you are willing to listen and work for them! ☞

Benefits of Terrain Based Learning

By Mark Absalom
Camelback Mountain
Resort Director of Training
PSIA-E Alpine ETS, CS2
SNOW Operating
Terrain Based Learning Trainer

Many of us have had lengthy conversations with our snowsports director, or maybe the area manager, about the lack of teaching terrain, especially for beginners. Having been a snowsports director at multiple resorts where we had too many guests and too little space to work, I can truly empathize. However, over the last four seasons, I've been fortunate to work with Terrain Based Learning at my home mountain, and at numerous other resorts, helping to establish and evaluate their TBL systems. It is a huge commitment for a ski area to build and maintain some of the features I'm going to talk about, but I want to share why I believe Terrain Based Learning complements PSIA/AASI's skill-based approach and assists in providing the best experience for beginners.

Terrain is modified depending on the size, pitch, location, traffic, lifts, and snowmaking of a particular mountain's teaching area. Terrain Based Learning typically utilizes three to six main features, or elements, as key experiential areas. Elements include the flats, a mini-pipe, rollers, return wall, banked turns, and perfect slope. Other adaptations are available as well, and ski areas can modify as space and snow allow. The mini-pipe is designed with two extremely gentle ramps (approximately 8 degree pitch) into a cat-track wide bottom, with two flat cat track wide areas on either side. This design creates lots of flat space where movements that enhance balance, turning, edging, and pressure-related activities are introduced. Also, students waiting their turn do not become fatigued from standing tipped on their edges, or sitting in the snow, as they may on a traditional beginner slope.

Probably the most revolutionary idea in the mini-pipe is we teach our first-timers to seek the fall line to gain speed, rather than resisting momentum. This technique means we do not have to apply braking activities that slowdown the flowing sensations people came to experience. In other words, because these mini-pipes control speed, we can now start our students with the sense of "going for it" versus continually braking or stopping.

The ultra-timid students can start in the bottom of the pipe, and we can physically assist them backwards, slightly up the ramp, and then let them get their first gliding sensation without the fear of being a runaway. This concept can be further enhanced by starting students perpendicular to the mini-pipe and teaching them releasing activities to seek the fall line immediately. We also encourage them to try to go as far as they can, even if that means a couple of ski or board lengths slightly uphill on the opposite ramp and then sliding backwards a few feet (snowboarders will ride switch naturally). You should hear the shouts of exhilaration as they find out how much they can do with so little pitch.

I must admit, when I first envisioned people sliding through the bottom of the pipe, up the opposite grade, and then sliding backwards, I thought it would create a plethora of problems. What I've witnessed, however, are the vast majority of guests naturally develop balancing activities and movements starting right in the boots at the ankle joint. These movements set them up for success by allowing them to control their center of mass over their base of support. The beauty of Terrain Based Learning is that we utilize PSIA/AASI Fundamentals with a flowing, "go-for-it" mentality versus a resisting one. In other words, an offensive versus a defensive approach. Once comfortable with balanced gliding in the mini-pipe, skiers develop a wedge, wedge turn or direct parallel turns and riders work on heelside and toeside turns.

The same "go-for-it" mentality used in the mini-pipe is then taken into the rollers. These evenly spaced, gentle rollers are designed to nearly stop skiers and snowboarders before they reach the crest. Students learn to flex and extend to regulate pressure through ski/snow interaction. As they become more comfortable, the instructor can encourage the beginners to have races "pumping" through the rollers. This exercise is especially fun for children. Some areas include a return wall, a ramp of snow at the bottom of the rollers, where riders and skiers can see how high they can climb. This further develops fore-aft balancing skills and pressure control.

Next, it's the banked turns. The NASCAR like banked turns creates the sensation of conquering a run in control. The banked snowy walls assist with developing turning movements and the use of edging and pressuring adjustments. As a skier or rider's comfort develops, the natural progression is to change lines through the turns and move onto the perfect slope.

Ideally, the perfect slope is designed with a slight bowl that reinforces the turning skills. A ridge down the center of the perfect slope can create two mini-pipe type slopes that present opportunities for beginning, as well as, advanced skiers and riders to hon skills by isolating movements and highlighting

sensations. The ridge on the perfect slope is ideal to help practice foot and leg steering activities, side slipping, linked pivot slips, and more.

When a resort embraces the concept of focusing on enhancing the beginner experience through a combination of terrain features, lift placement, snowmaking, and detailed grooming, a whole lot more changes than just the snow surface. Beginners love it because they get to feel the wind on their face without the fear of going too fast. Instructors love it because the learning progression is faster when the tension caused by fear is removed and the focus can be on accurate movements. The net result of Terrain Based Learning, is by blending PSIA/AASI's Fundamental movements with specifically shaped terrain, our guests begin sliding, gliding, balancing, tipping and turning, absorbing and extending faster than ever and they get to experience more of what they came for! ☞

Taking the Level III from a Wife's Perspective

By Karen Earley
Alpine Level II

One evening in November, my husband Dan turned to me and said, "You know, I'm getting older and I'm running out of time." As my stomach dropped, he continued, "I want to sign up for the Level III skiing exam this season. So, what do you think?" My reaction: "That's wonderful! You are an awesome skier. Go for it." But I thought: *Oh, my God, not again! You don't ski like the Boyds, but, then again, they are legendary.*

So the quest began. Once the decision was made, I was the nervous wreck.

At this time, many important events were happening around the world but the weather was the main topic of our conversations. As the west was enjoying heavy snowfall, our eastern resorts were barely operating, opening late, and trying to preserve the slim pickings from Mother Nature. We had attended Pro Jam in December where we skied on mud, rocks, grass, and the occasional patch of snow. Dan received a compliment from our clinician one morning and that was all the confirmation he needed.

As Dan debated over the exam dates and locations, he hit upon one that was a good fit, Snowshoe, West Virginia, the first week of March, only four hours from Pittsburgh. After he signed up, he learned another instructor from our mountain, Johnny, was attending, too.

Dan's enthusiasm for all things related to skiing kept him upbeat while he practiced for the exam. Even driving to Snowshoe in the rain didn't dampen his zeal. After we arrived, the temperature started

to drop. It continued to rain but we were hopeful it would turn to snow during the night . . . it didn't. On the morning of the exam, it was in the low teens. While getting dressed, Dan regretted not bringing his mittens . . . my fault. I thought he would look ridiculous wearing mittens in an exam. I felt bad about the mittens until Dan realized he forgot to pack underwear.

Finally, we hit the slopes. With breathless excitement, Dan skied off to registration, while my stomach was in knots.

I free skied while Dan was taking his exam, but I met his group at lunch to hear about their morning. In meticulous detail, Dan laid out their morning. Their first run was on one of the longest and steepest mogul fields south of the Mason-Dixon Line, Shay's Revenge. The moguls were oddly shaped and solid ice, and to make matters worse, they were interspersed with ski ruts from the day before.

Johnny was the first victim. He said he tried to do a turn when he suddenly found himself sliding down the mountain on his back, hearing in the distance the examiner yelling, "Stop, Stop!" Dan said they watched Johnny go up over a mogul and then just as quickly he disappeared. Thankfully, Johnny's ego was the only casualty.

When it was Dan's turn, he went off looking for some elusive snow. There wasn't any. With his heart hammering and his legs ricocheting, Maslow's Hierarchy of Needs got the better of him and he went into full survival mode. He joked later that he did it without soiling his underwear. Good thing, too, since that was the only pair he had.

At dinner that evening, Dan and Johnny were upbeat and having fun. Their passion for doing this was scary. They were actually looking forward to the next day; while I was deep down the rabbit hole with Alice - *Really, they were having fun.* They liked their examiners, and they liked their group. They were almost giddy in their story-telling. *Curiouser and curiouser.*

That evening it started to snow. The next morning, Dan quickly went to the window taking in the fresh snow. Abuzz with anticipation, he was ready in no time. Again, he skied off to meet up with his group, and I, once more, went to ski by myself.

That afternoon, after the exam, with calm insight, Dan praised the examiners, his group, but not his skiing; although he indicated he did much better on Shay's Revenge.

Before the results were posted, Bob Shostek stood up and thanked everyone for participating. He started-off saying, "Remember, this isn't about passing or failing, it's either you maintain or you attain." He said more but I had stopped listening because I thought *it is about passing.* I can't imagine anyone high fiving and shouting, "Give it up for me, I maintained!"

First Hour Driving Home: Step-by-step Dan analyzed his skiing performance, questioning if his goal is even attainable. I'm thinking, *We're already clinic junkies. We're about to become clinic stalkers.*

Second Hour: Dan, fully engaged in this exercise, sets out a regimen for an off-season of biking and rollerblading, with some dryland training thrown in. His goal is December 2016, after Pro Jam. *Here we go again.* ☞

Movement Analysis- What, What, How

By Tom Wolklin
Alpine Level 2
Ragged Mountain, NH

Many years ago when I passed my Level 2 certification, the one area I knew I needed to improve was Movement Analysis (MA). Movement Analysis is a cornerstone of what we do as ski instructors. This season I finally attended a MA event and now I wonder what took me so long.

The event was held at Cannon Mountain on March 7 and 8. Anyone who has skied this season knows that at best, we would call this an unusual season. Anyone who has skied Cannon, knows what a great venue it is for an event. So much so, that in addition to Movement Analysis, PSIA-e also conducted a Level 3 Skiing and Teaching exam which made being at the event very exciting. In addition, it was pleasurable to run into a number of PSIA members who were either former colleagues or members I had met at other events.

While Cannon is a great skier's hill, it is also known to have its own weather. On the first day, the weather report was for sunshine and temperatures around fifty degrees. When I stepped out of my car in the Cannon parking lot, I was greeted with high winds and snow squalls. Although we had high wind and snow to contend with, we also had three to four inches of fresh snow for the entire day, which made for some of the best skiing of the season.

Following registration and the customary greetings, the Movement Analysis group got together and skied a warm-up run together. There were sixteen attendees and four clinicians. After the first run, the clinicians divided us into two groups. I can't speak for members of the other group but, I think everyone in my group was very pleased with the clinic and also felt very fortunate for our draw of clinicians. Mac Jackson and Eric Timmerman provided us with a wealth of knowledge and insight, feedback on our skiing, and created an atmosphere where we felt comfortable to ask questions. In addition, information was provided in an

easily understandable manner.

As ski instructors, we know that MA involves observation, description, and prescription. Mac broke this down even further to What, What, and How. That is: what you see, what you would like to see, and how to do it. You evaluate the what, what, how in relationship with the fundamental movements of skiing.

When observing, you are looking for the performance of the ski/snow interaction. Asking, what is the ski doing? You are also looking at the skier's body movements to determine if they are having a positive or negative effect on ski performance. Finally, the how involves what body parts should move differently and the drill or progression of drills you will prescribe to either correct or improve upon the skier's skill set. Mac and Eric provided us with numerous demonstrations from basic wedge skiing to skiing steeps, including the Rocket, Zoomer, Paulie's, and Avalanche trails at Cannon.

The second day was as interesting as the first in terms of both the clinic and the weather. In the morning, the clouds were locked in over the mountain. We spent the morning reviewing what we had done the day before. We also broke into two groups and observed each other skiing looking for the What, What, and How. With the guidance of Mac and Eric, we were able to observe, describe, and prescribe remedies for each other.

Mac also used his tablet computer to record us while we attempted to implement the changes that had been prescribed. For one participant in our group, this included placing shims under the toes of his boots. Mac had observed this individual appeared to be skiing with his legs bent throughout the turn. Mac thought perhaps there was too much forward lean in the person's boots. Mac flagged down a boot fitter who was skiing with one of the Level 3 groups. After taking a few turns the boot fitter placed a couple of shims under the toes of the boots and there was an immediate improvement in the skier's performance.

We decided to have lunch at the top of the mountain and we arrived to bright sunshine with an undercast over the valley. At lunch, Mac sat down with each of us, showed us our individual video, and provided us with feedback. After viewing my video, I have to say I was very pleasantly surprised with the improvement I saw, and felt, in my own skiing.

Although I feel I still have a lot to learn about Movement Analysis and my personal skiing; attending the MA clinic provided me with a great foundation on which to make those improvements. I would highly recommend the Movement Analysis clinic to anyone, regardless of level or experience. It will not only provide you with knowledge and insight into the What, What, How, but also benefit your own skiing performance. ☞



Professional Ski Instructors of America
Eastern/Education Foundation

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

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

Time Valued Material

Check out the NEW Eastern Division "Kids' Kube" app developed by the PSIA-AASI Eastern Childrens' Education Committee - now available in the iTunes Store, Google Play and the Windows Phone Store!



Kids' Kube

Kids' Kube is the app that will help guide the way to providing an effective activity or game, specifically geared toward your students.









Easy Install
Click and Scan





To check out the app, go to: www.psia-e.org/kidskubec or scan the code.