

PSIA AASI

N O R T H W E S T

nw snowsports I N S T R U C T O R



Inspiring lifelong passion for the mountain experience

Winter 2009

ISSUE 3 08/09 SEASON PNSIA-EF





PSIA AASI
N O R T H W E S T



Symposium 2009

**It's that time of the year again, time to come enjoy the sun, fun
and SNOW at Mission Ridge**

We'll be carrying on the Symposium tradition with all your favorite topics and clinicians for alpine, snowboard and tele. And returning and growing more and more popular each season, ski or ride with clinicians on Friday, including Northwest Technical Team members, and Northwest clinicians and maybe a surprise guest as well! Just registering for Symposium is all it takes to attend Friday for FREE. Clinics will run from 9-3 so you are able to meet up with family and friends for some runs at the end of the day. We will be hosting the annual dinner and raffle at the Coast Wenatchee Convention Center. Wait till you see all the great items to win, and it's for a great cause, Scholarships!

We will be continuing the Family Clinic of touring the hill with tips and tricks for your family members, if they are interested. Remember they need to be signed up for the clinic on the Symposium application and be able to navigate easy blue terrain.

The Coast Wenatchee Center Hotel and Convention Center and Mission Ridge will be our base of operations for registrations and the banquet. Please visit the website www.psia-nw.org for all the information.

Lodging Packages are available throughout The Coast Wenatchee Center Hotel; please call Central Reservations at 800.663.1144 and mention you are with the Professional Ski Instructors group. The block of rooms is being held for a discounted rate for Symposium participants starting at \$99. Come early and play. This information is also available on our www.psia-nw.org website under the Symposium link.

Discounted lift tickets of \$28 are available for all participants and family. Children six and under slide for \$9. As always the price is right and the fun opportunities abound. Sign up soon. ❄



PSIA-NW
N O R T H W E S T



SPRING SYMPOSIUM Mission Ridge – April 3-5th, 2009

☐ Check here if any information has changed

Name _____ NW Member # _____ Cert Level _____

Address _____ City _____ St _____ Zip _____

Cell # _____ School _____ Email _____

☐ Slide with clinicians on Friday, box must be checked if you wish to attend
(Must be registered for Symposium to be eligible to attend) \$FREE _____ \$FREE _____

☐ Two-Day Instructor Package (No Lifts or Banquet)
(Includes Registration Fee, 2 Days Clinic and Souvenir) \$150.00 per person _____ \$ _____

☐ One-Day Instructor Package (No Lifts or Banquet)
(Includes Registration Fee, 1 Day Clinic and Souvenir) \$85.00 per person _____ \$ _____

☐ Family Clinic \$50.00 per person/per day _____ \$ _____
(Name of family members who will attend: _____)
Alpine _____ Snowboard _____ Must be able to navigate easy blue terrain.

☐ Symposium Banquet \$35.00 per person _____ \$ _____
☐ Breast of Chicken Portobello OR ☐ Vegetarian Option

☐ Extra Souvenirs \$15.00 each _____ \$ _____

Add a \$20.00 late fee after March 27th, 2009 _____ \$ _____

Total Amount Enclosed _____ \$ _____

Visa/MC # _____

Exp. Date _____ Signature _____

Please list family members who will be purchasing lift tickets:

*only participants in Symposium and family member listed on the roster qualify for discounted lift tickets \$28, children 6 and under \$0.

Mail application, with payment, to PSIA-NW, 11208 Des Moines Memorial Dr., Suite 106, Seattle, WA 98108, or fax to 206.241.2885.
Application must be received by March 27, 2009 to not incur the late fee, applications received after the 27th will be accepted on space available only and charged the \$20 late fee. \$20.00 fee is charged on all cancellations. No refunds unless injured (doctor statement required).

LIABILITY RELEASE FORM (you must sign this release before attending any PSIA-NW event):

Recognizing that skiing/boarding can be a hazardous sport, I hereby RELEASE AND FOREVER DISCHARGE PSIA-NW, PNSIA-EF, the host area and agents and employees of each from liability for any and all injuries of whatever nature arising during or in connection with the conduction of the event for which this application is made. Applicant hereby relinquishes and assigns to PSIA-NW and PNSIA-EF all rights to the use of Applicant's name and likeness or pictorial representation in photographs, motion pictures or other representations concerning Applicant's participation in said Event.

Signature _____

Date _____

Flip this page over to choose your CLINIC TOPICS

Spring Symposium

Return this sheet along with your registration form!

NAME _____

Saturday, April 4th - Clinic Topics run 9-3

Select your Saturday topics from the list below
(Please mark your 1st and 2nd choice)

Alpine Clinic Topics for Saturday

- ☐ All Mountain Skiing
- ☐ Applying the Feedback Model
- ☐ Bumps
- ☐ Challenge Your Concepts
- ☐ Drills for Skills
- ☐ Intro to Freestyle
- ☐ GS Gate Training
- ☐ Legends
- ☐ Senior Specialist Accreditation – Foundations
- ☐ Senior Specialist Accreditation – Level I (2 days)
- ☐ Shake and Bake
- ☐ Ski with the Girls
- ☐ Teaching with a Focus 201
- ☐ Teaching with a Focus 301
- ☐ Tip to 'Tale'
- ☐ Use Your Core to Ski Better

Telemark Clinic Topics for Saturday

- ☐ Freeheel Fest

Children's Clinic Topics for Saturday

- ☐ Children's Refresher

Snowboard Clinic Topics for Saturday

- ☐ All Mountain Riding
- ☐ Intro to Freestyle
- ☐ Trench it Out

Adaptive Clinic Topics for Saturday

- ☐ Intro to Adaptive

Family Clinic Saturday

- ☐ Tour the Hill (13 and up)

Sunday, April 5th - Clinic Topics run 9-3

Select your Sunday topics from the list below
(Please mark your 1st and 2nd choice)

Alpine Clinic Topics for Sunday

- ☐ All Mountain Skiing
- ☐ Applying the Feedback Model
- ☐ Bumps
- ☐ Challenge Your Concepts
- ☐ Drills for Skills
- ☐ Intro to Freestyle
- ☐ Legends
- ☐ Senior Specialist Accreditation – Foundations
- ☐ Senior Specialist Accreditation – Level I (2 days)
- ☐ Shake and Bake
- ☐ Ski with the Girls
- ☐ Teaching with a Focus 201
- ☐ Teaching with a Focus 301
- ☐ Tip to 'Tale'
- ☐ Use Your Core to Ski Better

Telemark Clinic Topics for Sunday

- ☐ Tele For All

Children's Clinic Topics for Sunday

- ☐ The Games People Play

Snowboard Clinic Topics for Sunday

- ☐ All Mountain Riding
- ☐ Intro to Freestyle
- ☐ Trench it Out

Family Clinic Sunday

- ☐ Tour the Hill (13 and up)

FRIDAY – Your **FREE** ski and ride day. Clinic groups in less formal settings with a variety of clinicians available, including **NW Technical Team members and Northwest Divisional Staff!** You must be registered for Symposium to attend and sign up in advance to take advantage of this free day!

SATURDAY – SkiBoard School GS Fun Race (3:00-3:30 pm), weather dependent. Sign up at the Registration Table.

Spring Symposium Clinic Topics

ALPINE CLINIC TOPICS

All Mountain Skiing – Challenge your skiing with a mountain tour de jour. Learn tactics and technique to ski a variety of terrain in the mountain environment.

Applying the Feedback Model – This session will focus on the practical application of the Feedback Model. Learn how to prioritize your feedback and look for movement patterns and ski/snow interaction as compared to goals and outcomes. On hill situations will be used to illustrate and practice the model.

Bumps – This clinic is for skiers who have had limited experience with skiing the bumps or are accomplished bump skiers wishing to hone their skills with an aggressive group of skiers. Appropriate group splits will be made at the event. Clinics will focus on the technique and tactics of skiing bumps on terrain appropriate to the group's level.

Challenge Your Concepts – This clinic will focus on developing awareness of sensations, thoughts and visual cues to aid in the development of more efficient movements that can be applied on any condition or terrain. Expand your concepts of skiing by looking at equipment, mental challenges and physical movements.

Drills for Skills – Come 'drill down' to see how the various use of drills effectively develops movement patterns. You'll spend time applying the drills and their tactical application in varying terrain and conditions to better enhance your edging, rotary, pressure and balancing movements.

Intro to Freestyle – Come find out what the park is all about. You will work through the various features to understand how to flow through the park and also be aware of the safety components of teaching in the park. This group will be a mix of skiers and snowboarders, depending on sign ups.

GS Gate Training – Come and get a look at the world of giant slalom! In this clinic you will learn how to set courses and choose tactics while running the course and improving your overall skiing. Saturday only.

Legends – Ski with some legends for a fun day designed for experienced skiers of all ages. Let them show you a thing or two!

Senior Specialist Foundations – Just as it sounds, the clinic will lay the foundation of information for working with the senior client, tips and tricks for success and opens the door to continuing learning and developing in this specialty.

Senior Specialist I Accreditation – With our graying, yet physically fit Boomer generation, many older people are skiing longer and even learning to ski in their later years. The Senior Specialist I Accreditation will equip the skiing professional with tools and techniques to better address the needs of the "older" skiers and those not quite so old, "older" skiers. Workbook must be completed before on snow. Pre-Requisite – Senior Foundations Alpine only.

Shake and Bake – It's a blending of the skills we are looking for and this clinic will work to improve your skiing performance and understanding of the application of the skills concepts, efficient movements and the blending therein. This skill blending is a great prep for your skiing exam, Level II or Level III.

Ski with the Girls – Taught by top female clinicians, this clinic is designed to address equipment issues, motivation and ski improvement for women instructors and of course heaps of fun! Sorry, no boys allowed.

Teaching with a Focus 201 – A clinic designed for the Level I certified instructor. This clinic will help the participant develop exercises and progressions related to specific skill improvement in skiers through the intermediate zone skier (level 7). Participants will utilize knowledge of ATS principles and the Teaching Cycle in a peer group environment to effect skill blending and movement pattern changes.

Teaching with a Focus 301 – A clinic designed for the Level II certified instructor. This clinic will help the participant identify and describe, with precision and accuracy using the Teaching Cycle, skill blends and movement patterns in skiers of all ages and abilities in varied skiing tasks, snow conditions and terrain options.

Tip to 'Tale' – Your tracks will tell the story. This clinic will explore speed and the art of carving in a safe and fun atmosphere. Learn to ski clean, efficient turns, tip to tail while exploring the hill.

Use Your Core to Ski Better – Build upon the teachings of the “Core Training for Better Performance” indoor sessions. Prerequisite is previous attendance of indoor session. Apply techniques learned indoors and see immediate improvement in skill performance on snow! Make your skiing more efficient and more fun! Emphasis placed on skills relative to National Standard outcomes.

TELEMARK CLINIC TOPICS

Freeheel Fest – Take the latest movement patterns from the national level and work to develop your skills to maximize your efficiency. Expect an all mountain clinic with the objective of maximizing your versatility with modern equipment in the conditions of the day. Saturday only.

Tele For All – An introduction to telemark with a twist. It will emphasize a progression that takes full advantage of the skills already honed in efficient alpine skiing to enjoy the telemark experience. Take the latest movement patterns from the national level and work to develop your skills to maximize your efficiency. For new and cross-over tele’ers. Sunday only.

CHILDREN’S CLINIC TOPICS

Children’s Refresher – Brush up on your children’s teaching tactics that you learned in the ACE I as well as get a chance to put the new Children’s Manual to work for you. Saturday only.

The Games People Play – Using the “The Children’s Skiing Games Reference” and “The Children’s Snowboarding Games Reference” manuals we will put together some great new game ideas that help you teach with a purpose but make it fun at the same time! Sunday only.

SNOWBOARD CLINIC TOPICS

Intro to Freestyle – Come find out what the park is all about. You will work through the various features to understand how to flow through the park and also be aware of the safety components of teaching in the park. This group will be a mix of snowboarders and skiers, depending on sign ups.

All Mountain Riding – Challenge your riding with an upper mountain tour de jour. Learn tactics and technique to ride a variety of terrain in the mountain environment.

Trench it Out – Get your corduroy carving legs ready and come rip it up. This clinic will explore speed and the art of carving in a safe and fun atmosphere. Learn to ride clean, efficient turns while exploring the conditions of the day.

ADAPTIVE CLINIC TOPICS

Intro to Adaptive – Come find out what all the fun is about. This introduction will provide you a basic foundation of information as to what is adaptive and open the door for you to work with this client. Saturday only.

FAMILY INFORMATION

Tour the Hill – Join us for a tour of Mission Ridge and a lot of fun. We’ll cruise around the hill and familiarize you with the runs you’re comfortable on. For ages 13 and up; must be able to navigate easy blue terrain.

Mission Ridge Ski and Snowboard School – For lesson information or daycare information please call 509.663.6543 or go to www.missionridge.com for daycare information or for ski or snowboard lesson information.

51 Years of Northwest Symposiums

by Joy Lucas (Reprinted from March 1988)

30 Years Old

Joy Tells It Like It Was

Thirty years... Has it really been that long.. or does it just seem PSIA-NW and the Symposiums have gone on forever?

In the beginning of time, after self appointed ski instructors had begun teaching skiing in their own ways, the Forest Service asked the Pacific Northwest Ski Association (PNSA)

to conduct examinations to certify instructors to teach skiing for the protection of the public. PNSA formed a Certification Committee with Wm. F. Horne as the first chairman.

The first examination was held in April, 1939 at Paradise on Mt. Rainier. Otto Lang, Luigi Foeger and Peter Schlessinger were the first examiners and seven instructors, Ken Syverson, Max Sarchett, Ariel Edmiston, Dick Ludwig and Gerry Perry.

“Symposium” continued on p 22



2009 SYMPOSIUM SCHEDULE

Friday, April 3rd

10:00 am	Free Ski or Ride with Clinicians* – Meet at base area by Chair 1
6:00 – 8:30 pm	No-host Welcome Party, Coast Wenatchee Center
7:00 – 8:00 pm	Alpine/Snowboard Level II and III Written Exams – Conference Center <i>*need to register for the written exam with the PSIA-NW office two weeks ahead</i>

Saturday, April 4th

8:45 am	Symposium classes form – Base area, near Chair 1, outside the lodge
9:00 am – 3:00 pm	Classes disburse on the hill
3:00 pm – 3:30 pm	Ski/Snowboard School GS Race – weather dependent Meet at the top of the race course, run TBA at morning registration
6:00 pm – 7:00 pm	No-host cocktails – Coast Wenatchee Center
7:00 pm – 9:00 pm	Banquet – Coast Wenatchee Center We'll honor our award recipients and 20, 30 and 40 year pin recipients.

Sunday, April 5th

8:45 am	Symposium classes form – Base area, near Chair 1, outside the lodge
9:00 am – 3:00 pm	Classes disburse on the hill

Mission Ridge Symposium Registration Times

Thursday Evening, April 3 rd	6:00 – 9:00 pm, Coast Wenatchee Center
Friday Morning, April 4 th	8:00 – 10:00 am, Upper level of the lodge at Mission
Friday Evening, April 4 th	6:00 – 8:30 pm, Coast Wenatchee Center
Saturday Morning, April 5 th	7:00 – 9:00 am, Upper level of the lodge at Mission
Sunday Morning, April 6 th	8:00 – 9:00 am, Upper level of the lodge at Mission

*Must be registered for Symposium and signed up to attend the Friday session.

Spring GS Race Camp

APRIL 24TH-26TH

\$230



Spring at Mt. Bachelor, a run all to ourselves, video and review, great coaching and friends – where else do you want to be in late April? Come see why Mt. Bachelor is known for its 300 days of sunshine, high speed groomers and how that combined with gates makes for an awesome GS camp!

- All alpine abilities welcome.
- 3 day event
- 2-year credit

Spring Fling

APRIL 25TH

\$55



Tailored after its bigger cousin, Fall Seminar, Spring Fling is designed as an end of the season wrap up to solidify topics you have been working on during the season or to give you ideas/information to ponder over the summer. Either way, you won't be disappointed. This session runs from 9-2 with an 8:30am registration time. Topics and more information will be posted online

- Offered in Seattle at Seattle Pacific University
- All disciplines welcome as well as non-PSIA-NW members.
- 1-year credit

Freestyle Camp

MAY 1ST-3RD

\$225



How often do you get three days of training specific to the park and the pipe? The coaches will ease you into the playground and open up the doors to what it is 'kids' these days do. Video and video review. Great way to better your own skills as well as increasing your freestyle teaching bag of tricks.

- All disciplines welcome: Alpine, Snowboard, Telemark
- Helmets recommended
- 3 day event
- 2-year credit

Go With a Pro Clinics

Go With a Pro Clinics are for 08-09 Level I participants and 07-08 Level I participants only. One year's education credit is included with the clinic. A 'Go with a Pro' application must be filled out to attend. Applications are available online at www.psia-nw.org, Home Page, *What's New*, *Go With A Pro Clinics*

Alpine

Day	Date	Location
Saturday	14-Mar-09	Mt. Ashland
Saturday	21-Mar-09	Alpentel
Saturday	21-Mar-09	Bluewood
Sunday	22-Mar-09	Stevens Pass
Saturday	28-Mar-09	Schweitzer
Sunday	29-Mar-09	Silver Mountain
Monday	30-Mar-09	Crystal Mtn.
Saturday	4-Apr-09	Mission Ridge/Symposium
Sunday	5-Apr-09	Mission Ridge/Symposium
Saturday	11-Apr-09	Mt. Bachelor
Saturday	18-Apr-09	Mt. Baker
Saturday	18-Apr-09	Mt. Hood Meadows
Sunday	26-Apr-09	Timberline

Snowboard

Day	Date	Location
Saturday	21-Mar-09	Alpentel
Saturday	21-Mar-09	Bluewood
Sunday	22-Mar-09	Stevens Pass
Saturday	28-Mar-09	Schweitzer
Sunday	29-Mar-09	49° North
Monday	30-Mar-09	Crystal Mtn.
Saturday	4-Apr-09	Mission Ridge/Symposium
Saturday	11-Apr-09	Mt. Bachelor
Saturday	18-Apr-09	Mt. Baker
Saturday	18-Apr-09	Mt. Hood Meadows
Sunday	26-Apr-09	Timberline

Track Tele

Day	Date	Location
Saturday	4-Apr-09	Mission Ridge/Symposium
Saturday	18-Apr-09	Mt. Hood Meadows

Day	Date	Location
Saturday	21-Mar-09	White Pass Nordic Center/Symposium

Summer Professional Development Series Camp

JULY 10TH-12TH
EVENT \$225
LIFT TICKETS \$156



Have you ever skied in the summer? What do you do to keep your skills fresh and challenged in the 'off-season'? You will ski on the summer schedule from 8am-1pm with the rest of your day free to golf, bike, swim, shop, hike, windsurf or just relax. Come explore and challenge your skiing and training on a glacial snowfield in the summer and solidify and/or create your goals for the upcoming season.

Included in this camp

Daily video
 Personal coaching and on-hill training
 Small group size
 Professional knowledge
 Skiing the skills concepts

Cost - \$225

Lift tickets must be pre-paid
 \$52/day = \$156 for the three days
 This is an alpine only event

Summer Ski Camp

JULY 10TH-12TH
JULY 17TH-19TH
EVENT \$275
LIFT TICKETS \$156



As the quote continues, pristine blue skies, mountain air, amazing views and a glacier and a huge snow base! You will experience all these things and be skiing in the middle of the summer. Come join our Technical Team and other talented coaches for this three day camp to get comfortable in the gates, understand line, look at tactics to better run a course and tips and tricks to help you become a better coach and skier in the gates. Come experience what all your friends are envious of, skiing in the summer at Timberline.

Included in this camp

Daily video
 Souvenir DVD of your runs
 Phenomenal coaching
 Private Lane reserved for PSIA-NW
 On-hill Snacks

Cost - \$275

Lift tickets must be pre-paid
 \$52/day = \$156 for the three days

Optional extra activities planned - updates at psia-nw.org
 This is an alpine only event



Winter Blast

Thanks again to all who attended. This event was made possible in part by a grant from the PSIA-AASI Education Foundation.



National Team Clinicians
 Jeb Boyd, Rob Sogard, Michael Rogan

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NORTHWEST
SnowSports Instructor

**Professional Snowsports Instructors
of America-Northwest Division
PNSIA Education Foundation**

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Submission Deadlines

Issue	Deadline
Summer/Fall	July 15
Early Winter	Oct 1
Winter	Jan 1
Spring	March 10

Guide for Contributors

The Northwest SnowSports Instructor is published four times a year. This newsletter will accept articles from anyone willing to contribute. The editorial staff reserves the right to edit all submissions. Submit items as attachments via email or contact the editor for other options. Articles should include the author's name and a quick bio. Photos can be submitted via email or as prints. Please contact the editor for any additional information.

All published material becomes the property of PSIA-NW. Articles are accepted for publication on the condition that they may be released for publication in all PSIA National and Divisional publications. Material published in this newsletter is the responsibility of the author and is not necessarily endorsed by PSIA-NW.

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Advertising Rates

Classified Ads: Classifieds are line type ads that may vary in size. Rates will be reflective of the number of words in the ad.

Rates:

20 words or less	\$10
20-40 words	\$20
40+	\$1 per word

Display Ads: Display ads will be available in a variety of sizes and will be boxed or otherwise set off from the surrounding text.

Rates: All text including logo must fit within the dimensions

Size	Rate
2.5w x 3h	\$50
3.5w x 4.5h (1/4 page)	\$100
7.5w x 4.5h (1/2 page)	\$150
7.5w x 9.5h (full page)	\$200

There is a 10% discount available for running the same ad in consecutive multiple issues.

Website Ads: Newsletter Classified and Display ads will be posted at no additional charge on www.psia-nw.org

Postings will run by mutual agreement or until the newsletter following the issue containing the print ads is published.

Payments are made to:

PSIA -NW
 11206 Des Moines Mem. Dr #106
 Seattle, WA 98168

Cover: Hunter, age 9 showing off his new favorite trick!

Change to Spare

by John Eisenhower, Communications VP

Throughout the recent presidential campaign, "Change" was a major theme. Actual change to our world has been coming at blistering speed. With the current economic climate, you might think "spare change" would be more like it. In 1931, Al Jolson recorded "Brother Can You Spare A Dime?", a song written for the Broadway Musical "New Americana". Known as the Anthem of the Depression, the text is both noble and chilling. The change that had come over the country, and indeed the world, was bewildering and no one knew where it might head. Yet, people, the country and our way of life endured.

Call today's problems what you want; Recession, Depression or the latest - "Reset". Regardless, we've had a heck of a stretch of good times and now it's like someone hit the "pause button". For most of us, life continues on pretty much the same, only we're more conscious of what we're doing, how we're spending our money and what's really important to us.

This is just as true for our customers in the Snowsports world and our industry. After a couple of fantastic seasons, the boom & bust double whammy of weather and economy has hit pretty hard. Locally, skier visits and group lesson sales are down. Ski & Snowboard retailers are hurting. Yet, private lesson sales are strong and merchandise is moving at sale prices.

Our division depends on dues and event income to survive. We watch our budget closely and work hard to match our expenses with our revenues. Newsletter printing and postage costs are significant and as I've reported before in this column, one way we're addressing that is to move the next issue, the Spring issue, to a web only format.

It will still be the same newsletter, only we won't be mailing one to your house. The Spring issue will feature results from the season, i.e. exam pass lists and Service Award recipients, the latest news from our spring Board of Directors meeting, another reminder of our Summer Events (see your Season Guide and page 9 of this issue for an early "heads up" 'cause they sell out!) and a look forward for next season.

We'll post it on the website, psia-nw.org in early June and everyone who has registered a valid e-mail address with us will get an e-mail reminder. Need to update your e-mail address? You can log on to the new national website, www.thesnowpros.org to access and update your profile or call the office anytime. No internet? Your local library is a great resource. The folks there should be more than willing to help you access our website and even help you print a copy of the newsletter to take home with you.

In this issue, along with all of the Symposium information, you'll find an article first printed 21 years ago celebrating 30 years of Symposiums. Well, now it's 51 years. A lot of things have changed over those 51 years. Sometimes at a bewildering pace. You might say we've had "change to spare". Equipment, technique, lifts, grooming, the huge growth in snowboarding and more.

But what's really important to us hasn't changed. Our desire to constantly improve through on-going education and the joy this brings us and our students endures. Have a great spring getting your Ed Credits, training for exams and enjoying the late season storms that always come. ❄

Mid Winter News

by Jack Burns, President

Several topics have crossed my desk recently that may be of interest to you.

Potential Budget Buster

PSIA/AASI-NW received initial pricing information from ASEA on the cost of the long awaited Association Management Software system. ASEA is proposing to charge PSIA/AASI-NW a substantial sum per member per year for use of the system. Based upon current membership, and adding related accounting software and utilization charges, the cost approaches, and far exceeds, any amount we might have considered budgeting. Given the current economy and an actual downturn in revenue, the Executive Committee is struggling with how to absorb this cost without decreasing member benefits. We have asked ASEA to respond to a series of questions about the cost and hope to have sufficient information from them by the time you're reading this so that the Board can fully and knowingly address

this issue. One option, one no one wants to hear, may include a dues surcharge in addition to the dues increase adopted at our last meeting.

Coldwell Banker Bain Partnership A Winner

I am pleased to announce the receipt of an additional \$760 to the PNSIA Educational Foundation from our partnership with Coldwell Banker Bain. Coldwell Banker Bain established the Community Partnership program as a way for the company and its agents to give back to the organizations that are committed to the welfare of our communities. When a sales or purchase transaction connection is made through PSIA/AASI-NW, Coldwell Banker Bain donates 10% of their gross commission to the PNSIA Educational Foundation. This is the second transaction in which Coldwell Banker Bain Sales Associate, RJ Nichoalds has secured a donation to the EF fund. RJ is a long time PSIA-NW

member and former Tech Team member. If you are thinking of buying or selling real estate, please contact the PSIA/AASI-NW Office and offer your support to the PNSIA Educational Foundation. This donation is particularly timely as we attempt to balance our budgets.

Congratulations to Kim Petram

It gives me great pleasure to announce the appointment of Kim Petram to serve as Coordinator for the Children's Program. Kim replaces Jodi Taggart who recently resigned as Chairperson. Kim's job will be different but similar. I have asked Kim to serve as a Coordinator and lead person to assist the Education and Programs Director, Education VP and Technical VP in developing and maintaining quality Children's programs and, at the same time, within the DCL framework, providing focused educational and training opportunities for current Children's clinicians and those aspiring to the position. The Board and I have expressed our gratitude to Jodi for her past service. ❄️

Recognize Excellence!

by Wayne Nagai, Awards and Recognition Committee Chair

Now that most of the multi-week programs are finished and with spring approaching, I hope you can find time to help us recognize the outstanding accomplishments of your fellow members. Please look around your school and think about nominating someone for a PSIA/AASI-NW Service Award!

These awards are presented at our Spring Symposium, so time is short. The deadline for submitting a nomination is March 13, 2009. Forms are available online, www.psia-nw.org, *About Us*, *Service Awards* or through the office. You'll also find the detailed criteria for each award and examples of past recipients.

It is gratifying to see the faces of the recipients as the awards are presented. You'll be happy to know that you played a role in recognizing their excellence!

The Service Awards are:

Rookie of the Year

What a great way to recognize a rising super star!

The Ken Syverson Instructor of the Year

Don't you know someone that shares your passion for the sport and inspires others?

The Art Audett Outstanding Service

We all give our all, but there must be someone that stands out!

The Jean Lyon Service to Youth

The one you remember when you grow up!

The Larry Linnane Skiing Legends

Let's not forget those that have demonstrated their commitment for this sport over the years!

National Report

by Ed Younglove, PSIA/AASI Representative

I wanted to briefly report to the northwest membership that one of our own, Earl Saline previously from Stevens Pass, has been hired as an Education Manager for PSIA-AASI. I reported in the last edition that Kim SeEVERS, the PSIA-AASI Education Director, has left the organization to return to the east. Instead of filling the position with one individual, the organization has hired two Education Managers, one of

whom is Earl. The other manager is Ben Roberts who had previously worked in the PSIA-AASI education department with Kim. We are excited to have these two energetic and creative individuals heading up the organization's education department.

The national organization has a new and improved web site which you should check out. The new website address

is thesnowpros.org. The accessories catalogue and education materials that can be ordered are available through the site, including the new Children's Instruction Manual 2nd Edition and the Cues to Effective/Ineffective Teaching (similar to the Cues for Effective and Ineffective Skiing). You can also check out and sign up for the Movement Matrix a really cool online education tool. Check 'em out! ❄️

Your Best Interest

by Diana Suzuki, Financial VP

Greetings Snow Sport fans from the Financial VP! After too little snow and then too much snow in the flat lands that turned into floods, I hope you are settled into a great season at your area and ready to enjoy the **SUPER** upcoming events planned by your Northwest staff.

The events for this snow sport season are in your Season Guide with the latest updates on the Northwest web site - www.psia-nw.org Please take a moment, check out the opportunities, register and put the dates on your calendar for 2009. The events fill up fast because the quality of the events improves every year through new ideas and hard work by our dedicated staff.

With the current events in the USA and world economy, your association is very sensitive to keeping the costs of events as low as possible so participation remains high among our members. Through our rigorous budgeting process each year every expense is reviewed carefully to make sure we are fiscally responsible and have the membership's best interest as our primary goal.

As I have mentioned in other articles, the budget consists of very modest salaries, rent for the office, communication expense, travel and the costs of putting on events. The Board members and the Executive Committee are all volunteers, many of whom do not submit for gas reimbursement when traveling many miles to attend meetings on behalf of the association. I continue to be amazed and proud of the folks who volunteer their time to PSIA/AASI-NW. Without them the services provided to the members would be significantly reduced. I hope you are reading between the lines because my real message is - our budgets have no fat. The Board is very sensitive to dues, certification or event increases, but we cannot stop the fact that inflation does exist which raises our costs over time.

On the bright side, please don't forget to check out the deals offered on the PSIA National web site at www.psia.org It is a great way to save money!

See you on the slopes ❄️

Need some \$\$\$ to help continue your professional development? Apply for a scholarship through PSIA/AASI-NW.

Scholarships are available for events, exams and educational materials.

For all the details including the application form, go to

www.psia-nw.org, *Membership Benefits, Scholarships*

Scholarships must be applied for 30 days prior to the event.

New Address or Email?

Be sure to inform the PSIA/AASI-NW office if you move.

The USPS will not forward our mailings.

Send your: NAME, NEW ADDRESS, NEW PHONE NUMBER

and NEW EMAIL to the office:
PSIA/AASI-NW, 11206 Des Moines Memorial Dr, Suite #106,
Seattle, WA 98168-1741 phone: 206-241-2885, email: office@psia-nw.org

Alpine Certification Update

by Chris Thompson, Certification VP

This past fall during the divisional staff training at Mt Hood, the indoor session focused on the Level II Teaching and Professional Knowledge exam module. The Divisional Staff analyzed the current topics, creating new topics to be used both in training and during the exam.

The current Alpine exam guide has been updated reflecting topic(s), logistics and result sheet changes. The changes can be found on line at the PSIA-NW website under Alpine Certification. Included in the changes are:

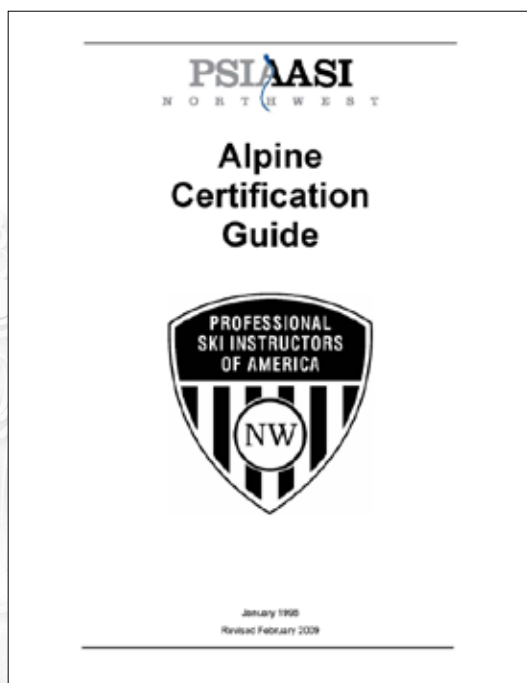
- Level II Teaching Topics are now based upon skier zones as defined in the Alpine Technical Manual, second edition.
- Level II candidates are now accountable for working with their peers as they clinic the group during their teaching session, thru the Intermediate zone to include varying conditions and terrain.
- Candidates should be prepared to teach twice during their exam day. However, in the case where a group size is five or less, the examiners and candidates may stay together for the day. In this particular case, candidates

may only teach once during the day with their other segment being more movement analysis, directed practice and communication oriented.

- Emphasis will continue to be placed on the teaching model and teaching cycle.
- The exam result sheets have been modified to allow for stronger communication and goal oriented feed back from the examiners to the exam candidates.

The staff believes these changes better represent the industry and school expectations of all Level II instructors whether teaching private lessons, week long or multi week programs.

The Certification Guide is a living document to be constantly upgraded as we realize a better understanding of all aspects of snow sports. It is much more than an overview of the exam process, it is a great study guide to be used as an education tool in your development as a ski teaching professional. Read through it with a pencil, take notes, use it to develop a better over all understanding of contemporary teaching and technical trends. And, have a great exam. ❄



Find it on the web at:

www.psia-nw.org, Certification, Certification Guide

Other Great Places

to find valuable data that may be beneficial if you are going for an exam!



PSIA/AASI

Get your hands on a plethora of resources from magazines, manuals, books, videos and the online interactive Movement Matrix!

Spend time with your peers on snow! Talk and ski/ride through concepts that will be beneficial for both your guests and your exam !



Mt Hood Region Election

by Mary Germeau, Executive VP

Following a call for candidates published on the website and in the newsletter, there is an election for the Mt. Hood #2 seat. The Announcements of Candidacy are printed below. Ballots were mailed at the end of January to all members in the Mt. Hood Region. Ballots must be returned no later than the close of business March 15, 2009. Results of the election will be posted on the website and published in the next newsletter.

Mt Hood Region

Position 2 Greg Aldrich
Bill Arnez

The following other declared candidates were unopposed. Their terms are for three years (unless otherwise noted) and they will be seated at the May meeting. Those seats where no one applied will remain vacant until the next election according to our bylaws.

Stevens Pass Region

Position 1 Mark Schinman *
Position 2 Mary Livingston-Weston *

Snoqualmie Region

Position 5 John Winterscheid *
Position 6 Wayne Nagai *

South Central Region

Position 1 Gary Carter*

Bend Region

Position 1 (2 yr term) Open Seat (no one applied)
Position 2 Jim Field*

Spokane Region

Position 1 (1 yr term) George Bailey **
Position 2 Rick Brown *

Whitefish Region

Position 1 Open Seat (no one applied)

* Incumbent

** New Board Member Unopposed

Name: Greg Aldrich **Region:** Mt Hood **Position:** 2

School: Olympic Ski Bowl Ski School

Off the Snow Occupation: Action Park Manager (Skibowl)

PSIA/AASI Involvement: Level III Snowboard, Level I Alpine and Level I Freestyle. I currently manage the Olympic Ski and Snowboard School. I am going to tryout for Snowboard Divisional Staff next season.

Reasons for wanting to serve: I believe that I can provide a fresh point of view on the sport and the direction that it is heading in. I have been working in the industry for ten years from coast to coast as an instructor and manager of a school, so I can see the two sides of the spectrum of what the customer is looking for and what we provide in the lessons.

It would be my pleasure to serve the NW with everyone's best interests in mind. If you are ever at Mt Hood Skibowl please stop in and say hello.

Name: Bill Arnez **Region:** Mt Hood **Position:** 2

School: Mogul Busters Ski and Snowboard School

Off the Snow Occupation: Retired – General Contractor – Highway/Freeway Construction.

PSIA-NW Involvement: My school is almost 100 percent PSIA members. I attend annual workshops and on-snow clinics. My staff was one of the first to be ACE I accredited. My school has been operating for 50 years as a certified school with PSIA. Recipient of the Jean Lyon Service to Youth award in 2000 in Sun Valley. Served on the Member Ski School Committee as Region II Representative. I have been a member for 28 years.

Reasons for wanting to serve: To represent the independent schools on Mt Hood. To balance the board members at each area on Mt Hood. We use the PSIA children's program in our school, being on the board would give me even more updated information to share with my school and the whole Mt Hood Region. To expand my knowledge outside of the Mt Hood area and bring it back to our Mt Hood instructors. I want to use the knowledge I have acquired from the years of owning and operating a ski school and my knowledge gained from my professional work to share with others and to learn from others who share my lifetime love of skiing and snowsports. I get great gratification from experiencing young students learning to ride the chair and successfully ski or snowboard down the hill with confidence. These young people gain from our experience as ski instructors. I want to continue to make a difference and continue the camaraderie that instructors in this organization have had for years and to continue that love of the sport with others.

Board Member Profiles

Getting to Know You

by Board of Directors

The returning (and one new) board members bring years of experience and involvement to your Board of Directors. Some you may know better than others, so we hope these profiles will help you get to know this dedicated group of people a little bit better.

Name: George Bailey **Region:** Spokane **Position:** 1
School: Lookout Pass

Off Snow Occupation: Real Estate Consultant-Regent Realty

PSIA-NW Involvement: I have been a PSIA Alpine certified instructor at Lookout Pass Ski Area for the past two seasons. Last season, I was selected by our ski school director as co-instructor of the year. I passed my Level I alpine certification in 2007. In 2008, I passed the Level II written exam and took the Level II skiing and teaching exam. I plan to continue on my quest for Level II certification in 2009.

Reasons for wanting to serve: I saw the request from the board for members to serve on the board in the spring newsletter. I attended the spring meeting and saw first hand how well the board is serving the membership and have decided to announce my candidacy. I am a retired school teacher/administrator and have served on numerous local, state and national boards/committees. I plan to teach skiing for as long as I can and would also like to serve the membership as a board member.



Name: Rick Brown **Region:** Spokane **Position:** 2

School: 49 Degrees North

Off Snow Occupation: Vice President – Inland Lawn, Inc

PSIA-NW Involvement: Level III Snowboard and Level I Alpine Instructor, Divisional Clinic Leader, Snowboard Committee member and current board member. Member of PSIA-NW member for 15 years. Director at 49 Degrees North Ski School in Chewelah, WA.

Reasons for wanting to serve: I believe that there is not enough participation or representation within the younger demographic of our organization or within the snowboard group. I have a passion for what we do at all levels and have a great deal of experience throughout the snowsports industry.



Name: Gary L Carter **Region:** South Central **Position:** 1

Ski School: White Pass

Off Snow Occupation: Auto Body Custom Car Builder, Pro Ski Tuner, Bootfitter

PSIA-NW Involvement: Alpine Level III, Senior Specialist 1, White Pass clinic instructor, a member of the PSIA-NW board since 1967 and current board member.

Reasons for wanting to serve: I want to continue to serve my members at White Pass Ski School. It is my passion to keep White Pass involved in PSIA-NW. Help to maintain current membership and bring in new members to our learning world.



Name: Jim Field **Region:** Bend **Position:** 2

School: Mt. Ashland

Off Snow Occupation: I am retired.

PSIA-NW Involvement: I have been a board member since 2006, and a PSIA member since 1999.

Reason for wanting to serve: I want to continue the work that we have been doing for the last 3 years. I think I am getting into the process.



Name: Wayne Nagai **Region:** Snoqualmie **Position:** 6

Off Snow Occupation: Insurance Claims

PSIA-NW Involvement: Current board member and Awards Committee Chair, Alpine Level II

Reasons for wanting to serve: I will be running for my board seat for the Snoqualmie region this spring. I have served on the BOD for several years and witnessed the changes in the winter sports business and the need for our organization to adapt as well. I have seen the change from a ski only organization to one that serves many disciplines of snow sports.



There have been major changes in our ski area owners. This has created new challenges for the concession snow sport schools. At the same time our organization serves members that are part of "resident" programs with different needs and offerings. The sport is evolving with new challenges to teaching and training curriculums that PSIA must stay current with.

If elected I would continue to serve our membership as their representative with an open mind to change and an open ear to our membership.

Name: Mark Schinman **Region:** Stevens Pass **Position:** 1

School: Clancy's Ski and Snowboard School

Off Snow Occupation: I retired after 30 years as the General Manager of Snohomish County PUD in 1999. I now spend my time consulting for electric utilities, an instructor with Clancy's Ski and Snowboard School and enjoying some spare time with the grandkids, fishing, hunting and of course enjoying all the snow. I have an Electrical Engineering degree from the University of Washington, a master's degree in Business and a Professional Engineers license. With my business and educational background, I have strong analytical skills, negotiating skills and the ability to assess big picture concepts and plans, and develop them into workable projects that can be clearly delegated and completed. These are skills that are valuable in the engineering and business world as well as the snow sports world. I have a high level of education, accountability and a significant desire to be responsive to member desires.



PSIA-NW Involvement: I joined PSIA in 1974. I was certified Level III alpine in 1978 and certified Level III Snowboard in 2004. During the last several years I have been active in PSIA and AASI in several areas. For the last eleven years, as a volunteer I have created and maintained the PSIA-NW web site. Currently I am the Administrative Vice President and recently chaired the Office Transition Task Force. I have attended countless divisional educational clinics. In the last several years I have averaged two to three times the required educational credits every year. I am Senior, ACE and Freestyle Accredited. I instruct both skiing and snowboarding.

Reasons for wanting to serve: In the fall of 2003, Ed Younglove, our President at the time called me and asked if I would fill a vacant board position. He was complimentary of my past PSIA/AASI involvement and thought I could be an asset to the board. This sparked my interest and I continue to want to give back to the organization and to enhance my involvement by continuing on the board. I have served on other boards for volunteer organizations, for example the Everett Family YMCA where I was board chair for several years. I have considerable experiences to offer and I have the time.

Name: Mary Livingston-Weston **Region:** Stevens Pass

Position: 2

School: Clancy's Ski and Snowboard School

Current PSIA-NW Involvement:

Allow me to introduce myself, I am Mary Livingston-Weston. I have am one of the current board representatives for this region.



Professionally I have a level III and have been a business person both for large corporations and as a private business owner. Therefore, I have a great amount of business acumen to offer PSIA as a board member. I have been teaching since I was 15 and still have the same passion for the sport I had at that age. PSIA/AASI-NW holds so many opportunities for us as instructors. In an economically challenged time I appreciate HOW necessary it is to have someone who wants to be there to help the everyday line instructor as well as the weekend instructor attain their goals within our chosen profession.

Reasons for wanting to serve: I have enjoyed learning the in's and out's of a board in the last couple of years and am anxious to continue to serve. I have served on the Awards Committee since it's inception. I look forward to more challenges to come with the board and helping members. This is a great opportunity for me to give back to a community that has given so much to me.

Name: John Winterscheid

Region: Snoqualmie **Position:** 5 **School:** Ski Masters

Years Teaching: 1967-1973, 1990-2008

Off Snow Occupation: Part-time orchardist

PSIA-NW Involvement: Current Board Member, Alpine III

Reasons for wanting to serve: I have served on the board for two terms and I would like to continue to work for the members. I am TD for Ski Masters. As I said last time I ran, I feel that the division has given me so much, I want to give back some time and energy to the division.



Copy Cat Skiing

by David Lawrence, PSIA Nordic Team

Since I've always got skiing on my mind, I can't help but see important lessons from all different kinds of sources, even small business books. In *Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide*, by John Jantsch, he argues that most small businesses' marketing plans are, "Do what everyone else is doing." So he coined the term, copy cat marketing.

Every winter I get to teach a variety of skiers whose only "plan" for becoming a more efficient and graceful skier is the same as many small businesses' marketing plans; to copy what everyone else is doing.

Don't be a victim of "Copy Cat Skiing!" Don't copy what everyone else is doing! You'll become a beautiful, efficient and fast skier if you do the opposite of what most skiers do, and that's find an instructional technique coach that will work with you and your individual learning style.

Every year, for the last ten years, I receive five to six lessons a year. I have received (and I mean as student not as a teacher) well over 60 instructional hours in the last ten years and I plan to keep that pace of learning up for the next ten years! I'm a good skier, heck I even earned a spot on the PSIA Nordic Team, but most times it seems like I'm more a student than a teacher.

Why would I spend all that time and money on lessons? Because technique lessons have vastly increased my technical understanding of skiing and improved my skiing EXPONENTIALLY! When you develop a technical understanding of the "why's" of skiing (why you do this, why you do that) your skiing, efficiency and fun skyrocket.

But don't get me wrong. Getting advice about skiing from friends is a good thing. It gets you thinking about technique and helps to develop your eye for good skiing. But, before you swallow anyone else's advice, even my own, always ask why! Most skiers who give other skiers advice often don't know why they do what they do, even if they are good skiers. You'll know if the next tip you get is good if the answer to your question, "Why should I do that?" really makes sense.

An hour of private instruction, even for the greatest of PSIA instructors, is equal to 90 kilometers of copy cat skiing. But there is one big difference, you'll learn the right thing to do in one hour of skiing instead of ingraining a bad habit after 90

kilometers of skiing, and you'll know why.

If your ski school is offering a clinic that you have to pay for or you're contemplating attending a winter workshop or PSIA college event, pull the trigger, pay the price and commit to becoming a better student. The greatest instructors are the greatest students.

What's your "skiing plan" to become the best skier on the slopes and trails this year? Don't just copy what everyone else is doing. Don't become a "copy cat skier." Become a better skier by making a plan to become a better student. This winter, attend at least two instructional clinics or lessons. Trust me, they're worth the cost when everyone starts beating a path to your ski school requesting you as their instructor. ❄

David Lawrence is PSIA level III Track and level II Telemark certified. He is a full time cross country ski instructor for the Methow Valley Ski School in Winthrop, Washington as well as a contributing writer for Master Skier and a coach for the Methow Valley Nordic Ski Team. David is a PSIA-NW Nordic DCL and Track examiner. He will be traveling and teaching throughout North America and Japan this year as a new member with the PSIA Nordic Team.



Brooke and David

Are We Teaching What We Want to be Learned?

by Dustin Semb, Snowboard DCL, Examiner

How many times have you heard or said something like this? "Enjoying snowboarding/skiing is more important than the skills the student learns in a lesson." I know that I have spent years thinking and saying that, however to be honest, I do not know if I have lived up to it in lessons and clinics. I often head to a lesson or clinic thinking that I am delivering a product; snowboarding skills. In reality, I am there to provide a service; whatever the student wants.

Most of the lessons I have taught and have seen taught hold at least this one thing in common. Show the student(s) how to ski or snowboard better than he/she does now and he/she will enjoy skiing or snowboarding better. In other words, if I teach X, Y and Z (the product), the student will enjoy skiing or snowboarding more (the bi-product). If we want to focus on the enjoyment of the sport, then that should not be the bi-product of our lessons. We should be teaching how to enjoy skiing and snowboarding and let the skills be the bi-product of the lesson.

There are many ways to bring the enjoyment of the sport to the forefront of our lessons and clinics. I would like to approach it by changing the focus from the lesson being a product to it being a service. As snowsports instructors, we should think of ourselves as part of the

service industry rather than selling a product.

Let us take a look at part of the service industry that we all are familiar with - restaurants. The same things that make a memorable experience at a restaurant make a memorable experience on the mountain. The host pays attention to your mannerisms and seats you in the perfect location. The waiter anticipates your needs, but doesn't pester you. Throughout the night, the water glasses are filled without you knowing it. The courses show up soon enough to satisfy your appetite, but spread out enough to allow you to enjoy your company. The bill is less than what you would have expected to pay for the experience and you leave a generous tip rewarding the good service you received. We should be providing a service that rivals anything a restaurant could provide.

Customer service is already part of what we do, but is often thought of as separate components to a lesson. We assess the student(s) when we first meet. We chat at the right times. We teach skills without the student knowing. We spread out new tasks, provide practice time and if we are lucky, we too will be tipped and he/she will return because we provided an experience that is worth more than expected. The service parts are there.

What is often missing is the attitude.

The desire to provide a service is necessary to providing good service. Without the desire, we are just putting the tables and food out and directing traffic between the two. It is the desire to provide service that changes a restaurant from just a place to eat to somewhere to go for a memorable experience. That same desire for service is what will make each lesson and clinic a lasting memory for those involved.

Approaching the lesson as though it is a product makes us appear to be salespersons, however by treating it as a service, we are seen as helpful, friendly and genuine. At the restaurant or the ski school, we return for more than the product. We return for the service. And service, like a smile, is only priceless if it is genuine. ❄️

Dustin is a Snowboard DCL, Examiner, ACE and Freestyle Clinician. Mt. Spokane is his home area. He works for Eastern Washington University in their Outdoor programs and as an adjunct Professor. When he's not on the snow, he teaches Whitewater Kayaking and spends as much time as he can with his wife and their 6 month and 2 year old daughters.



Quick Kid Cues

by Ralph Peznecker, JET-NW

The following set of visual cues are an easy way to monitor student progress and help answer, “when should I move my kids ahead?”. Please remember there are numerous factors to consider when determining the pace of your instruction and timing for introduction of new materials. However, these simple visual cues are almost always present and correlate directly with skill acquisition related to a specific task or movement set. The model is adaptable to alpine, nordic and snowboard disciplines.

Students should practice more when:

Stance is lowered, wide and/or movements appear abrupt or excessive

Arm and leg movements are one sided (unilateral) or contrived

Eyes focus close to the feet

When presented with variation there is significant performance regression



Students are ready for next step when:

Stance is taller, width is functional and most movements appear natural

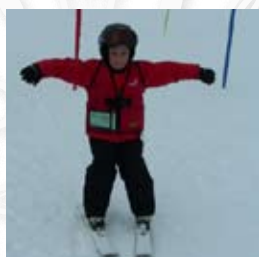
Arm and leg movements are cross lateral and complement each other

Eyes focus ahead

When presented with variation there are effective adjustments and adaptations relative to task



This abbreviated model is based on material included in “Child Centered Skiing” 1988 Peterson/Bode/Workman. Authors Diane Bode and Carol Workman presented an overwhelming amount of their manual content at the 1988 PSIA Childrens Symposium, information which was cautiously embraced by child snowsport programs, instructors and subsequent PSIA educational materials.



Book Reviews

by Ed Kane

Children's Instruction Manual

Second Edition, published by ASEA-Educational Foundation (\$24.95 plus Postage & Handling, available from the PSIA-NW Office). This paperback book is the 2nd edition of the manual that was originally published in 1997. This newest version had contributors with Northwest ties. Johanna Hall, Rachael Milner and Earl Saline were some of the authors and Jodi Taggart was one of the reviewers. One of the major changes

from the earlier version is information on drills and exercises, progressions, age specific tips and movement considerations. This version has 3 major sections which cover: Building Blocks for Teaching; Lesson Content; and guiding principles on How Children Learn. The first section provides guidelines on creating a successful Learning Partnership

by recognizing the student needs and planning the lesson using the Teaching Cycle concepts. The second section provides information on the elements that make up a lesson and presents ideas for making the fun while delivering effective instruction through the use of skill development and well planned tactics. The last section deals with the unique needs of each individual in the class through recognition of their psychologies and developmental needs.

Many of the concepts that are introduced in our Children's Specialist training are expanded upon in this

manual and provide a consolidated resource for study by each instructor. The Teaching Model is recast into the elements of Play, Drill, Adventure and Summary. Each element is explored in some detail with numerous hints and guidance for successful lesson content using these elements. Sprinkled throughout this manual are "Helpful Hints" and "Safety Tips" that should be kept in mind during the lesson. Material for all Snowsports disciplines are contained in each section and there

is some very good guidance on how to include the Parents in the (learning) Partnership.

In the section on Lesson Content there is some interesting material on flat land drills and games to get started. These seem to be very effective in this age category to help familiarize them with their equipment and it also takes advantage of the generally short

attention span by keeping them occupied exploring the concepts in a relatively controlled situation. Drills for Alpine, Snowboard and Nordic are described and these should form the basic tools for the relatively new instructor. There is also quite a bit of information on effective use of terrain. The last section expands the previous material on the CAP Model for ages into the early teens. This additional information is quite useful and very helpful in understanding the unique aspects of each individual in the class. The subsections on "Creating the Environment for Affective Growth" and "Class Handling and Behavior

Management" are very well written and contain some excellent guidance. Of particular note are the check lists in the latter subsection.

This revised manual should be in every Snowsports School library as a readily available reference for every instructor. Preferably it should be a required reference for all entry level instructors and should be owned by all instructors who wish to specialize in teaching children.

Staying Alive in Avalanche

Terrain by Bruce Tremper, published by Mountaineers Books (\$18.95). This paperback book is the 2nd edition of the earlier work that was originally published in 2001. The earlier release captured a very high level of expert information on this subject in an easy to read and understand format. This updated version maintains the same literary format and expands on the material presented earlier. It is structured to follow the organization of the classes offered by the American Avalanche Association which offers a logical progression of information for the reader. Since there is more interest in off-piste skiing & snowboarding these days, a fundamental knowledge of this information related to the hazards of the backcountry playground should be a part of every instructor's portfolio. The contents of this book can provide a better understanding of how to deal with the potential hazards.

The book is a well illustrated 304 pages crammed with useful information. It is helpful to list the chapter titles to give an idea of the depth of the content and the way it is organized. These include: Avalanche Basics; How Avalanches



Book Review continued on p 22

From the Membership

Book Review continued from p 21

Work; Terrain Management; Weather; Snowpack; Stability; Hazard Evaluation; Routefinding and Safe Travel Rituals; Rescue; and The Human Factor. The first chapter contains some interesting statistics from both the US and Europe. One factor I found interesting is that the rate of deaths from Avalanches is generally declining in most backcountry activities except for Snowmobiling. The second chapter contains a very good discussion of the conditions that make a slope avalanche prone. These include the steepness, snow layering, wind and other weather conditions that have prevailed during the snow fall. In addition there is information on the

various types of avalanches and the factors that determine which might occur. The next chapter deals primarily with trigger effects and the relationships of these with the snow structure and slope. Following this is a discussion of the relationship of terrain to potential avalanches. I found it interesting that these can be triggered from below as well as from above (a possible consideration when snowmobiling or back country touring in valleys below steep slopes). The effects of weather on the snowpack and its stability are covered in detail in the following 3 chapters. These are followed by some excellent guidelines on evaluating the potential hazard and some very practical tips on routefinding taking these factors into account. The

last two chapters deal with the effective rescue techniques and the human factor related to getting into risky situations. I found some of the observations in the last chapter interesting and not surprising from my personal long term experience in the mountains.

One of the most useful features in this book is "Hot Tips" that are scattered throughout this book. These are suggestions that should be retained in the back of our minds whenever we venture into the out of bounds areas outside the maintained slopes. This book should be part of the library of any instructor who ventures out of the maintained areas either alone, with companions or with a class. ❄

"Symposium" continued from p 6

Ralph Bromaghin and Jim Parker passed that day to become the first Certified Ski Instructors in our part of the country. Ariel Edmiston of Portland only recently retired.

Of the second exam class in January 1940, two of the successful candidates, Larry Linnane and Jim Lucas, are still teaching. Chairman of the Certification Committee at that time was Bob Hayes and the examiner was the great Dick Durrance. I became the first woman to be certified in 1941, the last examination before World War II.

After the war, examinations were re-established in 1948 with Art Audett, Hal Kihlman and Stan deBruler passing at that time. From then, we began to grow. During this period, we all had to be re-certified every third year. But with the numbers increasing so rapidly, this became a problem.

By 1958, we had grown to about 650 instructors and felt the need to form our own instructors organization. Meetings were held throughout the division and Bylaws were formulated. All the women who were teaching at that time go together

and sent out fliers to elect two women to the board. Tony Rheinhart Lash and I were elected to that first board. Other members of that first board who are still active on the board are Joe Harlacher, who was our first president of the new Pacific Northwest Ski Instructors Association (PNSIA) and Jim Lucas. After becoming Executive Secretary, I left the board, but was re-elected back to the board when I retired two years ago.

At the first PNSIA Board meeting, it was decided rather than having the teachers required to be re-examined, that it would be more beneficial to provide more education. Experience meant so much and they could be kept up to date through clinics. From this came the first Symposium. It was held at White Pass in the spring of 1958, Loren Prescott was chairman of this first-ever event. About 50 attended and a tradition was begun. (Special note... we wanted a special name for this event, so everyone thought of what to call it. Finally, someone found the name "Symposium" in the dictionary stating that it was an educational function at which there was drinking and partying. It was felt it sort of fit.)

Memories of that first Symposium: The clinic teachers were seated on a raised platform at the banquet where everyone could see them. We only looked at them as no one on those days dared speak to

those "gods" from Sun Valley. Those who attended that first Symposium knew we had a winner and each year found more and more of our members attending. In later years, we went to White Pass, Timberline and Crystal until we grew so big they could no longer handle us

I became chairman in 1960 when we had 91 people attend, and handled them all until 1986 when I retired. We went from that 50 (1958) up to 758 at the Symposium at Sun Valley in conjunction with four other divisions - our biggest ever. Through the years we have had the world's best from France, Austria, Canada and Switzerland as well as our beloved PSIA Demo Team who have given so much to us all. What fun and what memories! ❄

Editors Note: This article was first published in the March 1988 issue of the Northwest Ski Instructors News. (the precursor to today's NW Snowsports Instructor) Most of the instructors in the article read like a "Who's Who" list of members who made major contributions to Ski Instruction in the Northwest and who are no longer with us. Joe Harlacher is still active as a co-owner of Ullr, Inc Ski School in Bellevue, WA and a member of the Member School Insurance Committee. Joy lives in Edmonds, WA and just celebrated her 92nd birthday. Our thanks to her for digging up the newsletter clipping from her archives and sending it in for the 51st anniversary of Symposium.

Charley McIntyre

November 20th, 1922-October 29th, 2008

Charley McIntyre, a fifty year veteran of Pacific Northwest Ski Instruction, passed away peacefully on October 29th, 2008 at his home in Seattle. Charley grew up in Philadelphia, Pennsylvania where he played football and was a champion rower. He never saw a ski slope until he moved out to Seattle in 1949 with his two brothers. They drove out to Sun Valley in 1950 where they left Charley to learn how to ski alone on the top of Dollar Mountain. He flipped and flopped his way down the un-groomed slope to the chairlift. By then, he figured that he was done with skiing for good. He met another fellow who was tired of fighting the bumps and together they went off to the lodge to warm up and enjoy some hot cocoa. Turns out that fellow was Gary Cooper. Mr. Cooper assured him that it would be advisable to learn a few tricks from the local Austrian ski instructors before he tried tackling another mogul field.

Charley returned to competitive rowing after his first ski experience, but he remembered the beauty of the mountains and hoped that with some instruction he could someday learn to ski. In 1953 Charley befriended a priest by the name of Father Otmar Boesch. They both shared a love of sports and the outdoors. It turned out that Father Boesch was a skier and he ran the youth ski program for the Seattle Archdiocese at Ski Acres. He invited Charley to join them the following winter at Snoqualmie Pass where he personally gave Charley the instruction that it takes to begin to learn the art of skiing. Charley was a quick study and soon he was teaching other newcomers how to "stand on zee skis and bend zee knees". Sadly, Father Boesch died soon after at a young age, but he introduced Charley to the enjoyment of ski instruction and

inspired him to carry on the tradition. Charley remained involved with teaching at Ski Acres with Ski Professionals Inc. and he coordinated the weekly migration of students up to Snoqualmie Summit on the school buses.

In 1968 the Alpentel ski area was opened on Denny Mountain. Charley moved over there to teach with Glenn Young and the Swiss duo of Rene Moser and Hans Weissmuller. These were exciting times as Charley witnessed Rene and Hans ski with a European gusto and style that was far beyond anything he had ever seen. This exposure refined Charley's skiing and helped him to develop his signature style of graceful round turns, leading with the inside hip as he would say. With challenging slopes and impressive vertical drops, Alpentel attracted and developed some of the best skiers in the Northwest. Charley would say, if you could ski down Internationale then you could ski anywhere in the world.

The first year at Alpentel was a near disaster with record low snowfall, but 1969 made up for it with snows that practically buried the chairlifts. The ski school grew as more and more people took up skiing into the 1970's and a real community of friends and families formed at Alpentel. Charley especially enjoyed working with the beginner skiers. He had a gentle approach and offered practical advice that allowed his students to gain confidence and become capable skiers. Many of his students went on to become ski instructors, including his first four children; Bridget, Molly, Maura and Charlie who all taught at Alpentel.

In his later years, Charley taught on Thursday nights for John Mohan up at Snoqualmie Pass. With his patience and



keen eye, he kept many a frustrated skier from giving up. He offered encouragement to his students and taught with an enthusiasm that was infectious. He liked to work on the side of the slopes and was prone to stopping there for extended periods of time to belabor his point. Although half frozen, his class would enjoy stories and insight reflected from his fifty year career as a professional ski instructor.

Charley McIntyre continued to teach into his 85th year and was always eager to learn new techniques and improve on his own skiing. He loved discussing the fine points of skiing with other instructors and he was especially proud to be able to ski with his children. His presence in the mountains will be missed, as will his gentle spirit.

He is the beloved father of Bridget Ann (Richard) Cooley, Molly Ann (David) Fitch, Maura Ann (Luke) Imperatore, Charles Anthony McIntyre, Francis Joseph McIntyre and Meghan Trudy McIntyre; grandfather of Broderick Christopher Fitch, Georgia Ann Imperatore and Charlotte Ann Imperatore; former husband of Ann Cummins McIntyre and Mary Martha Curo McIntyre. Visit Charley's blog at <http://hotsculler.blogspot.com> ❄



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N O R T H W E S T

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PSIA/AASI-NW goes eco friendly for the Spring 2009 newsletter.

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● The expanded Movement Matrix is here! Whether you're improving your own teaching, studying for exams, or looking for that tip to jumpstart your day, check out the two NEW snowboard and Nordic Movement Matrix modules. Like the recently updated alpine module, these new additions to the Movement Matrix feature a selection filter that allows you to easily sort through video and written resources featuring hundreds of combinations of technique, skill, and snow conditions. The snowboard module features Park & Pipe and All-Mountain Riding. The nordic module includes Telemark, Skate and Classic sections. The \$14.95 annual fee provides access to all three matrices! www.thesnowpros.org

● Lindsey Vonn broke the record for Alpine skiing championships for U.S. women Sunday with a victory in a super-G race in Tarvisio, Italy. Vonn's win was the 19th of her career, one more than the mark set by Tamara McKinney in the 1980s

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