

PSIA/AASI

NORTHWEST

Fall 2009

Issue #1 2009/10 Season
PNSIA-EF

NW snowsports instructor

BACK TO SCHOOL!

Jump Start Your Season
at Fall Seminar

What Was tamarack

It's Farewell for Now

Immersion

Get the Low Down
on this New Event



Sliding is Sliding, Right?

It's not the Tool, but How You Use It

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Backcountry Guide



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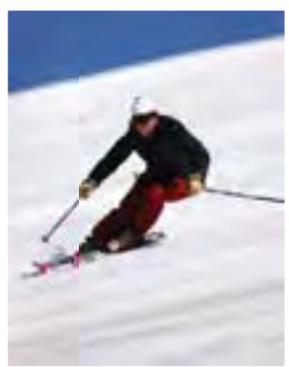
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PSIA-NW TECHNICAL TEAM MEMBER
KATE MORRELL AT THE 2009 PSIA-NW
SUMMER SKI CAMP AT TIMBERLINE,
OREGON.
PHOTO CREDIT MATT AIMONETTI

2010: Odyssey Two

by Tyler Barnes

PSIA-NW Communications Vice President

In May 2009, I was elected as your new Communications Vice President by the Board of Directors. It is an honor to serve you and the organization. If it were not for the office staff and the countless volunteer hours Board members, Divisional Staff, and members at-large devote to this not-for-profit organization we would not have such incredible support for the advancement of snowsports education in the Northwest.

John Eisenhauer, whose odyssey spanned the last ten years (May 1999 – May 2009) as the Communications V.P., paved the way for the beginnings of, what I hope is, the second communications odyssey for me. John continues to serve on the Communication Committee and as a Crystal Mountain regional board representative. As well, Jodi Taggart continues as the Editor whose many hours of dedication, and deadline-induced insomnia, helped produce past and future newsletter publications. Thank you both.

While much of the structure of communications with members and the community at-large remains the same, I hope the vehicle in which this content is delivered will enhance our professional image to one-another, our industry partners, our valued advertisers and the profession as a whole.

The first change you will notice, is the newly formatted full-color newsletter. It is my hope the enhanced visuals will inspire you to read, enjoy, and contribute. Without articles from members who have first-hand experience and knowledge, we would have nothing worth printing.

Next up is continuing to carry out the directives of the Board that John Eisenhauer initiated in our agreement with member-owned MCM Design out of Walla Walla, Wa. who has generously donated web design, development and hosting services for the new divisional website launching in late 2009. ❄️



Tyler is based out of Hood River, Oregon teaching at Mt. Hood Meadows. He is a member of the PSIA-NW Technical Team, an Alpine Examiner, has been teaching snowsports for more than 20 years, and is a "design" guru.

Featured Photographers

Our new full color format would not be as "colorful" without the generous donation of photography by PSIA-NW member photographers. If you have a great photo you'd like to see in print, email to the editor for consideration. In this issue Matt Aimonetti and Wayne Nagai have several featured photos. Special thanks goes to Jordan Petram for the Divisional Staff photos. Thank you Wayne, Matt and Jordan!



Wayne Nagai courtesy Fiorini Ski School

Wayne Nagai

Wayne is a Level II Alpine Trainer and Supervisor at Fiorini Ski School at Summit West, Snoqualmie Pass. He is also a Snoqualmie Region Representative for the PSIA-NW Board of Directors and Awards & Recognition Committee Chair. You can view his photography work on-line at waynen.zenfolio.com or contact him by email at waynetheguy@earthlink.net.

Matt Aimonetti

Matt is a Level II alpine instructor at Mt. Hood Meadows, Oregon. He also pulls a toboggan for the Mt. Hood Ski Patrol on Mt. Hood. Matt has been skiing for 6 years and works for several major Oregon newspapers shooting sports. He also enjoys shooting weddings and other photography as well. You can check out Matt's photography on-line at www.aim1photo.com and he can be reached by email at aim1photo@gmail.com.



Matt Aimonetti shredding @ Meadows

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General Submission Deadlines

Download the Ad Rate & Specifications Guide from www.psia-nw.org website.

Fall Issue (Sep – Nov)

Published mid-September
Ad Reserve 8/1 Content 8/15

Winter Issue (Dec – Feb)

Published late-November
Ad Reserve 10/1 Content 10/20

Spring Issue (Mar – May)

Published mid-February
Ad Reserve 1/1 Content 1/20

Summer Issue (Jun – Aug)

published mid-June
Ad Reserve 5/1 Content 5/20

Guidelines for Contributors

The *NW Snowsports Instructor* is published four times per year. This newsletter will accept articles from anyone willing to contribute. The editorial staff reserves the right to edit all submissions including advertising. Articles should include the author's name, mini-bio and portrait image suitable for publishing (if available). Please submit all content, articles and photos as attachments via email or contact the editor for other options. 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.

Kirsten Huotte Named Executive Director

by Jack Burns
PSIA-NW President



I am pleased to announce the PSIA-NW Board overwhelmingly voted to promote Kirsten Huotte to the newly created position of Executive Director to be implemented 1 January 2011. Until the promotion becomes effective at Barb's retirement, Kirsten will continue as Education and Programs Director and Barb will continue to oversee the operations of the office.

The newly created position of Executive Director will be responsible for coordinating the education, certification, technical and other programs of the Division

The newly created position of Executive Director will be responsible for coordinating the education, certification, technical and other programs of the Division in cooperation with the program managers elected by the Board of Directors and also overseeing the office. Under the direction of the Board, the Executive Director will also be responsible for suggesting and managing the budget approved by the Board. Kirsten is well qualified for her new responsibilities.



Some of Kirsten's qualifications include:

- PSIA-NW Education and Programs Director
- Training Director Ski Masters Ski School
- Director of Skiing-49° North
- Level 3 Snowboard Certification
- Level 2 Alpine Certification
- Past NW Junior Education Team (JET) Clinician
- Attendee at National training seminars and events dealing with multiple current topics including AMS and certification.

By promoting Kirsten the Board felt that it could accomplish several goals. First, it will recognize and reward her hard work as Education and Programs

Director. Second, because of her familiarity with the division and the functions of the office, including the implementation of the new Association Management Software, the time and cost of transitioning the office to new leadership will be minimized. Third, it will create a positive work environment for a valued employee until the effective date of the promotion. Fourth, without question, the Board will be promoting an individual who maintains and will continue to maintain, the close and personal relationship with our members they value so highly. To find another individual with that skill is problematic. Finally, the Board will be maximizing its chance of a successful hire. Kirsten has consistently demonstrated her devotion to our organization, our members and our industry. We do not have to speculate about these qualities. ❄️

Jack Burns is a 40 plus year member of PSIA, a Certified Level III alpine instructor, trainer and supervisor for Fiorini Ski School.

Balance is the Primary Skill

by Diana Suzuki
PSIA-NW Financial Vice President



Hi Snow Sport Fans! How has your summer been going? I hope you are having an awesome summer experience and many chances to enjoy the fabulous weather.

Did you know the fiscal year end for PSIA/AASI-NW is June 30th? As a result summer time is when we are planning next year's budget and a time to reflect on the financial results for the fiscal year that just ended.

I am pleased to share with you the Office Personnel and the Education and Programs Director have once again done a superb job of balancing out expenditures to support the division with the income from events and collection of dues. Only 32% of the divisions expenses are covered by dues the remaining 68% are from event income, paid by members who participate. That means events need to be the best quality to attract our membership to participate.

A few years ago the PSIA-NW Board approved adding the position of the Education and Programs Director for our division. It was a bold move as

the Office Personnel and the Education and Programs Director have once again done a superb job of balancing out expenditures

monies are tight and the board is very careful on how the division's funds are spent. But they knew in order to provide the quality needed for events this position was a necessity.

As a result Kirsten Huotte was hired as the Education and Programs Director. I hope you have gotten to know Kirsten when you attend events because she is a true asset to our division. Kirsten works tirelessly and long hours to make sure all the details of every event are planned out and executed flawlessly. She responds to emails day-and-night and exemplifies a person who truly loves the mountains and snow sports. She truly wants every member to have a great experience at our events.

The next time you see Kirsten, please give her a big thank you, as we are very lucky to have her devotion to our organization. The Office Staff rocks too but that will be my next article. Let's hope a hot summer means a cold winter with lots of snow in the mountains. See you on the slopes soon! ❄️

Diana Suzuki is a 36 year member, a Certified Level III alpine instructor, and works as an instructor and trainer for Clancy's Ski School, Stevens Pass, Wa.

Board of Directors Call for Candidates

by Mary Germeau
PSIA-NW Executive Vice President



PSIA/AASI-NW members are encouraged to get involved and run for any position on the Board of Directors in their region that is up for election. In order to run, you need to complete and submit an Announcement of Candidacy to the PSIA-NW office prior to 4:00 p.m. on December 31, 2009. Use the form below or obtain one from the PSIA-NW office or website.

Positions are for three year terms and require attendance at two board meetings per year plus other events and committee work, as needed. Do you want more information on running or serving? Email or call Mary Germeau, Executive VP at maryolympic@hotmail.com or 425.822.8864. Also, any member of the office staff or Board member can be of assistance in answering your questions about serving. The following positions are up for election in early 2010. If the incumbent has indicated an intention to run again, their name is shown. All of the listed positions are open for candidates.

Region	Position	Incumbent
Spokane	1	George Bailey
Snoqualmie	4	Bill King
Snoqualmie	7	Rob Croston
Snoqualmie	8	Takashi Tsukamaki
Stevens Pass	4	Mary Germeau
Crystal Mt.	2	Ed Younglove
Mt. Hood	3	Steve Henrikson
Bend	1	OPEN, 1-year term
North Central	1	Sally Brawley
Whitefish	1	OPEN, 2-year term

All candidates (including incumbents) must submit an Announcement of Candidacy in order to be considered an eligible candidate. ❄️

Mary Germeau is a Certified Level II alpine instructor, co-owner and operator of Olympic Ski School out of Stevens Pass, Wa.

PSIA-NW Donations by Members

A special thank you is extended to members who made financial contributions to the PNSIA Education Foundation for the 2009/2010 Season.

Al Alexander, Michael Armstrong, Donald Ball, Gordon Ball, Richard M. Barrett, Catherine "Chris" Bath, Patrick Bettin, Mike Branstetter, Angella Bray, Hans Burandt, Clifton C Burke, Sean Cassidy, Tom Chasse, Jean Christ, Kim Clark, Michael Crandall, John Derrig, Jay Eacker, Rob Ellison, Joan L Elvin-McAree, E Tom Evans II, James Feldman, Eddie Fisher, Charles Friedel, Buzz Fulton, Seth Garske, Luke Gjurasic, Tim Granstrom, Bud Grasinger, Willie Grindstaff, Mike Hablewitz, Robert Hall, Karl Haugen, Maryanne Hill, Libby Hillis, Kristen Jarvis, Jeff Johnson, Barbara Jones, Edward Kane, Bill Kawahara, Philip Knight, Frank Koster, Mark Little, Mike Ludden (PSIA-RM), Dick Lyon, Beverly MacDonald, Lane McLaughlin, Jodie and Garth McPhee, Per Otto Melleberg, Lylian Merkley, Andrew Miller, Ed Nebendahl, William H. Nichols, Garth Ovenell, Henry Parker, Frantisek Pupava, Leigh Rabel, George Roach, Chad Rosenstine, Otto Ross, Shusuke Sakai, Glenda Schuh, Richard Shook, James Smith, Stephen Smith, Nancy South, Diana Stark, Tex Steere, David Stephenson, Neli Stewart, Kay Stoneberg, William F Straley, Charlie Strasser, Neil Strauss, James Takura, Joe Turner, Richard Vuori, Thomas White and Melodye Yamada.

The Pacific Northwest Ski Instructors Association Education Foundation (PNSIA-EF) is a not-for-profit 501(c)(3) corporation initially founded in 1972 for the betterment of snowsports education in the Northwest Region. Monies from the Education Foundation are used to support scholarships for instructors seeking to attend educational events that would not otherwise have the financial means to do so. The Education Foundation also appropriates funds for other educational purposes that support PSIA-NW.

ANNOUNCEMENT OF CANDIDACY

Must be submitted by mail, fax or email to the PSIA-NW Office no later than 4:00 p.m., December 31, 2009.

Name _____ Region _____ Position _____
 Snowsports School _____ PSIA Member # _____
 Off the snow occupation (if any) _____
 PSIA-NW Involvement _____

 Reason(s) for wanting to serve on the Board of Directors _____

 Signature _____ Date _____
 Address _____
 Home Phone _____ Other Phone _____ E-mail address _____

This is the minimum required to announce candidacy. You will be given the opportunity to send more information about yourself for the election by your region members.

Back to School : 2009 Fall Seminar

Spokane, Gresham and Seattle Locations

Summer is over. Fall is in the air. The first dusting of snow has already fallen on most NW peaks. Winter and the ski season are just around the corner. As in the past, Fall Seminar will be offered in three locations, making this season-opener event more accessible for everyone to attend.

Fall Seminar Keynote Speaker

Greg Needell
Owner and Founder, Alpine Race Consulting, Retired USST Men's Coach

Greg Needell has one of the most diverse resumés in the United States ski coaching community. Growing up ski racing at traditionally one of the strongest teams in Vermont, Stratton Mountain, he knew he had to continue to cultivate this passion. As Greg grew older he saw the need to pursue his love of ski racing while not sacrificing his education where he enrolled in Stratton Mountain School (SMS). After graduating SMS he skied for NCAA Division I St. Lawrence University in Canton, NY where he was a co-captain. Later he returned as a coach for 5 years, serving as the Head Women's Coach as well as the Head J2 Men's Coach.

Five years later it was time to seek out a program where he could employ his techniques and philosophies, and apply his own winning stamp. He came to Mission Ridge in Wenatchee, Washington in 1992 when the ski area was purchased by Mac McInnis, a former ski coach himself and one of Greg's mentors. Greg became the Program Director and Head Coach of the Mission Ridge Ski Club, a team steeped in Northwest tradition, from 1992 to 1997.



In 1997, when Mac sold Mission Ridge, Greg took this change as an opportunity to become the Head Coach at Mammoth Mountain, California, where he increased his exposure to more athletes and coaches during late spring training sessions. In 2002 he was asked to join the US Ski Team staff by Head Coach Phil McNichol as a World Cup SL and GS coach. Greg became the US Ski Team World Cup coach in 2002 and held duties in all areas of the team operations. Since 2002, Greg

has helped lead the US Ski Team Men's Team to 43 wins, 105 podiums and 264 top ten finishes!

In December 2008, as the technical and combination coach for the Men's World Cup Downhill team Greg was on the hill at the famed Ciaslat in Val Gardena when, for the first time in US Ski Team history, 5 men finished in the top 10 in a single race. It was one of the greatest days in team history, "Even though we didn't have the winner that day, we all won because every single guy at the start scored World Cup points."

Greg has since moved on to a new venue, where he can reach top performers in broader arenas. In founding Alpine Race Consulting, Greg delivers his knowledge and expertise to more than just the US Ski Team. During his presentation at the PSIA-NW Fall Seminar he will share his knowledge, review video examples of "fast and furious" skiing and relate the foundations and fundamentals that great skiing is built on. Increase your understanding and awareness of how and what we teach is essential, if not pivotal, in establishing a baseline for great winter athletes.

Whether you are a Fall Seminar regular or a new participant, it is our goal to help you kick off your season with the latest and greatest information, and get your mind ready to keep up with your legs. We look forward to seeing you there!

Registration and refreshments for this indoor event begin at 8:00am. Classes begin promptly at 8:30am. Please note we will not hold a general assembly before the morning session – go directly to your class once you have checked in and received your packet of information at the registration area.

We are continuing to offer Fall Seminar to non PSIA | AASI members. Please feel free to invite a non-member from your school to join you or someone who is interested in teaching this season and see why Fall Seminar is such a great pre-season educational event. Like regular members, non-members will need to register and pay the event fee to participate. Additional applications are available to download at www.psia-nw.org or by contacting the PSIA-NW office at 206.244.8541.

Members will receive a one-year education credit for attending this full day seminar.

See page 23 for Event Application or download from www.psia-nw.org

Spokane, Wa. // October 17
Gresham, Or. // October 24
Seattle, Wa. // October 25

2009 Fall Seminar Course Offerings

Connection: Ski Design and Modern Movements

	SPO	POR	SEA
am	✓	✓	✓
pm			

A basic knowledge of ski design principles has always been of value to ski instructors. However, because of the quick paced ever changing equipment market over the last decade, a new emphasis will be placed on this so called "basic" knowledge. With a greater diversity of products available with vastly different outcomes generated from these products, it is now more important than ever to stay current on equipment issues.

Constructivism: Helping Our Students Gain Ownership and take Responsibility for their Learning

	SPO	POR	SEA
am	✓	✓	✓
pm	✓	✓	✓

Have you ever asked the question, "How do I know my students are really taking ownership of the information I am teaching?" In this class we will cover key steps instructors can take to guide students toward owning and taking responsibility for their learning. This class is designed for Level II and III snowsports instructors who teach intermediate to advanced students.

CORELATIONS™

	SPO	POR	SEA
am	✓	✓	✓
pm	✓	✓	✓

Formerly Core Training for Better Performance. Come to this class and learn the relationship of your TRUE core, and how that "correlates" (pun intended!) to your strength, your balance, and your performance, on snow and in life! This class will show you how to stack your body and use your spine to be more efficient and improve your skiing, and utilize the techniques to be a better instructor for your clients!

CORELATIONS™ 2

	SPO	POR	SEA
am	✓	✓	✓
pm	✓	✓	✓

Formerly Core Strengthening for Better Performance. Build on the concepts from CORELATIONS (*a pre-requisite for this class*), and apply them to more refined postural corrections/spinal stacking, and more dynamic activities and drills (dryland exercises) to make better movements on snow. Discussion will include on-snow techniques and movements, as they apply to National Standard Outcomes. Be prepared to be active and break a sweat!

Differentiated Instruction: Effective Teaching Strategies for Diverse Learners

	SPO	POR	SEA
am	✓	✓	✓
pm	✓	✓	✓

Have you ever found yourself teaching a class where almost every student was at a different place in their learning? How do we best meet the individual needs of our students when their abilities are so varied? In this class we will tackle these challenges and build strategies to help meet the individual needs of the diverse learners that show up in our snow sport classes.

Freestyle Flair: Incorporating Freestyle Fun into an Everyday Lesson

	SPO	POR	SEA
am	✓	✓	✓
pm	✓	✓	✓

Our focus will be on freestyle movement patterns and how we can incorporate them into our lessons all over the mountain, not just in the terrain park. We will look at how these patterns are similar to, and different from, our everyday skiing/riding movements, and where/how they can be applied. An excellent introduction to freestyle for the unfamiliar and for those already "in the know", you might just find a new perspective for blending that "Freestyle Flair" into those everyday lessons.

Legal Issues Facing the Snow Sports Educator

	SPO	POR	SEA
am			✓
pm			✓

This session will go over legal updates for ski/snowboard schools with focus on lift incidents, training materials, and student/parent information. Great for any director or staff trainers.

Movement Analysis: Leverage the Positive

	SPO	POR	SEA
am			✓
pm			✓

This session is a combination of movement analysis and exploring ways of communicating feedback. The emphasis is on identifying what your student's strengths are and then using those strengths to elevate the weaker aspects of their performance. We'll watch video of a variety of skiers and have a high degree of group involvement to help internalize the process.

Multiple Intelligences

	SPO	POR	SEA
am	✓	✓	✓
pm	✓	✓	✓

Exploring the theory of multiple intelligences and how you can use it while teaching kids to slide on snow. We will introduce the basics and then practice putting it into a lesson plan. This can be a fantastic tool to add to your bag of tricks and ultimately enhance the learning environment of your students.

Phases of a Lesson

	SPO	POR	SEA
am			✓
pm			✓

Explore a different way to organize your lessons. This is not a new form of the ATS Teaching Model/Cycle, but rather a format that helps you organize your time and pacing. These phases can be used sequentially and in order so that the lesson builds to a peak and then eases back down. We will learn the phases and then brainstorm activities for different lesson levels so that you leave with some specific tools for practical application this winter.

Seeing Details in the Big Picture: Snowboard Movement Analysis

	SPO	POR	SEA
am	✓	✓	✓
pm	✓	✓	✓

This session is all about developing tools to help you with MA out on the snow and during video sessions. We will focus on some basic movement patterns and explore the cause and effect relationships as they relate to snowboarding. Using a variety of video footage and tactics, we'll work together to identify movement patterns, discuss the cause and effect related to those patterns, and share tips and tricks to facilitate desired changes.

Sharpen Your Eye 1

	SPO	POR	SEA
am			✓
pm	✓	✓	✓

Alpine specific. Improve your movement analysis for the beginner and the intermediate level skier. Based on the PSIA-NW Technical Team Feedback Model you will learn how biomechanics, ski design and desired outcome all play a roll in effective movement analysis. This class will help you to sharpen your eye, provide tricks and tips to better movement analysis and provide you with ways to keep improving your analysis for the beginner through the intermediate skier. Whether you are going for your Level I or II or just want to get better at movement analysis at the intermediate level of skiing, this class is for you. (*Open to all levels*)

Sharpen Your Eye 2

	SPO	POR	SEA
am	✓	✓	✓
pm	✓	✓	✓

Alpine specific. Improve your movement analysis in high speed carving, steeps, bumps and crud! Based on the PSIA-NW Technical Team Feedback Model you will learn how biomechanics, ski design and desired outcome all play a roll in effective movement analysis. This class will help you to sharpen your eye, provide tricks and tips to better movement analysis, and provide you with ways to keep improving your movement analysis in a variety of conditions and terrain. Whether you are going for your level III, or just want take your movement analysis to higher level, this is the class for you. (*Must have your level II or higher*)

Ski Tuning Concepts and Terminology

	SPO	POR	SEA
am	✓	✓	✓
pm	✓	✓	✓

Pre-Requisite: Attendance of Connection: Ski Design and Modern Movements. "To tune or not to tune?" We will discuss basic tuning terminology; base: concave, convex, etc.; edges: side bevel, base bevel and the realities of "flat"; waxing. We will also go over the tuning methodology of machine (stone grinders, ceramic disk, belts, etc.) vs. "by hand," and what it all means. Also discussed will be strategies in how to find shops you trust to tune your equipment.

Skate to Ski 101

For the adventurous enthusiast who has never been on skates to the person who has skated a little. The object is to focus on the similarity of movement patterns of in-line skating and skiing and how we can skate to improve our skiing. We'll start by utilizing some easily transferable skiing tasks (skating) and work with the group's ability as we progress.

	SPO	POR	SEA
am			✓
pm			✓

Skate to Ski 301

You can accelerate and stop comfortably through ex-hockey player. The object is to focus on the similarity of movement patterns of in-line skating and skiing and how we can skate to improve our skiing. We'll start by utilizing some transferable skiing tasks (skating) and work towards an advanced progression that will emphasize inside leg steering while skating.

	SPO	POR	SEA
am			✓
pm			✓

Note to All Skate to Ski participants: K2 is providing skates and wrist guards, include your shoe size on your application. Please bring your own helmet and wear appropriate clothing for skating in.

Skills and Drills

Alpine specific. Is your bag of tricks getting a bit dated, repetitive or just plain boring? Are you looking for a deeper understanding of tasks and drills and how they apply to skiing standards? Come to this interactive, participatory class and view video of different skiing tasks and exercises. The goal of this class is to help you broaden your base of understanding, possibly introduce you to new tasks and generate discussion of how drills and exercises can assist in changing movement patterns.

	SPO	POR	SEA
am	✓	✓	✓
pm			

Starting, Building and Perpetuating a Senior Skiing Program

In recent years, the Senior student population has been largely untapped in the Northwest but it has become valuable contribution to the bottom line of some of the larger destination resorts in the Rockies. This workshop is designed to help instructors and school managers successfully implement skiing programs for Senior skiers. Strategies for recruiting students, building on a base of existing students and keeping them in the program year after year will be covered in this interactive session.

	SPO	POR	SEA
am	✓	✓	✓
pm			

Surprises in How Children Learn

Explore how student's previous knowledge and experience will influence effective learning and your teaching strategies. Be ready to take a fresh look at what you think you know. Recommended as prep for Children's Specialist 1 and 2.

	SPO	POR	SEA
am	✓	✓	✓
pm	✓	✓	✓

Tactics for Success in Teaching Senior Skiers

The Senior skiers offer a unique challenge and also provide a unique opportunity to achieve great personal satisfaction through helping them achieve their goals. This workshop will provide an opportunity to share experiences and learn effective tactics for strengthening the Learning Partnership with these students as they improve their skiing skills. It will provide information on their attributes & needs and how this knowledge can help deliver a more effective lesson.

	SPO	POR	SEA
am			✓
pm	✓	✓	✓

Teaching Concepts 2009

Explore the multiple layers of theory and content that makes up the PSIA teaching model. A review and discussion of how the various teaching models and theories blend together to create good lesson outcomes. Explore how instructor knowledge leads directly to a successful learning partnership.

	SPO	POR	SEA
am	✓	✓	✓
pm			

Teaching Model

Creating useful, practical and technically sound lesson planning. Explore development of lesson plans for skiers of all ages. Discuss critical content for lesson plans and subsequently how to apply to all learners from beginner to advanced students. Will incorporate theory review, skill components, video and group discussions in creating lesson content and application.

	SPO	POR	SEA
am			✓
pm	✓	✓	✓

The Next Step: Gaining More Understanding and Application on Avalanches and Triggers

Following your introduction to avalanche safety in Watch Your Step (*pre-requisite for taking this session*), The Next Step will present information about safe travel techniques in avalanche terrain, self and group rescue basics, and use of modern rescue equipment. Watch for the complementing application to this indoor session offered on snow this season.

	SPO	POR	SEA
am	✓	✓	✓
pm			

Tips and Tricks

Alpine Specific. So you've been working through the drills, now it's time for you or your students to take it into real skiing. As you know it can be very challenging to take your skiing to the next level, creating an awareness through tips or tricks can be the difference between getting it and not. Attend this class and we will develop tips and tricks to help you and your students raise their awareness in order to plug those skills into real skiing achieving that next level.

	SPO	POR	SEA
am			✓
pm	✓	✓	✓

Watch Your Step: Basics on Avalanche Awareness

More and more we are exploring outside area maintained terrain with clients and having a basic understanding of what Mother Nature has created with the snow pack is vital for survival. This class will cover basic aspects of snow pack, weather and terrain on avalanches, as well as avalanche statistics, and triggers. Ideas and theories of route selection, rescue techniques, and equipment will also be touched upon.

	SPO	POR	SEA
am			✓
pm	✓	✓	✓

It's More Than a Card



"I learned to ski in 2008 and needed a lot of help to feel comfortable as an instructor. PSIA staff, instructors, and members not only welcomed me (a total newbie) with open arms, but provided invaluable support on my journey. Only because of that support, the quality events, and training was I able to achieve personal goals as an instructor and skier this year, earning my Level II Certification. Most importantly, I have developed friendships with many fantastic people and always have a blast. I am very proud to be a member of such an outstanding organization!"

Note: Topics offered are dependent on minimum number of sign-ups and may be cancelled or modified.

What was Tamarack

It's Farewell for Now

by Michael Patmas

Forecast: Powder

As irony would have it, the forecast called for a storm with significant accumulation, perhaps as much as a foot of new snow, on the day the lifts closed for good at Tamarack Ski Resort. For locals, employees, customers, homeowners, even guests with reservations for the upcoming spring break, March 5th 2009 will be a day not soon forgotten. Only five days earlier, Tamarack's court appointed receiver announced he was shutting the resort, "permanently", with no plans for any future operations. Nearly 300 people lost their jobs, resort homeowners lost value and useless season passes ended up as memorabilia as a resort full of promise went belly up. The news wires had been running innumerable articles for months detailing Tamarack's woes, but on that fateful day, the story reverberated around the world. Lost among the stories of Tamarack's demise however was the inside story of what it was like to work there as a ski instructor during its' last two seasons of operations. Despite Tamarack's closure, working there was a genuine pleasure. Before the memories go stale, I wanted to capture them and let folks know that even though Tamarack may be gone, it was a great place to be a ski teacher.

Birth of a Resort

The mountains of west central Idaho are immense and capture a lot of snow. West Mountain near Donnelly had long been known to back country skiers as a great place to skin your way up and enjoy untracked powder runs. A few folks had talked about one day creating a ski resort there. Some scoffed and said it would never work. With Brundage Ski Resort and its excellent terrain and snow a half hour's drive north, near the town of McCall, yet another resort would only dilute the customer base to everyone's detriment was a common concern.

Nevertheless, two developers saw something very special in those mountains and had a vision of new and very elegant four season resort targeting an affluent international clientele. French born developer, Jean-Pierre Boespflug and Mexican Alfredo Miguel Afif, would pony up millions of their own dollars and secure some \$250 million more in loans to begin construction of what would become the next great ski resort. The plan made sense in those heady days of the real estate boom. Develop a luxury real estate project around a four season resort and use the profits from real estate sales to pay off the loan for construction of the

The thing that I will most take away from my time at Tamarack was the wisdom and quiet genius of the ski school director, Craig Panarisi, who recognized the value in instructor's kids.

village and facilities. A Swiss bank was willing to make the loan and dozens of investors lined up to buy lots and build spectacular mountain homes, among them, tennis stars Andre Agassi and Steffi Graf.

In a very short time, the dream came to fruition. High speed lifts were installed, a four star hotel was built, a world class golf course was put in and some of the best mountain biking trails anywhere were cut. With 5,000 acres of guided back country powder skiing, Tamarack was on its way.

I moved to Idaho in 2007 for a new opportunity in my "other job" and visited Tamarack in the summer to check things out with my family. I liked it immediately but my two teen age daughters were all excited because Hillary Duff

was in the general store at the resort. Since I didn't know who Hillary Duff is, I suppose I was underwhelmed. I was there to shop for my next ski school, not to ogle over celebrities though quite a few seemed to show up there. Even a certain President, known for his love of mountain biking was spotted there that summer.

I met with ski school director Craig Panarisi and signed on for the upcoming season. The first thing I noticed was just how small the ski school was. At the first organizational meeting in the fall, there were no more than twenty instructors. Having previously worked at resorts with large ski schools numbering hundreds of instructors, Tamarack's small size was a very different experience. The second thing I noticed was that there wasn't a huge hiring clinic or a lengthy new hire training program. I quickly realized why. Tamarack's ski school was staffed with a very small number of some very fine instructors who were all veterans in their own right and didn't need a whole lot of training. The ski school director, Craig Panarisi, a PSIA Nordic Team member and coach was enthusiastic and quite entertaining. He emphasized Tamarack's intense commitment to extreme levels of customer service and cautioned, "if you see a famous celebrity, don't act like a fool...give them their privacy."

The 2007 – 2008 season was spectacular. January saw almost daily dumps of perfect powder. The ski school was busy and I saw first hand how a small

they were part of the ski school, they attended lineup and skied frequently with the senior level 3 instructors who took them under their wings and made the most of every opportunity to clinic with them. I saw my little ones grow in maturity and in their skiing ability as they quickly became part of the ski school. As they developed, their roles began to evolve as well. They became less chair lift rider and much more ski instructor. As I would ski around with my clients, I would spot my kids having an opportunity to demonstrate a task or make a contribution to a lesson. It was an astonishing and heartwarming experience.

Storm Clouds

The 2008 – 2009 season started off on a sour note as the economy weakened, the real estate market collapsed and Tamarack's owners defaulted on a loan payment. Andre Agassi and Steffi Graf pulled out of the resort and negative press was all you could read. A court appointed receiver was named to run the resort but we were assured the resort would complete the season. To make matters worse, the snow gods were being stingy. My kids however continued to thrive. My 14 year old got her level 1 and my 13 year old continued to improve as skiing every day with great instructors was becoming quite evident in his technique. Even the ski school director took a personal interest in their development and made time to ski with them.

By late February, the sagging economy and bad press were taking a toll on the resort. As losses mounted, rumors of an imminent closure were flying. We were all praying that someone would come in and buy the resort. But on March 1, we all got the bad news. Tamarack would cease operations on March 5. The look on my kids' faces at lineup said it all; the dream was over.

Lessons Learned

I won't pontificate on what went wrong from a financial point of view. I suppose it was just really bad timing. Trying to build a world class resort just as the global economy was collapsing was the ultimate cause of the resorts demise. But rather than focus on the negative, I prefer to take away something positive. I learned things at Tamarack that should be useful to other instructors and other ski schools.

Customer Service

The level of customer service I saw at Tamarack was well above anything I have seen anywhere else. We delighted in giving our clients the very best lesson possible. Because nearly all the lessons were long and private, we really had time to craft a great lesson plan. I think I gave the best lessons of my career there. The thought of going back to huge groups and 1 hour lessons is admittedly unappealing right now.

The Children Are The Future

The thing that I will most take away from my time at Tamarack was the wisdom and quiet

genius of the ski school director, Craig Panarisi, who recognized the value in instructor's kids. He included them in ski school life, made them a part of the ski school family and in fact, put them to work. In so doing, he deepened their love of the sport. Their interest in skiing skyrocketed as a result of their inclusion in the ski school and they are well on their way to becoming experienced ski instructors at a very early age. In fact, most ski schools won't even admit kids to new hire training until age 16. My kids were very fortunate to have been given the opportunity to be instructors assistants at 12 and 13 and by 14 were competent to teach on their own. I found myself wondering what ski schools across the country would look like if there were a specific strategy to reach out to and involve instructors' kids in ski school activity. It may be a terrific way to develop, recruit and retain future instructors. If there is one take away lesson from Tamarack, it is to look at instructors kids as a potential source of future instructors and proactively and strategically involve them in ski school. If Tamarack weren't closing, Panarisi would have secured some of his future staffing needs by doing so.

Phoenix Rising

For now, we are all cleaning out our lockers and moving on. But, there are rumors that as the value of a shuttered resort continues to decline, eventually, the price gets low enough and maybe someone, a "white knight" will come in, buy the resort and bring it back to life. If so, I know at least one aging ski teacher and his kids who will be at lineup. ❄️

Michael Patmas, MD is a practicing internal medicine physician and an unemployed PSIA-NW Alpine Certified Level 3 instructor. He is currently considering his terrain options for the upcoming season.

Note: According to Ski Area Management several bids were placed for Tamarack in June 2009. A deal to re-open could be close at hand.



Ski School Family: Michael Patmas, Amanda Patmas (age 13), George Patmas (age 12) Ariana Patmas (age 19)

January saw almost daily dumps of perfect powder.

ski school with a handful of great instructors could handle a demanding clientele with aplomb. Veteran instructors like Loren Livermore, Jerry Peterson, Steve Butterworth and Bob Young were a joy to work with. Nearly all the lessons were half day privates and I got to take my time and really plan out great lessons. I enjoyed teaching there immensely and made more money on weekends than I had ever made anywhere else. I met people from all over the world.

But here's where it gets really interesting. Christmas was really busy. The kids ski school was pretty well maxed out and we were short of instructors. My then 18 year old daughter (Cert level 1) was home from college and worked over the holiday. But Panarisi noticed my then 12 year old son and 13 year old daughter skiing and said, "Hey, they can ski and I need them as chair lift riders and instructor assistants. Do you mind if I put them to work?" They were thrilled in their new found unofficial "jobs". But their days as chair lift riders were short lived. Now that

IMMERSE YOURSELF

by Kim Petram

A group of hearty souls braved single digit temperatures at Mission Ridge the first weekend of January 2009 to experience PSIA-NW's inaugural event: *Immersion: You Looking at You*. What an event! The experience was fabulous and highly recommended to anyone who values good technique, slowing things down to understand fundamental movements, is interested in improving their skill development and willing to devote lots of practice time.

This event is not for those looking to bag multiple high-speed ripping runs. Save that for when you go to Symposium at Sun Valley's Rip and Tip clinics. The design of this clinic is to slow down, and I mean *slow down*, the movement patterns into individual pieces for complete assessment of how the skills blend together turn by turn. A key component of the two days on the hill was how the coaches stationed themselves on the side of the run for them to watch, assess, and give feedback to the participants cycling by on green terrain (day 1) and blue terrain (day 2) with extreme focus on specific movement patterns. We began to understand how we each move and individually what we needed to do to change or adapt our ingrained movement patterns to show more accurate technique. Then we had to implement.

The implementation of feedback is another unique part of this clinic; you work on your own. The group may begin

but different than any clinic offering and the coaches made sure to bring us into the process early to understand what to expect so we would be set-up for success. We met indoors the Friday night before the first day on snow with coaches Nick McDonald, Rick Lyons, Chris Thompson and guest coach Eric Ward. Eric brought with him his knowledge of having participated and coached this program before as well as his background as the Founder of The Foot Foundation™ and trainer for the Ski Schools of Aspen. We went through a presentation of the skills concept and how it is meaningful to us. This included

The concept was simple but different than any clinic offering and the coaches made sure to bring us into the process

lengthy technical discussions regarding *center of mass (COM)* and subsequent *point of contact (POC)*. These key elements became the focus for the rest of the weekend. Saturday was spent on the hill with intensive movement pattern assessments and lots of practice exploring the potential range of these movements. Saturday night was another indoor session with a focus on your foot, how it functions and how it fits in your boot, however, not in the traditional boot fitting sense. As our

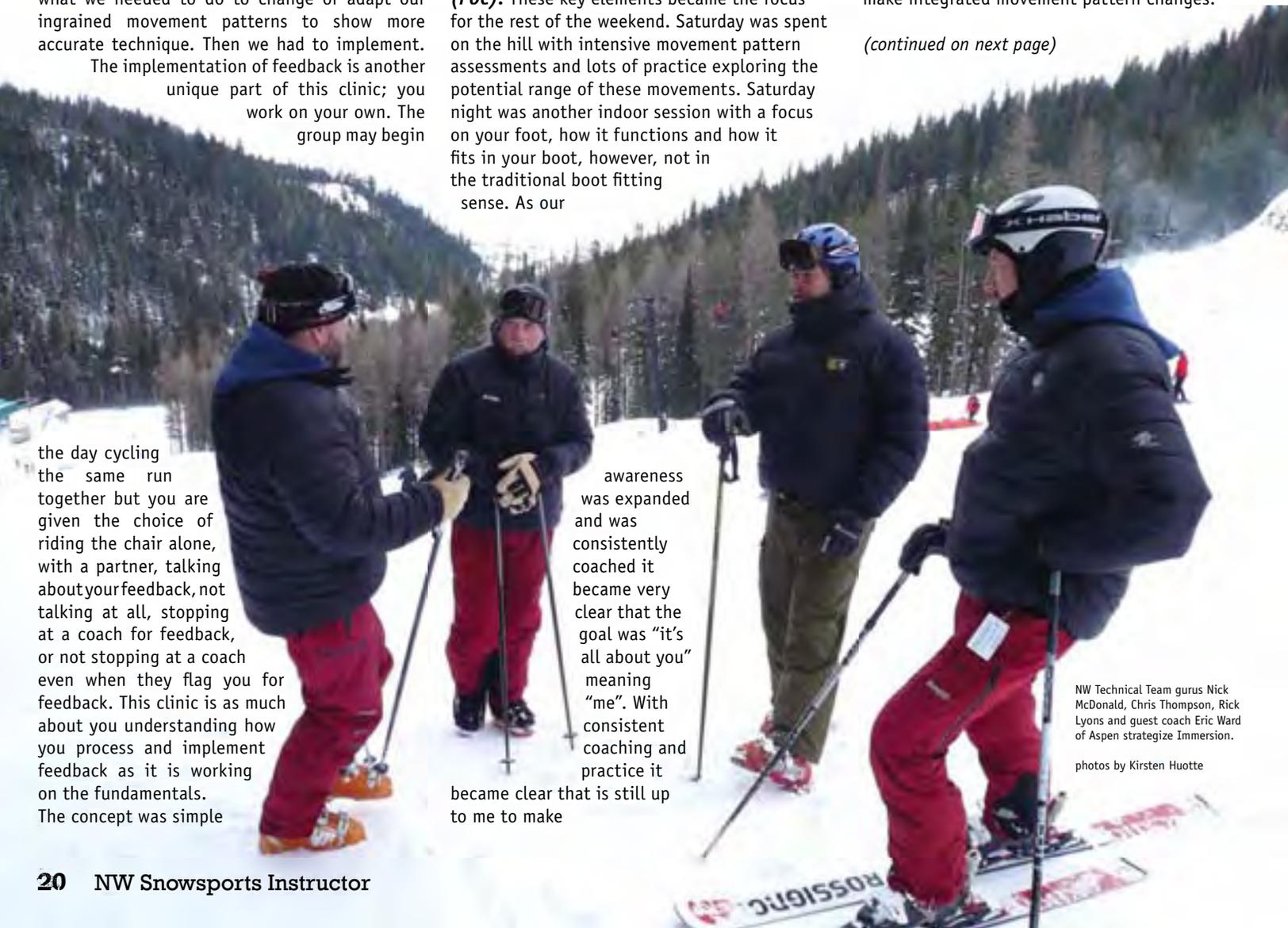
the changes and with the support of the coaches I had time to really explore and play with how to make integrated movement pattern changes.

(continued on next page)

the day cycling the same run together but you are given the choice of riding the chair alone, with a partner, talking about your feedback, not talking at all, stopping at a coach for feedback, or not stopping at a coach even when they flag you for feedback. This clinic is as much about you understanding how you process and implement feedback as it is working on the fundamentals. The concept was simple

awareness was expanded and was consistently coached it became very clear that the goal was "it's all about you" meaning "me". With consistent coaching and practice it

became clear that is still up to me to make



NW Technical Team gurus Nick McDonald, Chris Thompson, Rick Lyons and guest coach Eric Ward of Aspen strategize Immersion.

photos by Kirsten Huotte



(Continued from previous page)

In the end it's still me working to maintain contact with the front of my boot, remaining aligned, etc. Throughout our discussions and the time on snow, the group had clearly learned by this point that Eric is a renaissance man and our conversations also covered among other things: fear issues, anatomy and physiology, pregnancy induced stance changes and an invigorating discussion about rebound.

Sunday was another full day on the hill with continued focus on skill development. We did get to switch runs and, if we were good, speed up a *little*. Some participants had adapted their boot fit by this point and experimentation with boots and implementation of feedback was in full motion.

Kirsten Huotte, despite the very cold conditions, video-taped both days on the hill so all participants had a good idea of what the coaches were seeing. The video was played for us to see and understand for ourselves. After both our evening presentations Friday and Saturday night the entire group dined out together to continue the conversations and enjoy each other's company.

Highlights Discussed and Skied: Dynamic equilibrium of the center of mass, *movements allow flow and change*, and the point of contact, *where the skis touch the snow*. **Goals:** COM over POC. Consistency of platform is critical.

When do you know a turn is finished? Where is the neutral zone? How do you enter a turn? **Goals:** tripod for balancing over the whole foot. Lower leg cuff contact by tripod

De-inclination and Re-inclination. **Goals:** adjusting angulation while sustaining balance in movement.

Are you interested in what a tripod position is? Can you really manage the forces of a turn by the neutral zone? If your interest is piqued and you have the desire for great skiing then this is the clinic for you. ❄️



Kim Petram is a PSIA-NW Divisional Staff Member, Senior Accreditation Specialist, PSIA-NW Children's Committee Chairperson, and is the Training Director for Fiorini Ski School at Snoqualmie Pass, Wa.

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DON'T FORGET THE FUN

And to Pass It On

by Steve Muise

photos by Matt Aimonetti

Snowboard Examiner and DCL
Mike Hamm makin' it fun!

Safety, fun and learning is a phrase I'm sure we're all familiar with, as it is the mantra of the snowsport instructor; a phrase listed in order of importance as well.

Safety: Obviously keeping our students safe is of the utmost importance and should be our number one concern. Understanding that snowboarding and skiing is an inherently dangerous sport, instructors try to create a safe learning environment so the next two components are achievable.

Fun: The reason most people come to the mountain is to try something they know or believe will be fun and exciting. As long as students are having fun during their lesson there is a good chance they will learn.

Learning: Guests show up to lessons with the intent of learning something new. As instructors we spend a lot of time, effort, and money in the pursuit of knowledge of the sport we teach. Our goal is to present accurate information to the students in ways that are easily understood.

I have noticed recently that of these three important ingredients, *fun* seems to be the most often forgotten, and *fun* is the word I want to focus on. It seems sometimes we don't teach with the same enthusiasm we would have on a day of free-riding. As important as safety and learning are for a good lesson we must not forget why we enjoy snowsports. ***Because it's fun!***

I cannot speak for everyone but no one forces me to teach snowboarding. I snowboard for the pure joy that sliding sideways down a hill gives me and I teach with the hope I might be able to show and share that same feeling with others. I know I am not unique in this persuasion and realize most instructors feel the same way. What we need to strive for in each and every lesson is making sure this love for the sport we teach is conveyed to our students.

Focus on keeping lessons moving and up-beat, with "less talk and more rock."

This information is not intended to give you games to play with your students, nor is it meant to inform you of new techniques to captivate your audience. It is merely a reminder as to why we started snowboarding or skiing in the first place.

You remember, that time before you got paid to slide on snow? How you would sacrifice money, food, better judgement and for some, even a place to live, just so you could afford a season pass to the local hill? All in the

name of *fun!*

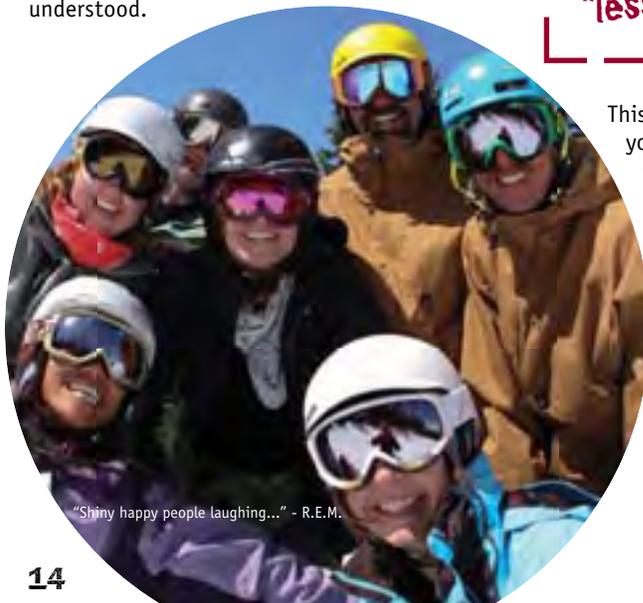
We all continue to make sacrifices in order to teach and be on the mountain, but the most important thing we can give of ourselves is the enthusiastic, good, old-fashioned *fun* lesson! Focus on keeping lessons moving and up-beat, with "less talk and more rock."

This *fun approach* does not only apply to our interaction with students. We should be sharing our enthusiasm with every one we come in contact with. Every second we are on-and-off the hill. We need to present ourselves as approachable and inviting.

Keep your eyes open for guests with questions and approach them before they even have to ask you. Go out of your way to ask people how their day is going. Offer directions to runs that will be better suited to their abilities. Exude your love for your sport and job, and it will be contagious.

Sometimes even coworkers will have off-days, it's up to us to help them turn it around. Take some time to talk to them or invite them to take a run with you or something similar.

The point is to remember how much *fun* snowboarding and skiing *was, is and will always be* and then pass it on! ❄️



"Shiny happy people laughing..." - R.E.M.



Steve Muise is the Director at Timberline Ski and Ride School, is an AASI-NW Examiner, Divisional Clinic Leader and is always ready to go out and put the fun in teaching snowsports!



I'm assuming you're looking forward to kicking off a great new season, and with that spirit I'm going to ask you to leap ahead your time-line and envision spring 2010. After all, for a successful season you need to start with the end in mind. Where do you want to go? Where are you now? How will you get there? You get to define what success is to you and hopefully being a part of our organization is a way to meet others and have access to so many resources that help you get to where you want to go, or even discover new pathways that you didn't even know existed. Perhaps one of those pathways leads you to the Divisional Staff Tryouts that will be held next spring.

If you read my previous report online (www.psiannw.org/snowsport_instructor/2009_Spring.pdf) I provide information about the different roles within our Divisional Staff, the collection of clinicians that serve our NW membership in the ways of curriculum development, event coaching, certification and overall leadership and service to you. It's important to the health of our organization that our Divisional Staff is comprised of individuals who are forward thinking, goal oriented, progressive and inspired by continuous improvement while also being very knowledgeable and skilled about the fundamental concepts and services our organization has. It's important that our staff trains together and uses both organizational and personal goals as a purpose and training focus. And it is also important that there is an open door for new members to become a part of the staff, providing continuity and a pipeline of talent development in the organization where experienced clinicians can help groom a next generation of leaders as well as fresh ideas and insight challenging the outdated or mundane ideas that our membership no longer values.

The spring of 2010 will include a Divisional Staff tryout for most, if not all, these positions on our staff. If you've never been to a tryout before, but are intrigued by the idea of elevating yourself into a position where you can become a leader within the organization, here's some things that I hope will help you in understanding what to expect and how to get there.

Fundamentals

The backbone of being qualified for and selected to our Divisional Staff is knowledge and application of the fundamental concepts of PSIA/AASI. Divisional Staff members are expected to accu-

rately represent the qualities described by the Level 3 National Standards in their respective discipline. We know our membership uses the Level 3 Standards and Certification as a lofty goal and beacon for their own development, and therefore will expect that the trainers within our division meet and/or exceed these standards themselves and to be able to coach others to these standards. Because our staff is very diverse in terms of such a variety of disciplines and specialty topics, candidates and existing staff are also expected to then show additional skill and expertise in the various areas of our staff they applying for, i.e., a Children Specialist, for example, would be expected to have a thorough understanding of age specific development (from child through adolescence) and demonstrated experience in working in a children's program and/or training children's instructors.

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WHAT IS DIFFERENT ABOUT A TRYOUT THAN AN EXAM, IS THAT THE PROCESS IS ESSENTIALLY A JOB INTERVIEW.
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Job Interview

What is different about a tryout than an exam, is that the process is essentially a job interview. While the logistics and process of a tryout are run very much like an exam event, the assessment and conclusion are very different. A tryout is typically for a set number of positions within the organization - our staff size is essentially based on clinic demand as well as budget constraints. So, compared to an exam, it's not a matter of meeting a set of objective standards of performance, but instead an assessment by the program leaders of the organization of the collection of individuals that best cover membership needs and that will help the program leaders meet their strategic objectives.

Training

Preparation for a Divisional Staff Tryout is a very inclusive and transparent process. The Tech Series commingles participants from our staff with those outside of our staff. Because the goals for our staff are typically similar to the same concerns as most instructors and member schools face within our industry, the training transcends job titles and non-staff members can build relationships with the current staff and program

leaders. The hope is that there's a comfort and familiarity for prospective staff members that is built throughout the year, and season by season, that builds awareness and confidence for people when they decide to attend a tryout. For Alpine Divisional Clinic Leaders (DCLs), there is also a mid-season Tryout Camp specifically designed to practice and familiarize oneself with the tryout format and tasks while getting the mentoring from the assigned coaches who are routinely involved as staff selectors.

Fun Over Fear

And the most important thing to remember when going through a tryout is to embrace fun over fear. Just the term "tryout" usually sends a bit of adrenaline through the veins, and I can completely relate to the feeling that once you want to become a part of the staff that there can then be some anxiety and tension throughout the tryout

(interview) process as you try so hard to realize that goal. The great part is, like all the other educational opportunities within our organization, is that nothing can ever be lost or taken from you. We all get to ski/ride, teach, learn, explore and grow whether or not it's in the context of being part of the Divisional Staff. So, focusing on the fun that is exploring your limits, collaborating and competing with like minded individuals, building new relationships, and potentially earning new rewards are all examples of the fun that can come out of a tryout.

So, while the days are getting darker and the clock will soon fall back, in your mind please do spring forward and consider yourself finding new challenges beyond Level 3 and becoming a valuable part of our Divisional Staff. You could be the change agent that helps create what you think our Division needs to be providing membership. As the calendar gets finalized we'll make sure to include in the newsletters and the web site specific dates and places for training and tryouts and the specific application procedures for new candidates, so keep your eyes and inbox open for details. ❄️

Lane McLaughlin is your current Technical Vice President. He is also an assistant coach of the NW Technical Team and an Alpine Examiner. His home base is Stevens Pass, WA. Feel free to contact him at spacattac@gmail.com.



Chris Kastner and Nils-Erik Riise working.

Selling for Success & Sustainability

by Dave Beckwith

Jn these troubling economic times people are becoming increasingly thrifty and are very selective as to where they are spending their disposable income. Expectations are rising. Whether it is money or time, people are seeking a higher return on their investment. Needless to say this will impact our sport, but the snow will fall and people will continue to look to escape to the mountains. Will you be ready to heed the call?

Whether you've identified it in the past or not, instructors can be a very influential force, effecting not only the guest experience but the bottom line of a resort. When you step onto the snow you're not just selling a lesson you are selling a sport, a passion, and a lifestyle. Here are a few tips to help guide your selling success on the slopes:

Understand the Total Guest Value

The time spent with a guest on the snow is only a portion of the potential impact they can have on our sport. Understanding the total guest value can help broaden our scope and depth of understanding the impact our participants have on our industry as a whole. When you consider the impact of multiple visits, positive word of mouth referrals, and peripheral purchases (retail, rentals, food & beverage, travel planning, etc.) the ski school student has a value that reaches far past the ski school.

Know Your Stuff

Know your products and amenities. This way you can speak from the heart when iterating on all your mountain has to offer. Carry your mountain brochures so you have info to reference. If you don't know the answer to a guests' question find out. Speak confidently and competently on your sport. Be the consummate snow sports professional.

Share Your Enthusiasm

Whether you're outgoing and energetic or laid back and reserved we all share a common passion for sliding on snow and connecting with people. Share your enthusiasm for what you do in a genuine manner and your guests will be sure to gravitate to you.

Positive Energy Equate to Positive Results

Positive words build opportunities; negative words can leave a trail of destruction. Commit yourself to operating with the highest degree of integrity each time you step on the snow. Respect your profession.

Be a Lifelong Learner

By continually expanding your outlook you'll be able to connect with individuals on different levels. Whatever your interest maybe, you'll be best served by continually expanding your knowledge. People want to relate to people. By being a student of the world you'll have more opportunities to connect with guests no matter how diverse they may be.

mechanic, restaurant, or movie, or we'll advise our friends to steer clear if we've had negative experiences. Consider the impact a good story tied to a positive referral has had on you in the past. Take your guest beyond an experience and help them create a memorable story.

Always Create a Next Step

Always summarize the status of your guest at the end of a lesson and create a statement of what

When you step onto the snow you're not just selling a lesson you're selling a sport, a passion, and a lifestyle.

Learn and Respect How Your Guest Prefers To Communicate

Guests want to talk. Listen. Get a feel for their communication style and what inspired them to take a lesson. Ask them what they want out of the lesson. Ask open ended questions, put your ego and agenda on the back burner, and you're sure to get to the root of what a guest is looking for in their lesson in no time.

Let Go of Tactics and Develop Personal Judgment Skills

Using personal judgment skills means trusting yourself to say the right thing in the right way. These skills come from doing an accurate assessment of your guest, knowing your stuff (programs, products, teaching skills) and then answering directly how your product can link the two. With guest focused selling you have to let go of the need for manipulation and trust the process of working with your guest.

Plant Triggers, Leave Footprints

No, I'm not talking about a horticulture adventure into arms dealing. Plant "triggers" or reasons why people should take a lesson with you. Leaving footprints consists of favorable impressions. Make yourself easy to work with. Use the methods that are most appealing to your personality and style, whether it be phone calls, emails, social networking sites, etc.

Create a Story

How often have we exchanged tales of our escapades on the slopes at the end of the day? Consider the power and the impact that some of these stories may have had on your snow sports experiences. Referrals and word of mouth can be very powerful. We'll often recommend a good

your guest will do the next time you are together. By creating an "aspirational" value guests will be intrinsically driven to return and it creates a pathway of opportunity and success for their snow sport experiences.

This just scratches the surface. For more info check out [Streetwise – Customer Focused Selling](#) by Nancy J. Stephens with Bob Adams. What's the driver behind all of this you may wonder? It's not to create a snow sports sales force with the tenacity of a door to door salesperson. The bean counters at our respective resorts would appreciate this, but it runs much deeper than the seasonal bottom line. These efforts will create memorable connections with our participants that reach beyond the slopes.

By creating these types of experiences we keep people engaged. Most importantly, this perpetuates our sport keeping us on the snow doing what we love to do. I encourage you all to employ some of these tactics when teaching this winter. Help sustain your industry; I'm sure you'll create some new stories of your own along the way. ❄️



Dave Beckwith is the Snowsports Director for the Summit at Snoqualmie and current Alpine DCL for PSIA-NW. A former Tech Team member and examiner for PSIA-W, Dave got his start teaching skiing and snowboarding with PSIA-E over 20 years ago.

SLIDING IS SLIDING, RIGHT? It's not the Tool, but How You Use It

by Marissa Nishimoto

Sliding is fun! That's why we do what we do right? Whether it's alpine, telemark, snowboard, or Nordic, we are in the snowsports industry, *one industry*, to help others enjoy snow sports as much as we do. And perhaps, at the same time, for selfish reasons, to improve our own skills, which in turn will better serve our customers. That understood, the question begs to be answered: why should it matter whether we slide on two pieces of equipment or one? Why is it that some skiers and snowboarders seem to think that they are two different species? This is an age-old rivalry has been played out and determined officially dead by the end of the 1998 Winter Olympics. It's our role as educators to dispel this animosity between skiers and snowboarders, and focus on teaching and modeling the attitudes and behavior of coexistence.

As snowsports educators our job is to teach and inspire our students. We also share our

"see" a skier, but it's always the same person inside. On one particular weekend last July, I was a "skier" attending a 3-day clinic on Mt. Hood. During a casual conversation one of my fellow clinic participants suggested that snowboarders need their own mountain because they are a "danger." OK, well at this point, I look like a "skier" but the "snowboarder" part of me was a little offended. This is not an issue of snowboarding or skiing or telemarking or those even radical Nordic trail users. Granted, at Timberline in the summer, where all different user groups are concentrated in one area, tensions mount, but this is when tolerance and "good behavior" matters the most.

would consider a specific discipline a danger. It's not the discipline that is the danger, it's the person's behavior that can be questionable. This brings us squarely back to our job as snowsports educators; to teach safety, technique and "the rules" of the hill. We also should continually improve our skills in our primary discipline, and try out those "rocker skis" or venture into the trees or half-pipe to learn what the mountain experience is like for other users. It's even a good idea to try an alternative tool to experience the sensations of being a beginner again! But whatever you slide on, a good "attitude is everything."

DEPENDING ON WHAT I AM CARRYING, SOMETIMES YOU "SEE" A SNOWBOARDER, AND OTHER TIMES THEY "SEE" A SKIER, BUT IT'S ALWAYS THE SAME PERSON INSIDE.

enthusiasm and passion for whatever we are teaching. We slide, we glide, some carve, some float, others fly, but the medium is the same: snow. On the tool of our choice, no matter what that is, we are just people - not "snowboarders" or "skiers" - just people enjoying the mountain together. However, that seems to get lost in the shuffle at times, when people get caught up in the "scene" of whatever that may be. I know this first-hand, because as a multi-discipline snowsports instructor, I've experienced it many times. Among various ski schools or ski areas, where "snowboarders" and "free skiers", typically known as the younger crowd, are treated as second class citizens. Yep, I'm sensitive to this because I snowboard, and ski, and I am 17 years old. We all need to remember that there is a person behind all that gear, complete with their own background, attributes and values that are not fully known by looking at their gear or their face. Sure, how a person carries themselves says a lot, but please don't "judge a book by its cover."

When people look at me they "see" a girl, admittedly rather short, who looks obviously quite young. Depending on what I am carrying, sometimes they "see" a snowboarder, and other times they

Resorts across the nation have addressed user conflict by providing designated areas for certain activities like Nordic skiing trails, terrain parks and slow areas for beginners or families. This helps define user activities and mitigate user conflict. This is not a discipline conflict. Don't confuse the two.

Let's contemplate skiing vs. snowboarding technique for a moment. Is the technique so vastly different? Negative. Many fundamental movements are very similar and cross training in another discipline can help your primary one. Could it be that our overall goals are completely different? Negative again. We tend to have similar goals: to get down the mountain, get the most from our equipment and have fun doing it. When snowboarding - I want to be relaxed and confident, but not look like I'm being lazy. When skiing I might choose to say I want to look "effortless" or "efficient." So what's better? Given that we are all different with our own personal styles, there are various styles within snowsports. I cannot throw a double back flip, but I can carve on my board like a champ. Is one really more respectable than the other? I guess it depends on what you like.

It is ridiculous to me that a fellow snow pro

Sometimes I wish we all had some signs hanging around our necks that said something like "Hello my name is _____. I do _____ in my spare time. My favorite sport is _____." Then we might begin to realize that the person in your lesson, next to you on the chair or in the same clinic is more than just a "skier" or a "snowboarder."

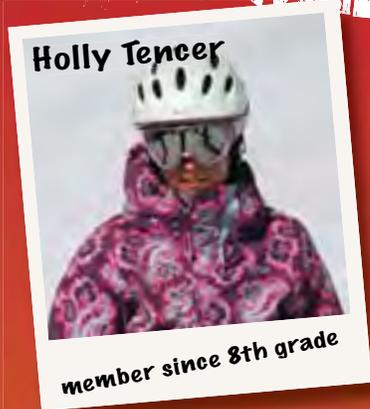
The bottom line: we, as snow pros, must teach all our classes, not only good technique but also about the Responsibility Code, and some of the subtle nuances of other disciplines, so new and seasoned mountain users can know what to expect when sliding down the hill.

Just remember, being on skis or a snowboard does not make a person more or less reckless. And above all, the Smart Style quote "Respect gets respect," is always true no matter what you choose to slide on. ❄️

Marissa Nishimoto is a Level III Snowboard and Level I Alpine instructor at Stevens Pass Ski and Snowboard School at Stevens Pass, Washington. She is also a senior at Holy Names Academy in Seattle.



It's More than a Card



"I've been a member for many years, but only recently have I begun to really take advantage of the benefits available to me. Participating in regional training events has provided opportunities to train with new clinicians, meet new friends, ski with people from different areas, and go to new resorts. It's been great discovering all that membership has to offer!"

NW RESORT NEWS

49 Degrees North

Following its master plan, 49 is working hard this summer opening up nearly 200 acres of new terrain on Angel Peak. 11 new runs have been cut with the remainder as glade skiing. The Angel Peak area is the steepest the hill has to offer!

White Pass

In the first year of a two-year project, White Pass is developing its Hogback Basin which will nearly double its acreage. The unique part of this development, aside from the two Doppelmayr CTEC quads, a 3,000-square-foot mid-mountain lodge and 13 runs, is all of this construction is done without building any roads. That's right, everything has been moved in over snow or flown it – that's quite an accomplishment!

Sun Valley

Sun Valley is installing a new 8-passenger Doppelmayr gondola, accessing Seattle Ridge on Mt. Baldy. It's the only 8-passenger detachable gondola built in the U.S. this year. Great time to come to Sun Valley for Symposium. The gondola is scheduled to be completed in November 2009!



TEACHING KIDS TO LOOK GOOD

Is it a bird? Is it a plane? Whoa, wait, I think it's a skier! Here is a quick snippet to help you as snowsports instructors teach your kids. This could be useful when it comes to movement analysis, and you get that brain freeze that says what on earth can I say, or do, now. It is also a good way to help kids check for understanding with themselves and each other in the adventure phase of the lesson.

Whatever it is that you are teaching try to make sure that the kids always maintain a good stance and structure. How can they attempt this? **Look like a human being of course!**

Here comes student number one attempting any

"Think left and think right and think low and think high. Oh, the things you can think up if only you try!" - Dr. Suess

standard skiing or snowboarding maneuvers. If all is good that student will feel good and the group will say, "YES! It looks like a human being." If he/she is struggling with balance, rotating with shoulders, stabbing a pole or any number of "illegal" possibilities he won't feel so smooth and the group might say, "NO! That's not a human being! That's a gorilla!"

Of course you can also have them analyze themselves and it's easy to explain that if you were to take on that movement or stance while walking down the road or playing soccer then you would be pretty uncomfortable and look a bit silly!

It can be very helpful and make everyone laugh – not at each other, but all together. It's easy to remember for the kids and for you. Just in case we need to check for understanding: What does a human being look like when it skis? It is fairly upright, no set positions, always free and able to move. Hips are over feet and ankles, knees, hips and spine are evenly flexed and always moving.

THINK LIKE A CHILD

A high school teacher drew a dot on the blackboard and asked the class what it was. "A chalk dot on the chalkboard," was the only response. "I am surprised at you," the teacher said. "I did this exercise with a group of kindergartners, and they thought of lots of different things it could be: an owl's eye, a squashed bug, a cow's head. They had their imaginations in high gear."

"Every child is an artist. The challenge is to remain an artist after you grow up." – Picasso.

As an instructor we need to be able to create tasks and situations that encourage good skiing and riding with efficient movements. We need to adjust our teaching styles and technical content to suit who our students are. Remember to be repetitive with your creativity as kids like to own their actions, movements and ideas.

Creative Break Time

Instead of coming inside for a break, take the equipment off and MOVE. Use props, snow, each other to create movements. This is good for developing skills, warming up, group interaction and distractions (if necessary).

Creative Props

Cones, for turning around or stopping at, or touching. Hoops to walk through, hop through, turn around, hula hoop with skis on or off.

Games: Hokey Pokey

How often have we played this game at the skating rink? How many of us have used it when working with the beginner kids in the base area? This is a great way to establish many skills and it can be done at the beginning with no equipment, then as balance and mobility are established with boots, add in the equipment and see how fast the skills begin to develop!

To become a better children's snowsports teacher look for a Children's Specialist 1 or 2 (CS1 or CS2 formerly ACE I & II) event near you.

2010 SENIOR PROGRAM PLANS

by Ed Kane

Senior education training opportunities continued to mature in 2009 with the help of a new Senior Education working committee consisting of Ed Kane, Dave Lucas, Nick McDonald, Larry Murdoch, Kim Petram, Ed Younglove, Juris Vagners, and Russ Peterson. Four Foundations accreditation sessions and two Senior Specialist 1 accreditation sessions were delivered in 2009 and the interest in these educational events continues from our 2007/2008 pilot year.

Experience from the pilot Senior Accreditation program in 2008 and early 2009 led to some changes. The indoor sessions were integrated into the on snow, one day Foundations and the two day Senior Specialist 1. Some of our members with experience in this field and divisional clinic

more in line with the Senior attributes. Challenge yourself on the mountain in the conditions de jour. Learn at a relaxed pace designed to provide you with peak performance experience and maximize your accomplishments in the conditions of your choice. Learn tactics and techniques for comfortably and confidently skiing steeps, off piste, bumps or ice.

Senior Specialist Foundations. Introduction and orientation to the Senior Specialist program. This clinic will lay out the foundation of information for working with Senior clients. Learn about their unique attributes and the tips and tricks that you can use to be successful with these students. Open the door for your continued learning and development of your teaching skills in this demographic specialty.

SOME OF OUR MEMBERS WITH EXPERIENCE IN THIS FIELD AND DIVISIONAL CLINIC LEADERS HAVE OFFERED TO HELP TO CONTINUE TO EXPAND AND REFINE THE CURRICULUM.

leaders have offered to help to continue to expand and refine the curriculum.

The Senior Education Working Committee working jointly with the Education-Technical-Certification Committee (known as the ETC) who are comprised of Molly Fitch, the Education Vice President, Lane McLaughlin, the Technical Vice President, Chris Thompson, the Certification Vice President and Kirsten Huotte, the Education and Programs Director will be reviewing and discussing the senior events over the next few months, and will incorporate the clinics into the 2009/2010 Season Guide which will be published in the next Snowsports Instructor Newsletter due out in late November.

Legends. Continuing Symposium tradition, this will be an opportunity to ski with your friends and pick up a tip or two on your skiing or teaching. (Tour the mountain with some legends for a fun day of skiing designed for experienced skiers of all ages. Let them show you a thing or two!)

Adventure Skiing for Seniors. This would be a replacement for the Senior/Masters Tour that offers a chance to refine skill blending at a pace

Senior Specialist 1. This next level in the Senior Specialist program provides information to help Senior teachers be more effective in meeting the needs of their students. With our increasing Boomer generation, many older people are learning to ski in their later years when they have more free time. This is a two day program that works to help equip you with the understanding, tools and tactics that address the needs of this generation of skiers. Workbook section and compilation of your teaching portfolio must be completed before attending. Pre-requisite is completion of Senior Specialist Foundations.

Stay tuned for more information and be sure to review the Season Guide so you don't miss out on all these great offerings. ❄️



Ed Kane is a Snoqualmie Region Board Representative, past PSIA-NW President and is currently the Training Director for Ullr Ski School. Photo by Wayne Nagai.

Thank you to all PSIA-NW Member Schools and Resorts for your support during the 2008-09 season!

Support has been provided by member schools, resorts and instructor membership, providing meeting space, helpfulness at events held at the host mountain and/or donation of lift tickets.

Crystal Mountain
49 Degrees North
Lookout Pass
Mission Ridge
Mt. Bachelor
Mt. Hood Meadows
Stevens Pass
Summit at Snoqualmie
Sun Mountain Lodge
Schweitzer Mountain
Timberline
White Pass
Whitefish

Training Director,
Divisional Staff &
Examiner Training
Timberline, Oregon
November 2009

Alpine, Snowboard & Telemark
Examiner Training
November 13, 2009

Training Director Training
November 14-15, 2009

Alpine, Snowboard & Telemark
Divisional Staff Training
November 14-15, 2009

Check the www.psia-nw.org website for details, specific meeting times and locations.

Training Directors: Be sure to send in your 2009/2010 TD Application Form no later than November 1, 2009.



Do you want to make a difference in the lives and careers of your fellow instructors? How would you like to spend this season skiing/riding at one of the Northwest's best kept secrets? If so then we have a place for you.

The 49° North Ski and Snowboard School is currently looking for a qualified individual to fill the role of Alpine Training Director. Prerequisites include PSIA Level III certification and a passion for sharing your knowledge with skiers of all ages.

We are also looking for ski and snowboard instructors of all certification levels to fill positions in our adult, youth, and freestyle coaching programs.

For more info or to submit a resume, please contact:

Rick Brown

Director of Skiing and Snowboarding
rbrown@ski49n.com



photo by Rick Lyons

Alpine Events

Exam Checkpoint – Level III
December 18, 2009 at Mission Ridge, Wa.
Cost: \$60*

Ready to set goals for the upcoming exam season? This is the place to be, spend a day with an examiner going through exam tasks, movements and teaching scenarios. Receive feedback as to where you are now and where you want to be looking towards the spring. Work on setting up your path for success at the exam.

Exam Orientation – Level II
December 18, 2009 at Mission Ridge, Wa.
Cost: \$60*

This alpine clinic is structured to put you at ease before the exam weekend. Go out with an examiner, get acquainted with layout of the hill, get an idea of how your day will be structured during the actual exam and ask any questions you are still wondering about. Get comfortable with the exam process.

Exam - Level II
December 19-20, 2009 at Mission Ridge, Wa.
Cost: \$115/per module*

This is the only early season exam offered on the regular schedule. Skiing module will be Saturday, Teaching module will be Sunday.

Immersion: You Looking at You
January 1-4, 2010 at Mission Ridge, Wa.
Cost: \$300*

Fundamentals, that's what it's all about – skiing and learning. Ready to delve into your skiing? Gain greater insight on your movements and the patterns you've developed? Dig deeper in your understanding of you, how you learn and process information and apply it to your skiing? If so, this coaching-intensive session is for you. Come ready to work, learn and progress. Space is limited.

Session will begin late Friday afternoon the 1st of January. The group will meet indoors for an introduction to the program, review of materials to prepare for the start of the session on Saturday.

**Mission Ridge generously supports these events, clinics and exams by offering lift tickets to those who need them. Thank you Mission Ridge!*

Snowboard Events

Exam Orientation – Level II
December 18, 2009 at Mission Ridge, Wa.
Cost: \$60*

This snowboard clinic is structured to put you at ease before the exam weekend. Go out with an examiner, get acquainted with layout of the hill, get an idea of how your day will be structured during the actual exam and ask any questions you are still wondering about. Get comfortable with the exam process.

Exam - Level II
December 19-20, 2009 at Mission Ridge, Wa.
Cost: \$115/per module*

This is the only early season snowboard exam offered on the regular schedule. Riding module will be Saturday, Teaching module will be Sunday.

**Mission Ridge generously supports these events by offering lift tickets to those who need them. Thank you Mission Ridge!*

Nordic Events

Track Fall College
December 12-13, 2009 at Methow Valley, Wa.
Cost: \$60/day*

Come join the Track Divisional Staff in kicking off the 09-10 season in the Methow Valley. We'll once again be getting together to work on your skiing goals, both Classic and Skate. We'll work on ski improvement and teaching concepts while reacquainting after the summer hiatus. On Saturday the Track Level I will also be offered.

For those who have participated in the past you know this is a must have, for those who haven't attended come see why this event is the favorite track event of the fall. You won't be sorry. *Trail Fee is FREE.

Lodging will be located in Winthrop/Twisp area. As information is updated it will be posted to the Track & Telemark link and on the Event Line Up at www.psia-nw.org.

Nordic Training Director and Divisional Clinic Leader training will be held on Friday December 11.

Divisional Staff Training at Timberline in November - see sidebar page 19 for details



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A L A S K A

Alyeska Resort's Mountain Learning Center is currently accepting applications for

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PSIA/AASI Level 1, 2, & 3
Certified Instructors

We are seeking experienced instructors certified through PSIA, AASI, ISIA, or equivalent snowsport certification (visa required). We are also accepting applications for aspiring instructors. Come experience Alaska and the Chugach Mountains.

For more information visit our website at www.alyeskaresort.com then look under jobs or contact:

Garth McPhie

Mountain Learning Center Director
P.O. Box 249 • Girdwood AK 99587
gmcphie@alyeskaresort.com

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RESORT**

Looking to make a change? Deer Valley is hiring Ski Instructors and On-snow Supervisors for the 2009-2010 ski season.

REQUIREMENTS:

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- Work weekends and holidays

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Christine Katzenberger
Manager, Ski School Recruiting
P.O. Box 739
Park City, Utah 84060
ckatz@deervalley.com
435-645-6635

Come work and play at Crystal Mountain, Washington's largest ski and snowboard area!



The Snow Sports Learning Center is currently accepting applications for the upcoming ski season. We are seeking motivated, friendly and enthusiastic instructors whose main job will be to create relationships, teach snow sports and guide on the mountain safely.

If you want to push the limits of your sport, work and play please fill out an on-line application at www.skicrystal.com or email your resume.

We are also looking for weekend and mid-week Bus Program Coordinators (free pass and area discounts). Send email to Sean Bold, Director of Snowsports regarding this program.

Resumes and inquires to:
Snowsports School
Crystal Mountain
33914 Crystal Mountain Blvd
Crystal Mountain, WA. 98022
sbold@skicrystal.com



© Jeff Craven

Loveland Ski Area

located 45 minutes west of Denver, Colorado on I-70 is hiring for Full and Part Time Ski & Ride instructors. Send your application or resume ASAP to us for consideration. On - mountain interviews for new instructors without certification and experience. PSIA/AASI Certified Level 2 + Instructors considered without participation in on-mountain clinics.

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- Discounts at Loveland Sport Shop, Loveland Rental / Repair Shop and Ski School.
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- Ski/Ride School Instructors can work at least 14 days per year to get the pass, or 22 days per year for family passes.



CONTACT:

Colleen True, Human Resources Manager
Clear Creek Skiing Corp., PO Box 899, Georgetown, CO 80444
Loveland Ski Area 303-569-3203 ext.140 fax 303-484-2552
hr@skiloveland.com



Stevens Pass Ski & Snowboard School

Come join our team of friendly coaches and rip on 11 lifts and 3 sides of 2 mountains. Stevens Pass is a great place to call home; we have numerous bowls, glades and faces, a great park and easy access backcountry. So plan on having fun! Our coaches teach all ages and abilities in a wide range of programs including a rapidly growing private book. Dual certifications and training experience is a plus.

We are looking for:

**Full & Part Time Instructors • Youth Program Supervisors
Sales Supervisors • Sales Desk Customer Service Staff**

To Apply Contact

Shawn Smith

Director of Resort Services
ssmith@stevenspass.com
206.812.7358

Steve Frink

Adult Programs Manager
sfrink@stevenspass.com
206.812.7379

M.J. Crandall

Youth Programs Manager
mcrandall@stevenspass.com
206.812.7383

Sue Hindman

Administrative Manager & Sales
shindman@stevenspass.com
206.812.7369



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wjobs@skiwinterpark.com or call 970-726-1536

EOE/Drug Free Work Environment



Fall Seminar 2009 Event Application

Name	Email Address	Cert Level	Member #
Address		City	State Zip
Primary Contact Tel #	Secondary Contact Tel #	Snowsports School	Shoe Size (Seattle only - Skate to Ski Clinics)

PLEASE CHECK ONE LOCATION		
<input type="checkbox"/> Spokane Metro October 17, 2009 Gonzaga University Spokane, Washington	<input type="checkbox"/> Portland Metro October 24, 2009 Mt. Hood Community College Gresham, Oregon	<input type="checkbox"/> Seattle Metro October 25, 2009 Seattle Pacific University Seattle, Washington

PLEASE CHOOSE YOUR MORNING AND AFTERNOON TOPICS	
<h2>Morning Topic</h2> <p>_____</p> <p>First Choice</p> <p>_____</p> <p>Second Choice</p>	<h2>Afternoon Topic</h2> <p>_____</p> <p>First Choice</p> <p>_____</p> <p>Second Choice</p>

PAYMENT DETAILS
<input type="checkbox"/> \$65 PER PERSON <input type="checkbox"/> \$8 Lunch Option (Seattle only) <input type="checkbox"/> \$10 Late Fee \$ _____ Your Total
<p>_____</p> <p>CREDIT CARD NUMBER (PLEASE PRINT CLEARLY) EXP. DATE</p> <p>_____</p> <p>YOUR SIGNATURE</p>

MAIL WITH CHECK OR CREDIT CARD INFO TO:
 PSIA-NW, 11206 Des Moines Memorial Dr., #106
 Seattle, WA 98168

FAX WITH CREDIT CARD INFO TO:
206.241.2885

Application must arrive no later than 19 October 2009 to NOT incur a late fee of \$10. Spokane day-of-event sign ups will incur a \$10 late fee. Late applications will be accepted pending space availability only. No refunds or cancellations unless injured and unable to participate in an indoor session per doctor's note; a \$20 administration fee will be applied to refunds.

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 _____

Professional Snowsports Instructors of America – Northwest

11206 Des Moines Memorial Drive, Suite 106 Seattle, Washington 98168 USA 206.244.8541 (P) 206.241.2885 (F) office@psia-nw.org www.psia-nw.org

It's More than a Card



Marissa Nishimoto

member since 2006

"I joined PSIA/AASI because I wanted to get a job doing something I enjoy (the discounts were a slight enticement as well). After I joined, however, I decided my favorite part of being a member is the events and I hope more snowboarders get involved in AASI and our events because they're awesome!"

Call, Fax or Email NW Office
Tel. 206.244.8541
Fax 206.241.2885
office@psia-nw.org

Events: Sign Up On Time & Forget the \$10 Late Fee!

If you plan to attend an event, please sign up in advance. This helps us schedule the necessary staff to provide the highest quality event possible for all participants. Essentially by signing up early you save yourself the \$10 late fee. If you sign up late, you pay \$10 extra. Applications can be found on-line at www.psia-nw.org. Download, print out, fax to 206.241.2885.

Spring Symposium is in Sun Valley

Don't forget to book your travel and lodging plans early for this event, as we are joining the celebration with Intermountain, Northern Rocky Mountain and some members from the East. Look for more details at www.psia-nw.org.



Snowboard DCL Nate Peck at Freestyle Camp at Mt. Hood Meadows. photo by Matt Aimonetti



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