

PSIAASI

NORTHWEST

Fall 2013

Issue #1 2013/14 Season

PNSIA-EF

snOWsports instructor

The Season Opener: Fall Seminar

October 12, 19 & 20

Spokane, Portland, Seattle

The Beginner's Mind

by Tara Seymour

Season Guide Inside!

Event Details through July 2014

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contents

FEATURES

CONTRIBUTIONS

- 4 President's Report**
by Bill King, President
- 5 National Report**
by Ed Younglove, PSIA-NW National Representative
and ASEA Treasurer
- 6 Call for Candidates 2014**
by Mary Germeau, Executive V.P.
- 8 Certification Report**
by Chris Thompson, Certification V.P.
- 9 Education Reflections**
by Kim Petram, Education V.P.
- 13 Survey Highlights**
by Tyler Barnes, Communications V.P.
- 14 Welcome to the 2013/14 Northwest Season**
by Kirsten Huotte, Executive Director
- 24 Alpine & Snowboard Snow Pro Tips**
by Linda Cowan, Jeremy Riss, Jesse Murphy and
Greg Dixon
- 26 2013 Exam Pass List: Congratulations!**
- 28 Seven Ingredients for Great Demos**
by David Lawrence
- Growing the Sport & Retaining the Core**
by John Gifford, PNSAA President
- 29 Service Award Recipients &
20, 30, 40, 50 & 60-Year Members**
- 31 Nordic Fall College**
Early Season Event Details



10

FALL SEMINAR

with Ron Kipp, USSA Alpine
Sports Education Manager,
Author and Keynote Speaker



14

2013-2014

SEASON GUIDE

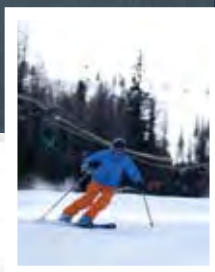
Complete Event Information
pages 14-21



22

THE BEGINNER'S MIND

by Tara Seymour



ON THE COVER

Mike Buzzelle enjoying some of the epic groomers
at Mission Ridge. We'll be seeing you here for
Symposium and a few other events this season!

Photo by Nick Barth

PRESIDENT'S REPORT

by Bill King, PSIA-NW President



"The further you can look back, the easier it is to see the future." – Winston Churchill

Since my election on May 19, 2013, all I can say is the summer has been a blur. Taking over the Presidency, learning the day-to-day nuances of the organization has been a pleasant but a time consuming effort. For almost 20 years as a Board member, I knew the office was doing a lot. But I must admit, I did not fully appreciate the work Kirsten, Cami, and Vicki do behind the scenes.

They make each of our lives easier as we wait for the snow to fall and after, so from the beginning many thanks. Thus the summer has been a great learning experience, an opportunity to learn from Jack Burns and the other members of the ExCom the in and outs of what PSIA-NW really is and what it takes to make it better. Continuous improvement is a mantra of the aerospace industry and I see our staff practicing it here.

I have consumed much of my summer working on the Governance Task Force (GTF). By the way of background, during the summer of 2012, PSIA/AASI (National) drafted an affiliation agreement and presented it to the nine divisions for signature and approval. Their objective was to formally create a relationship between the Divisions and National, which in the past was largely an informal relationship. Not being in our best interests, we rejected it. Jack Burns, recent past-President, with the help of several of us drafted an alternative version that National rejected. Over the course of the year, five divisions accepted the agreement and four of us rejected it (Northwest, Intermountain, East and Rocky Mountain). At an impasse over the affiliation agreement, National convened the GTF. They decided to focus on Governance, the art of how we run ourselves both on the national level as well as the divisional level, but most importantly how we interact together as entities. National created the GTF to work out the "rules of the game."

In June 2013 at Lakewood, Colorado, the GTF met for 17 hours over a day and a half. We arrived at a number of potential recommendations. We brought them back to our respective Boards for comment. The result was a series of comments, some supportive, others outright rejections. When faced with an impasse, we ask the basic question, "What's broke?" As Ed Kane is fond of saying, "If it isn't broke, don't fix it."

Our methods of working together over the last 25 years or so, have generally served to our mutual benefit. What were the issues then? Three words: people, perceptions and principles. People try to do their job; often they do it in a vacuum, especially when dealing with actions between different entities. These actions create reactions amongst the people involved in the process. Then personalities take over. Throw in systems that don't work as advertise, with a touch of ego and trust is gone. If it were this simple, it would be easier to fix. However, it is more complex, as the people involved are very talented and competent.

Hence, we needed and continue to need to look back so we can look forward. Stepping back we asked ourselves what is the one or is there one basic issue we could recommend a change to and the answer became clear. Let's return to a pre 2008 situation where National bylaws allowed Division's to directly elect their representatives to the National Board. Representatives that would represent their Divisions, that would work together to suggest changes, to balance the needs of a national organization with ideas from each of the diverse divisions, to insure the public consistency in the high level of instruction our members provide. The clients do not see the Divisions. They see PSIA or AASI. They don't see it is the groundwork of the Divisions that create the product or generally realize the Divisions are providing the direct service.

The GTF is currently recommending National return to the bylaws that gave the divisions direct control over appointment and potential removal their representatives. Once this is accomplished, the National Board can review and address the other issues. It will mark the beginning of reestablishing the trust lost over the last 5 years.

Aside from GTF, I want to address issues that surfaced during my campaign for President. The first is a perception that the PSIA-NW Executive Committee (ExCom) and the general Board of Directors are not adequately communicating with membership. While there is an appearance of this, I personally don't believe this is entirely true. I know each Board member is in contact with many of their constituents and a fairly regular basis. With 3500+ members, it is hard for Board members meet with everyone. However, it should not stop you as members from reaching out to them, to me or anyone else on the Board. Let us know, what you think, what is it you think will move us in better direction. On my part I want to renew a program that existed for many years. I am asking your elected representatives to visit each of the schools for two basic reasons.

First, to listen to your concerns and second, provide you with a means to continue to be heard. On my end, I intend to set aside 30 minutes at

each Board meeting, for your representative to ask questions or relay concerns to the Board as a whole. If the answer is simple I will provide it there, if not I will ask the appropriate person to get back to you or your representative within three weeks.

I am also asking the Secretary & Second VP to post the minutes of ExCom and the full Board meetings within a reasonable time after the meetings. Likewise, all meetings are open to all of the membership. My only ask is you let the office know a month ahead of time of your intent. This is so as to have the space available. If your organization please let me know what your issues are.

I am reachable at (206) 369-6988 or my e-mail of euroking@aol.com. Thank you for the privilege of allowing me to serve you. ❄️

Bill King is a twenty plus year member of PSIA, Alpine Level II certified instructor for Ski Masters School. He can be reached at 206 369-6988 or by e-mail: euroking@aol.com

NATIONAL REPORT

by Ed Younglove, PSIA-NW National Representative and ASEA Treasurer



This is my first opportunity to report since the June meeting of the National Board of Directors in Golden, Colorado. The June meeting is the organization's regular business meeting. At this meeting, along with other business, the officers are elected;

the organization's financials are reviewed; and a budget for the upcoming year is adopted.

All of the organization's officers were up for election at this year's meeting. The officers' terms are for two years. The incumbent officers were unanimously re-elected: Eric Sheckleton, President (Northern Rocky Mountain division), John Peppler, Executive VP (Central division), Peter Donohue, Secretary (Rocky Mountain division) and Ed Younglove, Treasurer (Northwest division). The national board has a strategic role, unlike many of our division boards, which tend to be operational in nature. The board sets goals for the organization's staff and adopts a budget for the staff to achieve those goals. The board also accounts for the organization's performance against those goals and the budget.

My role as National Treasurer at the June meeting involves reporting on the financial condition of the organization, including performance against the budget to that point in the year, and propos-

ing a budget for the upcoming year. Our performance for the year ending June 30, 2012 was better than we had budgeted the June before. We were 6% over budgeted income while expenses were only up 2%. As a result we had a positive operating budget (the income for the year exceeded the regular operating expenses).

However, we continue to experience an inability both to meet long term obligations and to offset non-cash obligations such as depreciation, etc. Thanks to a generous grant and the increase in dues, this year's budget does propose a positive cash balance (which includes long term obligations) for the first time in quite awhile. As a result, the small dues increase scheduled for next July has been deferred and a scheduled increase in the late fee penalty was set aside. The board continues to balance reasonable membership dues with providing the highest quality services and education materials. This is something that the membership has the right to expect. Dues income continues to be only about one-half of our total income. The board adopted an investment policy to safe-keep the organization's cash reserves while at the same time generating a reasonable investment return.

The current national board members share a common vision and purpose for the organization true to its roots as a "national" organization. The organization was created fifty years ago to fulfill a dream for a national organization that could help unify "an American teaching system" and that could establish national standards for the certification of instructors that would be recognized across the country (and the world). A national organization could promote skiing to the public and more importantly promote the benefits of instruction from a qualified instructor. The public would know who was a qualified instructor from their membership in the organization and by their certification from the organization. Such an organization could foster strong relations with ski industry partners like ski areas and schools, and manufacturers and retailers. What was once a dream is now reality.

As originally envisioned, establishing and maintaining national certification standards for the different disciplines is one of the primary functions of the national organization. The board adopted adaptive snowboard as a new national certification and approved the first adaptive snowboard national standards. There are now eight national standards. Revisions to the national standards for the three alpine certifications were also approved. In October, the national organization is hosting a National Standards training event for all the divisions. The goal of the event is to develop consistency of understanding and application of all PSIA-AASI national standards. The event should also provide a quality assurance foundation for division-initiated examiner exchanges.

Instructor education continues to be our other primary mission. As part of the Strategic Education Plan (SEP), the national organization is working on the development of education and credentialing policies applicable across all divisions.

An all discipline test bank is scheduled for completion this fall. An Adaptive Snowboard Guide is available for free at the national website thesnowpros.org. Hopefully, by now you have had the opportunity to take advantage of the Matrix education/training tool on the national site. It's free to all members! Education materials need to be regularly updated to keep abreast with industry developments and we are working on new technical manuals for Alpine, Snowboard, Adaptive, Nordic, and Telemark for release next year.

We are working hard to maintain our existing strong relationships with our industry sponsors and to develop new ones in order to increase the variety of hard good benefits available to you through your membership e.g. equipment and clothing discounts, etc. We continue to be the leader in the marketing of snowsports instruction to the public through such initiatives as Learn to Ski and Snowboard Month; by providing the media with print and photo materials; and through our highly visible national team members.

One of our most important initiatives continues to be on the technological front. The board is committed to the continued development of the divisions' "back office" support and the national website as a priority for the organization. We are continuing to strive for ease of use and seamlessness for both the divisions and the members. Better communication between the national organization and the divisions; among the divisions; and between all the organizations and the membership is one of the most important attributes of this technology. A new national website is scheduled for unveiling in September. Improved functionality will include: one-time email log in; enhanced site navigation; easier event registration; new profile pages; improved on-line shopping; an updated membership renewal process; and easier community access.

Our national membership continues to grow. The last count I heard for the 2011-12 season was 31,716 members. It wasn't too long ago that we were hoping membership would reach the 30,000 member mark. This growth, the better than anticipated membership renewal rate so far this year, and the positive feedback in the membership survey we did last fall, are all good indications that we are doing a pretty good job of meeting the needs of the membership. I certainly hope that is the case for you.

Direct member communication and feedback becomes easier and timelier as we continue to evolve the Internet capabilities. This is critically important because understanding what you find helpful in your professional development and what benefits are of the most value to you, is invaluable in the development of our goals and objectives for the future.

Finally, you are likely to hear that the divisions and national are in discussions concerning our business model. That is true. There are a great many ideas for change being considered. My knowledge of the people involved is that they are all looking for ways to better serve you, the member. I am confident that whatever model(s) and practices are agreed upon will reflect that objective and will in turn allow us to continue to improve the level of service that the organizations provide. ❄️

Ed Younglove is a past PSIA-NW President, current NW National Representative and ASEA Treasurer. He is also an Alpine DCL & TD for Crystal Mountain. Email him at edy@ylclaw.com

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CALL FOR CANDIDATES 2014

by Mary Germeau, PSIA-NW Executive V.P.



BOARD OF DIRECTORS

PSIA-NW members are encouraged to get involved in and run for any position on the Board of Directors that is up for election in their region. In order to run, one needs to meet the candidacy requirements and complete and submit an Announcement of Candidacy to the PSIA-NW office via fax, e-mail or "snail" mail to be received on or before 4:00pm, December 31st, 2013. Candidacy requirements require that a person be a Level II or III or a Level I with two years of membership. This person must also be working in, or have a nexus with, the region in which he/she wants to run for a directorship. Every candidate for a board director position must submit an Announcement of Candidacy each time he/she runs for office, including incumbents.

Positions are for three-year terms and require attendance at two board meetings per year plus other events and committee work, as needed. As usual, one third of our Directors come up for election in the spring each year. The statements for re-election submitted with the Announcement of Candidacy will be noted in the Newsletter and published in their entirety on the website.

Region	Position	Incumbent
Snoqualmie	1	Jack Burns
Snoqualmie	2	Molly Fitch
Snoqualmie	3	Ed Kane
Stevens Pass	2	John Weston
Crystal	1	John Eisenhauer
Bend	1	Open
Mt. Hood	1	Tyler Barnes
Mt. Baker	1	Open
Blue Mountain	1	Kay Stoneberg

Many incumbents choose to run again, but the positions are open to all who are interested in running for a director position.

REGIONAL DIRECTORS

Regional directorships are also up for election each year on a rotating basis. A person wishing to run for one of these positions must be a Certified Level II or Level III and a snowsport school director in the region in which he/she wants to run. There are currently 4 regions in PSIA-NW. One regional directorships is up for election this

year, this is the director for region 1 (Crystal, Snoqualmie, Stevens). The current Director for this position is Mary Germeau. A position as a Regional Director is a three year term. Those considering running for the position must be current director of a snowsport school in good standing. There are four (4) of these positions which are elected on a rotating basis. The snowsport school directors in the region elect the representative for their region by electronic or mail-in ballot.

GENERAL INFORMATION FOR ALL CANDIDATES

All Candidates for either type of Directorship (including incumbents) must submit an Announcement of Candidacy in order to be considered an eligible candidate. This announcement should contain the following information: Full Name, Region, Position, Snowsports School, title or Position at the school for BOD and snowsports school for Regional Director, off-snow occupation, if any, PSIA-NW involvement, reasons for wanting to serve, and your contact details. Candidates may download an Announcement of Candidacy forms from the PSIA-NW.ORG website at this web address: www.psia-nw.org/who-we-are/board-of-directors/candidates/ or you may complete your announcement of candidacy via an on-line form - details to follow which will be posted on the website. The announcement will work for either type of positions - just check the correct box.

This Announcement of Candidacy will be used in communications in the general election so that the members in the region for which the candidate is running may read a statement about them and their reason for wanting to serve. Regional representatives are elected by ballot by the members in the region in which they wish to serve. For more information about additional requirements contact your Regional Board Representative or the PSIA-NW office. ❁

Mary Germeau is co-owner and operator of Olympic Ski School at Stevens Pass. You can reach her by email at maryolympic@hotmail.com

SUBMIT YOUR ANNOUNCEMENT OF CANDIDACY ONLINE. DETAILS TO FOLLOW ON THE WEBSITE.

GET INVOLVED!

NW snowsports instructor

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SUBMISSION DEADLINES

For more info go to psia-nw.org/newsletter

Fall Issue (Sep - Nov)

Ads & Articles by August 1

Winter Issue (Dec - Feb)

Ads & Articles by November 1

Spring Issue (Mar - May)

Ads & Articles by February 1

CONTRIBUTOR GUIDELINES

The NW Snowsports Instructor is published three 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.

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SYMPOSIUM FUNDRAISER

by Mary Germeau, PSIA-NW Executive V.P.

Our 11th annual raffle and auction fundraiser at the 2013 Symposium was held at Big Sky, Montana this last spring. Many members joined us in helping to obtain items for both the raffle and silent auction. In particular I would like to thank Chris Saario (Snoqualmie Pass-Ski Masters), John May (Mt Hood), Shane Lebsack (Rossignol/Anarchy Rep), Debra Rawuka (Schweitzer) and Anne Bingham (Snoqualmie-Ski Bacs) for collecting large numbers of donations, which made it possible to raise over \$4,000.00 for this year's scholarship fund. Most of these members have contributed for many years; some every year for the past 11 years.

I was also so lucky to have Chris Saario, Sue Dieckerhoff, Takashi Tsukamaki, Julie Younglove, Judy Thompson and Glenn Marquardt helping with raffle ticket sales and set up for the activity on Saturday night. What a great sales and service team. It made the whole job so much easier and more fun for everyone. After all, who can turn down Takashi when he wants you to buy 20 or more raffle tickets?

Each year the silent auction part of the fundraiser has grown, and as a result made more money for our scholarship fund. Items in the auction this year included: a SkiPod for car or plane travel from Takashi Tsukamaki (Fiorini), Patagonia Orange Front Zip jacket from Bill Bourton (Stevens Pass), a Rossignol/Anarchy Ski Gear Basket from John May and Shane Lebsack (mentioned above), helmets from Molly Fitch, Sally Brawley (BOD), Bergans Parka from Keith Patterson (Bergans), Salomon shoes and goggles from Joel Hammond (Salomon Rep), K2 Stinger skis from Geoff Ruskin (Ski Masters), Salomon carbon poles from Tyler Barnes (Mt. Hood), Marty O'Conner sweatshirts from David Burton (Ski Masters), smoked salmon packs from Nick McDonald (Point Lavinia Commercial Charters), All Things Seattle basket from Kim Petram and Fiorini Ski School, two Charlton Glass trays from Charlton Glass, Coach checkbook/wallet from Kay Stoneberg (BOD), Schweitzer area basket from Debra Rawuka and Schweitzer Snowsports School, whiskey basket from Ed Younglove (BOD), two dozen fresh Alaska oysters shipped from Lee Fisher (Arctic Valley Ski School, Alaska), four adult lift ticket from: 49 Degrees North, Whitefish and Schweitzer donated by the area managers, handmade necklace and earrings from Chris Saario (Ski Masters).

Donations for the raffle came from Ken and Linda Bartlett, Ed Kane, Anne Bingham and Ski Bacs instructors, Chris and Judy Thompson, John Gifford, Bill Bourton, Mark Schinman, Sheila Leitch, Susan La Madrid, Georgianne Fiorini, Karen

Moldstad, Pam Humbel, Russ Brown, Glenn Marquardt, Michael Drake, Terry Critchlow, Lookout Pass, Lee Fisher, Gavin and Allison Kerr-Hunter, Steve Strunk, Chris Saario, Joel Hammond, Sharon and Ronne Linnane, Ron Wingerson, Delayne Welch, Molly Fitch, John May, Linda Cowan, Debra Rawuka et al, John Winterschied, Shane Lebsack, Anne Meixner, Mary Germeau, and various friends of PSIA-NW.

A very big "thank you" to all who donated items to the fundraiser, bought raffle tickets or purchased items from the silent auction. Also a special thank you to Amanda Knoop (photo above) from Cascade Ski School at Snoqualmie Pass and her family who purchased over 150 raffle tickets at the symposium event and helped our fundraising effort in a big way.



\$4,000 IN SCHOLARSHIP FUNDS AVAILABLE

The PNSIA-EF Scholarship program will again be available for the 2013-14 snowsports education season where we have up to \$4,000 to approve for scholarships in 2013/2014. If a member is interested in applying for a scholarship this year, he/she must be a member in good standing in the organization and must send in the fully completed application by Monday, December 16, 2013. The application may be faxed, mailed or sent electronically in PDF format. The scholarship committee will meet in December to consider all of the applications. Those receiving a scholarship will be notified as soon as the committee makes their decisions. Remember that financial need is an important criterion for the awarding of a scholarship; please make sure that the candidate and those who recommend him/her include this information in application submission. Please note that scholarship information is located on the PSIA-NW.ORG website.

Our scholarship guidelines state that any Northwest member in good standing for at least two continuous years is eligible to apply for an Event Registration Fee or NW Bookstore Scholarship. Participants are expected to pay for any additional expenses related to the event such as: lift tickets (if not supplied by the host resort), transportation, lodging, meals, personal miscellaneous expenses, etc. Scholarships are NOT awarded for membership dues or tryouts; only

registration fees and NW bookstore purchases. Please note that all events must have a minimum number of participants in order to run regardless if you have received a scholarship. If the event you have applied for is cancelled, you will be able to select another event or choose to not accept the scholarship.

The guidelines also require that the recipient submit a summary report which must include a description of how the scholarship funds were used and the benefits of the course, training, exam or certification in the furthering of the individual's educational goals and his or her development as a snowsport instructor. The report, which may be in the form of an email, will be due before the end of the fiscal year (June 30th), during which the scholarship was awarded. The Education Foundation will review these reports carefully to determine that the funds have been used to further the intended charitable purposes of the scholarship program. If the report is not received or if the report indicates that the funds were not used to further the charitable purposes of the scholarship program, the Education Foundation shall promptly investigate the matter and take steps to recover the scholarship funds.

It is important the report focus on the educational aspect of the event. Many of the previous reports have been very well written, while others seem to miss the point of the educational explanation, and or the time frame during which the report must be received. The committee will be creating a suggested outline for those receiving scholarship to use in the future.

Remember that a member can receive an educational scholarship once every three years, and one exam module per lifetime. Scholarships for books can be applied for every year with a limit of \$50.00 per award. Our committee hopes that more candidates will apply for scholarships to attend education events working towards an exam, rather than the exams themselves. New rules take affect this season where only 20% of the funds raised each year for scholarships be used to pay tuition of exam modules, with the remaining 80% to be approved for educational tuitions and books. If you have questions about our scholarship program you can contact: Mary Livingston Weston, Chairman of the Scholarship Committee at westonacres@gmail.com or Mary Germeau from the scholarship committee and fundraiser chairman at maryolympic@hotmail.com.

Scholarship Application Deadline is December 16, 2013

CERTIFICATION REPORT

by Chris Thompson, Certification V.P.



Summer is a slower time for many of us. We work to stay in shape, we think good thoughts about skiing and making the perfect turns. We read, study and talk skiing with our friends while we are riding our bikes, swinging a golf club or enjoying the local watering hole. During this time, your divisional staff has been communicating about the exam process.

Examinations are just that, a process to confirm your level of competency. No matter the education path you choose there are checkpoints along the way. A set of national standards defining levels of competency is the backbone for our exam process. Currently, the national standards are being reviewed along with editorial review and updating of the American Teaching System support manuals for all disciplines. Due to the time consuming nature of this process, it will take

some time and is to be completed this operating season. However, the current exam guides have been updated to better describe the process you will go through each day versus any content or technical changes.

So, with that in mind, I thought it might be an appropriate opportunity to provide some technical input to the alpine community. The following is a photo sequence shot last winter. The skier in this sequence (me) is skiing big medium radius turns at about 35 or so mph – groomed, firm, cold snow on advanced intermediate terrain. I had no idea the photographer was there so just kept taking it down the hill! This seven-frame sequence gives us a good look at exit through transition into the next turn. Refer to the visual cues to aid you as you study the sequence:

Photo 5: Note with ankles flexed keeping me forward, I move starting at the ankles up/forward along the skis to engage the forebody of the skis – outside leg long, inside leg already shortening directing weight over inside edge of outside ski keeping COM between feet

Photo 6 : This is about the falline of this turn – note higher edge angle of skis, left arm setting up for next pole touch, minimal ski lead indicating inside leg steering and a proportionate amount of cuff pressure.

Photo 7: Exit phase – relate back to photos 1 & 2.

Other subtle elements to look for: Where are the eyes looking? Note that the zipper line of the parka (i.e. upper body) is facing between the skis or towards the inside of the next turn; note the amount of counter which is more of the inside half of the body ahead of the outside half resulting primarily from the inside leg shorter than the outside; amount of ski lead as well as the timing of lead change is directly proportionate to the size and shape of turn, with ski lead occurring over a distance, not at a moment. Although it maybe hard to see, the poles are controlled by the whole hand; consistent stance width; consistent and not contrived movements through all the major body joints; curvature/angle of the spine is relatively parallel to shins.

Photo 1: Coming over a rise just about at the fall line – note the flexion through the whole body with the outside leg still long, inside leg steering to match outside leg maintaining stance width of outside of ski boots about the same as outside of hips.

Photo 2: Note the parallel relationship of the skis (bases are parallel) plus the parallel aspect of skis to boots to knees to hips to shoulders, hands/arms. Also, the femurs are parallel to each other and maintain an alignment with the skis.

Photo 3: Note the subtle pole swing directed along the outside ski. Inside ski is pressured and steered to match the outside ski, legs maintain a parallel relationship.

Photo 4: Pole basket is not ahead of the feet, contacting the snow on the extension to enter the new turn – note upper body slightly flexed keeping the CM centered over and between the feet. Stance width remains the same throughout.



Certification V.P. Chris Thompson.

Hopefully studying this sequence, you will be able to identify elements that you can integrate into your own and your students' skiing. Hope to see you some time this winter. ❄️

Chris Thompson is the PSIA-NW Certification Vice President, an Alpine Examiner, Founder and past Head Coach of the PSIA-NW Technical Team. Email him at mistert@nctv.com

EDUCATION REFLECTIONS

by Kim Petram, Education V.P.



Hello NW membership and wishes for a great fall season to you all. When I was interviewed by your Board of Directors this past spring for the role of Education Vice President I was asked what I would change if elected. The short and easy answer was "nothing", our educational program is not broken and doesn't need fixing. However, the longer and more nuanced answer is this:

The NW has a long history of well educated, devoted, insightful and tireless Education V.P.'s that have striven to move the NW division forward. We have yet to become stagnate, rest on our laurels' or follow a path not in the best interest of the membership as a whole. The list is a highlight of who's who in the Northwest – from Ed Kane, Chris Thompson, Rick Saul and Nick McDonald to Molly Fitch. Molly, my immediate predecessor, was, among many successful contributions, key in the transition moving the management of this division to the Executive Director role. This changed the dynamics of how our division operates and changed the role the Education V.P. plays within the division.

If you go to the PSIA-NW web-site, click on "Strategic Plan", you will see a matrix including the objective role for the Educational V.P.: develop educational materials, curriculum and programs to continuously upgrade the instructional skills of our members. Some strategies to meet these objectives are listed. I have a few strategies I'm considering for sure but I would appreciate feedback from all of you, the membership, in hearing about your educational goals, what you would like to see offered from an educational opportunity standpoint and anything else you would like to share. For starters, be sure to look at your 2013-2014 Event Calendar, an oldie but a goodie is back: formerly PDS, the multi-week exam training clinics are scheduled. This is an educational opportunity not to be missed.

We are a reflection of our professional organization. Something that I feel strongly about and that I shared with the Board of Directors at the spring meeting was that I think at times, we (the collective we) confuse teaching with learning. They are two separate things. Our job, as teachers, is to ensure that we have provided the best product possible and that we have moved our students away from dependence on us as the "teacher" to independent learners: guided, collaborative independence. I'll speak more to this in future articles, but for now, I'm happy to be your newly Education Vice President and I look forward to hearing from you. We have a solid division, there is nothing to change or take away from our educational foundation. If you have something to add, please contact me anytime, and together we can make this foundation even stronger. ❄️

Kim Petram is the Education V.P., a PSIA-NW Technical Team Member, PSIA-NW Alpine Clinic Leader and Children's Committee Chairperson. Email: kim@petram.org

PSIA-NW TECHNICAL TEAM NEWS

The 3+ day PSIA-NW Technical Team tryouts were held in May 2013 at Mt. Hood Meadows. Based on an interview process, on-snow skiing and teaching performances as well as indoor presentation skills, the following individuals were selected for four-year terms: Tyler Barnes, Linda Cowan, Dave Lucas, Mike Phillips, Jeremy Riss, and Scott Weimer. They will be joining current team members Brad Jacobson, John May, Terry McLeod, Garth McPhie, and Kim Petram.

In August 2013 Lane McLaughlin announced his retirement from the Technical Team as Assistant Coach, stating that his personal and professional commitments outside the team were affecting his ability to devote what was needed as a team member, and it was time for new, emerging leadership to step into that role. Lane will continue to be a resource in an advisory capacity as needed as well as a guest coach and clinician at NW events.

In September 2013, after several seasons of grooming, with recommendation by Nick McDonald and approval by the Board of Directors, Rick Lyons was appointed to the position of Technical Team Head Coach. Following tradition Nick McDonald will remain in an advisory role as a "Team Mentor" along with Chris Thompson, Technical Team Founder. Nick will also maintain his role as a PSIA-NW Alpine Examiner and DCL.

It's More than a card



"Alpine skiing was my first love. I discovered Nordic later in life and totally fell in love with it. There's no looking back (well, on a perfect powder day!). I learned fast, started racing, winning medals, 3 Gold medals at the Masters World Cup in 2011! There is no end to learning though. I want to continue to learn, teach, and inspire others. Being a PSIA certified professional gives me the tools to do so. I am proud of it." –Dagmar Eriksson



"I taught myself to ski from a book in the early 1960's at Mt. Bachelor and during my first ski lesson in the 1990's the instructor said I looked good but was 20 years out of date. So by the time I joined the Lost Trail Ski School I had gone as far as I could go by myself and needed a lot of help to feel comfortable as an instructor. With the clinics and support of the senior clinicians on the mountain and numerous clinics with the Tech Team I was able to get my Level I and II Alpine certification in two years. I was then lucky enough to be taken under the wings of some truly great skiers so I could be involved in co-teaching a Senior Workshop and my Senior Specialist 1. None of this would have been possible without the positive encouragement of Pros on my mountain and the clinicians that helped me from all over the Northwest Division. The other benefits are great, but the interaction with clients and support of so many great skiers really makes it fun and constantly challenging." – Steve Matz

FALL SEMINAR 2013



KEYNOTE SPEAKER

Ron Kipp

USSA Alpine Sports Education Manager and Author of Alpine Skiing

Ron Kipp is the Alpine Sports Education Manager for the U.S. Ski and Snowboard Association (USSA). He completed his Ph.D. work in motor control at the University of Utah prior to working with the U.S. Ski Team's Sport Science Department as Director of Athlete Preparation. He has also coached and was the Head Physiologist with the U.S. Ski Team's Men's Alpine World Cup Team, and was Assistant Director of Coaches Education for USSA (United States Ski and Snowboard Association). Ron has worked with the Norwegian Men's Alpine National Team as an on-hill coach and sport science consultant. For five years he was the Education Manager for PSIA-I (Professional Ski Instructor's of America). Ron has authored or co-authored over 100 scientific published papers on skiing, and has given over 100 presentations nationally and internationally on skiing.

Keynote address: "Technique skills, now be skillful"

Skillfulness is the secret of the virtuoso. It is more than having flawless technique. Even more than having unblemished command of every drill imaginable. Technique and skills are central to expert accomplishment. Although to truly attain genius, there is another step. We will unstitch the mystery of why some snowsport athletes are good, and some are great. This will open the door explaining how anyone can continue to progress in their personal improvement journey.

SPOKANE METRO

OCTOBER 12

GONZAGA UNIVERSITY

PORTLAND METRO

OCTOBER 19

LEWIS AND CLARK COLLEGE

Note: this is a new Portland venue!

SEATTLE METRO

OCTOBER 20

SEATTLE PACIFIC UNIVERSITY

DAILY SCHEDULE

8AM	REFRESHMENTS
8:30AM	MORNING COURSE
10:30AM	BREAK
10:45AM	KEYNOTE SPEAKER
12:15PM	LUNCH
1PM-3PM	AFTERNOON COURSE

Fall Seminar will be offered in three locations, making this season-opener event more accessible for everyone to attend. 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.

We are continuing to offer Fall Seminar to non-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 for download at www.psia-nw.org or by contacting the PSIA-NW office at 206.244.8541. There is also an application on the following pages of this newsletter. When completing the application on the following pages please choose from the morning and afternoon topic choices and indicate your choices on the application.

\$70 before October 4, 2013

\$85 after October 5, 2013

All venues have a lunch option this year – see event application for details.

MORNING COURSE OFFERINGS

Advanced Teaching – McLeod, Riss and Birch-Jones. Designed for experienced instructors who want to add more focus to their teaching. This session will improve your skills for teaching scenarios such as higher level students, shorter lesson timeframes, exams or tryouts, students with specific goals in mind, and leading instructor clinics. To get the most from this clinic you should already have a working knowledge of the Skills Concept and the Visual Cues to Efficient Skiing.

CORELATIONS™ 1 – Robert Graham. 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! (maximum 15 participants).

Look, but Please Touch – Stevenson/Priest/Maas. Get up close and personal with the equipment we use to make snow sports accessible to all. You will be surprised at how much you already know about adaptive sliding on snow.

Myth's of Learning Styles Session 1 – Kim Petram. This session will explore the commonly held beliefs about doers, watchers, feelers, thinkers and visual, auditory and kinesthetic modes of learning styles and then toss it all out (for a few hours) for an examination of the more accurate process of how movements are learned including how our students physically learn to slide and glide

Play: What's Your Style – Michael Drake. Learn how to integrate different styles into your lesson planning. Play, we all like it, we all know it makes learning easier. Did you know that there are different 'play' styles? Not everyone has the same preferences. This session reviews some of the 'science' behind play, describes the different play styles, and goes over some sample examples of how to structure and vary some of these styles into your lesson planning.

Preparation and Process for the Alpine Exam – John May. Training others for certification? Training yourself? Thinking about certification? Good, then you're focused on great teaching, skiing and the student! This session will provide an overview of the certification process by looking at the components being assessed, and resources for training. As certification is an assessment of where we are at in our proficiency of good teaching and skiing we will look at the process and the standards to see how it can help reflect our journey in educating others, ourselves and our customers. By the end of this session you will have a better understanding into the current application of the alpine national

standards and great resources to help yourself and others with good skiing and teaching.

Primary Success Principles for Personal and Professional Development – RJ Nichoalds. This interactive workshop will explore the great success principles from personal development gurus such as Napoleon Hill, Jim Rohn, Paul J. Meyer, John Maxwell, Stephen Covey and more. We will focus on Primary Success Principles from the book *Think and Grow Rich* and how to apply them to your own Personal and Professional Development.

Terrain Based Teaching – Rick Brown. What's all the hoopla? It's not about jibs, jumps or freestyle antics, but it could be a way to higher success rates, more returning students, and a better overall experience for your guests, ski or snowboard, kids or adults. Want to know more? Come and find out what it's all about!

What the Heck is Forward – Brad Walsh. Forward, forward, forward ... it's drummed into your head in many different ways with the true meaning lost most of the time. Come explore aspects of stance in motion that create the forces into the skis that allow the common goal of all skiers - the ever-elusive top of the turn. We will take a look at the common elements of stance and the use of directional movements in the turn to create specific outcomes as the turn progresses through the review of visual aids that illustrate the concepts and then test our eye using video. The goal of this dryland clinic will be to leave you with some basic movement concepts you can use in lessons and in your own skiing.

What's Your Transition Strategy – David Rowe. Are you looking for some inspiration to "transition" your skiing, teaching and technical knowledge to the next level? This session will explore different turn transition strategies in the context of all-mountain, all-terrain Alpine skiing. By exploring different skiing scenarios, analyzing video imagery and keeping specific ski/snow performance outcomes in mind, we'll identify what works and what might work better to take your performance and versatility to the next level.

What to do with Splits in Your Classes and Other Challenges – Nick McDonald. Unless you have been teaching only private lessons, you have seen it and lived it; class splits in group lessons are part of the business. This clinic will explore ways to make a split with tact or keep the group together and deal with the challenges. Keeping the group together will lead to discussions and techniques to maximize their ability to transit challenging terrain and situations. After this session you will be looking forward to your next class split.

AFTERNOON COURSE OFFERINGS

The Art & Science of Constructing the Perfect Progression – Michael Drake. What is a progression? Why do we do them? What is an exercise vs. a progression? Where do they begin? Where do they end? How and why is flexibility important? This session explores this very important teaching element of what separates a master teacher from the merely ordinary. Bring your ideas, and expect an interactive session as we deconstruct...and then reconstruct, the elements of 'the perfect progression'.

Building Your Own Personal Success Plan using S.M.A.R.T Goal Setting – RJ Nichoalds. The only difference between a Dream and a Goal is that Goals have a well documented plan. In this workshop, you will be challenged to develop your personal action plan around the S.M.A.R.T. Goal Setting technique. You will build your own plan that is Specific, Measurable, Attainable, Realistic, and has a Timeline attached to it. Come prepared to think about what you want to accomplish personally and professionally and be ready to hit the street running the following day with an action plan in place.

Coaching on Both Hemispheres – David Rowe. While we don't have a simple solution to get you to Chile, we do have some ideas on how to use both hemispheres of your brain to enhance your coaching style, amp up the fun factor and deliver memorable lessons. Whether you're just getting into teaching, thinking about certification or even anticipating an upcoming tryout, this session will emphasize creativity throughout a number of core concepts including the Feedback Model, Group Handling, Tryout Scenarios, Learning Styles and Task Skiing/Riding.

CORELATIONS™ 2 – Robert Graham. For those who have attended Corelations 1, this class will take those concepts and apply it with activities that build upon and can help create success with National Standard movements. Plan on wearing comfortable clothing that you can get a little sweaty in! (maximum 15 participants).

Efficient vs Effective – Stevenson/Priest/Maas. A balancing act. We will explore equipment fitting, set up and video of adaptive skiers while looking for balance over a flat ski. From beginners to racers and powder hounds.

Member School Director Strategies. Seattle only. Come join other school directors in a moderated discussion around successful recruiting and retention strategies. Through sharing different success stories and hearing new ideas you will come away with different strategies to aid in recruitment and retention you can apply immediately to your school.

Myth's of Learning Styles Session 2 – Kim Petram. Participation in Session 1 is recommended but not required. This session will look at how skill acquisition and the cognitive and physical domains of learning in sports performance all relate and can help us to understand the process of how our students really learn to slide.

What's the Latest Snowboard Lingo and What Does it Look Like – Rick Brown. The way that we talk about snowboarding is in a constant state of evolution. As instructors, we not only strive to create precise, fluid movement patterns and blends of skills, but we also work to hone our verbal skills and vocabulary to create clear, detailed, yet easily understandable descriptions of those complex movements. Whether you are preparing for an exam or you just want to stay on top of the latest terminology, this is the session for you. From the "5 Descriptors" to "R.O.M.'s" & everything in between, commonly misused or misunderstood terms, the latest and greatest or the old and out of date, we'll explore it all and how it applies on the snow.

What the Heck is Forward – Brad Walsh. Forward, forward, forward ... it's drummed into your head in many different ways with the true meaning lost most of the time. Come explore aspects of stance in motion that create the forces into the skis that allow the common goal of all skiers - the ever-elusive top of the turn. We will take a look at the common elements of stance and the use of directional movements in the turn to create specific outcomes as the turn progresses through the review of visual aids that illustrate the concepts and then test our eye using video. The goal of this dryland clinic will be to leave you with some basic movement concepts you can use in lessons and in your own skiing.

Seeing the Difference – May, Birch-Jones. Join us for a fun and interesting look at the differences between good skiing and great skiing. In this highly interactive session we will use side by side video analysis to identify the subtle and not so subtle differences between these types of skiers. Video will include moguls, powder, on/off piste, world class race training, National Team members and maybe a local face or two that you may recognize. As a group we will discover and see how, when and why great skiers are able to do what they want, when they want. This is a perfect session for those interested in improving their movement analysis, want to get motivated by some inspirational skiing and/or are looking for tips to identify key movements in both you and your client's skiing.

On-time Event Application Deadline is October 4, 2013



Fall Seminar 2013 Event Application

Name _____ Email Address _____ Cert Level _____ Member # _____

Address _____ City _____ State _____ Zip _____

Primary Contact Tel # _____ Secondary Contact Tel # _____ Snowsports School _____

PLEASE CHECK ONE LOCATION



Spokane Metro

October 12, 2013

Gonzaga University



Portland Metro

October 19, 2013

Lewis and Clark College



Seattle Metro

October 20, 2013

Seattle Pacific University

Lunch Option: Turkey w/ Sharp Cheddar on a Kaiser Roll, or Roast Beef w/ Cheddar on a Ciabatta Roll, or Veggie Wrap. All lunches are served with potato salad, brownie and bottled water.....\$14.50

Lunch Option: Choice of Turkey, Roast Beef or Veggie sandwich served with chips, whole fruit, cookie and a soft drink.....\$11

Lunch Option: Turkey w/ Sharp Cheddar on a Kaiser Roll, or Roast Beef w/ Cheddar on a Ciabatta Roll, or Roasted Veggie Club on a Ciabatta Roll. All lunches are served with potato salad, brownie and bottled water.....\$15.50

PLEASE CHOOSE YOUR MORNING AND AFTERNOON TOPICS

Morning Topic (8:30 - 10:30am)

First Choice _____

Second Choice _____

Afternoon Topic (1:00 - 3:00 pm)

First Choice _____

Second Choice _____

Course placement is based on your selections and space available. Early registrants are most likely to receive their first topic choices.

PAYMENT DETAILS - PRICES ARE PER PERSON

☐ \$70 before October 4, 2013

☐ \$85 October 5, 2013 and later

☐ \$ _____ Lunch Option (see price above) .

Choice: ☐ Turkey ☐ Roast Beef ☐ Veggie

\$ _____ Your Total

MAIL WITH CHECK OR CREDIT CARD INFO TO PSIA-NW:

338 N. Wenatchee Avenue, Wenatchee, WA 98801

FAX WITH CREDIT CARD INFO TO:

206.241.2885

EMAIL US: INFO@PSIA-NW.ORG

Applications received after 10/4/2013 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 \$25 processing fee will be applied to approved refunds.

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

Recognizing that skiing/skiing can be a hazardous sport, I hereby RELEASE AND FOREVER DISCHARGE PSIA-NW, PNSIA-EF, PSIA-I, ASEA, the host area and their agents and employees and contractors from liability for any and all injuries of whatever nature arising during or in connection with the conduct of the event for which this application is made. Applicant hereby relinquishes and assigns to PSIA-NW, PNSIA-EF and PSIA-I 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.

sign
here

Participant Signature _____ Date _____

Credit Card Payments

PLEASE READ LATE FEE AND CANCELLATION POLICY ABOVE IN PAYMENT DETAILS BOX.

CREDIT CARD NUMBER (PLEASE PRINT CLEARLY)

CREDIT CARD TYPE ☐ Visa ☐ MC ☐ AMEX ☐ DIS

3 or 4 Digit
CVC Code

EXP. DATE
(MM/YY)

X

YOUR SIGNATURE

PSIA-NW SURVEY FINDINGS REVIEW

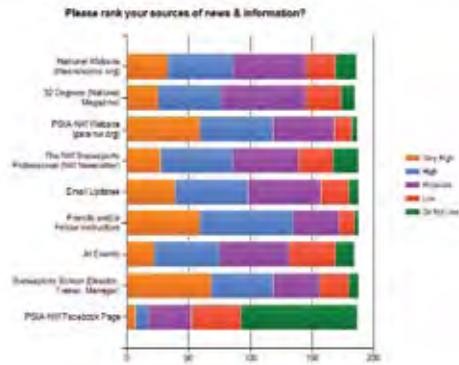
by Tyler Barnes, Communications V.P.

Thank you to the 771 members, which amounts to about 22% of the total membership, who took the time to complete the survey and share their perceptions, knowledge and opinions. Of those members their primary disciplines were about 82% Alpine and 11% Snowboard with the remaining 7% in the Telemark, Adaptive and Cross Country disciplines. Overall this was a good sampling percentage and roughly represents our overall makeup of discipline counts.

One of the underlying purposes of the survey was to provide direction to the Communications programs in where members attain their information whether it be from the newsletter, website, friends, school, etc., plus what events do members know about, what communication areas should we consider expanding or developing as well as hearing comments.

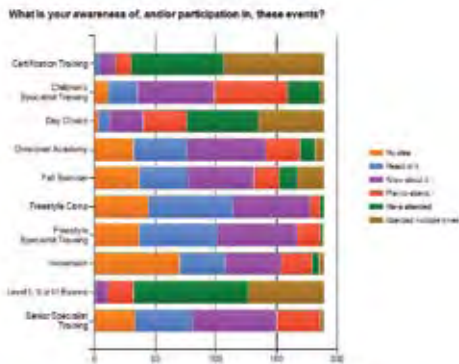
Did you know 47% of the NW membership have been members for 5 years or less? And 59% have been members for 10 years or less? This tells me that collectively we, and this means you and I, need to be more proactive with sharing information with members who joined last year as well as those who joined a few years ago. You may ask, "Why do I need to share information?" Well it turns out that while the website and newsletter were ranked "high" to for source of information, the ranking of "friends and peers" as well as "my school" were higher. This reemphasizes the importance of the "locker room" chats where veteran members share info with newer members as well as the important role schools have in disseminating information.

Highlights of member benefit ranking were as follows: 58% wanted to improve their teaching skills, 56% wanted to improve their skiing/riding skills, 47% valued Certification, 45% valued "pro deals."



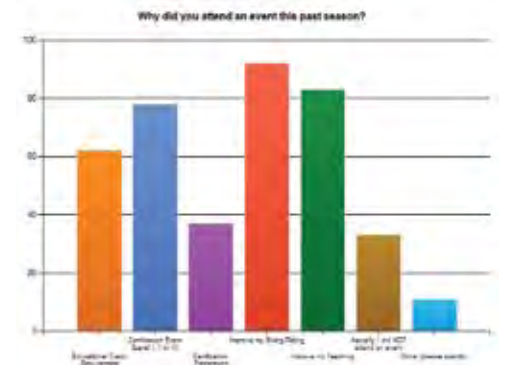
On the "Event Awareness" arena 83% of you have taken one or more exams, which is not surprising, given that the Level I exam is typical of most new members. In the Specialist arena 65% of you have heard of or plan to attend a Children's Specialist event. Given that this is probably one of the most fun and educational events one can attend, you should check the event calendar right now and sign up!

If you review the chart below, color bars heavy in orange and blue are indicators that we need to communicate more effectively on these events because if members have no idea about or have only heard about an event, then attendance is unlikely. Events that members knew less about included Immersion, Summer PDS, Summer Race Camp, Spring Fling, Freestyle Camp, Spring GS Camp and even to some extent Spring Symposium. If you are reading this and you know about these events, then spread the word. If you don't



know about these events, then check the website and ask your fellow snow pros what these are.

On Scholarship awareness, 50% of members in the 1-5 year category had no idea that scholarships were available. And given that peer groups and schools are top informers, it's up to you to help get the word out that scholarships are available but the deadline is December 16, 2013 – so let your fellow snow pros know to apply early. Details can be found on the website.



Not surprisingly, the reason most members attended an event last season was to improve their skiing/riding, or improve their teaching or to take an exam. This aligns nicely with the previous survey question as to what member benefits do you value.

On the overall satisfaction of the value of member dues 80% feel that NW dues are a "good or fair value" with 66% also feeling like National Dues are a "good or fair value." This shows us that a majority of members value their membership.

For a complete summary of the Member survey head over to PSIA-NW.ORG/survey. I'd like to formally thank John May, PSIA-NW Mt. Hood Board Representative and fellow Technical Team Member for his volunteer time devoted to analyzing this data and preparing this survey summary, the full summary and the information he has shared at the Spring and Fall Board meetings. ❄️

SPECIAL THANKS TO THESE PNSIA-EF 2013/14 DONORS

The Pacific Northwest Snowsports Instructors Association Education Foundation is a charitable not-for-profit organization 501(c)(3) designation which provides support to PSIA-NW in many ways including Scholarships for needy members. Thank you to the following members for making donations:

Silver Level: Steve Alger, Mary B. Balogh, Richard M. Barrett, Jeffrey Barth, Catherine Bath, Christopher Bettin, Ellen Bierman, Kaitlin Brotemarkle, Scott Busby, Ellen R. Butzel, Maria J. Cepa, Ky Chapple, Andrew Constantine, Walter Cook, Michael L. Drake, Joseph G. Draper, Hugh Dunklee, Jay N. Eacker, Garth W. Eliason, Paul E. Emmans, E Tom Evans II, Tim Ferrick, Brian Gavin, Courtney Gavin, Luke Gjurasic, Eugene V. Heisler, Jeff Johnson, Frank Koster, Cathy A. Laetz, John F. Larson, Sheila Leitch, Jerry Leitch, John Manix, Katherine Markey, Margaret A. Meredith, Lylian Merkley, Jean Messner, Garrick Mishaga, Bob Mosteller, Alex Naylor, Ed Nebendahl, Janet Nelson-Shofstall, Pat Pearson-Henry, Nanci Peterson-Vivian, Amy Post, Alex Risley, Chad F. Rosenstine, Sheria Rosenthal, Otto Ross, Shusuke Sakai, Jacob Salvador, Donna L. Sanders, Tim Schroeder, Glenda Schuh, Nancy L. Slye, Tex Steere, Celeste Stokes, James S. Takara, Sam Tran, Joe Turner, Colin Walker, Carla Wallace, Dan Watanabe, Keith Willnauer, Ron Wingerson, and Ed Younglove.

Gold Level: John Allen, Kim Clark, Joan Elvin, Eddie Fisher, David Gehring, Kris Ilgenfritz, Scott Keesling, Philip R. Knight, Mark I. Little, AB McClaran, Anne Meixner, Lana B. Miller, Leigh Rabel, Jerry Robison, and Martin Rues. **Platinum Level:** Gordon Arwine, Patrick Bettin, Thomas Chasse, Jean Christ, Charles Friedel, Willie Grindstaff, Rebecca Norlander, Gene Pierson, Kay Stoneberg, and Richard Vuori.

Welcome to the 2013/14 Northwest Season

by Kirsten Huotte
PSIA-NW Executive Director



As it seems every year, "Where did the summer go?" The weather is changing and with it we start looking at our gear, brushing off the thin layer of dust that has been collecting and begin thinking about removing the summer wax and prepping for the winter.

We have an exciting new season in front of us. Another La Niña weather trend is forecasted, which means cooler and wetter conditions for us in the Northwest or to put it another way; a perfect

storm of lots of snow, starting in early December, according to the early reports.

In reviewing your comments and thoughts from the survey and working with Mother Nature in weather plans, we have set up some early season events for you to take advantage of, in preparation for the winter in front of you. Look for specialist programs running in early December in Washington and Oregon and an early season exam at the end of January.

Other specialist programs have been placed throughout the months at various resorts in the Northwest, in addition to the early December offerings. Also the Nordic Fall College has moved back a weekend in anticipation of having more snow on the trails. We have scattered day clinics throughout the season, both on week days and weekends per your comments, let us know if these better meet your needs, or not, we want to know.

Certification training has been added back in the Seattle area in two different programs, pick to participate in one or both. Divisional Academy will be

traveling to Schweitzer this year and to wrap up the great season we will be at Mission Ridge for Symposium.

With this brief overview of the season and the entire season guide in the next pages, we know you will find what it is that you are looking for to complement your journey as a snowsports educator, be it teaching, movement analysis, working with class splits, verifying where you are in your journey with an examination or any of the other topics prepared.

Ramping up for the season and getting excited for all it has to offer, we look forward to seeing you on the hill and learning where you are in your journey. A great opportunity of being a member of the organization is to participate with other snowsport educators. In this atmosphere of learning, you will come away energized or re-energized, you will have met new people who you will soon call friends and gain further insight on your immediate pathway and bigger journey.

See you on the hill. Learn, Teach, Inspire !

This clinic was held in a classroom at Seattle Pacific University. The information presented was excellent and the class format was appropriate. Thanks for another fun, learning experience with PSIA-NW instructors.— Glenda Schuh on Spring Fling

The clinic leader was very knowledgeable and did a great job adapting clinic for conditions of the day which was 10" of fresh snow. He gave individual feedback and he added to my knowledge on the topic! — Craig Thomas on Drill for Skills Clinic

SINGLE DAY EVENTS

Fall Seminar

OCTOBER 12, 19 & 20

INDOOR SEASON-OPENER EVENT

A "not to miss" kickoff to the season, Fall Seminar, is the place to be to learn about it for the first time or to hear it again in preparing for the season. This indoor, all day (8:00-3:30) seminar offers many topics for the new instructor or the seasoned pro.

Each year a keynote speaker is brought in for a large group presentation to help inspire you. Offered in three locations around the Northwest, more information is available online. All disciplines welcome as well as non-PSIA members. See pages 10-12 for details.

1-day event, 1-year credit, cost: \$70

Spring Fling

APRIL 26 IN SEATTLE METRO AREA

SEATTLE PACIFIC UNIVERSITY

Tailored after its bigger cousin, Fall Seminar, Spring Fling is designed for your end-of-season wrap up to solidify topics you have been working on during the season or to give you ideas/information to ponder over the summer.

Either way, you won't be disappointed. This indoor session runs from 9-2 with an 8:30am registration time. Topics and more information will be posted on-line at the psia-nw.org website. Offered in the Seattle area. All disciplines welcome as well as non-PSIA members.

1-day event, 1-year credit, cost: \$65

One-Day Clinics

DATES, DISCIPLINES & LOCATIONS VARY

SEE CALENDAR AT PSIA-NW.ORG

Choose from a myriad of topics at various locations throughout the division. These one-day offerings are created to help provide you with a brush up in an area of your choosing, and an opportunity to take a clinic near your home or further from it if you so choose. For instance, if the bumps keep beating you, take a one-day "beat the bumps" clinic to dial-in your bump skiing and provide you some tools with which to teach your students. Grab another instructor, sign up and spend a fun day on yourself. Most topic descriptions can be found on-line at the psia-nw.org website.

1-day events, 1-year credit, cost: \$65

MULTI DAY EVENTS



Nordic Fall College

DECEMBER 14-15 AT METHOW VALLEY

Ready for lots of skiing and general trackster fun as usual? You'll be exploring the Methow Valley trails again this year led by the top track gurus in the Northwest. What more could you ask for? The clinic topics are broad enough to accommodate your goals and desires: ski improvement concepts and teaching concepts, in both Classic and Skate. And you're welcome to attend either one day or both. Track specific. More information as well as the event application can be found on-line at the psia-nw.org website.

2-day event, 2-year credit, Cost: \$130 or

1-day event, 1 year credit, Cost: \$65



Immersion

JANUARY 3-6 (3+ DAY)

FEBRUARY 5-7 (2+ DAY)

BOTH EVENTS AT MISSION RIDGE

You Looking at You – 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-intense session is for you. Led by PSIA-NW Technical Team members and some guest clinicians, the program begins indoors in Wenatchee the evening before the first on-snow day. The on-snow days include indoor evening sessions as well. Supported by Mission Ridge. Full 3-day Immersion or 2-day condensed version. Alpine specific.

First event is a 3-days on-snow + evening event, 2-year credit, Cost: \$300

Second event is a 2-day on-snow + evening event, 2-year credit, Cost: \$225



Winter Blast

FEBRUARY 3-4 AT CRYSTAL MOUNTAIN

Come find out why this is our premiere National Demonstration Team event. "What's the National Team?" you ask. Our National Team is comprised of the best of the best from throughout the country. They are full time professionals in the field who are excited to come share their passion of skiing with you. Improve your skiing with PSIA National Alpine Team Members at Crystal Mountain. You'll be treated to breakfast each morning, an après ski with clinicians Monday afternoon and lunch with the group on Tuesday. See what all the hype is about! Small class sizes guaranteed. Supported by Crystal Mountain. Alpine specific.

2-day event, 2-year credit, cost: \$330



Divisional Academy

MARCH 14-16 AT SCHWEITZER

Divisional Academy is a spectacular three-day event led by current and past Northwest Technical Team Members and other talented Divisional staff who will be at your disposal for personal improvement. You will group up with others who have similar goals while you work (and play) for the next three days. Open to any member in good standing, alpine-and snowboard-specific clinic content. Thank you Mission Ridge for supporting this event. Alpine and Snowboard specific.

3-day event, 2-year credit, cost: \$325



Spring Symposium

APRIL 11-13 AT MISSION RIDGE

Yahoo!!! Another season wrapped up and what a time it's been, now you are ready to celebrate with the rest of the division in saying, "that's a wrap." We're ready to put the icing on the cake with this end-of-the-season bash that has been a Northwest tradition for over 46 years! This two-day event (three if you participate in Free Clinic Friday) showcases our talented clinicians in a myriad of clinic choices, ranging from everything under the sun, pun intended.

2-day event, 2-year credit, cost: \$190

1-day event option, 1-year credit, cost \$95

2013-2014 event calendar

	ADAPTIVE	TRACK	TELEMARK	SNOWBOARD	ALPINE	DAY	DATE	EVENT	LOCATION
OCT	✓	✓	✓	✓	✓	Sat	Oct 12	Fall Seminar - Spokane Metro	Gonzaga University
	✓	✓	✓	✓	✓	Sat	19	Fall Seminar - Portland Metro	Lewis and Clarke College
	✓	✓	✓	✓	✓	Sun	20	Fall Seminar - Seattle Metro	Seattle Pacific University
DEC			✓	✓	✓	Sat-Sun	Dec 7-8	Specialist Events: (at both venues) CS1, CS2, SS1, SS2, FS1	Mt Hood Mdeadows, Snoqualmie - TBA
			✓			Sat	14	Understanding Movements: Going Beyond Movement Analysis	Stevens Pass
		✓				Sat-Sun	14-15	Nordic Fall College	Methow Valley
	✓					Sat-Sun	14-15	Adaptive Exam Modules, Level I & II	Mt Hood Meadows
JANUARY					✓	Fri-Mon	Jan 3-6	Immersion (3 days on-snow)	Mission Ridge
					✓	Sat-Sun	11-12	Senior Specialist 1	Mt Ashland
					✓	Wed	15	Central Oregon Certification Training - Session #1 (multi-week program)	Mt Bachelor
					✓	Fri	17	Tactics and Technique	Crystal, Lookout, Mt Bachelor
					✓	Tue	21	Seattle Evening Certification Training - Session #1 (multi-week program)	Summit Central
	✓		✓	✓	✓	Mon-Tue	27-28	Specialist Events: CS2, SS2 (at both venues) + FS2, FS3 (at Mt. Hood Meadows only)	Mt. Hood Meadows, Stevens Pass
				✓	✓	Tue	28	Teaching is Doing	Stevens Pass, Timberline
				✓	✓	Thu-Fri	30-31	Exam Modules - Alpine Level II & III, Snowboard Level II only	Mission Ridge
FEBRUARY					✓	Mon-Tue	Feb 3-4	Winter Blast - National Team Clinicians	Crystal Mountain
	✓					Tue	4	Cognitive/VI	Mt Hood Meadows
					✓	Wed-Fri	5-7	Immersion (2 days on-snow)	Mission Ridge
				✓	✓	Fri	7	Tactics for Mastering Class Splits	Stevens Pass
					✓	Fri	7	Smoothing Out the Bumps: Making It Look Easy	Alpental, Mt Spokane
		✓				Fri	7	Telemark Terrain Tactics	Mt Hood Meadows, Stevens Pass
					✓	Wed	12	Central Oregon Certification Training - Session #2 (multi-week program)	Mt Bachelor
					✓	Thu	13	Doing is Learning	Summit Central
				✓		Thu	13	Harness the Gnarness	Summit Central
				✓	✓	Fri	14	Steeps & Off-Piste	Alpental, Mt Hood Meadows, Schweitzer
				✓	✓	Sat-Mon	15-17	Seattle 3-day Certification Training	Stevens Pass
				✓	✓	Fri	21	Exam Checkpoint - Level I & II Members Only	Schweitzer, Stevens Pass
				✓	✓	Fri	21	Written Exam Level II & III at 3:30 Pre-registration is required	Schweitzer, Stevens Pass
				✓		Fri	21	Foot to Foot: More than Ollies	Stevens Pass
				✓	✓	Fri	21	Working it Out: Finding the Cause in Effect	Crystal Mountain, Mt. Bachelor
				✓	✓	Sun	23	Steeps & Off-piste	Crystal Mountain
					✓	Mon	24	Doing is Learning	Stevens Pass, Timberline, White- fish
				✓	✓	Tue	25	Explore Steeps & Off-Piste	Alpental
				✓	✓	Fri	28	Exam Checkpoint Level - I & II Members Only	Mt Bachelor, Mt Hood Meadows
				✓	✓	Fri	28	Written Exam Level II & III at 3:30 Pre-registration is required	Mt Bachelor, Mt Hood Meadows

BE SURE TO LOOK ON-LINE AT PSIA-NW.ORG FOR MORE DETAILED EVENT INFORMATION LIKE ONE-DAY EVENT DESCRIPTIONS, LODGING DEALS FOR MULTI-DAY EVENTS, CERTIFICATION GUIDES AND MORE.

2013-2014 event calendar

	ADAPTIVE	TRACK	TELEMARK	SNOWBOARD	ALPINE	DAY	DATE	EVENT	LOCATION
MARCH		✓				Sat	Mar 1	Track Pre-exam Clinic	Stevens Pass Nordic Center
	✓		✓	✓	✓	Sat-Sun	1-2	Specialist Events: CS1, CS2, SS1, SS2, FS1	Schweitzer, Snoqualmie
		✓				Sun	2	Track Exam - Level II & III	Stevens Pass Nordic Center
	✓					Fri	14	VI Guiding	Alpental
				✓	✓	Fri-Sun	14-16	Divisional Academy	Schweitzer
					✓	Sat	15	Drill for Skills	Crystal Mountain, Timberline
				✓		Sat	15	Big Mountain Freestyle	Crystal Mountain
					✓	Sun	16	Tactics for Mastering Class Splits	Stevens Pass
				✓	✓	Fri	21	Exam Orientation Clinic Level I & II Members Only	Schweitzer
				✓	✓	Sat-Sun	22-23	Exam Modules - Alpine Level II & III, Snowboard Level II only	Schweitzer
				✓		Sat	22	Ranges of Motion (ROMs)	Mt. Bachelor, Summit Central
			✓			Sun	23	Tele Off Piste Exploration	Crystal Mountain
	✓		✓	✓	✓	Fri	28	Autism Spectrum Teaching Tactics	Stevens Pass
				✓	✓	Fri	28	Exam Orientation Clinic - Level I & II Members Only	Stevens Pass
APRIL				✓	✓	Sat-Sun	29-30	Exam Modules - Alpine & Snowboard, Level II & III	Stevens Pass
				✓	✓	Fri	Apr 4	Exam Orientation Clinic - Level I & II Members Only	Mt. Bachelor
				✓	✓	Sat-Sun	5-6	Exam Modules - Alpine Level II & III, Snowboard Level II only	Mt. Bachelor
	✓					Sat	5	Affective Skiing Tasks Module, Level II Adaptive	Snoqualmie
	✓					Sun	6	Mono/Bi Teaching/Technical Exam Module - Level I and II Adaptive	Snoqualmie
	✓		✓	✓	✓	Fri-Sun	11-13	Spring Symposium	Mission Ridge
	✓					Sun	13	3-4 Track Teaching/Technical Exam Module, - Level I and II Adaptive	Snoqualmie
			✓	✓	✓	Fri	18	Exam Orientation Clinic Level I & II Members Only	Mt Hood Meadows
			✓	✓	✓	Sat-Sun	19-20	Exam Modules - Alpine, Snowboard & Telemark Level II & III	Mt. Hood Meadows
	✓		✓	✓	✓	Sat-Sun	19-20	Specialist Events: CS1, CS2, SS1, SS2, FS1, FS2, FS3	Mt. Hood Meadows
					✓	Fri-Sun	25-27	Spring GS Camp	Mt. Bachelor
				✓	✓	Fri-Sun	25-27	Freestyle Camp	TBA
	✓	✓	✓	✓	✓	Sat	26	Spring Fling	Seattle Pacific University
MAY				✓	✓	Fri-Sun	May 2-4	DCL Tryouts	TBA
			✓			Sat	10	Efficiency and Fitness in Tele	Timberline
						Sat	17	PSIA-NW Board of Directors Meeting	TBA
JULY					✓	Fri-Sun	July 11-13	Summer Professional Development Series	Timberline
					✓	Fri-Sun	11-13	Summer Ski Camp - Improve Your Skiing via Gate Training (race experience not req'd)	Timberline



EVENT APPLICATION DETAILS



Download Event and Exam Applications from the psia-nw.org website, or if available, register on-line. Printed applications may be faxed or emailed to the office for processing. Before the event, you will receive a confirmation email with details specific to your event. TO AVOID A LATE FEE, SIGN UP EARLY. Registration less than 14 days prior, is on space-available basis, and assessed a \$15 late fee for one-day events and \$40 late fee for two-day events. CANCELLATIONS... More than 4 weeks prior: Full Refund; 2 to 4 weeks prior: Refund less \$25 administrative fee; Less than 2 weeks prior: No Refund except noted as follows: If you are unable to attend an event due to injury or medical reason, providing a signed note from your medical provider, your money will be refunded LESS a \$25 administrative fee.

SPECIALIST PROGRAMS

Specialist programs have prerequisites. Please see the psia-nw.org website for details.

Great Clinic!! It was educational and fun!! I used the flying #3 wedge in a clinic of my own that weekend. The clinician presented information in a creative way that still makes me smile. - Kim Haynes on CS1



photo by Vince Ready

Children's Specialist

MULTIPLE DATES AND LOCATIONS

Children's Specialist Foundations is a one-day educational clinics designed for the snowsport instructor ready to begin the journey into understanding how and why children learn, play and grow the way they do. Children's Specialist 1 is a two-day children's education clinic introducing many ideas and theories on the way children grow, think and learn. Children's Specialist 2 is also a two day educational course designed to take instructor knowledge and understanding of children to the next level.

PSIA-NW children's educational curriculum follows the Children's National Standard for education, a certificate-based program.

Children's Foundations

1-day event, 1-year credit, Cost: \$65

Children's Specialist 1 or 2

2-day event, 2-year credit, Cost: \$130



Photo by Nick Barth

Freestyle Specialist

MULTIPLE DATES AND LOCATIONS

Freestyle Foundations is accomplished by attending and understanding the curriculum of a one-day clinic focused on coaching park, rails, and pipe riding. The Freestyle Specialist 2 & 3 certificates are attained through a higher rigor, two-day process. By meeting the needed program education requirements, candidates will be given feedback about their performance shown for the appropriate level of coaching and riding. Alpine and snowboard. Please visit the website for more information.

Freestyle Foundations: 1-day event, 1-year credit, Cost: \$65.

Freestyle Specialist 2 or 3: 2-day event, 2-year credit, Cost: \$130



photo credit Ed Kane

Senior Specialist

MULTIPLE DATES AND LOCATIONS

The Senior Foundations clinic is intended to acquaint the participants with the objectives and material that formulate the core of this training, the senior client. This day clinic will introduce you to the senior client and provide you some basics for working with them. If you want more, PSIA-NW also has the Senior Specialist 1 program, intended to develop and expand your knowledge and skills gained in the Foundations course by advancing the applications and theory for teaching seniors in the Beginning to Intermediate zones. Alpine-specific.

Senior Foundations: 1-day event, 1-year credit, Cost: \$65

Senior Specialist 1 or 2: 2-day event, 2-year credit, Cost: \$130

The clinic leader's strength is in his ability to not only connect with the group as a whole, but also in his ability to meter the information that he gave to participants such that there was a focus of a single concept and not a bombardment of information. It was educational for me because I am refining my own style and trying to learn this quality for my own clinics. - Brad Walsh on Summer Ski Camps

CAMPS Spring GS Camp

APRIL 25-27 AT MT BACHELOR

Spring at Mt. Bachelor, video and review, great coaching and friends – where else do you want to be in late April? Come see why Mt. Bachelor is known for its 300 days of sunshine, high speed groomers and, when combined with gates, makes for an awesome GS camp! Thank you Mt. Bachelor for your support. All alpine abilities welcome.

3-day event, 2-year credit, Cost: \$280

Freestyle Camp

APRIL 25-27 VENUE TBA

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

3-day event, 2-year credit, Cost: \$240



Photo by Brad Walsh

SUMMER SKIING Summer Ski Camp

JULY 11-13 AT TIMBERLINE

Endless winter? Kind of! Pristine blue skies, mountain air, amazing view, a snowfield and skiing in July and just a bit warmer than January. Attend one of our premiere events to improve your skiing. Introduce or reintroduce yourself to the world of GS or just have some summer skiing fun. No race experience required. Come enjoy what all your friends are envious of: skiing in the summer at Timberline. Alpine-specific – lift tickets must be pre-paid.

3-day event, 2-year credit, Cost: \$305



Photo by Wayne Nagai

Summer Professional Development Series

JULY 11-13 AT TIMBERLINE

Are you looking to keep your skills fresh and challenged in the 'off season?' Do you like the idea of skiing in the summer sun at 8,000' from 8am-2pm with the rest of your day free to golf, bike, swim, shop, hike, windsurf or just relax? Then the professional development camp is what you are looking for! During your time you'll build on what you worked on during the season, add goals for the upcoming season and have fun skiing, in the summer, on a snowfield. Alpine-specific, lift tickets must be pre-paid.

3-day event, 2-year credit, Cost: \$280

CERTIFICATION Certification Training

MULTIPLE DATES AND LOCATIONS

So you are interested in some specific training, exam-focused. You want to open up your certification guide and manuals and dig deep into them. You're looking for technical conversations to help you better understand and implement the teaching cycle, blending of skills, knowing what the national standards mean by "levels of understanding."

Get the details on-line about this event offering. The geographic regions are: Central Oregon, Seattle, Eastern Washington. Remember, certification is a journey and education is the road, path and trail we meander as we go. Learn, Teach, Inspire.

multi-day course, 2-year credit, Cost: varies

LII & LIII Exam Checkpoint

MULTIPLE DATES AND LOCATIONS

Scheduled roughly a month before an exam, this checkpoint has a mock exam feel. It will cover both skiing or riding skill assessment and teaching and give feedback relative to where you are on your pathway for your upcoming exam. Alpine, snowboard or telemark. Open to Level I or II members only.

1-day event, 1-year credit, Cost: \$65

LII & LIII Exam Orientation

THE FRIDAY OF EXAM WEEKEND: SEE BELOW

Typically scheduled the Friday before an exam, this 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. Open to Level I or Level II only. Alpine/Snowboard specific

1-day event, 1-year credit, Cost: \$65

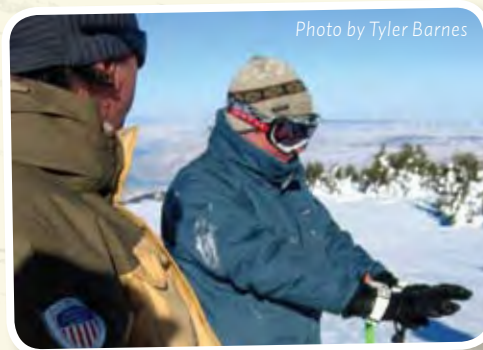


Photo by Tyler Barnes

LII & LIII Exam Modules

MISSION RIDGE - JANUARY 30-31

SCHWEITZER - MARCH 22-23

STEVENS PASS - MARCH 29-30

MT BACHELOR - APRIL 5-6

MT HOOD MEADOWS - APRIL 19-20

Level II & III skiing or riding module one day and/or teaching/professional knowledge the other day. The exam is split up into two modules/components - take the entire exam in one weekend or season or split it up and spread it out. Alpine and/or snowboard specific exam modules. Please refer to the Alpine and/or Snowboard Certification Guide(s) for pre-requisites to taking these exams. Note the Snowboard Level III exam is offered at Stevens Pass and Mt. Bachelor only.

1-day per module, 1-year credit, Cost: \$115 per module

LII & LIII Written Exams

MULTIPLE DATES AND LOCATIONS

Level II and III written exams - See Calendar on page 16-17 or at psia-nw.org for times and locations and/or speak with your School Director or Training Director to see if one will be offered at your school. Preregistration is required for scheduled written exams, like all other events.

Cost: \$20

Track Pre-Exam Clinic

MARCH 1 AT STEVENS PASS NORDIC CENTER

This pre-exam clinic is a must attend in order to get ready for the Track exam. Scheduled two weeks before and the day before each Track exam.

1-day event, 1-year credit, Cost: \$65

LII & LIII Track Exam

MARCH 2 AT STEVENS PASS NORDIC CENTER

Skiing and teaching are assessed in a day-long process. Level II or Level III. Pre-exam clinic attendance is mandatory before taking the exam.

1-day event, 1-year credit, Cost: \$115



photo by Zack Jones

LII & LIII Telemark Exam

APRIL 19-20, 2014 AT MT HOOD MEADOWS

Skiing and teaching over the course of two days. Level II and Level III. Exam checkpoint clinic is optional but encouraged for preparation for the exam.

2-day exam, 2-year credit, Cost: \$230



NEW PRO? LET'S GO!

The "New Pro? Let's Go!" clinic is designed specifically for instructors who took a Level I exam. They can slide into a clinic with a Divisional Clinic Leader (DCL), aka PSIA or AASI Pro for a day of fun, skiing and riding.

It's not all about talk, or books, or dues – it's about having fun and sharing the passion for the mountain experience. Participants can expect to share the day with fellow instructors, possibly from other schools, while skiing or riding with a clinician who shares some information about the organization, the educational opportunities and to help them "Learn, Teach and Inspire" as a snowsports education pro.

Valid ONLY for instructors who took their Level I during this season or last season. Please Note: If you sign up for this event and do not show up, a \$25 cancellation fee will apply.

Some resorts support this event with lift tickets and as support information becomes available it will be posted online at psia-nw.org

1-day clinic, 1-year educational credit, Cost: no additional charge as the event fee is included as part of the Level I Exam!

ADAPTIVE	TRACK	TELEMARK	SNOWBOARD	ALPINE	DATE / LOCATION
	✓				Dec 14 @ Nordic Fall College, Methow Valley
				✓	Dec 14 @ Lookout Pass
			✓	✓	Mar 15 @ Mt Ashland & Summit Central (SB only)
				✓	Mar 16 @ Alpental & Anthony Lakes
			✓	✓	Mar 22 @ Schweitzer & Stevens Pass
			✓	✓	Apr 6 @ Crystal Mountain & Mt. Bachelor
✓		✓	✓	✓	Apr 12 @ Symposium at Mission Ridge
			✓	✓	Apr 19 @ Mt. Baker
			✓	✓	Apr 26 @ Mt. Hood Meadows

Event Fees

GENERAL EVENTS

Clinics (1-day)	\$65
Divisional Academy (3 days)	\$325
Fall Seminar (1-day)	\$70
Freestyle Camp (3 days)	\$240
Immersion (3 days)	\$300
Immersion (2 days)	\$225
Nordic Fall College (per day)	\$65
Spring Fling (1 day)	\$65
Spring GS Camp (2 days)	\$280
Spring Symposium (2 days)	\$190
Professional Develop Series (3 days)	\$280
Summer Ski Camp (3 days)	\$305
Winter Blast w/National Team (2 days)	\$330

EXAMS

Alpine & Snowboard	
Level II or III Written Exam	\$20
Level II or III Exam Checkpoint	\$65
Level II or III Exam Orientation	\$65
Level II or III Exam Module (per day)	\$115
Telemark Level II or III Exam	\$230
Track Pre-Exam Clinic	\$65
Track Level II & III (one day event)	\$115

SPECIALIST PROGRAMS

Children's Foundations (1 day)	\$65
Children's Specialist 1 or 2 (2 days)	\$130
Freestyle Specialist Foundations (1 day)	\$65
Freestyle Specialist 2 or 3 (2 days)	\$130
Senior Specialist Foundations (1 day)	\$65
Senior Specialist 1 or 2 (2 days)	\$130

TRYOUTS

DCL Tryout (3 days)	\$210
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Signing Up for Events

To ensure events happen as scheduled and avoid late fees, please carefully plan and decide what event you wish to attend, then register at least 14 days prior to the event. This allows time to organize the event, meet staffing requirements and make the event the best it can be for those attending!

TO AVOID A LATE FEE, SIGN UP ON TIME.

Registration less than 14 days prior is on space-available basis, and assessed a \$15 late fee for one-day events or a \$40 late fee for two-day events.

CANCELLATIONS.

More than 4 weeks prior: Full Refund; 2 to 4 weeks prior: Refund less \$25 administrative fee; Less than 2 weeks prior: No Refund except noted as follows. If you are unable to attend an event due to injury or medical reason, providing a signed note from your medical provider, your money will be refunded LESS a \$25 administrative fee.

Event and Exam Applications may be downloaded from the psia-nw.org website. Once completed, you may fax or email the application to the office for processing. Before the event, you will receive a confirmation email with details specific to your event.

Scholarship Info

Need some help paying for an educational event, exam or manual? The Pacific Northwest Snowsports Instructors Association - Education Foundation (PNSIA-EF) is just the place to find some financial support for your professional development. **Note: Application deadline is December 16, 2013**


To apply for a scholarship, please follow these simple steps:

1. Be a member in good standing meaning dues are paid and educational credits are up-to-date.
2. Be prepared to write a short article summarizing the event you attended.
3. Fill out the scholarship application form and get the necessary letters of recommendation.
4. Submit your Event Application **30-days prior** to the event you wish to attend.

For a complete list of details including an application go to the psia-nw.org website, then choose "Member Benefits" from the menu.

About Lift Tickets



PSIA-NW is grateful for the generous support of our certification and educational programs by the host resorts. Events denoted with a  indicate that lift tickets are provided to non-pass holders by the host area. Where an event is supported by the host area it is denoted in the event description. Many resorts are able to fully support our educational event offerings, while some are not. Details can be found on the psia-nw.org website regarding specific individual event lift ticket information.

Tech Series Calendar for TDs & DCLs

If you are a Divisional Clinic Leader (DCL), or a Training Director (TD) for your snow sports school who has completed the TD application process, including paying the seasonal TD event fee then you are eligible to attend any of the Tech Series events to fulfill your requirement as a TD. While only two days per season are required, you may attend as many as you wish, however you must sign up in advance to avoid a late fee. All Divisional Staff (DCLs) are eligible to attend any Tech Series event, however an application for the Tech Series event must also be faxed to the office on-time to both attend the event, and avoid a late fee charge of \$25. For a complete list and Tech Series Application please log onto the PSIA-NW website and head over to the Tech Zone area for your TD information and event applications.

TECH SERIES CALENDAR

DATE	EVENT / LOCATION
Oct 12	Fall Seminar @ Spokane
Oct 19	Fall Seminar @ Portland
Oct 20	Fall Seminar @ Seattle
Nov 8	Alpine & Snowboard Examiner & DCL Training @ Timberline
Nov 9-10	Tech Series Fall Training @ Timberline
Nov 9-10	Clinic Leader Training † @ Timberline
Dec 13	Track TD, DCL, Examiner Training & DCL Assessment @ Methow Valley
Jan 14	Tech Series @ Meadows
Jan 15	Tech Series @ Mt. Spokane & Alpental (both at night)

TECH SERIES CALENDAR

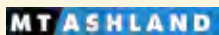
DATE	EVENT / LOCATION
Feb 11	Tech Series @ Meadows
Feb 12	Tech Series @ Mt. Spokane & Alpental (both at night)
Mar 7	Alpine & Snowboard Examiner & DCL Training @ Stevens Pass
Mar 7-9	Tech Series Winter Training @ Stevens Pass
Mar 7-9	Clinic Leader Training † @ Stevens Pass
Mar 22-23	Exam Shadow* @ Schweitzer
Mar 29-30	Exam Shadow* @ Stevens Pass
Apr 5-6	Exam Shadow* @ Bachelor
Apr 12-13	Tech Series Spring Training @ Symposium /Mission Ridge
Apr 19-20	Exam Shadow* @ Meadows

(†) Clinic Leader Training is for Level II or III staff trainers who are not officially TDs - see Tech Series Event application for costs and details. (*) TDs who wish to shadow exams must have attended two days of TD Training in the current season to be eligible to participate; space is limited and determined on a first-come, first-filled basis.

HEY, ARE YOU A TD OR DCL AND PLAN TO ATTEND FALL SEMINAR?

Then please take note: This is the first event of the Tech Series. TDs must submit their 2013/14 TD Season Application and pay the TD Season Fee to attend Fall Seminar. TDs and DCLs must also then complete a Tech Series Event Application for this event. For TD, DCL and Tech Series information go to: WWW.PSIA-NW.ORG/Tech-Zone

Many thanks to these resorts for their support of the 2012-2013 season. Without their help and in-kind contributions, our job(s) would be a lot harder! We can't thank you enough!



OUTDOOR
RESEARCH

PROUD SUPPORTER OF THE PSIA-NW

a beginner's mind

Text and Photos by Tara Seymour

I have been a snow sport professional for 20 years. One of the most valuable things I have learned during that time is that it is always good to be open to new perspectives. I would like to take this time to introduce you to a different perspective to teaching snow sports.

How do you approach that first time beginner? They've arrived at your lesson with their boots on the wrong feet, skis crossed and dragging in the snow. You notice their lack of balance and coordination immediately, as the sway and stagger awkwardly up to join your group. Obviously, they are feeling completely out of their element. How can you positively adapt your mentality to greet this student? What can you do to assist them in feeling welcome and at ease? Let me introduce to you the idea of a "Beginner's Mind."

I will share with you an unknown author's interpretation: A university professor went to visit a famous Zen master. While the master quietly served tea, the professor talked and talked. The master poured the cup of tea to the brim, then, kept pouring. The professor watched as the cup overflowed. "It's full! No more will go in!" the professor blurted. "You are like this cup" replied the master. "How can I teach you, unless you empty your cup?" Letting go of being the expert, allows us to keep learning. The minute we stop learning, we give up the right to teach others. We no longer are involved in a learning partnership.

A "Beginner's Mind" is the idea that we were all beginners at some point in time. Start by remembering some of characteristics and traits you had as a beginner. Take a moment and think back to the first time you slid on snow. I know for some of you, that it's reaching far back into the memory bank. However, I bet you still remember your first day as a snow pro. Try to recall some of the feelings you experienced. Perhaps you felt some anxiety, fear, frustration or fatigue? Maybe you felt excitement or joy about your new job? Perhaps you attained a sense of accomplishment after your long day of work. These memories can aid you in recalling what it was like to be the beginner. Let the guest know that you remember what it was like too. It makes you more relatable to the guest. They will see you as a teacher who

understands where they are coming from. Building trust and connection at this stage is very important to their success. They will find comfort in knowing that you have walked in their boots.

Remember that saying, "You never get a second chance to make a first impression?" If we arrive at the lesson with the expert or ego based mentality, we are not creating a positive environment for the snow sport enthusiast. Each and every day of the ski season we are blessed to be flooded with beginners to our sport. Take a moment and put

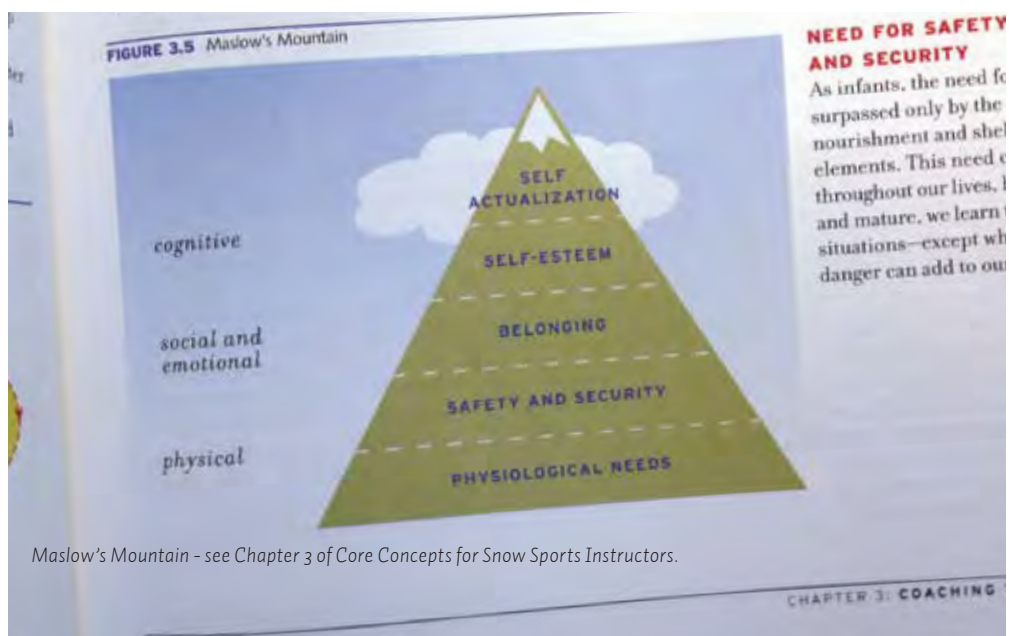
The minute we stop learning, we give up the right to teach others.

yourself in their boots. Recall what it's like being a flat lander. Or living at sea level, where putting on chains may your biggest snow adventure of the year. I encourage you all to experience how your home resort's lift ticket and rental systems operate. Now imagine that you've got to get a large family through it for this first time. Snow sports can be a very gear intensive to that "first time beginner." Make that first impression shine! Put the guest at ease.

Through conceptualizing the beginner's mind, we open the door to facilitating the students' learning process. It's our job to create a safe and nurturing learning environment. By doing so, we help the student meet their primitive, and in many cases unconscious, basic and fundamental needs. By embracing the "Beginner's Mind" concept, we are able assist the student in a safe and fun teaching segment. This should include a learning component as well as a social component.

Within PSIA, I often use Maslow's Hierarchy of Needs to facilitate understanding. As the needs of the student are met, the learning partnership between the student and teacher grows. Example 1: Abraham Maslow was a renowned American psychologist from the 20th century. He created "Maslow's Hierarchy of Needs." He stressed the importance of focusing on the positive qualities in people.

Through his method, he describes five layers. The first four needs, (1) Physiological Needs, (2) Safety and Security, (3) Belonging and (4) Self-Esteem must be met first and in specific order. Only when the first four needs are met can we identify with (5) Self Actualization. This top and final level of the hierarchy is where the idea of the Beginner's Mind fits in. Additionally, as the teacher, we need to ensure that our needs are met before approach-



ing the student. So if you are hungry, cold, or need to use the restroom, these distractions will impair your devotion to fulfilling your potential as the instructor.

Maslow found that individuals who reach self actualization had a strong sense of humility. This is something I believe we can all work on. He also discovered these people were accompanied with a strong sense of ethics. Also these individuals brought a certain freshness of appreciation, or “an ability to see things, even ordinary things with wonder.” Along with this freshness, comes the ability to be more creative, inventive and original. We can use this when teaching. Having that sense of wonder is a great tool to keep in your bag-o-tricks. Being creative within your teaching segment will assist you as well as help the student want to return to the sport.

This is especially important when teaching children. Being inventive can aid in developing lesson plans or creating ideas to improve the skill level of the students. As a mother of two, when I pick up my kids from their group lessons, I don’t ask, “What did you learn?” I ask, “Did you have fun?” Then maybe, “What did you learn?” I know that if they are not having fun and or their needs are not being met, the learning process has no chance

Children in particular, are great at exemplifying the beginners mind. Why? Children live in the

*“In the beginner’s mind there are many possibilities ...
in the experts mind, there are few.” – Shunryo Suzuki.*

present moment. Adapt this idea and you create an experienced based lesson. Let me repeat that, an **experience based** lesson. This does not include a cookie cutter progression. With this, the child walks away feeling like they’ve had a great adventure that day. Hence they will want to come back to ski with you again and again.

Adults can experience this as well. We want them to convert to the sport and walk away with an experience of a lifetime. As snow pros we have the fortunate opportunity of being called the “expert.” This puts us in an influential position to people coming to the sport for the first time. It is our responsibility as the educator to create a lasting desire for the guest to return to the mountain and slide again. If they leave with a sense of accomplishment, they will come back.

If you’ve done your job, you will have convinced the guest to be a snow sport enthusiast for life. After all, this is what our respective home resorts expect of us. We want people coming back. This is positive for our resorts, our ski schools, and our careers. We can open a new door to all beginners who come to try out the mountain experience.



Children in particular, are great at exemplifying the Beginner’s Mind. Why? Children live in the present moment.

So, how is it that we lose this sense of understanding the Beginner’s Mind? Well, I believe that over time we can lose that childlike ability to be in the present moment. We begin to worry more about the future and feel anxiety about the past. That may be why I love the sport so much. Whether I am skiing powder, steeps, bumps or leading a CS 1 at Mt Hood (see back cover) I am present in that moment. For me being in that present moment is where I feel alive!

My challenge to you is to step out of your comfort zone this year. Maybe it’s time to take a snowboard or telemark lesson. Or try out some super fat “rockered” skis. Perhaps it’s your year to try out for Divisional Staff. Whatever you try, you’ll be returning to the lift feeling like a beginner. You will develop empathy for your students. Any new activity in your life can help you gain perspective on this idea. Nothing will give you more insight into your own teaching style than trying something new. Most of us teach the way we learn.

So, in delivering this idea I encourage you all to remember what it feels like to take that leap and try something new. This is what are students are doing. Young and old, we all can learn from adapting this non egocentric idea of self actualization by becoming more present within our teaching styles. Through adapting a beginners mind we are creating a stronger, longer lasting learning process. This will keep our student returning to the sport with the self actualization of owning their accomplishments.

The key points to remember are:

- 1.) Beginner’s Mind: Developing consciousness and humility around something new.
- 2.) Ensuring that your needs and the student’s basic needs are met. Become self actualized.
- 3.) Keeping it fresh, new, and exciting for the guest. Teach to each occasion. Be present in the moment.
- 4.) Create an experience for them that will keep them returning to the sport. ❄️



Tara Seymour is a PSIA-NW Divisional Clinic Leader and is a part of the Children’s Specialist program. Tara has worked at Mt Bachelor as an instructor since 1994. She is currently a training director and teaches Yoga in Sisters, Oregon. Email her at tarrahbeth@aol.com

So, how do I turn this around? I will take the attention off of them by using the PSIA teaching model, and making it more student centered. Example: I may say, “That’s great, Mr. Snow Sports Professional I am so glad you love to ski steep gnarly chutes all over the world. But, tell me, how do you use that to inspire lifelong learning in your students?” Humility is always the better route in my book. Personally I prefer it if they hear it from somebody else. In my Yoga classes I will end class by letting the students know that they are all my teachers.



BALANCING THROUGH AWARENESS

Alpine tip by Linda Cowan

Sliding on snow is a gift. We are blessed with the beauty of our outdoor “classroom” and the opportunity to inspire lifelong learners in the sport we love so much! That said, skiing efficiently requires intentionality and I find this tip easy and essential to my morning warm-up and a key “check-in” throughout the day to make sure that my skiing is balanced and efficient.

When I lack intentionality, I can finish my turns ending up more ‘squared-up’ or facing my skis, instead of maintaining the necessary upper/lower body separation to end one turn and start the next turn efficiently.

A movement key I use to counter act this lazy tendency focuses on the end of each turn. From fall line through transition, I focus on moving and guiding my uphill shoulder towards my downhill tip by the time I arrive at turn transition. This focus helps ensure several keys. First, this allows my legs to continue turning while directing my upper body more directionally towards the next turn ahead. In addition, this focus works to move my balance towards my outside ski at turn completion allowing for stability and control.

Lastly, by a simple focus on my uphill shoulder moving towards my outside (downhill) tip through turn completion (especially in short radius turns) I am poised and ready to be my next turn efficiently because I am directionally aligned for the start of the next turn. This quick tip helps me to kinesthetically dial into a sensation that has a positive effect on both balancing and directional movements—and I hope it helps you too! ❄️



Linda Cowan is a PSIA-NW Technical Team Member, Alpine Examiner and teaches for Lyon Ski School at Stevens Pass. Email her at lindacowan1@mac.com

I WANT YOU
TO SEND IN
YOUR SNOW
PRO TIP

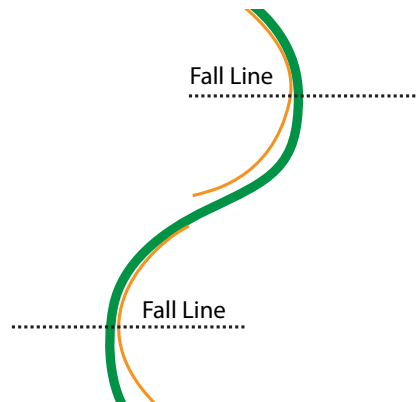


MOVEMENT DURING TRANSITION

Alpine tip by Jeremy Riss

“Pressure your new outside ski early! Engage your edges at the top of the turn! Create your highest edge angle at the apex!”

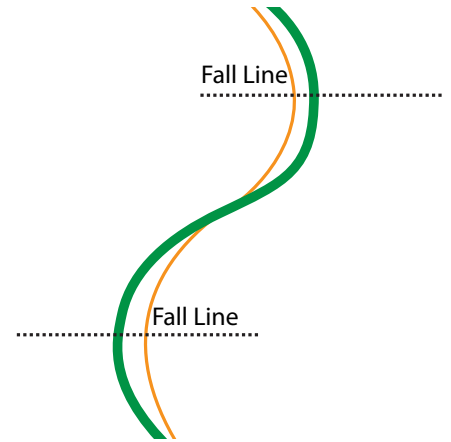
If you have taken any clinics it is very likely you’ve been told one of these things or something like it. While they are all valid I have often noticed people don’t always understand what is meant by these phrases or how to achieve them. A common result I see when people are trying to achieve these things is they get balanced over the new outside ski early and slowly build edge angles. What I notice is the path of the center of mass and the skis are very similar through the beginning of the turn and the biggest edge angles form towards the bottom of the turn - see figure below where the green line is the path of the skis and the orange line is the hypothetical path of the center of mass.



This works great for many people on green or easy blue terrain. When they try to use these same movements on steep blue or black terrain they don’t meet the same success. By the time the skis form a high enough edge angle to start to redirect they are moving so fast that they cannot maintain speed control. This forces them to either link a few turns then throw on the brakes or else use excessive skidding to control speed.

We have all seen high level skiers who can achieve carving and speed control on steeper terrain where others fail, so what are they doing differently?

The answer is their skis and center of mass are taking different paths early in the turn. They accomplish this by using the rebound of the skis and their athleticism during turn transition. This is difficult to do but there is an exercise you can use to get your skis and your center of mass away



from each other early in the turn allowing for higher edge angles earlier in the turn (see figure above).

This exercise is converging step turns. While skiing through turn transition, pick up your uphill/new outside ski and set it down uphill of your body so it is slightly converged (the tip of your skis are closer together than the tails). You have now put your center of mass and your outside ski on different paths and your outside ski is on edge at the top of the turn. After that, pick up your downhill/inside ski and set it down parallel to your outside ski. Now both your skis and feet are on different paths than your center of mass early in the turn and you have created early engagement of your skis.

You’ll notice it is much easier to keep your skis carving doing this on steeper terrain and that you can more easily control your speed while doing so. Now you know the sensation you are after and you just need to figure out how to use the rebound of the skis and your athleticism to quickly get your center of mass and skis on different paths early in the turn.

I have used the exercise repeatedly with all levels of groups from intermediate skiers to tech team members and found great success in helping them understand how to create edge angles and ski engagement early in the turn. I hope you find just as much success with it! ❄️



Jeremy Riss is a PSIA-NW Technical Team Member, Alpine Examiner and is the Assistant Ski and Snowboard School Director at Mt. Hood Meadows. Email him at jeremy.riss@skihood.com



Photo by Greg Chase



TELE THE TREES

Telemark tip by Greg Dixon

With each snowsports discipline, there is a variety of tactics you will use depending on the conditions and terrain you're riding on. To successfully telemark through gladed trees there are a number of changes you can make to your skiing that will assist in making each tightly treed turn more enjoyable.

Start with your attitude. That is how you align yourself to the slope. Successful tree turns need to be quick, snappy, and applied with little to no warning. Always keep your upper body in the fall line, with your vision towards the line of travel. With your upper body in the fall line, turns can come quicker and with less effort as you are already facing your intended direction. Attitude includes the hands. Keep them both up and swing your pole early in anticipation of the next turn. Keep it tight! Minimize the fore aft distance between your feet. The tighter your feet, the shorter distance they have to travel, and the faster you can move from one lead change to the next. Lead change should be consistent and constant. Remove the dead spots where your feet stop moving. If you keep your feet in motion you maintain the ability to turn quickly.

Lastly, maintain a steady speed. Over turning and dumping speed makes each new turn more challenging. Keep your speed constant and build a rhythm that allows your skis to turn on demand. Hesitation will cost you energy and agility. Keep it consistent and maintain the flow. Nothing is more rewarding than linking fluid telemark turns through an open glade. It's where the sport started and it's up to you to maintain its heritage. ❄️



Greg Dixon is a Telemark Examiner, DCL and instructor trainer at Mt. Bachelor Resort. Email him at dixongregory@hotmail.com



TERRAIN BASED LEARNING BASICS

Snowboard tip by Jesse Murphy

No doubt over the past couple seasons you've come across "terrain based learning" in conversations, training, or articles. This is a concept that is making a huge impact on how we teach.

You could argue that our teaching has always been terrain based, and I'd agree with you, but now it is at a whole new and exciting level. I've had the opportunity to work on several different terrain based learning projects over the years and here are some of my observations of successful terrain based learning features.

Starting Zones: Good learning "features" have starting zones that allow students to stand with ease without sliding away. Students show more confidence at tasks when they get to choose when to give in to gravity. For beginning students starting zones usually need to be flat. I'd define flat as a area of snow where if I set my snowboard down it won't slide away from me.

Run Out: Since a student may not be successful at the first try, the features in terrain based learning need to have a safety net of sorts. That is what the Run Out provides. It could be a counter slope to stop first time students who are experiencing their first straight glides. It could also be shaping of the slope to guide students away from steep slopes or creeks and trees. Whatever kind of run out is used, it provides an easy out, if the student has difficulty with the task at hand. For features to assist in first time lessons the most important aspect of the run out is that it will bring the student to a stop without the student needing to do anything more than just standing and crossing their fingers.

Gravity Options: Some of the coolest terrain based learning features I've seen allow students to choose how much gravity they are going to use. In cases of features for first time lessons the range usually starts at barely enough gravity to slide. Students can gain a huge amount of ability and knowledge by working a skill at low speeds. Then as their confidence increases they can choose how much steeper of a slope to practice on.

Those are three of the important attributes of terrain based learning features, now let's talk about the features. This is where creativity is the key. Rollers, snake runs, banks, mini-halfpipes, mounds, box tops (like a box but flush with the snow surface), surface rails, cones, etc. The list is truly endless, but the key to each feature is that it enables a student to focus on developing a skill. When you are using features in your teaching think about the skill you want to develop and how the feature helps you focus the lesson. As an example for first time lessons, in developing the ability to straight glide you'd want a feature that allows a student to straight glide for a good long while with some feature at the end of the straight run that will stop the snowboard so the student doesn't have to.

If your mountain has sculpted learning terrain this season I hope this helps you see a little deeper into how it works. And if your mountain has not yet adopted the terrain based approach, I hope this provides you with insight enabling you to use the natural terrain in new ways. Have fun out there! ❄️



Jesse Murphy is a Snowboard DCL and trainer at The Summit at Snoqualmie. Email him at jesse.murphy@kmsso.com



Photo by Nick Barth

CONGRATULATIONS! 2013 EXAM PASS LIST

The following 534 snowsports professionals successfully passed an exam last season. Remember if you are a new Level I member you are entitled to attend a "New Pro? Let's Go!" clinic, so if you did not attend one this season, it's not too late! Check the Season Guide for details about how you can attend one of these clinics.

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Clifton (A1), Benjamin Courts (A2), Michael Courts (A1), Rob Crawford (S1), Jennifer Curd (A1), Paul Ehe (A1), Sean Ellis (A1), Erik Fortune (A1), Jamaica Geel (S1), Gerhard Geldenbott (A1), Matt Gleeson (A1), Chase Graham (A1), Brison Grey (A1, S1), Ryan Gunther (A1, S1), Kurt Haakenstad (S1), Michael Hagy (A2), Gerald Heber (A1), Brook Hennefer (A1), Keith Hernandez (A2), James Hiersche (A1), Jeff Hilton (A1), Timothy Hudson (A1), Kiyshi Igawa (A1), Jeff Johnson (A3), Brian Jose (A1), Sean Kitagawa (A1, S2), Senn Kleiner (A1, S1), Amy Krzyminski (S1), Deborah Ladd (A1), Kim Larsen (A1), Brian Leahy (S2), Peter Lohrman (A1), Edward Lux (A1), Chris Madison (A3), Natalia Martinez-Paz (A1), Nedko Mochev (A1), Per Nielsen (A1), Patty Ohlenroth (A2), Brian Oppen (A1), David Outhouse (S1), Zuzana Pankovcin (A1), Riston Ramirez (A1), Ursula Recker (A1), Noel Renggli (A1), Daniel Sandberg (A1), Barbara Schneider (A1), Oliver Scholz (A1), Ryan Schwab (A1), Jason Shuck (A1), Matt Sommer (A1), Annelise Tasker (S1), Jason Thomas (A1), Sayee Vaitheeswaran (A1), Mallika Wagle (A1), Jacqueline Watts (A1), Kristin Weber (A1), Meghann White (A1, A2), Jeff Wright (CC3)

TIMBERLINE: Tara Byrne (A1), Tyler Carr (S3), John Curtin (S1), Matthew Herman (A2), Taylor Hudspeth (S1), Mark Kunde (A1), Dallas Lowry (S1), Matt Ludden (S1), Sean Maybee (A1), Kristi Rice (A1), Lauren Salko (A1), Georgia Todd (A1), Kai Yearsley (S1)

ULLR: Michael Allen (S1), Jonathan Harvey-Buschel (S1), J. Alex Kreek (S1), Thomas Matsumiya (S1), Julia Sakalus (S1)

WEBBSKI: Aaron Bussiere (A1), William Hickey (A1), Christian Milton (A1), Ralph Preston, Jr. (A1), Kevin Simpson (A1), James Stanton (A2)

WHITE PASS: Bonnie Allen (A1), Jesse Graunitz (A1), Terry Ingham (A1), Richard Kim (A1), Jea-Hee Kwak (A1), Ben Newell (A1), Sean Tait (A1)

WHITEFISH: Elizabeth Alexander (A1, A2), Zachary Bunch (A1), Kimberly Byxbee (A1), Jeff Carlson (A1), Helen Cates (A1), Megan Chaisson (A1), Zack Churchill (A1), Craig Dickenson (S1), Bob Donahue (A1), Cheri Dubeau (A1), Jamie Graham (A1), Scot Henderson (S1), Christopher Holguin (S1), Riley Johnson (S2), Carrie Johnson (A1), Lauren Kientz (S1), Jesse King (A2, S1), Jonathan Kiraly (S1), Joan Libsack-Maynard (A1), Aaron Marvin (A1), Kelly Medler (A1), Linda Miller (A2), Michelle Pace (A1), Drew Parks (S1), Christopher Pilossoph (A1), Lee Pinski (A1), David Ring (A1), Nathan VanderVen (S1)

WILLAMETTE PASS: Kyler Bouland (S1), Winslow Cervantes (A1, S1), Bryan Cross (A1), Jon Drinkwater (S1), Levi Fitzgerald (A1), Kristy Henning (A2), Megan Little (A1), Tyler Marshall (S1), James Nord (S1)



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SEVEN INGREDIENTS TO GREAT DEMOS

by David Lawrence



Great demos become incredible teaching tools for visual learners. However, great coaches and great instructors must be able to demonstrate both efficient and inefficient technique. Great teachers must ski well in order to present accurate models, and they must be able to ski slow and accurate for inexperienced skiers to perceive the movements being highlighted. Great instructors must also possess the ability to ski with poor technique or mimic another skier's technique to show their students or athletes side by side comparisons.

1.) Tell Clients What to Look at During the Demo – Always remember to tell your students what to look at when you give a demo. Even if it is a quick static demo of bending your knees, be sure to tell them, “Look at my knees and notice how bent they are.” Tell them what to look at and what to notice.

2.) Give Good Demos – Don't underestimate the power of performing a bad demo. Remember not everyone learns through audio. If you say one thing, but show another, you can effectively break the learning cycle. Unfortunately, many teachers and coaches don't know when they are giving poor demos because often students don't know or don't feel comfortable saying anything. Having someone assess your teaching demos is a great way to get better. The only advice I can give is don't assume your demos are accurate. Practice them, analyze them and really try to own them each and every day.

3.) Be Aware of Other Movement Patterns that can Distract Our Students – I've seen coaches and instructors highlight one movement, like hips forward, but then start to ski with the same arm and same leg moving at the same time. The movement pattern was so blatantly inefficient I couldn't focus on the forward hips. Be aware that other movement patterns not associated with the skill you're teaching doesn't detract from the learning environment. What you do matters, even when you weren't trying to do it!

4.) Show Contrast During Demo (Efficient Way vs. Inefficient Way) – This is a very powerful teaching tool that I think is underutilized. Often juxtaposing the efficient way with the inefficient way to make a move helps students solidify a new skiing concept. To hit a home run with this technique, be sure to ask skiers to ski the inefficient way first before skiing the efficient way.

5.) Highlight One Thing in Demo – Remember not to chase your butterfly like thoughts when you demo. Focus on one thing, and one thing only when you demo. If you're showing a group how to keep their elbows bent when poling, don't get caught up in explaining where you plant your pole tips, when to flex your abs, how far to swing your poles. You can cover all those things, but cover only what you're focusing on first. Practice and ski that idea, then add another element like follow through next. Practice and ski that idea, then add another element. Remember, highlight one thing at a time.

6.) Show Movement Patterns from Different Angles – One frustrating thing about watching a coach or instructor do a demo, is watching them do a demo away from you. Then they stop, and ask you to ski. How can I see how bent your knees are or how flexed your ankles are or where your hips are if I can only see you from behind. It is essential when giving good demos that you show the demo from different angles. Let your students see you from the side, from the front and from the rear. Don't make the cardinal sin of skiing away from your students and expect they understand what you're talking about.

7.) Check for Understanding – It is also vital that after skiing an idea, or practicing a move, even if you're not finished with your progression, to check for understanding. ❄️

David Lawrence is a PSIA National Nordic Team member and PSIA-NW Nordic Examiner. Email him at david@leavebehind.com



GROWING THE SPORT & RETAINING THE CORE

by John Gifford, PNSAA President

A goal for the Pacific Northwest Ski Areas Association (PNSAA) in 2013-2014 is to develop a tool that individual resorts can use as an idea generator for creating and implementing their own unique program(s) which meet the individual resort needs and goals to grow the sport. The purpose of this project is to facilitate the sharing of best practices that support the member resort efforts and is a benefit to the entire Pacific Northwest industry.

To this end a task force of nine members has been formed. Members of that task force include ski/snowboard school directors, marketing people and General Managers representing resorts of various sizes in Washington and Oregon. The task force members bring a diversity of experience, knowledge and expertise that together will provide a broad look at how all the departments of a resort are involved in growing winter sports participation. The belief is this is not solely a ski/snowboard school effort, but a collaborative effort of all departments at a resort to provide the guest with a positive experience and create a desire to come back more often.

The task force began its work in September with a look at what has been successful at various resorts in the region. They dissected what drove the success and can it be replicated at other resorts, especially with limited resources. The entire path of the guest was looked at from what it takes to motivate people to learn skiing/snowboarding to the pre-lesson process from parking lot through renting equipment and getting to the lesson to the on slope experience in a lesson and the student follow-up after the lesson as well as the invitation to come back for another visit.

The task force will be continuing to work hard on the project the remainder of this fall. The outcome from their effort will be the first step in a very important objective to grow our sport, which will take time and collaboration of everyone involved in resort operations. ❄️

John Gifford is the President of the Pacific Northwest Ski Areas Association (PNSAA), a non-profit trade association, which represents the interests of ski and snowboard facilities located in Oregon, Washington, Alaska, Idaho, Montana, and California. Contact the PNSAA office at (877) 533-5520, or via email: john@pnsaa.org

At the Spring Symposium Awards Banquet at Big Sky Montana in April 2013 the following individuals received service awards and recognition.



Marty O'Connor

Larry Linnane **Skiing Legends** **Award recipient** **Marty O'Connor**

This award recognizes those senior members in good standing who give a lifelong commitment to the development and/or history of snowsports including instructing, service on the board of directors, writing technical or feature articles for publications, etc. This award was given posthumously and accepted on behalf of the family by Chris Saario.



Andy Colin

Art Audett **Outstanding** **Service Award** **recipient** **Andy Colin**

Designed to honor our members who have a sustained history of distinguished service of lasting benefit to PSIA Northwest, their ski school or the local community or have performed an exceptional act worthy of special recognition.



Louise Taylor

Ken Syverson **Instructor of** **the Year Award** **recipient** **Louise Taylor**

This award goes to someone who is actively involved in teaching skiing to the public and demonstrates a positive role model. They must exceed the normal criteria for teaching excellence and must demonstrate a prolonged history of service to the public, their ski school and PSIA Northwest.

Jean Lyon Service to Youth Award

Recognition of an instructor with exceptional dedication excellence in teaching children and youth snowsports or to race. No nominations were received in 2012/13 season.

AWARD NOMINATIONS

It's time to be thinking about the 2014 Service Award nominations. For more details about the Service Awards, their criteria and how to nominate someone, please see the PSIA-NW.ORG website. Service award nominations are typically due in early March—check the website for nomination deadlines.

20, 30, 40, 50 & 60 Year Membership Anniversaries

IN RECOGNITION **OF YOUR YEARS** **OF SERVICE**

The following members have hit a milestone in their teaching careers and membership with the organization during the 2013/2014 season. We are honored to teach side-by-side with these long-time snow pros and are proud of their commitment to snowsports education back then and today! I'm sure you recognize a few of these names.

Be sure to acknowledge their yours of service when you see them! So without further ado, here is a list of these special people.

20 Year Members

Dino Andereggen, Janice Andrews, Robin Baker, Eileen Barber, Howie Bergman, Daniel Bockelmann, Greg Braun, Sally Brawley, Archie Brenden, Wayne Bruning, Robert Brydges, Terrence Burke, Clark Burkheimer, Tony Case, Christopher Combs, Michael Cook, Kevin

Cosgrove, Emmy Croston, Bob Curtis, P. Michael Drake, Ashley Evensen, Stuart Fadness, Laurie Fry, Michael Garrison, Marc Geller, Paul Gese, Don Gilkison, Timothy Gragg, Andre Heiber, Eugene Heisler, Judith Henke, Marcia Hines, Bill Hirsh, Tag Howland, Bob Jennings, Kelly Jett, Mary Jobe, Gene Kephart, Lorne Kermath, Christine Kjenner, Mary Knowles, Ed Koehl, Keith Koepp, G LaMadrid, Susan LaMadrid, John Larson, Ronne Linnane, Francine Long, Diane Luce, Mark Lundin, David Lyon, Crissy Marshall, George Marshall, Alison Mawditt, Scott McBurney, Carrie McCabe, Tom McGrath, Eric McVicker, Todd Miesel, Robert Miller, Rachael Milner, Katherine Morgan, Robyn Morrison, Amy Ohran, Todd Osborne, Allan Palmer, Stephen Peters, Schel Purves, Carol Rasmussen, Winnifred Ringhoffer, Heather Roberts, Ray Robertson, Karen Ropar, Dorothy Scheuffele Hart, Kenneth Shank, Lloyd Shank, James Sickler, James Smith, Kent Soffel, James Southworth, Steve Statham, Brent Steacy, Susan Stewart, Kevin Stull, Jodi Taggart, Warren Talbott, Holly Tencer, Craig Thomas, Rod Towell, Corday Trick, Martina Vala, Deyo Watson, Jim Wells, Robert Willison, Carol Woodard, Dana Yearsley and Robert Zimmerman.

30 Year Members

Bob Allen, Stan Aunan, DJ Bridenbaugh, Margrit Broennimann, Eric Burr, Larry Carr, Lisa Coughlan, Peter Gibson, Debra Griggs, Richard Knowles, Neal Larsen, Blake McKinley, Georgia Nelson, Wid Payne, Mark Satterthwaite, David Smith, Paul Stimmel, Louise Taylor, James Vasatka, William Vlases, Richard Vuori, Vicki Walser and LaVita White.

40 Year Members

Russ Brown, Howard Child, Mark Hamby, Thomas Hansen, David Johnston, David Markham, Jon Matsushita, Candice McIvor, Hiroshi Morihara, Nanci Peterson-Vivian, John Quickstad, Mark Schinman, Julie Sevenich, Kay Smith, John Taylor, James Webb, Lynn Weigand and Lance Young.

50 Year Members

Jack Burns, Karen Moldstad, Gregory Smith and Thomas White.

60 Year Members

Doris Harlacher and Joe Harlacher.



NORDIC FALL COLLEGE 2013

Ready for lots of skiing and general trackster fun as usual? You'll be exploring the Methow Valley trails again this year led by the top track gurus in the Northwest. What more could you ask for? The clinic topics are broad enough to accommodate your goals and desires: ski improvement concepts and teaching concepts, in both Classic and Skate. And you're welcome to attend either one day or both. Track specific. More information as well as the event application can be found on-line at the psia-nw.org website.

LODGING INFO

Sun Mountain Lodge will offer special room rates starting at \$89 per night plus tax. Those reservations can be made by calling the reservation line at 800-572-0493 and mentioning the PSIA-NW Nordic Fall College.



WEEKEND SCHEDULE

Friday, December 13th 9am – 3pm

- » DCL and TD training, DCL tryouts

Saturday, December 14th 9am – 3pm

- » Level 1 exam

Saturday, December 14th 9am – 11:30am

- » Teaching basic lessons – classic
- » The five most effective ways to teach advanced classic
- » Kids, seniors and special needs – ways to successful lessons

Saturday, December 14th 12:30 – 3 pm

- » Teaching basic lessons – Skate
- » The five most effective ways to teach advanced skating
- » Turning, stopping and control on track skis

Saturday, December 14th 4:00 – 5:00pm

- » Ski prep, waxing and the latest trends in track gear

Sunday, December 15th 9 – 11:30am

- » The five most effective ways to teach advanced classic
- » The five most effective ways to teach advanced skating
- » Turning, stopping and control on track skis

Sunday, December 15th 12:30 – 3pm

- » Tour and learn – improve your skiing while cruising the trails with a clinician



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We have 2600' vertical feet of steep un-interrupted fallline for a total for 3100' vertical. We have also had four big seasons in a row with snowfall averages over 500" per year. It looks like we are on tap for another big one this year.

We have a very busy and thriving school that is made up of a number of programs. On a daily basis we offer Private and Group lessons for adults and children. We also have a huge 6 consecutive week program that has over 1800 participants and one of the top Big Mountain Junior Free Ride programs in the country, with some athletes competing on The International Free Skiing Association Junior Tour.

We have a first class training program to compliment our progressive and cutting edge school. Our training staff is comprised of PSIA-NW Examiners, Clinicians and many other experienced staff to meet your training goals. Each instructor receives 18 hours of paid training per season, plus weekly special interest and certification clinics.

If you are interested in pushing your limits of teaching, riding and personal growth, then look no further, we want you! We are currently hiring for all departments within the Crystal Mountain Snowsports School. Pay rate will be based on experience. PSIA certified instructors are preferred, but we hire a handful of new instructors each year as well. Please send all job inquiries to: sbold@skicrystal.com or fill out an application on line @ www.Crystalmountainresort.com, then click on the employment icon at the bottom of the home page and look for the Snow Sports Instructor job description.



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Manager, Ski School Recruiting
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2013/2014 SEASON HIGHLIGHTS

SEE THE COMPLETE LIST OF EVENTS, DAY CLINICS, EXAMS AND MORE INSIDE AND ON-LINE

events



NORDIC FALL COLLEGE METHOW VALLEY - DEC 14-15

IMMERSION: (3-DAY) MISSION RIDGE - JAN 3-6

WINTER BLAST CRYSTAL MOUNTAIN - FEB 3-4

IMMERSION: (2-DAY) MISSION RIDGE - FEB 5-7

DIVISIONAL ACADEMY SCHWEITZER - MAR 14-16

exams



ALPINE & SNOWBOARD **LEVEL II & III MODULES**

MISSION RIDGE - JAN 30-31

SCHWEITZER - MAR 22-23

STEVENS PASS - MAR 29-30

MT BACHELOR - APR 5-6

MT HOOD MEADOWS - APR 19-20

5 exam dates this season with the first exam modules in January. Note that the Level III Snowboard exam is offered at Stevens Pass & Mt Hood Meadows only.

For Adaptive, Nordic and Telemark exams, please see inside on page 16-17 for dates and locations.

specialists



CHILDREN'S, FREESTYLE **& SENIOR SPECIALISTS** MT HOOD MEADOWS & SUMMIT AT SNOQUALMIE - DEC 7-8

CHILDREN'S, FREESTYLE **& SENIOR SPECIALISTS** MT HOOD MEADOWS & STEVENS PASS - JAN 27-28

CHILDREN'S, FREESTYLE **& SENIOR SPECIALISTS** MT HOOD MEADOWS - MAR 2-3

Check website for specific offerings

DID YOU FORGET TO PAY YOUR DUES? IT'S NOT TOO LATE!

This newsletter issue is sent to all current and non-renewed members. If you did not renew your membership in June it's not too late. You can still pay your dues on-line or call Member Services at (206) 244-8541 to maintain your current membership status and continue to receive all member benefits.