

PSIAAASI

NORTHWEST

Issue #3

2016/17 Season

PNSIA-EF

# NW snowsports instructor

SPRING 2017



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## Dues are Due June 30

2017-18 PSIA-NW and National Membership Dues are due June 30, 2017. Annual membership dues billing occurs in May with payments due June 30 to avoid a penalty fee. You can pay your dues on-line or call Member Services (206) 244-8541 to maintain your current membership status and continue to receive all member benefits.



## Editor's Note:

Our State of the Union reports have been taken from the board updates presented at the Spring Board of Directors meeting. To learn who the Board of Directors will be for the 2017-2018 season, go to page 16.

## PRESIDENT'S REPORT

by Molly Fitch, PSIA-NW President

Greetings NW Members,



Our 2016-2017 winter/spring ski season was thankfully bountiful, and hopefully as you read this, you are starting to enjoy your summer. I am pleased to have the opportunity to continue to serve in my role as President, and I appreciate the Board of Directors re-electing me at our May 20, 2017 Board Meeting.

The PSIA-NW Board of Directors adopted the Vision Statement proposed by the Division Presidents, and now has been adopted in all PSIA-AASI Divisions:

***"Create lifelong adventures through education".***

This unified Vision Statement will be incorporated into our marketing and messaging, starting in the Fall of 2017.

Your Board continued discussions on how our NW Division could move forward with adopting Policy Governance (PG) as our method of Governance. We agreed to continue our work over the summer by establishing committees facilitated by our PG Consultant, Sherry Jennings of Sound Governance.

We were fortunate to have Ed Younglove, President PSIA-AASI and Nick Herrin, CEO, PSIA-AASI join our board meeting. Along with John May, PSIA-AASI NW Rep we were able to benefit from listening to their experience on adopting and working with Policy Governance at the National level.

In my report to our Board of Directors, I highlighted the importance of working together as a Board to bring about the necessary changes for divisional growth, while we work to maximize our resources and gain efficiencies. Each of us has the ability to make a difference in our profession, and find ways to improve and grow. This will benefit us as members and ultimately, our guests. I welcome your feedback and comments.

Respectfully,

Molly Fitch ❄️

*Molly Fitch is coming up on forty years as member of PSIA, she is an Alpine Level III certified instructor for the Summit at Snoqualmie Snowsports School. She can be reached by e-mail at mollyfitch@comcast.net*

## NATIONAL REPORT

by John May, PSIA-NW National Representative



A few highlights from this season:

- New Website – <http://www.thesnowpros.org/>
- New Reps – There is a new representative on the PSIA-AASI board from East (Tom Butler) and a new Central representative to be named later this summer.
- Investments – PSIA-AASI is investing another \$200K+ into its investment account to outpace a checking account. These funds are still liquid enough for short term access if needed. We continue to work with the financial advising firm from the Northwest.
- Not so New CEO – Nick Herrin has done a phenomenal job of improving relationships with divisions, staff and the industry which has opened up new relationships and possibilities for our organization.
- Volkswagen – As you probably know we are Fahrvergnugen-ing now as the official car sponsor.
- Matrix relaunch – The matrix was relaunched this season with much thanks to our local tech wizard Tyler Barnes, who was hired by PSIA-AASI to work on the project.
- Awards – Linda Cowan, Carol Levine & Rob Sogard receiving Excellence in Education recognition.
- Member insights – quarterly surveys of the membership continue to add to our divisional and national understanding of what member's value and desire. This information is available on line.
- International – The National organization is working to have a consistent certification process for our overseas schools/members.

Thanks  
John ❄️

*John May is an Alpine examiner, Technical Team member, and an instructor at Mt. Hood Meadows Ski Resort in Oregon. He owns and manages Creekstone Designs, a residential design/build remodeling company in Portland, Oregon. E-mail him: john@creekstonedesigns.com*

## DOT COM REPORT

by Tyler Barnes, Communications VP



First off, I want to thank you and the PSIA-NW Board of Directors for entrusting me to serve as a Mt. Hood Region Representative and to lead the communication programs as the Communications V.P. for another two years. I was recently re-elected for the position at the Board of Directors meeting on May 20, 2017, and as you may know, this is "labor of love" and all board members are volunteers in their roles as members of the board.

I'd also like to thank Natalie Grummer for taking on the role of NW Snowsports Instructor Editor and designer. The Winter 2017 Issue was well put together and continued the current tradition of quality with some of her own personal touches. One of the other great aspects is that I get to be a little more surprised when the publication arrived in the mailbox.

Upcoming articles

We have been receiving a great deal of interest from members like you with desires to contribute to this publication, and with the recent Technical Team Tryout in early May 2017, where we had 22 individuals submit one article and one pro tip, I am really excited about sharing some of their work with our membership at-large.

#### PSIA-NW.ORG Website

You will likely notice that all web pages of the PSIA-NW.ORG website are now fully served over HTTPS - look for the green lock in the address bar of your browser. This step insures that all content, whether sensitive or not, is encrypted to and from the website to your computer. Many websites are adopting this protocol with search engines demanding it. There is an open source movement called Let's Encrypt that now provides free SSL certificates so all website owners can be more secure on-line at near zero cost. We are using Let's Encrypt, which saves the ORG about \$200 annually.

We use Google Analytics to measure website access and engagement. In the chart below you will see top visited pages of the website in the last 30 and 60 days. The event calendar, Alpine Certification, Member Benefits and the Bloom's Taxonomy article are still some of the top visited pages on the website. In the last 60 days we had 9,316 unique visits with those visitors on average visiting just over five pages during their session. Given that we have just over 3,000 members it is likely that members from other divisions are coming to our site for information as well. I know that I often go to other Division's websites for information on their processes and as a resource for continued development in the craft of teaching snowsports.

#### Newsletter Survey – Print, E-mail, Digital, etc.

It is my opinion that we should continue to take the necessary steps to ask members if they want to receive the newsletter just by mail, via e-mail, by both or not at all, then respond how best we can. Out of the members who responded 2 wanted in via e-mail and USPS, 4 wanted it via e-mail only, all respondents were OK with receiving e-mail from us once monthly.

If you have an opinion in the matter please go here to share it: <https://www.psia-nw.org/poll/>

HTML emails have a very high response rate. SMS messaging have an even higher response rate. I plan to continue to explore the options for using SMS or "text messaging" to alert members of important deadlines and information. If we try to adopt some of these more "modern" approaches to communications we may have more success reaching members on their preferred communications platforms. By the way, we have been using SMS messages sent to our instructor staff at Mt. Hood Meadows with very high success rate in response rates. So be looking out for the possibilities of expanded communications this next season.

Have a great summer and maybe I'll see you up on the Palmer snowfield at Timberline sometime in the coming months. If not, I'm sure I'll see many of you at Fall Seminar in October! Until then .... ❄️

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*Tyler Barnes is the PSIA-NW Technical Team Assistant Coach, an Alpine examiner as well as an instructor and trainer at Mt. Hood Meadows Ski Resort. He is an entrepreneur and creator of the SNOWPRO PORTAL™*  
E-mail him: [tyler@elev8brand.com](mailto:tyler@elev8brand.com)

## WHAT A SEASON!

by Kim Petram, Education V.P.



This past season saw the most specialist event participation to date. This is in part to the work of many in our division who have actively participated, promoted, coached and engaged in this educational service line. We are seeing the successful transition made from the ACE product to the Children Specialist product completed as we now have a significant growing volume moving to the CS 2 credential. The same can be said for the Senior Specialist program with more and more SS 2 events running. The Freestyle Specialist continues to see interest mostly as the FS 1 level. This is fine for most our membership given the requirements and is also attributable to the terrain available in the NW division. It was with great interest that I viewed from behind the curtain my son's successful journey receiving both FS 2 and CS 2 credentials this past season with the RM division. A testament to the fact that while each division may have different philosophies about the structure of these credentials, the content and evaluation are rigorous and true to the National Standards. His FS 2 ran in combination with an FS 3, his comments about the level of intensity and requirements to meet the FS 3 were interesting given they were coming from a 21 year old who has lived his whole ski and board life in parks and the back country.

I'm discussing our Specialist events specifically in this report as I feel these credentials are the finest example of how we drive educational growth for our membership. All of our educational products are good, and we all recognize the value of a specific day clinic topic as well as our premier Academy and Immersion products. The Specialist credentials though, reflect what an educational journey looks like: preparation, practice, reading, testing, evaluating, re-evaluating, understanding, revising, changing, trying on, and growing. No one shows up on day one with an expectation that they will be able to sit back and observe. The preparation required to get to a Specialist event takes many seasons for our part-time membership. The value is the real world meaning and application that these members bring back not only for themselves but to their schools and peers. It's how we can best assist a member in growing their personal professionalism.

I'll finish with my member report in our last early winter newsletter. A report from a previous publication ran instead of my submitted report. In part, the message was what I've been asking for and discussing consistently these past few years and which I appreciate your ongoing assistance with - Over the past few seasons, a tremendous amount of work has been going on with school directors and training staff regarding instructional opportunities and the philosophy of membership; concurrently, significant focus has been focused on our Level 1 certification processes. These are related and tied together.

Noted in my last communication, *the long term future and engagement as a professional instructor starts at the point of hire. Not at the point of Level 1 certification. New Hire = New Member. New Member = immediate and continuous exposure to all vetted educational resources, training and standards of practice available.* Understanding when and only when a registered member is ready to start the certification journey is key. You can assist with understanding and identifying this differentiation when you are sitting side by side next to a novice instructor at lunch or on a chair lift. This is a distinction of being a self-aware learner. We are positively underway here in the NW: historically the most specialist events ever attended this early in the season, sold out educational events and waiting lists. It's only early season and we have 45 newly credentialed specialist members.

Best, Kim. ❄️

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*Kim Petram is the Education Vice President, Alpine Examiner and Children's Committee Chairperson. E-mail: [kim@petram.org](mailto:kim@petram.org)*

## 2016-17 EXAM STATS

by Mike Phillips



It has been a busy season on the certification side of things- An updated Alpine Certification guide, updated LI, II, III skiing and teaching assignments, on line new member registration, updated online written tests L1-3 for alpine, snowboard and telemark and being a participant at National Fall conference in CO and RM examiner exchange at Aspen Highlands.

Though I may be personally attached to the Alpine side of certification, my role is to be up to speed about the other disciplines and their processes as well. I rely on Rick Brown who is the liaison for snowboard, Kirsten, certification committee, examiner staff, trainers, divisional staff, Rick Lyons and others to keep me up to date on training ideas, candidate's feedback or needed changes to the exam process. A prime example for the last two years is having our LI process uniform across the board for all disciplines.

I have all the confidence that we are meeting the assessment criteria's in the National Standards because of everyone's hard work and commitment to our certification processes.

Below is a summary of what took place this certification season on the Alpine, Snowboard, Nordic and Telemark.

### EXAMINER EXCHANGE

In early February I had the opportunity to audit the RM exam process at Aspen Highlands. Their process is a three day exam divided into M.A., Teaching

and Skiing. It was a great opportunity and learning experience to see how they conduct their exam. My primary time spent there was observing the LII process. To me and most examiners this is the most challenging and difficult level to assess for a variety of reasons. I came away with some good information and some ideas on how we can improve our exam process in both the movement analysis and Teaching module to come closer to meeting the National Standards. As well, they received feedback on how they can improve their process.

Johnathan Ballou and Dave Gregory came to the Schweitzer exam and audited both our LII and LIII. The opportunity to have these exchanges is a win/win for both divisions. The goal of National is for all divisions to be on the same page when it comes to meeting and testing to the National Standards. I know Kirsten plans to budget next season for Rick Brown to follow suit and participating in a snowboard exam in another division.

My hope is that this program continues and the NW continues to be involved with all of the divisions for best practices and be consistent with our assessments to meet the National Standards.

### THE STATS

Listed on the previous page are pass rates for all Level II and Level III modules this season.

### LEVEL I

Because of the time needed to prepare for the LI exam, training is taking precedence over pushing folks through the exam. The number of folks taking the LI exam is 302 instructors having gone through a Level I exam.

The pass rate is still in the upper 95% for both the online written and on-snow portion for the L1 exam.

| MODULE                       | # PASS | # FAIL | TOTAL MODULES | % Pass | % NOT SUCCESSFUL |
|------------------------------|--------|--------|---------------|--------|------------------|
| Adaptive Level II            | 5      | 0      | 5             | 100%   | 0%               |
| Alpine Level II Teaching     | 25     | 24     | 49            | 51%    | 49%              |
| Alpine Level II Skiing       | 37     | 23     | 60            | 62%    | 38%              |
| Alpine Level III Teaching    | 17     | 18     | 35            | 49%    | 51%              |
| Alpine Level III Skiing      | 13     | 30     | 43            | 30%    | 70%              |
| Snowboard Level II Teaching  | 7      | 6      | 13            | 54%    | 46%              |
| Snowboard Level II Riding    | 6      | 7      | 13            | 46%    | 54%              |
| Snowboard Level III Teaching | 5      | 1      | 6             | 83%    | 17%              |
| Snowboard Level III Riding   | 2      | 4      | 6             | 33%    | 67%              |
| Nordic Level II              | 0      | 1      | 1             | 0%     | 100%             |
| Nordic Level III             | 2      | 0      | 2             | 100%   | 0%               |
| Telemark Level II or III     | 0      | 0      | 0             |        |                  |
| Total                        | 114    | 114    | 226           | 50%    | 50%              |

The hope is that the pass rate will increase for the LII teaching module in the next couple years. Being only the second year with the new format we were primarily seeing folks from the first season of the new LI format coming to the LII exams. It is still too early in the process at this time to have a good handle on success rates for LII teaching. That being said, I know of comments given to me by some examiners that the level of performance and teaching presentations from some candidates has improved because of them taking LI exam the last two years. ❄️

Mike Phillips is the Certification Vice President and an Alpine Examiner. E-mail: [1wintershope@gmail.com](mailto:1wintershope@gmail.com)

❄️ Exam Statistics from the 2016-17 season, showing the success rates across disciplines for each portion of the Level II and Level III on-snow modules for Skiing/Riding and Teaching. Alpine, Snowboard, Nordic and Telemark are shown.



## SYMPOSIUM FUNDRAISER FOR THE SCHOLARSHIP FUND

by Mary Germeau, Fundraiser Chairman



The annual PSIA-NW Raffle and Silent Auction was held in Wenatchee at the Conference Center this year. So many generous donations were made by members, staff and friends of the organization, that we made almost \$5000 for the Scholarship Fund to be distributed for next season. Thanks

to all who donated and won something at the Auction or the Raffle. The evening was very nice, with wine donated by Bill and Annie King, and a great dinner with Nick's Point Lavinia Salmon and Brisket from the kitchen at Mission Ridge. I want to thank all of the people who helped set up the event with special thanks to Judy and Chris Thompson, Glenn Marquardt, Takashi Tsukamaki, Sonya Weimer and Russ Peterson.

A total of 16 scholarships were given this past season. Some highlights from a few scholarship recipients this year:



Scott "Ridge" Patridge – on his participation in the January Immersion clinic "The process of focusing on the basics and skiing slow might not sound appealing to those of us who love to rip down the mountain

but being able to control a wedge christie garland at slow speed can lead to a better faster turn on steeps if you have the patience and trust in the process. Not only does this clinic lead to better skiing, but watching the professionals that run this program is a benefit in itself as they share their insights into movement analysis, how to better demonstrate activities, and new ways to think about how we learn to be better skiers and instructors through focusing on fundamentals. If you go to Immersion in 2018 expect to concentrate, focus, and think. Then expect to improve your skiing. For myself, Immersion set the tone for my season and was a cornerstone for passing my Level 2 certification."

Hope Thompson – on her participation at the Children's Specialist 2 (CS2) "I went into this educational certificate program with the hopes of expanding my



understanding of real vs. ideal skiing and to have a better grasp of how I can transfer that knowledge to the instructors at my ski school. During this clinic we skied and covered this topic thoroughly and I do feel like I gained an understanding of what to expect at various ages and how to identify and fix common deficiencies in children's skiing. I have also gained many more drills, and new catch phrases to add to my bag of tricks! I had a great time skiing with MJB and Jenn for two days. I am feeling a little empty now that I have accomplished the highest ranking of Children's Specialist for our division and that there aren't any other ways to continue my education from here. I plan to start training for my Alpine 3 and Freestyle certifications, but I don't want to stop learning about teaching children.



Kathi Williams – on her participation in Symposium "When I checked in Thursday evening some ladies who I met from another mountain two years ago at the Whitefish Symposium greeted me warmly. It was so

fun to re-connect with instructors from another mountain. We reminisced about the last time we skied together and had a great time catching up. We even realized that we would be in the same group on Saturday. Excited with anticipation for the weekend we said our good-byes.

All in all, symposium changed my skiing, gave me new friends to look forward to seeing next time I go, and let me connect with friends I made from two years ago." ❄️

Mary Germeau is co-owner and operator of Olympic Ski School at Stevens Pass. You can reach her by e-mail at [maryolympic@hotmail.com](mailto:maryolympic@hotmail.com)

## MAKE A DONATION @ PSIA-NW.ORG/DONATE

We typically seek donations at dues renewal time or during Spring Symposium, but you can donate any time! Call the office with a credit card over the phone, send a check by mail or go on-line to PSIA-NW.ORG/donate. All donation to the PNSIA Education Foundation are 100% tax deductible - check with your tax consultant on how to apply this to your taxes. PNSIA Education Foundation EIN# 23-7130806

## NW snowsports Instructor

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## SUBMISSION DEADLINES

For more info go to [psia-nw.org/newsletter](http://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)

Ad & Articles by February 1

## CONTRIBUTOR GUIDELINES

NW Snowsports Instructor is published three times per year. We 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 e-mail 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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## LINDA COWAN RECEIVES PSIA-AASI NATIONAL AWARD FOR EDUCATIONAL EXCELLENCE

Northwest Member Linda Cowan was awarded the National Educational Excellence award at the 2017 PSIA-AASI National Academy in Snowbird, Utah. Linda, alongside former National Team member Carol Levine, were honored with this prestigious award, which recognizes those exceptional few members who authored PSIA-AASI educational materials over the years. They have added significantly to, and even changed, the educational direction of PSIA-AASI through dedication, devotion and self-sacrifice over ten or more years of sustained outstanding service.

Linda has been an core part of the Northwest family since she began teaching skiing while earning her degree in elementary education. In 2000 she became a Divisional Clinic Leader and served four terms on the PSIA-NW Technical Team as a clinician, examiner, and Children's Specialist. Also a USSA Level 100 certified coach for Stevens Pass Alpine Club (SPAC), she has coached youth racing for nearly 15 seasons. Linda has been invited to speak at previous year's National Academy on current trends in education, and has been instrumental in bridging connections between the professional teaching world and the snowsports industry. She has also coached at the annual Women's Summit in California and presented an international teaching conference in Beijing, China.

▼ Linda Cowan, recipient of the Excellence in Education Award, at the Symposium Banquet being presented the award by PSIA-AASI National Board President, Ed Younglove.



## MISSION RIDGE WINS NSAA CONVERSION CUP



▲ Josh Jorgensen, General Manager and Tony Hickok, Marketing Director, receiving the NSAA Conversion Cup on behalf of Mission Ridge.

Mission Ridge Ski and Board Resort was awarded the National Ski Areas Association (NSAA) Conversion Cup Award for best learn to ski/snowboard program in the country during the NSAA Convention held May 5-8, 2017 in Scottsdale, Arizona. The NSAA Conversion Cup award recognizes resorts across the country that have developed outstanding programs to convert new skiers and snowboarders into lifelong enthusiasts.

Mission Ridge's Learn to Ski/Snowboard Freedom Pass Program has been a hit with guests up on the mountain and now ski areas around the country are

taking notice. Nominated for the second consecutive year, Mission Ridge beat out Whistler Blackcomb in British Columbia, Copper Mountain Resort in Colorado, and Boreal Mountain Resort in California. The Conversion Cup trophy, which travels around the country annually, resided last year in Massachusetts at Wachusett Mountain Ski Area. Other past winners of the prestigious award include Killington Ski Resort in Vermont, Camelback Mountain Resort in Pennsylvania, Mountain Creek in New Jersey, and Mt. Bachelor in Oregon.

"Being nominated two straight years and being mentioned alongside the other resort nominees has itself been a tremendous honor," said Tony Hickok Mission Ridge's Marketing Director. "But winning and being able to deliver this trophy to Wenatchee and to all of our staff is the real honor. A program like the Learn to Ski/Snowboard Freedom Pass takes the commitment of the entire mountain and especially our Ski School, Rental, and Ticketing staffs. Not only has this program given nearly 2,000 people who had never experienced skiing or snowboarding the opportunity to fall in love with the sport, it also brought us together as an organization. It has made our mountain family an even tighter knit group."

Did you know you can listen to PSIA-AASI First Chair Podcasts on your smartphone, tablet or computer? Perfect for your road trips, First Chair is a new ongoing series of interviews with some of PSIA-AASI's top instructors, and special guests like Joel Gratz, founder of the breakthrough weather forecasting service Open Snow. Topics cover everything from how to teach kids, to how to grow snowsports. Catch Linda's recent interview from National Academy as she reflects on her snowsports career and discusses her award.





## KEN SYVERSON INSTRUCTOR OF THE YEAR AWARD RECIPIENTS: ELI HOLMES

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



## JEAN LYON SERVICE TO YOUTH AWARD RECIPIENT: LARRY & VICKI FALE

Recognition of an instructor with exceptional dedication and excellence in teaching children and youth snowsports or to race.



## LIFETIME MEMBERSHIP AWARD: JAMES SMITH, SR.

The Lifetime Achievement Award is a highly prestigious award that recognizes those exceptional few who have designed and implemented programs, project and procedures that have affected the association at a national level. Those people must have exhibited dedication, devotion and self-sacrifice as they have served in a national level leadership position.



## 50 & 60 YEAR MEMBERS:

Gordon West, with over 50 years as a member and Otto Ross, with 60 years, both of Mission Ridge, were recognized for their dedication to teaching!



## PSIA-NW AWARD NOMINATION PROCEDURE

PSIA-NW has established an Awards Committee, which was given the task of developing criteria and procedures for nominating persons for Northwest division awards and special recognition. There are many people in our organization that deserve special recognition and divisional awards. We have 5 awards which are awarded annually (if there are nominations).

You know members that would fit into each one of the categories for an award. The nominating procedure is simple and easy. Nominations either come from the snowsports school or individual instructors and are then reviewed by the awards committee who then makes a selection from the nominations.

Get the details here:  
<http://www.psia-nw.org/membership/awards/>

## MISSED ANNIVERSARY RECOGNITIONS

Oops, sorry we missed you! The below members were not mentioned in the Fall publication and received their multi-season milestone with the organization in the 2016-2017 season:

### 20 Year Members:

Rick Brown, Bill Cabbage, Catherine Humphrey, Steve Muise, Hiro Oishi, Midge Rose.

### 30 Year Members:

Robert Levin

### 40 Year Members:

Lynn Milner

▼ Members were recognized for their years of teaching dedication at the Symposium Banquet.





# WE ARE FAMILY

**fam·i·ly**  
'fam(ə)lē/

Family is defined as a specific group of people that may be made up of partners, children, parents, aunts, uncles, cousins and grandparents. An example of a family, is, well, US. As you have participated in any event, be it at your home hill or traveling to another hill, you've had the opportunity to interact with new people and those you have met before. With these interactions you are building camaraderie, forging relationships and creating lifelong friendships – adding to your family, your snowsports family. All this by doing what we love to do, teach others about snowsports.



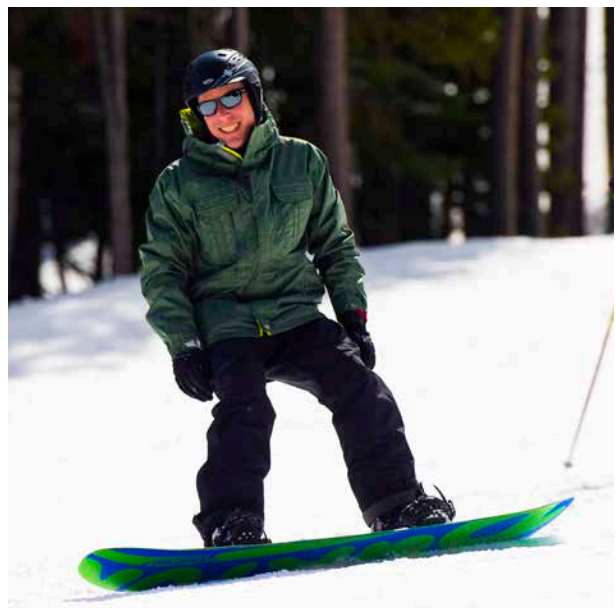
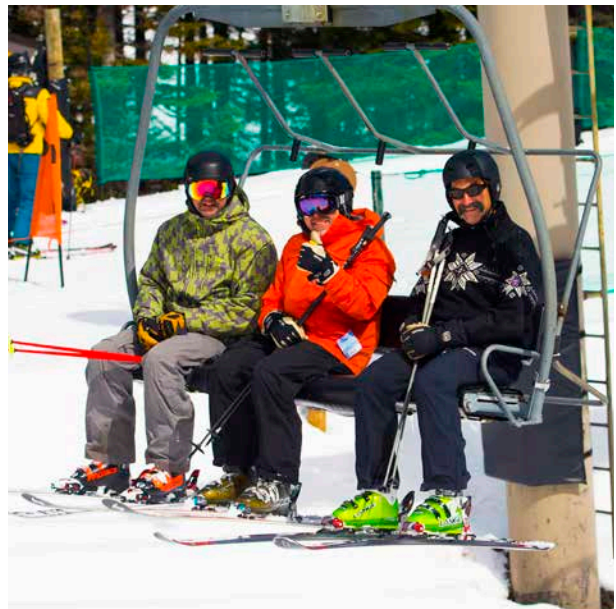
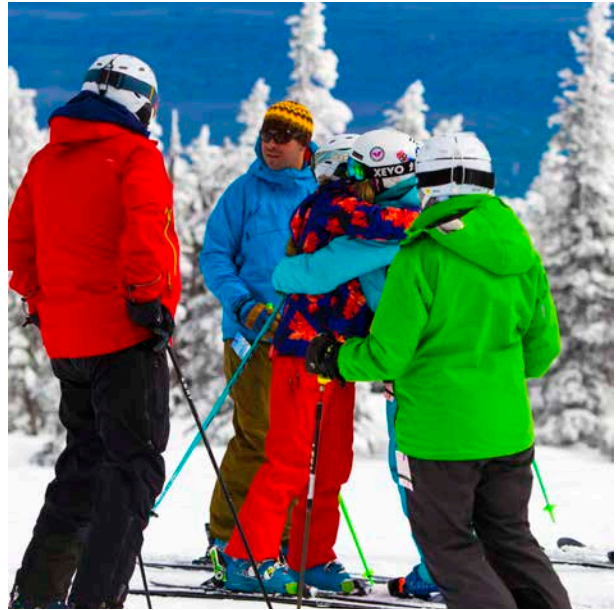
photos by Wayne Nagai



## SOCIAL MEDIA HASH TAGS

As you travel around sliding on the snow and memorialize your experience with your snowsports family through posting photos on social media, feel free to engage more of us by using the hashtags #psianwwerefamily and #learnteachinspire and of course, tagging @psianw in your posts.

**#psianwwerefamily**  
**#learnteachinspire**



# CONGRATULATIONS - YOU PASSED!

The following snowsports professional successfully passed an exam or specialist credential this season.

Certification Descriptions: A=Alpine; CC=Nordic; H=Adaptive; S=Snowboard; TM=Telemark; X=Adaptive Snowboard. Example: (S2) = Snowboard Level 2

Specialist Credentials: CS=Children's Specialist; SS=Senior Specialist; FS=Freestyle Specialist

## 49 DEGREES NORTH:

Allen, Adelle (A1), Allen, Jordan (S1), Davis-Moore, Becki (SS2), Duda, Bradley (A1), Kovacs, Shelley (A3), Linton, Chloe (A1), Logan, Diana (CS1, S1), Miller, Forrest (S2), Montowski, Margaret (A1), Pasino, Alison (TM1) Shepherd, Jay (A1), Vantress-Lodato, Sally (A1), Velardi, Danny (FS1, S1), Warner, Jacque (A1).

## ALYESKA RESORT:

Allyn, Jay (A2, FS1), Bayly, Suvi (A1), Biersteker, Danielle (A1), Daletas, Scott (A2, FS1), Dana, Gretchen (A1), De Lima, Eduardo (S1), deCordova, Daniel (A1), Dee, Kevan (A1), Fajardo, Evan (S1), Goss, Amanda (FS1), Joachim, Donny (A3, CS1) Joyner, James (S1), Kaplan, Michael (FS1), Kuntz, Andrew (S1), Leese, Michael (FS1), Lehew, David (CS1, FS1), Lewis, Jeremy (S2), McMahon, Liam (S1), Miles, Lisa (FS1), Olmstead, Dorothy (CS1, FS1), Paap, Hans (S2), Patridge, Scott (A2, CS1), Schuh, Sarah (A2), Seana, Robert (CS1), Vered, Samuel (FS1), Williams, Clarissa (A1).

## ANTHONY LAKES:

Bonifer, Rodney (A1), Hassinger, Seth (S1), Morley, Jonathan (A1), Nelson, Eric (A3), O'Brien, Kevin (A1), Smith, Cheri (A1), Squire, Louise (CS1).

## CHALLENGE ALASKA:

Bonifer, Rodney (A1), Hassinger, Seth (S1), Morley, Jonathan (A1), Nelson, Eric (A3), O'Brien, Kevin (A1), Smith, Cheri (A1), Squire, Louise (CS1).

## CLANCY'S SKI SCHOOL:

Marks, Gary (SS1), Teodorescu, Florin (A2).

## CRYSTAL MOUNTAIN:

Barth, Jeffrey (SS1), Besso, Hannah (A1), Compau, Douglas (A1), Delcau, Mitchell (A1), Dyer, Charles (A1), Hagy, Michael (A3), Hauck, Sheila (SS1), Hunt, Timothy (SS1), Jackson, Elke (A1), Karr, Spencer (A1), MacLane, Caron (SS1), Mulligan, William (A1), Oseland, Johanna (A1), Smith Sell, Sean (A1), Sperte, Gregory (A1), Towne, Bob (SS1), Watson, Tom (SS1), Weatherford, William (A1), Williams, Devon (A2), Wismeth-Johnston, Sharon (A1), Wood, FX (A1), Yamada, Melodye (CS2, SS1), Zofov, Alexander (A1).

## FIORINI:

Boehm, Mario (A2), Hanneman, Evan (A1), Herzog, Eric (CS2), Kelly, Matthew (A1), Le Boutillier, Timothy (A1), Matter, Adele (A1), McCarthy, Kara (A1), Noland, Eric (A1), Perkoff, Elana (A1), Peterson, Heidi (A1), Spence, Jeanine (A1, A2), Spencer, Diane (A1), Tobias, Eliza (A1), Wright, Emma (A3).

## HOODOO:

Besancon, Colin (S1), Boes, Megan (A1), Borsheim, Richard (A1, S1), Campbell, Nicholas (S1), Fryman, Denny (A1), Johnson, Alexander (S1), Madison, Ben (S1), Miller, Gary (A1), Miller, Joseph (A1), Rice, Marion (A1), Smith, Dena (A1), Smith, Jeffrey (S1), Struthers, Emily (A1), Suleiman, Jessica (A1).

## LOOKOUT PASS:

Christopherson, Josh (A3), Lawrence, Brooke (A1), Lynch, Daniel (A1), Meeder, Chrysanthe (A1), Schneider, Geraldine (A3).

## LOUP LOUP SKI SCHOOL:

Adams, Darryl (A1), Layne, Robert (A1), Vieth, Kristy (A1).

## LYON SKI SCHOOL:

Davidson, Noah (A1), Grant, Katherine (A1), Westman, Cathy (A1).

## METHOW VALLEY:

Budiselich, Tulie (CC3).

## MISSION RIDGE:

Buchanan, Schaefer (TM1), Lawrence, Jonathan (A1), Pease, Benjie (A1).

## MOGUL BUSTERS:

Martz, Andrew (A1), Rosenthal, Miles (A1), Sherman, Margaret (A1).

## MOHAN SKIING AND BOARDING:

Mason, Mick (A1), Yuen, Diana (A1).

## MT. ASHLAND SKI SCHOOL:

Anderson, Dane (S1), Bach, Lisa (A1), Hernon, Bill (A1), Rector, Ryan (A1), Rowan-LaBelle, Sophia (S1), Sipes, Shaylyn (A1), Van Ness, Atya (A1).

## MT. BACHELOR:

Ahmuty, Michael (A1), Armstrong, Anna (S1), Asakura, Takuma (A1), Banducci, Nate (S1), Borowski, Pete (CS1), Brooks, Noah (A1), Carter, James (A1), Casey, Andrea (A1), Crown, George (A1), Ellsworth, Cameron (A1), Engel, Tyson (S1), Fraley, Carson (S1), Garrison, Jacob (FS1, S1), Greene, David (A1), Hamilton, Melissa (S1), Harris, Jeffrey (A1), Kiely, Eileen (A1), King, David (CS2, SS1), Leavitt, Catherine (A2), Longo, Tommy (A1), Messman, Casey (S1), Niello, David F. (S1), Payne-Meyer, Shad (S1), Persichilli, Leah (A1), Roberds, Sean (A1), Seidel, Christine (A2), Teren, Ashley (A2), Wooldridge, Scott (A1).

## MT. BAKER:

Belsvik, Spencer (FS1), Bobst, Jake (A1), Boftheim, Peder (A3), Brake, Laura A. (S1),

Bussani, Emmanuel (A1), Danforth, Jonathan (A2), Genther, Arielle (A2), Howard, Tyler (FS1), Kelly, Edward (A3), Large, Alexander (S1), MacLeod, Matt (A2), McDonnell, Ryan (S1), Miller, Sarah (S1), Mount, Benjamin (S1), Peppers, Malcolm (FS1), Thompson, Hope (CS2, S1).

## MT. HOOD MEADOWS:

Adams, Natasha, (S1), Albert, Roy (A1), Ambrose, Casey (A1), Anderson, Whitney (A1), Ballaris, Mark (S1), Barash, Abigail (S1), Bender, Douglas (A1), Bexelius, Peter (CS1), Bishai, Michele (A1), Burguan, Spencer (S1), Cantwell, Stephen (S1), Cardinale, Derek (A1, CS1), Carrion, Peter (TM1), Chiarini, John (S1), Clow, Nic (S1), Donahue, Kyle (A1), Dowling, Steven (S1), Durham, Kayla (S1), Eaton, Jesse (A1), Fall, Hallie (A2), Frey, Eric (A1), Gentinetta, Francesco (A1, CS1, S1), Hall, Troy (A1), Halvorsen, Phillip (S1), Hwang, Sean (A1), Jung, Michael (A1), Kastner, Ashley (A1, A2), Lambie, Jeff (S1), Liu, Ying (A1), Lundin, Kate (TM1), Macke, Timo (FS1, S1), Matthews, Christopher (S1), Moore, Jo (A1), Mosier, Angela (A1), Olson, Justin (A3), Oswald, Bo (A1), Parker, Joseph (A1, S1), Pellegroni, Ben (A1), Popiel, Austen (A1), Rajbhandari, Evan (A1, A2), Richards, Joshua (TM1), Santarius, Robin (FS1), Schmidgall, Heidi (A1, TM1), Skutch, Eric (S1), Smith, Benjamin (A1), Snelling, Diedrick (TM1), Stokes, Stacy (A1), Stoltzfus, Gabriel (A1), Strunk, Steve (SS2), Tasche, Mariel (S1), Walters, Michael (A1), Williams, Cole (A1).

## MT. SPOKANE:

Boyer, Geoffrey (TM1), Byrnes, Maxwell (A1), Ervin, Erika (A1), Hunt, Brooke (S2), Page-Gonzalez, Matteo James (A1, S1).

## OLYMPIC SKI SCHOOL:

Behrens, Avery (A1), Burkhardt, Dennis (CS2), Cowan, Mary (A1), Gunnerson, Samantha (A1), Hall, Charlie (CS1), Hall, Samantha (CS1), Humble, Pam (SS2), Lakey, Joseph (A1), Latta, Nick (A1), Loarie, Mary (CS1), Timson, Rebecca (CS1).

## OREGON ADAPTIVE SPORTS:

Mardula, Katherine (H2), Standish, Kellie (H2).

## OUTDOORS FOR ALL:

Baker, Brynn (H2), Cronin, Justin (A2).

## SCHWEITZER MOUNTAIN RESORT:

Brand, Tanya (A1), Almeida, Flavio (A2), Gephardt, Avery (A1), Keister, Lawrence (SS2), Kennaly, Grant (A1, TM1), Kennaly, Shawna (CS1), Murphy, Patrick (SS2), Nendel, Healani (CS1), Nendel, Jim (CS1), Rawuka, Debra (SS2), Robinson, Benjamin (S1), Schrambach, Jean-Pierre (A3, CS1), Simpson, Theresa (A1), Smart, Matt (S3),



(cont.) Stefano, Dan (S2), Sweeney, Sara (A1, S1, TM1), Swider, Sarah (A1), Young, Ethan (A1).

#### SKI MASTERS:

Harrison, Elijah (S1), Hearing, Daniel (S1), Kogelmann, Paul (A1), Kwock, Kimberly (A2), McKay, Cameron (A1), Muntianu, Tudor (A3), Solomon, Ethan (A1).

#### SKIBACS:

Covey, Derek (A1), Day, Joe (A1), Larson, Troy (A2), Martin, Fred (SS2), Mayhan, Hilary (CS1), Omusoru, Marius (A1).

#### SPOKANE NORDIC:

Anderson, Bryan (CC1), Cole, Steven (CC1), Engel, Brian (CC1), Fowler, Brent (CC1), Lheureux, Anick (CC1), Ropp, Jen (CC1), Schneider, Jennifer (CC1), Stephens, Robert (CC1).

#### STEVENS PASS:

Borchers, Kevin (A1), Bourgeois, Brian (CS2), Brannan, Alicia (CS1), Brannan, Alicia (A2), Burke, Brian (SS1), Francalanga, William (A1), Hebert, Sara (A1), Johnstone, Karl (CS2), Levenstein, Harrison (S1), Link, Jason (CS2), Moline, Ellen (A1, CS1), Nabstedt, Tre (TM1), O'Donnell, David (CS1, FS1), Signorelli, Dagny (S1), Sohn, Anton (CS1), Sohn, Anton (A1), Tesh, Elizabeth (CS1), Tyson, Emily (A1), Wooster, Lauren (A1, CS1), Zolotovitski, Alexandre (CS2).

#### SUMMIT SNOW SPORTS SCHOOL:

Albright, Ryan (A1), Bennett, Rich (CS1), Blazeovich, Nathan (A1), Bolen, James (S2), Borisova, Tatiana (CC1), Demitruk, Jennifer (CC1), Erskine, Rochelle (A1), Evans, Patti (CS1), Fitch, Molly (CS1), Gallucci, Doug (CS1), Gish, Casey (A1), Granath, Bradford (A1), Held, Jacob (A1), Hoskins, Greg (S1), Johnson, Lily (A1), Johnston, Tyler (S1), Kapadia, Freyana (A1), Kastner, Cameron (S1), Lagasse, Chris (A1), Lang, Joe (A1), Larson, Jennifer (A1), Lux, Rebecca (FS1), Magus, Carleton (A1), Matsushita, Jon (CS2), McLain, Jon (S1), Mitchell, Scott (CC1), Moss, Ashtyn (S1), Myerscough, Micah (A1), Nark, Conrad (S1), Ngo, Anthony (SS1), Ngo, Antoinette (SS1), Nikollaj, Lidija (CC1), Nygaard, Daniel (A1), Ohlenroth, Patricia (CS1), O'Neill, Aidan (S1), Orel, Cameon (A1), Paul, Justin (A1), Pertold, Jiri (CC1), Poore, James (A1, CC1), Potts, Tyler (S1), Powers, Christopher (A1), Quayle, LaWana (SS1), Reinauer, Rebecca (CS1), Rustagi, Danielle (A1), Salloum, Zed (S1), Sanderson, Tom (SS1), Stanke, Corey (S1), Stoddard, Kristin (CC1), Stokes, Celeste (CS1), Tono, Jo (A1), Villagarcia, Sandra (CS1), Vo, Diane (SS1), Wilson, William (CS1), Wolden, Travis (S1), Woodward, Colin (S1), Yeum, Seung (A1).

#### TIMBERLINE:

Edwards, William (A1), Maybee, Sean (SS1), Morten, Douglas (SS2), Rice, Kristi (CS1).

#### ULLR:

Chapman, Josiah (S1), Coote, Lucy (A1), Feeman, Jessica (S1), Frumin, Zoe (A1), Gutierrez Torres, Miguel (A1), Hale, Caleb (A1), Johnson, Parker (A1), Merrell, David (A1), Miller, Elijah (A1), Quickstad, Tracy (A1), Salam, Sarah (A1), Salisbury, Kai (A2), Senseney, James (A1), Sigmar, Kristjan (A1), Summers, Colin (A1), Wilson, Spencer (A1).

#### WEBBSKI:

Daher, Anisa (CS1), Hayes, William (CS1).

#### WHITEFISH MOUNTAIN RESORT:

Albrecht, Corydon (A1), Alexander, Elizabeth (CS1, SS2), Bay, Alexander (S1), Bebb, Bryan (CS1), Bengtson, Stacey (CS1), Bianchi, Christopher (A1), Connolly, Patrick (CS2), Dal Nogare, Claire (A1), Dienger, Emily K. (A1), German, Phillip (A1), Guenther, Rick (A2), Harrigan, Devin (H2), Henzelman, Caroline (A1), Jung, Christopher (A1), Kunde, Mark (A3), Marshall, Krista (CS1), Miller, Linda (CS1), Mixon, Judith R. (A1), Mortenson, Haley (A1), Neimark, Link (CS1), Petram, Nathaniel (CS2), Pettinato-Dudis, Amanda (CS1), Poe, Keith (CS1), Pouzevara, Julien C. (TM1), Quintia, Kyle (S3), Ramsey, Kristin (A1), Rotnfuss, Kate (CS1), Russo, Kelsey (CS1), Savage, Christopher (H2), Sedgwick, Meg (CS1), Smith, Jordan A. (A1), Smith, Nathan (A1), Theis, Gregory (S1), Vasseur, Gary (CS1), Waichler, Scott (CC3).

## PSIA-NW NAMES NEW MEMBERS TO THE 2017-2021 TECHNICAL TEAM

22 PSIA-NW members came out to vie for a spot on the PSIA-NW Technical Team during the 2017 selection process, held April 28 - April 30 at Mission Ridge, Washington. We are pleased to announce the members selected to serve on the 2017-20 Technical Team are: Ben Fok, Jenn Lockwood, Kate Morrell, Mike Phillips, Jeremy Riss and Scott Weimer. They will be joining current team members Brad Jacobson, John May, Terry McLeod, Garth McPhie, and Dave Rowe, along with Head Coach Rick Lyons and Assistant Coach Tyler Barnes.

Over the course of three days, candidates showcased their skiing, teaching, movement analysis and presentation skills to a Selector committee of 6, including current and former Technical Team coaches Rick Lyons, Tyler Barnes, Nick McDonald, Chris Thompson, and team alumni Linda Cowan and Chris Kastner.

Congratulations to all who tried out. Thank you for your dedication to snow sports education and commitment to being a life-long learner. We couldn't be here without you.



▲ From L to R: Dave Rowe, Kate Morrell, John May, Garth McPhie, Chris Kastner (selector), Nick McDonald (selector, past team coach), Ben Fok, Rick Lyons (head coach), Scott Weimer, Brad Jacobson, Mike Phillips, Chris Thompson (selector, past team coach), Jenn Lockwood, Jeremy Riss, Tyler Barnes (assistant coach). Not pictured: Terry McLeod.





# GETT'N TO KNOW YA, NW WITH RICK BROWN

By Burrell Jull

Welcome back to the Gettin' to Know Ya, NW! The series in which I interview various notable Instructors in Leadership roles around the PSIA-AASI Northwest Division and discuss their work, their lives, and what it is to be an Instructor in our Division. I started this interview series because I wanted to know more about the people who inspire me to show up, get better and strive to be the best Snowsports instructor I can. Want to know more? Check out all the interviews.

Rick Brown never expected to become a snowsports instructor, but he did just that after learning to snowboard in a pair of duct taped Sorels. And he has been at it ever since. As the current Director of Skiing and Snowboarding at 49 Degrees North, just outside of Spokane, Washington, this PNW Native wears many hats within the industry and our Division.

Read on for my interview with Rick, plus his take on Snowboarding vs. Skiing.

## Where did you grow up?

I've always been an Eastern Washington Resident, I grew up in Spokane and Colbert, just north of Spokane. That's always been home for me.

## When and where did you first slide on snow?

I came from a skateboard background. From the mid 80's through the mid 90's I was a skateboard kid. My first on snow experiences were taking old skateboard decks to the hill across the street from my parent's house. We would turn them around backwards and get up on top of the snow. Then I rented my first snowboard from the local skate shop. A Sims Switchblade. The boots were Sorel's and every snowboarder had to have a roll of duct tape in their bag to wrap the cuff of the boot for a little more support. My first resort experience was at Mt. Spokane. I was hooked. There were no real lesson programs, it was just go out and figure it out on your own. We were barely allowed to be on the mountain. At 49 Degrees North at the time, there

was this orientation that we had to go through to prove that you were safe, could control the board, and could ride the chair lift. We couldn't ride snowboards there until we passed the little test. It cost \$15 and we had to show our little ID card every time we got on the lift. I still have mine.

## How did you get into teaching?

In the mid 90's my best friend's older brother was a snowboard supervisor at 49. By that time I had started calling 49 home. We were going up there as much as we could. We'd often carpool and I started asking him questions on the drives back and forth to the mountain. "What's it take to become an instructor"? It was pretty natural for me. I'd had that sort of background, always wanting to help people progress at whatever. I had always been helping friends learn. The school was halfway through their new hire process at that time but he says to me, "Well you know, we're a little late in the game but, we might be able to catch you up." That was my first taste of structured teaching. I jumped in with both feet. I was teaching that same year.



◀ Rick in action (L to R) - Mountain Biking in the Summer, Leading AASI-NW Clinics in the Winter, and shredding at his home resort of 49 Degrees North.

Top to Bottom ▶  
Rick and his daughter at a Seahawks game in Seattle; His original Instructor pass from his first taste of teaching; and doing what he loves.

### ***What's your role in the division and what's your role at 49 Degrees?***

My role in the division is the chair of the snowboard committee. I'm also a snowboard DCL, an examiner and a PSIA-NW board member. At 49 Degrees my official title is Director of Skiing and Snowboarding, Director of Freestyle Terrain. I run our ski school programs. I also run our entire train park program, I do a lot of the building in the park. I also manage events like slope style, border cross, banked slalom and rail jams. From ground up, start to finish. And I run our social media. So..... I do a couple of things.

### ***What's kept you in the industry so long?***

I think the simplest answer is I just love it. I love so many aspects of it. I do a lot of different things. People around me probably think that I'm running around with my hair on fire and that I probably get burned out but the answer is I love it, I love everything that I do. Thankfully I have an amazing team around me. I kind of fell into this by accident. It was a part time job. A way to get a pass. It was fun to teach people to snowboard for the first time and it just progressed into being on the mountain more and more. It's now at the point that it's turned into a career. It's not my only source of income but it's certainly a chunk of it.

### ***What's your most memorable riding experience?***

That's a tough one. As human beings we often look back on things that are scary to us. So my initial thought is getting caught in an avalanche in the bomber chutes at Mission Ridge. The slide fractured a foot deep and 10 feet above me. Engulfed in a cloud of white and total silence I was spit out at the bottom after being swept over a band of rocks. I had ridden a couple of the smaller chutes earlier in the day and felt confident in the conditions. You just never really know for sure how snow will react. Until you've been in a situation like that, a scary moment where things become very real, it's hard to truly understand how quickly things can happen. How quickly things can change. It really made me re-think some things.

### ***What's your most memorable teaching experience?***

There's so many awesome moments. 15 years ago I got a lesson with a three year old Scottish snowboarder. Red hair, thick Scottish accent. It was the most fun I've ever had in a lesson. Between the amazing accent and the boundless enthusiasm he had. It was 30% snowboarding and 70% playing around in the snow and having a good time.

### ***Getting a little more technical here. How do the snowboard fundamentals mirror, or don't mirror, the five Alpine fundamentals?***

The snowboard fundamentals have more similarities than differences to the alpine version. Our wording is just a little bit different. We talk about tool/surface interaction versus just tool/snow interaction. One of the goals we have is that the snowboard fundamentals are trying to incorporate all styles of snowboarding. Whether it's making turns on the snow or sliding a box in the park. So we opened up the terminology a little bit but..... Like I said you can find a lot more similarities than differences. We do have one extra and it relates to torsional flex of the board. We can actively twist the board between our feet, because of our two points of connection. So we have a fundamental that relates just to that because it's something that we use actively and regularly.

### ***What common versus different skills exist in the two disciplines?***

Again, way more similarities than differences. We talk about flexion, extension, and rotation in exactly the same way. Pressure control, edging, rotation are the same for us but we have the twist. We have always looked at balance as an outcome and we're now seeing alpine circling back around to that. We are on the same page there. With regard to how the tool interacts with the snow it's all the same stuff. As far as range of motion is concerned we move for and aft along the tool. We move vertically above the tool and laterally across the tool. It's all the same movements. We just face a different direction.

### ***Have you seen an impact on snowboarding due to the newer options in alpine ski technology?***

I think it has but it's more of a cyclical thing. Alpine was a little bit stagnant and then snowboarding came onto the scene and kind of blew up resulting in whole generations of users that had never been on the other tool. We also had people that had been on skis their whole life that were looking for a new experience and they were jumping on snowboards. Now we're seeing the reverse of that start to happen. People that grew up snowboarding are saying "hey I want to try something new and there's these cool new skis out there". I will tell you from my personal experience, getting on a pair of big fat skis is the closest that I've felt to snowboarding not standing sideways. But a lot of it just comes down to people thinking "I want to try something new" and skiing is new for many people.

Continued on next page ▶ ▶



You can listen to Rick's entire interview via video, with extra bonus questions, on Burrell's Youtube channel by following the QR code link below:



## How has the Riglet program changed instruction for the new rider?

The Riglet program is actually specific to Burton. Schools have to go through a protocol to be technically labeled as a Riglet school. But the equipment innovation that Burton has created has definitely filtered out to the rest of the industry. So even if you're not a solely Burton rental shop and you're not connected to the Burton Riglet program you can see a wide positive impact.

The biggest improvement is the equipment. Five or six years ago when you put a five year old on a snowboard they weren't able to bend it or make a round turn using the side cut. The equipment just wasn't developed in the right way for that size of person. Burton really led the charge in developing boards that kids could develop skills on. The boards are amazing. They have a much thinner core profile. They can flex the boots but still have support. The bindings fit the boots better, and they can get in and out of them on their own. The boards have a slight convex to the base so they're not hooking edges constantly. Those technological advancements in equipment I think have changed the game in allowing kids to learn snowboarding.

## How can schools and programs adjust their beginning terrain to be more learning friendly for the newcomer?

Terrain based learning programs have really pushed resorts to create more accessible terrain that's easier and more satisfying for people to get on and learn. Veteran instructors have been using those techniques for a long time. They find rollers, dips and crests that help people feel things that help them learn with the least amount of effort. Terrain based learning programs bring all those features into a smaller space that's easier to find and use without as much of back and forth between the instructor and student. It's a departure from the traditional progression based lesson. People can slide up to a feature and point it and get the sensation and skill development without as much of a fear factor. It may be the only time they visit a resort and they want to go home with the feeling of really doing it regardless of how far up the hill they went.

## As an examiner what it's the first thing you look for in a candidate?

The ankle is a big one for me. I like to see things start at the lowest functional joint possible and to see it being efficient and having finesse. But in general, I kind of look at the big picture. I look at what the tool is doing in the snow and how they're making it happen? I think where people struggle most often is more with timing. Sometimes it's range motion, and range of motion is important, but more often it's the timing of the movements. We've been hammering on that most in our training and how we're developing people. We get them moving, start refining the timing of each movement, and then blend those movements.

## How do you describe "the bar" as it relates to snowboard exams.

Ultimately, it's about the ability to display defined skills, blend movements and teach those concepts. The blends can get complex. A simplistic way to look at it is this. Looking at a list of level one tasks. A lot of those tasks focus on one range of motion or one specific skill, pressure control, rotation or a tilt move. As you get into the more complex level one tasks it's blending two skills together. At level two, it's mostly two skills, with some tasks blending in a third. At level three, we want to see your ability to blend all of the skills, all of the ranges of motion in any way that we ask you to in more challenging terrain.

## What are you working on in your own riding?

It varies from day to day. A lot of times it's about precision, maybe to a detriment, it takes the fun and playfulness out of my riding. So lately it's been about trying to not do that and riding outside of exam style riding. To be playful and use my board in different ways. And I'm getting a little older, approaching my mid 40s so I am also trying to stay as explosive and as powerful given the natural limitations. I'm moving away from hitting big jumps and riding park as much. Falls hurt more and longer as I get older. The style of riding that I really that gets my blood flowing and raises my heart rate is terrain that is steep, tight and aggressive. That's that stuff that I really enjoy now and how I like to push myself.

## What are you most excited about in the division?

What I'm most excited about is the current generation of trainers that we're seeing. In the last few years I've seen a ground swell of trainers around the division. Those trainers are seeing that AASI snowboarding and training events can be more than just making perfect AASI turns. That training events can be fun and that we can push one another. We can have a good time. We can be technical, but it's still playful and free. It's still snowboarding. This past March in particular we had the best turnout we've had in a number of years at the Stevens Pass spring training. [Training for NW staff and TD's from around the division]. The level of engagement and excitement among that group of riders was inspiring. They're not only taking the info, the experiences and using them. They're building off of it and creating even more. I get excited just talking about it. It's awesome.



**Thanks, Rick for taking the time to chat!**

*Burrell Jull is an Alpine DCL and trainer at the Mt. Baker Ski School in Washington. E-mail him at [burrelljull@gmail.com](mailto:burrelljull@gmail.com)*

# GET TO KNOW YOUR 2017-18 PSIA-NW REGIONS & BOARD OF DIRECTORS

| Region           | Resort areas   |
|------------------|--|
| Bend             | Hoodoo, Mt Ashland, Mt Bachelor, Willamette Pass                           |
| Blue Mountain    | Anthony Lakes, Bluewood, Spout Springs                                     |
| Crystal Mountain | Crystal Mountain   |
| Mt Baker         | Mt Baker   |
| Mt Hood          | Cooper Spur, Mt Hood Meadows, Mt Hood Skibowl, Summit Ski Area, Timberline |
| North Central    | Mission Ridge, Leavenworth Ski Hill, Loup Loup, Sun Mountain               |
| Snoqualmie       | Snoqualmie Pass, Stampede Pass, Hurricane Ridge                            |
| South Central    | White Pass   |
| Spokane Region   | 49° North, Lookout Pass, Mt Spokane, Schweitzer, Silver Mountain           |
| Stevens Pass     | Stevens Pass   |
| Whitefish        | Whitefish Mountain Resort  |



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## ON-LINE VOTING FOR BOARD ELECTIONS

PSIA-NW uses on-line voting as an option for casting ballots on issues that require a member vote, which includes voting for Regional Board Representatives.

For the Regional Board Member elections, candidate statements are posted on the website. If there is a contested election in your region details about how to vote will be emailed to you. If you do not have an e-mail address, an official ballot will be automatically mailed to you. Please keep an eye out for this important information.

If you need to update your e-mail address simply call or e-mail the NW office.

## ADAPTIVE REPORT

by Sara Ramsay



I am pleased to report on behalf of the Adaptive Committee for the 2016-17 winter season. This past season, I think that the committee has started to lay the framework for many positive changes in the Division, and that because of our increased networking and connections to other Divisions, we are in an excellent place to strengthen and improve the quality of our services.

Highlights:

In early November, I represented the NW Division (Adaptive) at the National Fall Conference in Frisco, CO. The group focused on both National and Divisional issues, including:

- Fundamentals
- Paid vs. Volunteer Instructors (Varied Membership – Unique Challenge)
- Connection Model
- ADA – Accommodation Request for Clinics/Exams
- Snow Bike, Adaptive Nordic
- Standards, Consistency, Sharing
- New Manual – 2017-18 Season

Following the National Fall Conference, I presented the above takeaways at the NW Fall Training in Wenatchee.

On March 3, the NW Division hosted an Adaptive Training as a part of the Tech Series Spring Training at Stevens Pass. With support from Rick Lyons (Alpine), the group discussed how the NW's Adaptive Exams relate to the National Standards for Adaptive, and how the Division might change the exam process to better reflect those standards, while best supporting the membership. The group discussed:

- Two possible models, looking to Rocky Mountain and East for more information. Myself and Kirsten Huotie will work with representatives from each of those Divisions, to decide if either model (or some modified version) would be a good fit for NW. This will be a primary focus for the summer and fall.
- The possibility of bringing in an outside Examiner to offer an Adaptive Level 3 Prep Clinic and/or Exam in the coming years. This will be a secondary focus.
- Updating the test materials for the Level I/II Exams, and moving to an online platform to stay consistent with other disciplines. This will be a primary focus for the summer and fall.

John Stevenson and Kathleen Priest offered 4 Level I/II Exams during the 2016-17 season.

The Adaptive Committee continues to foster new leadership, and I'll be the primary contact moving into the 2017-18 season. Adaptive strives to recruit and train-up new DCLs and Examiners in the coming years, to better serve and support the Division's diverse and wide-spread membership.

Thank you for your on-going support of our discipline! On behalf of the Adaptive Committee,

Sara ❄️

*Sara Ramsay is the Chair of the Adaptive Committee, and is the Education Manager for the Mountaineers in the Seattle, Washington area.*

*E-mail: saragemert@gmail.com*

## SNOWBOARD REPORT

by Rick Brown



What a great season! Most of us hit the ground running the moment the season kicked off, and were going at it full tilt through the very last days of operation, with little or no room to breathe along the way.

This was our second full season with the updated Level I process. While we continue to see trainers improve in their application of this process, we are still not quite where our Examiner/DCL Staff would like to see things. At the very least, I feel that we need to continue annual refreshers/accreditations for those that want to proctor Level I exams. Even done annually, one day a season dedicated to training and evaluating these individuals doesn't give us a lot of time with them. I do feel that we have made huge strides in the quality and consistency of these exams, and that candidates are no longer looking at the process as a "show up and pass" situation. It's too early to see how the tone that we are setting within the Level I will carry forward into higher level exams, but it seems that it has the potential to move the needle. We will see over the next couple of seasons as these classes of Level I's work their way toward Level II exams.

On the subject of higher level exams, we saw some high points and some disappointments over the course of the season. Overall, I believe our pass rates were on par, or perhaps just slightly above the averages that we have seen over recent years.

An area where we are looking at changing our process and mind set is in the development and selection of Divisional Staff on the snowboard side. We have seen a significant drop in the participation of members in the DCL selection process over the last several years. The number of successful candidates has been even lower. It has become obvious to me that a fundamental change in the culture of how we bring new members into the DCL Staff was necessary. One of the most significant projects that I will be working on over the off season is creating a framework for developing a pool of strong candidates, a system for nurturing those individuals and building the tools and skills they need to be successful in the role of a DCL for our division.

On a related note, our tech series events, particularly Spring Training at Stevens, had some of the best attendance we have experienced in years. We also had some of the most vocal and enthusiastic feedback to the format and content of the weekend that I can recall at any snowboard event in the past several years. I think we have some excellent momentum going within the snowboard trainers throughout the division, and we are fostering a culture of meaningful content wrapped in a whole bunch of fun and challenge that invites participation through inclusion. I'm incredibly excited about what has been happening in this realm, as I believe it is carrying back to the resorts, and I'm continually hearing from trainers with regard to how they are applying the takeaways!

Thanks for a wonderful season, and I can't wait to kick 2017-18 off in the Fall!

Rick ❄️

*Rick Brown is the Snowboard Chair, as well as a Snowboard DCL and Examiner, and the Director of Skiing and Snowboarding at 49 Degrees North in Washington.*

*E-mail: thegodfther@gmail.com*



# NEW MEMBER INFO

## WELCOME TO THE FAMILY

by Kirsten Huotte, Executive Director

I'd like to take this opportunity to welcome all of our new members to the organization. If you are a new member this is probably one of the first or second issues you have received from PSIA-NW. You should have received 32 Degrees and an official accessories catalog just a few weeks ago, which is sent by the National organization. 32 Degrees has lots of great articles and information about being a snow pro, as does this publication.

This is just the beginning of your journey as a ski and snowboard professional. There are so many great resources for improving your craft and many exclusive benefits available only to snow pros like you.

Keep in mind that you also must maintain your current level of certification by taking a continuing education clinic or event for credit – this educational course is offered by PSIA-NW. Your first continuing education credit will most likely be a "New Pro? Let's Go!" Clinic. This clinic is included as part of your Level I Exam, but you need to sign-up and attend this clinic. If you are new "this season" you do not need to take a continuing education credit until next season to stay current however taking a PSIA-NW clinic is more than an Ed credit!

If you were new "last season" and also took your Level I exam "last season", your continuing education credit requirement was coming due this season. But good news – there is a "New Pro? Let's Go!" Clinic at a location hopefully near you. This clinic is designed specifically for new instructors who took a Level I exam. You can slide into a clinic with a Divisional Clinic Leader (DCL), aka PSIA or AASI Pro for a day of fun, skiing and riding. What's great about this clinic is your opportunity meet instructors just like you from other areas – plus it's a lot of fun!

This clinic is certainly 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 snowsport education pro.

The "New Pro? Let's Go!" Clinic is valid ONLY for new 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 the PSIA-NW.ORG website.

## NOTE TO NEW MEMBERS ABOUT DUES

If you are a new member who joined after February 15 then your membership dues are considered complimentary for the following season, but you still must maintain your continuing education credits to "stay current".

The New Pro? Let's Go! Clinic will provide you the continuing education credit you need and is complimentary as part of your Level I exam fee (that's a \$65 value). See the New Pro? Let's Go! Clinic schedule on-line at PSIA-NW.ORG website for more details and a clinic description.

## MEMBERSHIP DUES ARE ALWAYS DUE JUNE 30

2017-18 PSIA-NW and National Membership Dues are due June 30 annually. Annual membership dues billing occurs in April with payments due June 30 to avoid a penalty fee.

You can 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.

Starting in April an e-mail was sent each month, and a paper letter and invoice is mailed in late Spring if you have not already paid your dues. Don't procrastinate and be sure to renew your membership either by "check in the mail" or by credit card by fax, over the phone or on-line at PSIA-NW.ORG by June 30!

For more information about paying your member dues contact the office or renew on-line.

## MEMBERSHIP HAS ITS PRIVILEGES

Lift Ticket Benefits. This is a member benefit available exclusively to you, and is not to be used for family, friends or re-sale. Please be respectful and courteous when presenting your membership ID for a discount at the host resort. For the extensive and complete list of offerings, please refer to the Member Benefit page on the website.



*Learn, Teach, Inspire™*

## OFF SEASON INFO

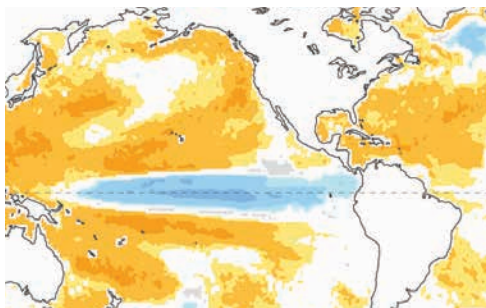
IT SEEMS THE SEASON JUST ENDED BUT HERE'S SOME IMPORTANT INFO

### Reminders



▲ Fun times at Symposium. Photo by Wayne Nagai

### Next Season



▲ We're looking forward to what next season holds.

### We're Social



▲ Keep up with us this Summer and all season long on Social Media!

#### DUES ARE DUE JUNE 30

2017-18 PSIA-NW and National Membership Dues are due June 30, 2017. Annual membership dues billing occurs in May with payments due June 30 to avoid a penalty fee.

#### EDUCATION CREDITS

If you are behind on your education credits, you can get caught up at the first event of the season in October, which is Fall Seminar in Spokane, Portland and Seattle. See you there!

#### WHAT'S IN STORE FOR NEXT SEASON?

Are you ready for what Winter 2017-18 holds? Whether it be playing in the powder or working on your high-edge angled carving, it will be fun no matter what.

Be sure to watch the NOAA forecasts and our Northwest updates!

#### #PSIANWWEAREFAMILY #LEARNTEACHINSPIRE

##### FACEBOOK

[facebook.com/psianw](https://facebook.com/psianw)

##### TWITTER

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##### INSTAGRAM

[instagram.com/psianw](https://instagram.com/psianw)

##### EVENTS FEED

[psia-nw.org/events](https://psia-nw.org/events)

Look for the subscribe button on the bottom right of the page!

## STAY CONNECTED WITH PSIA-NW

Be sure to follow us on Facebook, Twitter and Instagram. Check your e-mail for PSIA-NW specific news and be sure to head over to the PSIA-NW.ORG website for more details. We are hoping to post many of the 2017-18 events to our social media platforms before the event application deadline, so if that's your preferred method of staying connected, then like and follow us. Keep in mind, the website is always the best place to get your up to the minute information.