

NW snowsports instructor

Coachability for Success

Five Realizations to be Coachable for Success on page 10

Growing Passion for the Mountain Experience

An Instructor's Approach to Retention and Conversion on page 14

Spring Symposium 2015

Whitefish is in the Top 20 for Total Snowfall this Season!
Hope to see you April 10-12 on page 19



Teaching Integrity

Core beliefs Related to Skiing or Teaching on page 28



Member "Pro Files", Membership Q&As and more!

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COACHABILITY FOR SUCCESS

by John Keil



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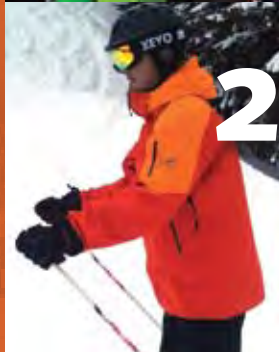
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by Greg DeHaven



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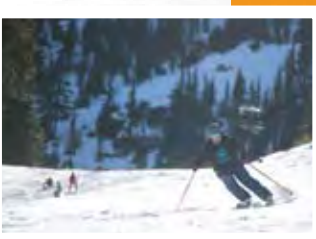
SPRING SYMPOSIUM at Whitefish, Montana



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by Russ Peterson



ON THE COVER

John Keil, training director at Lyon Ski School and one of this issue's feature article authors, carving the groomed on Skid Road off Tye Mill chair at Stevens Pass.

Photo by Michael Buzzelle

PRESIDENT'S REPORT

by Bill King, PSIA-NW President



Snow? Where art thou?

Another season is almost in the books, well technically I guess. Mother Nature has not been cooperative, but area resorts tried hard and did in the end manage to salvage a poor snow season. We, as a Division, continue to be able to run numerous events, sometimes changing locations when forced to do so, but thanks to great management by Kirsten and the staff, we have kept our head, financially, above water and events successfully running. Symposium is still an option to get education credits and exams are still scheduled. So while winter is melting the opportunities are not over yet.

I would like to thank all of you for your efforts and work to make the best of a trying ski season. Dodging obstacles with a smile and helping others enjoy the sport is worth the effort.

On the National Level, I reported in the last issue the all the Divisions would shortly complete the Affiliation Agreements. Well optimism got ahead of me. At the risk of repeating the same mistake, I again feel the remaining three Divisions (Rocky

Mountain, Intermountain and Eastern) will complete the process by the end of the season.

I base my continued optimism on the fact we, the nine Divisions, have concluded and signed a Transparency Agreement. An agreement in which we, as Divisions, agree to share any agreement we might have with PSIA-AASI amongst ourselves.

This builds on our mutual desire to work together as Divisions and with the National organization to continue to rebuild mutual trust. Our negotiations were open and cooperative and we completed them in about a week.

Rocky Mountain and Intermountain both have said they are ready to sign as soon as Eastern finishes their negotiations. As it stands now, Eastern has only one issue remaining and it relates to transparency. With our Divisional Transparency Agreement in place, I am confident Eastern will complete the process soon and reality rather than perception will prevail as we move forward.

Finally, again, I would like to thank you all for your work and efforts during what has turned out to be a trying season. Please contact me if you have any questions or ideas feel free to call or email me. ❄️

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 REP REPORT

by John May, PSIA-NW National Representative



The National Board met in January to discuss and review the below items as well as continue to refine how we operate as an organization. One the most pressing issues nearing resolution is the signing of the Affiliation Agreement with the remaining unsigned divisions.

A final hurdle has been transparency of the relationships of individual divisions with National. No division wants to feel like another division is getting a special or better deal than another so transparency language is being drafted and reviewed to help us move closer agreement signings by all divisions. Although this process has been difficult at times, the overall end result is far better communications between National and divisions along with clearer definitions of the roles and responsibilities of each.

Other key topics addressed over the last few months has been the following:

- » Interski – The board approved sending a team of 17 National Team Members to Interski. The National Team offered to raise \$75,000 in order to include the remaining 12 team members. Additional funding is being pursued from sponsors. A fundraising link is on www.TheSnowPros.org at <http://www.thesnowpros.org/Interski2015.aspx>
- » Sales Boom – The newly released Technical Manuals out sold projections. There was a 3 year estimated inventory in supply, but it sold out before December! The updated content and video links are being woven into much of the clinic and training content we are focused on in the Northwest.
- » Growth – Total national membership is tracking nearly 3% ahead of last year to date despite the bad snow year seen in the Western and Northwest Divisions.
- » The \$\$\$ – The 3rd party annual audit was completed with clean results and no adjustments needed. The 2014 Annual Report is now out and provides a great overview of where the organization is at. Please see it at <http://www.thesnowpros.org/NewsInformation/AnnualReport.aspx>

ORGANIZATION FAST FACTS

You are a member of the Northwest Division and the National Organization.

Membership dues are paid to two distinct organizations that provide different services and functions.

Board members of the Northwest and National Board are all volunteers.

National Board members are elected by each Division's Board, via the National Representative position to serve on the National Board for a three-year term.

The Northwest and National Boards meet multiple times annually with the Northwest Board's Executive Committee meeting between full board meetings.

Pacific Northwest Ski Association (PNSA) was formed in the 1930's.

Pacific Northwest Ski Instructors Association (PNSIA) was formed in 1958.

The Professional Ski Instructors of America (PSIA aka National) was formed in 1961 to help create a unified standard across the country.

PNSIA became PSIA-NW in 1986, when the various divisions across the country signed an agreement with PSIA (National).

The America Association of Snowboard Instructors (AASI) was formed in 1997 as an affiliate organization to address the needs of snowboard instruction.

In 2006, PSIA-NW changed its name to Professional Snowsports Instructors of America to be more inclusive of all snowsports: Alpine, Cross Country, Snowboarding, Telemark and Adaptive snow sports.

Today the National Organization is referred to as PSIA-AASI.

- » Information Technology – The board gained a deeper understanding of the technology issues, status and history of the technology infrastructure as it relates to the National database and CRM system. The speed issues are improving in the “lab” but some issues are still present in the field. Next steps are obtain the “lab” results in the field by looking at all factors from database to end user.
- » Scorecard – preliminary organizational metrics were reviewed with mostly positive results with the official full scorecard results being presented at the May meeting.
- » National dues increase – dues will be increasing \$3 along with the the prior approved \$3, for a total of \$6 (\$67 annual dues) – see Fall report for details or feel free to contact me about the dues increase.

To see how the organization is assessing itself please visit the PSIA-AASI website at <http://bit.ly/1pBAGov>

Overall National continues to want to best serve members by improving its working relationships with divisions, developing more transparency and holding itself accountable to clearer measures of goals and success. As always, please contact me anytime if more information is wanted or you have a perspective that you would like shared at the national level. ❄️

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

DUES ARE DUE JUNE 30

Northwest Dues are \$50
with no increase
again this year.

National Dues are \$67
this year reflecting
a \$6 increase.

You may pay your dues on-line, by phone or by mail starting in May. Email and paper notifications will also be sent to you.

SIGNAL VS NOISE

by Tyler Barnes, Communications V.P.



Signal-to-noise ratio is sometimes used informally to refer to the ratio of useful information to false or irrelevant data in a conversation or exchange of information. For example, in online discussion forums and other online communities, off-topic posts and spam are regarded as “noise” that interferes with the “signal” of appropriate discussion. Whatever signal you are tuning into, it is our goal to eliminate the noise, and get you the important information you need to know via all our communications channels.

The best place to hear the signal of all the most current information about everything is on the PSIA-NW.ORG website. This has the most up-to-date information about events, certification, etc. And if you have signed up for an event, be sure to keep your email open for late breaking news about your event details. Things are in a constant state of flux due to the conditions across the region this season, and I know you want to know ASAP just like I do.

There is a lot of hype about Spring Symposium which will be held at Whitefish Mountain Resort on April 10-12. They have a good amount of snow – top 20 in the USA as of March 16, 2015 – and I have spoken to some of my local contacts there, and it should be a fun weekend with enough snow for everyone! Let’s keep our fingers crossed for a little more snow and cool temps.

In this issue of the NW Snowsports Instructor I am excited about the articles featured, with a solid focus on teaching, coaching and the experiences we share with students. Article authors spent a great deal of volunteer time to share their ideas with you. And if you have an idea for an article, put pen to paper and make it happen. We are always interested in articles submitted by members just like you.

Speaking of newsletters, PSIA-RM went to an all digital format in December 2014 and PSIA-I also chose to go with a digital format starting in 2015, with some grumbling from members. Apparently this has been a topic of discussion among the other Division leadership (again) – and it seems this conversation comes up ever so often and we review the mood of members. Presently we are doing well with keeping costs within reason and are able to produce, print and mail our newsletter three times annually. And thank you once again to members who responded to my query about continuing in print or otherwise.

You may have also noticed that we don’t mass email you “all the time” – because that would be noise – we try to be respectful of your time and send out pertinent information about topics that would be of interest to most snow pros once monthly in between newsletter mailings.

On the technology side, I am very pleased to have been able to setup a more user friendly and controlled on-line voting system. If there was a contested election in your region, and you were eligible to vote, you were sent an email to the email address on file, or a paper ballot if we did not have an email address on file for you, each with instructions about how to mail your ballot or cast your ballot on-line. Once you were logged into the voting website, only the ballot with the names of the candidates in your region were displayed for you to choose and cast your ballot. Candidate statements still are available for review on-line – for all candidates regardless of whether there was a contested election or not.

The process of importing the 800+ eligible members and setting up the ballots with the eight candidates’ information was quick and the voting process went really smoothly. See the election outcome details on page 6. We will use the same on-line voting system next year, as are Rocky Mountain, Central and Eastern divisions.

As always, if you have any suggestions on how we can improve our communications I am always interested in hearing from you. ❄️

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, co-owner of Elev8, a “New Media Collaborative Agency” in Hood River as well as the creator of the Snowproportal.com. Email him: tyler@elev8brand.com

PSIA-NW MISSION STATEMENT

Provide high quality educational resources and well defined standards to aid our members in improving their teaching skills to better satisfy the needs and expectations of their customer in the enjoyment of snowsports.

BOARD ELECTION RESULTS

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



Regional Board Representative elections were recently held. If there was an election in your region you were contacted about voting in your region. There were three contested seat elections: Snoqualmie Seat 5, Snoqualmie Seat 6 and Mt. Hood Seat 3. Ballots were due either by mail or electronically by March 9, 2015 at 5pm. The votes were counted and in the table below are the complete results. Devin Mettler was elected to Snoqualmie Seat 5, Rob Croston was elected to Snoqualmie Seat 6 and Richard Mario was elected to Mt. Hood Seat 3. Congratulations to these elected board members, and thank you those who stepped forward to run and the outgoing Board members. Newly elected board members will be officially seated at the conclusion of the May 2015 Board Meeting.

Board of Directors Seats

Region	Position	Outcome
Snoqualmie Pass	5	Devin Mettler
Snoqualmie Pass	6	Rob Croston
Stevens Pass	1	Mark Schinman
Stevens Pass	3	Russ Peterson
Crystal Mt.	2	Sean Bold
Spokane	2	Rick Brown
Mt. Hood	2	John May
Mt. Hood	3	Richard Mario
Bend	1	Charlie Cornish
Bend	2	Donna Sanders
N. Central	1	John Weston
S. Central	1	John Nelson
Whitefish	1	Mike Davies

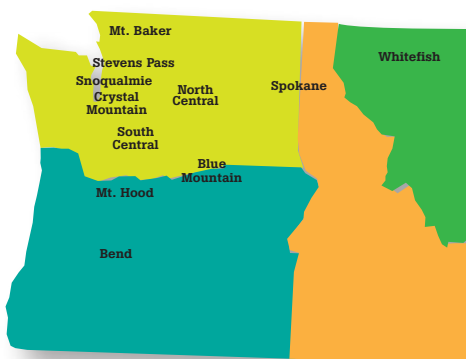
Member School Representatives

Region	Position	Outcome
Eastern WA/OR	2	Rick Brown
Central WA	3	Jodi Taggart

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

GET TO KNOW YOUR 2015-16 BOARD OF DIRECTORS & REGIONS

It is important to note, PSIA-NW is a not-for-profit 501(c)(4) organization and all who serve on the Board of Directors are volunteer board members. Feel free to reach out to these people as resources for your knowledge.



Our Division is divided up, geographically speaking, within four states: Washington, Oregon, northern Idaho and far western Montana that have board representation. Members who affiliate with a snowsports school, or live within a region, may vote on matters that concern them, which typically is a vote for their regional representative(s). These regions within the Division are, in alphabetical order: Bend, Blue Mountain, Crystal Mountain, Mt. Baker, Mt. Hood, North Central, Snoqualmie Pass, South Central, Spokane, Stevens Pass and Whitefish.

Each region is proportionally represented at the board level by the members who are affiliated with that region. Below are the PSIA-NW Regions and their affiliated areas.

Following are your current Executive Committee Members and your 2015-2016 Board of Directors. We hope that having this list of contacts available to you can help you get questions answered at the local level.

And naturally, feel free to call Member Services at (206) 244-8541 for any questions you have about anything.



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Representative



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Role(s): North Central
Region Representative

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	Leavenworth , Loup Loup, Mission Ridge, Sun Mountain,
Snoqualmie	Snoqualmie Pass, Meany Lodge
South Central	White Pass
Spokane Region	49° North, Lookout Pass, Mt Spokane, Schweitzer, Silver Mountain
Stevens Pass	Stevens Pass
Whitefish	Whitefish Mountain Resort

CERTIFICATION

JOURNEY

by Chris Thompson, Certification V.P.



I am confident you would all agree that this is the toughest skiing/riding season we have had since '04-05. Maybe worst in memory for many of us! Because a large number of our ski areas have had limited operations it has been depressing, frustrating and challenging for every-

one. Many of us have had few days on the snow and certainly limited teaching exposure. However, if you put yourself in the area operators' shoes and think of the overall economic impact you realize we are doing alright.

In spite of less on the snow time this season, as skiing professionals it is much like riding a bike - once you learn, you never forget. You may not be as accurate or comfortable in all terrain and conditions but the feeling will return. Most importantly, the lack of on the snow time doesn't prevent us from upgrading and strengthening our teaching abilities.

There is much you can do to take advantage of the current skiing downtime, for example, you can read and study the new manuals. Also go check out the amazing amount of material existing on the PSIA-NW.ORG website, THESNOWPROS.ORG, YouTube and other social media. Write and practice lesson plans not only for your daily ski school assignments but also for what you might experience in an exam situation. Many instructors living in communities near Northwest ski areas have formed study groups that meet on a regular basis to do video based movement analysis, have technical discussions, preparing and then sharing their teaching thoughts and ideas.

Anecdotally, as a college student teaching on the weekends and having a fairly long commute with four of five other Level II/III wannabes, we analyzed skiing almost to a fault during the two hour commute on Friday and Sunday evenings. We taught at different areas but went to the same school. My success in taking and passing exams is credit to my director and the ski school trainers, however, much credit goes to those fellow instructors and the time spent talking teaching during our commute time.

On our website, the preface to each of the disciplines from the alpine chapter states: "Certification is a journey. As you develop your knowledge skills and abilities as a snow sports instructor you become more valuable to your clients and your school. No one

person, document, or resource can prepare an individual for their certification process. Rather a combination of individuals, information and resources will provide the best blend of expertise for a well-rounded training pathway." This becomes even more meaningful as we deal with our current lack of snow season.

On another subject, March 6-8 was the Divisional Clinic Leader (DCL) and Training Director (TD) training at which time the underlying focus was certification. Friday, was examiner focused, although over the past 5 seasons all Divisional Staff have been invited to and are involved in the training. Combining the two groups in a concentrated training, was to ensure a consistent and clearly communicated message comes from our training staff as they return to their home areas to help you prepare for an exam. As a result, we see more consistency in the training during the skiing module/teaching of an exam. In addition the improvement in the professional knowledge module is very apparent. Saturday and Sunday there was additional crossover training involving the divisional staff and the TDs again to ensure consistency. This training weekend is unique, it is a "volunteer" weekend, the DCLs and TDs pay their own expenses to attend. However, Stevens Pass generously supplied lift tickets as they do for all of the PSIA-NW recognized events. Hats off to Stevens Pass!

I am hopeful there we will all see more snow yet this season, allowing us the opportunity more turns, during what now feels like an extended season! I look forward to seeing many of you during upcoming scheduled education and certification events. Symposium at Whitefish Mountain Resort in April is a perfect example of a late season training opportunity that shouldn't be missed, and they have snow! ❄️

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

LATE SEASON EXAM DATES & LOCATIONS

**Mt. Bachelor: Apr 4-5 (A,S)
Meadows: Apr 18-19 (A,S,T)**

**Note that the Level III
Snowboard exam is offered
at Mt. Hood Meadows only.**

**Exams running is based on
conditions permitting – check
the website for details**

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)

Ad & 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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HOW ABOUT THAT TEACHING CYCLE?

by Kim Petram, Education V.P.



Hello instructors. Wow. What can be said? This has been an interesting season for sure. I've been learning some lessons about letting go. I've let go of worrying about the bases of my skis. I've let go about worrying about the weather. I've let go about all the pre-planning time that went into cancelled events. While I'm usually pretty insistent on what I'm willing to ski on, i.e. snow, I've let go of that too and realize that actually I'm pretty much willing to ski on rock and dirt with a little snow mixed in. Let go of what we can't control, right? A healthy perspective but sometimes challenging. We've all been around this block before though, and if nothing else, we know that the weather patterns in the NW tend to be cyclic. The future looks bright.

Speaking of cyclic. How about that teaching cycle? I've been trying to consistently speak to the employment of student centered, outcome based, and experiential lessons this season. Attempting meaningful relationships, unforgettable experiences which helps to lead to successful learning outcomes. We have the tools at our disposal to do this. Established resources and new updated technical resources that provide road maps for best practice.

Ongoing professional educational development this year with training director staff has been focused very specifically on one very established resource: the teaching cycle. The teaching cycle is like the elderly aunt we all know. Always there in the background, rarely asking for attention, but absolutely called upon as the reliable backbone when needed. Breaking the teaching cycle into the seven incremental parts allows us to be very precise and deliberate in how we manage a lesson. The learning partnership, so critical: understanding the student profile and the subsequent instructor behavior.

Of course, a great deal of our time is spent in that very first bubble, as the talent of any great instructor, is in securing a learning partnership. The way to that security is first by developing trust. A fundamental key to a great lesson outcome. Another fundamental is how we go about assessing what the student is learning as well as how they learn or take in information. By asking a student to describe to me or a partner what they heard, how they are going to implement the direction, or what sensation or outcome they are going to be looking for gives me the teacher some valuable

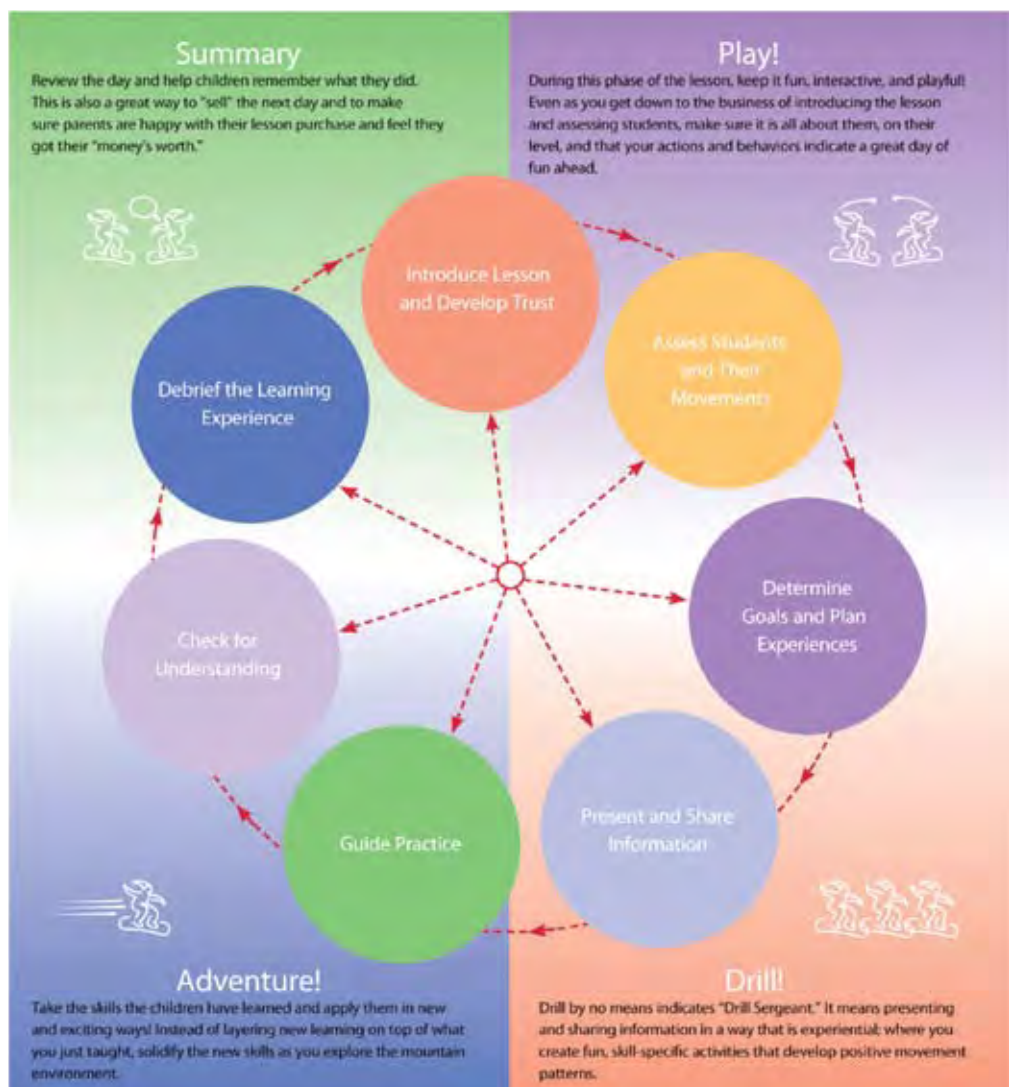
information as to the details of what and how the learner is processing. This then helps to guide how I carry on the lesson and, more importantly, gives me options. Do I carry on with the current tactic, do I adjust the content, do I adjust the environment, or do I take a step back or do I skip the next step? By proactively and purposefully using tools to check for understanding (that tricky sixth bubble) I can manage the learning partnership by managing my instructor behavior. The first and the sixth bubble of the teaching cycle are very important. The other bubbles are as well, and we will be focusing more in depth attention to these bubbles in the future. Just like our NW weather patterns, the bubbles are cyclic; meant to go back and forth as well as around and around. As instructors, we have a great deal of resources to help us practice good teaching ranging from written materials, to our trainers to divisional staff to our students themselves; opportunities abound to learn and grow in this profession.

Introduced earlier this season was a new portal, a support system put in place to enhance communication and education with the training directors. This not only benefits the trainers, but all members as your training directors are one of

the direct links between your snow sport school's educational programs and the support systems from your division. Trainers have been utilizing this resource for practical questions and resource development. The NW division's mission is to 'learn, teach, inspire'. Hopefully this portal is viewed as an additional resource in practicing our profession.

As this season starts to wind itself to an end, we let go of lost opportunities and celebrate the ones still available. There is much to be appreciative of. The resorts that have done a valiant job of maintaining runs, accommodating clinics at the last minute and trying to ensure safety under less than ideal conditions. You, the members have been flexible and hardy, willing to travel and seek out the opportunities as they pop up in unexpected places. I hope to see many of you at Symposium, please 'cycle' on by and say hello. As always, I am available by email or phone anytime. ❄️

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



Credit PSIA-AASI Children's Instruction Manual ►

Coachability for Success

text by John Keil photography by Michael Buzzelle



▲ John Keil working with students at Stevens Pass, WA.

As we plan for the season and all the opportunities for attending clinics and receiving all levels of coaching, it is important to make sure we are engaging the process in a coachable mindset. We each bring different foundations to each clinic we attend. It is important to be coachable so that we glean the benefit of these clinics for our personal goals. But how do we “Be Coachable”? After all, we showed up to the clinic right? Isn’t that the step we take?

Being coachable first involves understanding the power of the choice we are making to get coaching. The choice is to spend our time and our energy, and sometimes money, to grow our skills or knowledge.

Whether we are attending a formal clinic or just skiing with a more senior instructor (or skiing mentor) to talk through a movement, an idea, or sharpen our on-snow analysis, we choose to be there.

Here are five key things we can all do to improve our success through coachability:

1) Know Your Goals

It seems like a no-brainer, right? Know and understand your goal for your learning foundation. There are several ways to obtain a goal or focus. Self-assessment/reflection is a powerful tool that top athletes use. Have you watched video of yourself? What do you see? What do you want to see? Where are you currently struggling? Maybe moguls are your personal nemesis, or maybe powder is. Where have you had a recent shortfall?

Pursuit of questions like these can and should also involve outside eyes and ears. Who is your personal board of directors (the group of advisors

upon whom you rely)? Have you reviewed video with your coach or have you made your coach aware of your most recent struggle area?

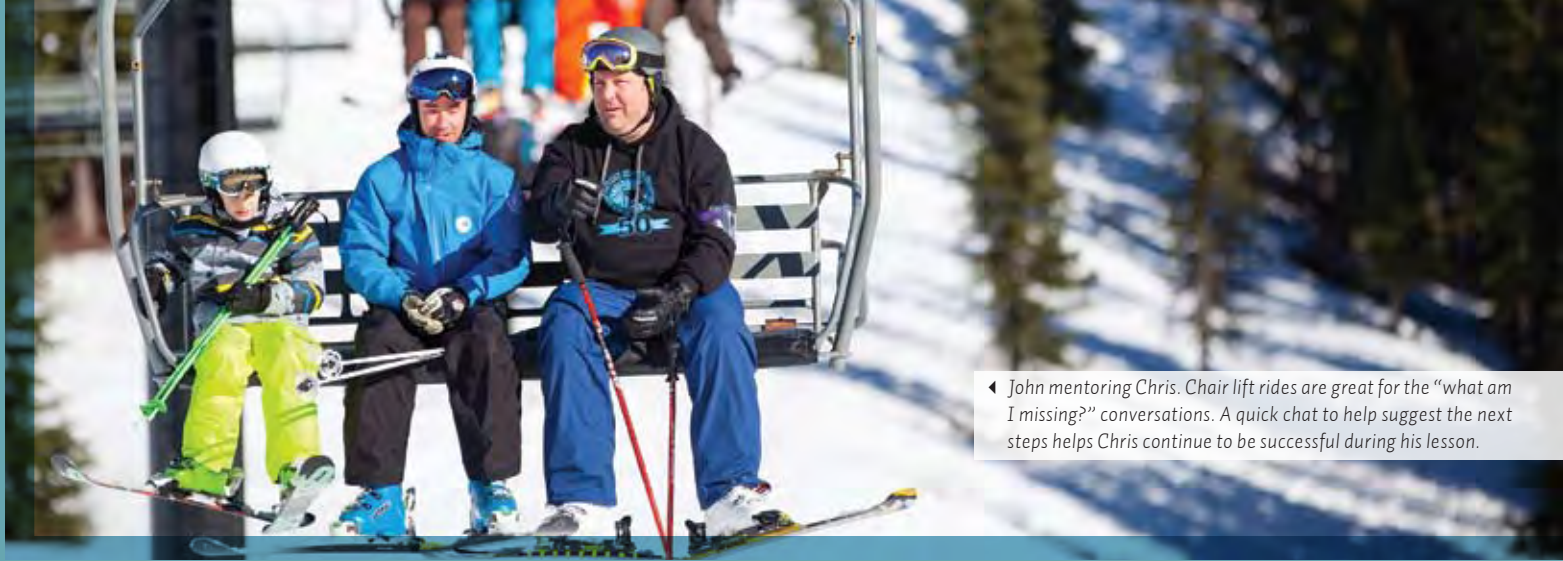
Once you have defined your goal, continue to refine that goal. The thing that seemed like the problem initially may be a little different challenge. Utilize your board of directors and your coaches to help you refine the goal. Refining the goal helps you stay focused and can help you obtain the “little wins” toward conquering the overall challenge.

Check-in with yourself every once in awhile, too. Maybe go ski something similar and be attuned to what you feel as you go – self-reflection is a powerful tool to make sure you are reaping the benefit of the focus. Assess the specificity of the goal – “peel the onion”. For example ... do you need to get your pole swing moving in the direction of the turn, or do you actually need to move your center of mass toward the new turn?

“Being coachable first involves understanding the power of the choice we are making to get coaching.”



▲ Defining the goals ...



◀ John mentoring Chris. Chair lift rides are great for the “what am I missing?” conversations. A quick chat to help suggest the next steps helps Chris continue to be successful during his lesson.

2) Know Your Commitment Level

Ask and answer these simple questions to yourself: “How badly do I want it?” and “What will I contribute/give-up to get it?” or “How hard am I willing to work to get it?” Be honest about to what you can commit. Major life events occurring during the ski season may limit the amount of on-snow time that can be committed, for example.

If the goal is a big step like certification you can plan your weekly commitment(s) and make monthly assessments of how you are doing. Share your commitment level and specific commitments with your coach(es). Your coach

is a great resource to help you understand if your commitment is right for you and aligned to your goals.

3) Be Open to the Process

Push yourself outside your comfort zone and be vulnerable and willing to fail. You are there to be coached and get feedback so it is important to keep an open mind and try to absorb as much as possible.

Assume positive intent at all times. Remember, your coach also chose to be there, so they could help YOU! Listen carefully to descriptions, instructions, and feedback. Be willing to falter or fail in order to learn.

We probably all have heard “if you’re not falling, you’re not learning.” This is actually a weird way to phrase a valid concept in learning – “failing forward”. The critical point of growth and learning is the edge of one’s comfort zone. Strive for more understanding about what is going on. Ask yourself – “what am I missing about this task, drill, movement, etc.?” Ask questions to get clarification.

Ask the coach to clarify feedback or add to it. We all know it isn’t easy to say, “I don’t understand.” The power of that statement opens up a space for learning. “What do you mean?” and “Can you explain that further?”

These questions help grow our knowledge because they can help the coach rephrase to match our learning style or help us understand it from a different point of view.

(continued on next page)



▲ Can you explain that further? Great question. Absolutely

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▲ Be open to having your mentor observe what you do and provide feedback.

4) Be “in” the Process

Focus on the goal or task in the moment. Work on today’s goal today, and leave tomorrow’s goal until tomorrow. Be willing to “slow it down.” The top performers in their fields – musicians, athletes, artists, etc. – use a change of tempo to develop the key skills in a particularly difficult task. Move deliberately through the assigned task and focus on the incremental changes/sensations that happen.

Build your successful performance with positive affirmations, focusing on what you are doing correct, and master the habits of the correct movements. Gradually increase speed and practice as speed increases until you can perform at full speed. Keep fully engaged in each task and each moment.

5) Gather More to Help Conclude the Process

Participate in the learning cycle in the “learner” role during the clinic summary. As the coach summarizes the clinic and provides next steps, what can you add to your takeaways? Ask for more – more specific next steps, for example – and check how those next steps fit with your goals.

Ask the coach for other opportunities for continued learning. “What more can I do?” and “How should I practice this on my own?”, etc. Ask the coach for any other information that can be help-

ful to take forward. “What am I missing?” “What else should I be doing?” These may also important questions to evaluate in comparison to your commitments.

Let’s Do It!

Do these things and you will continue to elevate the outcome you can achieve. With clear goals and detail focus, an honest commitment, an openness and willing vulnerability, a focus in the present, and a growth-focused curiosity, you will achieve the goals you set.

And as always – Keep ‘em sliding!! – John

p.s. I would like to acknowledge Stacey Gerrish, Training Manager at Beaver Creek Resort Ski and Snowboard School, Colorado for review and contributions to this article as well as The Pacific Institute for their course, “Thought Patterns for High Performance.” ❄️



John Keil is a Certified Level III ski instructor, CSI, and Training Director at Lyon Ski School at Stevens Pass, and Stevens Pass regional rep to the PSIA-NW Board. John can be contacted at skienginerd@gmail.com

**Got an idea for a great article?
 Want to share it with the world?
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ALPINE SKIING

BOOK REVIEW

by Ed Kane

Title: Alpine Skiing – by Ron Kipp, © 2012. This 224 page softbound book is available from the publisher, Human Kinetics, for \$19.95 (plus tax and shipping) or on Amazon for the Kindle version for \$11.49

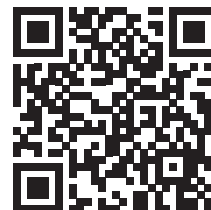
Ron was the featured speaker at the Fall Seminar last season and I found his talk not only entertaining but also very informative. His ability to describe the technical aspects of high performance skiing was impressive, entertaining. This same easy-going, straight forward language, is used throughout the book, making it easy to read and the concepts easy to grasp. In addition, the illustrations are first rate and help add clarity to the descriptions.

Ron is a product of the Northwest Division and went on to earn a Ph.D. in motor control at the University of Utah. After the degree he joined the U.S. Alpine Ski Team as a coach and head physiologist. He is currently the alpine sport education manager for the U.S. Ski and Snowboard Association. During his time in the Northwest division, he strove to understand the relationship between movements, issues affecting those movements and how they relate to efficient skiing. This focus

is clearly apparent in the contents of the book. Although the book is intended to provide the general public with resources to improve their own skiing, these contents should be of value to instructors who are trying to expand their teaching skills and would be especially useful to those preparing to take the Level II and III exams.

The first third of the book is devoted to orienting the reader to the elements of the sport. It includes a short history of skiing, some tips on getting fit for the sport, a discussion of equipment and some insight into the skiing environment. The 5th chapter discusses learning and instruction which emphasizes the importance of getting started properly and the value of lessons. This section is rounded out with a discussion of planning trips and traveling. While most of this is pretty intuitive to most of our instructors there are some interesting insights that will help to remind us that our customers generally come from a less informed situation.

Reading through this information really helps us to better understand our customers and enable us to do a better job of communicating with them and satisfying their needs while achieving their goals. For example, the 3rd chapter contains a great outline for laying out a personal fitness regimen or one for new students that could be offered by the school in the preseason. In summary, the first third of the book should be considered a valuable resource for planning for the



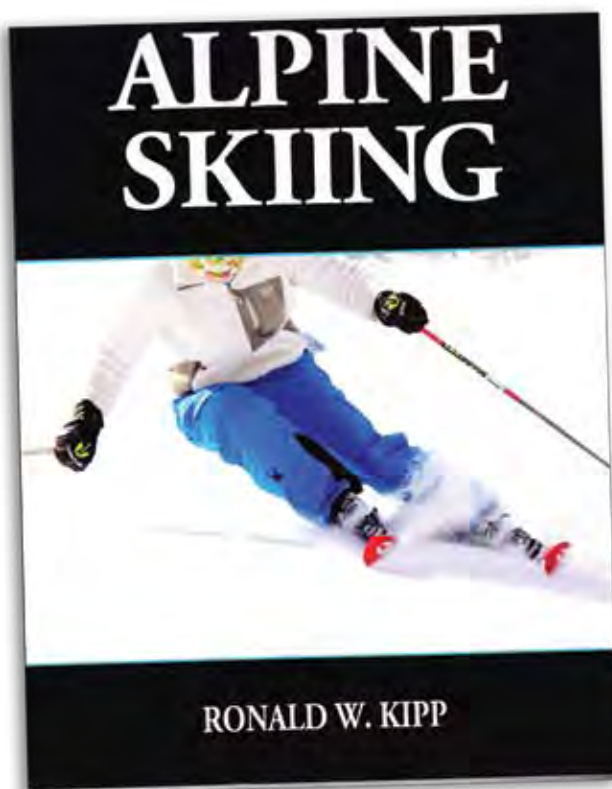
Scan the QR Code for a video of Ron Kipp speaking about his book.



upcoming teaching season and to help the reader to be more effective in helping our students reach or exceed their skiing goals.

The remainder of the book is devoted to discussing the various levels of skill and ability of the learner. It generally is lumped into Never-evs, Beginning – Wedge Turners, Intermediate – Wedge Christies and Advanced – Parallel and Dynamic Parallel. This portion constitutes the technical meat of the book. The greatest value I personally found in this material was the clear pictures of the various basic turns that are being described. As an example, when discussing the wedge turn the picture clearly shows the movement of both knees in the direction of the new turn. This clarity is enhanced with diagrams and grids to show the relationship of the various body parts to efficiently make the turns being discussed. The last chapter covers more advanced skiing in moguls and off-piste. Here again the illustrations and simple descriptions are most illuminating and would be of significant value to those who are working on the movement analysis aspects of the Level III certification.

In conclusion, while this book is written for the general public, the contents are very valuable for reminding instructors of the perspective that their customers bring to their lessons. A good understanding of this perspective is key in delivering effective and satisfying lessons from both the student and the instructor viewpoint. ❄️



Alpine Skiing – by Ron Kipp, © 2012. Available from Human Kinetics for \$19.95 or on Amazon for the Kindle version for \$11.49



Ed Kane is a Snoqualmie Region Board Representative, past PSIA-NW President and is currently the Training Director for Ullr Ski School. Photo by Wayne Nagai. Contact him at ejkane123@hotmail.com

Growing Passion for the Mountain Experience

by Greg DeHaven

Creetings to all my fellow Snow Pros – what you are about to read is written with the intention to engage you in the effort to create new emphasis on converting first time students into returning guests or as I refer to it, “Growing passion for the mountain experience.” This is a familiar topic to many of you, one that has already been given a significant amount of attention by resort management. Rightly so, as those guests new to snow sports who return continuously following their first experience are recognized as the future of our industry. It is my sincere desire that the knowledge, facts, experiences, and suggestions to follow will be of value to you, and that you take a personal approach to growing snowsports.

Even stronger is the hope that you, the dedicated teachers, are motivated by this article to share your own unique experience by email to me. Giving back to our community not only strengthens the teaching of current educators, it also fast tracks the experience for new instructors. Your responses may be printed in part or in whole in this publication in the future, with the goal of creating an on-going flow of feedback, for the advancement of the ability of all instructors to create passionate, lifelong snow sport enthusiasts.

Areas such as the lesson sign up process and equipment rental or purchase are definitely linked to the guests overall experience, and one approach we use to help guests on busy days is to have instructors help with boot fitting in the rental shop. This can be, and often is, one of the first opportunities to begin to create a positive relationship with our guests, as boot fitting is a “hands on” experience. Naturally all aspects of the guest experience are important like arrival,

parking, lift services, ticket sales, grooming, food and beverage, etc.

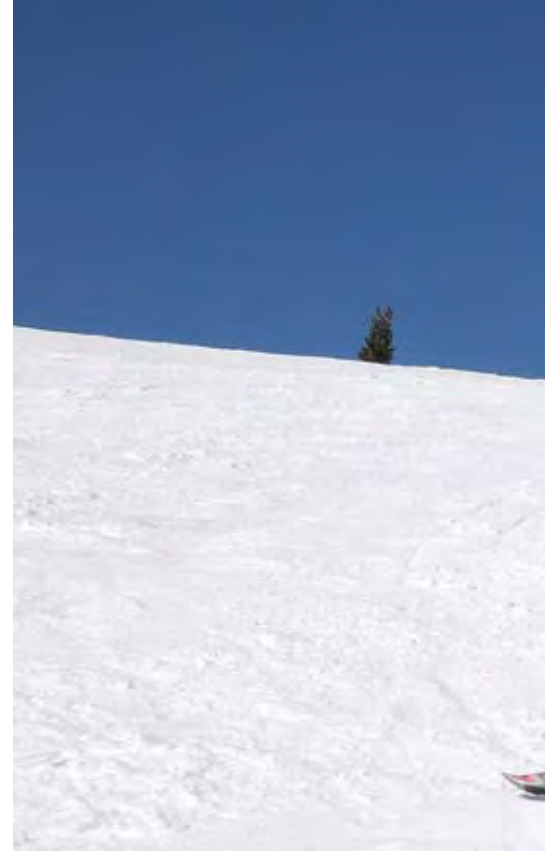
It is vital that the necessary amount of attention be directed to all these areas to do everything possible to provide a positive experience for guests, especially first timers. A guest who has been through these processes and finally arrives on snow without negative impressions will be in a good frame of mind to try something new. That said, the focus here is the interaction between, you, the instructor, and your student.

For a better perspective, I will share a bit of my background: I have been employed full time for five years at Mt. Hood Meadows. Among other credentials, I am Alpine Level III certified and am a Training Director for our school. I feel a powerful gravity drawing me toward the Children’s programs, and have earned a Children’s Specialist 2. Of particular interest to me is the value and effectiveness of “connection.” Giving respect and truly listening tells your student that they have a new friend, someone they can trust. (Editor’s note: see Spring 2013 Issue page 24 for Greg’s article “Peak Experience of a Lifetime” and “connections” for additional information).

Learn their name, and use it appropriately through the lesson. Expressing an interest in your students’ comfort by asking a few questions about their physical preparedness, their gear, and sharing a brief plan for the lesson will help them feel more relaxed. Ask them what their expectations and goals are, and why they are taking a lesson. Their answers will tell you a lot about their mind set, which is valuable and necessary information that directs and guides the session.

“People will forget what you say, they will also forget what you do, but they will never forget how they felt being with you.”

– Maya Angelou (author, poet, dancer, actress)



Let them know when there are common interests or experiences you share, and most importantly, be yourself and in the moment, letting your own unique personality be part of the experience.

The brilliant minds that collaborated to produce *Core Concepts for Snowsports Instructors* and the newly revised Alpine, Snowboard and Telemark Technical Manuals, have given us indispensable materials, an information base that will take every instructor who really engages themselves in the content to amazing levels of understanding, movements, and teaching. But it is up to each of us to make it “magic.”

▼ Helping guests with boot fitting in the rental shop or pro shop is another great way to start making connections with your students.





We all have our special gifts, the cool stuff that helps make spending time in a lesson something our students want to come back and experience again and again. These are the things that each of you become known for, the things returning students look forward to – those things are just yours and yours alone.

There is high value in being mindful of how the time spent in a lesson with you feels to the student. I call it “Reversability” – looking at yourself through the student’s eyes. We all know these concepts in order of priority: Safety, Fun, Learning and providing these things describes part of a quality lesson; a job well done by an attentive instructor. Transcending this is the experience

guided by a passionate, sincere instructor focused on the energy shared between student and instructor. Maya Angelou, an African-American poet, is responsible for one of my favorite quotes, “People will forget what you say, they will also forget what you do, but they will never forget how they felt being with you.”

Turn your attention to the sleeping giant – the power of positive thinking. At some level nearly all of us bring elements of positive reinforcement to our students. Supportive words from the instructor help our students know when their efforts are appropriate and effective. Learning how to understand their effect, and use words more powerfully, is available to all of us. Linda Cowan, PSIA-NW Technical Team Member and Northshore School District Elementary Induction TOSA (Teacher on Special Assignment) in Bothell, WA, recommends a book by author Peter H. Johnson titled, *Opening Minds: Using Language to Change Lives* by Stenhouse Publishers available in print or eBook format for around \$14 - you can even preview a few pages on Amazon.com before making your purchase if you’d like.

I encourage you to absorb this writing and include learning more effective use of words with every student. We have much to learn about channeling the awesome power of the mind. Any time and focus you direct to growing your understanding and ability to use less words with a more powerful effect will result in astonishingly positive changes!

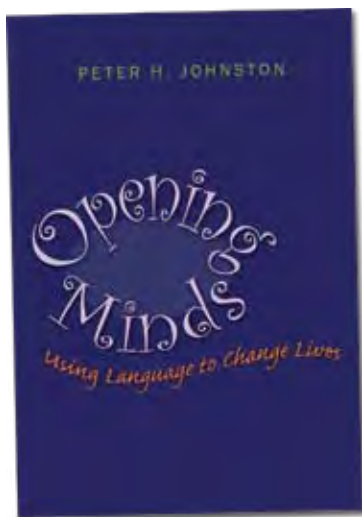
Additionally, technology is at our fingertips, and can play an impressive role in making our students feel special. I keep a waterproof GoPro



▲ Greg shooting a quick video with his handy GoPro camera on a hand held mount. You can do the same with your smart phone nearly as easily.

camera in my pocket, using it often as a “quick draw” to document moments with my students, but you can just as easily use your smart phone with a water proof case like those found at LifeProof.com - which will ensure your device stays protected out in the elements. My students are often almost speechless when we stop mid-run and I share the video with them on my phone. After the lesson, we can view it on a tablet device, laptop, or even on a big screen. I also load the videos and photos on my personal SNOWPRO PORTAL™ site, which provides my students with access to share the footage and photos, and can be a great source of referrals or maybe a friend is thinking about trying a snowsport, and their friend’s experience is the catalyst.

(continued on next page)



▲ Cover photo of *Opening Minds; Using Language to Change Lives*, Stenhouse Publishers .

"Guests who are taking their first ski or snowboard lesson can potentially be the most important lesson you will ever teach. You will have the honor of introducing the sports we all love – skiing and riding."

– Mark Fischer, Ski & Snowboard School Manager at Mt. Hood Meadows

(continued from previous page)

This also gives me a connection – there's that word again – to my students beyond the slopes, enabling me to share instructional videos, my availability for future private lessons, weather and road conditions, tech talk – the list goes on. Keep in mind that if the student is a minor, be certain to make the responsible adult aware of this opportunity and get their approval before shooting video or photos and posting them online, even if behind password protected pages. *(Editor's note: your school may have a specific policy about taking photos and videos of your students so be sure to check with them first.)*

Next, take the opportunity to direct your attention to their equipment near the end of the lesson. Review everything you covered in the beginning of the lesson, and more. As the experienced professional, your advice and suggestions can

make a huge difference in the way they feel, and deepen their understanding that you really do care about them. Your expertise in many aspects of our sport goes well beyond just teaching the right way to turn.

During the lesson, speak often of their future possibilities – it's the "Debrief the Lesson Experience" part of the Teaching Cycle, but it doesn't have to come at the very end of the lesson. For example, point out other guests enjoying more advanced runs, let them know that they too can progress to that level and beyond. Share with them your own learning experience, we were all beginners at sometime in our lives.

I actually like to recap the lesson midway down our final run near the end of the lesson. Here we are not distracted by friends and family, or the busy activities of the base area, or your next lesson that arrived early. I often suggest to my

students that they take one more run before going in, their very first run on their own, to further embed their recent learning in their mind and the possible desire to come back and do this awesome sport again.

Mark Fischer, Ski & Snowboard School Manager at Mt. Hood Meadows, shares his thoughts, "Guests who are taking their first ski or snowboard lesson can potentially be the most important lesson you will ever teach. You will have the honor of introducing the sports we all love – skiing and riding."

Mark continues, "With first time students their goals are pretty much a given, they want to learn to ski or snowboard. But our responsibility goes way beyond getting them to make that first turn to a stop; it is showing them what they have to look forward to, and how they can get there."



▲ Point out peaks, terrain, runs and lifts they will eventually be riding. Photo credit Mt. Hood Meadows

From our beginner learning areas we have a great view of Mt. Hood itself. I like to share with all my students the different chair lifts names and trails that are visible when riding our beginner chair called Buttercup – we actually have four lifts at our resort named after mountain flowers – which is an example of what I might share with guests since it's something they won't hear unless they're in a lesson with me. Showing them the appropriate chair lifts and runs helps orient them and provides a little sample of what the future holds for them.

One of my favorite things to do during a lesson is to talk about the next step that all students have available to them, once they can link their turns left and right and be able to come to a controlled stop. Then we get to graduate from the Ballroom Carpet, our beginner conveyor lift to the beginner chair lift, and eventually to more lifts and terrain.

Equally important to all lessons is a great summary or wrap-up. It is very important to go over their successes and the various tasks and activities we did in the lesson that they can continue to do as "homework." You can also offer a variation or two, like mixing up turn sizes – four short, two long, etc. – that they can practice on their own after the lesson ends.

With children's lessons I find the summary really important when sharing with my students' parents. I try to give parents a couple of coaching tips so that they can free ski/snowboard with their kids and keep the learning environment going. I also recommend terrain (runs and chair lifts) they should take their children on to reinforce the learning. This both empowers the parents to choose the right runs and potentially curbs the accidental (or intentional) "over-terraining" of their children. And of course, as Mark Fischer would say, I always encourage all guests to, "Ski, ski and then ski some more!"

Chris Kastner, Director of Snowsports Services at Mt. Hood Meadows and former PSIA National Alpine Team Member, makes a very valuable point that communication does not stop at the end of

the lesson: "Email and many other social media tools can be effective in converting first time students into lifelong snow sports enthusiasts." He further points out the value of being interactive with the guest in guiding them to the proper equipment, which will create deeper incentive in the minds of our guests to continue in the sport.

What you have read is a brief glimpse into this instructor's five year journey into the intriguing world of teaching snow sports, including the very much appreciated words that share the individual perspectives of some highly respected and experienced individuals – thanks Linda, Mark and Chris and everyone who has shared their tips with me, to help make me a better teacher.

Now it's your turn. I am keenly aware that those of you who are reading this are part of an outstanding group of educators. As you were reading, you had thoughts of your own experiences, similar and different, thoughts of things not mentioned here that should have been. Grab a laptop and write those thoughts down, then email them to me at artspacebydesign@yahoo.com or text them to me at 503-201-2071, or contact me through Mt. Hood Meadows Ski and Snowboard School. Subject: Guest Conversion.

You, and yes I mean you, are largely an untapped resource, rich with knowledge and experience. What you know can positively effect many when shared. I'm really looking to the future with excitement and wonder in anticipation of your responses! Thanks to every one of you for your time. With Highest Regards – Greg ❄️



Greg DeHaven is Alpine Level III, Children's Specialist 2, Senior Specialist 2, Adaptive 1, USSA Level 200 Coach, Trainer at Mt Hood Meadows and friend to all. Email him at artspacebydesign@yahoo.com

"Email and many other social media tools can be effective in converting first time students into lifelong snow sports enthusiasts."

– Chris Kastner, Snowsports Services Director at Mt. Hood Meadows

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Tyler Barnes is the creator of the SNOWPRO PORTAL™

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Friday: Ski & Ride all day. Friday evening: No Host Reception

Saturday: Ski & Ride all day. Silent auction (6-7pm) & Awards Banquet (7-9pm). After-party 9pm - ?

Sunday: Ski & Ride all day. Head home with memories of a good time had by all!



FREE LIFT TICKETS! For ALL who participate in the event? That's right, Whitefish is supporting you in your continuing education by providing complimentary lift tickets for those participating in Symposium, thank you Whitefish!

Symposium2015

April 10-12 @ Whitefish Mountain Resort, Montana

End of the Season Party with 250+ of your closest friends

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 almost 50 years!

This two day event (three if you participate in the for fun clinic offered Friday) showcases Northwest and other talented clinicians in a myriad of topic choices, ranging from everything under the sun, pun intended.

This year we are headed east to the amazing terrain and great conditions at Whitefish Mountain Resort in Montana to celebrate the season. Get all the details at psia-nw.org.



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Spring Symposium

Lodging Information

Since we are there in the spring when their prices are the lowest already – visit www.skiwhitefish.com and click on lodging, there are many areas of ski in/slide out available. For those not participating in the education event and traveling with you and looking to slide around the hill, the lift tickets through their lodging - contact the lodging partner for specific discounted tickets.

Lift Tickets

What? Complimentary tickets for ALL who participate in the event? Yes! That's right, Whitefish is supporting you in your continuing education by providing complimentary lift tickets for those participating in Symposium, thank you Whitefish!

Early arrival? It's a bit of a travel and you'd like to come early? No problem, bring along your current PSIA-NW membership card and receive 50% off the ticket window price, roughly \$35/day for those days before the event. PSIA-NW will be closing down the mountain for the season on Sunday the 12th so you won't be able to stay after and slide around at the hill, but you can stay and go check out town.

Awards Banquet, Silent Auction and Raffle

The Awards Banquet honoring our 20-30-40-50-60 year members and those receiving NW service awards – this will be one to be remembered. The Silent Auction will be held during the cocktail hour. All details are on-line.

You will have the opportunity to participate in the raffle at any of the registration times, come support the Education Foundation and win something fun.

You have something you would like to donate to the Auction or Raffle? Please contact Mary Germeau maryolympic@hotmail.com.

Weekend Schedule

Event Info

Friday, April 10th

10am – 2:30 pm – Free Ski or Ride with Clinicians. Meet outside the Whitefish Base Lodge near the bottom of Chair 6. Must be registered for event and signed up to attend the Friday session, participant names will be collected.

Saturday, April 11th

8:45 am – Classes begin forming – Whitefish Base Lodge. Meet outside the lodge near the bottom of Chair 6

9am – 2:30 pm – Classes disburse on the hill

6pm – 7pm – Silent Auction – The Lodge at Whitefish, 1380 Wisconsin Ave, Whitefish, MT 59937

7pm – 9pm – Awards Banquet – The Lodge at Whitefish. Presentation of Awards and recognition of our 20, 30, 40 and 50 year members

Sunday, April 12th

8:45 am – Classes begin forming – Whitefish Base Lodge. Meet right outside the lodge near the bottom of Chair 6

9:00 am – 2:30 pm – Classes disburse on the hill

Registration Info

Thursday evening, April 9th from 6 – 7 pm
Great Northern Brewing Company, 2 Central Ave,
Whitefish, MT 59937. Phone: 406.863.1000
greatnorthernbrewing.com

Friday morning, April 10th from 8:30 – 9:30 am
Whitefish Base Lodge

Friday evening, April 10th from 5:30 – 7:30 pm
Casey's, 101 Central Avenue, Whitefish, MT 59937
caseyswhitefish.com | 406.862.8150

Saturday morning, April 11th from 8-9 am
Whitefish Base Lodge

Sunday Morning, April 12th from 8:30 – 9 am
Whitefish Base Lodge

Details

Event at a Glance

When:

April 10 – 12, 2015

Where:

Whitefish Mountain Resort
3889 Big Mountain Road
Whitefish, MT 59937

Clinic Cost:

\$190 (for 2+ days total)
including Friday, but must
pre-register for Friday session

Awards Banquet:

\$35 chicken or veggie
dinner or \$12 child dinner

Souvenir:

Included in event fee.
Additional souvenirs \$15.

Lift Tickets:

FREE / No Charge if
participating in event
including Friday!

Contact:

(206) 244-8541
info@psia-nw.org

Registration:



On-line or
via Fax.
Event details
are available
and any
updates will be
posted on the PSIA-NW.ORG
website or scan this QR code!

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activities





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2015 Symposium @ Whitefish Event Application

Participant Information

☐ update my records with this info

NOTE: choose discipline for this event only (NOT your certifications)

☐ Alpine ☐ Snowboard ☐ Telemark ☐ Adaptive ☐ Nordic

Name

Member #

Email Address

Snowsports School

Your certification Level(s) - i.e. A3, SB3, etc

Mailing Address

City

State

Zip

Primary Contact Tel #

Secondary Contact Tel #

Fee and Event Details

Event Options

- ☐ **FREE FRIDAY** **\$FREE**
Members can slide with clinicians on Friday. If you wish to attend you must be registered for Symposium Sat or Sun Clinic. Lift tickets ARE included with the Friday session.
- ☐ **TWO-DAY INSTRUCTOR PACKAGE \$190**
Includes Registration Fee, 2 Clinic Days and Souvenir. (Banquet not included)
- ☐ **ONE-DAY INSTRUCTOR PACKAGE \$95**
Includes Registration Fee, 1 Clinic Day and Souvenir. (Banquet not included)

CHOOSE CLINIC TOPICS ON NEXT PAGE

- ☐ **FAMILY CLINIC \$65 PER PERSON PER DAY**
Sat. or Sun. Must be able to navigate easy blue terrain. Includes lift ticket. Does not include Souvenirs or Banquet.

Family Member Name ☐ Alpine ☐ Snowboard

Family Member Name ☐ Alpine ☐ Snowboard

Family Member Name ☐ Alpine ☐ Snowboard

Banquet and Souvenirs

Additional Options

SAT. AWARDS BANQUET \$35 x

Entrees are pan roasted, free range chicken breast, roasted new potato, sun dried tomato pan jus OR vegetarian pasta primavera. Both come with roasted seasonal vegetables and freshly baked rolls. Kids meal is House-made Chicken Fingers with Yukon Gold Potato Puree and Fruit.

☐ Chicken ☐ Vegetarian ☐ Child (\$12) x

ADDITIONAL SOUVENIRS \$15 x
One souvenir is included in your registration. Additional souvenirs may be purchased at the event, but are limited to stock on-hand.

FAMILY LIFT TICKETS via lodging partner

Family lift tickets must be purchased with your lodging partner. Participating lodging partners offer discounted lift tickets with your stay and you should inquire with them when making your reservations about the details regarding obtaining this special discount ticket price.

Totals

Event Fees

Total Event Fees, Banquet Fees, and additional Souvenirs:

SUB-TOTAL \$

LATE FEE \$25 (if after APRIL 3, 2015)

TOTAL \$

TO AVOID A LATE FEE, REGISTRATION IS REQUIRED BY APRIL 3, 2015. If space is available, you will be assessed a \$25 late fee. If you are injured and are unable to attend the event, we will deduct a \$25 administration fee from your refund. REFUNDS REQUIRE A NOTE FROM YOUR MEDICAL PROVIDER.

Payment Details

Payments

SEND BY MAIL - PAY BY CHECK OR CREDIT CARD

Mail completed application to:
PSIA-NW, 338 N. Wenatchee Ave, Wenatchee, WA 98801

SEND BY FAX - PAY BY CREDIT CARD

Fax completed applications to (206) 241-2885

QUESTIONS? CALL OR EMAIL:

Phone (206) 244-8541 or email info@psia-nw.org

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

Recognizing that skiing/snowboarding can be a hazardous sport, I hereby RELEASE AND FOREVER DISCHARGE PSIA-NW, PNSIA-EF, 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 and PNSIA-EF all rights to the use of Applicant's name and likeness or pictorial representation in photographs, motion pictures or other representations concerning Applicant's participation in said Event.

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)

YOUR SIGNATURE

Return this sheet along with your registration form!

NAME _____



☐ **FRIDAY – Yes, I will be attending this great day on Friday the 10th of April.**

Your **FREE** ski and ride day (lift tickets included). Groups in less formal settings with a variety of clinicians available! You must be registered for Symposium to attend and sign up in advance to take advantage of this free day!

Saturday, April 11th - Clinic Topics

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

Alpine Clinic Topics for Saturday

- ___ All Mountain Skiing
- ___ Drills for Skills
- ___ Getting Your Groove Back
- ___ Hello Ladies
- ___ How You Doin'?
- ___ Kids? Who Needs 'Em?
- ___ Legends
- ___ Not Skiing in the Rain
- ___ Rip the Roy
- ___ Shaking Off the Cobwebs
- ___ Small Bumps or Big Bumps
- ___ Tactics for the Senior Skier
- ___ Teaching With a Focus

Snowboard Clinic Topics for Saturday

- ___ Shaking Off the Cobwebs

Telemark Clinic Topics for Saturday

- ___ Shaking Off the Cobwebs

Family Clinic Saturday

- ___ Tour the Hill (13 and up)

Sunday, April 12th - Clinic Topics

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

Alpine Clinic Topics for Sunday

- ___ All Mountain Skiing
- ___ Drills for Skills
- ___ Getting Your Groove Back
- ___ Hello Ladies
- ___ How You Doin'?
- ___ Kids? Who Needs 'Em?
- ___ Legends
- ___ Not Skiing in the Rain
- ___ Rip the Roy
- ___ Shaking Off the Cobwebs
- ___ Small Bumps or Big Bumps
- ___ Tactics for the Senior Skier
- ___ Teaching With a Focus

Snowboard Clinic Topics for Sunday

- ___ How You Doin'?

Telemark Clinic Topics for Sunday

- ___ Movement Analysis

Family Clinic Sunday

- ___ Tour the Hill (13 and up)



WHITEFISH
MOUNTAIN RESORT



PSIA AASI
N O R T H W E S T

More Symposium Details...



Event Souvenirs

Functional souvenirs included with your event registration too! Both a 16 oz. double wall tumbler with lid and straw for either hot or cold drinks and a super-soft, scratch resistant goggle and sunglasses cloth chamois. Both are logoed with the PSIA-AASI shields and hopefully will be used for seasons to come reminding you of your fun time at Whitefish for the 2015 Spring Symposium. Additional souvenirs may be purchased for \$15 limited to stock on hand.

Planes, Trains and Automobiles: How do I get to Whitefish?

Whitefish, Montana is located about 2 and a half hours by car north of Missoula (130 miles) and about 22 minutes by car (15 miles) north of Kalispell surrounded by the Flathead National Forest and very near Glacier National Park.

Planes: There are also round trip flights from Seattle and Portland into Kalispell for around \$275 with free airport shuttle service. No matter how you get to Whitefish it is going to be a good time once you arrive. Looking forward to seeing you all in April!

Trains: Another alternative way of getting to Whitefish is the Amtrak Empire Builder, over-night



train from the Seattle, Portland and Spokane metro areas - with some stops in between. In hopes of encouraging passengers to take the train, Amtrak is offering a 30 percent discount on tickets to and from Whitefish until April 20. For details visit www.Amtrak.com/Whitefish30.

Automobiles: If you are driving from the west and headed straight to Whitefish you'll probably want to take I-90 east to Hwy 135 north to Hwy 200 east to Hwy 382 north, then Hwy 93 North into Whitefish - please consult your local map or Google for best route. This route cuts off about 45 minutes of travel time instead of going into Missoula.

Beware though, this route is mostly a two lane highway and more remote, so plan on strategic fuel stops and daytime travel if you can.



What are the conditions like?

As of March 19, 2015 the Big Mountain summit settled base at 6,817ft is 73" with an annual snow fall to date of 201", making Whitefish one of the Top 20 resorts for snowfall this season. By mid-April we expect there will be plenty of great terrain for the event. Yay!

Family Clinic & Snowsports School Option

Tour the Hill – Join us for one or two fun day(s) of skiing at Whitefish. We'll cruise around the hill and familiarize you with the runs you're comfortable on and give you some tips and tricks for the terrain. For ages 13 and up; must be able to navigate easy blue terrain. Available Saturday and/or Sunday.

Whitefish Ski/Ride School – Whitefish Ski/Ride School is offering discounts for your youngsters, so they can have fun while you're having fun. For lesson information and to make a reservation please call 877-SKI-FISH or you may also visit their website at skiwhitefish.com or email them at info@skiwhitefish.com.

Clinic Topics

When filling out your application, either on-line or via the printable/faxable form, be sure to choose the clinic topics for all three days – descriptions are on the following page. Note that you must be pre-registered for the Free Ski/Ride Friday option which includes lift tickets.

Alpine Clinics

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

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

Getting Your Groove Back – That’s right, come get your groove on in this fun clinic all about you – and your groove. Travel around the hill getting your style back while it complements everything your groove is doing. You will enjoy the hill while working on the basic – FUN.

Hello Ladies – Taught by top female clinicians. It’s fun to ski with the girls and not always worry about keeping up with the boys. Come work on your personal skill development while enjoying the pacing and camaraderie found when skiing with this women’s only group.

How You Doin’? – The season is nearly over, how are you doing? Looking to check in on things from the season, like how was my movement analysis, did I see what the outcome of the movement was, how did it effect the ski or not? If you’re looking to check in, work through some of these items and see “how you doin’”, this is the clinic for you.

Kids? Who Needs ‘Em? – We all do! Add to your knowledge bank and explore, learn and share experiences about how to play from a kids point of view.

Legends – Ski with a legend for a fun day designed for skiers of all ages. Listen as they remind us of how far we have come and let them show you a thing or two as well!

Not Skiing In the Rain – Ouch, that hurt. Most of us have been there this year, going through multi-sets of gloves and goggles in day. Come and remember what it is like to slide around with light goggles and gloves, nothing wearing you down. This will be a day to celebrate the season and being at Big Mountain – dry!

Rip the Roy – No, you won’t be ripping on Roy, you’ll be tipping and ripping around on all the wonderful corduroy. Work to ski clean, efficient turns, tip to tail while exploring the hill.

Shaking Off the Cobwebs – What? Didn’t have the usual number of days on the snow and feeling a little rusty? Or just looking to shake off the season? This is the clinic for you: fun working out the kinks and enjoying all Whitefish has to offer.

Small Bumps or Big Bumps – Haven’t seen a bump all season? We hear you! Get reacquainted with those undulations and the challenges they have. We know you haven’t been able to play in them enough and will be kind – come slide around in the troughs and have fun.

Tactics for the Senior Skier – Low impact alternatives when working with the senior client for skiing a wide variety of terrain. This clinic will focus on various strategies and tactics for this demographic to enable skiing longer by low impact and continuous movement strategies.

Teaching With a Focus – Focused teaching is where you want to be and your client needs you to be. This clinic will help the participant identify and describe, with precision and accuracy use of the Teaching Cycle, skill blends and movement patterns in skiers of all ages and abilities in varied skiing tasks, snow conditions and terrain options.

Snowboard Clinics

Shaking Off the Cobwebs – What? Didn’t have the usual number of days on the snow and feeling a little rusty? Or just looking to shake off the season? This is the clinic for you: fun working out the kinks and enjoying all Whitefish has to offer. Saturday only.

How You Doin’? – The season is nearly over, how are you doing? Looking to check in on things from the season, like how was my movement analysis, did I see what the outcome of the movement was, how did it effect the ski or not? If you’re looking to check in, work through some of these items and see “how you doin’”, this is the clinic for you. Sunday only.

Telemark Clinics

Shaking Off the Cobwebs – What? Didn’t have the usual number of days on the snow and feeling a little rusty? Or just looking to shake off the season? This is the clinic for you: fun working out the kinks and enjoying all Whitefish has to offer. Saturday only.

Movement Analysis – This clinic will cover cause and effect and help you in your movement analysis skills to find the root cause of what you are seeing in your student’s skiing. Sunday only.

dear NW



Summer Camp 2014

From my early days in high school teaching skiing for Ski Acres Ski School with John Mohan and my more recent years at Mt. Hood Meadows working with the likes of Steve Bratt, Chris Kastner and Jeremy Riss, and as a training director working with all our staff, I have gained so much valuable training from PSIA-NW. This is training that I use everyday, whether it relates to running my own business and to parenting my three small children or from examining certification candidates to teaching first-timers. I draw on my personal experiences and the tools of the trade that I gained from being a part of our organization and all the valuable resources it has provided me.

Thank you PSIA-NW!

– Tyler Barnes

We “love” to hear from you, too! If you have a particularly fond, exciting or memorable experience you’d like to share, send a few words and a photo to info@psia-nw.org and we’ll probably publish it in the newsletter.

Membership Q&A

Maybe you are a long time member or maybe you are relatively new to the organization, either way there's a lot of "local knowledge" that many members obtain from their school or fellow instructors. Below are some details that can help you navigate the ins and outs of being a member.

What is a membership?

Any membership you have with a professional organization like PSIA-NW, will have monthly or annual membership dues which provide you access to member benefits. Payment of your annual membership is to be received on or before June 30 to remain current and incur no penalties.

What are some of the benefits?

Benefits include educational products like multi-day events including Spring Symposium or various programs like Children's, Freestyle and Senior Specialist certificate based programs.

Being a member also allows you access to the nationally recognized certifications where you can become certified at Levels I, II or III, which certify that you meet various standards of on-snow and teaching performance, ensuring a consistency across the United States.

Members also have access to printed and on-line educational materials like the recently published Technical Manuals for skiing, snowboarding and telemark. Members also receive access to "Pro Deals" on hard goods, soft goods and other services.

Membership dues are annual and you must remain a current member for your certifications and credentials to remain valid.

How do I get a pro deal?

PSIA-NW members can access special offers to NW members only on the PSIA-NW.ORG website. Look in the Members Menu, then choose Member Benefits. There you will see a long list of suppliers that offer special discounts to NW Members only and details about how to obtain your "pro deal."

"Pro Deals" are not a right. They are a privilege and intended only to be accessed and used by you. This means no sharing with family or friends unless this is expressly permitted by the supplier. In some cases suppliers will offer a "family" deal but only during certain times of the year.

Are there any scholarships?



Yes! The PNSIA Education Foundation is a 501(c)(3) charitable organization that provides financial support for needy members to receive scholarship money to attend events and purchase manuals offered from our bookstore. Scholarship applications are due in early December of each year, so plan ahead if you intend to apply for one. Details about the application process are on the PSIA-NW.ORG website in the Membership Menu, then choose Scholarship Application.

Are there any awards?

Yes! 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). If you know members that would fit into one of the categories for an award, then please nominate them. 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. Award nominations are due by mid-March and are presented at the Spring Symposium Banquet and Awards Presentation. Recipients need not be present, but it sure adds to the excitement of receiving such an award. For more information go to the PSIA-NW.ORG website in the Membership Menu, then choose Awards Information.

Are there lift ticket discounts?

Many resorts across the country offer some discount to PSIA-AASI members. This too is intended to be used only by the member. For a list of resorts in the NW and beyond that offer discounts go to PSIA-NW.ORG then look



in the Membership menu, then choose Member Benefits and look for Lift Ticket Discounts. There you can download a complete list of discount offers by resort.

What are the continuing education requirements?

Continuing education is necessary to keep current your certifications and credentials. Continuing education is paramount in your continued growth as a snow sports professional. Once certified, the requirement is a multi-day event (12 CEUs) every other season or a single day event each season (6 CEUs). PSIA-NW courses are offered throughout the season at various locations and will provide you an opportunity to obtain your continuing education credits. Many resorts support your continued education by supplying complimentary lift tickets for these events.

I just joined in February and got my Level I, now what?



If you joined after February 15 of the current year your membership is valid through June of the following year (i.e. joined February 15, 2015; membership valid through June 30, 2016).

If you took a Level I exam, then this counts as your continuing education for this season and you are not due for another continuing education event until the following season. And as part of your Level I exam you are automatically eligible to attend a PSIA-NW Clinic which counts as a continuing education credit called the New Pro? - Let's Go! You must sign-up in advance for the New Pro? - Let's Go! clinic available only to new members. The schedule for these clinics is available on the PSIA-NW.ORG website and appears in the Fall newsletter with other event info.

What is the New Pro? - Let's Go! Clinic?



The New Pro? Let's Go! clinic is designed specifically for new members who took a Level I exam. If you are not sure if you are eligible for this clinic please contact the PSIA-NW office by phone or email and we can confirm your eligibility and get you signed up. This clinic is valid ONLY for instructors who took their Level I during this season or last season.

Does training at my school count toward ed credits?

The short answer is "no," but there are some exceptions. If you are taking a clinic that is led by your school's training staff, even if that person is a PSIA-NW Divisional Clinic Leader, the clinic does not count towards your ed credit requirement, but is a great training opportunity. If your director has arranged a "Member School Clinic" through the PSIA-NW office, for which you pay a fee to attend, and the clinic is led by a PSIA-NW Divisional Clinic Leader, then "yes" this clinic would count towards your continuing education requirement. Please check with your director to see if they will be conducting a Member School Clinic at your school for education credit.

Just got a Level I, when can I take the Level II?

Once you are a Level I certified member you are eligible to take the Level II exam, however there are time constraints to taking the on-snow modules, so these must be carefully considered before pursuing the Level II exam. The Level II written exam must be passed 30 days before the Level II on-snow modules. In most cases, the more successful members join the organization, take their Level I exam, then participate in a New Pro? - Let's Go! clinic as their next PSIA-NW experience, rather than a certification exam.

The Level II exam is more rigorous and is broken down into three modules - a written exam (currently \$20), then an on-snow module (currently \$115) evaluating skiing or riding skills on one day, then a teaching and professional knowledge module (\$115) that occurs on another day. Most Level II candidates will train for one or more seasons in order to be successful at passing. Note the process for Nordic and Adaptive Level II exams is slightly different. Check the website for details.

What happens if I let my membership lapse?



If you do not renew your membership you will no longer receive member benefits and your certifications may no longer be recognized.

The typical scenario is that you forgot to pay your dues and your membership is simply expired. You can renew your membership and retain your certification and/or credentials by simply paying your past due membership fee to become current, plus any penalties.

If you have not paid member dues for more than two seasons you can be reinstated at the certification level you had prior to becoming delinquent. The reinstatement fee varies based on how long your membership lapsed and does not include the current season's dues or late fees. This is the ideal option if you are a Level II or higher certified member who does not wish to lose their certification. If you are five or more years delinquent see the website for more details about your options.

Where is the PSIA-NW office and how do I make contact?



The office is located in Wenatchee, WA. We are happy to take your phone call from 9am to 5pm, Monday - Friday during the season. Call (206) 244-8541. Or if you prefer you can send emails to info@psia-nw.org and we will follow right up with you.

Can't find something? Use the search tools!

Search

Most of these questions and answers can be found on the website, but if you are having trouble finding anything, and it's after hours, just use the search box on the home page or use your favorite search engine like Google.



Technical Team Tryout May 2-4

Technical Team Tryouts are open to members who have been Level III alpine instructors for two years or more and who are seeking opportunities to actively contribute to the alpine programs of the Northwest.

Applicants must be motivated by a strong desire to share knowledge, contribute and participate in the development of division activities and programs.

Team members' time commitment is substantially more than expected of Divisional Clinic Leaders and applicants should be aware of this demand.

Technical Team tryout application deadline is Friday March 27, 2015 at 3pm. Check the website for application requirements and more details.



PSIA-AASI National Team Selection Process

For the PSIA-AASI National Teams selection in 2016 the National organization is asking for endorsements from the Divisions which is different than previous years. For more details please contact the PSIA-NW office.

Many of the answers to your questions can be found on the PSIA-NW.ORG website or can be easily answered by simply calling the office at (206) 244-8541.

NW Pro Files

Members are what make our organization great! Hear from pros from around the division in short interviews, some who you probably know!



Kelly Medler

Snowboard Level III, Alpine Level I, Children's Specialist 1, Freestyle Specialist 1. Member since 2005 and currently a Group Sales Manager for Whitefish Mountain Resort, MT.

Where are you from? Originally Stevenson, WA and I now live in Whitefish, MT.

When and where did you get started teaching? I started teaching part time, weekends and holidays at Mt. Hood Meadows when I was in college in Portland, Oregon to take advantage of a free season pass. Back then a season pass was really expensive and I was in college so this seemed like a no brainer. Since graduating I have taught full time for four seasons and part time the other seasons; my full time teaching seasons were two at Mt. Hood Meadows, one at Steamboat and one at Whitefish Mountain Resort. Now I am employed full time, year-round at White Mountain Resort as a Group Sales Manager and still try to teach one day a week when I can, although lately making time for teaching has been harder due to staffing in our department.

What was one of the most memorable lessons you have ever given?

I'd say for sure teaching adaptive lessons. The school for the blind that came up for "Night Blind Snowboarding Lessons" was very rewarding. Those kids had so much fun. As well as teaching children with special needs like Asperger's Syndrome. Learning how to connect with these students and use my creativity in my lessons to help them learn to snowboard was challenging, fun and very rewarding.

I had this one lesson with an eight year old English boy who was a "repeater" and when I was

teaching him I was "one footing" a lot (teaching with only my front foot strapped into my board) and he would always say, "Jack Jack has two feet. Kelly has one foot!" And I would agree and repeat this back to him. This would go on and on as we snowboarded down the hill during several days of lessons. He was loving it! And to this day, whenever I am "one footing" I remember "Jack Jack has two feet! Kelly has one foot!"

Another funny and memorable moment was watching John May try to teach a first time ski lesson completely in Spanish – and John's Spanish skills were not very good. His approach when teaching them to ride the rope tow was to inject whatever Spanish word he knew mixed with the English words, "Ski poles aqui. Mana aqui (gesturing to the rope)." I was totally cracking up!

What is one pro tip you share most of the time with your students?

Well I have 2 things actually! 1.) Everything starts with the feet so I place a lot of my focus on this important interface – between the board or skis and the snow. I know many people focus on other joints like the knee or hips, but I tend to relate most movements to how they affects the tool on the snow – I have a lot of success with this approach; and ...

2.) In women's snowboarding I tend to focus on the anatomy where women need to "tuck the tail bone" to keep their hips over the board, by tightening their abs, drawing their belly button in towards your spine to both help with stabilization and the arrangement of the center of mass over the board. When you watch women snowboarding they tend to look like they are "sticking their bum out" which is anatomically true and this tip really helps correct this issue and improve their balance over the board.

What is one thing you would share with a newer instructor?

"You might be bored with the beginner area but your students are not!" When parents brag about the terrain or runs that they have taken their children to, this is not an indication of skill. Just because parents tend to gauge ability by run color you should not! Don't rush taking children (or adults) to more challenging terrain until they are ready, as over training students sets them up for failure.



Kyle Skutch

Snowboard Level III, Freestyle Specialist 3. Member since 2007 and current snowboard clinic leader for PSIA-NW and full time instructor at Mt. Hood Meadows.

Where are you from? Ithaca, NY and now I live in Hood River, Oregon.

When and where did you get started teaching? I had been snowboarding for about 10 years at the time and was attending UC Boulder when decided I wanted to get back to the mountains so I left UC Boulder and enrolled in the The Rookie Academy course held at Keystone, Colorado. It was a five-day per week course that trained us in the the fundamentals of teaching snowboarding and using the AASI methods. We then taught one day a week on Saturdays and had Sundays to free ride – so seven days a week on snow! I hadn't really thought about what I was doing while riding until taking this course. My riding improved significantly that season. There were about 30 of us taking the course – it was like taking a semester of snowboarding. I was paying my own way for this course (unlike most of the other "rich kids" in the class) so I was very serious about it. I was one of two academy students that went on to getting their Level II Snowboarding certification that season. Most of the others managed to get their Level I.

What was one of the most memorable lessons you have ever given?

Yesterday's lesson is pretty memorable because it just happened – hahaha! But seriously, there was one kid I had last year – he'd been snowboarding for 5 years and was pretty good, but did not have any fundamentals and had never done any tricks. His riding changed dramatically in our

two hours together. He was a great learner and was super excited to learn new things. During this two hour private lesson he learned to spin all four directions and do a backside 360. He was so stoked (and so was his dad!). They came back for six more private lessons with me and it was super cool to see him progress.

What is one pro tip you share most of the time with your students?

I wouldn't say that I have a certain thing I teach to everybody, but I definitely have an approach to teaching. The manner in which I speak to and interact with my clients is really important. I use a lot of encouragement to help them get over the mental challenges of learning something new or trying something new. I explain all the things they can do and have done already which has prepared them for what they are doing right now. Their fears usually go away once I have shown them what they know already and how this relates to what's next. This works from beginners to freeride park and pipe riders.

What is one thing you would share with a newer instructor? What you are teaching and how you say it - this is really important.



Great video of Kyle doing his thing. Scan the QR code!

Editor's Note: Kyle just received his Freestyle Specialist 3 on March 15, 2015 at Jackson Hole. Congratulations Kyle!



Cameron Blas

Alpine Level I. Member since 2012 and current high school senior at Everett High School, WA. He passed the Level II written and skiing module last season, and plans to take the Level II Teaching and Professional Knowledge module this season. He is going to attend Montana State University next year to study engineering and ski a lot.

Where are you from? Born and raised in Everett, WA

When and where did you get started teaching? I started teaching at Clancy's Ski School at Stevens Pass, WA. at age 13 as a cadet then I started having my own class at age 14. I started teaching four and five year olds then, and now I teach middle school aged kids. Now I'm a high school senior and still teaching for Clancy's - it's a great job!

What was one of the most memorable lessons you have ever given? Yeah there was this one lesson where the student was a "teacher's nightmare" - she didn't like being cold, didn't want to ski - but I knew she'd have fun. Her parents insisted that she go on the lesson, but she was crying and scared as we left the lodge together. We talked about it a bit and I told her the main goal was to have fun and who cares about the skiing part. So, she agreed that she'd try to have fun and we started working on wedge turns. Then a few runs later we were making wedge Christie turns and when we got back to the lodge at the end of the lesson she was smiling and laughing, and having a great time. She's been a student of mine ever since. It was cool that she didn't even want to be there originally and now she's a regular student. The morale of the story was that if the kids aren't having fun they are not going to come back. I got her hooked on skiing and that is so rewarding!

What is one pro tip you share most of the time with your students? With the kids I teach I really focus on stance and getting their hands forward. But the hands are not everything, they really need to get their waist up and forward - so I work a lot on stance with my students. Think about having your waist over your boot buckles and not over the top of your bindings. Extend the knees to get a little more forward, opposed to "bend the knees."

What is one thing you would share with a newer instructor? When a kid is learning they need to have fun and they need to feel safe. If the kids aren't having fun they are not learning. If you want to have an effective lesson you need to make sure that your students are having fun. I know a lot of instructors that go out there and teach a descriptive lesson, but don't make it fun. The main reason why your students are there is to have fun. The kids are there to have fun. They are not there to improve their wedge Christies - they are there to explore the mountain have fun. Remember this every time you teach a lesson.

Editor's Note: I called Cameron on Saturday night while he was attending his second, yes I said second, PSIA-NW Divisional Academy event at age 18. The event was moved from Crystal Mountain (just over 2 hours from his home) all the way to Ski Bluewood in Eastern, WA (almost 6 hours drive from his home). What a crazy weather season and what a great attitude! Cameron will go far in his endeavors I suspect.

Editor's Second Note: Cameron applied for a PNSIA Education Foundation scholarship in December 2014 and was awarded a "full ride" to the Divisional Academy event which is a \$335 value. If you, or someone you know, would benefit from a scholarship be sure to apply by mid-December. Details are in the Member Benefits menu on the PSIA-NW.ORG website.

Know someone who should be a featured pro? Great ... let us know by sending an email with their name and snowsports school to info@psia-nw.org and we'll likely feature them here!

Go to smile.amazon.com then choose **PNSIA Education Foundation** to automatically donate 0.5% of your Amazon.com purchases to our cause.



Teaching Integrity

by Russ Peterson

One of my core beliefs related to skiing or teaching skiing is the importance of “Teaching Integrity.” When I say, “Integrity” what is the first thing that comes to mind? For some it might be honesty, truthfulness, etc. and for some it might be strength, stability, or integrity of structure.

While the importance of integrity as it relates to honesty, truthfulness, accuracy, genuineness and reliability are important in teaching skiing, and this type of integrity is also a core belief of mine, I want to focus on integrity as it relates to the structural integrity of the body, and how this integrity can effect alignment, performance, and ski snow outcomes.

One of my core beliefs is that the functional tension or structural integrity of the body is very important to efficient and effective skiing. One key component to finding this type of integrity is in our hand, arm and body positioning, aka “arm and body carriage”.

In a clinic or lesson, ask participants to hold arms in several different positions, listed in bullets “A” through “G” and shown in corresponding photos. In each position grasp the participant’s hands and move their hands back, forth and around asking them to give some resistance. With each person I ask some questions:

“In which of these examples did you feel weaker or stronger, or have more or less control?”

A Arms and hands low against their sides – good for standing still.

B Arms and hands reaching straight ahead – good for playing zombie.

C Arms/elbows against their sides and hands up by shoulders – good for pleading not guilty.

D Arms and hands forward with palms up – good for give me ten.

E Arms and hands forward with hands close together – good for tree hugging.

F Arms and hands forward, elbows forward of chest and slightly wider than shoulders, hands slightly wider than elbows, hands slightly lower than elbows, hands about belly button height, and with back arched with belly button forward – good for stretching.

G Arms and hands forward, elbows forward of chest and slightly wider than shoulders, hands slightly wider than elbows, hands slightly lower than elbows. Hands about belly button height, with back rounded with naval pulled in towards the spine – good for skiing!

Which position did you feel the strongest in? Most stable? How do you think this will affect you or your students skiing? Why? When I do this with instructors and students alike they all find that one of these arm and body carriage positions feels much stronger and gives them more stability. Yes, it is G the last bullet and final two photos. Many people have expressed amazement at how weak they felt in the other examples and how much stronger they felt with the subtle changes.

I tell them that by adopting this more disciplined arm and body carriage – shown and described in point G – gives them more structural integrity. Integrity which will make it easier for them to maintain balance and alignment as they glide with their skis, and will make it easier for them to blend the skills of rotary, pressure, and edging. Without this type of structural integrity it is difficult to turn the feet and leg more than the body to develop counter, to maintain level hips and shoulders, to create angulation, to direct pressure to the outside ski, and on and on. Without disciplined arm and body carriage and structural integrity of the body it is very difficult to blend the 5 fundamentals described in the new National Standards.

Equally important is the need for structural integrity or functional tension of the ankles as well as the upper body. More than any other joints, the ankles have the greatest effect on balance and alignment of our body over our feet in the fore and aft (sagittal) plane.

If ankles are open we are more likely on our heels and can lose shin to cuff contact and pressure to the tips of the skis. If the ankles are too rigid/stiff we lose one of our primary shock absorbers. If the ankles are flexed too much (which is much less common) we can end up too far forward and no longer effectively control pressure along the length of the skis. Ankles need to have enough functional tension to remain closed enough to maintain “the center of mass over the base of support” and also have enough suppleness and flexibility to help “regulate the magnitude of pressure created through ski/snow interaction.”





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There are a couple of different tasks that I use to help students find and use their ankle joints:

- * With skis on stand tall, try not to flex or extend at the knees, hips, or spine and open and close just the ankles. This helps participants to find and isolate movement solely in the ankles, as well as experience just how much the ankles alone can effect fore/aft pressure and balance.
- * I will put my finger down between their shin and boot tongue and ask them to squish my finger by pulling their toes up as they pull their shins towards their toes.
- * Or ask them to flex their ankles as they pull their knees down and forward moving their knee caps closer to their ski tips.

There are many other methods to help students to find and use their ankles. Get creative and steal or, if you prefer, borrow from others. Most of my "best stuff" I have stolen from others and then made them my own.

Once people isolate and find the ability to move just their ankle joints I share several other tasks that I use to help students find and develop "functional tension" or "integrity" in their body and ankle joints.

With students standing in skis on the flats, kneel in front of them and pushing and pulling on their skis as you slide them back and forth.

- * If with instructors, first with eyes closed so they feel more instability like their students.
- * Then I always ask permission to touch them and tap their head, chest, stomach and

ankles, asking them to keep some tension or integrity where I have tapped them. This helps them find and engage muscular integrity/functional tension not just in the ankles but throughout the body.

- * Now repeat the sliding back and forth. Remind them to maintain some tension where you tapped them and as they find more functional tension they look less like a rag doll and begin to move more in sync with their skis as they are being pushed and pulled back and forth.
- * Then if you what to go even further (to create more skilled students) push and pull on just one ski, sliding them back and forth and asking them to create the necessary tension so that both skis move back and forth even though only one ski is being pushed and pulled. This helps develop the needed integrity of the inside half of the body to ski into and out of counter in turns, keep the inside half of the body leading through a turn and not dropping behind and squaring to the skis.

The "bucking bronco" is great for kids who, as soon as they start to glide, turn to noodles. Have them stand in their skis in an athletic stance, then lift up and down on their ski tips so as they are bounced they have to close their ankles and find

what it takes to stay standing. This helps them to find the integrity in both the body and ankles because as you lift up and down on the ski tips literally bouncing them they have to close their ankles and lean forward as well as create the functional tension in the rest of their body. (I also switch it up and lift up and down on the tails of their skis as well. This activity works great with little kids and I have even used it on petite adults).

Shuffle traverse and shuffle turns, focusing on short travel, continuous shuffling of the feet (one foot forward while the other moves back just 3 or 4 inches) without letting the shins lose contact with the boot cuffs.

There are many other methods to help students to find and develop integrity in their ankles and body. Get creative and steal/borrow from others. Integrity (or functional tension) in one area alone doesn't really do the job. We need integrity throughout the body to maintain structural and functional alignment over our feet, and thereby have access to the greatest variety of skill blends. This is why "Integrity" – especially in the ankles and the arm and body carriage – is one of my core beliefs to skiing and teaching skiing. ❄️



Russ Peterson is an PSIA-NW Alpine Clinician, Board Representative, Instructor and Trainer for Stevens Pass Ski & Snowboard School. Off-snow Russ is a real estate Broker. Email him at russ@petersonrealtyteam.com



Late Spring Event Details

With the season as it is there are still plenty of late season events to satisfy your urge to ski and ride, plus earn your education credit for the season. Be sure to check the PSIA-NW.ORG website for the latest event information

CHILDREN'S SPECIALIST 1



**April 24-26, 2015 @ Mt. Hood Meadows
(conditions permitting).**

The premise of the Children's Specialist Standard is based upon the concepts of "levels of understanding" levels that define stages of learning within degrees of understanding. Just as certification is a measure of understanding, levels of certification represent stages of understanding. Although not a certification, Children's Specialist participants will be expected to meet levels of competency as defined by CS 1 and CS 2 standards. Participants will be held to the knowledge and performance standards of the level at which they are participating as well as the criteria for all preceding levels.

The Children's Specialist Program offers a path to explore snow sports pedagogy and to empower children's instructors by validating the technical, physical and theoretical based content unique to children's educational requirements and in such as the program consists of the three programs; Children's Specialist Foundations, Children's Specialist 1 (CS1) and the Children's Specialist 2 (CS2).

Children's Specialist 1 is a two-day, on-snow, children's education clinic introducing many ideas and theories on the way children grow, think and learn and how the participant can tap into these resources to help gain knowledge and application as an instructor working with the child specific client learning in the beginner to intermediate zone. All disciplines welcome.

With the region's conditions as they are be sure to check the PSIA-NW.ORG website for late breaking details about events.

SENIOR SPECIALIST



1 & 2

**Senior Specialist 1 & 2– April 24-26, 2015
@ Mt. Hood Meadows (both events are
conditions permitting).**

Teaching older adults in the mountain environment provides a unique challenge. Working with seniors requires both strong foundations in the fundamentals of skiing as well as a solid knowledge of the way older adults move, learn and engage in the sport. The purpose of the Senior Specialist program is to provide educational training for instructors of all ages and various abilities to gain the tools and knowledge necessary to provide high quality teaching and performance enhancement outcomes for the senior skier seeking lessons. To this end, PSIA-NW has created a curriculum to meet the unique needs of teaching to the senior population.

The PSIA-NW Senior Specialist program consists of the Senior Specialist 1 and Senior Specialist 2 educational courses. This is a certificate program which is based on an educational framework with an assessment component. The Senior Specialist program is based upon the PSIA-NW Senior Specialist Standard referenced in its entirety in the appendix of the Senior Specialist Manual and on the Senior Specialist PSIA-NW website. The Senior Specialist Standard is derived upon existing National Standards including Alpine, Children and Snowboard.

SPRING GS CAMP

April 24-26, 2015 @ 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.

FREESTYLE CAMP

April 24-26, 2015 @ TBA

The Spring Freestyle Camp is a 3-day event delving into many aspects of park and pipe. And how often do you get three uninterrupted days of training specific to the park and pipe? Not often and not with the caliber of coaches you'll experience at Freestyle Camp. The coaches will ease you into the playground and open up the doors to what it is "kids these days" are doing.

During Freestyle Camp we'll shoot video of your skiing and riding plus do video review at the end of the day. This event is a great way to better your own skills as well as increasing your freestyle teaching bag of tricks. Ski and Snowboard specific and helmets recommended.

SPRING FLING

April 25, 2015 @ Seattle Pacific University. Last chance to get your education credit before the end of the season.

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. Offered in the Seattle area. All disciplines welcome as well as non-PSIA members.

Location: Seattle Metro Area at Seattle Pacific University, in the Demaray Building. Parking is available on the street and in the designated parking lots on the map. If not using the online sign up options, please write your topic selections on the event form.

SAVE THE DATE: FALL SEMINAR

**Spokane Metro – October 24, 2015
Portland Metro – October 31, 2015
Seattle Metro – November 1, 2015**

SummerPDS

July 10-12 @ 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 Summer Professional Development Series 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.

\$285, two-year ed credit.



SummerSkiCamp

July 17-19 @ 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 with Technical Team members and talented guest clinicians who lead you through some "best practices" (aka tips and tactics) to improve your skiing using gates and drill courses as your training. 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.

\$330, two-year ed credit.

* for non-pass holders lift tickets must be prepaid for both Summer PDS and Summer Ski Camp. Tickets are \$64/day.



For more information check out
www.psia-nw.org



2015 LATE SEASON EVENTS

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

spring events



SPRING SYMPOSIUM
WHITEFISH - APR 10-12

SPRING GS CAMP
MT BACHELOR - APR 24-26

SPRING FREESTYLE CAMP
LOCATION TBA - APR 24-26

SPRING FLING
SEATTLE - APR 25

TECHNICAL TEAM TRYOUT
TBA - MAY 2-4

exam modules



**LATE SEASON EXAM
DATES & LOCATIONS**

MT. BACHELOR - APR 4-5 (A,S)
MEADOWS - APR 18-19 (A,S,T)

Note that the Level III Snowboard exam is offered at Mt Hood Meadows only. Check on-line for details.
(A=Alpine, N=Nordic, S=Snowboard, T=Telemark)

Be advised that all exams and events are scheduled but contingent on conditions permitting. Check the PSIA-NW.ORG website for late breaking details.

specialist & summer



SPECIALISTS
CHILDREN'S SPECIALIST 1
SENIOR SPECIALIST 1
SENIOR SPECIALIST 2
APRIL 25-26
AT MT. HOOD MEADOWS

FREESTYLE SPECIALIST 1
MAY 2-3 AT TIMBERLINE

SUMMER SKI CAMP
JULY 10-12 AT TIMBERLINE

SUMMER PDS CAMP
JULY 17-19 AT TIMBERLINE

DUES ARE DUE JUNE 30

You'll be getting an email and a letter from PSIA-NW about maintaining your membership. If you don't want the reminder email or the letter sent in the mail, you can simply pay your dues at the beginning of May and you won't need to worry about it. Simply go to PSIA-NW.ORG to pay your dues on-line!