

Leadership • Camaraderie • Adventure • Excellence

Ride the Drought Out

Tips for Teaching When Things Aren't Perfect...pg.4



the
edge

2015/16 Fall/Winter Issue
PLUS Event Calendar



PSIA - WESTERN DIVISION - AASI

THE JOURNAL OF WESTERN SNOWSPORTS INSTRUCTION

President's Message

By Carl Underkoffler, PSIA/AASI-West President

Dear members and business associates,

I do not have to remind anyone of the challenges that our region faced last season. Most of us were scrambling to find innovative ways to run our businesses and provide a great experience for our guests on snowpack that was barely 10% of normal through most of the year.

Not surprisingly, statistics from The National Ski Areas Association (NSAA) show that skier visits in our region (Pacific Southwest) were down 6.4 percent. Nationally, however, skier visits are setting records. These statistics give us a reason to hope: whenever and wherever the snow is good, people will come out.

My forecast for this season: hope for the best, but plan for the worst.

Overall, PSIA/AASI has never been stronger. All of the 9 Divisions of PSIA/AASI have signed on to a National Affiliation Agreement that allows each region a high degree of autonomy as to how they run their programs, while creating a structure for us to work together. Record membership was recorded with over 32,000 members last season. Our buying power has never been better, and members are taking advantage of some amazing Pro Deals with Subaru, Patagonia, Burton, GoPro and Osprey packs just to name a few. Locally our Division has set up discounts for OARS river trips, Calstar air ambulance evacuation service and ProMotive.com.

Summer Projects

This summer has been one of commitment and hard work by your Board of Directors and office staff. Here are just a few of the projects:

- **Our Divisional website**, www.psia-w.org is getting a make-over. Our goal is to simplify navigation and event registration and create a great member experience. Expected launch is October 2015.
- **Education delinquency** - We have directed our office to pursue stricter enforcement of our education policies. This is about consistency and fairness, and brings us into alignment with what other divisions are doing. We are looking for 'compassionate firmness' in how we approach this. A lot of you have had back to back tough seasons. We understand that, but a lot of our members have kept up with their education in these lean times and we need to be fair to them, as well. Special thanks to Heidi Ettlinger and Lynnea Anderson, who have worked tirelessly to provide some great education topics. Those of you who are on our delinquent list, I encourage you to take advantage of one of our cool Fall Events, outlined in this newsletter.

Remember, if you have received notification that you are on our 'delinquent' list, December 2015 is the deadline to rectify this or your certifications will go inactive.

- **2015-16 Event Calendar** - Less is More. Look forward to more cross-discipline events. We are convinced that bringing our members the best of alpine, snowboard, children's, nordic and adaptive all in one event and one venue will lead to better learning, great synergy and more fun. We have also added Locker Room Pizza Parties and social hours to welcome new and returning members.

Our biggest challenge remains the education and certification programs. If we are not able to stay relevant we are in big trouble. Put simply, we need to be there for you in your journey to being the best instructor possible. We need to help your resort by setting the standards for professionalism that lead to better instructors and happier guests. That is our job and we take it seriously.

*Thanks and best-
Carl Underkoffler*



Snow A-Z... yuki, nieve, schnee or snø... No matter what you call it, we're ready for it!

Our PSIA/AASI Board and Ed Staff member Bryan Schilling guides us through the melodic, at times sublime language of snow. Look for all 32 appellations over the next issues of the EDGE.

the edge

The Edge is a publication of the The Western Division of Professional Ski Instructors of America (PSIA-W) and the American Association of Snowboard Instructors (AASI-W) covering California and Nevada. We are one of nine divisions that make up the American Snowsports Education Association (ASEA).

PSIA was founded in 1961 to develop a standardized system for teaching and to unify instructors throughout the country in the disciplines of: Alpine, Nordic, Snowboarding, Adaptive.

The Edge is published two times annually. The opinions expressed in this publication are those of the authors, and are not necessarily the policies and opinions of PSIA/AASI Western Division.

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For all membership inquiries, check out our website at www.psia-w.org or contact our office for additional information.

PSIA/AASI West - It pays to be a member

Your membership is your ticket to pro deals that recognize your standing as a Snowsports professional.

We take pride in offering our members a comprehensive benefit package that ranges from liability insurance to over 30 different suppliers of hard and soft goods. Our National Education Department also produces a wide variety of educational materials including manuals, handbooks, magazines (32 Degrees and our division newsletter) and access to the extensive video library on the Movement Matrix. In addition, PSIA-AASI's new e-Learning Modules are a great way to launch your foundation as a teacher. You can learn more about these and other member benefits in the "Go Pro" section of the PSIA-AASI website (TheSnowPros.org).

Western Division local deals:

- Lift Ticket discounts at our Local Member Schools - Slide around the state at great prices!
- Calstar Air Ambulance Service - \$ 30 Family Membership, www.calstar.org
- Alpina/Elan - Skis, boots and binding systems for Alpine and Nordic. 35% discount
- Footloose Sports, Mammoth Lakes - One free hot wax/season
- Snowpro Portal - Pro quality business cards and individual turnkey Snowpro websites launched in 60 seconds, ideal for connecting clients with instructors. See snowportal.com.
- PerformanceEDU - Dryland training, www.performanceedu.com. 20% off for members
- O.A.R.S River Trips - Up to 50% off California Rivers

GET A PRO INSTRUCTOR WEBSITE IN 60 SECONDS!

PSIA-AASI member Tyler Barnes, creator of SNOWPRO PORTAL™. Check out his pro site here: tylerbarnes.snowproportal.com

✓ Individual Pro Site - \$49/year*

You're a pro on the hill and it shows. Now look like one on-line too. Sign up and create a turnkey individual promotional website complete with all your details. Personal bio, booking requests form that forwards to your school's reservation desk and more. * Use Coupon Code "PSIAW50" to get an individual full year for \$49 and save another \$20 on your Business Cards order, too!


✓ Schools Pro Site - \$399/year

Our School's Pro Sites are used and endorsed by ... Squaw Valley-Alpine Meadows, Jackson Hole, Powder Mountain, Alyeska, Killington, Angel Fire & more.



The platform for schools & pros

snowproportal.com



TEST DRIVE YOUR OWN PRO SITE FREE FOR 14 DAYS

Lodging Discounts:

- Cinnamon Bear Inn welcomes our members with low rates and a great breakfast all season long.
- Mammoth Mountain Inn is offering lodging discounts for PSIA/AASI members during our Fall Rally. Call 1 (800) MAMMOTH, booking ID 21493
- Choice Hotels - www.choicehotels.com

For more information on accessing these member benefits, go to: www.psia-w.org/membership/benefits/

Must be a current Member with a valid membership ID card to receive these benefits.



Tips for Teaching When Things Aren't Perfect

Let's face it. In the romantic life of a snowsports instructor, there are many days you have to tough it up and go out and make the best of it on conditions that are "less than perfect." Ice? Glue-like mank? Low visibility? Our Education Staff offers a few tips on making lemonade when the mountain offers you lemons.

Choose Attitude: The attitude we have towards the conditions of the day can make or break the experience. If the guest sees we are embracing the conditions, we can have a positive impact and continue to develop those lifelong clients!

-Dan Browning



Dan Browning

Tactics, Adventure and Attitude.

Coach Tactics: When conditions are tough, help guests refine skills they already possess. Coach them to make better decisions of where and when to use those skills. This can prove to be a better approach than trying to introduce a new technique.

Find Adventure: This is a great time to use your knowledge of your home area to find the best snow and light. Reinforce that constantly changing conditions is why skiing is a lifelong sport! Explore the edges, explore different speeds, change it up.

Seek Out the Good Stuff.

To find good snow, you have to take into account slope direction. Is it fall or spring? The sun's position in the sky will affect when slopes are flooded with sunshine and when shadows appear. What time of day is it? Certain slopes ski better later in the day due to lighting and snow texture, while others are only good for a couple hours in the morning.



Kimberley Mann

Share your passion and enthusiasm, while enjoying the Greatest Snow on Earth!

Solitude Mountain Resort in Utah is hiring Ski and Snowboard Instructors for the 2015 – 2016 winter season.

- Seeking staff who can commit to working weekends and holidays
- Apprentice instructors needed, will train
- PSIA/AASI certified instructors needed who can demonstrate and teach contemporary ski/ride methods on all terrain, in all conditions to both children and adults



We Offer:

- Competitive wage and benefit package
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Please apply online at skisolitude.com/employment or contact **Tim Wolfgram** at 801-536-5731, t.wolfgram@skisolitude.com or 12000 Big Cottonwood Canyon, Solitude, Utah 84121.



Tips for Teaching (cont'd)

Slope angle is another element, affecting both the angle the sun's rays hit the slope and also how well snow will stick to the surface. Let the conditions shape the lesson plan. Adverse weather or skiing conditions can be learning tools and provide great learning environments

When taking someone or a group to ski a run for the first time or to new terrain, I like to point out terrain nuances like double fall lines, convexities, chokes, side-hills, pitch changes, trail merges, or other obstacles that might be present. Giving someone a road map of what they are about to ski and suggesting a possible route can help people relax, focus their attention and be more purposeful with their movements and tactics.

– Kimberly Mann

Limited Terrain



Greg Lyons

When the terrain is limited the instructor needs to be creative! One day last season almost all lessons were cancelled due to high winds and very limited terrain. My student for the day normally skis Blue and Black runs, but we only had "Green" available to us. We skied the same Green run twenty times doing every version of a hockey stop I could think of. We skidded, spun, pressured the tips, then the tails. Her initial stops were very edgy with her weight back and inside. We practiced hockey stops; inside ski only, then outside ski. We side-slipped in a corridor, side slipped drifting forward and then backwards. A few days later I heard from her husband. The day on the Green run was potentially her biggest jump in skiing ever!

- Greg Lyons

Glue

What does real glue mean to you - garden variety Elmer's or those toxic types that are guaranteed to adhere to any P-tex base? I remember a day skiing lower Squaw Valley's hallmark Broken Arrow (no, this is not strategic branding) in a foot of springtime freshies. By around 3 in the afternoon things got well, sticky and heavy.

And sweet! You got me right. At



Bryan Schilling

least things sweetened up when I got instructor dogma out of my head. You know the sort: "Hips over your feet! Don't get in the back seat! Bla, bla bla." Once I embraced the tail of the ski I started having the time of my life. Shuffle to my heels at the finish of the turn then springboard to the next. Yes, bending the crap out of the ski, but from the waist back. Breaking the 'rules' can be so much fun! And, whether you're out for a Level 3 exam or a session with friends – you do what works. And smile about it.

-Bryan Schilling

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Al dente – "to the tooth" (Italian), is snow that is just that: ready, edge-able, perfect... Prego!

Heritage

By Ted Pitcher



Nic Fiore

Nominate your “unsung hero” today for the Nic Fiore Award 2016!

The Fiore Award was created by the Heritage Committee in 2011 as a way to honor a hard working member who has given service to the Division and the membership, but whose work may not be that well known.

The award is named in honor of Nic Fiore who served the Division from its very inception over 50 years ago, donating countless hours over four decades to help build PSIA/AASI-W into the organization it is today. Nic passed away in 2009.

This is a grassroots award, any member is free

to nominate your “unsung hero” today for the Nic Fiore Award 2016! Submit a nomination letter to the PSIA/AASI West office, mdion@psia-w.org. by Feb. 15, 2016 (1,000 words or less please). The Heritage/Senior committee will review all submissions and announce the recipient of the Nic Fiore Award in the spring, in time for Convention.

Blower – is super light powder snow that can get into a skier’s nose, ears, and mouth – all in the most wondrous of ways.

Run for PSIA/AASI-W Board of Directors

Candidate Statements are due by Jan. 20th, 2016 to be considered.

Qualifications:

Member in good standing, and a willingness to work hard for the membership. Send your statement of approximately 300 words and a ‘head shot’ to the PSIA/AASI office, mdion@psia-w.org.

Directors are elected by a vote of the membership. Successful candidates will earn a three year term.

Congratulations to the 2015 Nic Fiore Award winner, Linda Good!

Linda Good’s resume reads like a travel guide to ski resorts. Sun Valley, Idaho. Kitzbuhel, Austria. Chateau Tongariro Ski School, New Zealand. A Seattle native, she learned to ski in the Cascades and Sun Valley. In 1964, after a pretty dismal snow year in the U.S., she went to Europe to ski & watch the Olympics in Innsbruck, Austria. Her luck with snow stayed bad (worst year in 50 years) but she fell in love with the Alps & Austria and international instruction.

And then she fell in love again, with Max Good, assistant director at Mammoth. Linda spent most of 25 years as a full-cert. instructor and then supervisor at Mammoth Mountain. They raised 2 sons, Max and Andy, who grew up skiing & racing.

More recently, Linda has worked at Boreal, Northstar and Mt. Rose for the past 15 years. At Mt. Rose, she helped develop the Senior Ski Program & the Ladies Clinics. She has served on the PSIA-W Senior Committee since it’s inception, helping to develop standards and pioneer the effort for Senior education in our Division.

Congratulations Linda!



Linda Good.

New & Featured Events!



snow sports school and the many aspects and responsibilities of the job.
Clinician: Ted Pitcher

NEW YEARS RALLY

Jan. 10-13, Alpine/Squaw
Catch your breath after the busy holidays and catch up on education. Clinic topics will be laid out for all levels of skiing/ riding and teaching. Children's, Freestyle and Adaptive specific events too. Snowboard events will be held on Jan. 12-13 only. Evening events include a chance to work on your "Teaching in Spanish" skills and a Pizza Party, Jan. 13 (location tba.)

FALL RALLY (FOR SKIERS)

Dec. 6-8, Mammoth

This year we have expanded to a three-day format to hone your skiing and teaching skills. Get ready for exams or just tune it up with your fellow instructors. We will accommodate all levels of skiing, and do our best to help you reach your early season goals. Children's events will be offered, too. Evening events include a Pizza Party (location to be announced) Dec. 7.

NORDIC FALL FESTIVAL

Dec. 17-19, Kirkwood

Track Ski in the morning, Telemark in the afternoon. On Kirkwood's renowned terrain, what could be better? Camaraderie and fun with PSIA Nordies.

HALF AND HALF IS BACK!

Jan. 8, Northstar

March 5, Kirkwood

Alpine or telemark in the morning, and then venture forth to the cross country trails for an afternoon of classic or skate skiing. This clinic is designed to provide skill improvement for recreational enthusiasts and explore the benefits of versatility by developing the skills that will allow you to maximize the cross country terrain located throughout the Tahoe Basin.

SUPERVISOR EDUCATION AND DEVELOPMENT CLINIC

Jan. 10-11, Squaw Valley

This clinic is designed to help our instructors who work (or aspire to work) in supervisory positions become more proficient at their jobs. The clinic will focus on the many roles that supervisors play in the smooth operation of

WOMEN'S FREERIDE CAMP

Feb. 7-8, Kirkwood

Women of AASI, are you ready to challenge your riding and boost your mental game? Join us February 7-8, 2016 at Kirkwood Mountain for this season's Women's Freeride Camp.

In this "For Women, by Women" event you will push your personal limits with like-minded driven ladies from around the division. Take your riding to the next level and get creative in an environment unique to the snowboard scene. Dropping into some of the best lines California has to offer, you will gather tactics and techniques that will help you see the mountain in a whole new way.

Led by top female riders and clinicians in the Western Division, you are sure to be challenged! For additional information contact Lea Logal by phone or email, (530) 318-8733, indy96150@yahoo.com.

cont'd on pg. 8

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New & Featured Events! (cont'd)

SENIOR SUMMIT (FOR SKIERS)

Feb. 28-29, Squaw

Western Division has been a leader in serving the needs of one of the fastest growing groups of participants in Winter Sports. Join our team of Senior Specialists for an exploration of the changes in the sport that allow our clients (and us!) to stay on the slopes longer and ski better. We will learn about the opportunities provided by new equipment and applying new ways of skiing to the physiology of the aging skier. Get coached on your own skiing while exploring teaching ideas and progressions for intermediate and advanced Senior Skiers.

SOCAL WINTER SESSION

Jan. 24-25, Snow Summit/ Bear Mountain

This is our "mini-Convention" designed especially for our valued instructors from Bear Mountain, Snow Summit, Mountain High and Snow Valley (but of course, all members welcome!) Look for clinic opportunities for all levels of skiing/riding, and teaching. Alpine, Snowboard, Children's, Freestyle and Adaptive specific events will also be offered. An après ski Pizza Party (location to be announced) Jan. 24.

WESTERN SLOPES TOUR

March 1-4, Dodge Ridge, China Peak, Bear Valley

This is our "mini-Convention" designed especially for our valued instructors from Bear Valley, Badger Pass, China Peak and Dodge Ridge (but of course, all members welcome!) Look for clinic opportunities for all levels of skiing/riding, and teaching. Alpine, Snowboard, Children's, Freestyle and Adaptive specific events will also be offered.

2016 WOMEN'S SUMMIT

March 7-9, 2016 Squaw Valley

This event brings together professional women from across the ski industry. Train with highly experienced world class colleagues. Enhance your platform for leadership in the industry. Energize your skiing, teaching, learning and coaching. The program includes three full days of coaching and collaboration, après parties, a panel discussion, and an interactive Trade Show. Don't miss this opportunity to shape the future with women from the National Ski Patrol and coaches from USSA. Stay tuned for program updates including our complete Event Guide and lodging specials at: womens-summit.com. (Opening keynote & welcome on March 6th)

FREESTYLE:

Freestyle Session Dates

Jan. 24-26, Bear Mountain

Feb. 8-10, Northstar

March 9-11, Mammoth

Are you a skier or rider that loves to lap the park? Or maybe someone that just has interest to catch their first air? Any member, no matter your level or discipline can attend the three-day Freestyle Sessions to improve your freestyle coaching skills. Attendees receive a Freestyle Safety Certificate. Additionally, attendees who meet the National Standards for Freestyle will be awarded their Freestyle Specialist based on their level of competencies during the event. Come out and "up your game" as a Freestyle Coach in the Western Division.

VALIDATIONS:

Our VALIDATIONS this year are multi-discipline, so Alpine and Snowboard at the same event. The In-House Training Program allows members who are actively instructing at a resort the opportunity to train for their Level 1 Certification with an In-House Resort Trainer. After all study sessions and on-hill trainings have finished, candidates will be validated by a PSIA/AASI-W Examiner to assure they meet the National Level 1 Certification Standards. All trainings are scheduled by the Resort Trainer.

2/11-12, Squaw

2/28-29, Heavenly

3/5-6, Snow Summit/Bear

3/6-7, Mammoth

3/11-12, Sierra at Tahoe

3/17, Homewood

3/20-21, Northstar

3/25-26, Bear Valley, Dodge, China, Badger Pass

4/3-4, Sierra at Tahoe

4/3-4, Snow Summit/Bear/High

Locker Room Pizza Parties

This FREE event is your chance to meet PSIA/AASI Directors and staff, and get up to date on everything in the PSIA world. Is membership right for you? Need to catch up dues or get some manuals? Have a slice of pizza (on us) and get it done. Various locations throughout the season.



Blue Ice - is beautiful to behold, the true test of one's ability to tune sharp skis.

Convention 2016

April 8-10, Squaw Valley

By Ceci Chourre'

Our end of season bash has something for everyone! Fun, skills improvement, exam prep, camaraderie. Come celebrate with us.



Clinics offered in:

Adaptive

Alpine

Racing

Children's

Senior's

Nordic

Snowboard Camp is back!

Three days of expert coaching and personal feedback. Join like-minded, driven riders from around the country on Squaw Valley's legendary freeride and freestyle terrain.

Get involved. Volunteers welcome on all levels of Convention organization.

Lodging - Park the car and stay right where the action is: The Village at Squaw Valley has already set us up for lodging discounts for the Convention. Log in to <http://j.mp/PSIAWesternSpringConvention> and make your reservation, or simply call Squaw Reservations, #888-767-1907 and tell them you are with PSIA Western Spring Convention.

Back by popular demand!

ALL INCLUSIVE rate of \$ 499 double occupancy! Includes Convention Registration and lodging. (Double occupancy. We assign lodging location and roommates, if needed. Does not include food, incidentals, etc.)

OCTOBER-DECEMBER EVENTS			LOCATION
From	To	EVENT	LOCATION
11/14	11/14	WST-ALPINE BUILD YOUR TECHNICAL FOUNDATION	Lake Tahoe Comm. Coll.
11/23	11/25	WST-ALPINE EARLY BIRD LEVEL 1 MODULE	Mammoth
11/20	11/25	Alpine L1 Six Day Module	Mammoth
11/23	11/25	Alpine L1 Module	Mammoth
12/1	12/3	WST-CHILDREN'S SPECIALIST 2	Mammoth
12/6	12/8	WST-FALL RALLY FESTIVAL	Mammoth
12/6	12/8	Alpine Exam Preps, Ski/Teach Improvement Senior Clinics Children Clinics	Mammoth
12/7	12/8	WST-RESORT TRAINER (Snowboard / Alpine)	Mammoth
12/17	12/19	WST-NORDIC FALL FESTIVAL	Kirkwood
12/17	12/17	Clinics TBA	Kirkwood
12/18	12/18	CC - L1 Prep	Kirkwood
12/19	12/19	TM - L1 Prep	Kirkwood
12/12	12/14	WST-LEVEL 1 MODULE (Snowboard / Alpine)	Northstar

JANUARY EVENTS			LOCATION
From	To	EVENT	LOCATION
1/8	1/8	WST-HALF AND HALF-ALPINE AND SKATE CLINIC	Northstar
1/10	1/11	WST-CHILDREN'S SPECIALIST L1	Alpine Meadows
1/10	1/13	WST-NEW YEAR RALLY Alpine Level 2 & 3 Ski/Teach Preps Alpine Ski/Teach Improvement Children Clinics/Senior Clinics	Squaw
1/12	1/13	Snowboard Clinics - 12-13th	Squaw
1/10	1/10	Spanish - evening class	Squaw
1/10	1/11	Supervisor Education and Development Clinic	Squaw
1/12	1/13	WST-RESORT TRAINER (Snowboard / Alpine)	Squaw
1/19	1/22	WST-LEVEL 1 MODULES + PREPS (Snowboard / Alpine)	Heavenly
1/19	1/19	Alpine L1 Prep / Snowboard L1 Prep	Heavenly
1/20	1/22	Alpine L1 Module / Snowboard L1 Module	Heavenly
1/24	1/25	WST-SOCAL WINTER SESSION Alpine Ski/Teach Improvement & L2/3 Prep Snowboard Ride/Teach Improvement & L2/3 Prep Children's Specialist L1 / Senior Specialist L1 Telemark & Adaptive Clinics	Snow Summit/Bear Snow Summit Bear Mtn. Snow Summit Snow Summit
1/24	1/25	WST-FREESTYLE SESSION	Bear Mtn.
1/24	1/25	WST-RESORT TRAINER (Snowboard / Alpine)	Snow Summit/Bear
1/26	1/28	WST-ALPINE L1 MODULE	Snow Summit/Bear
1/27	1/28	WST- L2 SKI/RIDE MODULES (Snowboard / Alpine)	Snow Summit/Bear
1/26	1/28	WST-ACCREDITATIONS L2 (Children's / Seniors)	Snow Summit/Bear

MARCH EVENTS			LOCATION
From	To	EVENT	LOCATION
3/1	3/2	SENIOR SPECIALIST L1	Northstar
3/1	3/3	SENIOR SPECIALIST L2	Northstar
3/1	3/3	WST-SNOWBOARD L2 TEACH MODULE	Northstar
3/2	3/3	WST-SNOWBOARD L2 RIDE MODULE	Bear Mtn.
3/5	3/5	WST-HALF AND HALF-ALPINE AND SKATE CLINIC	Kirkwood
3/7	3/8	WST-ADAPTIVE L1-L2 EXAM	Bear Mtn.
3/6	3/11	WST-CHILDRENS WEEK New To kids Instruction, Enjoy the fun	Northstar
3/6	3/6	Beyond the CS2, Experienced Children's Instructor	Northstar
3/7	3/8	Children's Specialist L1	Northstar
3/9	3/11	Children's Specialist L2	Northstar
3/1	3/4	WESTERN SLOPES TOUR	Dodge, China, BV
3/6	3/11	WST-WEEK AT Mammoth (Snowboard / Alpine)	Mammoth
3/6	3/6	Weekenders All Mountain Adventure	Mammoth
3/7	3/8	Snowboard Ride/ Alpine Ski Teach Improvement	Mammoth
3/9	3/11	Snowboard L1 Module / Alpine L1 Module Snowboard L2 Teach Module / Alpine L2 Teach Module Snowboard L3 Teach Module / Alpine L3 Teach Module	Mammoth
3/7	3/9	WST-WOMEN'S SUMMIT	Squaw
3/7	3/10	WST-ALPINE L2 TEACH MODULE	Heavenly
3/7	3/7	Alpine Teaching Ideas/Creativity & L2 Teach Prep	Heavenly
3/8	3/10	Alpine L2 Teach Module	Heavenly
3/9	3/11	WST-FREESTYLE SESSION	Mammoth
3/9	3/11	WST-ALPINE L1 MODULE	Sierra @ Tahoe
3/14	3/15	WST-ADAPTIVE L1-L2 EXAM	Mammoth
3/15	3/17	WST-ALPINE L1 MODULE	Homewood
3/15	3/17	WST-ALPINE L2/3 MODULES	Squaw
3/15	3/17	Alpine L3 Teach Module	Squaw
3/15	3/17	Alpine L2 Teach Module	Squaw
3/15	3/16	Alpine L3 Ski Module	Squaw
3/15	3/16	Alpine L2 Ski Module	Squaw
3/15	3/17	WST-SNOWBOARD EXAM MODULES	Squaw
3/15	3/15	Snowboard L2/3 Ride Prep Clinic	Squaw
3/16	3/17	Snowboard L2 Ride Module	Squaw
3/16	3/17	Snowboard L3 Ride Module	Squaw
3/15	3/17	Snowboard L1 Module	Squaw
3/21	3/24	WST-SOCAL EXAM WEEK (Snowboard / Alpine)	Snow Summit/Bear
3/21	3/21	Snowboard / Alpine L2 Teach and Movement Analysis	Snow Summit/Bear
3/22	3/24	Snowboard L2 Teach Module / Alpine L2 Teach Module	Snow Summit/Bear
3/22	3/24	Snowboard L1 Module / Alpine L1 Module	Snow Summit/Bear
3/27	4/1	WST-ALPINE L1 SIX DAY MODULE	Heavenly

FEBRUARY EVENTS			LOCATION
From	To	EVENT	LOCATION
2/1	2/4	WST-ALPINE L2 MODULES	Northstar
2/1	2/1	Alpine Improve Your Riding/Teaching Skills	Northstar
2/2	2/3	Alpine L2 Ski Module	Northstar
2/2	2/4	Alpine L2 Teach Module	Northstar
2/3	2/5	WST-ACCREDITATION CAMP	Mammoth
2/3	2/4	Children's Specialist L1/ Senior Specialist L1	Mammoth
2/3	2/5	Children's Specialist L2/ Senior Specialist L2	Mammoth
2/7	2/8	WST-WOMEN'S FREERIDE CAMP	Kirkwood
2/8	2/10	WST-SNOWBOARD L2/3 RIDE MODULES	Kirkwood
2/8	2/8	Snowboard L2/3 Ride and Movement Analysis Prep	Kirkwood
2/9	2/10	Snowboard L2 Ride Module	Kirkwood
2/9	2/10	Snowboard L3 Ride Module	Kirkwood
2/8	2/10	WST-ALPINE L1 MODULE	Mammoth
2/8	2/10	WST-ALPINE L1 MODULE	Northstar
2/8	2/10	WST-FREESTYLE SESSION	Northstar
2/22	2/22	WST-SENIOR INTRO TO TEACHING	Mt. High
2/25	2/26	WST-SENIOR SPECIALIST L1	Mt. High
2/22	2/25	WST-ALPINE L3 MODULES	Squaw
2/22	2/22	Alpine L3 Teach and Ski Prep	Squaw
2/23	2/24	Alpine L3 Ski Module	Squaw
2/23	2/25	Alpine L3 Teach Module	Squaw
2/22	2/25	WST-ALPINE L2 MODULES	Mt. Rose
2/22	2/22	Alpine L2 Teach and ski prep	Mt. Rose
2/23	2/24	Alpine L2 Ski Module	Mt. Rose
2/23	2/25	Alpine L2 Teach Module	Mt. Rose
2/22	2/22	WST-ALPINE L1 MODULE	Diamond Peak
2/23	2/24	Alpine L1 Prep	Diamond Peak
2/23	2/25	Alpine L1 Module	Diamond Peak
2/23	2/25	WST-SNOWBOARD L2/3 RIDE MODULES	Mammoth
2/23	2/23	Snowboard L2/3 Ride and Movement Analysis Prep	Mammoth
2/24	2/25	Snowboard L2 Ride Module	Mammoth
2/24	2/25	Snowboard L3 Ride Module	Mammoth
2/28	3/3	WST-SENIOR SUMMIT	Squaw/Alpine
2/28	3/1	WST-SNOWBOARD L1 MODULE	Snow Summit
2/29	3/2	WST-ALPINE L2 SKI MODULE	Snow Summit/Bear
2/29	2/29	Alpine Ski and Teach Improvement	Snow Summit/Bear
3/1	3/2	Alpine L2 Ski Module	Snow Summit

APRIL EVENTS			LOCATION
From	To	EVENT	LOCATION
4/8	4/10	WST-SPRING CONVENTION	Squaw
4/11	4/13	WST-EXAMS AFTER CONVENTION	Squaw
4/11	4/13	Snowboard L1 Module / Alpine L1 Module	Squaw
4/11	4/12	Snowboard L2 Teach Module / Alpine L2 Teach Module	Squaw
4/11	4/13	Alpine L2 Ski Module	Squaw
4/11	4/12	Alpine L3 Ski Module	Squaw
4/11	4/13	Snowboard L3 Teach Module / Alpine L3 Teach Module	Squaw
4/11	4/13	Children's Specialist L2	Squaw
4/11	4/13	Nordic Telemark L2/3 Exams	Squaw
TBD	TBD	SNOWBOARD DIVISIONAL TRAINER	
TBD	TBD	ALPINE DIVISIONAL TRAINER	
TBD	TBD	ADAPTIVE TRAVEL EVENTS	
TBD	TBD	NORDIC TRAVEL EVENTS	

EVENT COSTS:	
Education Events	\$80 day
Children's/Senior Specialist L1	\$170
Children's/Senior Specialist L2	\$255
Freestyle Session	\$255
Validations	\$105
Level 1 Modules	\$255
Level 2 Ride/Ski	\$200
Level 3 Ride/Ski	\$320
Level 2 Teach	\$300
Level 3 Teach	\$345

(Check psia-w.org for prices on events not listed here.)

OUR EVENT CALENDAR HAS CHANGED THIS SEASON! DISCIPLINES ARE LISTED BY COLOR : EVENTS ARE IN GRAY AND IF THERE IS MORE THEN 1 SESSION THEY WILL BE LISTED BELOW THE EVENT: SEARCH THE EVENT ONLINE @ WWW.PSIA-W.ORG BY USING THE TITLE IN THE GRAY FIELD : WST STANDS FOR WESTERN.

Discipline News

Adaptive News

by Dan Stormer

I am pleased to greet you as the newly appointed Adaptive Representative to the Board of Directors. We are looking forward to building on the work of my predecessors in developing and implementing some exciting concepts. We are setting up a more flexible 'ad hoc' schedule for examinations, driven by the needs of local programs/schools. Local programs will be able to contact the Adaptive leadership and schedule an examination or other training when there are sufficient candidates. We are hoping to use technology based training through the use of Skype to help candidates with their preparation. We are also examining our historic approaches to service delivery to expand and improve them if needed. There is always a need for passionate, energetic people who want to get involved. If you have any interest please contact me.

The present makeup of the committee is:

Southern California:

Fred Liebel (Big Bear): fml@ehrenfeldinsurance.com
Tom Peirce (Big Bear): tom@usarc.org

Central California:

Maggie Palchak (Mammoth): MPalchak@disabledsportseasternsierra.org

Northern California:

Neil Woodruff (Lake Tahoe): woodruffneil@hotmail.com
Brent Kummerle (Kirkwood): alleftfoot@hotmail.com
Bill Bowness (Squaw/Alpine Meadows): bill@disabledsports.net

Adaptive Representative to the Division's Board of Directors:

Dan Stormer: dstormer@hadsellstormer.com

Dan Stormer is on Staff at Mountain High Ski Area. He is L3 Adaptive, L2 Alpine, L2 Children, L2 Seniors

FEATURED ADAPTIVE EVENTS

Look for Adaptive Education clinics at New Years Rally, SoCal Winter Session and Spring Convention. Topics include exam prep, and introduction to the world of Adaptive.



Boilerplate - is a hardened surface after a series of freeze-thaws; technical backcountry skiing at its best.

Alpine News

by Finlay Torrance

Last season is behind us. My powder skis and board stayed unused and by my locker all season. But like any snow farmer, with a monster El Nino brewing I am optimistic about the coming winter.

We know that our membership puts the highest value on consistency and fairness in our certification events. We are focused on giving our education staff the tools they need to accomplish this. This season we have set aside more resources for staff training, and will be implementing a robust evaluation system of our education staff. This evaluation process will assess three areas: candidate feedback, peer review and an administrative adherence component. By measuring the performance of our employees we can improve on delivering consistent excellence to you the member.

EVOLUTION OF THE DIVISIONAL TRAINERS ACCREDITATION (DTA) AND RESORT TRAINERS PROGRAM (RT):

Over the last three seasons we have developed a curriculum for the DTA program, which is intended to help participants bridge the professional gap between teaching skiing to the public and teaching ski instructors how to teach skiing. Over the summer our Alpine Steering Committee aided by Ted Pitcher, have worked to assure that the Resort Trainer curriculum introduces the complex concepts necessary to advance beyond level 3 and contribute at the DTA level. Utilizing Resort Trainer course as a starting place will give participants the information to fully comprehend and communicate the nuances of our chosen profession.

The DTA course will be composed of four non-consecutive days over the season (dates and locations TBA).

Successful candidates are eligible to audit/shadow events of their choosing. From this pool of candidates, individuals who display the qualities and knowledge required to represent the Division will track to employment with PSIA-W.

PSIA-W DIVISIONAL REPRESENTATION AT NAT TEAM TRYOUTS

Western Division was well represented at the 2015 INTERSKI congress last September in Ushuaia, Patagonia. Robin Barnes, Heidi Ettlenger, Michael Rogan and several Division members participated in this exchange of ideas and techniques presented by leaders from every snowsports nation. With the conclusion of INTERSKI, the cycle of selecting a new National Demo Team is going full steam. The national selections will be held at Breckenridge CO. Spring, 2016. We will be providing support and training to our 'Western endorsed' athletes to help them best prepare for this rigorous test of both skiing and communication abilities.

Discipline News (cont'd)

Children's News

by Greg Lyons

"The goal of early childhood education should be to activate the child's own natural desire to learn"

– Maria Montessori

Encouraging a child's curiosity to learn snow sports will create memorable, positive and lasting experiences. Enhance your knowledge in the fundamentals of snow sports. Gain understanding in the ways kids feel, behave, think and move by participating in the Children's Specialist 1 (CS1) and the Children's Specialist 2 (CS2).

We are welcoming passionate, qualified instructors to attend our Children's Education Staff Training Day, Nov. 20, 2015 at Mammoth. Instructors who are not currently on the PSIA/AASI West Education Staff must be CS2, and AT LEAST Level 2 in a discipline. Contact Greg Lyons, lyonsgm@juno.com to request permission to attend.

FEATURED CHILDREN'S EVENTS

CS2 AND BEYOND:

This course is for instructors, trainers and supervisors who have their CS2 and are looking to gain greater understanding of how the mind, body and emotions develop through the stages and ages of childhood. Learn how to create fun lesson experiences for the students (and yourself!)

Bottomless - is in all honesty, the only pow you really want to ski...



Interski 2015, Learning through Play Presentation, Italy. Photos by Heidi Ettlinger.

Nordic News

by Urmas Franosch

Our featured event is the Cross Country and Telemark Fall Festival –Kirkwood Thursday through Saturday December 17-19, 2015. The last time this event was at Kirkwood, we were so buried in snow, some of the clinicians had trouble getting there to work – but nobody complained! We are hoping for a replay.

We will base out of the Red Cliffs Lodge – centrally located so you can take a clinic on the tracks in the morning, and then fry your legs on the hill in the afternoon. We will have:

- Apres' ski happy hour on Thursday, 4:00 to 6:00
- Banquet on Friday from 6:00 to 9:00. Locations TBA
- Lodging specials will be available at Kirkwood. Check psia-w.org for details Starting in October.

For more information visit psia-w.org, or contact Nordic Chairperson, Urmas Franosch: skiwithurmas@gmail.com.

Certification Event Scheduling - Certification Event Scheduling - Level 1 X-C and Telemark prep clinics will be offered at the Fall Festival. All level 1 exams, all level 2 prep clinics, and level 2/3 X-C exams will be scheduled by arrangement with Discipline directors Sally Jones and Aaron Pearlman through the Western Nordic group in "The Community." To access "The Community" log onto thesnowpros.org, click on "my groups" and join the Western Nordic group. You may also contact the Western Division office.

Level 1 exams may be scheduled three weeks after the prep clinic. Level 2/3 prep clinics may be scheduled between January 8 and March 20. Level 2/3 exams will be conducted at the Spring Convention. Contact Urmas if you have questions.

cont'd on pg. 14

Breakable Crust - is the crème brûlée of backcountry; break the top layer to get creamy goodness below - work the ski shovel like your spoon.

Discipline News(cont'd)

FEATURED NORDIC EVENTS

LOOK FOR TELEMARCK OFFERINGS AT NEW YEARS RALLY, SOCAL WINTER SESSION AND CONVENTION

HALF AND HALF IS BACK!

Alpine or telemark in the morning, and then venture forth to the cross country trails for an afternoon of classic or skate skiing. This clinic is designed to provide skill improvement for recreational enthusiasts and explore the benefits of versatility by developing the skills that will allow you to maximize the cross country terrain located throughout the Tahoe Basin.



Aaron Pearlman aiming for a turn.

Snowboard News

by Doug Fagel and Lea Logal

It is almost time to get out and ride! This year there is a new look to our Event Calendar layout. At each event you will find offerings to help you get ready for your next step in certification as well as engaging and fun education. Historically, our best snowboard events occur at Convention and So-Cal Session. Building on that model, we have more events where members of all levels and disciplines can attend. We have also booked exam training days directly before exams for convenient prep. We hope these steps are an improvement in supporting our members.

FEATURED SNOWBOARD EVENTS

SNOWBOARD RESORT TRAINER COURSE

This two-day course is offered across the Division to help support and develop Resort Trainers, give them the training skills needed to run clinics at their home resort and stay current with professional education. It is for both experienced trainers and instructors who aspire to become trainers. The course includes updates on certification standards and riding techniques.

Prerequisites: PSIA/AASI Level 2* or Level 3 certification.

For In-House Trainers, annual attendance BOTH DAYS by the Lead Trainer is required to sign-off participants.

*Level 2 instructors who are the primary Trainers for their home resort In-House certification must get permission to sign off participants. This will be done at the Resort Trainer event.

NEW YEARS RALLY, SNOWBOARD EVENTS

Jan. 12-13, Alpine/Squaw

Things slow down at your resort. Catch your breath and catch up with your AASI friends. Clinic topics will be laid out for all levels of riding and teaching. Evening events include a chance to work on your "Teaching in Spanish" skills and a Pizza Party (location tba) Jan. 13.

SOCAL WINTER SESSION

Jan. 24-25

This is our "mini-Convention" designed especially for our valued instructors from Bear Mountain, Snow Summit, Mountain High and Snow Valley (but of course, all members welcome!) Look for clinic opportunities for all levels of riding, and teaching. Freestyle specific events will also be offered. An apres ski Pizza Party (location to be announced) Jan. 24.

WOMEN'S FREERIDE CAMP

Women of AASI, are you ready to challenge your riding and boost your mental game? Join us February 7-8, 2016 at Kirkwood Mountain for this season's Women's Freeride Camp.

In this "For Women, by Women" event you will push your personal limits with like-minded driven ladies from around the division. Take your riding to the next level and get creative in an environment unique to the snowboard scene. Dropping into some of the best lines California has to offer, you will gather tactics and techniques that will help you see the mountain in a whole new way.

Led by top female riders and clinicians in the Western Division, you are sure to be challenged! For additional information contact Lea Logal by phone or email, (530) 318-8733, indy96150@yahoo.com.

Discipline News (cont'd)



Women's Freeride Camp, 2014.

should attend a Resort Trainer Course early season and then sign up with the Snowboard Discipline Chair via email by February 1st to get into the program.

CONVENTION SNOWBOARD CAMP

Start planning now to put an exclamation point on your season! For three days in April, AASI West and Squaw Valley Resort is hosting one of the premier snowboarding events of the 2016. Connect with like-minded, driven riders from around the country on Squaw Valley's legendary freeride and freesstyle terrain for a three day, camp style experience.

Up your game in the park, push your freeriding to new levels, and shred with your fellow

riders! We are keeping it simple and have a package that includes; three nights lodging (triple occupancy), three days of lift tickets, off hill events, parties, expert coaching, personal feedback, and awards for doing what we love.

With on hill and off hill events led by members of the AASI National Team and the Western Division, you will get top level coaching and training from some of the best snowboarding has to offer.

THE DIVISIONAL TRAINER

We spend our time learning to become great teachers. Now start developing your skills teaching other how to teach. All Trainers, no matter your level, should look to attend the annual Resort Trainer course. We will continue to offer these at a number of stops across the Division near the beginning of the season. Any snowboarder looking to pursue the Divisional Trainer qualification

"I love working for a company that treats you like family. There is a sense of camaraderie you can't find anywhere else."
Philip Linford, Deer Valley ski instructor for 19 seasons

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Is Resistance Training the Foundation of Youth?

By Chris Amey

The Fountain of Youth was a letdown for Ponce De-Leon, and yet hope springs eternal for something that will help reduce or slow the ageing process. Resistance training (weight training) just might be it. While it may not be as easy as drinking from a fountain in Florida, it does seem to be very beneficial for our body – at any age.

Resistance training has been shown to raise the level of many good biochemicals in the body, for example growth hormones that make you strong, and endorphins such as dopamine and serotonin that make you happy. Throw in adrenalin and testosterone and you are ready to rip. All these biochemicals enhance your health and/or make you feel happy. Sounds like it could be the fountain of youth.

Overloading the muscle is the key to unlocking the biochemical benefits. Pushing the muscle past the point that it normally works will make the muscle stronger which in turn will make your sport (and your life) easier. When you are strong you can lift, bend, and move with less effort and pain – easy!

THE REASON FOR REST-

Overloading the muscle creates micro-trauma to the muscle. As you rest, your body repairs the muscle and rebuilds it stronger than before. Rebuilding the muscle takes at least 24 to 48 hours or more, unless you are super fit, or in your twenties. For most of us, one to two days of resistance training per week will work. You can alternate your workouts between upper body, lower body, chest, back, legs and arms. Just make sure you give the

muscles worked ample time to rest and recover before asking them to work hard again. Listen to your body. Depending on how much you ski or ride, you may want to ratchet down your resistance training in ski season. A full day on the slopes after an exercise session may be too much work for the stressed muscle. The action of skiing or riding itself is likely to be sufficient stimuli to keep the muscle strong. The principal of specificity says that physiological adaptations made by the muscle are specific to the demands placed on the muscle. In other words if you want to be a stronger skier or boarder, you need to spend the majority of your training time skiing or boarding – yeah!

WHAT ABOUT CARDIO? –

An unexercised heart actually enlarges as it weakens and loses its ability to pump sufficient amount of blood through the body. If that happens you cannot exercise the heart muscle back to shape like you can skeletal muscles. Cardio vascular exercise, or increasing your heart rate to moderate or intense levels two to three times a week for twenty to thirty minutes will help keep that important muscle in shape. In the winter, the cardio we get on the slopes is probably sufficient for most people.

THE MAGIC NUMBER -

When you work out with weights, the magic number is ten. Pick an amount of weight that you can lift ten times, that means that it is heavy enough that you can barely perform the tenth lift. If you pick the right amount of weight you should be struggling at repetition eight and nine and you might not even get ten. If you can lift the weight more than ten times, add weight. I can't stress this point enough. Be true to yourself here and make sure that the weight is heavy enough that you can't lift it eleven or twelve times. Picking that amount of weight will safely overload the muscle without causing injury.

THE BIG 3- LEGS, BACK, CHEST -

To make your workout more effective and time efficient, we need to start thinking of training the body in large chunks not small pieces. Legs, back, chest, the three large muscle groups of the body in that order of importance. If we look at how we move in our day to day lives and in our sports specific movements, it just makes sense to train the body's large muscle groups with functional movements. When you train the large muscles in your chest, the back of your upper arms are also getting a workout. Conversely when you train the large muscles in your back the front of your upper arms are getting a workout, as well as forearms and more. The point is that when you exercise the large muscle groups of your



Is Resistance Training the Foundation of Youth? (cont'd)

body the smaller helper muscles get exercised in the process for free. Unless you are rehabbing a specific part of your body, exercising large muscle groups with functional movement is the most effective and time efficient way to train. If you can't get your workout done in an hour or less, you're socializing, which is ok too just don't blame the workout. There are many exercises out there that will do the trick, so find your favorites.

Of course use common sense when beginning any new exercise program. If you have previous injuries or medical conditions, consult your physician. If something hurts, or doesn't feel right, stop doing it. Working with a Physical Trainer can be a good place to start to insure you are doing the exercises correctly with good body mechanics.

In conclusion, any resistance training you do is better than none. Shoot for one day a week or more in the off season. Start with one set and work up. Use the magic number of ten repetition weight formula when you lift. Stay consistent every week and it will pay off big when it comes to fun time.

To see Chris's favorite ways to exercise the Big 3, go to our NEWS page on www.psia-w.org.

Chris Amey is a Western Division member, AL2 Instructor from Sierra at Tahoe and an ACE-CPT (American Council on Exercise, Certified Personal Trainer)

References:

Kraemer, W.J., and Ratamess, N.A. 2005. Hormonal responses and adaptations to resistance exercise and training. *Sports Medicine*, 35 (4), 339-61.

O'Connor, P.J., Herring, M.P., and Carvalho, A. 2010. Mental health benefits of strength training in adults. *American Journal of Lifestyle Medicine*, 4 (5), 377-96.

<https://www.acefitness.org/.../turn-back-the-clock-how-to-maximize-the-anti-aging-benefits-of-exercise>.

Common Sense Warning:

Before starting a resistance training exercise program, see your doctor to make sure you are healthy enough to engage in this type of activity.

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Recap Interski 2015

By Heidi Ettlinger, PSIA/AASI-W Education Chair



*Butter - is creamy and smooth
corn snow; no triglycerides!*

On September 5th – 12th instructors gathered from around the world in Ushuaia, Argentina for an event that has historically brought change and innovation through shared collaboration. For example, in 1975 we introduced the Skills Concept which was widely adopted by several countries. In 2003 we presented material from the Core Concepts manual putting an even greater emphasis on student centered teaching and the interpersonal aspects of the learning process. At the last Interski in 2011 the U.S. highlighted the rapid changes in equipment design coupled with the cascading effects on student's goals and aspirations.

In Ushuaia one of the emerging themes from around the world focused on experiential learning and trends toward becoming a facilitator of learning beyond just a presenter of information. **Don't stop here....For a complete review of the event including detailed videos and presentations visit: <http://www.thesnowpros.org/Interski2015>.**

Interski FAQ's

What is Interski?

Interski is an international congress held once every four years. There are nearly 35 countries from around the world who attend this week-long event which incorporates daily indoor and on-snow sessions, keynote presentations, and demonstration runs as a means to collaborate and network with fellow professionals.

Why attend?

Interski is one of the most important events which has driven innovation and provided an opportunity for a worldwide evolution of snowsport instruction. Professionals have the opportunity to discuss and exchange ideas on skiing and snowboarding teaching methodologies, techniques, and industry trends.

Where and when is Interski?

The first Interski was established in 1951 in Zurs, Austria, and was then held every two years in a different European location. In 1971 the United States became the first nation to host Interski (in Aspen, Colorado) outside of Europe. Following this event Interski was held once every four years. For a video review of each Interski location go to: <http://www.interski.org/index.php/en/history/videos>

Where is the next Interski?

In 2019 the next Interski will be hosted by the famous Pamporovo winter resort in Bulgaria. **To attend as a delegate stay tuned to: <http://www.interski.org/index.php/en/home-en>.**



Kids On-Snow Presentation by Italy.

*Interski - an awesome experience!
The Cerra Castor ski resort, the southernmost in the world, was on the island that defines the Straits of Magellan. Each country's demo team performed on opening day and at other times during the 6-day event. Many teams had no snowboarders, and of those that did, the opening day demos tended to feature the skiers with one or two boarders trailing along. Except the USA - we had six snowboarders leading the demo team, which made me very proud.*

*-Dick Schulze, AASI-West SB2,
Northstar.*

Champagne Powder - typically comprised of less than 5% H₂O content, such as found in a high altitude continental snowpack; appellation aside, 'tis the Champagne of powders.'

PSIA-W Education Foundation

Dear members and friends of the PSIA-W Education Foundation,

Your volunteer EF Board of Directors consists of Greg Lyons, President, Bryan Schilling, Vice-President, Jenn Taylor, Fund Raising Coordinator and Artie Castro, Treasurer. Please give these folks thanks for the many hours they put in to help the Foundation support you, the membership.

The PSIA-W Education Foundation is making a difference. In 2014-2015 we:

- Helped fund the “New Member Welcome Days” a complimentary event that allowed us to reach 50 new instructors. Part informational, part motivational, these events helped get our new instructors off on the right foot in their instructional careers.
- Supported the educational and professional development of individual members with 20 Scholarships totaling over \$6,200.
- Provided assistance to PSIA/AASI-W attendees at the National Fall Conference, October 2014. The conference brings representatives from each of the nine divisions together to focus on consistent and unified National standards for certification.

What is “New” for 2015-2016

- Providing funds to each of the four disciplines to assist in training attendees of the National Tryouts.
- Updated scholarship offerings including “book/materials” scholarships.
- Title Sponsor for the Oct. 17 Professional Development Day. The Education Foundation provided the funds to bring in Shawn Worthy, PHD and 7 other speakers to provide an all-day multi-session educational event.



Chop - simply powder snow cut up by previous skiers.



Mike and Miriam (Mim) Sodergren were killed in a landslide in Thredbo, Australia in 1997. The Ed Foundation Sodergren Funds honors the memory of these beloved and respected instructors, educators and motivators.

The PSIA-W Education Foundation is funded primarily through donations. A Donate Now link is available on the PSIA-W.org site. Please click the Education Foundation, click “About the Foundation”, and scroll down to the “Donate Now” button or use <http://psia-w.org/psiaaasi-education-foundation/donate-to-the-education-foundation/>. The PSIA/AASI-W office will happily assist with donations.

Other ways to get involved include participation in the Golf Tournament October 24, 2015 at Empire Ranch and our largest event, the Silent Auction Fundraiser at Spring Convention. We are always looking for cool prizes and, even cooler, BIDDERS!

Sincerely,

Greg Lyons, Bryan Schilling, Artie Castro and Jennifer Taylor

*The PSIA-W Education Foundation mission:
“to provide education opportunities for professional ski and snowboard instructors”*

PSIA-W Education Foundation Scholarship

2014-15 Recipients

Justin Claunch, Northstar; Rebecca Davison, Mammoth; Adam Jenkins, Bear Mountain; Corey Lennon, Mt. Rose; Erika Mittermaier, Sugar Bowl; Joe Montoya, Bear Mountain; Vicki Gorman, Squaw Valley; Stephanie Wilkerson, Mammoth; David Smith, Sierra at Tahoe; Andres Findlay, Bear Mountain; Alex Heighington-Patti, Mammoth; Alyssa Barker, Mammoth; Daniel Rufo, Alpine Meadows; Thomas Sagona, Northstar; Alcia Schubert, Sugar Bowl; Tri Trinh, Mammoth;
Sodergren Scholarship: Dan Ray, Squaw Valley; Jim Goodrich, Mammoth, Mtn High; Tiffany Cowhard, Homewood; Charles Poper, Bear Mountain



PSIA-W Ski Education Foundation
PSIA Western Division/AASI
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