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the edge

Fall 2017



RON KIPP
KEYNOTE SPEAKER AT THE
PROFESSIONAL DEVELOPMENT DAY OCT. 14TH

SCHOLARSHIPS
INFORMATION ABOUT
THE EDUCATION FOUNDATION

LIFETIME
THREE LIFETIME MEMBERS ARE RECOGNIZED

RIDE THE EDGE
EVENT CALENDAR AND DESCRIPTIONS

ADMINISTRATIVE TEAM
WESTERN OFFICE UPDATES

THE JOURNAL OF WESTERN SNOWSPORTS INSTRUCTION

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President's Message

by Greg Lyons, President PSIA/AASI-West

Accept the challenges so that you can feel the exhilaration of victory

– George S. Patton

My self-imposed challenge in 2017 is to ski at least one day every month. I was able to ski until the end of April at my home resort of Heavenly. Mt Rose was outstanding for Memorial Day weekend and Squaw was open for fun sliding in June and July. In August, accompanied by my family, we ventured up a dirt road off Carson Pass, followed by a short hike to “the Patch”. We found snow in September near Highland Lake off of Ebbets Pass. October? Well, we’ll see where the search for snow take us.

Last season offered up its own challenges, with its record-breaking precipitation and snowfall. It was also a huge year for the Western Division. Our membership topped 3,300 and we had the most members ever seeking to improve their skills and qualifications through certification. Best of all, the preparedness level of candidates was impressive. Congratulations and great job to our members and their trainers!

Please welcome Kristi Prochazka to her new role as Administrative Director of PSIA/AASI-W. She has been a critical piece of the western office team for nine years, and is well prepared to further contribute to the success of our division.

We are also grateful to Mitch Dion for his 12 years of outstanding leadership of the Western office. His caring and respect for all of our members, members resorts and stakeholders in the snowsport business set a very high standard. Mitch will continue to provide excellence in his new role with the Western office as Treasurer.

Much of the work of the Association is done by volunteers. Allie Ace and Jamie Marso-Tanner have joined the Membership Linkage Committee, which will act as a conduit for information between the membership at large

and the national organization. In addition, congratulations to Jamie for being the recipient of last season’s “Rising Star” award. Heidi Ettlinger, in addition to her roles as a Western Director and a National Team member, is also volunteering for the Education Leadership Committee. This committee is made up of education and certification leaders from across the country and is doing critical work toward consistency among, and making new learning products available to all divisions.

We welcome the PSIA-AASI National Board of Directors meeting which will be held in conjunction with our NorCal Winter Session at Squaw Valley this January 21-22. We appreciate the efforts of the National organization to come out west and interact with our membership. Take advantage of this opportunity!

Enjoy the challenge in life.

– Greg



The Lyons family, Kayla, Greg, Karleen and Kylee (l to r) on “The Patch”

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.

Discipline News



Bryan Schilling, Alpine Chair

Alpine

When asked for the solution to society's woes, Henry David Thoreau famously quipped: "Simplicity, simplicity, simplicity..." Well that quote has always stuck with me, partly because it's brief (and redundant) enough so that a ski instructor like me might remember it, but primarily because it rings true to my experience about life, and more importantly – about skiing.

As instructors we work hard to put things into simple terms for our guests. Straightforward makes sense. This season our new members will have one simple, affordable choice for Level 1 certification; a two day module. With input from trainers, resort operators, and accessing best practices from other PSIA-AASI divisions, we are working hard to implement this pathway to Level 1 certification.

I believe this simplicity for prospective members portends many positives. We have revamped the exam outline to be engaging and experiential education-based. Resort Trainers will be relieved of the burden of administering the "in-house" certification, allowing them to focus on candidate engagement over evaluation. A simpler format decreases the 'barrier of entry' cost for the candidate

and administrative cost to the PSIA-AASI West office. What isn't changing is that there will still be level one tasks, demos, movement analysis and teaching. The national standard is still the standard.

In conjunction with this change, as PSIA-W Education Staff training will focus on pedagogy with a capital P, the method and practice of teaching. This means facilitating 'experiential education' approaches to learning outcomes (not just lecturing on them.) Simplicity applies to all levels of certification, it's what great instructors intuitively do.

So, there you have it – simplicity in a nutshell - we are back to the basics again. So grab friends, spouse n' family – tell them there is never a better time to train (or re-certify!) as a level one instructor!

Can't wait to ski ya on the slopes!
Bryan Schilling



Artie Castro, Snowboard Chair

Snowboard

Share the Stoke

What a summer it has been. We are all still enjoying memories of last winter's great riding, while at this moment enjoying the "Surf to Snow Event." At AASI we are there for you in all seasons. One of the coolest things about last season was all the new faces at our resorts and in our membership. We had many of our members reach new levels of professionalism achieving certification in the Snowboard discipline, or through our Children's, Freestyle, or Divisional Trainer Programs. Our Spring Snowboard Camp at Mammoth attracted riders from across the country, and was an amazing combination of great riding, technical skills enhancement and fun. Thanks to Lea Logal for bringing this great education product to our membership. New this year- check out our early season Snowboard Camp at Mammoth, Nov. 27-28.



Newly certified Mammoth instructors, Feb. 2017.

As a Board member, I can assure you that we are tirelessly looking for ways to improve things for our membership. The snowboard discipline has produced many of the most dedicated and passionate members of PSIA-AASI West. We are always looking for people who want to get involved and be the next generation of leadership within the organization so that we can continue to "Share The Stoke" with our members and with the many people who visit our resorts throughout the season. So with that being said, what do you want from the PSIA/AASI - Western Division in the future? And how will you help us get there?

Discipline News (cont'd)



Dan Stormer, Adaptive Chair

Adaptive Exam Changes

The Adaptive Committee has been working to align with the Alpine and Snowboard disciplines, in offering our members a two day L1 examination. As a result we will no longer offer the In House validation program. This was a very difficult decision

as this option worked well for a number of candidates.

Ultimately the committee determined that a streamlined two day exam for all candidates will lead to a more consistent exam experience and a better product for our members, trainers and schools. To provide maximum flexibility, we will be offering a mix of calendar events, and more local 'traveling' examinations which can be added during the course of the year. We hope this system allows candidates to plan ahead, while still retaining some flexibility to change.

See page 10 for a list of the Adaptive calendar exams.

We will work directly with any L3 candidates to set up an examination.

We are also adding an on-line pre-test requirement two weeks prior to your on mountain examination. This will allow us to reinforce knowledge that is needed for the certification, without cutting in to valuable on-snow time. Alpine and Snowboard have had great success in doing this and we want to build on that.

Adaptive Academy

Come experience the PSIA-AASI National Adaptive Academy (NAA), December 5-8, 2017, Breckinridge Ski Resort, CO. Programs are offered for all disciplines and levels and cover the latest in adapted ski and snowboard teaching methods. This is a chance to network with over 800 attendees from around the world, including instructors, coaches, disabled participants, equipment vendors and expert consultants. Some of our Western stars will be working the event, including Bill Bowness, Josh Spoelstra and Katherine Hayes Rodriguez.

Adaptive Committee changes

We have put in place a mentoring program and succession plan for our Adaptive Committee Chairs. A sitting Committee Chair will stay on for another year at the end of his/her term to work toward a successful transition.

Lastly, I will be leaving as Chair of the Adaptive Committee following November's Ed Staff Training. It has been an exceptionally fulfilling two years. Stepping up will be Bill Bowness and Katherine Hayes Rodriguez to be co-chairs. These two have been leaders for many years. They are brilliant, hard-working and born leaders. Adaptive could not be in better hands.

New this year!

We have funding commitments for Adaptive specific certification scholarships. We recognize that many Adaptive instructors are volunteers.

The Ed Foundation will be accepting scholarship applications for your Level 1, 2 or 3 Adaptive exams. Can be submitted retroactively.

See the Ed Fund page of www.psia-w.org for more info.

CHECK OUT THE FRESH JOBS AT THE PSIA-AASI CAREER CENTER.
BECAUSE SOME RESUMES AREN'T WRITTEN ON PAPER.

SEARCH JOBS



Discipline News (cont'd)



Dan Ray, Children's Chair

Children's

Children's Lessons in our industry have never been more important. Across the Nation, there is recognition of the importance of the skills needed to teach children as being essential for any instructor. West, along with the other Divisions, will move toward requiring the

CS2 as a prerequisite for working on our Education staff, and is highly recommended for a Divisional Trainer. Our Accreditation events are offered conveniently throughout the season (see event calendar) and are the place to learn and grow as a Children's Instructor.



Nordic

Our Fall Festival is all Cross Country this season. We are set for Dec. 9-10, 2017 at the Tahoe Donner XC Center, which is rapidly gaining renown as one of the top facilities in the Nation. Our plan is to welcome Guest Clinician Greg Rhodes, newly selected to the PSIA-AASI National Team for Cross Country. Registration of \$ 80 per day will include your trail pass. We will offer Exam Prep for Level 1, and, if there is enough interest, Level 2&3. Start your skiing year off in a great way, with ski improvement, teaching improvement and fun with your fellow Nordic enthusiasts.



Come learn some tricks for powerful skating at our Nordic Fall Festival, Dec. 9-10. Photo reprinted with permission of PSIA-AASI, Sept. 2017.

For our Telemark members, our Ed Staff is working on our Divisional Study Guide, to align with National Standard.

We will be offering Tele specific clinics and exam prep at NorCal Winter Session (including a Level 1 Prep), 'Half and Half' Day and Spring Convention.

See page 10 for a list of the Nordic calendar events and exams.

Certification offerings will be scheduled on an 'as needed' basis to provide maximum flexibility to fit everyone's schedule.

For Cross Country, please email your interest to vlicon@charter.net

For Telemark, please email your interest to ski.aaron@gmail.com

Welcome our new Administrative Director, Kristi Prochazka

by Mitch Dion

It is with utmost pleasure that I pass the torch on to Kristi Prochazka, my co-worker these past nine years.

Things have changed from when I first started here 12 years ago. My days were filled with collecting stacks of registration forms from a fax machine, and typing credit numbers into a processing program. Hours of filing awaited. Social media was barely on the radar, instead we produced three printed newsletters each season. These days we are nearly an 'e-commerce' business.

What has not changed is the basic mission of the organization. Kristi is perfectly positioned to take over day to day operations of the Association. She has a complete grasp of the Association's business. Indeed she has made herself into one of the top experts in the country in our Association Management Software. She is extremely efficient and professional, and a pleasure to work with.

We are also lucky to have Lynnea Anderson on board. Lynnea seemingly knows every person in the Association, and her knowledge of the on-snow processes and staffing have made her critically important to our Admin team.

I hope you can give Kristi and Lynnea the same support that you have always given me.

I will be helping out during this transitional time as Treasurer. I am grateful to the many fine individuals who have served as my 'bosses' on the PSIA-AASI Board of Directors. Your dedication, consistently positive energy and spirit of volunteerism have made my time here a joy.



Mitch Dion



Kristi Prochazka



Lynnea Anderson

Kristi's Top 3 Priorities

1. Know our Passion and stick to our goals.
2. Build the respect, rapport, and the ambience amongst our Western Division that engages all our members.
3. Create an environment that allows the next generation of snowsport instructors to be successful.



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Education Events

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Fall Rally, Dec. 10-11th at Mt. Rose
NorCal Rally, Jan. 21-22nd at Squaw
SoCal Rally, Jan. 28-29th, Snow Summit & Bear
Education Rally, March 18-19th at Mammoth

Here's what to expect:

These events will help you improve your personal skiing, riding, teaching. Come prepared to have fun, hone your skills and receive updates on divisional and national material. Help yourself with a strong training program for the season to reach your goals.

Certification Prep Clinics:

- Overview of the skills and knowledge required for all level exams, including materials and process updates.
- On-hill teaching presentations, teaching methodology and movement analysis with personal feedback
- Ins and outs of demos and tasks. What they are and how to perform them.
- Personal and specific feedback on your performance in relation to the National Standards.

Education Improvement Clinics:

Education clinics will focus on Ski/Ride and Teach Improvement. You are guaranteed an amazing education experience and all mountain adventure no matter the snow conditions. All topics will include personalized coaching and feedback. Topics may include some of the following (weather and snow conditions permitting).



Snowboarders and Skier share the same patch.

Skiing/Riding Improvement:

- Skill development and tactics for steep and advanced skiing/riding.
- Off-piste and bump skills.
- Tactics for the conditions of the day.
- Maximizing efficiency and fun.

Teaching Improvement:

- New teaching ideas and tools, when and how to use them.
- Efficient teaching progressions.
- Improving your movement analysis.
- Understanding cause and effect and then developing a progression from those observations.

Children

- New ideas and tools to teaching children.
- In depth discussions of child behavior and how to work with all ages, stages and attitudes.
- How to work with parents' behaviors effectively and special needs children in groups.

More details on each of these events can be found at www.psia-w.org.



Spring Convention and Snowboard Camp - Save the date!

April 27-29, 2018 at Mammoth



We hope to see you in Mammoth!

Lodging Deal Call 1-800-Mammoth Group
Name: PSIA-AASI, Booking ID # 24679

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Western Division Event Calendar 17-18

Chronological Events		Premier Education Events	
10/14/2017	Professional Development Day	10/14/2017	Professional Development Day
11/27/2017	Snowboard Camp	11/27-28/2017	Snowboard Camp, Mammoth
11/27/2017	New Instructor Training and Level 1 Exam Prep	11/27-30/17	New Instructor Training and Level 1 Exam Prep
11/29/2017	Resort Trainer	12/10-11/2017	Fall Rally, Mt. Rose
12/1/2017	Alpine and Snowboard Level 1 Exam	1/21-22/2018	NorCal Winter Session, Squaw
12/9/2017	Nordic Symposium	1/28-29/2018	SoCal Winter Session, Snow Summit/Bear
12/10/2017	Fall Rally	3/5-6/2018	Senior Summit, Alpine and Squaw
12/12/2018	Alpine and Snowboard Level 1 Exam	3/13/2018	Women's Freeride Camp, Kirkwood
12/12/2017	Adaptive L1/2 Exam	3/18-19/2018	Education Rally, Mammoth
12/14/2017	Children's Specialist L1	4/9/2018	All Levels Exam Prep, Alpine Meadows
1/7/2018	Alpine and Snowboard Level 1 Exam	4/27-29/2018	Snowboard Camp, Mammoth
1/21/2018	NorCal Winter Session, Squaw	4/27-29/2018	Spring Convention, Mammoth
1/21/2018	Resort Trainer		Alpine and Snowboard Exams
1/23/2018	Adaptive L1/2 Exam	12/1-2/17	Alpine and Snowboard Level 1 Exam, Mammoth
1/23/2018	Alpine and Snowboard Exams - All Levels	12/12-13/2017	Alpine and Snowboard Level 1 Exam, Northstar
1/25/2018	Children's specialist L1	1/17-18/2018	Alpine and Snowboard Level 1 Exam, Heavenly
1/28/2018	Social Winter Session	1/23-24/2018	Alpine and Snowboard All Level Exams, Squaw
1/28/2018	Resort Trainer	3/11-12/2018	Alpine and Snowboard L2 Ski/Ride Exam, Bear and Snow Summit
1/28/2018	Adaptive L1/2 exam	3/17-18/2018	Alpine and Snowboard L1, Bear and Snow Summit
1/30/2018	Divisional Trainer	3/20-21/2018	Alpine and Snowboard All Level Exams, Mammoth
2/6/2018	CC and Tele Half and Half	4/21-22/2018	Alpine and Snowboard All Level Exams, Squaw
2/6/2018	Freestyle Session		Children's Exams
2/5/2018	Children's Specialists L1 and L2	2/5-9/2018	Sierra at Tahoe
3/5/2018	Children's Specialists L1 and L2	3/5-9/2018	Northstar
3/5/2018	Senior Summit	4/27-29/2018	Spring Convention @ Mammoth
3/11/2018	Alpine Level 2 Ski		Senior Exams
3/11/2018	Snowboard Level 2 Ride	3/21-23/2018	Northstar
3/13/2018	Women's Freeride Camp	3/22-23/2018	Mt High *Level 1 Only
3/13/2018	Divisional Trainer Exam	4/27-29/2018	Spring Convention @ Mammoth
3/17/2018	Alpine Level 1 Exam		Adaptive Exams
3/17/2018	Snowboard Level 1 Exam	12/12-13/2017	Northstar
3/18/2018	Regional Education Rally	1/23-24/2018	Alpine Meadows
3/20/2018	Alpine and Snowboard Exams - All Levels	3/20-21/2018	Mammoth
3/20/2018	Adaptive L1/2 Exam	4/21-22/2018	Alpine Meadows
3/22/2018	Senior Specialist L1 Exam		Freestyle Sessions
3/21/2018	Senior Specialists L1 and L2	2/6-8/2018	Northstar
4/9/2018	All Levels Exam Prep	4/27-29/2018	Spring Convention @ Mammoth
4/21/2018	Alpine and Snowboard Exams - All Levels		Nordic
4/21/2018	Adaptive L1/2 Exam	12/9-10/2017	Nordic Symposium, Tahoe Donner
4/23/2018	Children's Specialist L1	12/10/2017	Cross Country Level 1 Prep, Tahoe Donner
4/27/2018	Snowboard Camp	1/21/2018	Telemark Level 1 Prep, Squaw
4/27/2018	Spring Convention	2/6/2018	Nordic Half and Half, Northstar

Event Prices		Resort Trainers	
Level 1 Exam	\$180	11/14/2017	Mammoth (Free)
Level 2 Ski/Ride/Teach	\$200	11/29-30/2017	Mammoth
Level 3 Ski/Ride/Teach	\$230	1/21-22/2018	Squaw
Educational Events	\$80/day	1/28-29/2018	Summit/Bear
Children or Senior Level 1	\$180		Divisional Trainer
Children or Senior Level 2	\$270	2/6-7/2018	Prep, Heavenly
Freestyle Session	\$270	3/13-14/2018	Evaluation, Squaw

Traveling Events

Did you know, customized events can be arranged at your home resort? If your resort/school needs something beyond the scheduled Calendar events on this page, we are happy to accommodate if possible. A traveling event request form is located on our website, <http://psia-w.org/calendar/#tab-id-2>.

Here are the criteria:

- You can request either an exam or an education event.
- Traveling event requests must be endorsed by your snowsports school director.
- You need a minimum of 5 participants.
- An application deposit of \$ 50 is required. This deposit will be reimbursed if the required 5 participants register.
- Not all traveling events will be approved. We need to be able to find staff, and the traveling event cannot compete for attendance with one of our calendar events.

Member School Clinics

Talk to your Director, Trainer or Supervisor to learn what your school may be organizing.

*What you get by
achieving your goals
is not as important as
what you become by
achieving your goals.*

- Henry David Thoreau

Congratulations to the 2017 Nic Fiore Award Winner, Steve Evenson

'Weavin' Steven Evenson has been skiing Heavenly since 1956 (the year the California side opened), first as a junior racer for Blue Angels Ski Team. His first job as an instructor was at Kirkwood in 1976, then on to Squaw for 10 years, before settling back in at Heavenly for 25 years. Steve was fortunate enough to have Nick Fiore as one of his mentors in the ski business. "He would always call me "Stevie" even in my 40's. When I asked him why, he said "you'll always be a kid to me." Weavns has been a fixture in PSIA-AASI Western Division, as a Board member and examiner and has himself had a huge impact on guests and instructors and the Tahoe ski scene. Congratulations Steve!



Weavin' Steven.

The Fiore Award honors a hard working member who has served the Division and the membership at a grassroots level. The award is named in honor of Nic Fiore, who passed away in 2009 and for over five decades dedicated himself to help Western Division become the organization it is today.

Any member is free to nominate an "unsung hero" for the Award. Submit a nomination letter to the PSIA/AASI West office, kjereb@psia-w.org, by Jan. 20, 2018 (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.

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- Must be able to put the needs of the Association above your own needs
 - Must have time and passion!

If this is you, the deadline to run for Board of Directors is Jan. 15, 2018. Send a candidate statement of 300 words or less and a 'head shot' to Kjereb@psia-w.org.



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West Goes East (Far East!)

by Doug Fagel

Our newest member school, Noyuki Academy

The 2016–2017 season will be remembered as a winter full of ‘firsts’ for our resorts, schools and membership. One big first for the Western Division was bringing on our first international member school, Noyuki Academy at Hakuba Goryu Ski & Snowboard Resort in Japan. In December 2016 we operated our first international AASI Level 1 certification course, followed up with another course in April 2017. This brings the Western Division into the fold with a number of other Divisions of PSIA-AASI that are introducing PSIA-AASI standards to resorts and schools around the globe.

While there are other options for ski and snowboard instructor certification in Japan, the PSIA AASI teaching model and student centered approach is popular in the growing Asian Markets. Noyuki Academy focuses on teaching Mandarin speaking students, and their instructors come from Taiwan, Hong Kong, Singapore, and mainland China to teach for the winter season. The director of Noyuki Academy, Perry Moon, made the trip to our Spring Convention at Mammoth where he successfully completed his AASI Level 2 Ride and his PSIA AASI Freestyle Specialist Level 2. He looks forward to sitting his Level 2 Teach this season and has his sights on the Level 3 Certification for the following season.



Hakuba Goryu Ski & Snowboard Resort, Japan.

We are locking down plans for another set of courses in Japan in December and March of this coming season with both Alpine and Snowboard Level 1 Certifications to be offered. We will be looking towards offering education events overseas for in the future. We are honored to work with Noyuki Academy and helping this talented group of instructors advance professionally. This opportunity also gives us in Western Division a chance to ramp up our own game, and explore new and fun ways to promote snow sports.



The first Snowboard Level 1 graduating class- Noyuki Academy.

Never Too Late

by Rusty Crook

When are you too old to ski? Recently I was contacted by an old friend who had moved back to the Tahoe area. He had not skied for 10 years, and had never used the new shaped skis. Oh, and he was 94 years old. He wondered if he could still ski?

I let my friend know he was asking the walking wounded for help. A couple years ago a stroke left me with double vision, but he was still willing. I was able to get my buddy a pair of high-performance shaped skis and good boots. We met in the cafeteria, had a cup of coffee, and mapped out our plans for the day.

We began work on some basic skills, starting with stance. He thought the weight should be on the balls of the feet, but I showed him that being flat-footed with equal weight distribution led to better balance. This would be my friend's biggest challenge; his background as an accomplished skier might actually be a detriment. He had to forget the way he used to teach and ski.

Once on the mountain, we stayed on relatively flat green runs that were long, uncrowded and gave us plenty of time to work on different maneuvers. The first little drill that we tried I call 'change-up drill' moving from a straight run to a gliding wedge practicing flexion and extension. Most older skiers are quite stiff in their body movement. We took two runs doing this drill, moving from a wedge to parallel and back to a wedge. I think this helps the skier understand the importance of body movement, and feel how the upwards unweighting of the extension makes it easier to operate the skis.

The next progression was to work on flattening one ski. In the wedge, the skier has their weight on the



Change-Up Drill.

two inside edges. To 'unlearn' this habit, we made long radius turns in the direction of the flattened ski. We did this at the top of the rise and it became quite easy to feel what was going on with the skis. When you flatten the inside edge of one ski, the other ski becomes dominant, and creates a turn.

The next stage was strong inside body. I showed my friend that as he flattened the inside ski, he could raise his inside hand, elbow, and shoulder to help his body cross over and change the side of the ski that was flatten. This is a simple drill, but it seems to be the biggest help to keep from stepping off the new inside ski to the outside ski. This stepping movement is old school and is referred to as the 'up and over' move. Instead of stepping, we are looking for a flow towards the new turn. I think a lot of the really good skiers still use stepping as they have for many years. This simple drill can help them be more current and flow towards the next turn.

As we went on to more advanced turns, it all seemed to fall into place. With the solid mechanics and flow that he had mastered earlier he was able to take his wedge turn into what I call the 'silky-wedge Christy.' By the time we were through, my old friend and I looked around and determined we were more than likely the most contemporary and functionally sound skiers on the hill. Of course, we could have been a little prejudiced.

My friend called me the next day and told me that after the two and a half hours of skiing his legs were not tired at all. I think that was a good testimonial of how well contemporary skiing helps seniors. It is my belief that older people still have good thought processes and can have their mind do the work their body no longer is able to fight through. After 60 years of teaching skiing, it was more than likely my last lesson and was a great way to end my career. This lesson put me on a high that lasted for weeks.



Rusty Crook.

Professional Development Day, Oct. 14

Lake Tahoe Community College

Come to PSIA/AASI-W's indoor, pre-season education event at Lake Tahoe Community College to learn from many experienced professionals. Professional Development Day Guests Include:

- Ron Kipp the Ski Team Education and Development Manager for Squaw Valley/Alpine Meadows Race Team will speak about taking a balanced look at equilibrium: What does it mean for movement analysis and The Evolution of Skill Acquisition
- Chris Fellows the Owner of NASTC and former National Team Member will discuss the Performance profile assessment for alpine skiing
- Elissa Slanger the woman who carved the path of women ski instruction in the United States will talk about Dealing with the Fearful Student.
- Dr. Benjamin Hatchett from Desert Research Institute will discuss the Tahoe Snowpack: Feat and Famine.
- Michelle Appelle and Sebastian Combes from Barton Rehabilitation and Sports Medicine will talk about Injury Prevention for Skiers



Ron Kipp

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Congratulations and thank you for your membership.

Jorg Dutschke

Jorg Dutschke came to Alpine Meadows in the era where Werner Shuster was actively recruiting Austrian and French instructors. Born in Germany, Jorg was attending engineering school with Jurgen Wetzstein, Shuster's brother and ski racing on their college circuit. Jorg was 25, and wanted to see the world, so thought he would give Alpine Meadows a try 'for a season.' Fifty years later he is still a fixture at Alpine Meadows.

Jorg's highlights include working at Mt. Puller, Australia for 17 seasons as a year round instructor. He was Chief examiner for the Australian Ski Association for 3 years, and an Australian delegate to the 1983 Interski. His passion for racing continued, many time a U. S. Masters winner in his age group. He helped start and ran a Master's Race program at Alpine Meadows from 1988 to 2005. He was a pace-setter for NASTAR races at Alpine Meadows, and put his electronic engineering background to good use helping with race timing.

He is a PSIA-AASI West Level 3 instructor. While Jorg has retired from instruction, he is still a presence at Alpine, helping bus skiers to the Lodge.



Jorg Dutschke

Carol Levine

Carol's career as an instructor and staff trainer has been a tour of some of the greatest resorts in the West: Sun Valley, Alta, Beaver Creek, and finally here at Squaw Valley. Her credentials include 8 seasons as a member of the PSIA Demo Team (1980-88) and Trainer/Examiner for PSIA-Northern Intermountain and Rocky Mountain. Carol also served as a Training Manager in Vail & Beaver Creek Snowsports Schools and holds a PSIA Level 3 certification and USSCA Coaches Level 2. Carol's presence in Western Division has been greatly appreciated by our members at such events as Women's Summit, and the Professional Development day.



Carol Levine

Roger Engstrom

Roger's snowsport career started on a lake in northern Minnesota. It was the early 1960's, he was water skiing when he met and impressed the owner of the Minneapolis chapter of the Blizzard Ski Club. Working for the Club helped him improve his own skiing and learn how to teach others. While in college he taught nights at Buck Hill, a small Minnesota ski hill (Top elevation: 1,211 ft.; base elevation: 949 ft.) until 1979. Roger's day job, computer engineering for a large international company, kept him busy, but his Full Cert (1967 in Central division) credential allowed him to keep teaching wherever his work schedule took him. He spent a season at Stratton in Vermont, then 20 years at Hunter Mountain in New York. At Hunter he met and worked with Michael Rogan and Robin Barnes. In 2001 he followed Michael and Robin west and began teaching at the Heavenly Ski School. One of his peak experiences in the industry was attending the PSIA National Academy at Grand Targhee. No matter what PSIA-AASI division he was part of, Roger has enjoyed the combination of friendships and ski training that the Association made possible.



Roger Engstrom

PSIA-W Education Foundation News

Or, where is the money going?

by Katherine Hayes Rodriguez



Katherine Hayes Rodriguez.

Hello Members,

As your new President of the PSIA-W Education Foundation, I am excited to build on this amazing legacy of helping instructors. Twenty-three years ago, I had the privilege to work with Greg Felsch and Blaine Lomen to form and incorporate the Foundation. I am very excited about the po-

tential of the Foundation to make a positive impact on the PSIA-AASI membership and our community.

Originally, as a PSIA-West Board of Directors, we were looking at ways to fund some new on-snow educational products (such as Children's events) and printed materials (such as the Master Plan) without having to raise event or membership fees. Over the years, the Foundation has been able to successfully nurture these kinds of programs until they are able to financially stand on their own. Examples include Women's Summit, the Fall Professional Development Day, and lately, training and projects that help our education staff deliver the best possible on-snow experiences to our members. We also support the membership through individual scholarships for education, accreditation, and multi-day immersion events.

Our current Education Foundation Board is committed to energizing the Foundation.

Our plan is two-fold:

Through a solid core of investments create a sustainable amount of money to take us into the future. Our cumulative fund balances are currently hovering near \$200,000. We have benefited from individual donations, as well as a rise in the stock market.

Conscientiously fund worthwhile projects each season. Our target is to 'give back' to the membership roughly 10% of our accumulated reserves each season. The math is simple. The more money we have the more we can responsibly distribute back to the members of the PSIA-W.

On tap for this year:

- Sponsor the Oct. 14 Professional Development Day
- Provide individual Scholarships for deserving members
- Assist with funding for staff uniforms
- Create a fund to help volunteer Adaptive Instructors re-coop costs of certification
- Spruce up our 'brand' with a Foundation pamphlet and signage

We would appreciate your consideration of making a charitable donation to Education Foundation. A donation will directly support your fellow PSIA-W members in their pursuit of professionalism and excellence.

Please join me in thanking my fellow Ed Foundation Board members who give selflessly to our organization:

Blaine Lomen, Vice-President
Artie Castro, Treasurer
Dave Sutherland, Secretary
Nick Treat, Director at Large



Remembering Mike & Mim Sodergren

This July 30th marked the 20th anniversary of the tragedy in Thredbo, Australia. In the dark of night 2 buildings collapsed under a mud and snow slide, killing 18 people. Two of those wonderful people were my very great friends Mike and Mariam Sodergren. This particular year because the anniversary year ends with a zero we purposely have Mike and Mim in our thoughts even more often. I hope you do too.

Barclay Moore



In 1995, the PSIA-AASI W Education Foundation (EF) became a tax deductible 501(c)(3) non-profit organization. The EF was established with the goal of providing financial assistance to our members for their personal growth and furthering their careers in snowsports instruction. The EF supports all members from resorts in California and Nevada.

The PSIA-AASI W Education Foundation (EF) oversees two funds, the EF Fund and the Sodergren Fund. The EF fund supports member scholarships and special events and projects. The Sodergren Fund, in memory of Miriam and Mike Sodergren, provides instructors an opportunity to attend multi-day full immersion events that will enhance their careers. Examples of these events include PSIA-AASI's National Academy, the Western Division's Convention and Women's Summit and Snowboard Camp, and more.



WE ARE THERE FOR YOU

The Education Foundation



"Thank you all so very much for awarding me the scholarship to attend this event! Your financial help really made it possible for me to improve my own performance and receive the credits I needed to keep my Level I current. Much appreciation to everyone involved!" Sincerely, Cari Kelly

CAN YOU BE THERE FOR US?

The majority of our 3,300 members self-fund their education and certifications, which is the reason for the formation of the EF. The EF provides financial support by awarding scholarships to deserving individual instructors. The EF also sponsors special events throughout the year as improving instructor knowledge and their on-snow skills is one of the EF goals. The better trained our instructors, the better experience we bring to our guests.

YOU CAN HELP!

If you're considering a donation or sponsorship, please contact us.

PSIA-AASI-W Education Foundation

 info@psia-w.org
 www.psia-w.org



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PSIA Western Division/AASI**
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Cover shot: PSIA/AASI Western Ed Staff, Kelly Coffey Riding the Edge! Photo by Hanalei Edbrooke

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