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Fall/Winter Issue
Plus 2013/2014
Event Guide

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President's Message

By Carl Underkoffler, PSIA/AASI-West President

Western Resorts Rebound in 2012-13

Last season was a great year for Western Division resorts and schools, rebounding from a challenging 2011-12. Nationally, skier visits increased by 11 percent increase over the previous season, the largest year-over-year gain in 30 years. Despite a slow start to the winter season in parts of the country, many ski areas experienced a strong Christmas holiday period, and also reported strong visitation during President's Day and throughout March. Visits were up in all areas of the country, but the biggest rebounds were in our Western region with skier visits up 20.5 percent over the 2011/12 season.

Event Fees to Rise

While we celebrate the good news from the National Ski Areas Association, we must remain financially vigilant in PSIA/AASI Western Division. Yes, we are a non-profit business however the price of doing business has been on the rise for some time. At our August meeting the PSIA/AASI Western Board made the difficult decision to raise event fees for this season and dues starting next year. Western Division has been a leader in maintaining the lowest event fees possible in the face of rising costs of operating, primarily in the areas of payroll taxes and providing Workers Comp and insurance. Our education and

certification events remain a great value. For less than the price of a lift ticket our members get a full day experience with one of the top teachers in the nation. Last season we were forced to cut expenses to the bare minimum. We had to cancel events that had low attendance, and had to run many events with our staff taking larger groups than we wanted.

The additional revenue will allow us to:

- Provide a lower student / clinician ratio for the best possible exam experience
- Allow more staff training for absolute clarity and consistency of the language and processes that we use at our exams
- Bring in more 'stars' from outside the Division at our premier events

Realizing every member is affected by this, your Board of Directors spent many hours of research and deliberation prior to the final decision. If you want to know more, find a board member, grab a chair ride and ask the questions.

Director Elections

Our annual Board of Director elections are coming up in early Spring, and there is room for committed Directors of every perspective and point of view. There are two annual meetings, the Thursday before Convention and the first weekend in Au-

gust, which all Directors are expected to attend. We also schedule monthly teleconference calls, and depending on your job on the Board, many hours of behind the scenes work. If you have the skill and a desire to 'give back' please contact the office or talk to a BOD to get further information.

My last word is about commitment. If attaining another level of certification is on your agenda for this winter, don't procrastinate. Find a mentor, get started, make a plan and get to work. The reward only comes by the level and amount of commitment you give it.

So go out and commit to some new turns and enjoy your winter!!

Carl

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.

For advertising submissions and information, contact our office:
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 Truckee, CA. 96161
 phone (530) 587-7642
 fax (530) 587-4273
 email: mdion@psia-w.org

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

Run for PSIA/AASI-W Board of Directors

Candidate Statements are due by Jan. 18th, 2014 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.

Heritage

By Steven Evenson



Nic Fiore

Nic Fiore Award 2014

Rusty Crook was honored last April at the PSIA-W Spring Convention as the third recipient of the Nic Fiore award. The Fiore award was first awarded by the Heritage Committee in 2011 as a way to honor the “Unsung Heroes” of our Division. These are the people who are the glue that hold our Division together.

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.

The Nic Fiore Award is designed to recognize a dedicated member who has given much service to the Division and the Membership, but whose work may not be that well known to the Members.

This is a grassroots award, any member is free to submit a nomination letter to the PSIA/AASI West office, mdion@psia-w.org, by Feb. 15, 2014 (1,000 words or less please).

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Congratulations to the 2013 Nic Fiore Award winner, Rusty Crook!

Rusty Crook has been involved with the Association for over 50 years as a coach, ski instructor and clinician. Rusty was a driving force in helping to develop the Senior's Accreditation in the Western Division.

Rusty, began skiing in 1937 as a four year old in Syracuse, New York. Upon moving to Reno, he grew up skiing at what would later be called Mt. Rose/Ski Tahoe. He skied competitively in the 1950s for the University of Denver under Willy Scheffler, and was an accomplished international racer. He was fully certified in 1957 at Arapahoe Basin while serving as a ski instructor in the army's Mountain Cold Weather Training Command. As a Race Coach at Mt. Rose, he worked with many young racers. Nine of his athletes went on to join the U.S. Ski Team.



Rusty Crook with one of his many Senior Accreditation Certification groups.

Congratulations Rusty!

By Heidi Ettlinger | Are you getting the most out of your Membership Benefits?

We realize some of you are embarking on the journey of becoming an instructor and others have spent a lifetime providing an outstanding experience to our skiing and riding guests. Attendance at clinics and conventions as well as our certification programs will supply you with innovative tools to improve your profession and are always a great opportunity to network with other instructors.

We also take pride in offering our members a comprehensive benefit package that includes year round benefits ranging from liability insurance to over 30 different suppliers of hard and soft goods, roof racks and slack lines. 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).

Find your local deals here.

Must show current PSIA/AASI Western card to receive the below benefits.

Discounts on lift tickets at your favorite Resorts in California and Nevada. Check www.psia-w.org for the latest info.

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Mammoth Area:

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Footloose- 1 free Ski wax a season

Cinnamon Bear B&B- rates as low as \$ 69 for a single deluxe, \$ 80 for a double- blackout dates apply, Holidays and some weekends

Mammoth Mountain Inn- Get discounts in November and April in conjunction with PSIA/AASI West events

Truckee/ North Lake Area:

Start Haus- get \$ 20 off a custom footbed

We are working hard to provide Restaurant discounts and other local deals throughout the region. Watch Facebook and Email Newsletters for the latest, so stay tuned.

Send any suggestions to Ceci Chourré at (775) 315-5727 (text or call) or clearpath1@msn.com.



Women's Summit participants receiving their free goodie bags.

For a complete list of Member Exclusive Pro Offers go to:
www.thesnowpros.org

PSIA-W Expands Education Programs

By Doug Fagel, Education Chair



Doug Fagel

Trainer's Program Expands & Freestyle Programs Evolve

There is a lot to report as your Division strives to keep our education and certification offerings 'cutting edge.'

This season you will see exciting changes to both the Freestyle and Trainer's Programs.



Trainer's Program

The Divisional Trainer Course is available to all current Level 3 Western Members that want to develop skills needed to be a successful trainer. Previously only open to Snowboard instructors, it is now a cross-discipline event with Alpine course offerings. This creates a developmental pathway for trainers to continue beyond the Resort Trainer Course and beyond the Level 3 Certification to further develop skills in teaching how to teach. This course will help guide participants in understanding and applying the difference between teaching a lesson as an instructor versus leading a clinic as a trainer.

Education Staff Pathway

The Divisional Trainer Course will replace the Alpine Tech Team Tryout with a developmental pathway for instructors to grow as educators, clinicians and trainers. The course becomes a prerequisite for new staff members being hired to the Western Divisional Education Staff for both the Alpine and Snowboard disciplines. The completion of the course is then followed by a mentorship and understudy program to help further grow the skills of potential members of the

Western Education Staff. We are very excited about bringing this course to our membership to help to create a strong foundation for offering the best clinics, events and certification pathway in the industry. See our Event description pages for more information.

Freestyle Session

This new event will allow all PSIA/AASI members to attend a single event where they can focus on their needs and goals within the Freestyle Programs. The new Freestyle Session is a cross-discipline event and can benefit any instructor who has an interest in freestyle; from the instructor that wants to make their own riding safer in the parks to the high end freestyle coach that is getting ready for Nationals. We hope that the Western Division Freestyle Sessions will lead the way for how freestyle events are run across the country in PSIA/AASI.

Program Description

In a Freestyle Session members from all disciplines can attend. This three-day event is educational and interactive, diving deep into the world of freestyle progressions, skills and movements. The participants will be broken down into groups ranging from skill level, coaching abilities and discipline; depending on the

(cont'd on pg. 7)



The Divisional Trainer Course will replace the Alpine Tech Team Tryout with a developmental pathway for instructors to grow as educators, clinicians and trainers.

PSIA-W Education Programs (cont'd)

(cont'd from pg. 6)

activity. All participants will be supported as they progress their skills in freestyle environments. Each participant will be evaluated based on the National Freestyle Standards in the areas of freestyle skills and coaching abilities over the three-day session. Based on the evaluation, participants will be awarded either a Freestyle Safety Certificate or the corresponding level of Freestyle Specialist. In order for a participant to be awarded a Freestyle Specialist Accreditation they must meet the National Standards and prerequisites for course completion.

Awarded Freestyle Competencies:

Freestyle Safety Certificate - Increasing Safety & Minimizing Risk

Freestyle Level 1 - Intro Level Freestyle Instructor

Freestyle Level 2 - Basic Freestyle Coach

Freestyle Level 3 - Fully Accredited Freestyle Coach

The Freestyle Session creates an all encompassing pathway for PSIA/AASI members to grow personally and professionally in the discipline of freestyle and is a tool for resorts to support their risk management programs for terrain parks.

Doug Fagel,
Education Chair



All members are welcome to the new Freestyle Session, regardless of discipline or certification.

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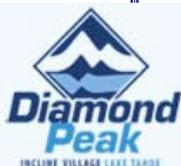
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What does the future hold for you?

By Heidi Ettlinger, Publicity & Advisory Chair

Training for excellence in athletics instills in us a level of determination rarely taught in other areas of our lives. This year the 2014 Sochi Winter Olympics will highlight these moments and share a taste of what it's like to painstakingly pursue a goal that involves 24/7 dedication to training, a lot of sweat and likely a few tears along the way. A common trait we see among those competing is their passion to be the best and the unwavering positive self-talk that will guide them to the finish line.

So what's so important about having passion? In 2011 Kristofer Olsson of Snowsport Sweden presented a concept at Interski he called Will-Skill-Hill. In his explanation of what defines the world's best instructors he said, "The ability to create and sustain skiing and boarding passion" is a defining trait of those instructors that excel beyond the basics of providing good guest service and an average lesson experience. He also added that passion was the key to the retention of our guests whether they are competitive or recreational and that even for world class athletes if their passion fades, their performance will as well.

Passion transcends all aspects of our job as professional snowsport instructors. We find it during our quest for excellence in the certification process, the dedication we share for helping our students succeed at their own goals and most importantly the desire to continually challenge ourselves by seeking out education that keeps our skills primed and up to date. Without passion, instruction becomes a process of going through the motions without truly striving to exceed the expectations of our guests.

Over time our personal motivation needs to be replenished and renewed if it's going to be a driving force in pursuing unlimited potential. However, it's ultimately up to you to map out your future for next month or over the next year to take advantage of events that will generate an infectious enthusiasm that can be easily passed on to your guests, just as it was passed on to you before you became an instructor.

The 2013-14 event calendar is chocked full of fun educational opportunities to help you grow personally and professionally. Also en route is a new wave of strategic planning from national conferences on certification standards to redefining how we advertise ourselves to the public that is sweeping across the country. We are combining forces with industry partners to grow interest and business back to our mountain communities, and instructors continue to be the gate keepers in sharing the passion and the expertise to make it happen.

Want to know more?

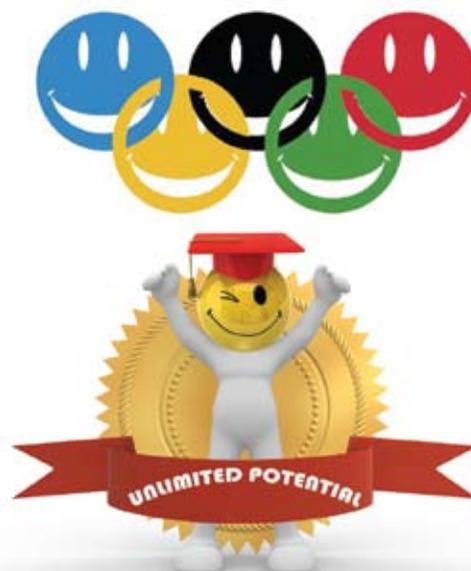
For information on the More Fun Starts Here campaign and how you can help promote professional instruction at your resort contact: heidiettlinger@yahoo.com.

Details on Will-Skill-Hill by Kristofer Olsson: <http://www.skifrost.at/files/WillSkillHill.pdf>

If you are interested in promoting Learn to Ski & Snowboard Month (January) and the Bring a Friend challenge go to: <http://www.skiandsnowboardmonth.org/>

Photo credits -

Top banner: Julie Matises, 2012 Women's Summit, Squaw Valley
 Right margin: Children's Specialist crew Mountain High Resort



MORE FUN STARTS HERE!



By Greg Lyons | How do you approach the first runs of the season?

A few weeks ago, I had the good fortune to travel to Portillo, Chile. As I gazed down hill in anticipation of the first run of the season, I felt that familiar surge of adrenaline. A part of me wanted to let it rip; go full throttle and relish the wind in my face.

Is this really a good idea? Probably not, but don't just take my word for it. Coincidentally while I was in Portillo, Lindsey Vonn was there for her first runs of the season, and I got to observe at close range how an Olympic Champion starts the season. It had been seven months since she had skied, due to her ACL/MCL tear last February.

Lindsey's first ski day consisted of two leisurely runs on a groomed blue run.

On her second day, her coach, Jeff Fergus, had her pick up the pace a bit: five runs consisting of easy drills and traverses with gentle turns from one traverse to the next, again on a groomed blue run.

The traverse drills consisted of a blend of:

- Skiing with her hands on her hips;
- Lifting the tail of her inside ski; and
- Lifting the entire inside ski while keeping the tip and tail the same distance from the snow.

She appeared to be concentrating on maintaining an athletic, open parallel stance and weighting the inside edge of the outside ski.

Lindsey skied slowly. Said one observer of the Olympic champion, "I cannot believe how slowly she is skiing."

Lindsey herself was later quoted on the www.ussteam.com site as saying, "I usually go from zero to 100, but my coach and doc both said take it slow."

So as you prepare for those first runs of the new season, you might want to consider whether the cautious approach taken by gold medal winner Vonn makes sense for you as well.

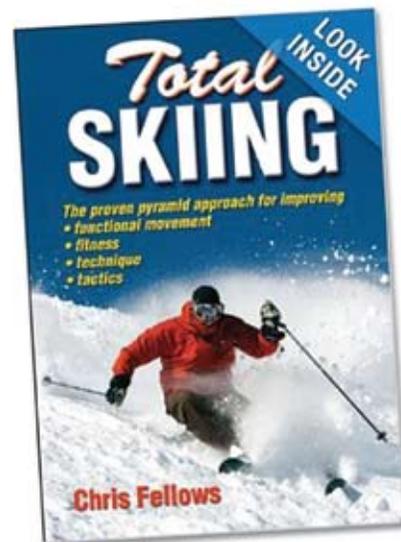
And even before those first runs, the workout materials listed here might help you prepare for the upcoming season. (Be sure to consult with your doctor or trainer before embarking on specific physical fitness regimens.)

"Total Skiing," by Chris Fellows, published 2011.

"Pursuit of Simplicity Promotes Perfection," by Heidi Ettlinger (32 Degrees, Fall 2012)

"Go Beyond Fit to Athletic," by Robin Barnes (32 Degrees, Winter 2011)

Greg Lyons
PSIA/AASI-W BOD
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Underground Teaching; You Don't Want to Go There

By David Byrd (reprinted from 32 Degrees with permission of the author)

If you've thought about giving private lessons on the side, circumventing the resort altogether to earn more money- you might want to reconsider. Often characterized as the harmless "underground lesson" or "teaching in the black," the practice still amounts to providing illegal, unauthorized private instruction at a resort. Giving a bootleg lesson might seem like an easy, risk-free way to supplement your teaching income, but the truth is that you are also putting yourself at risk, both legally and financially. Not only could you be fired, lose your season pass and get a lifetime ban from your home and neighboring resorts, but you could also be criminally prosecuted, facing civil and criminal fines, since the activity may be against state and federal laws.

In addition, bootleg instructors are not covered by the snowsports area's liability insurance or workers' compensation. If a "client" is injured, that person could come after the instructor personally (e.g. under the instructor's homeowner insurance policy). And teaching at another resort does not exempt the instructor from the same risks. The loss of

revenue is bad not only for resorts overall, but also for ski and snowboard schools specifically. And when revenue goes down, salaries and staffing levels tend to follow suit. This brings to mind another significant consequence of the underground lesson: the effect on other instructors. Bootleggers take business away from fellow teachers, those who rely solely on the resort structure to earn their wages. Former instructors as well as current employees are engaging in this practice. While underground lessons are not new, the explosion of the Internet, electronic media, and guerilla marketing through Craigslist and other social media outlets has made it far easier for unauthorized private instructors to promote these illegal services to guests looking for bargains.

Bootlegging seems to be more prevalent in the West due to the larger sprawl of destination resorts, said Craig Panarisi, the snowsports school director at Vermont's Stratton Mountain (who previously managed recreation programs at Tamarack Resort in Idaho). "Also, in the West the opportunity is greater to poach a full-day private lesson, whereas in the East lessons tend to be hourly," he added.

Notably, at western ski resorts-where most snowsports areas are located on U.S. Forest Service (USFS) land-it is illegal to operate "commercial activities" on public land without a Forest Service permit and without paying the federal government a fee for the commercial operation (unauthorized

ski lessons, snowmobile tours, horseback riding, and guided hunting are all illegal without a USFS permit). The Forest Service often cites instructors conducting bootleg lessons without a permit, punishing bootleggers with both civil fines and criminal convictions. Most recently, the USFS obtained a criminal conviction against a local instructor in Telluride, Colorado, for conducting bootleg lessons without a permit at the ski area.

And for those resorts operating on private land, like most areas east of the Mississippi River, snowsports areas can, and often do, sue bootleg instructors for theft of services (i.e., stealing a commercial property from the private landowner) or even trespass.

Resorts are becoming smarter and more tenacious in their efforts to quell the occurrence of underground ski/snowboard lessons, and the likelihood of getting caught in this activity is increasing. The risks of bootleg instructing-including loss of resort privileges, termination, bans at neighboring resorts, individual liability exposure, and criminal and civil fines-hardly seem worth the extra cash in your pocket.

Dave Byrd is the director of Risk and Regulatory Affairs for the National Ski Areas Association.

Bootleggers take business away from fellow teachers, those who rely solely on the resort structure to earn their wages.

2013 - 2014 Event Guide

pssst...pass it on

MORE FUN STARTS HERE



PROFESSIONE IN ASSOCIATO
DI LOCALITÀ

Adaptive Education & Certification Program

Your Adaptive Committee has been working on several projects throughout the off-season. We have made updates and revisions to the Level 1/2 Study Guide and workbook which can be found on the Adaptive Education page of www.psia-w.org. Past National Team Member, Josh Spoelstra and I will attend the National Standards Meeting in October and will be working on the Adaptive Snowboard and Adaptive Alpine standards helping to make an instructor certification process that is truly National in scope and direction. The Adaptive calendar of events has been streamlined to allow greater access to members without duplicating events that later will be canceled making it easier for members to plan their educational and exam requirements.



New Adaptive Representative, Bill Bowness.

Last season a significant change was made to the status of our Education Staff by defining our trainers and examiners as employees of the division. This change had broader significance and required changes to the process for hiring Ed. Staff and how the job is defined. One major change is that there will be a rehire event that is open to all interested division members that are Adaptive Level 3 certified, or have a combination of Adaptive Level 2 and Alpine or Snowboard Level 2. The Ed. Staff interviews will take place in Mammoth, November 14-15.

To apply Submit a resume to the PSIA/AASI-W Adaptive Committee listing teaching experience, clinic/training facilitator experience, and other professional development. Bill@disabledsports.net. View the entire Job Description on www.psia-w.org/adaptive page.

If you have comments, questions, or suggestions about how your adaptive committee conducts business (educational events, exams/validations, study/educational material, or quality of Ed.Staff) in your Division, please do not hesitate to contact me or any of your representatives to the Adaptive Committee:

Southern California: Dan Stormer (Mountain High): dstormer@hadsellstormer.com
Fred Liebel (Big Bear): fml@ehrenfeldinsurance.com

Central California: Maggie Palchak (Mammoth): MPalchak@disabledsportseasternsierra.org

Northern California: Glen Smith (Heavenly): glentsmith@frontier.com
Neil Woodruff (Lake Tahoe): woodruffneil@hotmail.com
Brent Kuemmerle (Kirkwood): alleftfoot@hotmail.com

Adaptive Representative to the Division's Board of Directors:
Bill Bowness: bill@disabledsports.net

Bill Bowness, PSIA-W Adaptive Chair

Adaptive Education & Certification Program

SO-CAL ADAPTIVE RESORT TRAINER'S TRAINING

Jan. 15 Location: Mt High

This one-day training course is required for resort trainers to lead an In-House L1 Adaptive Validation. Participants must be L2 or above Adaptive Certified and must be selected by their home ski school.

INTRO TO ADAPTIVE

Jan 16 Location: Alpine Meadows

Get a basic introduction to working with people with disabilities in this hands-on event. Learn about modifying teaching for students with cognitive disabilities, practice in assists for cognitive students. Learn how to assess cognitive disabilities and review safety procedures in an adaptive teaching. Discuss legal and practical issues involved in setting up an adaptive program. This event will be a combination of indoor discussion and on-snow activities.

SOCAL WINTER SESSION WELCOME TO ADAPTIVE

Jan 26-27 Location: Snow Summit

These clinics will be tailored to the needs of the members. The group leader will give instruction and feedback on any subjects requested by the participants with the primary goal being preparation for the Level 1,2,3 exams.

ADAPTIVE SNOWBOARD CLINIC

Jan . 28 Location: Mt High

This one day clinic focusing on teaching Snowboard Adaptive techniques for students with disabilities. It is open to all levels of snowboarders. Prior experience in Adaptive teaching is not a pre-requisite.

ADAPTIVE L1 IN-HOUSE VALIDATION (SKI OR SNOWBOARD)

Mar 16 Level 1 In-House Validation

(Cog/I.D.) Location: Alpine Meadows

Mar 20 Level 1 In-House Validation

(Cog/I.D.) Location: Alpine Meadows

Mar 24-25 Level 1 In-House Validation

(Bi Ski) Location: Mtn. High

Mar 24-25 Level 1 In-House Validation

(Cog/I.D.) Location: Mtn. High

Mar 25 Level 1 In-House Validation

(Vision Impaired) Location: Heavenly

May 10 Location: Mammoth

This is a one day clinic/exam where you will be coached and tested on your skiing/riding and teaching/technical ability in one of the disciplines (VI, etc.). Candidates must have participated in a multiple week

training program conducted at their home area by a qualified in-house trainer. You will be coached and tested on teaching skiers/riders through open stance parallel/L4 riding. You will also be coached and tested on your functional skiing/riding as it relates to adaptive teaching and assists for your discipline. Successful candidates will display an understanding of the disabilities and the medications you may encounter with skiers/riders under these categories. Candidates will perform free skiing/riding, demonstrations, and tasks. Adaptive L1 skiing/riding requirements/standards are the same as Alpine or Snowboard L1 skiing/riding standards. For a complete event description, see www.psia-w.org, Adaptive page.

ADAPTIVE L1/2 SNOWBOARD EXAM

March 24 Location: Mt High

An adaptive Snowboard examination for both L1 and L2 candidates. It will include all three Snowboard modules at the L2 level. There must be at least 3 candidates to go forward with the examination.

ADAPTIVE EXAMS ALL LEVELS

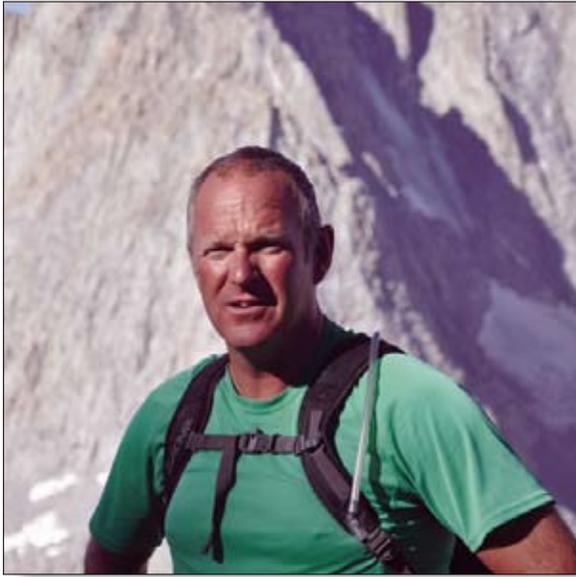
April 28-30 Location: Mammoth

Please consult www.psia-w.org for a complete description of these exam and prerequisites.

All levels & all disciplines offered ONLY at candidate's request. Candidates MUST contact Bill Bowness (bill@disabledsports.net) 3 WEEKS PRIOR to arrange desired exams.



Alpine Events



Finlay Torrance, Alpine Chair.

Ready, Set, Go!

Well, we are off on another season of sharing our passion for sliding on snow. What other job includes trenching, faceshots, wedge turns, and pucker-fests as part of the skill set?

This season will see a large number of changes in how we operate our Association. These changes are intended to improve the level of service to you the member and to place us back on a sustainable financial pathway.

We have reviewed the required movements in Level 1, 2 & 3 examinations and will make some changes to the tasks and demonstrations required at each level.

We are seeing some common deficiencies in some of our candidates and these changes are intended to address these. Some common candidate deficiencies

include: an inability in candidates to accurately balance over the turning ski, an inability to separate and synchronize the rotation of the legs with an accurate countering movement of the upper body and an inability to demonstrate a functional pole plant. Stay tuned for information on these changes.

ASC (Alpine Steering Committee) has identified the need for a more comprehensive training and education process for Level 3 instructors who aspire to work on our educational staff. With plagiarism being the highest form of flattery, we will be copying the Snowboard Trainer's Accreditation. This will create cross discipline consistency and produce a pathway that will assure that Level 3 instructors have the necessary depth of knowledge to progress personally and professionally.

We have decided to restructure what is known as the Tech Team and will now have a tiered employee structure. Level 3 members that have successfully completed the Alpine Resort Trainers Accreditation will be allowed to interview for the new divisional education staff position. Successful applicants will be eligible to present clinics to the membership. An application process will allow advancement to L1, L2, L3 examiner status.

We have added more flexibility to the L2 and L3 teaching modules. In past years there was a two season maximum time period between completing the ski module and the teach module. When a candidate passed their skiing module at the end of a season they actually have only had one full season before their pass expired. We have decided to extend this expiration period for an additional season to give you extra time to train and prep.

Over the past few seasons, we have collaborated extensively with other Divisions of PSIA/AASI to share best practices. A deliverable on this work is a shared test bank of exam questions and an online testing structure for Levels 1-3 that will replace the current way that we administer the technical and understanding components of our exams.

That sums up a rather busy "off season". Have a great winter and may the force be with you.

Fin, PSIA-W Alpine VP

Alpine Events

CARPET TO SNOW

October 26 Location: Adventure Ski and Snowboard, San Diego, CA

PSIA Clinician Mamood Sabahi will join ski school director, Kent Bry and the staff of Adventure Ski and Snowboard School to help you reinforce the movement patterns that lead to successful skiing. Build good habits and body position for the coming winter. Find out what the carpet is all about while earning PSIA/AASI education credit.

BACK TO THE FUTURE OF SKI DESIGN AND TUNING

November 9 Location: Heavenly (Indoor Event)

Clinician: Heidi Ettlinger

This indoor clinic will include a multimedia presentation on the development of ski design, technology, camber profiles and the teaching tactics that complimented each era. We will highlight current trends over the past few years and how they have influenced your personal skiing and teaching. The afternoon will cover a live demonstration (by world renowned ski tuner Pamela Warman) of how to tune your skis including the use of specific tools, building your own tuning kit, troubleshooting common problems with how the ski performs, and learning how to inspect your own personal equipment (bringing in a pair of your own skis is optional). Participants will receive a workbook and there will be detailed information on how to purchase your own tuning supplies via member pro-deals available.

BUILD YOUR TECHNICAL FOUNDATION

November 17 Location: Heavenly (Indoor Event)

Clinician: Heidi Ettlinger

Newly remodeled for 2013 this indoor clinic will build your knowledge of biomechanics, turn mechanics, and performance skiing utilizing fun multi-media presentations. It will include

a comprehensive overview of the technical aspects of contemporary skiing. Come prepared for an entertaining day and learn how you can apply these technical foundations to your skiing, teaching and movement analysis. Each participant will receive a workbook and custom DVD.

FOOT & LOWER LEG DYNAMICS

November 11 Location: Sky Tavern (Indoor Clinic)

Clinician: Bud Heishman

This clinic is staffed by industry pros who will present fundamental information for understanding foot and lower leg biomechanics. We will cover: movements and function of the foot, ankle, and lower leg specific to skiing, and how to understand boot fitting and alignment issues to improve you and your students skiing potential. We will assess each attendee's feet and lower legs for boot fit considerations. Attendees should wear shorts or loose fitting pants and bring their ski boots.

PREMIER MULTI-DAY EVENTS:

FALL RALLY:

December 8-9 Location: Squaw Valley

This 2-day event (1 day optional) is open to the entire membership as an opportunity to get an early season tune-up. Come prepared to have fun and hone-in skiing skills as well as receive updates on divisional and national education materials and updates. There will be several different clinics types and pacing groups to choose from including children specific clinics.

SOCAL WINTER SESSION

January 26-27 Location: Snow Summit

This 2-day event (1 day optional) is open to the entire membership as an opportunity to get a skiing tune-up and feedback with clinicians from around the division. Come prepared for an action packed day where you get to pick a pacing group of your choice to dial it up a notch or just cruise for the day!

PSIA-W WOMEN'S SUMMIT

Date: March 10-12 Location: Squaw Valley

Top women clinic leaders will provide insight, knowledge, inspiration and a whole lotta fun for participants of all ability levels. The program includes am/pm clinics to customize each day with different terrain and ski pacing options. The Summit includes (optional) indoor presentations, guest speakers, goodie bags, new friends, and surprises. Check the online event descriptions page for a complete detailed agenda (including lodging specials). If you have questions or special requests please contact Heidi Ettlinger (heidiettlinger@yahoo.com).



Date: **March 10-12**

Location: **Squaw Valley**

Questions on agenda, lodging, special requests:

Contact **Heidi Ettlinger** at **heidiettlinger@yahoo.com**

Alpine Events

PROFESSIONAL DEVELOPMENT EVENTS:

TEACHING IN SPANISH

December 17 Location: Heavenly

This clinic is designed to translate common skiing language into Spanish. Come prepared to either develop your current knowledge of Spanish or start with the basics. Learn how to better communicate with your Spanish speaking students and have more fun!

WEEKENDER'S TUNE-UP

January 5 Location: Heavenly

March 9 Location: Snow Summit

This clinic is designed for the weekend adventurer who wants to catch up on tips for personal improvement and pair efficient movements for the snow du jour.

TRAINING FOR WOMEN IN TRAINING

January 13 Location: Kirkwood

This clinic is specifically designed for L2 & L3 certified women who are interested in pursuing professional goals in the snowsports industry. On-snow topics and terrain covered will be varied to meet the needs of each participant. This event includes a personal dvd of your skiing with specific details for skill development. An après session is available for participants who want additional time to discuss special topics and develop a customized training plan.

INTRO TO BUMPS & STEEPS

January 13 Location: Northstar

This clinic will help you develop the short turn skills and tactics necessary for skiing groomed black terrain and how to link turns in bumps on blue terrain. The event is geared towards people who have limited experience skiing moguls and want to become more confident linking turns on steeper terrain. The ability to make a basic short turn will significantly benefit the participant's experience in this event.

ALL CONDITIONS ALL TERRAIN

January 22 Location: Mammoth

Ready to charge? This clinic will focus on skill development and tactics for exceptional mogul and steep skiing. Coaching will highlight specific feedback on personal performance and may be used as training for certification. Expect to be skiing on challenging terrain at a faster pace.

TEACHING IDEAS FOR INTERMEDIATE STUDENTS

February 13 Location: Sierra at Tahoe

This clinic will build and enhance your teaching skills for ATS level 4-7 students. Participants will learn how to build



progressions, where to explore the mountain with their students, and exchange information on how to solve common problems for intermediate skiers with specific drills and exercises.

TEACHING IDEAS FOR ADVANCED STUDENTS

February 14 Location: Sierra at Tahoe

This clinic will build and enhance your teaching skills for ATS level 7-9 students. Participants will learn how to build progressions, where to explore the mountain with their students, and exchange information on how to solve common problems for advanced skiers with specific drills and exercises.

"JUST MOVE" SECRETS OF DYNAMIC SKIING

February 24 Location: Alpine Meadows

This clinic will focus on the accurate and precise mechanics that are required to create the desired turn-shape for the type of snow, pitch and terrain. You will also explore the finishing phase of the turn and how that will allow you to maximize your ability to rip into the new turn and throughout it. A great clinic if you are taking your Level 3 ski.

INTRO TO BUMPS AND OFF-PISTE

March 3 Location: Heavenly

This clinic will help you develop the short turn skills and tactics necessary for linking turns in the bumps on blue terrain. The event will also introduce you to the tactics and techniques for navigating off-piste areas which may include different snow conditions and some of Heavenly's notorious tree skiing. The goal of this clinic is to boost your confidence and broaden your skills as an all mountain skier.

ALL MOUNTAIN ADVENTURE

March 5 Location: Mammoth

Ready to explore Mammoth? This clinic will include skiing a variety of terrain as you receive guided practice to all four

Alpine Events

corners of Mammoth with your very own “local knowledge” clinician, to search for the best conditions the mountain has to offer.

SKI IMPROVEMENT WITH VIDEO ANALYSIS

March 12 Location: Mammoth

This clinic includes filming you ski so you can watch your movements in slow motion to help understand the cause and effect of different body movements on the skis performance. Next you'll go back out on hill and pair specific drills to fine tune those areas identified. This video analysis clinic is an excellent opportunity to become more accurate in how improve your own skiing, and training your “eye” when watching students.

CERTIFICATION PREP EVENTS:

LEVEL 2 SKI AND DEMO PREP

January 8 Location: Homewood

January 22 Location: Mammoth

February 11 Location: Mammoth

March 12 Location: Alpine Meadows

April 7 Location: Squaw Valley

This clinic is for anyone preparing for their Level 2 skiing module. The clinic will include a review of the National Skiing Standards and the opportunity to have guided practice and receive feedback on all of the skiing tasks and demos for the Level 2 Skiing Module. Participants should review the turn mechanics for these skiing maneuvers (located in the Western Division L2 Certification & Study Guide) to get the most out of this event.

LEVEL 2 MOVEMENT ANALYSIS PREP

March 10 Location: Mammoth

This clinic will focus primarily on the movement analysis system with guided practice and feedback on how to observe and describe skier movements using the skills concept, discuss cause and effect relationships, and how to build an appropriate progression.

LEVEL 2 TEACH AND MOVEMENT ANALYSIS PREP

January 9 Location: Homewood

January 28 Location: Heavenly

February 10 Location: Mammoth

February 10 Location: Northstar

March 13 Location: Alpine Meadows

March 16 Location: Snow Summit

April 8 Location: Squaw Valley

This clinic is for anyone preparing for their Level 2 teaching module. The clinic will include a review of the National Teaching Standards and the opportunity to have guided practice and receive feedback while practice teaching. The event will also include practice with the movement analysis system and review how to identify cause and effect movements and then determine the appropriate progression for the student.

Participants should review the Western Division L2 Study Guide, the Core Concepts Manual and Alpine Technical Manual to be familiar with turn mechanics, the teaching cycle, and how to build basic progressions.

LEVEL 2 SKI AND TEACHING CERTIFICATION PREP

March 2 Location: Snow Summit

This clinic will combine a review of the ski and teaching requirements for Level 2 Certification as well as give participants an opportunity for guided practice and feedback. Participants should review the Western Division L2 Study Guide, the Core Concepts Manual and Alpine Technical Manual to be familiar with turn mechanics, the teaching cycle, and how to build basic progressions.

LEVEL 3 SKI AND DEMO PREP

February 3-4 Location: Squaw Valley

This clinic is for anyone preparing for their Level 3 skiing module. The clinic will include a review of the National Skiing Standards and the opportunity to have guided practice and receive feedback on all of the skiing tasks and demos for the Level 3 Skiing Module. Participants should review the turn mechanics for these skiing maneuvers (located in the Western Division L3 Certification & Study Guide) to get the most out of this event.

LEVEL 3 MOVEMENT ANALYSIS PREP

March 11 Location: Mammoth

This clinic will focus primarily on the movement analysis system with guided practice and feedback on how to observe and describe skier movements using the skills concept, discuss cause and effect relationships, and how to build an appropriate progression.

LEVEL 3 TEACH AND MOVEMENT ANALYSIS PREP

January 15-16 Location: Alpine Meadows

April 8-9 Location: Squaw Valley

This clinic is for anyone preparing for their Level 3 teaching module. The clinic will include a review of the National Teaching Standards and the opportunity to have guided practice and receive feedback while practice teaching. The event will also include practice with the movement analysis system and review how to identify cause and effect movements and then determine the appropriate progression for the student. Participants should review the Western Division L3 Study Guide, the Core Concepts Manual and Alpine Technical Manual to be familiar with turn mechanics, the teaching cycle, and how to build progressions for advanced skiers.

CERTIFICATION MODULES:

See psia-w.org for a complete description of Alpine Certification events.

Children's Events



Children's Chair, Dan Ray.

Here we go. It is time once again to get ready for a new winter season! There is equipment, winter clothing, and fitness to attend to, as well as reconnecting with our winter friends, clients and coworkers. It's also time to start thinking about personal and professional goals, and making plans to take advantage of the excellent development opportunities that PSIA/AASI-W will be offering this winter.

This season, the Children's calendar of events features a robust offering, including Children's clinics at Northstar led by special guest Stacey Gerrish on January 7th & 8th. Stacey is the Training Manager at Vail Resorts and one of the Nation's top experts on teaching children. Other learning opportunities are also available including children's events at Fall Rally, Convention, and SoCal Sessions.

PSIA/AASI-W members are highly encouraged to seek Children's Accreditation. CS1 and CS2 events are plentiful and widespread on the calendar. To make this process more effi-

cient, CS1 and CS2 workbooks will be completed online by candidates prior to events.

Children's events are not only an arena for professionals to become better kid instructors, they are an opportunity for all instructors to improve, learn, and become more effective. The content delivered in children's events can help instructors of all ages better understand the developmental stages of our guests and how guests learn. As part of getting ready for an upcoming winter season; plan to attend a children's education event and challenge yourself to achieve CS1 or CS2 accreditation!

Here's to a great winter!

Dan Ray, Children's Chairperson



Children's Events

CHILDREN'S EDUCATORS CLINIC EVENT

January 7-8 Location: Northstar

This clinic is designed for instructors looking for professional development in the arena of teaching children. Topics will include an in-depth review of contemporary teaching methods for children, an overview of key strategies to advance your teaching skills with plenty of Q & A teaching scenarios and information on coaching specialty programs. Led by Stacey Gerrish, Training Manager at Vail Resorts and one of the Nation's top experts on teaching Children, as well as Western Division Children's ed staff. You can sign up for either or both days. Open to any member in good standing.

CHILDREN 'S SPECIALIST 2

January 22-24 Location: Northstar

March 17-19 Location: Diamond Peak

April 28-30 Location: Mammoth Convention

This is a 3 day event that assists instructors at designing and implementing creative, appropriate and movement oriented lesson plans for children 4-14. These lesson plans are focused at the high intermediate through expert level of the selected discipline. The idea is for the participants to demonstrate their ability to understand and use teaching principles provided in the Children's Manual and other materials to develop polished and creative lesson plans. Each participant gives a full presentation lasting 45 minutes, with follow up feedback from the group on the last day of the course. Participants should have an in depth understanding of the CAP Model utilizing previous lesson experiences. Real vs. Ideal movement patterns at higher skill levels will be reviewed. Creative and experimental lesson planning will be emphasized. This course is very interactive

Prerequisites:

Must be a Certified Level 2 or 3 Instructor (Alpine, Snowboard, Nordic, Adaptive), current with membership and actively working in a snowsports school. Must have completed the Children's Specialist 1* Must complete online CS2 workbook.

* (Level II-II certified instructors in any discipline may petition for special permission to skip the CS1 requirement. Exceptions will be considered on a 'case by case' basis.)

CHILDREN 'S SPECIALIST 1

January 14-15 Location: Alpine Meadows

January 29-30 Location: Mountain High

January 31-Feb. 1 Location: Snow Valley

February 24-25 Location: Sierra at Tahoe

March 13-14 Location: Homewood

April 26-27 Location: Mammoth Convention

This is a 2-day event explores the CAP model (how kids think, move, and feel) and teaching progressions for children in different age zones. We will also explore children's movement patterns "kids moveology", and work on your own skiing/riding skills and improvement. On day 2 we cover building kid friendly teaching progressions with the Play Drill Adventure Summary method as well as focus on your own skiing/riding development. We'll finish the day with informal group teaching presentations. This is a pass/fail event.

Prerequisites: Must be a Certified Level I Instructor, current with membership and actively working in a snowsports school. Must complete online CS1 workbook.



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2013-2014 EVENT

Register online and check for updates or changes at www.psia-w.org.

Spring Convention

Date	Event	Event Location	Event Cost
4/25-27 2014	Spring Convention -all disciplines	Mammoth	tba

Adaptive Events

Date	Event	Event Location	Event Cost
11/14-15	Resort Trainer	Mammoth	\$120
1/15	Resort Trainer	Mt. High	\$60
1/16	Intro to	Alp Meadows	\$80
1/26-27	SoCal Winter Session	Snow Summit	\$80/day
1/28	SB Clinic	Mt. High	\$80
3/16	L1 In House Validation (COG/I.D)	Alp Meadows	\$105
3/20	L1 In House Validation (COG/I.D)	Alp Meadows	\$105
3/24	L1 In House Validation (Bi Ski)	Mt. High	\$105
3/24-25	1/2 SB Exam (TBA)	Mt. High	tba
3/25	L1 In House Validation (COG/I.D)	Mt. High	\$105
3/25	L1 In House Validation (VI)	Heavenly	\$105
4/28-30	Exams	Mammoth	tba
5/10	L1 In House Validation	Mammoth	\$105

Alpine Events

Date	Event	Event Location	Event Cost
10/26	Carpet to Snow	Adventure Ski & Sport	\$65
11/9	Back to the Future of Ski Design and Tuning	Heavenly	\$65
11/11	Foot and Lower Leg Dynamics	Sky Tavern	\$65
11/16-18	L1 Module	Mammoth	\$255
11/17	Build Your Technical Foundation	Heavenly	\$65
12/8-9	Resort Trainer	Squaw	\$120
12/8-9	FALL RALLY	Squaw	\$80/day
12/17	Teaching In Spanish	Heavenly	\$80
1/5-10	6 Day L1 Module	Heavenly	\$600
1/5	Weekender's Tune Up	Heavenly	\$80
1/8	L2 Ski and Demo Prep	Homewood	\$80
1/8-9	Resort Trainer	Mammoth	\$120
1/9	L2 Teach and Movement Analysis Prep	Homewood	\$80
1/13	Training for Women in Training	Kirkwood	\$80
1/13	Intro to Bumps and Steeps	Northstar	\$80
1/15-16	L3 Teach and Movement Analysis Prep	Alp Meadows	\$160

Date	Event	Event Location	Event Cost
1/21-23	L1 Module	Sierra at Tahoe	\$255
1/22	All Conditions All Terrain	Mammoth	\$80
1/22	L2 Ski and Demo Prep	Mammoth	\$80
1/23-24	L2 Ski Module	Mammoth	\$200
1/26-27	So Cal Winter Session and Resort Trainer	Snow Summit	\$160
1/28	L2 Teach and Movement Analysis Prep	Heavenly	\$80
2/3-4	L3 Ski and Demo Prep	Squaw	\$80
2/5-7	L1 Module	Mammoth	\$255
2/10	L2 Teach and Movement Analysis Prep	Mammoth	\$80
2/10	L2 Teach and Movement Analysis Prep	Northstar	\$80
2/11	L2 Ski and Demo Prep	Mammoth	\$80
2/11-13	L2 Teach Module	Northstar	\$300
2/13	Teaching Ideas for Intermediate Students	Sierra at Tahoe	\$80
2/14	Teaching Ideas for Advanced Students	Sierra at Tahoe	\$80
2/23-25	L1 Module	Bear Mountain	\$255
2/24	"Just Move" Secrets of Dynamic Skiing	Alp Meadows	\$80
2/25-26	L2 Ski Module	Mammoth	\$200
2/25-27	L3 Teach Module	Squaw	\$345
2/25-26	L3 Ski Module	Squaw	\$230
3/2	L2 Ski/Teach Training	Snow Summit	\$80
3/3	Intro to Bumps & Off Piste	Heavenly	\$80
3/3-4	L2 Ski Module	Heavenly	\$200
3/4-6	L1 Module	Mammoth	\$255
3/5	All Mountain Adventure	Mammoth	\$80
3/9	Weekender's Tune Up	Snow Summit	\$80
3/10	L2 Movement Analysis	Mammoth	\$80
3/10-11	L2 Ski Module	Snow Summit	\$200
3/10-12	Women's Summit	Squaw	\$80/day
3/11	L3 Movement Analysis	Mammoth	\$80
3/12	L2 Ski and Demo Prep	Alp Meadows	\$80
3/12	Ski Improvement with Video Analysis	Mammoth	\$80
3/13	L2 Teach and Movement Analysis Prep	Alp Meadows	\$80
3/16	L2 Teach and Movement Analysis Prep	Snow Summit	\$80
3/20-21	L3 Ski Module	Mammoth	\$230
3/24-25	L2 Ski Module	Mt. Rose	\$200
3/24-26	L2 Teach Module	Sierra at Tahoe	\$300
4/7	L2 Ski and Demo Prep	Squaw	\$80
4/7-9	L2 Teach Module	Snow Summit	\$300

CALENDAR

Register online and check for updates or changes at www.psia-w.org.

Date	Event	Event Location	Cost
4/8-9	L3 Teach and Movement Analysis Prep	Squaw	\$160
4/8	L2 Teach and Movement Analysis Prep	Squaw	\$80
4/28-30	L1 Module	Mammoth	\$255
4/28-29	L2 Ski Module	Mammoth	\$200
4/28-30	L2 Teach Module	Mammoth	\$300
4/28-29	L3 Ski Module	Mammoth	\$230
4/28-30	L3 Teach Module	Mammoth	\$345
5/10-15	Race Camp	Mammoth	tba

Children's Events

Date	Event	Event Location	Cost
11/19-20	Children's Specialist L1	Mammoth	\$170
1/7-8	Children's Clinic with Stacey Gerrish	Northstar	\$80/day
1/14-15	Children's Specialist L1	Alp Meadows	\$170
1/22-24	Children's Specialist L2	Northstar	\$255
1/29-30	Children's Specialist L1	Mt. High	\$170
1/31-2/1	Children's Specialist L1	Snow Valley	\$170
2/24-25	Children's Specialist L1	Sierra at Tahoe	\$170
3/13-14	Children's Specialist L1	Homewood	\$170
3/17-19	Children's Specialist L2	Diamond Peak	\$255
4/28-30	Children's Specialist L2	Mammoth	\$255

Division Trainer

Date	Event	Event Location	Cost
1/10	Divisional Trainer Prep	Mammoth	\$85
2/14	Divisional Trainer Prep	Mammoth	\$85
3/25-26	Divisional Trainer Exam	Squaw	\$170

Freestyle

Date	Event	Event Location	Cost
1/13-15	Freestyle Session	Woodward/Boreal	\$255
2/11-13	Freestyle Session	Mammoth	\$255
3/7-9	Freestyle Session	Bear Mountain	\$255
3/18-20	Freestyle Session	Squaw	\$255
4/25-27	Freestyle Session	Mammoth	\$255

Nordic Events

Date	Event	Event Location	Cost
12/12-14	Nord Symposium + L1 Preps	TD/Alp Meadows	\$65/day
1/7	Nord XC L1 Prep	Tahoe Donner	\$85
1/8	Nord XC L2/3 Prep	Tahoe Donner	\$100/115
2/4	Nord Telemark L1 Exam	Sierra at Tahoe	\$85
2/5	Nord Telemark L1 Prep	Alp Meadows	\$85
2/6-7	Nord Telemark L2/3 Prep	Squaw	\$100/115
3/3	Nord Telemark L1 Exam	Squaw	\$85

Date	Event	Event Location	Cost
3/4-5	Nord Telemark L2/3 Exam	Alp Meadows	\$230
3/18	Nord XC L1 Exam	Tahoe Donner	\$85
3/19	Nord XC L2/3 Exam	Tahoe Donner	\$100/115

Snowboarding Events

Date	Event	Event Location	Cost
12/8-9	Resort Trainer	Alp Meadows	\$120
1/6-7	Ed Clinics	Mt. Shasta	\$160
1/7-9	L1 Module	Heavenly	\$255
1/13-14	L2 Ride Module	Bear Mountain	\$200
1/22	L2/3 Training	Alp Meadows	\$80
1/26-27	SoCal Winter Session & Resort Trainer	Bear Mountain	\$160
1/30	Steeps Riding	Kirkwood	\$80
2/4-6	L1 Module	Northstar	\$255
2/4-5	L2 Ride Module	Northstar	\$200
2/11-13	L1 Module	Mammoth	\$255
2/11-12	L2 Ride Module	Mammoth	\$200
2/11-12	L3 Ride Module	Mammoth	\$345
2/11	L2 Teach Training	Northstar	\$80
2/25-27	L2 Teach Module	Northstar	\$300
3/4-5	L2 Ride Module	Squaw	\$200
3/4-5	L3 Ride Module	Squaw	\$345
3/11	MA Progressions	Alp Meadows	\$80
3/13-14	L2 Ride Module	Bear Mountain	\$200
3/16-18	L1 Module	Snow Valley	\$255
3/18-20	L2 Teach Module	Squaw	\$300
3/18-20	L3 Teach Module	Squaw	\$345
3/24	Women's Development Day	Squaw	\$80
3/26-28	L2 Teach Module	Snow Summit	\$300
4/8-9	L2 Ride Module	Squaw	\$200
4/8-9	L3 Ride Module	Squaw	\$230
4/15	L2/3 Teach Training	Squaw	\$80
4/28-30	L1 Module	Mammoth	\$255
4/28-30	L2 Teach Module	Mammoth	\$300
4/28-30	L3 Teach Module	Mammoth	\$345

Senior Events

Date	Event	Event Location	Cost
1/30-31	Specialist L1	Mt. High	\$170
2/4	Intro to Teach	Northstar	\$80
2/23	Intro to Teach	Bear Mt.	\$80
2/23-24	Senior Summit	Squaw & Alp Meadows	\$80/day
2/27-28	Specialist L1	Mt. High	\$170
3/5-6	Specialist L1	Sugar Bowl	\$170
3/10-12	Specialist L2	Diamond Peak	\$255
3/16-18	Specialist L2	Snow Summit	\$255
3/17-18	Mastery of Skiing	Heavenly	\$80/day
3/19	Intro to Teach	Heavenly	\$80

Convention 2013 Recap | By Ceci Chourre'

Mammoth



Ceci Chourre', Convention Chair

Thank you for making my first year as Convention Chair such a fabulous experience. I hope you all had as much fun as I did. There are many people and organizations to thank that helped to make the event possible.

- **The wonderful folks at Mammoth**
- **Nawgan who played a major role in making the event possible.**
- **Thrive Snowboard Video Team , donated footage for future marketing**
- **Lauren Lindley Photo Booth presence at event Parties with free pictures to attendees**
- **Cinnamon Bear, Davidson Guest House and Mammoth for lodging deals**
- **Lakanuki for the late night party**
- **Sky Tavern for helping with costumes for 'Retro' night**
- **Wave Rave and Foot-loose for store offers for our members**

These T-shirt sponsors help us to offset the cost of providing shirts:

Mammoth Lakes Chamber, Mammoth, Thrive, Start Haus, Davidson Guest, House, Tahoe South, Calstar, W&T Graphix, Wave Rave, Lakanuki, and Ski-A Sweetspot.

Working with vendors allows us to do more for less, keeping the event cost as low as possible for you the member.

Volunteer Core

We were blessed by nearly 28 Members and friends of members, who volunteered at this years' event.

Brad Paula, Evie Costello, An-

norr Gowdy, Jake Jakubowski, Erick Espinoza, Petra, Larry Maurice, Ken Mattson, Roland Neelands, Ellen Johnson, Tatyania & Ilya, Allen Kerschner, Debi Keyes, Bambi, Peter, Artie Castro, Bill Teague, Terry Sandoval, Stan & Grayson, Liz Christoffersen from Empower Consulting.

Auction Director: Jenny Taylor. The auction raised nearly \$ 9,000 for the Education Foundation.

There are a few I am missing. To them, Thank you, we could not have been as successful as we were this year without all of you amazing Volunteers.

We are coming back to Mammoth in 2014.

Why Mammoth two years in a row? Most Tahoe based resorts, will close in mid- April. Easter is April 20, 2014 and we do not want to overlap PSIA National Academy April 13-17. Mammoth is our best option for a quality event. FYI- Easter will be earlier in April, 2015.

Lodging at Mammoth

It's not too early to reserve your room at one of the Mammoth properties.

Mammoth

Reserve a room at one of the lodging properties operated by Mammoth. Starting at \$99 (slopeside) at the Mammoth Mountain Inn.

You can reserve at 1(800) MAMMOTH 800-626-6684. Group ID: 17799 Password: 37000778. Resort and booking fees will be charged.

Cinnamon Bear B&B

Starting at \$59 Economy to \$99 Suite for two w/Breakfast Available now Mid-week and Full-week starting April ??, 2014 to end of season. You can make reservation via Russ or Pam at 1 (800) 845-2873. Don't forget to mention PSIA/AASI to get rates.

By Ceci Chourre' | Convention 2014

Mammoth, April 25-27

Parties

We are pleased to announce that the evening festivities have been confirmed as follows:

Kick-Off party :

- Lakanuki in Mammoth Village at \$20 per person
- Theme: Hawaiian or Luau
- Laura Lindley Photography: Photobooth

Banquet and Auction:

- Mammoth Mountain Conference Center at \$41 per person
- Theme: Rock around the Clock (50's)
- Laura Lindley Photography: Photobooth
- Laurice "Larry" Maurice - Auctioneer

This is your event! Help us get the word out.

Finally, we are reaching out for anyone who would like to help make this event more of a success via:

- Volunteering at Convention
- Member School convention Representative
- Auction collection from your local areas
- Developing Sponsorships

Clinics

Our goal is to expand on all areas that were established this year. We have already confirmed several National Demo team Members (Current and Alumni) and Speciality Clinicians:

More will be announced throughout the season as they confirm. Stay tuned to your E-Newsletters and Facebook post for updates.

Please contact Ceci Chourre' at (775) 315-5727 or clearpath1@msn.com or Mitch at mdion@psia-w.org.

Lakanuki Menu Options

Dinner Option: \$20 per/person

- Carved Prime Rib w/Au Jus
- Lemon Artichoke Chicken
- Garlic Mashed Potatoes
- House Veg
- Garden Salad w/ 2 dressings & bread sticks
- Apple Pie



Mike Hafer



Chris Hargrave



Jonathan Ballou



PJ Jones & Cookie Hale



Stacey Gerrish



Pam Warman

Nordic Certification & Events



Greetings to the Nordic community and welcome to a new season. We are all enthused by the growth in popularity of cross country and telemark skiing across the country, and look forward to serving our instructor base who are teaching all these newcomers! I will once again be serving as Nordic Committee Chair, and Sally Jones and Aaron Pearlman will serve as Chief Examiners for Track and Telemark respectively.

We are excited to announce that the venerable Nordic Symposium is now reborn as the X-C and Telemark Fall Festival, December 12-14. Join your fellow X-C and

Telemark instructors for 3 fun filled days of skiing clinics, teaching workshops and parties. We are joining forces with Far West Nordic Ski Education Association, and Tahoe Donner Cross Country to energize our track offerings. More attendance means more choice of clinics and we have a great line-up of instructors.

This is a great opportunity to learn X-C or telemark skiing from the best in the West, or to tune up your game and share skills and drills with others. New this year: A fun sprint race will be held at Tahoe Donner on Friday starting at 4:00pm. Also a Telemark pairs synchro competition will be held at Alpine Meadows at noon. Video will document the action, along with expert (maybe) commentary. Prizes will be awarded at the banquet - but not necessarily to the winners!

Track clinicians will include Olympians Nancy Fiddler & Glenn Jobe, Far West Coaches Ben Grasseschi, Martin Benes & Jeff Schloss, PSIA clinicians including Paul Petersen, and Sally Jones and Candice Cable, Para Olympian introduces 1st hand experience of sit skiing. Track topics range from classic/ skate technique, video analysis (including advanced Dartfish technology), tips for teaching beginners and kids, and downhill skills.

Telemark Clinicians will include Aaron Pearlman, Walter Edberg, Urmas Franosch and others to be announced. Telemark Clinics range from Improving Balance, Make Your Turns Shapely Intermediate Breakthroughs and much more.

Keep an eye on the Nordic Symposium page of www.psia-w.org for complete information. Clinician topics and clinic leaders subject to change.

Parties:

Thursday 12/12, 5:00 pm - Apres Ski Social - Tahoe Donner Cross Country. Appetizers provided. Adult beverages available.

Friday 12/13, 6:00 pm - Banquet and awards ceremony - Tahoe Donner Cross Country: Prix Fixe Dinner (price to be announced) Musical entertainment: Open Mic with ???????

Bring your ax!

Urmas Franosch, Nordic Committee Chair



Nordic Certification & Events

X-C AND TELEMARX FALL FESTIVAL

Dec. 12-14 Location: Tahoe Donner

X-C and Telemark Fall Festival, December 12-14. Join your fellow X-C and Telemark instructors for 3 fun filled days of skiing clinics, teaching workshops and parties. We are joining forces with Far West Nordic Ski Education Association, and Tahoe Donner Cross Country to energize our track offerings. More attendance means more choice of clinics and we have a great line-up of instructors.

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LEVEL 1 EXAM PREP CLINICS (X-C AND TELEMARX)

Dec. 13 XC Prep Location: Mammoth

Dec. 13 Tele Prep Location: Mammoth

Jan. 8 XC Prep Location: Tahoe Donner

These clinics are mandatory for those seeking certification. The history, purpose, and philosophy of PSIA will be covered indoors the first hour. For the remainder of the day, skiing maneuvers, tasks and demonstrations will be covered on snow, as will hypothetical and movement analysis based teaching scenarios. Participants will be involved as teachers and students. Comprehensive verbal feedback will be offered throughout the day. For more information please refer to the PSIA-W Cross Country and Telemark Handbooks downloadable free from psia-w.org.

LEVEL 2/3 CROSS COUNTRY PREP CLINIC

Jan. 9 L2/3 XC Prep Location: Tahoe Donner

This clinic is mandatory for those seeking certification. This one

day event covers skiing maneuvers, tasks, and demonstrations, as well as hypothetical and movement analysis based teaching scenarios on snow. Comprehensive verbal feedback will be offered throughout the day. For more information please refer to the PSIA-W Cross Country Handbook downloadable free from psia-w.org.

LEVEL 2 AND 3 TELEMARX PREP CLINICS

Jan. 29-30 L2 Telemark Prep Location: Alpine Meadows

Jan. 24-25 L3 Telemark Prep Location: Squaw Valley

These clinics are mandatory for those seeking certification. Each clinic consists of 2 days on snow. The first day will be spent covering skiing maneuvers, tasks and demonstrations. On day 2 participants will practice teaching skills in hypothetical and movement analysis based formats as well as with a volunteer student. Comprehensive verbal feedback will be offered throughout the clinic. For more information please refer to the PSIA-W Telemark Handbook downloadable free from psia-w.org.

ALL EXAMS

Jan. 28 L1 Telemark Exam Location: Sierra at Tahoe

March 4 L1 Telemark Exam Location: Alpine Meadows

March 5-6 L2 Telemark Exam Location: Squaw Valley

March 7-8 L3 Telemark Exam Location: Alpine Meadows

March 19 L1 XC Exam Location: Tahoe Donner

March 20 L2/3 XC Exam Location: Tahoe Donner

Exam formats are identical to prep clinics with regard to number of days, and proportions devoted to skiing and teaching. Comprehensive verbal feedback will be offered throughout the exam. For more information please refer to the PSIA-W Cross Country and Telemark Handbooks downloadable free from psia-w.org.

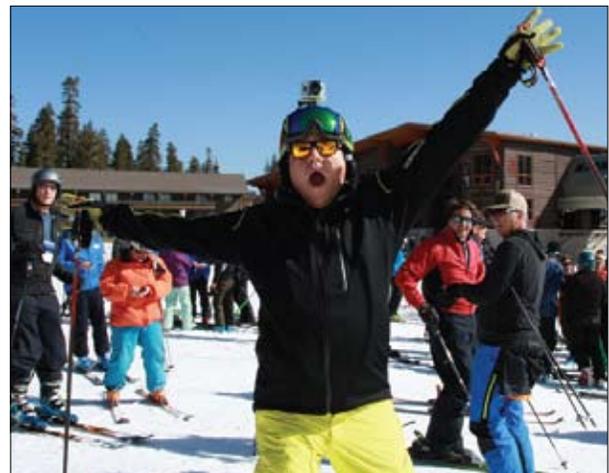
Are you a clinic junkie?

Western Division will again be offering a simpler way of rewarding our members who attend multiple education events. Buy three, get one free. That's all there is to it. Once you have paid for and attended 3 education events in a season, simply call or email our office and we will sign you up for a fourth at no charge.

If you want more, buy three more, get another one free, etc.

Fine print: applies to any education event on our calendar. Does not apply to Spring Convention, Accreditations or EXAMS.

To request your free Education event, email events@psia-w.org or call (530) 587-7642.



Senior Events

Well boys and girls here we go again! As I write this article it is 28 degrees outside and snow forecast for this weekend. The "Skiing" goose bumps on my arm look like a mogul field and I have that nervous feeling in my stomach as I dream of my first turns. Let's all hope that this season starts out like last year and just keeps on dumping!

We are excited to announce that the Senior Summit is coming to town. This is a two day educational clinic designed to focus on the 50+ crowd and the specific needs of this demographic. This event is a chance to ski, socialize and educate each other in a format that is safe and fun. This is the perfect opportunity for some of our "seasoned" instructors who have been inactive, to fulfill any continued education requirements in a low pressure environment. I want to personally thank member Cindy Livermore for brainstorming this idea and Ted Pitcher for helping develop the format. Cindy's proposal was extensive and passionate. This kind of involvement is inspiring. I would encourage any member with creative clinic topics to submit them to their prospective discipline chairs for consideration.

Senior events and Accreditations are open to all ages. Any instructor can benefit from understanding how best to teach the older clientele. New this year: we are welcoming all DISCIPLINES! This means Snowboarders and Telemarkers are eligible to earn the Senior pin. If you are interested in teaching the "seasoned" crowd these are the events for you.



"Weavin" Steve Evenson, Senior Chair.



Let's all pray for snow
and ski ya later.

"Weavin" Steven Evenson

Senior Events



Here's a list of what's coming up!

LEVEL 1 SENIOR SPECIALIST ACCREDITATION

January 30-31 Location: Mt. High
 February 27-28 Location: Mt. High
 March 5-6 Location: Sugar Bowl

This event is designed for Level 1 certified Alpine instructors. This two day event encompasses skiing improvement, video analysis and senior skiing and teaching models for beginning and intermediate senior skiers. Your teaching will be evaluated the afternoon of the second day (no skiing test). Successful candidates will receive our Senior Specialist Level 1 pin.

INTRODUCTION TO TEACHING SENIORS ONE DAY EVENT

February 4 Location: Northstar
 February 23 Location: Bear Mt.
 March 19 Location: Heavenly

This clinic is open to any member of any age, no certification required. This clinic will introduce you to the Teaching Model as applied to seniors and the Skiing Model as applied to seniors. In addition to learning about teaching seniors, you will be individually coached on your own personal skiing.

SENIOR SUMMIT

February 23-24 Location: Squaw Valley and Alpine Meadows

This is a new two day education/skiing improvement and social get together aimed at our Senior members looking for a fun way to earn educational credit, ski and socialize with fellow Senior Instructors. This event is open to any member regardless of certification level. Groups will be divided by the terrain you prefer to ski. This is also a great opportunity to ski two of Tahoe's premier ski resorts in one clinic! Sunday will

be a mix of skiing and teaching. We will coach your personal skiing and we will explore teaching ideas and progressions for intermediate and advanced senior skiers. We will also include a fun and comfortable exploration of one of the West's greatest ski resorts. Sunday evening there will be an optional dinner/get together at a moderately priced restaurant for some socializing and exchange of ideas. Monday we will explore Alpine Meadows with emphasis on skiing improvement. We will also use video analysis to help you refine your skiing skills. This is a great opportunity to get together and have some fun with your fellow senior instructors, ski two great resorts and earn two days of educational credit.

LEVEL 2 SENIOR SPECIALIST ACCREDITATION

March 10-12 Location: Diamond Peak
 March 16-18 Location: Snow Summit

This senior event is the "grand daddy"! The first Senior Specialist Accreditation in the country. If you are a Level 2 or Level 3 certified instructor of any age, you are eligible to take this 3 day event encompassing skiing improvement, video analysis, skiing and teaching models for intermediate and advanced senior skiers. Your teaching will be evaluated on the third day. (There is no skiing test). Successful candidates will receive our Senior Specialist Level 2 Pin.

SENIOR MASTERY OF SKIING, SKIING IMPROVEMENT- OPEN TO ALL MEMBERS. TWO DAY EVENT-

March 17-18 Location: Heavenly Location:

This is a popular two day skiing improvement event open to any member regardless of certification level. This fun educational event is aimed at senior instructors who want to ski longer, stronger and better. We will work with you to help you understand how good contemporary technique and equipment can improve your skiing, and help you ski more efficiently with less strain and effort. Groups will be divided by terrain and ability to make this an optimum learning experience for you. You will be individually coached and analyzed on video to help you become a better skier. It's all about the skiing and all about the fun!

Snowboarding Certification & Events

Greetings! I hope all of you have had an amazing summer. As I am sitting here looking out my window there are signs that winter is fast approaching. The squirrels scurry about, leaves are changing and I feel that first real chill of a crisp fall morning. I can't help but get excited that another season is almost upon us. I have been walking around the house in my boots and find myself strapping on my board in my living room practicing my butters while watching Monday Night Football. In fact I still have a snowball from our first September snowfall in my freezer.

Here are a few things to look forward to:

-Check out the expanded Freestyle offerings.

-Snowboarders are soon to be welcomed at Senior events. We are working out the details for a Senior Level 1 Accreditation at Spring Convention

-Ride passes extended: You now have two full seasons after a successful ride pass to complete your teaching.

-SoCal Winter Session has morphed into our top 'shreducation' event. Don't miss it: January 26-27 at Bear Mountain.

-Our staff of educators is growing. We look forward to the 'new blood' to help us energize our offerings.



Chris Lange, Snowboard Chair.

I look forward to an epic winter and seeing all of you on the snow.

*Sincerely,
Chris Lange
Snowboard VP
AASI Western
Division*



Snowboarding Certification & Events



mountain, we will be focusing on building strength, but may be having too much fun to even notice.

STEEPS RIDING

January 30 Location: Kirkwood

Push your riding in the steeps while improving your skills and learning a new tactical approach to steep terrain. By learning the use of a variety of movement patterns the steep terrain can become a more comfortable place. As skills are improved through the use of effective movement patterns related to timing, the riders control in steep environments can be quickly improved. This clinic is a good choice for instructors training for the Level 3 Certification or who just want to step up their game in the steeps and short radius turning tasks.

SOCAL WINTER SESSION AND RESORT TRAINER EVENTS

January 26-27 Location: Bear Mountain

Open to all members, this is a great event to connect with your fellow Southern California instructors and work with the top AASI educators in the West. Get a jump start on your progressions and take part in a variety of clinics ranging from riding improvement, teaching techniques, certification prep, and freestyle riding. This nonstop two-day event brings the excitement of the Convention into an early season full-on snowboarder shred session. Make sure to get yourself to this event to show the Division just exactly what SoCal has to offer. The Resort Trainer Course for Level 2 certified trainers will be held concurrently (see description on pg. 32.)

ED CLINICS AT MT. SHASTA

January 6-7 Location: Mt. Shasta

Venture out of the Tahoe rut- come ride with a fun and dynamic group of instructors in an education event open to all members. We will be focusing on riding improvement and exam preparation for all levels.

WOMEN'S DEVELOPMENT DAY

March 24 Location: Squaw Valley

Get ready to push yourself! It will be a ladies only event lead by the top female trainers in AASI West. This is a clinic designed to develop some tactics and skills to continue progressing at a charging level of riding. Riding with a team of ladies can often push you to try things that you may have never considered. Squaw Valley can offer steeps, park, half-pipe, and pretty much whatever the crew wants to ride. It is also a great opportunity to bounce ideas around to help any of you trainers out there comeaway with some tools to help inspire female instructors at your home mountains. Wherever we end up riding on the

MOVEMENT ANALYSIS : PROGRESSION BUILDING

March 11 Location: Alpine Meadows

Improve your skills in Movement Analysis by finding the root cause in the performance effects of a snowboarder's riding. Clinic will cover cause and effect relationships and how to prioritize what is needed to develop quality progressions. Using MA to build your progressions will improve your student's experiences, help train your eye and prepare you for the next level of Certification. Use this clinic to prepare for your Teaching Module or just keep your instructor eye sharp. This clinic is ideal for members training for Level 2 and Level 3 Certification.

L2 & L3 CERTIFICATION TRAINING

January 22 Location: Alpine Meadows

Success at advancing your level of certification comes from quality training. This training day covers your specific needs to be successful in the certification process. Led by the Tech Team Staff that will be giving the exams, this is the best place to get the right training to set you on the right path towards achieving your goal. This event will cover both riding and teaching standards for the Level 2 and Level 3 Certification, dependant on the needs of the participants.

L2 & 3 TEACH TRAINING

February 11 Location: Northstar at Tahoe (Level 2 only)

April 15 Location: Squaw Valley

Prepare for the Teaching Module by working with one of the examiners prior to the certification event. This is the best opportunity to strengthen your weaknesses and fine-tune your presentations before the Teaching Module. Those that arrive the most prepared for the Teaching Module get the most out of it and have the most enjoyable experience. Get feedback on

Snowboarding Certification & Events

your progressions, work on your movement analysis skills and hone your pro knowledge. Invest in your success! This is a "must do" event for anyone training for the Level 2 or Level 3 Teaching Modules.

CERTIFICATION MODULES:

LEVEL I MODULE , THREE -DAY

January 7-9 Location: Heavenly
February 4-6 Location: Northstar at Tahoe
February 11-13 Location: Mammoth
March 16-18 Location: Snow Valley
April 28-30 Location: Mammoth

Prerequisites: Must be a registered member, be at least 16 years of age, be willing and able to perform needed riding requirements, have twenty hours of logged snowboard teaching experience and have completed the Level 1 Workbook online. This three day Certification Module is an evaluation of the candidate's skills and knowledge as well as an educational based event. The module gives all candidates a stronger understanding and ability to apply the teaching, learning, riding and service concepts. Riders must be comfortable on all blue, basic black and freestyle terrain. Candidates will be required to show proficiency in meeting the required riding, teaching and movement analysis standards.

LEVEL I IN-HOUSE PROGRAM

This program may be held at your resort. Check with your resort supervisor or trainer for details.

Prerequisites: Must be a registered member, be at least 16 years of age, have twenty hours of teaching experience, be willing and able to perform needed riding requirements. The Level 1 In-House Program is offered and run by a Member School Resort. In this course candidates attend weekly trainings to develop proficiency in all areas of the Level 1 Standards. The participants must be a member of AASI West during their training and register for the final validation,



which facilitated by an outside AASI West Examiner. Resorts conducting the Level I In-House Program must be lead by an AASI West Resort Trainer that has gone through the yearly Resort Trainers Course.

LEVEL 2 RIDING MODULE

January 13-14 Location: Bear Mountain
February 4-5 Location: Northstar-at-Tahoe
February 11-12 Location: Mammoth
March 4-5 Location: Squaw Valley
March 13-14 Location: Bear Mountain
April 8-9 Location: Squaw Valley

Prerequisites: Must have earned the AASI Level I Certification at least one season prior, must be employed by an AASI-West Member School, must be current in educational requirements and dues, must be willing and able to safely perform needed riding requirements, and have the professional knowledge to understand and execute riding instructions relevant to the standards. The two-day Riding Module will offer coaching to the candidates to further develop skills and techniques as well as evaluate the candidate's ability to consistently meet the riding standards. The candidates will need to be able to ride in a variety of terrain; see the AASI West Certification Handbook for more details. Candidates that pass will be eligible to attend the Level 2 Teaching Module. Candidates must complete the Teaching Module within two seasons of the Riding Module was passed.



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In House Pet Concierge

Ceci Chourre'
Owner

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South Lake Tahoe, CA
96151
(775) 315-5727
clearpath1@msn.com

Snowboarding Certification & Events

LEVEL 2 TEACHING MODULE

February 25-27 Location: Northstar-at-Tahoe

March 18-20 Location: Squaw Valley

March 26-28 Location: Snow Summit

April 28-30 Location: Mammoth

Prerequisites: The Candidate must have successfully passed the Level 2 Riding Module within two seasons prior, completed a current written exam and brought a printed copy it to the first day of the event, as well as be current in dues for AASI-West. In the three-day, Level 2 Teaching Module successful candidates will show the ability to apply and analyze the areas of snowboard teaching included but not limited to; Movement Analysis, Teaching Scenarios, Professional Knowledge, Proper Demonstrations, Children's Education, use of all aspects of the Snowboard Teaching System, and Professional Etiquette and Safety. The successful candidate will demonstrate the ability to teach a spectrum of riders, children to adult, up to and including black terrain and freestyle features. To take this course the candidate will have already passed the riding portion of the exam. Candidates are expected to utilize proper demonstration skills in their riding to facilitate success in teaching scenarios; this includes the areas of riding that may have not been able to be fully assessed in the riding module due to weather or lack of certain terrain arenas; e.g. half pipe and park riding.

LEVEL 3 RIDING MODULE

February 11-12 Location: Mammoth

March 4-5 Location: Squaw Valley

April 8-9 Location: Squaw Valley

Prerequisites: Must have earned the AASI Level 2 Certification at least one season prior, must be employed by an AASI-West Member School, must be current in educational requirements and dues, must be willing and able to safely perform needed riding requirements, and have the professional knowledge to understand and execute riding instructions relevant to the standards. The Two-day Riding Module will offer coaching to the candidates to further develop skills and technique as well as evaluate the candidate's ability to consistently meet the riding standards. The candidates will need to be able to ride in a variety of terrain; see AASI West Certification Handbook for more details. Candidates must demonstrate multiple movement patterns to show desired outcomes. Candidates that pass are eligible to attend the Level 3 Teaching Module.

SNOWBOARDING CERTIFICATION & EVENTS

LEVEL 3 TEACHING MODULE

March 18-20 Location: Squaw Valley

April 28-30 Location: Mammoth

Prerequisites: The candidate must have successfully passed the Level 3 Riding Module within the past two seasons, completed a current written exam and submitted it to the Snowboard VP no later than the two-week event registration deadline, as well as be current in dues for AASI-West. In the three-day, Level 3 Teaching Module successful candidates will show the ability to synthesize and evaluate the areas of snowboard teaching included but not limited to; Movement Analysis, Teaching Scenarios, Professional Knowledge, Proper Demonstrations, Children's Education, use of all aspects of the Snowboard Teaching System, and Professional Etiquette and Safety. The successful candidate will demonstrate the ability to teach and coach his or her peers on any available terrain with evident change in his or her peer's riding. To take this course the candidate will have already passed the riding portion of the exam. Candidates are expected to utilize proper demonstration skills in their riding to facilitate success in teaching scenarios; this includes all areas of the required riding standards.



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Divisional Trainer Information

These events are for Level 3 members who are looking to achieve the next level of professionalism in their Snowsports careers.

RESORT TRAINER COURSE

December 8-9 Location: Squaw Valley

January 8-9 Location: Mammoth

January 27-28 Location: Snow Valley

This course is offered at events across the Division to help support and develop Resort Trainers. This program is for both experienced trainers and instructors that want to become trainers. Annual attendance is required for Western Members that are In-House Trainers at their home resort. For instructors that desire to become members of the Education Staff of the Western Division, this program is where to start developing training skills needed to run clinics and events.

Prerequisites: Participants must have a PSIA/AASI Level 2 or Level 3 Certification, be employed by a Western Division Member School, and have a willingness and ability to meet the demands of being an on & off hill trainer and presenter.

Course Description: Develop your skills as a trainer, meet the prerequisites for being a trainer for the Level 1 In-House Program, stay up to speed on the exam standards and train for the Divisional Trainer. This course provides the opportunity to work with the division's leading educators to develop skills in leading quality clinics. Topics that are covered range from the specifics to operating the Level One In-House Certification, current standards and materials for Certification training, as well as tools needed developing skills as a trainer at your home resort. This course is the go-to event for staying up to speed on what is happening in the Western Division and at PSIA/AASI National for training instructors at resorts across the West.

DIVISIONAL TRAINER COURSE

Prep 1: January 10 Location: Mammoth

Prep 2: February 14 Location: Mammoth

Exam: March 25-26 Location: Squaw Valley

The course consists of two individual prep days and a two-day exam. The Divisional Trainer Course is available to all current Level III Western Members that want to develop skills needed to be a successful trainer. This course will help guide participants in understanding and applying the difference between teaching a lesson as an instructor versus leading a clinic as a trainer.

Prerequisites: Participants must have an current PSIA/AASI Level 3 Certification, be employed by a Western Division Member School, have a thorough understanding of teaching methodology, have experience training instructors, and have a willingness and ability to meet the demands of being an on & off hill trainer and presenter. Participants should have experience training and running clinics at their resort as well as participated in the Western Division Resort Trainer Course prior to attending this course.

Prep Day 1: The first prep event introduces training theory and concepts relative to becoming an effective trainer. It is

expected that candidates will be involved in training programs at their home resorts and that they will have ample opportunity to put these concepts into practice. This will help candidates to develop their own style of training, and help to make them proficient at communicating more complex theories to their trainees.

Prep Day 2: The second prep event will give the participants as opportunity to lead their own on-snow clinic. This allows participants be evaluated in their ability to lead a clinic and develop their peers. Each candidate will receive feedback both on training abilities and the ability to give constructive feedback. This evaluation will be a good test of training abilities for the real world experience as a Divisional Trainer.

Exam: The two-day exam evaluates the candidates ability to apply functional and safe training techniques in a variety of settings. To become a Western Divisional Trainer, a candidate must show their ability to create a safe and fun learning environment that applies effective use of Training Theory and Concepts. This must be done while showing proper movement techniques and an in-depth knowledge of the presented materials. On day-one the candidate will give a clinic of their choice, appropriate to the group. On day-two the candidates will give a clinic designated by the examiner, similar to what would be required in a real training situation. Trainers must be able to apply and synthesize the concepts behind teaching how to teach in a real life setting to successfully complete the course.



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Springtime in Mammoth - what could be better?

Join us April 25-27 for a mix of great sliding and clinics, après ski fun and a healthy portion of camaraderie and learning with your fellow instructors from throughout the Division.

Look for Convention Registration info in our Spring issue of The EDGE.



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PSIA-W Education Foundation | By Greg Lyons

Helping Fulfill Dreams

Definition of a dream: “something that you have wanted very much to do, be, or have for a long time.”

- Do you want to improve the quality of your lessons?
- Do you want to improve how you ski or ride?
- Do you have an idea for a publication or resource that would benefit the membership of PSIA/AASI-W?
- Do you want to inspire your home resort with new educational possibilities?

PSIA-W Education Foundation can help you reach your dreams. Our mission is to provide educational opportunities for professional snowsports instructors.

Apply for a Scholarship

Last season we gave out twenty two scholarships. Over the last three years we have given out \$17,500 to attend education and certification events.

Apply for Education Development Funding

Last year Education Development Funding was used to translate the “New Instructor’s Guide” to Spanish. The guide is on the PSIA-W.Org website

Donate to allow your dreams to spread throughout the PSIA/AASI-W Division.

Time. Giving your time to develop new ideas or assist in events is always appreciated.

Services. Our legal services have been provided pro bono. Thank you Fran Tone and Orrick, Herrington & Sutcliffe LLP.

Donation items for events.

Donation of dollars.

PSIA-W Education Foundation can create a Special Program for your donation of over \$5,000.

One PSIA division received a donation that funded complementary children’s training for their membership for multiple years.

Donate directly to the Education and Certification Scholarship, the Sato Scholarship and the Sodergren Fund. During the 2012/13 season the Sodergren Fund received a very generous donation of \$10,000.

Thank You to all who have donated time, products, services and or dollars. During the 2012/13 season over \$25,000 was raised.

*Greg Lyons,
PSIA-W Education Foundation*



Create your own special program with a donation of \$5,000 or more to the PSIA-W Education Foundation.

Marcus Haile Memorial Adaptive Scholarship Provided Again This Year

The Mt High Adaptive program will again be awarding scholarships through the Marcus Haile Memorial Scholarship Fund. The Scholarship is named to honor the memory of Marcus Haile, a dedicated supporter of adaptive skiing. The purpose of the Fund is to support training in adaptive snowsports and is open to all adaptive instructors in PSIA/AASI-W.

Any Adaptive instructor at ANY of our Western Division member schools can apply. Scholarships can be used for clinics and examinations. For information and an application form, please contact Lynne Haile at Mountain High, (760) 316-7861.



Lynne & Marcus Haile

By Tanya Milelli | PSIA-W Education Foundation

The Experience That Changed My Career

When you're a ski instructor under the age of 35 it's easy to wonder when your time is going to run out. If you are like me, you see the people in the industry who have been able to make Snowsports a career and say, 'I'd love to do that'. When you're just starting out it can seem almost impossible. You can only go so long living on Ramen in a house with five roommates piecing together odd jobs to get you through the off season, right? I have always been careful to keep one foot firmly planted in another profession, until this season. I came into this season with one goal, to figure out if I can really ski for a living.

I knew that if I was really going to do this I would have to take my skiing and teaching to the highest level possible. As much as I love being in the Tahoe bubble it was time for a change. I'd heard about National Academy, but frankly the price tag made it out of my reach. Then I read about the PSIA-W Education Foundation scholarships and the wheels started turning. A trip to National Academy and a week of training at a new resort with new coaches and new peers was exactly what I was looking for. I applied for and was thrilled to be selected as a recipient of the Sodergren Scholarship.

I'm somewhat of a perfectionist so I spent the month leading up to Academy researching and planning out every detail, but nothing could have prepared me for the experience I was about to have. The skiing was great and the coaching unparalleled. Amidst the group were six examiners, a division president and two ski school managers. What I didn't anticipate was that I would find a vibrant under 35 crowd with whom I shared common goals and experience. By the end of the week I realized that there are people like me all over the country trying to make this a career and the industry is making room for that new talent. While I may not yet be as far along as some of my peers from Snowbird they have given me hope for my future and shown me that I can do this and the industry will make a place for me.

It's not always easy trying to navigate this industry, especially when you're young, but it's a whole lot easier when you have others around you who get it. Thank you to the PSIA-W Education Foundation for giving me the opportunity to find my career.



From left to right, are Zachary Rogala, Ann Schorling, Unknown, Richard Berdos, Jenni Jubok, Frank Cartwright, Tanya Milelli, Matt Boyd.

**Since attending Academy Tanya has earned a spot on the Ski & Snowboard School staff at Coronet Peak in New Zealand and has been named Administrative Director for the Northstar Team Foundation. She credits much of her recent success to her experience in Snowbird.*

PSIA-W Education Foundation Scholarship

2013 Recipients

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Packing for South America

By Bryan Schilling

Sliding on some southern snow...yes! Though when packing for your trip it's really a matter of what not to bring. That old truism "pack light and travel far" holds true. Let me share what I've learned from my travel travails so you can pack successfully for a trip down south, whether to work or to play...

La Etnocentricidad - Ethnocentricity is a fancy way of saying that you get by seeing the world with you and your culture in the center. It's a sure fire way of assuring that your ability to connect with the culture will be limited to that of an airport, taxi, and Holiday Inn (great for those who strive to sanitize their ski trip). The real fun after the slopes of Argentina or Chile is the warmth and beauty of the people (note: singles might interpret this liberally and that's ok).

La Gastronomía - Gastronomy or any way you prefer to call your grub, is another great part of a trip southward. Leaving food philosophies behind leaves

plenty of space to fill one's plate. From Cordero Patagonico (roasted lamb from southern Argentina) to Lomo a lo Pobre (steak with french fries & eggs on top) in Chile you will be assured not to return home skinny. Warning: vegetarians will have to hunt and gather to find their food. Also, note: a bottle of tinto (red wine) can be found for about \$3-5 and is bound to aid digestion, calm nerves, and help you connect with local cultures.

El Equipo - Equipment is forever a consideration. Unless you are staying for the season and packing several pairs of skis, consider checking-in a versatile wide waisted ski and resolve not to fret for leaving some petex on the hill. Rocks are many as the fresh snow tends to lead you to wander off a piste that is generally above tree-line and marked conservatively. **Tranquilo amigo!**... Skis can be repaired or replaced, memories are forever...

Los Gastos - Costs are always a point to consider when packing.

This is where you want to strategize your moves. If you would like to place yourself on the earning end of the equation then plan early. Resumes should go out by February. Get your full cert or at least level 2 in place, and it doesn't hurt to know somebody who knows somebody written in the form of a letter of recommendation.

If you are on a shorter trip, travel packages can be put together from the comfort of your living room, though they can actually be less spendy when paid for on the local level piece by piece in the country of origination (the just-go-there model). This is especially true when visiting several different resorts. It's simple if you take the plunge: local transport + local lodging = cheaper. Guide books such as "Lonely Planet" or "Rough Guide", etc. give the scoop on a shoestring way of staying in South America. Regardless, you are assured to sleep

better if you travel with the expectation of collecting experiences and dispensing with your dinero (money).

El Language - Language is a linchpin to understanding life, just as it is for us gringos. **Tranqui!** (chill) you don't have to be a Cervantes to have a good time in Chile or Argentina. All attempts will be welcomed though albeit by laughter and this is how you will help the world become a happier place. You will also find that many folks speak some English as well. While for those seeking a winter of employment: basic Spanish is a must, and don't fear Portuguese as it forms the lingua franca for almost the entire month of July in many southern resorts.

(cont'd on pg. 37)



Packing for South America (cont'd)

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Though many instructors get by with *Portuñol* (pigeon Spanish peppered with Portuguese phrases).

La Maleta - Luggage is a critical consideration as international air flights accept ski bags (2) and generally allow up to 50 lbs. per bag e.g. way too much unless it has wheels. If packing for the long haul, there are of course tricks to maximize total poundage such as demounting heavy ski bindings to place in carry-on (not an issue unless traveling with 3+ pairs of skis). Regardless, bring a small tune kit; wax, files and a guide go a long way in a pinch between *Portillo* and *Penitentes*.

Take boots as carry on, especially if you have a custom pair that could spell deal-breaker for a trip if the boots somehow routed their way to Czech instead of Chile...Also, if there is any space left in your side pockets, consider packing those ski clothes that you are never going to use. They can make great gifts for folks who work outdoors - extra hats, goggles, gloves will be sure to find good use and smiles in the southern hemisphere.

El Resto? - What's left? Well, it's up to you. Make your trip your own. In general, keeping your bag light might just have you making regular trips for all the friends you make. If you would like to dig deeper, then consider taking the clinic -TEACHING IN SPANISH - and pack your bag full of useful Spanish phrases and cultural considerations. Sliding during your summer while reaching out to other cultures will always assure a trip of a lifetime.

Bryan Schilling enjoys Latin culture so much he married a Latina (actually that's the cart before the horse), but anyway he has traveled and worked in ski resorts in Argentina and Chile. He is a true believer in the power of cultural exchange, especially when accompanied by a good bottle of Tinto.

Join Bryan for Teaching in Spanish, December 17th at Heavenly.



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Seeing is Believing

By J. Forrest King-Shaw

By design, we instructors and coaches are part playmate, teacher, triage nurse, guardian, cheerleader and psychologist, but to name a few... For this discussion, let us examine our role as psychologist.

I recall one of (if not the most) poignant advice a coach gave me. He said, "the difference between good and great is confidence." I was but a young man, about to step up to the next level as an athlete, and had some doubts about my own ability to perform on that stage. He had been my teacher, guardian, disciplinarian, cheerleader, nurse and psychologist for a few years and knew, as well as any and better than most, what my capabilities were. In fact, it is safe to say that I felt he knew these things better than I. I'm sure if he were here he would argue that he knew that I could succeed, while I merely hoped that I could – and he'd be right. He'd done everything he could to prepare me.

I have been told countless times – and I have said to my athletes, students, co-workers, loved ones and children that "pressure is what you feel when you are asked to do something that you are not prepared to do." The late legendary coach John Wooden wrote that "failing to prepare is preparing to fail". We spend so much energy on the physical aspect – the nuts & bolts of skiing: movement patterns, nutrition, conditioning and equipment – but how much do

"pressure is what you feel when you are asked to do something that you are not prepared to do." The late legendary coach John Wooden wrote that "failing to prepare is preparing to fail".



Encouraging students to visualize how they want to ski makes them better skiers.

we spend on the mental aspect? I confess that I have been preoccupied with the physical, and might still be if it weren't for my own demons...

Like many of you I have been stricken with the affliction called GOLF. As I struggle to reach that single-digit handicap, my swing coach gave me a book titled, "Golf is Not a Game of Perfect" by the famed sports psychologist Dr. Bob Rotella. Dr. Rotella points out that the mental approach of the best golfers (his primary example was Fred Couples) is diametrically opposed to the approach of weekenders like me, in that when one of them pulls a club out of the bag, they envision the best shot ever hit with that club. I, on the other hand, think – "don't hit it left", "if I'm too short I'm in the hazard" and such. It's no wonder that I am inconsistent. I don't believe in it. I don't trust it. Not really.

The same mind set has crept into my skiing from time to time. I would tend to focus on what I did not want to do, rather than what I should do, what I CAN do, or what I HAVE DONE. That can be debilitating. So, what's the fix? For starters, Dr. Rotella writes "train it and trust it." That's just the counsel we as coaches should be giving our students from day one. I'm sure I'm not the only instruc-

tor to have said to new skiers to move their feet without looking at them, to trust that they'll still be connected to their legs and that their feet will remain where they place them. Trust it. The visualization of success can be started as easily as that – but we must continue encouraging our pupils - to help us train their minds as we train their bodies. As we help them build, they must believe that the foundation is solid, and that they can rely on themselves to repeat what we've built even when we are not there to cheer them on... Challenge them to ski under lifts (when safe), or seek variable snow conditions. During your sessions, have your students close their eyes and mimic the movement of their feet with their hands as they visualize the movement patterns they want to make. Help them re-enact their favorite scene from their favorite ski movie or you-tube clip. Have them look at chutes, steeps or jumps for a brief moment, then picture themselves skiing the line they want, the way they want, all the way to the high-five you give each other at the bottom. With my clients I stress that we should experience success before during and after our sessions. As a J4/5 coach I do this with my athletes while 'free training' (free skiing), before training runs

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By J. Forrest King-Shaw | Seeing is Believing (cont'd)

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and races regularly. I do it for myself repeatedly. This is a very powerful tool, and can change the experience from average to good, and from good to great.

This isn't rocket science, although this is regular part of training for astronauts, performing artists, comedians, gymnasts, and world cup athletes, pilots and surgeons alike. Why doesn't James Bond sweat when suspended above a pit of alligators? Why can I still shoot free-throws at better than 70% with my eyes closed? Practice and preparedness. I still see the ball going in before I shoot. On those good days – those super-hero days – record and rewind that mental video. On those bad days, do not despair. As the French World Cup skier Alexis Pinturault said in a recent interview, "the road to greatness is always under construction." We can't be who we are not, but with hard work, we can be who we want to be. We just have to see it first.

J. Forrest King-Shaw is an instructor at Squaw Valley and holds PSIA Level 3 and USSA 300 Level Coaching certifications.



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TAHOE DONNERSM

SKI AND SNOWBOARD SCHOOL SUPERVISORS NOW HIRING

Tahoe Donner Association's Downhill Ski Area is looking for Ski and Snowboard Supervisors. This position is responsible for teaching adults and children and assisting with the ski school organization, special events, staff training, races and other activities. Recommended qualifications: minimum PSIA/AASI level II certification and 2 years supervisory experience.

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