WAXED and Waiting

2010-11 NOMINATION ISSUE
DOUG BERG RECEIVES DISTINGUISHED SERVICE AWARD

Jim Woodrum, NSP Central Division Director, presents Distinguished Service Award to Doug Berg for his support of the ski programs in the regions and at Ski & Toboggan Workshops within the Division. He also attended multiple region and division events supporting and teaching these programs.
A MESSAGE FROM THE PRESIDENT

IT’S THE MOST WONDERFUL TIME OF THE YEAR!

For those of us avid skiers and boarders, this is an exciting time of the year! We are in eager anticipation of snow. Our “summer friends” just don’t quite understand us getting excited about snow. We check out equipment at the local ski and board shops; even if we have no intention of buying anything... it is just something we do. We go to swap meets hosted by local clubs or teams as fundraisers, to look for any great deals and perhaps decide if we are going to make a purchase this year... or an early Christmas gift! With that said, the following is a list of 15 exercises to prepare us for the most wonderful time of the year:

15. Visit your local butcher and pay $30 to sit in the walk-in freezer for a half an hour. Afterwards, burn two $50 dollar bills to warm up.
14. Soak your gloves and store them in the freezer after every use.
13. If you wear glasses, rearrange all your furniture, put your glasses in the freezer, then take them out, put them on and run to the bathroom. Apologize every time you bump into something.
12. Throw a hundred dollar bill away—now.
11. Find the nearest ice rink and walk across the ice 20 times in your ski boots carrying two pairs of skis, accessory bag and poles. Pretend you are looking for your car. Sporadically drop things.
10. Place a small but angular pebble in your shoes, line them with crushed ice, and then tighten a C-clamp around your toes.
9. Buy a new pair of gloves and immediately throw one away.
8. Secure one of your ankles to a bedpost and ask a friend to run into you at high speed.
7. Go to McDonald’s and insist on paying $8.50 for a hamburger. Be sure you are in the longest line.
6. Clip a lift ticket to the zipper of your jacket and ride a motorcycle fast enough to make the ticket lacerate your face.
5. Drive slowly for five hours—anywhere—as long as it’s in a snowstorm and you’re following an 18-wheeler.
4. Fill a blender with ice, hit the pulse button and let the spray blast your face. Leave the ice on your face until it melts. Let it drip into your clothes.
3. Dress up in as many clothes as you can and then proceed to take them off because you have to go to the bathroom.
2. Slam your thumb in a car door. Don’t go see a doctor.
1. Repeat all of the above every Saturday and Sunday until it’s time for the real thing!

On a more serious and personal note, I would like to thank the National Ski Patrol (NSP) for the Distinguished Service Award they presented to me in September. All I can say is that it is truly humbling, honoring, and a privilege representing Central Division as President. Thank you to our members and to NSP!

Think Snow!

Doug Berg, President
PSIA-C/AASI-C
THE MIDWEST EXPERIENCE: IT’S NO JOKE!

By Duke Millington

To take a few words from a well-loved comedian, “Sometimes we just don’t get no respect!” Snowsports enthusiasts from Minnesota, Wisconsin, Illinois, Indiana, Michigan, Ohio and yes, even Iowa, have heard the asides and sneers. “You actually ski and snowboard on those miniature bumps and river induced ridges rising from your flatlands?” “Do you ever have nosebleeds or headaches at those elevations?” “How exhilarating is a 30-second run?”

Forget the jokes and take a look at the reality of what our environment has provided us, and how we have created opportunities to become proficient snowsports participants. Currently, there are 107 active snowsport areas in the Midwest, many open seven days a week from 9:30 am to 10:00 pm. Then, take into consideration that snowmaking in the Midwest has been developed into a true art form. With the small acreage of most of these snowsports areas, machine-made snow will cover and continuously maintain the runs from early November through the end of March. In fact, many Midwest resorts are open before the Western areas, as 10 to 16 inches of fluff from the snow guns will sufficiently cover the Midwest’s grassy slopes; compared to amount of snow needed to bury the rock and boulder filled mountain sides of the West. Also, due to acreage, make it a little more enticing for numerous skiers and boarders by placing a snow cat or two on the hills to have most trails groomed before the first customers and snowsports instructors arrive.

Bring to these 107 snow covered hills, ridges, bumps and human made inclines, a significant number of traveling snowsport schools, transporting bus loads of students to areas during weekends, evenings, and vacation periods. Add to this mix, each resort’s numerous instructional programs for adults/children, college students, local school groups, racing programs, weekly kiddy snowsports experiences, and USSA practices/races. This adds up to an incredible number of skiers and snowboarders taking lessons or in training each day of the season in the Midwest.

This astonishing recreational mass of snow riders is certainly no laughing matter to the snowsports industry! Once these students have discovered the excitement of flowing down the short slopes available in the Midwest, further challenges become their siren’s call. It is no wonder that the Midwest has become a snowsports pipeline to the western mountain slopes! Each new season, as the snow begins to fall in the Rockies, thousands of enthusiastic flatlanders head west to take their winter vacations in altitudes above 800 feet and on runs longer than a half mile. Like lemmings to the sea, they seek out the powder stashes, incredible steeps, soft mogul filled runs, cornices, and the solitude of tree lined glades.

And, excellent skiers and boarders they are, with carving their signature turns, edges their game. Many top performers on our Olympic Ski and Snowboard teams - past and present - have had their beginning successes on the gentle slopes of the Midwest. Riding short tow ropes and chairs to make 30-second runs hour after hour, provides a golden opportunity for all to work on the basic skills necessary for skiing and boarding success. Also, the multitude of terrain parks and half-pipes throughout the Midwest presents wonderful variety, as well as incentives for challenge and technical development of each individual’s skill level.

It probably hasn’t hurt the overall progress of the Midwest snowsports aficionados either, to learn on the ever changing surfaces the Midwest has to offer. From slick hardpan, to blue ice, heavy moisture laden snow and occasional bare patches of frozen ground, their skis and boards have ridden on it all. Add in the occasional snowfalls of a few inches to create that sought after frosting on this snow gun produced cake. As one of our well known instructors, Ole Stenmarkson, would say, “We got it good here, you betcha!!”

One final thought. Instead of making light of our own short run and low elevations, we have discovered the incredible exhilaration snowsports provides to anyone who enjoys the wonderful outdoors in a non-motorized mode. Making turns down a slope on skis or a board has not been diminished by the lack of steeps, only enhanced for many by using the skills and methods taught by the PSIA AASI instructors of the Central Division. Truly, the multitude of Midwest snowsports programs, instructors, and 107 area resort owners supporting them, are not a joke, but will remain a central bastion for the overall future growth of the snowsports industry in this country.
REGISTRATION FOR EVENTS

THINGS YOU NEED TO KNOW WHEN REGISTERING FOR AN EVENT:

• Signed applications are required to be entered into an event. You can mail, fax, or email your registration. Phone registrations and payments are not permitted.
• Applications must be received by the deadline, not postmarked by the deadline.
• If you are registering for the Alpine Level 2 or 3 Exam, you must have already passed your written before your application is submitted to the office.
• Please check www.psia-c.org, frequently, for updated information.
• REGISTER EARLY!

EDUCATION EVENTS

Boyne Highlands, MI
DECEMBER 11 & 12, 2010

☕ Sign up for D Team Events (Limited space available)
☕ Sign up for Discipline Specific Events (Alpine, Snowboard, Telemark, Adaptive)
☕ Visit: www.psia-c.org for schedule and registration forms
☕ Send Registration Form to PSIA/AASI-C Office in Lansing, MI.
☕ Membership Section 4, 5, 6 Meeting will be held Saturday evening, December 12

The support of our Sponsors is appreciated.
Late this summer, we requested responses from all of our membership, for the second yearly assessment survey. In the following, you will find a comparison of the survey results to the responses from the 2009 survey. There were 1,091 responses this year and 503 responses last year, so the results are show as a percentage of respondents to display comparable data. This year’s response rate was about 30 percent of our membership at Central Division. Survey statistics say that 30 percent is a good response rate, but the author personally wishes that more of you would have responded. Some of the opinion questions, especially questions 3, 4 and 5, were skipped by respondents. The survey is anonymous and so comments that refer to your answer in a previous question could not be tabulated.

The person you are teaching, your snowsports school, your resort, yourself, your family, your Board of Directors, your Education Staff and your Office Staff all care about your opinion of how we are doing as an organization.

We sent the request to take the survey to members for whom we had up-to-date e-mail addresses. I encourage everyone to log on to the National web site (http://www.thesnowpros.org) and make sure your profile is up to date.

The data indicates, in your opinion, where improvement or lack of improvement has taken place from last year. With your survey responses you provide guidance to your organization’s leadership. Thank you for your participation.

#1 WHAT ARE YOUR PSIA/AASI SNOWSPORT DISCIPLINES AND CERTIFICATIONS? CHECK ALL THAT APPLY FOR WHICH YOU HAVE BEEN CERTIFIED.

This data came from two questions last year. By asking the question in this manner this year and applying last year’s data we were able to view members with multiple disciplines and certifications.
#2 WHAT IS YOUR PRIMARY SNOWSPORTS RESPONSIBILITY?

![Snowsports Responsibility Comparison](image1)

**Legend:**
- #1 Snowsport Instructor
- #2 Snowsport School Trainer
- #3 Snowsport School Assistant Manager or Assistant Director
- #4 Snowsport School Director
- #5 Race Coach
- #6 PSIA/AASI Education Staff
- #7 Ski Patrol Trainer
- #8 No Longer Teaching
- #9 Other (Mostly Ski Patrol, National Ski Patrol)

#3 YOUR NATIONAL PSIA/AASI ORGANIZATION PROVIDES EDUCATIONAL MATERIALS, BOOKS AND VIDEOS, PRO-PRICED PRODUCTS, NATIONAL WEB SITE, MEMBERSHIP AND REGISTRATION SERVICES, DEMO TEAM, 32 DEGREES MAGAZINE AND A HEADQUARTERS OFFICE IN LAKEWOOD, COLORADO. ARE YOU SATISFIED WITH THE SERVICES NATIONAL PROVIDES?

![National Satisfaction Comparison](image2)

#4 CURRENTLY, 47% OF YOUR DUES GO TO CENTRAL. ARE YOU SATISFIED THAT THE DUES ARE APPROPRIATE FOR THE SERVICES ASEA CENTRAL PROVIDES?

![Central Satisfaction Comparison](image3)

#5 WHEN CHOOSING AN EDUCATION EVENT TO ATTEND, WHAT ARE THE CRITERIA YOU USE TO SELECT THAT EVENT, AND HOW WOULD YOU RANK THEM?

There was a problem with the set up of this question because there were 6 topic choices and 5 priority choices (Highest, 2nd, 3rd, 4th and Lowest). The response data appears to be valid but some members felt confused. It will be fixed on the next survey.

![Comparison Event Criteria Highest Priority](image4)

CONTINUE ON PAGE 8
#6 EXCLUDING TRAVEL, MEALS AND LODGING FOR AN AWAY EVENT, DO YOU FEEL THE COST OF A PSIA/AASI-C EDUCATIONAL EVENT WITH THE EDUCATION STAFF IS A GOOD VALUE WHEN COMPARED TO THE COST OF A VISITOR’S LESSON AT YOUR AREA?

#8 WHAT IS THE PRIMARY THING PSIA/AASI-C COULD DO TO INCREASE ATTENDANCE AT EDUCATIONAL EVENTS?

This was a new question in 2010, so there is no comparison to 2009.

Most of the comments related to the events themselves. The responses, however, appeared almost evenly split except for evening classes. Some examples:

• More options for dates
• Hold events closer to my home area
• Don’t cancel events
• More Demo Team events
• My home area has great clinics
• Ed Staff improvements

#7 DO THE EDUCATIONAL PROGRAMS OFFERED BY PSIA/AASI-C MEET YOUR NEEDS?

#9 THE PSIA/AASI-C WEB SITE WAS RECENTLY UPDATED. HOW WOULD YOU RATE THE WEB SITE?

Most comments had to do with updating the information more rapidly. There were many great suggestions for added content and these ideas are being evaluated.
#10 ARE YOU FAMILIAR WITH THE “GO WITH A PRO” NATIONAL ADVERTISING CAMPAIGN?

#11 MEMBER SATISFACTION IS A PRIMARY GOAL OF PSIA/AASI-C. ARE THERE OTHER COMMENTS YOU WOULD LIKE TO RECORD? ARE THERE OTHER QUESTIONS WE SHOULD INCLUDE IN FUTURE SURVEYS?

The survey asked for comments and suggestions and you responded with 366 of them. They have been categorized according to the following chart and distributed to the PSIA/AASI-C administrators that have these areas of responsibility. It is the intent of each of these administrators to review and consider each of them. Your comments are genuinely appreciated.

- 0.8% Newsletter
- 17.5% Financial / Cost
- 11.6% National Office / Central Office
- 19.3% Events
- 27.0% Education Staff
- 8.0% Board Issues
- 4.4% Ideas
- 4.1% Marketing
- 7.5% Miscellaneous

To wrap up, the author enjoyed and would like to share the following comment to question #11:

“Maybe it would be helpful to include a column in your PSIA-C newsletter geared towards the new instructor. It would be great if a few of the seasoned pros wrote about how they felt being a new instructor. In my case, my first season was a blur. I applied at my area, went through 2 long weekends of evaluation in early December, found out that I made the team, then began a white knuckled roller coaster ride... About 2 weeks after making the team, I experienced the Christmas/New Years tsunami (big crowds, lots of lessons, lots of instructors competing for a small area of real estate to conduct their lesson), then I had a couple of weekends to try to dry off and work on my lesson plan, demos, and polish my skiing, then the MLK weekend tsunami hit, then a couple of more weekends to catch my breath before the President's Day weekend tsunami hit, a couple of more weekends, then some damn thing called Pulaski Day weekend hit, then the darn snow melted and the season ended. Thank God! I made it... I think. During the few weeks between tsunamis, besides working full time, I learn about all of this PSIA Ed Staff that I “should” be doing, books to buy, clinics to attend, Ed Staff events that I “should” be tracking, etc. Whew! My head is still spinning! So I thought I was a good recreational skier, but compared to the pros, my skiing sucks. The pros and the Ed Staff ski amazingly well, and I feel like a guppy. Luckily the ski school team who asked me to join them are a great bunch of folks who really care, about me and the customer. I've had the chance to teach a few lessons (the big lessons were difficult, and the smaller beginner lessons were gratifying). I was able to show my love of the sport with some families and encourage them to start their own family skiing legacy. I've been able to try to show them how easy and enjoyable the sport can be and offered suggestions on how it can be a little more affordable (ski swaps, etc.). I had imagined that I would be spending this summer reading over all of the materials, etc., but with a full time job, family responsibilities, lawn work, etc. I haven’t make much progress. Before long, Season 2 will be here, and I’ll have a little more of an idea what to expect. Please remember that you too were a new instructor, and that we need encouragement! Keep it simple, we don’t need to do some complex maneuvers (some hokey backwards sideways upside down javelin turn - say what???? ). What we need is some encouragement and some tips to hone our basic skills so that we can deliver solid, polished demos for our students. Thanks.”

AUTHOR: ANONYMOUS
NEW VIDEO ANALYSIS PROGRAM

By Michael Moenning

CHANGE. We talk about changing, doing things better and we promise ourselves each year, “this season will be different.” It’s like a New Year’s Eve resolution—something that starts with good intentions but lacks execution by the third week in January. As with a new exercise or weight loss program, there is no magic bullet. Change requires a consistent effort over a sustained period of time (about 12 weeks). Making changes to your skiing and boarding is no different. It takes a sustained effort, working with a coach, over a period of time (about 12 weeks) to make changes that will stick. “Hey, 12 weeks is just about a whole ski season,” you say. A whole season that is focused on your goal is what it takes; a sustained effort, working with a coach over a period of time (about 12 weeks).

When we set out to make a change in any facet of our lives, we, as a society of consumers, generally choose products and services that are “new and improved.” We enjoy these products and services right up until the point we realize this new and improved product is really just the same old stuff with the words “new and improved” on the package.

With PSIA’s new curriculum-based course offerings for the 2010-11 season, we are introducing a brand new approach to movement analysis through the Video Analysis courses AV100, AV200 and AV300. I know what you’re thinking here, but it’s NOT the same old stuff with a new name. The members of the Central Division Video Task Force have been working together ALL summer to bring you a truly NEW program, utilizing new video capture technology to bring you the best possible Video Analysis program available. This new program will help you develop your movement analysis skills, change your skiing and boarding and most importantly improve your teaching.

THE COURSES BREAK DOWN LIKE THIS:

**AV100:**
This course is designed for instructors who are new to the process of movement analysis. This course will teach you where to look, when to look and what to look at to define the movements you make while skiing or boarding.

Each student will be videotaped at least twice per day throughout the event. The group leader will work with the group to review the video and develop a personal improvement plan for each participant. This course will focus on performing fundamental movements on gentle to moderate terrain. At the conclusion of the event, each participant will be provided with a flash drive containing the video files of their runs captured during the event.

**AV200:**
This course is designed for those instructors who are familiar with the process of performing movement analysis. This course will focus on developing an accurate eye to diagnose movement issues. In addition, participants will learn the techniques to develop a thorough understanding of the cause and effect relationship between the participant’s movements and their resulting effect on the performance of the ski/board in the snow.

Each student will be videotaped at least twice per day throughout the event. The group leader will work with the group to review the video and develop a personal

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DOUG BERG
ALPINE CANDIDATE — SECTION 2

Objective: To continue serving the PSIA-C Membership as a Board Member

PSIA-C has provided me tremendous experience throughout my skiing career. Since joining our organization in 1986 to become a better ski instructor, I have had the opportunity to serve on the PSIA-C Board of Directors, Alpine and Snowboard Examiner, PSIA-C Certification Committee, National Examiners Meetings and the National Education/Certification Meeting. This base of experience, along with actively working with the membership as a 20 year PSIA-C Education Staff Member, provides a strong background to serve you, our membership and provide guidance to our organization into the future.

In my present roll as President of PSIA-C/Alpine, I have had the opportunity to attend several events, skiing and meeting members throughout the Central Division and our Western Spring Rally. It is truly an honor to represent our Central Division at a national level. I would appreciate your support and votes for another two-year term on the Board of Directors.


KRIS AGNEW
ALPINE CANDIDATE — SECTION 4

I will be running for the final two years of a six-year term. Over the last four years, I have had the privilege to serve the members in the following capacities: Two years as education vice president and currently, as Alpine Administrator. Over these years, I have been able to bring programs and changes to the membership. My 30+ years of experience in the organization is a leveling force, as well as bringing that much needed consistency to the Board. I look forward to representing you again this term and have enjoyed your past support over the years. When you see me on the slopes, stop by and say hey!

JAMES SHARKEY
ALPINE CANDIDATE — SECTION 3

I have been a member of PSIA-C since the 1989-1990 season. Since then, I have served for 15 years as the Training Director and 2 years as the Assistant Ski School Director at Wilmot Mountain. I am currently coming to the end of my first Term as a member of the PSIA-C Board of Directors for Section 3.

It has been a fantastic experience working with this Board and I am looking forward to serving an additional term as your representative. In addition to the normal activities connected with being a member of the Board, I have taken on the responsibility of promoting PSIA/AASI to the general public by managing a booth at each of the Chicagoland Ski and Snowboard shows held in Schaumburg and Rosemont, Illinois over the last two seasons.

During those four shows, I—and the teams who have assisted me—have introduced the public to our organization; explained the role we play in training and certifying instructors; recruited instructors for various areas; and described the reasons that lessons are important both for safety and increased enjoyment of the sport. Participation in these shows has exposed the PSIA-C/AASI-C to approximately 30,000 members of the skiing/riding public.

I am particularly interested in remaining an active Board member because I am excited about the new “Curriculum” approach being applied to training and the certification process and also the new Video Analysis program being developed as an Education event. I feel these two programs will greatly enhance the instructor experience and need strong support.

To the membership, I say:
Make sure you take the time to make your feelings known to your respective Directors. Keep them informed of your problems and your successes. Then, the board will have the necessary information to provide the services and benefits you want. I look forward to continuing to represent you to the best of my ability and to serving you and the Board for the next term. Thank you.

JACK PIPPIN
ALPINE CANDIDATE — SECTION 5

I began instructing in 1982 at Pine Knob under Director Ron Brown. From 1989 to 2000, I instructed at Mt. Brighton under the Direction of Janie Huelig. From 2001 to present, I have been the Snowsports Director at Mt. Brighton. I am currently a Level 3 Alpine instructor and have been a PSIA member since 1990.

I would like to return to the Board of Directors to continue assisting with shaping the future of PSIA-C from the perspective of someone who regularly interacts with customers; not only as a Snowsports Director, but also through instruction. Over the last two years, I believe that we, as a board, have made great strides in improving this organization and making PSIA-C more driven towards servicing and supporting its members. With your support, I will continue to represent our membership with a real-world perspective for the next two years.

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PSIA/AASI-C OFFICIAL BOARD OF DIRECTORS
2010/2011 NOMINEES

SONJA ROM
ALPINE CANDIDATE – SECTION 6

I am currently a member of the Alpine Education Certification Committee and the Advanced Children's Accreditation Team. Teaching Children is my passion along with my full time career as the Facility Manager of the Kettering Recreation Complex in Kettering Ohio. I believe in our mission and will continue to work hard to represent the members in Section 6, if I am re-elected.

TERRI HENDERSON
ADAPTIVE – ALL SECTIONS

I am seeking election to the PSIA-C Board of Directors as the Adaptive Director for all sections. Prior to this board election cycle, I've held the Adaptive Director position as an appointed position. This is the first PSIA-C election in which the Adaptive Director position is an elected position.

I’ve “worked” as a volunteer instructor in adaptive ski schools for over 20 years, beginning in the Rocky Mountain Division and now here in the Central Division. I am a Level II dual certified instructor in the Adaptive and Alpine disciplines.

Currently, I am the PSIA-C Adaptive Administrator and a member of the Adaptive Education Staff. As the current Adaptive Director, I am working on a committee to update our Central Division bylaws. This past year, I was invited to serve as a member on the PSIA National Teams Task Force working to restructure the employment practices for our National Teams. Additionally, I have been a clinician at the past two National Adaptive Academies in Breckenridge, Colorado.

I am committed to raising the awareness of the need for adaptive instruction and to providing adaptive educational materials and training to snowsport schools and nonprofit adaptive programs throughout the division.

WILLIAM SNYDER
SNOWBOARD – SECTIONS 4, 5, 6

I began instructing snowboarding in 1993 at Mt. Brighton Snowsports (then Mt. Brighton Ski School) under Director Janie Hueling. From 1998 to 2003, I have served Shift Supervisor, Mt. Brighton Snowsports; 2003 to present, Assistant Director of Snowsports, Mt. Brighton Snowsports; 2004 to present, On-Hill Race Supervisor for both Alpine and Snowboard events; and 2006 to present, Mt. Brighton Snowsports Snowboard Staff Trainer.

I am currently a Level 3 Snowboard Instructor and member of the AASI-C education staff. I would like to join the Board of Directors to assist with shaping the future of ASEA-C from the perspective of someone who regularly interacts with our customers both as an Assistant Snowsports Director, and also through private and group instruction. I feel that having dual perspectives into our snowsports customer base allows me to see both sides of many issues presented to the modern Snowsports School.

MICHAEL CASEY
NORDIC – ALL SECTIONS

I have been Nordic skiing since the mid 1970’s. I became a member of PSIA in 1993. I earned my level II certificate in 2005. I live in Two Rivers, WI.

I taught sixth grade for 30 years in the Manitowoc Public School District. I am now retired. In the late 1970’s I helped develop our winter outdoor educational program. Cross country skiing was a major component of it. Today, we utilize our 400 acre School Forest facilities to continue this for our 250 sixth grade students. We now have over 35 pairs of matching skis, poles, boots and bindings. I am the ski instructor for this continuing program.

I also serve as a ski instructor for Point Beach State Forest’s Bilingual Outreach program. I have also helped organize and instruct for the City of Two Rivers, Learn to Ski Day. I have instructed at Minocqua Winter Park. I have served as Vice President and a member of the Board of Directors for the Kettle Moraine Nordic Ski Club.

If elected to the Board, I will do my best to represent the concerns and needs of our Nordic members. Our workshops are great places to meet one to one with members and solicit the input.
NOMINATION INSTRUCTIONS

Board of Directors terms are for two years. Each of the six Sections are represented by two Alpine Directors, one with a term expiring on an even numbered year and one with a term expiring on an odd numbered year. Western Sections (1, 2 & 3) are represented by one Snowboard Director. Eastern Sections (4, 5 & 6) are represented by one Snowboard Director. All sections are represented by one Nordic Director. All sections are represented by one Adaptive Director. Present bylaws limit consecutive terms to three.

A member in good standing who is Certified Level I, II or III may nominate and vote for director representation from that member’s geographic area for all disciplines in which that member is certified.

Nomination Forms must be received in the PSIA/AASI-C office by January 15, 2011. Nomination Forms that are not received by the stated deadline, or are incomplete, or are otherwise improper will not be recognized.

Only Alpine certified or adaptive certified instructors may nominate an Alpine Director. Only a Snowboard certified instructor may nominate a Snowboard director. Only Nordic Track or Nordic Downhill certified instructors may nominate a Nordic Director.

A director nominee must meet the following qualifications:

1. Be a current, active, primary member of ASEA-C in good standing, at least 18 years of age, Certified Level I, II, or III in the represented discipline, and lawful resident of the United States. (U. S. citizenship is not required.)
2. An Alpine Director nominee must reside within the same Section as the nominating member, and may be nominated only to represent that member’s Section.
3. A Snowboard Director nominee must reside within the same Eastern or Western Sections as the nominating member, and may be nominated only to represent that member’s Eastern or Western Sections.
4. A Nordic Director nominee must reside within Central Division.

Note: The candidate’s place of residence is considered to be where the candidate resides during the snowsports season.

A current Director who presently is classified as “Not Eligible” may not be nominated or reelected because three consecutive two-year terms have been served on the board, or because one or more other qualification is no longer met.

Six Open Alpine Board of Directors Seats
Alpine Directors: Six Alpine directors will be elected each year, one from each section.

| Section | Status \n|----------|--------|
| 1        | Harry Crump | Eligible |
| 2        | Doug Berg  | Eligible |
| 3        | Jim Sharkey| Eligible |
| 4        | Kris Agnew | Eligible |
| 5        | Jack Pippin| Eligible |
| 6        | Sonja Rom  | Eligible |

One Open Snowboard Board of Directors Seat

<table>
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One Open Adaptive Board of Directors Seat

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One Open Nordic Board of Directors Seat

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<tbody>
<tr>
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<td>Michael Casey</td>
</tr>
</tbody>
</table>
OFFICIAL NOMINATION FORM FOR
PSIA/AASI-C BOARD OF DIRECTORS

3225 West St. Joseph • Lansing, Michigan 48917
Phone: (517) 327-0601  Fax: (517) 327-3260
E-Mail: info@psia-c.org

Nominate only one candidate (Exception: dual & tri-certified members see**). An Alpine member can only nominate one Alpine candidate, Snowboard can only nominate one Snowboard member, and Nordic can only nominate one Nordic member. Candidates must live in the section in which they are being nominated for. Deadline for nominations is January 15, 2011.

This Ballot is for:
☐ Alpine Director  ☐ Snowboard Director (Sections 4, 5 & 6 only)  ☐ Adaptive Director (Sections 1, 2, 3, 4, 5, 6)
☐ Nordic Director (Sections 1, 2, 3, 4, 5, 6)

__________________________________________ (PRINT CANDIDATE’S NAME) __________________________________________ (SECTION)

__________________________________________ (PRINT YOUR NAME) __________________________________________ (YOUR MEMBERSHIP NUMBER)

Late, Incomplete or Incorrect Ballots will be Invalid.

*Note: Only active Certified Level I, II, and III, and Lifetime Honorary members may nominate members for the board of directors. Affiliate, Basic, Registered, Inactive and Alumni members are not eligible to nominate or be nominated.

**Note: If you are dual certified and would like to make nominations in both of your disciplines, please reproduce this form and submit one for each discipline’s nomination.
Hello fellow snowboarders!

As we move into the upcoming season, the Snowboard Education Staff of the Central Division is busy getting ready for new certification standards that encompass some new and exciting improvements that will be happening at clinics and education events. Referencing the PSIA-AASI manuals, terminology consistent with these manuals is used throughout the new documents. These standards provide a training focus and represent a minimum competency for each level of certification.

The premise of the certification standards is based upon the concepts of “levels of understanding,” which define stages of learning in degrees of understanding. We view certification as a measure of understanding; levels of certification represent stages of understanding. Candidates will be held to the knowledge and performance standards of the level at which they are testing, as well as the criteria for all preceding levels.

Central Division had a voice in creating this new standard that will be a level playing field as the expectations for certification will be consistent throughout all divisions. This has been in the works for the past couple of seasons. This summer the Board of Directors for our central region unanimously voted to adopt the standards. The standards are easily accessible at www.psia-c.org/education_mat.aspx.

Other news: Late registration

I am sending out a plea to all members. I want to emphasize that timely registration is essential to serve the interests of all—members, staff and volunteer managers alike. Walk-in expectations are disastrous for all. One of the main issues with late registrations is the availability of examiners as they are re-allocated from one event to another. That is particularly so with snowboard because the Snowboard Education Staff is small.

Last season, we only cancelled six snowboard events compared to the previous year—24 cancelled events. The Snowboard Education Staff will try to hold every event that is on the schedule! If you sign up early and it’s a scheduled event, the event is going to run! So please sign up early!

Thanks and I hope to see you out on the hill!

David Seelbinder
AASI Snowboard Administrator

New Certification Standards for AASI

AV300:

This course is designed for the instructor serving in a training capacity or those serving as the “video dude/dudette” at their local hill. The AV200 course is a pre-requisite, as the knowledge and understanding of performing movement analysis will be assumed to be at a high level for all participants enrolled in the AV300 course.

This course will focus on the techniques and tactics necessary to run a successful video training program at your home hill. The course will cover video equipment, shooting techniques, camera focusing technology and tactics, on hill group handling, background and lighting selection criteria, signaling techniques and group safety recommendations. Inside during the video review we will cover the techniques specific to teaching others to perform movement analysis. Each participant will have an opportunity to be videotaped and have his or her video reviewed inside. In addition, each participant will have the opportunity to lead the group through the video capture process and the video review process. Each participant will have the opportunity to develop personal improvement plans for themselves and for the students they videotaped. At the conclusion of the event each participant will have “run the group” through the video capture and video review process.

Talk about a way to truly change your skiing! The Video Analysis 100, 200 and 300 level courses provide a terrific learning experience that will truly help you make positive changes to your skiing and teaching! Just think about it, with a copy of all of YOUR runs on video provided to you on disk, no matter which course you choose, you’re going to have a baseline for comparison for years to come! Being able to review your video throughout this season and the seasons to come provides tremendous evaluative value to your skiing, teaching and movement analysis skills. With this new approach to learning movement analysis you will finally be able to see what you feel when you ski or board.

Join us for this great learning experience!
Sensing a need for accessible training resources within the region, Crystal Mountain Resort & Spa has added the following professional development programs to their 2010-11 season offerings. Note that these courses are not approved for divisional event credit.

**School for Snowsports Instructors Sessions I & II**
Developed in conjunction with Northwestern Michigan College, The Crystal Mountain School for Snowsports Instruction is an intensive program designed to prepare individuals for a career as a ski instructor. Teaching, Movement, and Development concepts are interwoven into classroom and on-hill instructional pods. Participants exit the program with a composite view of the role of snowsports instructor. $129, includes lift and NMC certificate of completion.

*Session I Thursday Evenings 10/24-11/11 plus 12/4-5
Session II Fridays, 1/7-1/28*

**PSIA/AASI Cert I Prep - January 3-5**
Crystal Mountain snowsports staff has earned accolades for our innovation and commitment to teaching. Join us in a clinic and mock exam format, with comprehensive study materials, guidance through the PSIA portfolio process, and direct feedback. Includes movement analysis and video feedback. $159 includes lift.*

**PSIA/AASI Cert II Prep - January 5-7**
Pursing Level II certification does not have to be a blind process. Join Crystal Mountain’s Experienced PSIA/AASI ed. staff members in an intensive program designed to help you maximize your exam performance. Featuring mock exams, honest and direct feedback, movement analysis, tech talks, and video. $159 includes lift.*

**Hire an Examiner/Clinic Leader (By Reservation)**
Take your training up a level. Available only to current PSIA/AASI instructors and members, hire one of Crystal Mountain’s affiliated DECL’s for the day (up to 5 instructors of similar certification may participate) to work on your exam preparation. Includes personal video, movement analysis, mock-exam format, and honest, in-depth feedback to help you achieve your personal goals. Advanced Reservations Required. $150/day *

*PSIA/AASI proof of membership required for event attendance

**Crystal Mountain also introduces Snow Skills Challenge Drills.**
Self assessment drills are an important part of certification prep. Crystal Mountain’s training staff has established a set of training stations throughout the resort, where candidates practicing for exams may review exercise criteria and outcome descriptions.

Additionally, Crystal View returns with larger monitors at the Thor and Buck race shacks. Use these monitors to review video of your demo performance, set on a timed delay. Crystal View was introduced last season, and instructors and the public alike immediately found the resource to be a fresh and innovative form of feedback.

Crystal Mountain Resort and Spa is proud to support the educational goals of Central Divisions instructors. As a demonstration of this support, the resort continues to provide lift tickets at no charge for PSIA/AASI events.
“Check it out Lenny,” I yodeled at my eight-year-old brother as I kicked back the pedals of my banana-seat bike locking up the Bendix brakes. A gorgeous rainbow of 8a chip formed splattering against the wood siding of the little red school house we lived in, back in 1970. Lenny was never one for many words. He just hopped on his Huffy and the game was on. For hours we hurdled ourselves 100 yards down the drive, locking up the brakes, throwing the backside sideways in effort to outdo each other. Of course, we spent a few more hours picking gravel out of the siding and off the window sills, but it was well worth it.

FLASH FORWARD 40 YEARS
I’m not sure if it was the fingernail moon rising or the cool air on the North American VASSA single track, but I was coming into a corner pretty hot and I touched off the rear disk about 4 M before the apex of the turn (a big tree). The rear wheel went sideways redirecting the bike and by letting off the brake a couple meters before apex, I was able to rip off a most beautiful carve on my 29er; and there she was, staring me right straight in the hairy eyeball–another ski season. Ever since I can remember, I have always enjoyed playing around on a bike. In 1971, our old man got us passes at Mott Mountain in exchange for some earth, the company he worked for, moved around at the hill. Enter skiing stage left.

It has been a privilege to be involved with PSIA-C clinics over the years. I marvel at the analogies that so many make between ski movements and other sports they love–mostly the stories about the sports they love. The enthusiasm and youth like passion that folks bring from one sport to another is out of this world. Although I don’t think much about Alpine skiing while riding, the benefits I have derived from my winter passion have helped me in some dicey situations in a road pack and flying solo in the woods. The following are a few things that I have gotten or will get from my seasonal passions and how they facilitate each other.

ATHLETIC STANCE OR THE COCKPIT
You are probably not thinking stance on a bike when you are in the saddle–nor do I. I think of both sports as being in the cockpit; perfectly positioned to move fore/aft, left/right and up/down. I have been known to have crazy hands and arms when I ski. Biking has helped a ton. Crazy hands/arms on a bike has dire consequences.

CONTINUE ON PAGE 18
BALANCE IN MOTION
Balancing on two wheels is harder than two planks. Balance is made much more difficult when the speed is slower on a bike. My friend and state road champ, Lars Welton, has repeatedly told me it is hard to road ride with me because he can't keep upright at such slow speeds. Balance on Alpine skis is harder for me at speed because I spend a lot of time trying to keep my CM up with my ski tips. Mountain biking down steep pitches has helped my skiing balance. You really have to keep yourself in harmony with the balance sweet spot of the bike.

ANGLE TO THE DANGLE
Pitching my sticks on angle and holding them there has helped my bike handling immensely. One of the best feelings I get on a bike is to feel them rip an arc. Drop the CM to the inside too much, keep the inside leg too straight (inside pedal down), pull the inside half back (handle) and pumpkin seeding and or road rash is a distinct possibility on a bike. On skis a loss of edge contact and or an auger could be in the cards.

PRESSURE OR DEPRESSURIZE
Think about it. We go left/right, we go fore/aft, we go up/down and terrain is cool. However, nothing could have ever set me up for the logs, lumps, rocks (or whatever else you run or jump over, while mountain biking) than skiing the bumps. By actively or passively absorbing bumps while skiing, I learned to use my core and legs always being prepared to go either way and never be afraid to load the sticks up and jump over the obstacle, if needed. While mountain biking in tough terrain, I find myself in front, in back, to the left and right of my saddle.

ROTARY OR PARK AND RIDE
I like to listen to coaches and instructors describe a turn as a “2x4x2,” or a “roll ’em over and stomp on ’em.” They all seem to describe what I heard a pretty darn good coach call “park and ride.” I like to think of rotary as the skill most of us forget. I can’t think of a more powerful feeling then when I am rolling over 30 mph on the pavement and tip the bike on an angle and ride an arc then straighten it out. When my speed is down in the tight trees, I tend to use the handle bars to make the turn sometimes a pivot where the “park and ride” turn could leave one picking bark out of one’s Lycra. Riding has taught me that, although fun, steering, pivoting and “park and ride” are all functional ways of redirecting your machine(s) if used in the right situation.

Once again, thanks to all of you that have shared your seasonal passions and how they correspond to Alpine skiing. Your youthful enthusiasms are contagious. Like you, I have passion for other sports, what they have done for each other, and the friends I have made in each sport. Both have been a beacon’s health in my life. There is more that biking and Alpine skiing have in common. These were just a few!

FLASH BACK 35 YEARS
“Hey Lenny check it out,” I exclaimed as I punched him in the shoulder. “I bet I can ski down nose dive and hit the top of every other bump.” The game was on, and for hours, we would push the envelope until someone would do an unbelievable garage sale. Then, we would do a couple of re-entry runs before throwing into the next Air-bourne Eddie level. We skied so hard that day that we could hardly get around at school on Monday, but man it was worth it.

Combine tools from all the sports you have a passion for and see where it takes you and have a great sports season.

Ciao!
Coach Brad

**ADAPTIVE UPDATE**

We have added an education event to the Adaptive schedule at Chestnut, IL, on February 5-6, 2011. This will be an adaptive workshop clinic.

PSIA/AASI National Education Foundation is again hoping to distribute copies of the PSIA-AASI Adaptive Snowsports Manual to volunteer snow sports instructors affiliated with qualified 501(c) 3 charitable organizations. If your organization is interested in this offer, please contact me by email and I can forward the information to you from the Education Department at the national office.

The “Autism Tool Kit” should be arriving in snowsport schools by the end of October. Thank you to all who have already expressed excitement and support for this information.

We are excited to have a Level II Adaptive Exam scheduled for this season. Space is limited so register early!!

Terri Henderson
ASEA-C Adaptive Director/Administrator

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**ALPINE UPDATE**

Just dropping all of you out there a quick note on what’s been happening in Central Division this fall. I’m sure that you have noticed that we have made some major changes in the curriculum. These changes along with the Portfolio will enable you to choose the course that is right for you, at your level and educational pathway.

Now, let me tell you about some of the changes we have made this year.

1. **TRAINERS ACCREDITATION:** This course has been totally revamped for you. See the course description on the Web site. It’s state-of-the art for trainers. Also, for all of you that have taken some or the entire previous program, you will be able to keep what you have or take the new program that will help you with your accreditation.

2. **VIDEO SERIES:** This offering is broken up into three groups for those of you that want to learn how to shoot on the snow; those of you that want video of yourself for in depth movement analysis; and last, but not least, how to use video as a training tool. Again, please see the course description on the Web site.

3. **THE PORTFOLIO SERIES:** This series is broken down into your level of certification or to help you through the next level of certification. This one is really awesome. Look at the course descriptions on the Web site, and I think you will agree.

4. All other offerings have been broken down into the same format so that you can zero in at your level or the one you may be trying to achieve.

5. **NATIONAL STANDARDS:** We are on top of it, gang! You can find the new standards on the Web site and in the portfolio. I think that once you have looked them over you will see that you have been training in this direction for the last several years.

As always, when changes like these are made in our programs, we need your input on the program that you have chosen, as well as your continued support of all of the programs that we offer. SEE YOU ON THE SNOW.

Kris Agnew
Alpine Administrator
The PSIA-AASI

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FOR MORE INFORMATION, VISIT WWW.THESNOWPROS.ORG

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