Central Line

THE OFFICIAL PUBLICATION OF THE AMERICAN SNOWSPORT EDUCATION ASSOCIATION—CENTRAL

Summer Hibernation
Slumbering Slopes Await Winter

THINK SNOW
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Updated Education Credit Requirements for: Level II (40 Year) and Level III (30 Year) Members

In recognizing our members that have made significant contributions to the Snowsports Industry we have made a revision on the following Education Requirements:

1. Education credit requirements to maintain certification level will be waived for any member who has obtained Level II and has been a member of ASEA – C for 40 years or more.

2. Education credit requirements to maintain certification level will be waived for any member who has obtained Level III and has been a member of ASEA – C for 30 years or more.

Respectfully submitted,
John S. Keating
PSIA-C Education Vice President
A MESSAGE FROM THE PRESIDENT

GREETINGS!

It is truly an honor to be elected the President of PSIA/AASI-C. This organization has given me so much and has helped to make me the person that I am today. My first job as an instructor was at Cannonsburg in Grand Rapids, Michigan. I was a senior in high school and couldn’t imagine a better job. I was so proud when Edy Heller, my first Snow Sports Director, gave me my jacket! That was more than a few seasons ago, but I remember it like it was yesterday. I remember all of my exams, examiners, and teaching assignments as if they happened last weekend. I remember so many of my clients and the breakthroughs they’ve achieved. And the people, oh the people I’ve met! Where else can you meet and work with so many people whose only goal is to make you better? I’ve been blessed to have worked with so many amazing clinicians, awe inspiring students and fellow instructors. I’ve often wondered how I could ever pay everyone back. I’ve come to realize that it isn’t about paying anyone back; it’s about paying it forward. The best way to say thank you to everyone who have helped me get to where I am today, is to help others to achieve their skiing and teaching goals and to give back in any way I can to the organization that has given me so much.

I’ve been able to get involved at all levels of our organization. I’m an instructor, a member of the Central Division Education Staff, and I’m just finishing up my third year on the Board. All of these various experiences have given me the opportunity to meet many different members around our division. The passion, joy and love of our sport that everyone has, never ceases to amaze me. I’m really impressed with the level of commitment that our members have for our organization. I’ve had the chance to speak with many members, who don’t hesitate to share with me what they think we are doing right as an organization and where they think we have room for improvement. I’ve used the knowledge I’ve gained from these conversations to help guide me, when making decisions on the Board.

The Board has been working on many exciting projects. One thing you may have noticed recently, is a total makeover of our division website. As a Board, we feel that our website is one of the most important links we have with the membership. We are committed to making our website a key location for information that you, as a member, need. We want you to be able to go to the website to find out where events are being offered, what courses are being offered at those events, and a description of each course so you can decide which courses best fit your developmental needs. These are just a few examples of changes we are working on. There are many others! Please continue to check the website for additions and improvements. If you have ideas or suggestions that you think would benefit the membership, please contact your section representative or the office and they will get it to our newly-formed Technology Committee for their review.

This summer will mark the third year of our annual Membership Opinion Survey. Bob Neff, our Marketing Committee Chairperson, puts a lot of time and effort into creating the types of questions that will help the board learn what the membership feels we are doing right and where they see room for improvement. We had 15 percent of our membership respond the first year and 30 percent of our membership respond last year. Wouldn’t it be great if we could double the number of responses again this year? Please continue to take the time to fill out your survey when you receive it by email from the office. The information you provide is invaluable to the board and helps shape our organization’s future.

We have spent the last year updating our Division By-laws. Our By-laws are like our constitution and they affect every member in one way or another. There are many positive changes that are worth a read the next time you are on the website. Our Governance Committee will continue to work on this document to ensure that it accurately describes the way that we, as an organization, choose to be governed.

In closing, I would like to say THANK YOU to all of you! You are what make this organization great. Your love of snow sports, your desire to share your passion with others, and your tireless dedication to making yourself and our organization the very best, makes me proud to say I am a member of Central Division! I am honored and humbled to have the opportunity to represent you—the organization that has given me so much.

Enjoy your summer,

Bill Stanley, President
PSIA/AASI-C
HELLO FELLOW SNOWBOARDERS!

The Snowboard Education Staff was busy out meeting and greeting all those that attended events this past season. This season, I learned several things to add to my “bag of tricks,” so a big thank-you is extended to all of you! For this next season, we hope to offer events that will spark your interest for your continued education.

We will offer the Level 1 snowboard exam roughly 22 times this next season. This is a great introduction into the certification process. The first day is a clinic setting and the second day is the certification based on the information presented on day one. We will offer Level 2 and Level 3 exams for the “best of the best” out there! Remember L2 and L3 members have many opportunities to access discounts on many industry related products and discounted lift tickets at many areas!

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.

We will have the certification preps available for those seeking the understanding for the next step for Levels 2 and 3 certifications. Riding and Teaching Developments will introduce the latest and greatest techniques for instructors. We offer video analysis courses. You get to see yourself doing specific tasks with a big smile on your face, of course! There will be a Women’s Clinic for one-on-one time with some of the top women instructors in the area. We will have freestyle camps and freestyle accreditations available for some fun in the parks and pipes with some great staff members. In limited areas, we will be offering some spring-time bump riding and half pipe clinics. Fun in the sun! One other course that I am looking forward to is the carve clinic. Let’s leave some trenches to trip over!

This season, the membership embraced the new snowboard standards with a smile, and we had a very positive season. We had passing rates that you can all be very proud of.

The last season was focused around the new standards. 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. The standards are easily accessible at the Central web page at http://www.psia-c.org/forms/SB_certification_standards.pdf.

OTHER NEWS:
REGISTRATION ROCK & ROLL
A one, two, three, four, I am hitting my drums now, bass drum blaring… snare pounding out the sound… this is a plea to all members to help us keep the beat! I want to emphasize that timely registration is essential to serve the interests of all members, staff and volunteer managers alike. One of the main issues with late registrations is the availability of examiners as they are re-allocated from one event to another.

The Snowboard Education staff will try to run every event that is on the schedule! So if you sign up early and it’s a scheduled event, the event is going to run! So please sign up early and rock that event!

Thank-you! Now, get out skateboarding and wakeboarding! Have a great summer!

David Seelbinder
PSIA/AASI-C Snowboard Administrator
THE VERSATILITY OF
STEPPING STONES

By Terri Henderson, PSIA/AASI-C Adaptive Administrator

The Stepping Stones concept is a very versatile methodology for teaching snowsports lessons. When we use the Stepping Stones concept a number of different pathways can be chosen to tailor our lesson to fit the goals and abilities of our client(s). This concept can also be used in other areas of our industry. The stones may have different names, but the questions for choosing the direction are quite similar. Which way should we go? How will we get there? If we take the shortest path, will we miss some important things along the way? Will we need to go back and follow a different approach?

This particular pathway started with a doctor who, as an avid skier, wanted to help facilitate the freedom, thrill, and joy of skiing for his patients. Dr. David Curland is a physician in Iron Mountain Michigan. Last summer, during a local summer festival, David happened to meet Bud and Denise DeLano, co-directors of the Snowsport School at Pine Mountain Resort in Iron Mountain. All parties felt an adaptive program hosted at Pine Mountain was an incredible opportunity for the entire community. This became the goal of their pathway.

Fast forward to Spring of 2011. Bud contacted the PSIA-C Adaptive Administrator and requested an “out-reach” visit to help the fledgling group formulate a plan for development of an adaptive program. During our visit the first Stepping Stone was to meet our clients, a very energetic group that was eager to learn and determined to reach their goal. Next, the resort was assessed. This included the accessibility to the lodge, the snowsport school, the chairlifts, and how the ski runs were laid out. Then, the fun began! An introduction to adaptive skiing clinic was conducted where Bud and Denise encouraged many of their staff to come and learn about the adaptive equipment and to get a chance to ski it. During the clinic we discussed adaptive skiing using cross discipline training techniques and both skiers and snowboarders were excited about this new opportunity.

At the end of the day, it was time to discuss feedback with the clients. Where do we start? Who will be involved? How do we get there? When will we get there? Which direction should we go? There were many choices presented and many options discussed. With participation from the resort owners, the National Ski Patrol for their area, Bud and Denise from the snowsport school, mountain management, and Dr. David, the initial pathway was drafted. The “lesson plan” to create an adaptive program has now been set in motion. The Moving Mountains Adaptive Program is on track to provide adaptive lessons this coming season!

Similar to the lessons we teach on the hill using the Stepping Stones, the development of Moving Mountains at Pine Mountain has a goal and a multiple step pathway for success. It may take months for them to see the outcome of the many steps along the way. Once they have reached their immediate goal of creating an adaptive program, Stepping Stones will again be implemented when they have their first adaptive lesson on snow and a pathway is established to successfully achieve their client’s goal.
Brad Miller’s Two-Day Race Clinic for Kids at Schuss Mountain on March 5 and 6 looked like a recipe for disaster on paper. But, racing coach and PSIA-C examiner Miller turned it into a Hoser formula for success. Assisted by racing coach Ian Sterling, Brad took an extremely diverse group of eight skiers and made it a BLAST for everyone. Even Nancy Oakes-Hall thought it was SO MUCH FUN.

Several in the class had raced in high school and wanted pointers on technique. Two were 70+. Christine VanTongeren, longtime examiner for PSIA-C, and Nancy Oakes-Hall, former D-Team member, were getting their education credits. I was the novice having little experience running gates. I hardly knew a flush from a hair pin and certainly nothing of the particulars of slalom and GS. Coach Brad challenge was to teach the novices in our group (ME) about racing, give technical advice to the racing enthusiasts, and make it all interesting for the experts—in a safe environment for everyone. WHEW! It was a tall order.

An enviously green education staff member, Gloria Irwin, placed last minute registrants Monica Schwanitz and me in this group. White with fear, Monica and I couldn’t imagine what was in store for us—a great weekend of personal ski improvement, detailed movement analysis, fun new exercises, and the thrill of running gates—especially on Kingdom Come. Brad started out in the lodge with boot talk about our tongues—tongue shin is paramount to racing as it is to everything. From there we moved to the Hunchback run on the hill where Brad evaluated our stance, forward movement, and edge tipping skills. It seems everyone was doing sequential movements across the fall line so he partnered us for several runs. We had to ski with our hands on our knees to promote the simultaneous movements of the skis. Ian and Chris guided others with advice and tips. Nancy took me on as a partner to get me forward in my stance, something trainers Ed Sigmann and Floyd Soo work on at Pine Knob Ski and Snowboard School. With Nancy Oakes-Hall on my tail (HOW COOL WAS THAT!), I shaped up fast. Everyone was progressing so well that Brad put up a corridor of brushes to ski between. Skiing that narrow corridor was a great exercise to understand the turns needed to race but I can think of lots of uses for this trick.

The afternoon was full of more surprises—baby gates, baby gate shape drill, and tall poles. Brad set up the three courses safely on the side of a blue run, away from traffic. I knew those baby gates wouldn’t hit me so I was okay with this. The second course included two vertically placed gates together to help us shape our turns. Chris complimented me on my early edge engagement. With that motivating comment I was really PUMPED. I liked those two runs but the third course BEAT EVERYTHING. Mighty Mouse, a nickname for Chris, suggested using our poles held tray fashion to block the gates. Now that was nifty, like knocking down dominos. The purpose of course was to make our turns closer to the gate.

Sunday brought the sun and warm-up runs on Kingdom Come were heavenly. Half circles with spins were magic. Chris and Nancy put on a show with spins that passed for skating. (I have to learn to spot so I can do these without getting dizzy.) Two of Chris’s favorite exercises were the Buddha Chair where the skiers jump off a chair with a smooth flexible forward athletic landing. Her favorite was a bunny hop turn on one leg—tough.

Brad set up a baby GS course and emphasized flexing onto the outside ski using high degree of rotary. He wanted us to make our transitions smoother and he set up brushes to guide us on where to begin turns and where our skis should be in relationship to the turns. By the time we got to the course on Kingdom Come, everyone was ready for more good times. Chris’s style was aggressive while emphasizing a quiet upper body. Nancy looked effortless. Ian attacked those gates while Brad showed off some vintage racing styles. The key issues were balance, stance, and ankle flex.

To summarize, “seventy-year-old plus” Pat Holmes said, “This is my first year of racing, and I am addicted. That is why the clinic was so valuable to me. I had no idea of how to improve, but now I do.” The other “seventy plus” Karen Keranen said, “I wish I had Brad in my younger days, but as I said ‘Never too old to learn.’ I most certainly improved my skiing, and he took me to new heights.”

RACING FOR KIDS IS ONE OF THE WELCOMED NEW PSIA-C OFFERINGS. BRAD’S CAREFUL PLANNING WITH IAN’S HELP, THE CLASS “GO-GET-’EM” ATTITUDE, AND THE FUN OF SKIING WITH EXPERTS LIKE CHRIS AND NANCY WERE A DYNAMIC COMBINATION. IT WAS GREAT TO JUST BE KIDS AGAIN.
In case you have not been following Glen, he passed his Level I Certification at Breckenridge this past season. Glen was also inducted into the U.S. Ski and Snowboard Hall of Fame as part of the Class of 2010.

With his signature multi-colored Mohawk hairstyle and his unrelenting enthusiasm for skiing, Glen Plake is certainly the best-known and recognizable skier in the world. The three-time World Hot Dog skiing champion has become the symbol of the fun, joy and spirit of skiing.

His outstanding ability on skis and personality have made him a skiing film star, and many of the films that he has appeared in are now classics in the industry including: The Blizzard of Aahhh’s, Fistful of Moguls, License to Thrill, The Edge of Never, and this year’s Legend of Aahhh’s. His television and magazine appearances, as well as commentary work is seemingly endless. He continues to promote skiing at all levels from his high altitude expeditions around the world to his “Down Home Tour” where Glen and his wife Kimberly ski at local areas around the United States. Glen is “stoked” to grow the sport and looking forward to his next exam.

The U.S. Ski and Snowboard Hall of Fame and Museum is located in the City of Ishpeming in the Upper Peninsula of Michigan, the birthplace of organized skiing in the United States. It is home to an extensive collection of artifacts and archives relating to the history of skiing. It has 20,000 square feet of space containing displays on over 350 Honored Members, trophies, clothing and equipment. There is a Gift Shop, library and theater. The US Ski and Snowboard Hall of Fame would appreciate you contributions in joining a member. For more information visit their web site: www.skihall.org

The U.S. Ski and Snowboard Hall of Fame and the International Ski History Association are 501 (c ) 3 non-profit corporations and your membership donation is tax deductible to the extent permitted by law.
PSIA/AASI-C 2011-12
CERTIFIED INSTRUCTORS

ALPINE LEVEL 1
Adam, Quintin
Adams, Ken
Ames, Paul D.
Andersen, Dirk
Andersen, Ryan
Apple, Casey R.
Aselson, Ably L.
Bass, Michael
Bergl, Robert O.
Bergoli, Guido
Bernhard, Mark
Bertke, Alexander B.
Bertke, Kaitlin
Caulfield, Bruce
Cataldo, Bryan P.
Cassidy, Kaitlin
Brown, Keith J.
Bridges, Peter
Brown, Keith J.
Bruzas, Wendy
Capannari, Hannah
Cassidy, Kaitlin
Cataldo, Bryan P.
Caulfield, Bruce
Chaudhury, Rudy
Christensen, Jeanne
Colby, Chad
Cook, Andrew J.
Crewdon, Cynthia
Crosson, Jane Y.
Davis, Natalie
de Hoog, Hendrik
Decker, Zane
DeBoche, Paul M.
Dickel, Brianna
Dixon, Tyler J.
Dodds, Robert James
Eagan, Randall
Eichman, Donald G.
Ellenberger, Erik
Emery, Steven
Eney, Mark
Erl, Matthew R.
Evensen, Elizabeth E.
Farahat, Rashid
Felske, Michael J.
Fisher, Thomas H.
Fontana, Margaret
Godberry, Michael
Gallagher, James D.
Ganz, Jack B.
Gibson, Jessica
Grice, Jessica M.
Griffin, Kyle
Grimm, Thomas
Guiliani, Janie A.
Gustik, Andrej
Hansens, Bill
Hansen, Penelope
Hanson, Eric
Harrington, Mark
Harrington, Sean
Harris, Mike
Hassemer, Michael N.
Heffner, Bailey
Hemminger, Man
Hemminger, Kathryn
Hersberger, Hilary
Hickok Bowden, Meghan C.
Holm, John
Horgan, Patrick E.
Huntsha, Ron
Immerfall, Dale
Inglis, Andrew H.
Jackman, David
Jacobson, Bob
Johnson, Jeffrey M.
Kaskey, Hollis
Kay, Michael
King, Jeff
Knapek-Stanley, Alicia
Knight, Christopher
Knutas, Per
Koegel, Kevin
Koval, Andrew J.
Kowalska, Anna
Kozlowski, Michael
Krynski, Grace
Lage, John
Langfloss, Lisa
Leventon, Morgan
Lewis, Sarah
Linn, Alex
Lobacz, Tom
Loehr, Kyle
Loomis, Kelly
Maher, Brian
Marker, Matthew T.
May, Karen
Mayes, Tyler
McCarron, David
McCart, Suzanne
McCraw, Phillip
McCary, Tyler
McDonald, Daniel
McGuire, Michael
McKabb, Chester
Merenda, Mary Ann
Merlin, Alexander
Miller, Edward T.
Mitschig, Megan K.
Mooi, Steven J.
Mosby, Todd
Murray, Sean
Myers, Mathan
Naber, Therese
Newman, Zach
Norling, Keith
Novels, Ralph
Nyman, Steven D.
Oh, Saeram
Olson, Lindsay
O’Malley, John
Organ, Sheridan
Osborn, Eric
Palladino, Jennifer
Paris, Francesco
Paul, Gregory
Perlmutter, Bill
Peterlee, Kathryn
Peterson, Eric
Pilla, Jean M.
Pinkerton, Tracy
Post, Esther R.
Porter, Kayla M.
Powlisz, Doug
Price, Thomas
Pruet, Steve
Queen, Clayton
Radelet, Karen O.
Rasmussen, Ryan
Reerson, Paige
Rhodigan, Matthew S.
Rivers, Matthew
Rob, Richard A.
Roberts, Richard
Robinson, Thomas E.
Ronneberg, Edward
Rosett, Joseph R.
Rowe, Kevin
Rutt, Daniel R.
Ryan, Grace
Schmidt, Zachary
Schauer, Lawrence
Schulter, Paul
Schwantes, Mark R.
Schwemmers, Alexandra
Singleton, Raymond
Skrip, Jonathan
Smelzer, Abigail
Smith, Melissa
Smuts, William
Southerton, Lee
Spencer, Keri
Sprattman, Cotopaxi B.
St. Onge, Brennan
Stanley, Chester
Stark, Angela L.
Strand, Arlan A.
Strand, Randolph
Strobe, Bruce
Sullivan, Joseph
Swanson, Justin
Swartz, Mike
Thomas, Justin
Thomas, Timothy
Thompson, Scott O.
Thomsen, Kai
Topp, Matthew E.
Touhey, Brad
Turner, Timothy A.
Underhill, Amy S.
Unterberger, Mark
Uzielbo, Peter
Vance, Tracy
Vargas, Andrew
Veller, Teygen
Vig, Crystal
Wadweb, Marissa
Ward, Andera
Warrinme, Jared
Wefel, Jeff
Wefel, Robin
White, Michael
Williams, Justin T.
Winter, Jocelyn
Wise, Kelsey M.
Witkowski, Rachel L.
Woloson, Jane
Yehiraj, Michala

ALPINE LEVEL 2
Berg, John S.
Boden, Mark
Bottle, Jeff
Boyd, Bonnie
Bergin, Robert D.
Balter, Douglas L.
Covert, Stephen
Dunton, Steven
Engberg, Chad
Faller, Steve
Friedlander, David
Gerdes, Yvette J.
Hawkins, Peter
Hermes, Tyson
Innis, Geof
Kahler, Mary
Kendall, Tim
Lambert, Nancy
McCollum, Mark J.
McPherson, Susan
McNutt, Scott
Mitchell, Alex
Monahan, Russell
Park, Harold
Pease, Megan M.
Pinkerton, Tracy
Reerson, Claire
Reerson, Stacey
Reilly, Todd
Reinke, Andrew
Segalchik, Aleksandr
Sharpe, Tyler L.
Sigmund, Shiloh
Simonds, Frank
Singer, John
Van Ochten, Gregory
VanDeusen, Rick
Wadweb, Monica
Weaver, Tom
Worfolk, Dave
Yeagley, David
Zak, James A.
Zichman, Elizabeth
Zotakis, Peter
50/50 CELEBRATION!
The Biggest Party in the History of Snowsports Instruction
April 4-9, 2011 • Snowmass, Colorado

Mark Anderson and John Peppler at the 50/50 Rally. Anderson received the ASEA Lifetime Achievement Award.

Photos courtesy of Bob Ericson.

50-Year ASEA-C Members Honored at the 50/50. From left to right: Jean McCurdy, Albert W. Anstead, Frank J. Zauner, Robert C. Deuker, Norbert Fischer, Henry Walder and Edwin A. Estelle.
MEMBERSHIP
The 2010-11 snow sports season was a great one for ASEA as membership grew to 31,138 as of April 19, 2011. ASEA reports that ASEA-Central had 3,433 members making us the third largest of the 9 divisions. While growth in snow sports remains flat throughout the snow sports world, we have grown in membership so both National and the Divisions must be doing something right.

FINANCIAL
Financially ASEA is on solid grounds but as always expenses continue to increase. From the split with NSP 6 years ago we have struggled to keep up with expenses. The split from NSP immediately increased annual expenses $155,000 and we continue to look for areas where additional revenue will help the increased expense.

The two main areas outside of dues that have provided increased revenue are marketing and sales of goods. These two revenue areas account for nearly $1,200,000 or approximately 35 percent of the budget revenue in FY2010-11. Dues accounts for about 47 percent of the budget revenue. The balance of the revenue came from seminars (Interski and the 50/50) at 12 percent and other at 6 percent.

The major expense is personnel services at 41 percent. Training and development was 11 percent and teams, education development and publications accounted for 19 percent. Cost of goods was 12 percent. The remaining 17 percent of expenses are spread out through general services, operating services, administrative, insurance and miscellaneous.

INTERSKI: ST. ANTON, AUSTRIA
Connections strengthened and new ones were made during Interski. Emphasis will be placed on their continuation.

Links to video streaming (USA keynote) have received almost 2000 hits. An overview of Interski presentations will appear in the Spring issue of 32 Degrees, and next year’s Fall and Winter issues will have additional coverage, sharing information and experiences. D-team members are anxious to share what they learned.

50/50 CELEBRATION: SNOWMASS, COLORADO
This was just an awesome event. Just seeing the folks I “grew up” with in the ski world was a blast. Central’s impact on the event was meaningful on a couple of accounts. We had 7 honored guests that received their 50 year pins. Bob Dueker exclaimed with delight when he received his 50-year pin that it cost him nearly a quarter million dollars—yes, the whole table enjoyed that!

Mark Anderson, former ASEA-C President and former ASEA President was awarded the ASEA Lifetime Achievement award. Please see the photos of Mark and our seven honored guests on page 10.

On a personal note, one of the memories I will keep with me from the 50/50 was the opportunity to chat with Bill Lash for about an hour and a half waiting for our planes to depart the Aspen Airport. Bill was PSIA’s first President and he was in on all the meetings leading up the formation of PSIA over 50 years ago. Bill had some great stories to tell about the formation of PSIA.

SEP (STRATEGIC EDUCATION PLAN)
Six of the nine divisions have been visited by ASEA Education Department Directors during the 2010-11 season with the goal of reviewing the Strategic Education Plan, receiving ideas and feedback, and establishing two-way communication. The SEP is a plan that will further standardize Certification Events throughout ASEA. The Education Department is responding to memberships request for a more standardized test format through out
PSIA EXAM PREPARATIONS

By Don France, Nub’s Nob Ski Area, Level III and member of the PSIA-C Education Training Squad

The purpose of this article is to discuss better ways to arrive for your next exam ready to perform to your full potential. The following stems from my observations as a fellow ski and snowboard instructor with over 26 years experience, level 3 certifications, and now training on the other side to become an Alpine Examiner. PSIA weekend examinations can be (and should be) a fun part of your journey, especially when you are successful. Unfortunately, some candidates don’t have fun. Within a short time on the hill with a new group it usually becomes clear who is ready to have fun and who is nervous. Feeling nervous is generated by a fear of failure, impedes performance and the learning process, and blocks fun from the experience. Those unsuccessful often return home disappointed with low morale after they receive their scorecards loaded with constructive feedback.

There is good news for everyone considering taking a future exam. More candidates would easily pass if they better prepared strategically for their exam with a plan customized for their own needs. Either way an old saying applies, “anything worth doing... is worth doing right.” So, earning higher certification is worth seriously pursuing and setting yourself up for success.

First, practice alone does not make perfect. It takes the right kind of practice – perfect practice – to make perfect. Just like studying for a test does not ensure you will pass the test. You have to do more than just read, you must learn the appropriate subject matter and be able to effectively use your knowledge in a PSIA exam.

It helps to understand what the exams basically measure and what the national qualification standards consist of. All 3 levels of PSIA exams boil down to 3 basic elements:

1. A one hour written test covering common vocabulary and technical knowledge,
2. Personal skiing including various tasks and demonstrations while teaching, and
3. Leading a group through a logical skiing progression while explaining the movement patterns using all of the “5 Ws:” who, what, where, when, why, and how.

Generally, prepared Level 1 candidates are effective instructors able to introduce new customers to ski safely up to introducing parallel turns. Qualified Level 2 candidates are more experienced and competent to introduce, demonstrate, and explain all aspects of skiing up to an advanced lesson. Successful Level 3 candidates exercise an in-depth understanding and fluent ability to communicate and demonstrate any level of skiing.

Before approaching an exam, what is your strategy? How should you prepare? How do you know if you are ready? For everyone the answer is different.

A systematic approach is best for success. Begin with selecting a date and location for your exam. Develop your own timeline. You will have from today until then to prepare. What you do next is up to you. Each of us has different needs. You may custom tailor your own education and training utilizing a combination of resources.
A primary tool (often under-utilized) in this “self-continued education” process is the portfolio system. PSIA-C.org website provides a free download file for each level 1-3. Like a journalistic workbook, your portfolio is a good way to track and identify areas of personal improvement and updating goals as your journey continues. Personally writing down concepts and experiences helps anyone focus on specific strengths and improve weaknesses, such as “increasing ankle flexion for a more dynamic turns while skiing steeper terrain.” From year to year, you can then track your own trends and growth. Properly used portfolios really provide an excellent roadmap for self-awareness and personal skiing improvement.

PSIA members have authored many excellent resources to read and study. As with any manual, be able to explain each concept listed in the index with several ways in your own words for different types of people such as doers, thinkers, feelers, and watchers. Videos can show how you should demonstrate specific movements as well as further explain movement analysis. Other non-PSIA resources are available as well and can also be helpful for lateral understanding. A careful Google search of the World Wide Web also may offer more useful information. Go to the www.PSIAC.org website to download and print free copies of the national standards, portfolio workbooks, and study aids.

Things you can do on your own include clinics and video analysis. Every ski school should have a designated trainer or training team. Going out on the hill and submersing yourself in a clinic environment tempers your technical knowledge and presentation skills. Clinicing with a fellow instructor or friend with similar goals also helps. Some candidates take a lesson from another certified pro who can mentor them through the process. And, don’t forget that taking a PSIA Exam Preparation Clinic can put you on track close in time before taking the exam. Taking such a clinic is a far better value than repeatedly taking the same exam and failing because you have more opportunity for constructive feedback. Besides, taking an exam preparation makes better sense than “doing the same thing (exam) over and over again while expecting a different result (failing vs passing).” In an exam preparation, you can have your questions answered by the Examiners. They will offer you specific ways to approach your next exam and only they are qualified to tell you what it will take for you to be ready. You will get as much from your exam preparation experience as you put into it.

Video analysis is another great tool. Video yourself if you can with a friend or trainer. Practice skiing tasks, demos, and rehearse your teaching progressions. Then watch yourself on video. Be your own critic. Make your changes and video yourself again. Practice your movement analysis. Identify ineffective movements and work on solutions how to develop more effective movements with exercises. If you can, practice your video movement analysis with a PSIA Examiner. Specifically watch yourself ski on one foot, wedge turns, linked steered pivot slips, and railroad tracks. These movement patterns provide great insight.

Teaching experience in the real world is invaluable. Most lessons are on the same hills with other good instructors. Watch and learn from them. This is where stepping-stones can be applied and your bag of tricks can be explored or expanded. Cater your progression to develop the most deficient primary skill first: balance, edging, rotary, or pressure. Be creative to make your lesson plan safe, fun, and help your guest learn. Use the 5 Ws in your lessons to better communicate: who, what, where, when, why, and how. Identify which primary phase of the turn needs most improvement: initiation, shaping, finish, (“finish-iation”). Introduce and demonstrate the focus with: a static exercise (skis off and/or skis on), traverse, fan exercise, garland, an easy turn (shape of a C, J, or an S), then put several turns

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One who has been in leadership rolls knows that you cannot do anything without an outstanding team of individuals that help support your vision, mission and strategic plans. I do not know how I would get through this without the support that I receive.

Our Discipline Administrators from this past season were: Kris Agnew (Alpine), David Seelbinder (Snowboard), Terri Henderson (Adaptive) and Mike Bell (Nordic). Also from the Alpine Discipline, we have our Education Certification Committee (ECC) members: Sonja Rom, John Hamaker and Jennifer Simpson. We also need to thank all of the Education Staff members from all disciplines. Thank you everyone for your hard work. They all put in an unbelievable amount of hours in administering your respective programs. Don’t forget to thank them when you get a chance to see them!

I would like to thank all of our members for their continuation of sharing the passion and promoting the sport we all love. Without you we would not have an organization that promotes the Safety, Fun and Learning environment. Here are some updates from last season and how we are moving forward.

**ADAPTIVE UPDATE**

The 2010-2011 season was very positive with the increased involvement of Alpine instructors getting cross discipline training. Three of the five education events had increased numbers for cross discipline training. The Level II certification group was comprised of seasoned educators with two Alpine Level II and one Alpine Level III certifications! Boston Mills/Brandy Wine Snowsport School established an unofficial partnership with their local adaptive program, 3 Trackers of Ohio, to help facilitate lessons for guests with cognitive disabilities, which was very successful. Chestnut Mountain is moving forward on providing adaptive lessons through their school. The Adaptive Staff was also very excited to be invited to Pine Mountain, Michigan, on an outreach to offer guidance and future training as they develop a 501(c)3 adaptive component for their snowsport school.

If you have not attended an Adaptive Program in the past, we suggest you do so. Everyone that I talk to has expressed what a learning process it was. During the upcoming Season the Adaptive Staff will be working on Development of the Adaptive Snowboard curriculum for Central.

**SNOWBOARD UPDATE**

During the upcoming season the Snowboard Staff will try some new events and revamping some old ones. They will be working towards holding some later season “bump” and “1/2 pipe” clinics. An oldie, a “carving clinic” which may bring some hardboot snowboards leaving some deep trenches in the snow. Last season the Snowboard staff training concentrated on the “new” Snowboard Certification Standards.

**TRAINERS PROGRAM PROGRESS**

We feel we are getting closer to developing the Trainers program as the centerpiece education process for our members.

This season we made a lot of progress in this area. Change takes time, and I believe we are heading in the right direction. We have been working towards connecting the following together:
- Alpine Staff Training
- Trainers Program
- Recruitment Process for Future Education Staff Members
- Portfolio

We are getting closer to our goal.

Earl Saline, our National Education Director, was present at the Boyne Highlands event. He participated in our Alpine Education Staff Training, Membership Training Course and Snowsport Directors Program. Over the weekend, he participated with a number of member courses.

He had an opportunity to see first hand the direction that we were working towards with the Trainers Program–both through our Staff Training and an actual Trainers Program Course. During that weekend, he spent some time interacting with the participants of the Trainers Group. This was a valuable experience for all of us. In the future, National may be forming a National Tasks Force to bring all Divisions together on their Trainers Programs. Central will be included in this process.

We have the Trainers Program Study Guide approximately two-thirds completed. Our goal was to roll it out this past season. The document was not ready, so rather than
rolling out a document that was incomplete, we continued with the current documents. Our goal is to have the Trainers Tasks Force complete this document over the summer. Once completed, it will be available on the web site.

**CURRICULUM DEVELOPMENT**

Last year, we got a good start in developing a Curriculum Style set of course outlines. We will be finishing up the rest of the courses throughout the summer.

Along with this, we will be reviewing the courses that we offer and see if any adjustments need to be made. We have been tracking which courses have been well attended and which ones have not. An attempt to narrow down a few courses will be part of the goal. The main purpose of this is to establish better direction for both the group leader and member alike when taking a specific course.

We experienced a problem with trying to be member driven by offering a variety of courses at many events. Number of participants caused us to combine groups–thus defeating the purpose of having a curriculum style. We will be reviewing this process.

One area that will help improve this process is to revisit how we distribute this information. This upcoming season, we will utilize the web site more to post updates to course offerings and changes to the schedule. At the Board level, a Technology Tasks force was created. Their focus will be on improving the web site to address these issues. During the upcoming season we encourage you to check the web site on a regular basis.

**REINSTATEMENT PROGRESS**

Last year, we updated the Reinstatement Process. We believe that process is working out very well, as it provides the Members, Office and Discipline Administrators the direction they need to develop appropriate Pathways. This procedure is posted on the web site. Help us to recruit past members that have left the organization for one reason or another.

**VIDEO PROGRAM**

This summer our Tasks Force will be revisiting the Video Program. They will be taking a look the courses we offered to see if any adjustments need to be made. Overall, we feel that this course is heading in the right direction. Our goal is to improve upon it in any way that we can.

**PORTFOLIO DEVELOPMENT**

As part of this new Curriculum series last season, we rolled out the Portfolio Series. This past season our Education Staff as a group wrote the “Staff” Operators manual for these courses. The goal of this course is to bring the members personal portfolios into the process. The more work you have put into your own personal assessment, the more you will get out of this course.

Last Season, the Level III Portfolio was updated. This summer, we will be reviewing all three Portfolios to see if we can improve upon them.

During the past season, the Alpine Education staff completed the third year cycle of the Portfolio. Next season we will be reviewing and creating an updated version of the staff portfolio.

During the upcoming season the Snowboard Education Staff will be developing their own portfolio process. Once we have this established, we would like to see a member portfolio grow out of this process.

The has proven to be valuable experience for those that have used it as a development tool. It helped individuals identify their personal strengths and weaknesses.

More importantly, it helps identify a pathway towards improving our own personal skiing, teaching and technical knowledge.

The key to this document is to be able to perform self-calibration. Then, knowing when to ask for help from others.

The Mid-Winter Newsletter includes statements from the Staff Members experiences with the Portfolio Process. Previous newsletters are available for downloading on the website.

Developing an on snow handbook for the members to use is also a summer project. This booklet will have tasks outlines along with how they relate to skill applications. It will be a supplement of the Portfolio. Once completed, it will be available on the web site.

Always keep in mind that a task is just a vehicle to identify certain skills and how they relate to good skiing. You do not want to just practice the tasks for the sake of practicing the tasks.
FROM: PSIA-AASI Education Department  
MARCH 18, 2011  
SUBJECT: 2012 PSIA-AASI Team Selection Update

This communication is an information update for those interested in the 2012 PSIA-AASI team selection process and includes information that explains and clarifies that the 2012 PSIA-AASI team members will be independent contractors and not employees of PSIA-AASI. Further information regarding the 2012 PSIA-AASI Team and the selection process will be released as it becomes available.

The need to clarify the relationship between the PSIA-AASI teams and PSIA-AASI was identified by the 2012 Team Task Force for the following reasons:

1. A clear understanding of the relationship between PSIA-AASI team members and the association will ensure that expectations of both parties are accurate and realistic. This clarity will better enable prospective candidates to determine if trying to become a team member is a good fit for them and should, therefore, improve the selection process. Further, improved clarity enhances the team’s ability, working in cooperation with PSIA-AASI staff, to successfully meet educational, communication, and marketing objectives.

2. Enhanced scrutiny of the working relationship between workers and the organizations that engage their services makes it increasingly important that both the workers and the organizations clearly understand the nature of their working relationship. This includes PSIA-AASI and team members.

After considerable research and discussion, the association has determined that individuals selected to be members of the 2012 PSIA-AASI Teams will be independent contractors of PSIA-AASI while performing services for PSIA-AASI or otherwise engaged in activities on behalf of PSIA-AASI. To be clear, PSIA-AASI refers to the national organization (i.e., American Snowsports Education Association, Inc.). PSIA-AASI divisions are separate legal entities that may engage and compensate team members directly.

This independent contractor status is very similar to the current relationship between PSIA-AASI and team members, reflects the high degree of independence that team members enjoy, and aligns with the role and objectives of the 2012 PSIA-AASI Teams. (Appended to this document)

The independent contractor relationship between team members and PSIA-AASI will include the following characteristics:

1. Team members will be able to offer their services to whatever clients and entities they choose and will be able to negotiate their fees directly with those clients and entities. This specifically includes PSIA-AASI divisions.

2. Team members will be able to develop their own working relationships with divisions, schools, members and suppliers without the involvement of PSIA-AASI.

3. Team members will be able to book work and negotiate fees directly with prospective clients.

4. Team members may be employed or engaged by entities other than PSIA-AASI.

5. Fees paid by PSIA-AASI to team members will not be subject to tax withholding by PSIA-AASI and will be reported to the Internal Revenue Service as nonemployee compensation using Form 1099-MISC.

   a. Team members will be responsible for paying any applicable taxes on income they receive from PSIA-AASI.

6. Because team members will not be employees of PSIA-AASI, they will not be eligible to participate in PSIA-AASI’s various employee benefit plans including such plans as group health insurance, disability insurance, life insurance, 401(k) retirement savings plan or any other employment benefits that PSIA-AASI offers to its employees.

7. Because team members will not be employees of PSIA-AASI, they will not be insured under PSIA-AASI’s worker’s compensation insurance policy and thus will not receive worker’s compensation insurance through PSIA-AASI.

   a. Team members will be responsible for obtaining their own insurance to protect them in the event they are hurt or injured while performing services for PSIA-AASI or for another client or entity.

8. Non-employees of PSIA-AASI, including team members, are not personally covered under PSIA-AASI’s general liability policy for legal claims that may be asserted against them, including claims arising out of the performance of independent contractor services for PSIA-AASI. As explained below, team members will be required to provide evidence that they are covered under a general liability insurance policy that provides insurance protection against claims that may be asserted against them personally based upon their acts or omissions in performing snow sports related instructional activities.

At the conclusion of the 2012 selection process and prior to naming the 2012 PSIA-AASI Team, PSIA-AASI will require that prospective team members meet the following requirements:

1. Provide satisfactory evidence that the team member is covered under a general liability insurance policy that provides insurance protection against claims that may be asserted against the team member for acts and/or omissions arising out the performance of snow sports related instructional activities.

2. Provide satisfactory evidence that the team member is covered under a worker’s compensation insurance policy or other medical insurance policy that provides medical insurance to the team member in the event he or she is injured while performing independent contractor services for PSIA-AASI.

PSIA-AASI recognizes that a team member may be covered under the general liability insurance policy, worker’s compensation policy and/or health insurance policy of another entity, such as the team member’s employer or the team member’s own corporation or limited liability company. If this is the case, the team member will be required to provide satisfactory evidence that such policy or policies provide adequate general liability insurance protection and health insurance coverage for the team member while performing independent contractor services for PSIA-AASI.

PSIA-AASI encourages all prospective team members to investigate forming his or her own corporation, limited liability company or some other legal entity to carry out snow sports related instructional activities. Information regarding the process of establishing a legal business entity can be found at the IRS website here: http://www.irs.gov/businesses/small/index.html

State information can be found through the office of each state’s Secretary of State. Links to the offices for all 50 states can be found here: http://www.coordinatedlegal.com/SecretaryOfState.html

PSIA-AASI is working to provide informational conference calls and/or web-ex sessions regarding the 2012 teams selection process. These information sessions are intended to provide opportunities to ask questions about the independent contractor relationship as well as the requirements, roles and responsibilities of being a team member. A schedule of the information sessions will be released when ready. Please note: These sessions are not intended to replace individual research or professional advice that prospective team members are encouraged to obtain from of an attorney or tax professional regarding the requirements, rights, obligations and ramifications of performing services as an independent contractor.

Thank you for your interest in the 2012 PSIA-AASI Teams. Please contact the PSIA-AASI Education Department by email with any questions at education@TheSnowPros.org. We look forward to selecting an exciting, high quality team in 2012!
ASEA NATIONAL NEWS
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the country. This will include: written exams, score cards, on snow tasks and teaching assignments.

Next steps will to be make support explicit; this is an “everybody” project. The education department can do very little without all nine divisions coming together in agreement, and working together to mutually meet the needs of the profession.

2012 TEAMS SELECTION
The education department continues discussions with the Teams Task Force. Recommendations from the Task Force have three main attributes on which the job description will be based:

1. Teaching and coaching; inspirational educators
2. Great learning and knowledge; life-long learners
3. Athletic skills; inspirational skiers and riders

If you are planning to attend the D-team tryouts in 2012 detailed information can be found at the ASEA web site: www.thesnowpros.org

BOARD OF DIRECTORS MEETING
At the time of printing, I will be attending the next scheduled ASEA Board of Directors meeting, June 10-11, 2011 in Golden Colorado. News and updates from that meeting will be in the fall issue of Central Line. Until then, enjoy your summer activities!

PSIA EXAM PREPARATIONS
CONTINUED FROM PAGE 12

together for part of a run, recap what we are doing, why we did it, and how to focus on the movement(s). Use the proper terminology according to your audience as it applies and all of this will soon become second nature for you.

Finally, if during your exam your Examiner gives you a tip for you to improve – do it. Truly, the Examiners want to see everyone pass the national standards. Examiners often provide second chances. They will address the group and offer advice coaching either how to ski a task a specific way or ask if there is another exercise you might introduce to be added in your progression. You would be surprised how many times candidates almost qualify, and then fail to take the second opportunity to incorporate the suggested changes during the exam. If you are given a second chance–take it. Don’t regret skipping it later.

As we finish this ski season, continue to update your portfolio to prepare for next season. Recognize your improvements as well as address your updated goals or areas for improvements. Write it your own way. Map out a timeline when you want to take your next exam and set up yourself for success. Identify and list all the steps you will take to prepare. Wisely use your time preparing.

If you sincerely prepare your best for your next exam, you will RELAX and have FUN! The ski memories and new friendships you will forge will last your lifetime. Regardless of pass or fail, relish and appreciate your special journey to continue your “self-education” and you will be rewarded.
“Thanks anyway,” I replied as the big box repairman pulled out of the drive. I looked at my mower/livelihood sitting motionless in the garage wondering how on Earth I would be able to swing another payment when my 80-year-old father-in-law pulled in from down state. “Got a problem?” he asked. “Yep!” I exclaimed as I pulled the oil stick out and let him see the molasses like state the oil was in. “Looks like your oils a tad thick,” he said. “Run up and fetch me some kerosene.” I returned with the Kerosene and watched a very simple process of cutting the oil with kerosene that he had used on the farm and in the engine room of the USS Heyworth during WWII. Result: mower running and a very simple lesson learned. I love simple solutions. Thinning oil out in my mower or using common objects to help me understand skiing dynamics.

AN IDEA THAT IS DEVELOPED AND PUT INTO ACTION IS MORE IMPORTANT THAN AN IDEA THAT EXISTS ONLY AS AN IDEA.

—BUDDHA

I like to think of myself as pretty creative when it comes to teaching skiing, but I must admit a lot of the stuff in my gig bag started elsewhere. I have never met a coach that uses space and objects to describe a skiing movement better than Coach Brewster McVicker. We were running a race camp at Winter Park in 2005. Dinner had ended at The Vintage when Coach McVicker gathered the athletes around for their nightly tech talk. “Alright, guys. Let’s talk about moving into the next turn,” Coach declared. “In fact, stand up out of your chairs.” Not thinking much about it, everyone got out of their chairs. “Okay, now sit back down and try to get up without moving forward,” Coach commanded. Of course, there were many of us that wrapped our feet around the chair legs or used our hands for assistance but we were caught and had to try in vain to get out of the chair without moving forward. I’ve jumped on the use of the “Chair of Buddha,” using it for a couple of other things. Keep in mind choose a stout chair and always use safety considerations.
Use of the Chair – Pre-Race Training:

1. When the topic of the day’s training is moving into the new turn, gather your group before they get on the hill and simply have them get out of the chair 20 times - 10 with their eyes closed. You might want to have them try to get out of the chair without moving forward (put your finger on the forehead of the cheaters).

2. When the Flexion is the topic of the Day (particularly in the finish phase), have your athletes do the following in street shoes before heading out. Remember to use safety precautions. Stand in the chair then jump and land three times. Next, jump and land stiff legged followed by jumping and landing deeply crouched. Finally, one last jump holding the landing position allowing them to look at their position and how it would relate to good flexion.

3. No matter what you call it, hiking the uphill hip or a shorter uphill leg, the chair can help you before you head out to training. Simply put one foot on the chair and the other on the ground. You can also turn this into a slick warm up exercise by having your athletes extend up with the foot that is on the chair.

YOU CAN’T DEPEND ON YOUR EYES WHEN YOUR IMAGINATION IS OUT OF FOCUS.
— MARK TWAIN

I am not sure if Mark Twain knew much about snow sports or lawn mowers when he jotted down this quote but, after watching great coaches, instructors and my father-in-law, I believe it to be true. Expand your teaching limits and tools outside the snow sports box and experiment with objects like “The Chair of Buddha.” Remember some of the authors who write about how to tie your shoes wear loafers and in the end, it’s up to you and your imagination when putting out a successful lesson.

Brad Miller is a member of the Nubs Nob Snow Sports Staff and the PSIA-C ACE Staff.

OBITUARY

THEODORE F. “TED” SOGARD

Theodore F. “Ted” Sogard, 76, passed away peacefully at home on Sunday, May 1, 2011, following a six-year battle with cancer. Ted was born on September 22, 1934, in Chicago, IL. He moved to Escanaba during his senior year of high school. Upon graduation, Ted attended the University of Michigan and served in the United States Army from 1954-56. Returning to Escanaba, he married his high school sweetheart, Joan LaCrosse.

After moving to Wisconsin, Ted and Joan began their family and eventually moved to Illinois where Ted became an active member of the Jaycees, enjoyed golf and sailing, coached and mentored kids on the Hyrdo-Line Jr. Tackle football team from 1969-80, was certified with the National Ski Patrol and as a member of the Professional Ski Instructors of America for 46 years. He shared his passion for skiing up until October of this past year.

Upon retiring, Ted and Joan moved back to Escanaba in 1999 where Ted continued to serve on the National Ski Patrol, taught skiing, ran the ski shop and ski school at Norway Mountain (Norway, MI), and was an active member (may would say resident) of the Escanaba Country Club.

In addition to his wife of 54 years, Joan, Ted is survived by his sister, four loving children and their families. Memorial tributes can be made to Marquette General Home Health & Hospice, 2500 7th Avenue, S., Escanaba, MI 49829.
Are you ready to begin planning your education event for the 2011-2012 season? We are happy to announce that ASEA-C will be offering the Professional Development Series Education session in the fall of 2011. All locations will meet on Saturday October 1, 2011.

**THE LOCATIONS ARE AS FOLLOWS:**
(All locations are being finalized at this time)
- Dayton, Ohio
- Milwaukee/Chicago
- Minneapolis/St Paul
- Brighton, Michigan

*All locations:
- Registration will begin at 8:30 a.m.
- Sessions will begin at 9:00 a.m.
- Sessions will break for Lunch
- Sessions will conclude at 3:00 p.m.
- Written Tests (All Disciplines and Certification Levels) from 3:30 p.m. – 4:30 p.m.

**PLEASE CHECK THE WEBSITE FOR ADDITIONAL INFORMATION AS IT BECOMES AVAILABLE**