2011.12 SEASON WRAP-UP

NEW INSTRUCTOR CERTIFICATIONS ANNOUNCED
DONALD JEROME “JERRY” BERG
1950-2012

Donald Jerome “Jerry” Berg, known as “Bergie,” passed away on June 4, 2012 following a bicycling accident in Colorado.

A native of Auburn, Indiana, Jerry first skied at Swiss Valley before moving to Wisconsin. Jerry developed his lifelong passion for skiing and teaching in our Division.

In the early 1970s, Jerry moved to the Rockies. He was selected to the PSIA National Alpine Team (1988-92), chaired the PSIA-RM Alpine Committee and worked for four decades at Vail and Aspen. But Jerry never lost contact with the Central Division. At this year’s Central Spring Rally, Jerry joined friends old and new for a memorable evening. (See related article on page 5.)

Jerry’s talent for combining power and grace, the unforgettable twinkle in his eye and ability to help others achieve their very best, all leave an indelible mark. For more information, visit our website at www.psia-c.org.

ON THE COVER: THE SKIER ON THE COVER IS PATRICK SHEEDY, LEVEL I CERTIFIED IN TELEMARK. PHOTOGRAPH IS COURTESY OF ROB AREND, LEVEL 3 ALPINE, LEVEL 3 TELEMARK AND LEVEL 1 CROSS-COUNTRY. ROB TEACHES AT TROLLHAUGEN SKI AREA AND A MEMBER OF THE PSIA-AASI CENTRAL EDUCATION STAFF AS WELL AS THE NORDIC ADMINISTRATOR.
A MESSAGE FROM THE PRESIDENT

WELL THAT WAS INTERESTING

By Bill Stanley
President, PSIA-AASI Central

Who would have ever thought as we were preparing to head into last winter that we would have a perpetual November for five months? Above normal temperatures and below normal snow levels proved quite challenging for the resorts in the Midwest and across the country. My hat is off to all of the snowmaking crews around our Division for the outstanding job they did getting our hills covered with snow and creating great conditions despite Mother Nature’s absence. Early indications are that skier visits were down slightly from years past but that’s because people had a hard time believing that the skiing and riding could be any good when out their windows all they saw was grass and dirt. I’m sure the numbers will be better than ever next season.

This winter offered may strange things for me ranging from an interesting experience on a chairlift to skiing in 80 degree weather on my last day of skiing in the Midwest. I have to say that for as long as I’ve been skiing, I don’t think I’ve ever seen lift operators in shorts and flip flops until this year. It was almost surreal to feel like the “odd one” because I was wearing ski pants and gloves when almost everyone else was skiing in shorts and t-shirts. Who knew that skiing could be so much fun in 80 degrees and sunshine? When was the last time you left a ski area in shorts and t-shirts. Who knew that skiing could be so much fun in 80 degrees and sunshine? When was the last time you left a ski area and had to turn the air conditioning on?

We just completed our annual election process at the end of March. As you know, because of the way we are currently structured, up to half the seats on the board are up for election each year. This year every seat was contested except for one. Everyone who ran was more than qualified and would have done a great job. I encourage those who didn't win to give it another try in the future. Our voter turnout was just under 10 percent of the total membership. While this is still low, it’s higher than it was in years past. As a Board, we will be reviewing the election process over the summer to see if there are additional changes that can be made to make the entire process easier and more streamlined.

I just got back from our spring board meeting in Lansing, Michigan. Last year I felt like we had one of the best boards that I’ve had the honor of working on. After this year’s meeting, where we seated three new members, I feel like we have raised that bar. You should feel very fortunate to have these members representing you. They are hard working and always keeping your best interest, as a member, in mind. I don’t tell you this to “toot anyone’s horn,” but want you to know the quality of the people that make up your Board of Directors. All of us will be working hard this summer getting ready for the season of 2012-13. There are many exciting things that we are working on, and we hope will make your membership experience the best ever.

Members of our Board tried to make it a point this year to get out to events around our Sections and the Division so we could introduce ourselves and have the opportunity to speak with you directly. We received a lot of good feedback about the things we are doing right and about areas where we still have work to do. I truly appreciate those members who took the time to write or call us to express their thoughts and concerns. We realize there is still a level of frustration with the event process that include registration, updated event information, and follow up after the event is done. We have established a task force that will be reviewing the entire process over the summer and making changes or adjustments that we feel will make your experience better. We welcome any input from you that you feel might help us in this process. Please reach out to your Section Representative or the office by email or phone, and we will make sure your input gets to the task force.

We are continuing to update and modify our website in order to provide you with the information and current forms that you need. Last season, was the first time that the event calendar was available for you to view and use to sign up for events. We will be making enhancements to this area of the website over the summer. These enhancements will be available to use for event registration for the coming season, and you will be receiving detailed instructions on how to sign up online later this summer. Registering online lessens the chance for errors that can occur when faxing or mailing your form. You will also receive immediate confirmation that you are registered for the event and group you desired. If you have any questions regarding this process, please call the office and Emily will be more than happy to help.

Now that the strange season of 2011-12 is behind us, it’s time to look forward to an enjoyable summer with our family and friends. I’m sure that I’m more than a little biased, but I believe the Midwest offers some of the best summer weather that you can find anywhere. Our lakes and beaches are some of the best around, as well! I’m looking forward to cooking out, riding my bike and long summer days where the daylight lasts until 10:00 p.m. (one of the perks of living on the western edge of the eastern time zone). Let’s hope that Mother Nature doesn’t have more surprises planned for us like this past winter. I want to wish all of you a happy and joyous off season. As always, I want to thank you, the member, for making this organization what it is today. Be safe!
By Terri Henderson, Adaptive Director/Administrator and Administrative Vice President, PSIA-AASI Central

With our revised election process in place, we had two newly elected and one appointed (to fill a mid-season vacancy) Directors join the Board at the May meeting in Lansing, Michigan. Susan Boyle will be representing Alpine Section 1, Scott King will be representing Alpine Section 6 and Bill Snyder has been appointed to fill the vacant snowboard seat for Sections 4, 5, 6. John Keating, Bill Stanley, and Jim Johnson were all re-elected. Please refer to the full list of your Board of Directors on page two and feel free to contact them with any questions or concerns.

We have a busy summer ahead of us. Many enhancements are slated for the website to make it more efficient for our members to register for events online as well as converting forms to “live” versions so they can easily be submitted electronically. A task force has been established to review and define office procedures including the event processes at all levels. This will include, but not be limited to, the roles of the members, the PSIA-AASI Central office, and the event coordinators. For our team to work well together, the players need to have efficient pathways for the system to run smoothly.

Our Technology Committee will be researching social media options, as well as a “friendly” page for smart phones. Our Snowsport Directors (SSD) Committee will plan our early season SSD meetings. The Committee’s work will include exploring options that may help increase the number of SSDs participating in these sessions.

Our Governance Committee has submitted a revised draft of the Policies and Procedures for the Board to review. The revised version will be voted on during a special session and will be posted on the website once it is approved. This Committee will also work on an Affiliation Agreement that may help define our relationship with our national-level organization.

Our Marketing Committee will be creating the annual survey of our members, as well as assisting with the SSD meeting preparation. We also remain active in several national initiatives which involve working with and on the President’s Council, developing our Strategic Education Plan and assisting with the work of the national Membership Review Committee.

So, while some think that snowsports is limited to the winter months, many of us have a year-round commitment to improve our organization. The end results are for the true winners, you, the members! Enjoy your summer and think snow!!

By Mel Brown

As many of you are already aware, Jennifer Simpson was successful in her endeavor to be named to the 2012-2016 PSIA Alpine Team. The selection was held April 22-26 at Utah’s Snowbird Resort. This will be Jennifer’s second term on the team. We applaud Jennifer and the dedication to the process that she went through to achieve this goal.

Jennifer has always been process driven, from the first time she went through certification, to becoming a member of the PSIA-AASI Central Education Staff, to training for the PSIA Alpine Team selections.

The Central Division is fortunate to have Jennifer as our ambassador to National. We appreciate all that she does for our Education Staff and our members, and we are proud to call her one of our own! We look forward to the next four years, Jennifer! Congratulations!
I was one of the lucky three dozen! On April 12 and 13, I went to Vail along with 35 of our fellow instructors for the 2012 Central Division Spring Rally. It was the fifth time in a row that I attended the event, which the Central Division hosts each year at a location in the Rocky Mountains. Snow conditions this year notwithstanding (you say, “What snow? I didn’t think there was any.”), we ALL had a blast.

Most of us checked in at the Lionshead Inn on the Wednesday before the Thursday/Friday event. Our event coordinator, Dave Kampke, had arranged bargain-basement rates for outstanding rooms within eye-shot of the Eagles Nest Gondola. When we met on snow in our various groups the first morning, we were warmly greeted by Bobby Murphy, who is the director of the Vail Snowsports School and a member of the PSIA National Alpine Team. We then enjoyed an outstanding day of on-snow training and camaraderie.

That evening was party time! Dave Kampke hosted Happy Hour. With a little help from my favorite reserve bourbon (from a bottle I was more than happy to share!), Dave accommodated us all with welcomed grog and grub. We were joined at the Welcome Party by the legendary Jerry Berg, who hails originally as an instructor from PSIA-AASI Central and is pictured in many a publication for having the perfect skier’s turn, as well as other special guests from the Vail Snowsports School.

John Hamaker then gave a very useful and interesting presentation on movement analysis, explaining our new MODS model. By the time John finished, I was on my second (but who’s counting!) glass of bourbon. And if I recall correctly, John’s final analysis was that my movements really flowed.

Those who were still hungry (after pizza, cheese, soft drinks, beer, wine and/or bourbon) walked to one of the nearby restaurants for more grub. We then all welcomed a good night’s rest, followed by Day 2 on the snow, which included two of our groups choosing to tackle runs at nearby Beaver Creek. Yes, the snow conditions were pretty spotty. The day before the Rally started, Vail management announced that the 2011-12 season had just qualified as having the worst snow in the resort’s entire 50-year history. But somehow – and really it wasn’t that hard – we all managed to have a grand time both on and off the snow. If you haven’t yet attended a Rally, you’re really missing out. Plan now to attend the 2013 event. Who knows? We may even have snow!
As winter gives way to spring and summer draws near, I took a moment to reflect on the 2012 winter sports season. It was pretty easy to get caught up in technique and tactics that winter sports entail. Intricacies involved with the lead change in Telemark turns, more disciplined pole work, and shortened skate strides on climbs on the track were a few of the aforementioned. While technique and tactics were important, I was offered a piece of advice from the National High School Hall of Fame track coach John Lober that was equally, if not more important. “Let all your athletes know how important they are to you and the team!”

Stare up at the night sky long enough, and you realize how small we are in relationship to the size of the universe. Nevertheless, the fact is we belong. Always the newcomer or outsider when I was younger, I now appreciate the efforts my teachers and coaches went through to help myself and others like me achieve a feeling of belonging. It is the third level of “Maslow’s Hierarchy of Needs,” belonging, that instructors/coaches can apply in effort to acknowledge and accommodate all athletes in their respective programs. By creating a training environment coupled with the creation of schedules that include competitions for all athletes, a coach can help facilitate a sense of belonging for all team members.

Here are just a few ways a coach can help create a feeling of belonging:

- Let all athletes know they are an important part of the team. This can help build long term success in not only results but, more importantly, life building skills.
- Learning an individual’s name is the equivalent of letting them know you acknowledge their existence. It is a daunting task when you have a large number of participants. Writing names on tape and placing them on the athletes’ ski helmets, like hockey programs, works well. Roll call is a way to learn athletes’/students’ names. When done in good taste, nick names will work until you can get names attached to faces.
- Create a “game” plan that incorporates all athletes working together. An example would be skating relays. Coaches assign teammates in effort to create equal results.
- Individuals that sit on the outside will feel part of the team if you give them a task like helping you set up or tear down practice set up. Not all outsiders feel comfortable joining the scrum, so be patient. Many join the scrum when they are ready.
- Facilitate belonging by making all attempts to treat your students/athletes the same. Be inclusive with activities, newsletters and e-mails. Avoid giving one group preferential treatment when it could be at the expense of the others self-esteem.
- Give all your athletes a shot at the top spots in timed sports. Let the clock be the judge. Never give up on an athlete that is trying. They are making every effort to be a team player and your support can make a huge difference in their life.
- Empathy, man! To paraphrase a very great prophet, “Treat others how you would have them treat you!” Think about how a coach or teacher might have approached you when you were a young athlete or student. It could have been as simple as an acknowledgment concerning a personal best that helped you feel like you belonged.

There is more to coaching than the amount of lead change in a Telemark turn, the duration of a glide in a climb, or the amount of re-direction that occurs above a slalom gate. Creating an environment where every athlete on the team feels a sense of belonging is an important aspect exceptional coaches bring to their athletes universe. “Ut belong est vivo” Ciao!

What is your most memorable event in skiing? Skiing bottomless powder for the first time ever at an Academy at Snow Bird in the 80’s. That experience added a whole new dimension to an already very sensuous sport. Having Max Lundberg leading the group that day was another plus.

What is your most memorable student(s)? We had a grandmother join us for Ladies Day who wanted to be able to ski with her grandchildren. I think it took a couple of seasons, but the first time she made a Christy turn, we both cried. I don’t think she ever wedged again. Learning to ski with our great equipment now is much easier than learning was for her on her 1950’s.

What is your favorite part about skiing? The speed and rhythm, of course, and it so completely involves your mind and body that you can shut out the rest of the world.

Is there one person in your career what you are most thankful for? My late husband, of course. He was demanding and not patient at times, but I did learn — not only to love his sport, but to share his dedication to the profession and his search for excellence.

What was the hardest thing in skiing for you? Was and is keeping my weight forward. That is universal isn’t it?

Where is your favorite place to ski? It has to be Vail. We skied there nearly every Spring for years, and I had the privilege to teach there part-time for several more years.

What is your most memorable moment during an event with PSIA? See question one. I have many great memories of Academies, as well as skiing with D-team members here.

Has PSIA helped your career? Yes, I feel it started with Horst Abraham when the teaching model became more student focused, and we began to look to other disciplines such as Educational Psychology. PSIA became more professional, and the educational materials became more relevant and useful and continue to be so.

What is the craziest thing you have done? I don’t think I am known for craziness, and we needn’t go back to school days, I don’t think. As an adult, I did attempt a computer programming course, and failed miserably before realizing that minute detail work was not for me.

How has skiing changed over the years? Well, it is still great fun to slide down a mountain, that stays the same. However, it looks different. Fortunately, I missed the rotation era. That is a difficult habit to break, but we had to learn to counter rotate, up unweight, down unweight, ski is a low stance, open stance, upright stance – all to get our pins. Now, we can look forward to “rocking.”

How do you feel about receiving this award? I was totally surprised and a bit overwhelmed. Otto and I contributed time and effort to PSIA and the Division out of passion for the sport and the profession, and I continue to ski, teach and work on my skiing. Teaching skiing has always given me back more than I put in; it is truly the King of Sports. I am proud to be a part of the history of PSIA and my Division.
PSIA-AASI CENTRAL DIVISION 2011–2012
CERTIFIED INSTRUCTORS

THE FOLLOWING MEMBERS SUCCESSFULLY ACHIEVED CERTIFICATION THIS PAST SEASON. WE CONGRATULATE THEM ON THIS ACCOMPLISHMENT AND APPRECIATE THEIR COMMITMENT TO ADVANCING THEIR EDUCATION AND EXPERTISE.

ADAPTIVE LEVEL I
Gabel, Violeta
Micklos, Kristy A.
Mitchell, Alex
Naito, Herbert K.
Parry, Diana L.
Pruet, Judy
Pruet, Steve
Rapp, Joni E.
Zatezalo, Renee

ALPINE LEVEL I
Adkins, Thomas M.
Anderson, Mary Ellen
Arsenault, Samantha
Bailie, Robert A.
Bartos, Donald M.
Beadle, Bryan J.
Beilke, Jennifer
Boehm, Rick
Bortscheller, Mark D.
Brandt, Nicole
Brooks, Mark D.
Bruder, Peter
Burr, David J.
Carter, Ellen
Cecchi, Elizabeth
Chang, Yu-Li
Clos, Jillian R.
Cohen, Matthew B.
Conley, Catherine
Cooper, Cory W.
Cowen, Douglas
Cunningham, David W.
Cunningham, Ruth
Darren Miller
Davids, Derek R.
Detviler, Maureen
DeWald, John E.
Donaldson, Eleta
Drake, Michael
Driver, Christopher J.
Earhart, Benjamin C.
Eisenman, John
Erbes, Annamarie
Falde, Dave
Ferkel, Faith E.
Ferrell, Julie
Franks, Ryan M.
Frederick, Joseph W.
Freese, Leon C.
Friedell, Roger
Gersmeyer, Michael
Gieseke, Todd
Greenfield, Brett K.
Guida, Robert
Haeberle, Alexandra
Hanseman, Kate
Harbottle, John
Hartsoc, Samuel R.
Heil, Anthony J.
Heimdahl, Mats P.
Heneman, Kathleen A.
Hill, Judy M.
Hill, Steven J.
Hoes, Henry
Holcomb, Bryan
Holcomb, Jacqueline
Hollister, Ann Marie
Hon, William
Hornbacher, James A
Hunt, Brian J.
Hurley, Lourie
Hustad, Todd
Jarvela, Heather
Jatho, Stephen
Johnson, Amy C.
Karnes, Jenny
Kasprick, John T.
Kavoukhis, Andrea
Keckonen, Stephen
Korte, Christopher
Kostein, Bryan
Kruckeburg, Christopher
Krueger, Emily
Laser, Bently J.
Laughton, Charles
LeBarron, Chris
Lessor, Derrick
Liesen, Arnout
Liu, Tina
Loehr, Emily
Logan, Maclennan
Lysne, Edric
Makins, Robert Jr. E.
Marchese, Daniel
Mathieu Warshaw, Lisa M.
McCormick, John
McKay, Keaton
McKay, Spencer
Mceough, Jack
Meader, Chris
Mieskoski, Steven M.
Minerof, Peta
Minns, George A
Monahan, Michael
Mott, Nicole
Nelson, Alexandra C.
Ogren, John
Opstad, Steve
Patterson, Lara
Peng, Jia
Pepper, Claire C.
Pepper, Jennifer
Peters, John M.
Petersen, Erica
Petricca, John P.
Pintor, Robert J.
Piontkowski, Elizabeth
Piontkowski, William
Poepping, Todd
Powers, Emily
Price, Donovan
Price, Kristina L
Ramsey, Martha
Rau, Zachary W.
Ready, Diana K.
Richardson, Bill
Robiner, Sonia
Robinson, Jane
Rohwez, Dennis
Roscoc, John
Ryback, Rudy
Sacks, Glenn
Sahr, Mike R.
Sarno, R. Scott
Schneider, Pam
Schott, Michelle
Sebastian, William
Selin, Jeffrey
Sheepard, Riley
Shriver, Earnest P.
Sispera, Theresa
Stanczak, William R.
Stefaneli, Kathleen
Stinnett, Patrick
Stoeckel, Nick
Sundquist, Tina
Svikis, Andis A.
Swedell, John
Sweeney, Kevin R.
Switzer, Jason A.
Tierney, Dennis
Tofolono, Massimiliano
Torre, Morgan
Trushin, Sergey
vanReken, Mary
Vejvoda, Nicholas P.
Wallis, Jeffery S.
Work, Richard W.
Yasis, Joe
Zepeski, Scott
Zurhorst, Ken

ALPINE LEVEL 2
Ballheimer, Ryan
Berard, Kathy
Bishop, Peter
Brandt, Nicole
Calhoun, Greg
Davidson, Stephen J.
DeMarco, Jennifer
Dixon, Tyler J.
Drydyk, Jennifer
Felske, Michael J.
Fotouhi, David
Frederick, Joseph W.
Gibson, Douglas G.
Gilb, Natalie
Hanna, Adel
Harrin, Mark
Harryan, Monique
Heidlebaugh, Randy
Herman, Anthony C.
Hool, Michael
Jackman, David
Kim, Matthew
Kimmerle, Mark W.
King, Ben
King, Jeff
Klein, Frank
Knutas, Per
Konen, Robert
Krueger, Jordan
Luchow, Benjamin B.
Moran, Michael
Morris, Merry
Nothwehr, Jill
Potvin, Kyle
Quinn, Kristen
Reed, Barbara
Rick, Paul J.
Schneider, Steven C.
Sharritts, Valerie
Shaw, Thomas G.
Smith, Scott
Stringer, James
Stringer, Sandra
Travis, John
Veller, Yevgeniy
Vickroy, James M.
Weibert, Scott M.
Friedlander, David
Kohler, John
It was tough out there this past year. Too little snow makes for a challenging season. But I’m pleased to report that the Central Division’s finances remain intact. Yes, we suffered a little bleed at our bottom line for our fiscal year ending April 30, 2012. But one year’s losses are typically balanced out the following season, when members who didn’t participate during less than ideal times join us the next season at events or exams of their choice.

Total revenues for the 2011-12 season were down approximately $23,000, compared with our prior fiscal year. This decline in overall revenues represents about a 5.5 percent drop. The decline derives mostly from event participation falling off by a whopping 18 percent. Interestingly, however, exam participation was up slightly. We also received generous (and much appreciated) donations which totaled over $5,000. A hearty thanks to each of you who chose to help!

Expenses associated with events also declined by 18 percent, which reflects our Ed Staff implementing some difficult, but necessary decisions to match the number of events and clinic leaders to actual participant demand. Certain expenses are more fixed and included increases that operate independent of adverse weather conditions, which resulted in overall expenditures being up by about $17,000 or 4.3 percent.

The bottom line is that we got all our bills paid. Though it was rocky at times (in more ways than one!), we got through a season that presented your Division with a “perfect storm” — of a type we do not like. Now on to a more perfect 2012-13 season, while we all continue to “Think Snow!”
It’s hard to picture a member of the PSIA-AASI without one.

Personalize your new PSIA-AASI Visa® Platinum Rewards Card.

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- Bonus points at select merchants
- Points for balance transfers
- Points for billed interest
- Redeem for cash, travel, merchandise and more
- Personalized custom cards

PDS OCTOBER 6, 2012

Are you ready to begin planning your education events for the 2012-13 season? We are happy to announce that PSIA-AASI Central will be offering professional development series education sessions in the fall. All locations will meet on Saturday, October 6. The locations are being finalized and will be announced on the website soon.

The schedule for all locations include:

- 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.

UPDATES AVAILABLE AT WWW.PSIA-C.ORG.