SKILLS, DRILLS & SO MUCH MORE!
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ADVERTISE IN THE CENTRAL LINE
ADVERTISING DEADLINES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 Issue 4</td>
<td>October 19, 2012</td>
</tr>
<tr>
<td>2013 Issue 1</td>
<td>January 11, 2013</td>
</tr>
<tr>
<td>2013 Issue 2</td>
<td>May 10, 2013</td>
</tr>
<tr>
<td>2013 Issue 3</td>
<td>July 12, 2013</td>
</tr>
</tbody>
</table>
A MESSAGE FROM THE PRESIDENT

DON’T BLINK

By Bill Stanley
President, PSIA-AASI Central

It seems like we were just talking about the wrap up of the 2011-12 season, and here we are on the doorstep of the 2012-13 season. Summer truly seemed to go by in the blink of an eye. I think there’s a lot of truth in the saying “time flies when you’re having fun.” I spent the summer bike riding, having fun and simply hanging out with family and friends. As I mentioned in my last article, I think the Midwest offers some of the best summer weather anywhere.

This summer in Northern Michigan, we had many days in the 90s. I guess that should come as no surprise since we had several days of temperatures in the 80s in March. Unfortunately, this lead to the demise of our cherry and apple crops because when we eventually did get frost in April it killed most of the buds on the trees that had bloomed much earlier than usual. Being a “winter” person, I’m not a huge fan of hot weather. Give me temperatures in the upper 70s all summer long and I’d be a happy camper. There is a silver lining in all of these unusually high temperatures, however. The great lakes warmed up much quicker than normal this summer. This not only made for a lot of good swimming, but from a skier’s perspective, the potential for lake effect snow this winter is going to be epic! All we need is some cold weather from Mother Nature and the blessings of Ullr (the mythological Viking God of skiers and winter), and we could be in for an unforgettable season. Oh yes, a little finger crossing wouldn’t hurt either.

One thing you learn early on as a board member is that there really isn’t an off season. Just as soon as we wrap up one season, we immediately start working on and planning for the next one. This summer has not been any different. We came out of the board meeting in May energized and ready to tackle the issues that we feel will improve your experience as a member. We continue to roll out new technology and streamline processes that we hope you will find both beneficial and enjoyable.

CONTINUED ON PAGE 14
This past season, a key focus of the Central Division Education Staff was to build on creating quality education products for you, the member. At the annual staff training, last December we had participation from all staff members from all disciplines (Alpine, Snowboard, Adaptive and Nordic). By having everyone present, it gave us the opportunity to work on consistency across all disciplines. It also provided us with the opportunity to have all disciplines working together as a group.

The Alpine staff completed a three-year cycle of utilizing the Portfolio process to track their progress. This has proven to be a valuable tool as everyone is striving to improve and build on our consistency. Last December, was the start of a new three-year Portfolio cycle. The Snowboard staff developed their own Portfolio process in December. They will continue to use it as a tool to build on improving the courses that are delivered to you.

During staff training, we brought additional group leaders into the Children’s program. This was done collectively with the Snowboard and Alpine Staff. Education Staff Operators Manuals were created for the AP (Alpine Portfolio) Series, VA (Video Analysis Series) and AB (Alpine Beyond – Trainers Program). These Operators Manuals provide group leaders the tools to develop consistency in how these programs/courses are delivered.

The Video Series was incorporated into the AB – Trainers Series. In addition, the use of Sprongo.com to distribute videos post-event has received a positive response from the membership. As for the staff, the training of additional staff members to run video groups and to include video into their education events continues. The use of video has also provided us with opportunities to focus on Movement Analysis by using the MODDS Model (Model for Movement Analysis). We plan to expand upon the use of this Model in the upcoming season.

Several Education Staff members shadowed events to ensure consistent program delivery. In the upcoming season, this process will be carried another step via training with other divisions. We will be working with other divisions in an Examiner Exchange Program. We will send some of our education staff to work with another division and they will be sending Examiners to Central. The goal is to continue to build on this consistency factor. We are anticipating this will be a very positive process for our National organization as a whole.

Another key component in expanding on the consistency among all divisions is the SEP (Strategic Education Plan) which was created by our National Education Department. This process started last year by bringing division education representatives together using the Community, conference calls and two group sessions in Denver. I was fortunate enough to represent the Central Division. Working with other divisions on programs designed to help our membership strive to be the best instructors has been an incredible experience.

The objective of this plan is to guide the implementation of programs and processes developed to meet the following four strategic priorities. These priorities were developed by the Education Advisory Council based on numerous studies and meetings conducted by PSIA-AASI and have been endorsed by the National Board of Directors.

These goals include:
1. Increase the ease and access to all products, programs, and services; develop and communicate clear paths to success in our educational system.
2. Develop a quality assurance system to uphold standards for all products, programs, and services.
3. Define success measures in order to evaluate PSIA-AASI products, programs, and services.
4. Implement a leadership development program to ensure a broad pool of volunteers so new ideas and energy can be used to create new products, programs, and services.

There is a recognized need to improve communication and engagement with members and other stakeholders, and to develop a deeper pool of motivated volunteer leaders. There is also a need to respond more quickly to changes in the snowsports education marketplace and the snowsports industry in general.

The Strategic Education Plan has the goal of having “Divisions and the national level to reestablish unified content regarding topics for training, techniques, and processes for certification. This content should complement training delivered at the individual school level.”

The following points help to identify the current focus of the SEP group. The current goal revolves around the new instructor and Level I Certification process.

1. Identify shared, common elements in PSIA-AASI Level I Certification.
2. Achieve consensus on parameters for consistent implementation across all nine Divisions.
3. Identify and outline areas where Divisions require latitude to meet local needs based on member and stakeholder requirements.

One of the outcomes of this process was to create an educational document to serve as a training tool for new and Level I instructors. This document is nearing completion and we expect it to be available prior to the upcoming season. It will be in the form of a PDF document for members to download at no additional charge. During the upcoming season we will be looking at “piloting” and incorporating the New Instructor Guide into our education programs.

An online written exam is being developed for Level I members. This project is taking shape and we hope that it will also be available for the upcoming season. Central Division member, Grant Nakamura, has been the lead person on this committee. The ultimate goal will be to create the Level II & III written exams whereby all Divisions will be working off of the same set of technical questions.

In October, there will be an additional meeting in Denver. While Phase One was designed to identify common elements among all disciplines, this meeting will focus on development of discipline specific components. The goal will be to train toward a consistent application of the Certification Standards, not to amend the standards themselves. This will include all Levels I-III.
CERTIFIED INSTRUCTORS

PSIA-AASI CENTRAL DIVISION WOULD LIKE TO EXTEND OUR BELATED CONGRATULATIONS TO THE FOLLOWING CERTIFICATION CANDIDATES. YOUR COMMITMENT AND DEDICATION TO OUR ORGANIZATION HAVE NOT GONE UNNOTICED. CONGRATULATIONS ON PASSING YOUR EXAMS AND THANK YOU FOR YOUR HARD WORK!

ALPINE LEVEL 1
Boyle, Alasdair
Dunning, Barton B.
Elias, Kyla
Higginbotham, Kent
Hoopes, Kimberly A.
Jacobson, Matthew
Jessup, Karen
Lemley, Nicolynn
Linger, Kimberly A.
Lowry, Scott J.
Nagel, Megan
Makins Jr., Robert
McKinney, Charlene F.
Oswald, Gary A.
Perron, Jeana M.
Prawitz, Jan
Roper, Michael
Rull, Brian
Samalik, Michelle
Smith, Catherine M.
Switalla, Andrew
Yockers, Anna V.

ALPINE LEVEL 2
Bartelt, Elizabeth
DuComb, Steven
Taylor, John P.

CROSS COUNTRY LEVEL 3
Layton, John P.
Shaw, Thomas G.

ADAPTIVE SNOWBOARD LEVEL 1
Hodder, Susan

CALL IT TEACHING.
CALL IT SKIING.
CALL IT HOME.

You love to ski, so why not teach it. Deer Valley Resort in Park City, Utah, is hiring Ski Instructors and On-snow Supervisors for the 2011-12 ski season.

SEEKING STAFF WHO:
• Are able to demonstrate and teach contemporary ski methods on advanced terrain in all conditions to both children and adults
• Are able to commit to working weekends and holidays

WE OFFER:
• Competitive wage and benefit package
• Plenty of teaching opportunities for full time staff
• Training to enhance your skills and credentials
• Opportunities for both experienced and apprentice ski instructors (intermediate skiing level required)
• A PSIA Ski School with an established clientele

Complete our online application at deervalley.com or send your resume to:
Christine Katenheuser
Manager, Ski School Recruiting
P.O. Box 739
Park City, UT 84060
ckat@deervalley.com
435-645-5603
As of July 16, 2012, national membership is at 23,001 which is at 72.5% of last year’s membership total. This is 445 less than where membership was on July 30, 2011. Membership renewals normally continue at a 3% rate through October, then a big jump in November. This is very good news for our Association as we all were nervous about how the $11 dues increase would affect membership renewal.

WINTER 2011-12
With our “four months of November” last winter, not all is rosy in the snowsports world. Nationally, 2011-12 was the lowest skier/rider visits since 1991 at 51 million or a 16 percent decrease over the 2010-11 season. Corresponding to the decrease in skier/snowboarder visits, retail sales also dropped sharply after December, with some estimates exceeding a 12 percent decrease in equipment sales, 30 percent decrease in rentals and a 40-70 percent increase in inventory. Despite the overall decrease in visits, lesson business outperformed the market. While overall lesson visits were down 8.6 percent (compared to the 16 percent drop in visits), lessons as a percentage of visits increased 7.6 percent. In fact, lesson business even inched up in the Rockies. Ski and snowboard lessons were a bright spot in a bleak picture for 2011-12.

EDUCATION
On the education front, much is in the works for the coming season. The Education Department, ably led by Earl Saline and Divisional leaders, is undertaking the implementation of the Strategic Education Plan (SEP). The SEP endeavors to standardize the certification and education process across ASEA’s nine divisions. Currently, each Division utilizes the National Standards as the basis of exam evaluation. However, each Division implements the exams a little differently. This seems a little odd at first glance; but, considering each Division’s exam implementation grew out of the needs of their members, it is understandable that exam format was modified to fit those needs.

The next step in the SEP process will be an Examiner’s College. In October 2012, after D-team training at Copper Mountain, Colorado, delegates from the nine Divisions and from all disciplines will meet for an Examiner College. This will be a three-day meeting to discuss and formulate suggested exam and education formats for the respective disciplines. Examiner Colleges, in the past, have provided the venue and the energy for the Divisional Education/Certification Committees to meet face-to-face and share both on-snow and formal discussions about what makes each Division click. This energy then is carried to Divisional Education Staff members at their fall training sessions. In the past, sharing this information and knowledge has been extremely valuable for Central Division, and I am sure each Division has gained insight as well. What is different for this Examiner’s College is that all disciplines will be represented at the college. I look forward to hearing what our representatives bring back to Central that will help us provide better on-snow clinics and exams for our members.

COMMUNICATIONS
The Communications Department, capably led by Wendy Schrupp, had a busy year producing and Accessories Catalogue that helped produce revenue of $643,000 (strongest showing since 2004), the largest issue of 32 Degrees to date, and a new education resource - the Adult Alpine Teaching Handbook. In addition, the department supported the association’s efforts to enhance outreach to and dialogue with members through a broad range of communications channels - email, social media, TheSnowPro.org website, and the PSIA-AASI Community.

LOOKING AHEAD
There is much to be proud of as a PSIA or AASI member. We are the ambassadors of our sports. We are often times the first person a new skier or rider interfaces with on the snow. We get to help those first time skiers/riders turn on to the sport we love. After all these years of teaching, I still get a thrill out of getting that new skier to make linked turns on green terrain and sharing the excitement of taking a skier down their first black run. I guess at any level the thrill is taking it to the next step, the next steeper pitch, the next challenging terrain. Our sports count on us to share the thrill. See you on the hill!
“Sorry coach I’m going so fast they all turn purple!” That wasn’t the feedback I expected when advising a young athlete about the best line between the third red gate and the next blue gate. Such is the Ying and Yang of all things, somewhere in the middle both sides blend and become one as do the worlds of Nordic and Alpine skiing.

In the winter of 1970, I would climb over a barbed wire fence that separated our property from a pasture. With strap-on skis in hand, I would spend hours climbing up and sliding down a little knoll in Clare County, Michigan. The next year, I was introduced to Alpine skiing and a 33-year hook was set ending my Nordic like excursions through the pastures. In 2004, Nordic skiing re-entered my winter activities scene when I gave Nordic downhill a try. Six years later, I started Nordic skate skiing as a way to stay in shape over the winter months. Although 99 percent of my free skiing is now done with a free heel, my main source of winter income is coaching Alpine ski racing. By mixing the colors of Alpine skiing and Nordic skiing, the color purple has proven that common denominators between our two-plank worlds can help one improve as an Alpine skier/coach.

THE PALLET

BALANCE: On our high school Alpine ski team, we focus on a lot of one-footed skiing. Local X-C high school coach, Mark Esper, spent a bit of time with me on the VASSA trail gliding and balancing on one foot. The amount of ankle articulation that takes place in a X-C boot to maintain balance on a very narrow platform is huge. Nordic downhill offers Mono Turns and 360 spins with lead change which are outstanding balance exercises.

ROTARY: Many of our young racers turn below the gate causing them to scrub speed. I have found that Nordic downhill skiing uses rotary very effectively above the apex of the turn. Nordic downhill also has a more flexible boot than Alpine allowing the athlete to feel the feet and ankles work through the rotary zone. When Nordic track skiing, the feet and ankles play a huge roll as well as a very quiet upper body during rotary.

EDGING: I used to think Alpine ski racing was the ultimate in edging world, until I started Nordic skate skiing. In Nordic skate skiing, work is constantly being done to go from a gliding right ski, to an edged right ski, over to a gliding left ski, to an edged left ski thousands of times while using several varying techniques over the course of a 10K training skate. All of these movements are done with the ankle playing a major role in the edge angle. In Nordic downhill skiing, the inside half comes into play more so than Alpine. The required ankle articulation and little toe pressure required to maintain proper edge angles on the inside ski is amplified two-fold compared to Alpine.

PRESSURE: In Nordic downhill skiing, pressuring too far forward can result in a squashed turn and or face-plant while pressuring too far back causes excessive chatter. As in Alpine skiing, finding the perfect blend or center leads to smoother turn and turn shape. Many young Alpine skiers from flatter hills have a tendency to push the uphill foot too far forward (a scissor type move). When they start the new turn, this puts them in the back seat from the get go. In a Nordic downhill turn, the uphill foot is back at the finish phase, in the preparation phase that foot is brought forward or brought to neutral, to start the next turn.

If we think in reverse and add a preparation phase to Alpine skiing, the uphill foot can be brought back to neutral before the start allowing the athlete to be in a better balanced state (stacked) for the start of the next turn. Having the hips centered between the feet is very important in Nordic downhill. Nordic track boots offer very little support compared to Alpine boots. Gone are the levers that allow us to cheat. Ninety-nine percent of my falls have been when I throw myself too far over the starboard or port side forgetting that my stiff Alpine boot levers are gone. Transfer of weight is paramount in Nordic track skiing, moving from one ski to the other is perpetual. Staying centered left to right and fore and aft are magnified in Nordic skiing.
TOOLS TO IMPROVE ALL THE COLORS
• Scooter turns
• Shuffle turns
• Figure 8 skate races
• Hockey Stops
• Glide and Jump drills
• Thousand steps
• Wedge turns
• Basic parallel

COMMON COLOR CHARACTERISTICS
• Balance-Rotary-Edging-Pressure
• Ankle articulation
• Transmission of energy boot fit is key - too small is painful, too big leads to poor performance. “Boots are the most important piece of gear in all two-plank disciplines!”

STRENGTHS OF EACH COLOR
Alpine skiing:
  a. Speed, speed, and more speed
  b. Angle building at speed or as my Canadian students tell me, “body English”.
  c. Boot Fit
Nordic downhill:
  a. Weight centered
  b. Rotary above the apex of the turn
  c. How the Inside half works
  d. Ankles-Ankles-Ankles
Nordic skate skiing:
  a. Balance
  b. Edging Pressure; Left to right and flat to edge
  c. Ankles-Ankles-Ankles
  d. Fast wax rules!

ROYAL PURPLE
Blending the red and blue of Alpine and Nordic worlds has led to an extraordinary color of purple improving my ability as an Alpine athlete and coach. Nordic downhill adds the color of the inside half, rotary and ankle articulation. Nordic track lends its shade with the combined use of the ankle and balance in maintaining proper edge angle building. The color the Alpine world adds blends the need for speed and how to control it. It’s never too late to turn your world purple, green, orange or gray by mixing up the colors. It has worked wonders for this frustrated artist. Happy trails wherever they may take place!

BRAD MILLER IS A MEMBER OF THE PSIA-AASI CENTRAL DIVISION EDUCATION STAFF. HE IS ALSO WORKS WITH A LOCAL COLLEGE SKI INSTRUCTOR PROGRAM, MANAGES A SNOWSPORTS STAFF AND IS A HIGH SCHOOL COACH. CONTACT BRAD AT BNMILLSKI@ATT.NET.
I would like to begin by talking about the winter that wasn’t. Last winter started with the organization having to cancel a majority of our events in early January because of lack of snow. Then when we seemed to be gaining some momentum, Mother Nature decided to give us too much snow on event weekends creating difficulties for everyone. I’ll share with you several examples that stick in my mind.

Let’s begin at the start of the season. In early December at the Boyne Highlands, Michigan event, Sunday, the second day of the event brought bright sunshine and 32 degrees with packed powder. An absolutely great way to start the season! Then, at the Schuss Mountain, Michigan event, a major winter storm moves through northern Michigan and dumps 18 inches of the heaviest Michigan powder that I have ever skied in. This storm downed trees and knocked out power across the northern portion of the State. It was interesting to say the least! On the other side of the Division at Welch Mountain, Minnesota, they were enjoying some of the finest skiing of the season. Two weeks later at Marquette Mountain, Michigan, Thursday started out sunny with highs in the mid 40s and great corn snow skiing. By Sunday, I experienced another first, skiing in upper Michigan in temperatures in the low 80s. You could actually see the snow pack leaving the mountain. Despite the winter that wasn’t, I hope that all of you enjoyed attending our events as much as we enjoyed servicing you.

I would like to give credit to all of our hosting areas and their snow making/grooming crews for being there for us and providing snow for us to slide on. Thanks to all!

Over the last four or five years, we have been focusing on education and we will continue this in the future. It is important to note that it is education that raises our level of understanding and allows us to become better teachers, riders and skiers. It is this greater understanding that our curriculum is geared towards. We are in the third year of our trainer development program and 117 of our members having been through this program. The curriculum for this program is a result of what we need to understand as trainers as well as instructors. In this program, we train participants in exactly the same fashion that the Education Staff participates in during fall training. We believe that this aids in the consistency of delivery at local member schools. It allows you, the member, to train at your local area with these trainers and have confidence that the message that they are giving you is consistent with that of the Education Staff. The Trainers group coupled with the portfolio process creates a powerful tool for developing plans and pathways for professional development as well as certification goals.

To avoid being redundant with other articles in this issue, I would encourage you to read about a new event offering titled “Creating Great Beginner Lessons.” Additionally, John Keating’s Education Vice President article, “Consistency,” provides a thorough overview about what is transpiring both Divisionally and Nationally for the continued delivery of great education events.

Looking ahead to the upcoming season, here are some ideas of what you can keep in mind while preparing to take an education event:

• Enjoy your time at the event; taking an event is not about right or wrong but rather learning or raising ones understanding.
• Come to events with questions and be open to new ideas.
• Sign up for events that meet your goals. Also don’t be afraid to express your goals to your Education Staff Member.
• Keep checking the web site. If you see the group you signed up for is two or three or small in size see what you can do within your school to get others to attend that group also.
• Last, but not least, your education credit every other year is not a hoop, but rather an important piece at maintaining or increasing one’s professional understanding and development at their level of Certification. Reviewing the National Standards will reinforce what they do for all instructors, not what they may do for only an individual instructor.

If you see me at an event, slide over and say “hey!” I’d love to talk with you.
How many beginner or never ever lessons did you teach last season? Most resorts in the Midwest offer an average 80 to 90 percent of their lessons at the beginner level. It’s important that the beginner experience is a great one for their enjoyment, for the reputation of the instructor, customer opinion of the resort and the growth of our industry.

The National Ski Areas Association (NSAA) data says 84 percent of the people that are beginners in our sport drop out and do not remain participants. How can we as instructors reduce that drop out rate? One place is with great beginner lessons.

Our Central Division member surveys have requested it. National PSIA-AASI is committed to it. Our snowsports schools, resorts and industry depend on it.

HERE IT IS
This season, we have created a Lesson Series Education platform that will begin with a two-day “Creating Great Beginner Lessons” education event. This event is for all levels of instructors because we all give beginner lessons. New instructors will benefit from the knowledge of more experienced instructors. Experienced instructors will benefit from the interchange of ideas, techniques, solutions and exercises. The event will review learning methods, beginner teaching progressions, PSIA Stepping Stones advancement, and you will practice your demonstration skills. Leaders of the event will be our most experienced Central Division Education Staff.

Snowsports School Directors should consider this event for both their new hires and their experienced staff.

The goal of the event is to provide you with the tools to enable you to give the very best beginner lessons so your students grow to appreciate, enjoy and participate in this sport we all love.
TINA THOMPSON
DIRECTOR OF FINANCE

Tina joined PSIA-AASI Central on August 6 and serves as staff accountant and office manager. She has an extensive background in nonprofit accounting and management. She worked for the Greater Lansing Association of Realtors for 10 years serving as their staff accountant and assistant CEO. More recently she has worked with a local church to prepare their monthly financial reports. She is responsible for all accounting entries, A/R and A/P for our association and prepares monthly financial statements and bank reconciliations along with managing the office workflow. She graduated magna cum laude from Baker College, majoring in Accounting.

EMILY MAURER
DIRECTOR OF MEMBERSHIP & EDUCATION

Yes, Emily is still here! She now supervises the daily activities of our ski instructors internal staff as well as handling special projects and database management. She also assists with membership campaigns, educational planning and manages our database.

PETE JENNINGS
MEMBERSHIP & EVENTS COORDINATOR

Pete also joined PSIA-AASI Central on August 6 and serves as membership and educational events coordinator for our members. He is responsible for processing membership applications and payments, entering registrants into their respective events and working with our Education Staff to provide the necessary materials and backup to help each event run smoothly. Pete is a graduate of Michigan State University and previously served as supervisor for the DTE Audit and Weatherization rebate program, managing customer databases and serving as trainer for the department’s new employees. He has been an avid skier his entire life.

WE NEED YOUR HELP!
NOW YOU CAN CHOOSE TO RECEIVE CENTRAL LINE DIGITALLY

For many years, we have been discussing how to move distribution of The Central Line to an electronic format but many members prefer to receive a printed copy. In the past, opting out of the mailing was not technically possible. Not anymore! If any of the following scenarios sound familiar, then we have a deal for you!

- Prefer electronic copy over a hard copy
- More than one copy coming to your address
- You want to save a tree

Contact our Central Division office at 517.327.9207 and they will assist you in opting out of receiving a hard copy of The Central Line.
PSIA-AASI Central will soon do the majority of our business online!

**WHY THE CHANGE?**
To better serve our membership with faster, more efficient modes of communication including event registration.

**WHAT CAN THE MEMBER EXPECT?**
- Online registration for education events and exams
- Live forms on the website that allow electronic payments
- Informational updates on the website

**WHAT THE OFFICE NEEDS:**
Members’ CORRECT email addresses.

**WHAT IF A MEMBER DOESN’T USE THE INTERNET OR HAVE ACCESS TO IT?**
We still have pathways for them to receive ALL information and registration materials.

**COMING SOON FOR THE 2012–13 SEASON**

**NO MORE FAXES!**
A MESSAGE FROM THE PRESIDENT
CONTINUED FROM PAGE 3

Bob Neff, our Director of Marketing, has been hard at work on the annual membership survey. This was the fourth year of that survey, which is great, as we are starting to amass enough data where we can begin to see and track trends in your responses. This survey is one of many ways that you as a member can reach out to us with your thoughts and concerns. It helps us learn what we are doing well and where we have room for improvement. I strongly encourage you to take the time to fill out your survey when given the opportunity each year.

Our Technology Committee Chairman, Jim Johnson, and members of our office staff Kyle Shumaker and Emily Maurer continue to work to enhance our website to make it as user friendly and helpful as possible. Last year was the first year that we offered an electronic version of our schedule and the ability to register for events online. While that was a great improvement, we realized that we could do better. Jim, Emily and Kyle have been working with the IT people at the National office to streamline this process so you can find an event and register with as few clicks as possible. By registering for an event online, you can quickly see all of your options and sign up for a course that best fits your education or exam needs. You also receive immediate confirmation that your payment has been received and you are in the group that you signed up for. Registering online for an event also greatly reduces the chance that a credit card number will be written down wrong or that a fax isn’t received in a timely manner. The 2012-13 calendar of events is available online, so please take the time to log in and check it out.

Administrative Vice President, Terri Henderson, and board members Sonja Rom, Susan Boyle, Scott King and office staff member, Emily Maurer, have begun the massive task of reviewing all of our processes including membership sign up, registering for events, how the office communicates event details to the Ed Staff, how the Ed Staff coordinates each event and reports back to the office at the conclusion of the event, and how the office resolves member issues after the event just to name a few. We’ve come to realize that if you are going to have a problem, it most likely will occur during one of these steps. We are committed to doing everything possible to minimize or eliminate anything that could cause your membership experience from being less than positive.

As Doug Carter mentioned in an earlier article, last year was challenging for the Division financially. The weather we had to deal with made it difficult, if not impossible, for many of you to attend events. We are hoping this year will be different. Our Education Vice President, John Keating, and the Discipline Administrators have been busy working on the various event calendars to ensure that we are offering the correct events, in the best locations, to make it easy for you to find something that meets your needs while minimizing the need to travel too far away from your home resort. John has also been working with our Alpine Administrator, Kris Agnew, to refine the Trainer Development program. For those of you who may not be familiar with this program, it provides a great learning opportunity for those members who are or may be considering taking on the role of Trainer at his or her resort. This series of courses gives you the opportunity to learn and experience how the Ed Staff trains and it will allow you to see how education materials are developed. Once you have completed these courses, you will be able to return to your resorts and share these training techniques and education materials with your staffs. If you have been looking for something new and different, the Trainer Development program may be something to consider.

It won’t be long before the leaves start changing and our thoughts turn to snow! Pro Forms will be available soon, so if you’ve been considering an equipment upgrade, now is the time to start looking. Keep in mind that equipment manufacturers make a limited amount of equipment available to pros, so if you are thinking about upgrading, don’t wait. It’s also important to remember that you must be current in your dues in order to participate in these pro offers, so if you haven’t renewed yet, get to it. It’s easier than ever. As always, I want to thank you, the member, for making this organization what it is today.

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Sign up for D Team Events (Limited space available).

Sign up for Discipline Specific Events (Alpine, Snowboard, Telemark).

Visit www.psia-c.org for schedule and to register.

Membership Section 4, 5, 6 Meeting will be held Saturday evening, December 8.