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Geri Root • Root Management & Consulting, LLC • 517.669.3914

GRAPHIC DESIGN
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Our Future is Bright

By Bill Stanley
President, PSIA-AASI Central

Winter is almost here and we are on the eve of another season. This is the time of the year when I start watching weather forecasts for predictions of cold weather and snow. I keep a close eye on my favorite areas out West to see when they open figuring we here in the Midwest can’t be far behind. As I mentioned in an earlier article, I also begin to receive frequent text messages from my friend Dan, updating me on all recent openings and approaching cold fronts or snow. He could give NOAA a run for their money. It won’t be long now before I start logging on to ski area websites to view their live webcams so I can see who is making snow and how deep it’s getting. If you think I sound like a ten-year-old on Christmas Eve, you’d be right. I CAN’T WAIT!

Something else I look forward to at the start of a new season is the opportunity to see and talk to all of my brothers and sisters at ski areas around our Division and around the country. It’s always great to be around people who share our passion and love for snowsports. To me, that is one of the best things about belonging to our Association. It’s sometimes hard to imagine that there are over 30,000 people who are as excited about teaching and riding as I am. It’s truly amazing! It’s great to know that as a member of our Association, anyone of us can go anywhere in the country and have our credentials recognized. What makes this possible is our National Standards and the understanding between the nine Divisions and National to recognize them.

Our National office in Lakewood, Colorado, recently invited all of the Presidents, Executive Directors and Divisional Education Leadership to meet with their counterparts from the National organization at Copper Mountain, Colorado. As President, I was fortunate enough to be able to represent Central at this meeting. If you recall, the Presidents and Executive Directors met with the leadership from National back in January. During that meeting, it was decided that the ten Presidents would work towards creating a document that would define and describe the roles and responsibilities of the Divisions and the National office. Some of the main topics of this agreement would include the use of the logos and marks, who would be responsible for running exams and education events, and who would be responsible for establishing and maintaining industry sponsorships. The Association’s leadership has been attempting to create a document like this for almost 50 years, so we had our work cut out for us.

Over the last ten months, we have worked together to develop a document that all nine Divisions and National would be comfortable signing. We have exchanged hundreds of emails and spent dozens of hours in conference calls trying to work through all of the issues that each Division raised. It was a difficult process to say the least. Coming into the Copper Mountain meeting, it looked as though we might not be able to achieve our goal of all parties signing a document. When we sat down together on Friday morning, I questioned whether we would make much if any progress, but then things started to change. We all began to talk and those that still had issues with part(s) of the document began to share their concerns with the rest of us. We started working through each word and phrase that was causing concern and coming up with new words that made people feel more comfortable. It was like putting a jigsaw puzzle together. Someone would raise a concern, and the rest of us would throw out alternatives until we all agreed. By the end of the day, we were ready to redraft the document in hopes that we could review it as a group before leaving the next day. We sent the re-draft out that night so everyone would have a chance to review it before we started the meeting the next day. By the end of the second day, we had reached consensus on almost every-thing. There were a few items that required further legal review before we could agree. By the end of the day, we were ready to redraft the document in hopes that we could review it as a group before leaving the next day. We sent the re-draft out that night so everyone would have a chance to review it before we started the meeting the next day. On Saturday, we again went through the document line by line to make sure everyone could support the wording we had developed the previous day. By the end of the second day, we had reached consensus on almost every-thing. There were a few items that required further legal review before we could agree. At the end of the day, the facilitator who had led the meeting asked for a show of hands of who could agree to the support the agreement in principal and it was unanimous. I couldn’t have been more proud to be a member of an Association that was able to work together for the common good of our membership! We were able to put our individual differences aside and reach agreement on a docu-
As we announced in Issue 3 of The Central Line, the PSIA-AASI Central office no longer accepts faxes. This was not a decision that was made lightly and we are doing everything we can to make sure this transition is a smooth one. To this end, we have completely revamped all of our forms making the switch from PDFs to HTML which can be submitted online! We are also working with the National office and their system for online dues renewal and event sign up. We hope these changes will help to make this winter much more efficient for both you the member and the organization as a whole. Please see some of the highlights below:

**NEW MEMBER SIGN UP**
New members are now able to sign up online! Simply click the link on the Central Division home page, fill out the form, submit and make payment. What could be simpler?

**EVENT REGISTRATION**
There are many benefits of online event registration including instant confirmation that you have been added to the class! To register for events online, please follow these simple steps:

- Find the location you would like to attend on the Central Division calendar at: [www.psia-c.org/calendar.php](http://www.psia-c.org/calendar.php).
- Scroll through the blue box to see which courses are offered at this location.
- Click the “Member Signup” link on the course you would like to register for. You will now be transferred to the National site.
- Login with your National credentials.
- Follow the prompts.
- GET YOUR CONFIRMATION!!!
- Overview of the signup process.
- Confirm your contact information is correct.
- Check the box next to your discipline, click “Next.”
- Check the box next to your event, click “Next.”
- View your summary, click “Proceed to Shopping Cart.”
- View your shopping cart, click “Continue to Payment.”
- Enter your payment information, click “Submit Payment.”

If you would prefer to register by mail or pay by check, please use the mail in registration form located on the Forms page of [www.psia-c.org](http://www.psia-c.org) or contact the office. If you would like to register for an event after the registration deadline, please contact the office for assistance.

**EXAM REGISTRATION**
Because exam registrations need to be approved by your Snowsports Director (SSD), we are unable to use the National system to process these requests. Therefore, we are now allowing these forms to be returned via email. This means you have two options:

1. Use the standard form as mentioned above, get your SSD’s signature and mail in with payment
2. Use the new EMAIL ONLY form which will require you to:
   - Print the form
   - Fill out the form
   - Get your Snowsports Director’s signature
   - Scan your form back into your computer
   - Email the form to info@psia-c.org
   - Call the office with your credit card number for payment – your registration will only be entered once your payment is received. It is your responsibility to call the office with payment!

As always, we are living in a fast changing world and are doing what we can to keep up with the times. Both Central Division and National are working on a number of things that we hope will make these processes quicker, easier and more efficient. As they are released, we will be sure to pass the information along to you.
Adaptive Director/Administrator
PSIA-AASI Central

Sliding is sliding is sliding...the mantra of Adaptive skiing and snowboarding. For confirmation, check out any Adaptive skier or rider and the ski/board-snow interface should look familiar. This concept was again brought to the forefront during the Adaptive sessions at the Fall Conference hosted by PSIA-AASI at Copper Mountain, CO. The Adaptive group combined our Alpine and Snowboard components both on snow and off. The consistent theme was “What do you see happening at the ski/board-snow interface?” and “How can we compare and contrast that information with what we are sliding on?”

An overview of the Adaptive session of the Fall Conference is included in the article, National Fall Conference in Review, on page 8.

An addition to our current Adaptive Alpine Standards is the inclusion of equivalencies. What are equivalencies, you might ask? They are the maneuvers for individuals who use outriggers to demonstrate a gliding/breaking wedge, wedge turns, wedge-christie, basic parallel, and dynamic parallel during the certification exam process. There are applications for mono ski, bi ski, 3 track and 4 track. The written descriptors are listed in the Appendix of the Adaptive Alpine Standards.

The Movement Matrix on the National website now hosts equivalency videos of bi ski and mono ski performing these tasks.

Coming soon to the Movement Matrix will be footage on bi ski and mono ski teaching through the Novice Zone. The anticipated timeline for this release is late December/early January. Video work is also being done on teaching the 3 track and 4 track students through the Novice Zone. That should be completed during the upcoming season. Additionally, there will be a sequential demonstration of maneuvers leading up to the snowboard end around and the proper techniques for seat-assisting a mono ski. This is one of the most difficult maneuvers for the Adaptive Snowboard instructor and also is part of the Adaptive Snowboard exam.

On the Central Division website under Adaptive Education, we have embedded an inspiring video on Adaptive Snowboard courtesy of the National organization. Check it out and be ready to dance! Also in this section, you can download some teaching tips for students with Autistic Spectrum Disorders and samples of picture boards. Feel free to print off the picture boards, laminate them, and use them on your next lesson with a student that may have communication difficulties. There are also Power Point notes on Post Traumatic Stress Disorders (PTSD) and Traumatic Brain Injuries (TBI). These are authored by Marla Knox, Recreational Therapist, CRTS, MA, at the Naval Medical Center in San Diego, CA. Marla’s presentations give current insight and information on these disorders.

I have been very excited to see the number of snowsport schools in Central Division who are starting to incorporate Adaptive components into their schools. The overall awareness for this need is increasing which means more locations will be able to meet the needs of the client with disabilities, often times allowing families to ski/ride together for the first time! For those who are already into or developing the process – thank you! Happy sliding! Hope to see you on the hill! 🌶
In the 2012, Issue 3 of The Central Line, I wrote about building consistency. Since that issue, it’s safe to say that we have carried this one step further. On October 25-28, Central Division sent representatives from all disciplines to the National Fall Conference at Copper Mountain, Colorado. Education staff members that represented Central were Kris Agnew (Alpine), Jennifer Simpson (Alpine), Doug Radefeld (Snowboard), Terri Henderson (Adaptive), and Rob Arend (Nordic). I also participated in the Snowboard and Children’s discussion groups.

The goal of the conference was to train toward a consistent application of the Standards, not amend the Standards themselves, at all levels (I-III). The group leaders for each discipline were chosen for their familiarity with the Standards in their current form.

The groups spent time on snow and indoors reviewing the Standards and making sure that all divisions were interpreting them correctly. They watched video and were checking for understanding of how the Standards were being interpreted by their respective division. At the conclusion of the meeting, each discipline presented a summary to the entire group. All disciplines reported very successful sessions and felt that the Standards were being consistently implemented and examined across the country. Although the groups were not tasked with amending the Standards, many clarifications were collected and submitted to the National Education Department for review.

ROCKY MOUNTAIN EDUCATION STAFF TRAINING
Continuing on with the consistency theme, both Jennifer Simpson and I stayed over a couple more days to participate in the Rocky Mountain Education Staff meeting. This is part of the Examiner Exchange program. There were several other divisions that also had representation at this event. I believe this exchange process is very effective in working towards the goal of consistency.

Typically, every division’s staff training will have a specific focus for the upcoming season. For me, personally, it was interesting to see how they put their training together from a logistics standpoint, how they determine their focus for the upcoming season, and how they went about implementing it.

Warren Pretorius, a guest speaker at the training who is a specialist in Tennis Coaching, gave an enlightening presentation. While he gave a great presentation and covered a lot of material, there were a couple of points that he hit that caught my attention:

• Most coach (teach) the way they were coached (taught).
• We tend to compare ourselves to other coaches (instructors).
• When teaching we tend to side on the way we learn.
• Meyer-Briggs Personality test – this is what helped me identify the type of learner, as well as the type of instructor that I am.
• Introvert vs. extrovert
• Sending vs. intuition
• Thinking vs. feeling
• Judging vs. perceiving

By John Keating
Education Vice President, PSIA-AASI Central
Then he asked a fundamental question: “Can you change your personality?” We are all supposed to adjust to the type of learner(s) that we have in our group. I found myself questioning if I actually do this or do I tend to resort back to the way I was taught. Jennifer and I felt it was a very productive session, and I believe we will be able to share our experiences with the Central Division. I also believe that Rocky Mountain will be able to grow from all of the other divisions sending representatives to the training. It was a great feeling that the Rocky Mountain staff wanted to learn as much as they could from other divisions, as well as share their views. It’s times like these that help to strengthen our organization and ultimately it helps to lead to consistency among all divisions.

CREATING GREAT BEGINNER LESSONS COURSE UPDATE

We will be rolling out the “Creating Great Beginner Lessons” course. This course was introduced at our PDS sessions and is described in full with an article in *The Central Line* (2012, Issue 3). During the National Fall Conference, the course outline was shared with the National office and other division representatives. The reception was remarkably positive and several Divisions were taking this course back with them to see if it was possible for them to implement this season.

NEW SNOWSPORTS INSTRUCTOR GUIDE

A new product that will be coming out of the National office is the “New Snowsports Instructor Guide.” The goal of this project was to take the best material and merge it into one document as it related to the new instructor. This document pertains to all disciplines as it was structured in a manner that it covered everything a new instructor needs to know prior to push off on snow. The New Snowsports Instructor Guide has seven sections: Who Are We, Who Are Our Customers, Safety, How We Teach, How We Learn, Movement Analysis, and the Profession. It will be in the form of a “free” PDF download. Visit the Central Division web site www.psia-c.org to download your copy.

Instrumental in the development of this Guide was a committee, which included Kris Agnew (Central), Heidi Ettlinger (Western), Kim Petram (Northwest), Pete Howard (Eastern), Jon Ballou (Rocky Mountain), John Keating (Central), and Earl Saline and Erika Jones (National Professional Development Department). Every division contributed access to their educational materials which was extremely valuable in the creation of this document.

E-LEARNING MODULES

Another project National completed that helped the New Snowsports Instructor Guide evolve is the development of the online e-Learning Modules. This is in place on the National web site www.thesnowpros.org and can be accessed under the Publications, Video & Resources section, E-learning modules.

The goal of the e-learning modules is to be easily accessible, have content available in front of and behind the log in, as well as be relevant and meaningful. There are two sections in the Entry Level Instructor’s Guide and present “What It Means to Be an Instructor” and “Working with Students.” Each section has an extensive menu of topics that cover both experiences. This is a great tool for the entry level instructor.

Section 1, “What It Means to be an instructor,” is an Entry Level Guide (ELG), providing an online resource for instructors who have just been hired or who are prospective instructors. The ELG is an introduction to snowsports, and an introduction to PSIA-AASI.

In Section 2, “Working with Students,” you will be introduced to PSIA-AASI concepts and models, which provides insight into teaching people and structuring ski and snowboard lessons. It is an introduction to the CAP Model and the Teaching Cycle.
NATIONAL FALL CONFERENCE IN REVIEW

ADAPTIVE
By Terri Henderson
Adaptive Director/Administrator, PSIA-AASI Central
I was privileged to join nine of my national Adaptive counterparts at the Fall Conference hosted by PSIA-AASI at Copper Mountain, Colorado. Our group was unique in that we had both Adaptive Alpine and Adaptive Snowboard combined. The newly ratified National Standards for both Adaptive Alpine and Snowboard were the topics at hand, and the focus of the meetings was to ensure that all divisions are examining to the Standards. On snow sessions were spent working through demos and equivalencies. Inside sessions expanded on what was accomplished on the snow and discussion of what did and did not meet all facets of the Standards. Every component of the Standards was reviewed and specifically defined so everyone knew where the bar was set. All representatives returned to their divisions with a very clear understanding of these criteria.

Throughout the meeting, the written Standards were evaluated in depth. During round table discussions, a list of clarifications was also compiled. It was the group’s opinion that having these clarifications forward to the Education Department at the National office was an added bonus to the outcome of the conference. We also looked into the exam process across the divisions for the sake of comparison and talked about what worked for some that might work for others. Central Division has been discussing the possibility of changing our exam process and these discussions were very helpful. Yes, there may be change on the horizon for Central Division Adaptive, and it will provide the member with a better experience during the exam process.

ALPINE
By Jennifer Simpson
PSIA Central Division ECC Chair, National Alpine Team Member
Alpine Examiners from all nine PSIA divisions gathered this October to explore the PSIA Alpine National Standards. The goal of this session was not to rewrite the national standards or to develop or implement a nation-wide exam process. Instead, the goal was to come to a shared understanding of the minimum acceptable standard for Teaching and Skiing in both the Level II and Level III Exams. The National Standards were reviewed in detail; the goal of all the discussions was to come to a clear, shared understanding of the National Standards so the PSIA Membership would be evaluated consistently across the country.

On-Snow portions of the conference were used to level the eye of the participants to identify minimum passing skiing levels for Level II and Level III Certification. The groups explored the use of situational and task skiing to assess mastery of skills while running exams.

While it was not the intention of this group to re-write the national standards, an initial list of recommendations for an eventual revision of the Alpine National Standards was generated. In addition, many divisions began exchanging educational and exam focused tools designed to enhance the member experience through the exam process.

The participants from the Fall Conference will share the details and specifics with their respective Divisional Education Staffs to ensure that exam participants experience consistently scored exams that accurately reflect the current PSIA Alpine National Standards.

NORDIC
By Rob Arend
Nordic Director/Administrator, PSIA-AASI Central
In late October, I had the privilege representing the Central Division Nordic program at the PSIA fall conference hosted by Copper Mountain Colorado. The conference was attended by representatives from all snowsports disciplines from across the country. The conference goal was for each discipline to work in groups to interpret the National Standards on snow and come to a consistent understanding of the requirements for each level of certification.

The Nordic group was led by National Team members Scotty McGee and David Lawrence and also included the newly appointed Team member Megan Spurkland from Alaska. We started the first morning skiing a couple runs from the top of Copperopolis on a few inches of fresh powder over a groomed base. After having some fun while working out the summer cobwebs, we split into cross country and telemark specific training groups. I primarily worked the on snow training with the telemark group. The two mornings of on snow training were spent skiing through tasks and drills to determine the skill level required to satisfy the National certification standards at levels 1, 2 and 3. An example was to ski telemark pivot slips with group members each skiing the task to meet the metric for each level of certification. The goal was to evaluate the proficiency of the skills involved in executing each task, rather than just evaluating the task. After lunch, we moved inside to clarify and document what we learned each morning on the snow. In the end, we determined that our interpretation of the standards is quite consistent.

SNOWBOARD
By Doug Radefeld
Snowboard Education Staff Tech Team Member, PSIA-AASI Central
In late October, I had the privilege to attend the PSIA-AASI Fall Conference at Copper Mountain in Colorado. The goal of the weekend was to create clarity and consistency between all of the divisions rep-
resented. The snowboard group was split with two unique tasks. One group worked on refining and “wordsmithing” the newest version of the national freestyle specialist standards. The other group spent the weekend reviewing, refining and debating the national level 1, 2 and 3 certification standards.

I spent the weekend working with the certification standards group. National Team members Scott Angfang and Eric Rolls led our group. We found our expectations at Level 1 and Level 3 to be pretty close. After some discussion and time on snow, we were all quickly on the same page. The Level 2 discussions were much more spirited and took the biggest part of the weekend. The conference concluded with the national certification standards much more clearly defined and with a consistent expectation from all divisions.

I was unable to be a part of the freestyle discussions over the weekend, but have been involved in the creation and revisions of the national freestyle specialist standards over the past two years. This group was successful in polishing the writing of the standards and did allow my input before the final product was drafted. The standards are consistent with those currently being used in our division. Implementation of these standards throughout the country will allow the freestyle specialist designation to be included on membership cards and recognized throughout the country.

Overall, the weekend was a huge success in the snowboard groups. It was wonderful to see how close the Central Division is to the rest of the country on so many things, while seeing some areas of improvement to make us even more consistent. I look forward to sharing with everyone on the snow this season.
U.S. SKI AND SNOWBOARD HALL OF FAME ANNOUNCES CLASS OF 2012

FREESTYLE SKIING PIONEER WAYNE WONG AND WORLD CHAMPION FREESTYLE MOGULS SKIER JEREMY BLOOM LEAD AN OUTSTANDING CLASS OF SIX INDUCTEES WHO HAVE BEEN ELECTED TO THE U.S. SKI AND SNOWBOARD HALL OF FAME. JOINING THEM WILL BE WORLD CHAMPIONSHIP MEDALIST KIRSTEN CLARK, WORLD CHAMPION AND SNOWBOARDING PIONEER CRAIG KELLY, ACCLAIMED INTERNATIONAL SKI INSTRUCTOR AND LEADER HORST ABRAHAM AND SKI RESORT DEVELOPER HANS GEIER. THE ANNOUNCEMENT WAS MADE BY U.S. SKI AND SNOWBOARD CHAIRMAN, BERNIE WEICHSEL IN NOVEMBER.

WAYNE WONG
Wayne Wong is regarded by many as a living legend. He was the leading and most popular skier of his day when hotdog or freestyle skiing was emerging on the scene. The inventor of the famous “Wong Banger” and a star of countless skiing movies, Wong packaged his fame into being a true ambassador for skiing and continues to this day to convey his passion and enjoyment for the benefit of ski sports across the country. Both SKI and Powder magazines have named him among the most influential skiers in the 20th century.

JEREMY BLOOM
Jeremy Bloom was also a star of freestyle skiing who won two World Cup titles and a World Championship and was one of America’s most visible skiing stars in the mid-2000’s. In 2003 he won gold in the dual moguls event at the World Championships and a silver in the individual moguls. Two years later he won his third World Championship medal as well as earning the moguls and overall World Cup titles. His six straight wins in World Cup competition set a record that stood for seven years. Bloom was also a football star at the University of Colorado and played for two years for the NFL’s Pittsburgh Steelers.

KIRSTEN CLARK
Kirsten Clark started racing at the age of seven, developing her skiing skills at Maine’s Sugarloaf Mountain. During her 13 year career on the U.S. Ski Team she won 12 U.S. titles and reached the World Cup podium eight times. In 2003 she won a World Championship silver medal in the super G. From 1998 to 2002 she strung together five straight U.S. downhill titles. A three time Olympian, Clark was respected for her quiet leadership and the high standards she set preparing for competition. Lindsey Vonn said of her, “Clarkie was always someone I looked up to.”

CRAIG KELLY
Craig Kelly is the third snowboarding honoree to be elected to the U.S. Ski and Snowboard Hall of Fame. A winner of four world titles in the early days of the sport, Kelly was one of its most influential pioneers working with Jake Burton Carpenter to open countless ski areas to the sport in the 1980s. He also played a key role during the early years of Burton Snowboards. The holder of an honors degree in chemical engineering, he starred in numerous skiing and snowboarding films over 20 years. The first true professional snowboarder, he was awarded TransWorld Snowboarding's Lifetime Achievement Award in 2002. He died a year later in an avalanche while seeking to become the first fully certified Canadian Mountain Guide as a snowboarder.
Horst Abraham is an Austrian native who rewrote the script for American ski instruction that had a significant impact internationally. Through his work America’s ski instructors emerged as world leaders in their field. Starting with the Aspen Ski School and later the technical director for the Vail Ski School, he eventually became the education vice president for the Professional Ski Instructors of America. As the developer of what became known as the American Teaching Method in 1980, focusing on teaching skiing skills instead of skiing turns, he led the U.S. to become the world leader in snow sports education.

Hans Geier was a leading manager and developer of ski areas across the United States for nearly 30 years. From the time he completed Pennsylvania’s Ski Round Top in 1971 until his retirement in 1998, he had a large impact on the growth of the sport. Most notably he was the general manager of Steamboat Springs resort in Colorado from 1981 to 1990 when he led it through a $43 million expansion, growing annual skier visits from 360,000 to over a million and putting the resort’s finances in the black. In 1994 he was hired as president of Doppelmayr Corporation for North America, a position he held until his retirement in 1998. He also served on numerous ski association boards including the National Ski Areas Association (NSAA) and chairman of Colorado Ski Country. In 1988 the NSAA presented to him its Lifetime Achievement Award.

Nominations are open for nine seats on the Board of Directors that governs the American Snowsports Education Association–Central, the Michigan non-profit corporation through which the PSIA-AASI Central Division operates.

Positions to be filled during this election cycle:

- Director for each of the six geographic sections of PSIA-AASI Central Division representing Alpine Members
- Director for geographic Sections 4, 5 and 6 representing Snowboard Members
- Director representing all Nordic Members
- Director representing all Adaptive Members

Directors, as specified above, will be selected for a two-year term commencing in May of 2013. Related duties and responsibilities are described in Article VIII, Section I of the corporation’s Bylaws. (You may download the corporation’s Bylaws from our website, www.psia-c.org.) Nominations instructions and the nomination form can also be found on the website at www.psia-c.org.

IMPORTANT NOTE: COMPLETED NOMINATION FORMS MUST BE RECEIVED AT THE CORPORATION’S OFFICE BY 11:59PM EASTERN TIME ON SATURDAY, DECEMBER 29, 2012.

The induction of the Class of 2012 will take place in Vail, CO on April 13, 2013 as the concluding event for Skiing Heritage Week celebrating Vail’s 50th anniversary. The U.S. Ski and Snowboard Hall of Fame provides highly respected perpetual national recognition to athletes competing in skiing/snowboarding and of the builders of these sports who have made the highest level of national/international achievement to American skiing and snowboarding. It is located in Ishpeming, MI, the birthplace of organized skiing in America, where it also serves as the headquarters for the International Skiing History Association.
Picture this. We are at the Spring Rally in Steamboat Springs, CO. It’s a warm sunny day, snow sparkling like diamonds, and I’m riding up a chairlift for the second time today. How lucky am I to have in my group a retired PSIA examiner, Gary Nelson from North Dakota, as well as seven other people Central Division? We are talking about how great the conditions are and how one could feel the energy and excitement of the group. Gary turned with a big smile on his face and said, “Boy would my daughter Annie love to be here skiing with us today!” With that, I did what came naturally and said, “Call her up and have her join our group!” Gary explained that would not be easy as she had perished in New York at the World Trade Center on 9/11. This took my breath away! I then told Gary that I thought Annie would be with us today. The next morning Gary was not on the snow, but I shared with the group that his daughter had passed away and that we would do the first run of the day in Annie’s honor... and what a great run it was with six new inches of untracked beautiful powder!

Over the next two years, Gary and I kept in touch about getting Bottineau, North Dakota back into the Central Division, as well as utilizing Central’s Education Staff to train their instructors. After many phone calls and meetings, we welcomed Bottineau Winter Park back into Central Division.

During that time, I learned of Annie’s Bucket List and of the foundation, New York Says Thank You. The Bucket List was discovered when Annie’s mother, Jenette, found Annie’s “TOP 100” on Annie’s computer which Annie’s friend Eric gave to Jenette. Jenette had believed this list was of her daughter’s favorite music, but when she opened the file, she discovered it was a list of Annie’s Goals and Dreams. Annie’s Bucket List. This list, however, was unfinished as there were only 36 items on it at that time. Among those dreams, was her desire to build a home in North Dakota and to work with disabled children.
The foundation, *New York Says Thank You*, came into the picture at about this time. This organization prides itself on “paying it forward.” It is not about what happened on 9/11, but what happened on 9/12 and the days beyond. People from around the world wanted to volunteer to help any way they could — from helping with the clean up at ground zero, to opening their homes for the volunteers. Jeff Parness from *New York Says Thank You* was told about Annie’s Bucket List and made the journey to North Dakota to meet with Annie’s parents, Gary and Jenette. They felt that they could make Annie’s dream come true. So, on May 17, 2012, which would be Annie’s 41st Birthday, they broke ground and on September 6, 2012, 500 volunteers from the United States and Canada, along with myself and Erika Meier, came together to build Annie’s House (a ski lodge at Bottineau Winter Park), with plans to open for the 2012 ski season. It will serve as a year-round facility for all skiers, snowboarders and especially those that Annie wished to have this type of facility built for – the disabled skiers/snowboarders, and disabled veterans from the United States and Canada.

**CONGRATULATIONS TO SEAN BEANDT, ANN MOUM, BEAU DESCHAMP, MIKE VAN ERT, LUCIE DESCHAMP, ANTHONY BENSON, JUSTIN KNUTSON, RYAN HENRY, AZARIAH EFIMENKO! ONE MORE PERSON NEEDS TO BE RECOGNIZED FOR HIS HEROISM, STEVEN KNUTSON — A PHENOMENAL SNOWBOARD INSTRUCTOR AT BOTTINEAU WINTER PARK WHO LOST HIS LIFE IN THE WAR WITH IRAQ.**

During the 2011-12 ski season, I traveled to Bottineau to help train their Alpine instructors. Their enthusiasm was overwhelming, and I felt that I was receiving more than giving. The welcome that I received made me feel a part of their family. I met with all nine participants on an individual basis. Each person told me that they hoped not only to pass their Level 1 Alpine exam, but also had the motivation to pursue developing their skills in working with adults and children with disabilities.

We were sure that Annie was with us that day as we were blessed with 12 inches of new powder — perfect conditions for a Level 1 exam! At the end of the day, we all laid down in the remaining untracked snow and made snow angels in Annie’s honor. It was such a delight to work with this team, as they seemed to empower each other. I feel that I was honored to be a part of Annie’s Dream Team and their success. Congratulations to Sean Beandt, Ann Moum, Beau Deschamp, Mike Van Ert, Lucie Deschamp, Anthony Benson, Justin Knutson, Ryan Henry, Azarah Efimenko! One more person needs to be recognized for his heroism, Steven Knutson — a phenomenal snowboard instructor at Bottineau Winter Park who lost his life in the war with Iraq.

So, when you go out to ski for the day, remember to share life’s experiences with others and know that you may be helping to make someone’s dream come true. Thank you Bottineau Winter Park for allowing me the privilege of being a part of your dream! 🎿

**PICTURED FIRST: ALPINE LEVEL I CANDIDATES, “ANNIE’S DREAM TEAM,” WITH GARY NELSON AND SHERRY MCCABE. SECOND AND THIRD: CONSTRUCTION OF ANNIE’S HOUSE SKI LODGE AT BOTTINEAU WINTER PARK. FOURTH: RENDERING OF COMPLETED ANNIE’S HOUSE AT BOTTINEAU WINTER PARK.**
By Brad Miller

If you are like the vast majority of snowsports enthusiasts, you do many other sports. When I was younger, I got most of my sports gear at the local hardware store or if I was lucky, a local sports shop. More thought went into building jumps for skis and bikes than sports gear. Skiing and biking were like the other sports I participated in, as long as the skis and chair stayed on the world was good. Thirty years later, I began to take a hard look at how my ski and bike gear were set up. The fit of ski boots is crucial, as well as the proper size skis and poles and the results are immediate. A recent trip to a pro bike fitter opened up some new thoughts on how a snowsports instructor can be a very unique part of “Ride Science.”

The last 17 years in the saddle have brought much guided discovery and adjustments on the fly concerning proper fit. It was with some apprehension that I headed for Mark Gerlando and “Ride Science.” In the back of my mind, I expected a bit of smoke and mirrors with levels, plumb bobs, laser lights and visual of your actual pedal stroke via camera. I was in for a pleasant surprise. Mark asked questions about age, number of hours a week ridden, etc. More questions had to do with type of work, sports injuries, and strengths and weaknesses with my personal riding. Mark administered a series of measurements and then gave me an in depth flexibility test followed by cleat adjustments. With wires hooked up to the crank arm and electrodes attached to my upper legs, I began to pedal away. On a TV screen a graph appeared as I peddled in which I was able to see my left pedal stroke compared to my right as well as see the rest zones per stroke. More adjustments were made to my seat and handle bars which balanced the left stroke and right stroke workloads, my watt output increased 140 points, as well as an increase in RPM (spinning instead of mashing).

Mark did a little more than fit me to my bike. With each adjustment, he told me what muscle group would become more efficient and why. One example was my foot position and how a simple physical change would reduce the amount of effort my calves would have put forth per revolution. It was a welcomed bit of coaching. After we were done, we chatted about each other’s professions. Mark does a bit of Alpine skiing and the question of fit came up. I told him I was not aware of any Alpine fit sessions that were as in depth as a bike fit. The two closest were boot fit technologies which are not dynamic (happen while simulating actual skiing) and “The Skiers Edge” which is a training tool. There’s no doubt about it. Snowsports present a much more difficult fit situation than biking. In the snowsports world a good instructor/coach can be a fitter of sorts using visual cues, knowledge about gear and an understanding of efficient riding.

Visual cues may be the student you are working with has very good gear fit yet struggles in the finish phase of a Telemark turn. As the instructor/fitter you might be able to show the student why too much of a lead change in the initiation phase may have led to issues in the finish phase thus fitting technique into the desired turn shape. Speaking of lead change, as an instructor/fitter you may have an Alpine student that has a great gear fit yet finds themselves in the back seat at the finish of the turn. Maybe a quick explanation about how much the old downhill foot should or shouldn’t moves forward at the initiation phase might be a perfect fit for your athlete. X-C instructor/fitter, and world class X-C masters competitor Milan Bacic made adjustments to my technique by simply having me fit a simple one-two count to my skate stride when climbing.

As a good instructor/fitter, you will have to check actual gear from time to time. One of the visual cues to improper fit is when the athlete is making huge moves to propel forward or change direction and there is a noticeably delayed result. Another visual cue will be an excessive bend at the waist in Alpine skiing. Boots that are too big are usually the number one culprit specifically in youths. Do a quick check of the buckles or laces. Also check to see if the soles are worn on the boots.
If you have time, the location, and the knowledge, actually pull the boots and check the foot size vs. boot size. Don’t forget the bindings. Check to see if they are loose or if they have snow packed in them. Are the skis the right size or are they concave or convex? Make sure the poles are the right size and if they are on correctly.

If possible, an instructor can take their student into the snow sports shop for a real top shelf fit. Please note: Don’t be afraid to set your student up with the best fitter. Your fitter, if you have one. Then step aside and let them work their magic.

The use of video is the most scientific tool we have. The use of a visual tool like personal video footage can give your student immediate feedback. By drawing the vector lines on the screen, you can show the athlete’s good angle building, balance development, as well as pressure distribution and rotary skills. Do a real time review. An example of this would be if you have a situation that allows you to head up the chair and let your student check out the video and do feedback. Coaches with large groups can pick five athletes at a time to video and review in the race shack. Avoid mass video review after your practice and lesson. If you have the luxury of team coaching, switch off and on with the camera work.

Last, but not least. Get to know something about your student, what sports they might do, and how many days a year they ski. Maybe your student has injuries that may affect their ability to perform. By getting to know some of the aforementioned, you will be able to form a better game plan, and it lets your student know that you really care about them and your profession. I am not sure if there is a system that combines gear fit with “The Skiers Edge” to provide the optimum gear performance fit at this point in time. For now, snowsports instructors can be an integral part of the fit process. By fitting proper technique into great turn shape, using video to its best advantage, checking gear when it may apply and knowing your students, we can become an important part of the “Ride Science” equation. Here’s to a perfect fit. Ciao!!

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.
2012 MEMBERS SURVEY RESULTS
By Robert Neff, Marketing Chairman, PSIA-AASI Central

For four years we have conducted the Membership Survey. Comparing this year’s results with prior year’s data, yields trends that reflect changes in opinions over the years. The questions we ask are straightforward and simple. We have not utilized back-checking or deep dive statistical analysis that can lead to misunderstood conclusions. What you respond is what we report. There remain some mysteries that I cannot resolve. Why would someone skip over answering an anonymous question? And maybe more importantly, why was our response rate so much lower this year?

MEMBER SURVEY PARTICIPATION

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<th>YEAR</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<tr>
<td>RESPONSES</td>
<td>503</td>
<td>1091</td>
<td>1307</td>
<td>883</td>
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</tbody>
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1. WHAT ARE YOUR PSIA-AASI SNOWSPORT DISCIPLINES AND CERTIFICATIONS? CHECK ALL THAT APPLY FOR WHICH YOU HAVE BEEN CERTIFIED.

13.6% of respondents are certified in more than one discipline which is up 1.6% from last year and up 2.5% from two years ago. Alpine instructors responding to the survey increased while snowboard instructors decreased. There was a decrease in Registered and Level I and an increase in Level II and Level III responses.

2. WHAT IS YOUR PRIMARY SNOWSPORTS RESPONSIBILITY? (ALL SNOWSPORTS DISCIPLINES)

Again this year, the number of instructors decreased as respondents indicated their primary duties in more categories. The data could reflect instructors taking on more duties or may be based on the lower number of responses from more dedicated members.
IN WHAT MANNER WOULD YOU LIKE TO RECEIVE INFORMATION FROM PSIA-AASI CENTRAL? PLEASE INDICATE ALL PREFERRED COMMUNICATION METHODS AND LEAVE BLANK THOSE THAT ARE NOT PREFERRED.

This was a new question in 2011 so there are only comparable data with last year. All responses were the same or within 1% of last year’s response except notification of last minute changes to schedule in which Text Messages gained 2%. Correspondingly Central Line Magazine was reduced by 2%. Our website was preferred 21% to 26% for all these types of communication.

THE PSIA-AASI CENTRAL DIVISION OFFERS A WIDE RANGE OF EDUCATIONAL OPPORTUNITIES FOR ALL DISCIPLINES:

- Adaptive
- Alpine
- Children’s
- Cross Country
- Freestyle
- Nordic
- Snowboard
- Telemark

PLAN NOW FOR THE EVENTS THAT YOU WILL ATTEND!

VISIT WWW.PSIA-C.ORG FOR THE LATEST UPDATES.
4 Your PSIA-AASI National Organization provides educational materials, books and videos, pro-priced products, Snowpro’s web site, membership and registration services, demo team, 32 Degrees magazine and a headquarters office in Lakewood, Colorado. Are you satisfied with the services National provides?

The answer choices were increased and assigned percentages in 2011 to provide a greater definition of satisfaction ratings. Trend lines were added to the chart data to more clearly show where there is change in the satisfaction rating for National. In 2009 only 37% of the respondents were satisfied with National to a degree above neutral. In 2012 respondents stated that 87.6% were satisfied above neutral but that is down from 89.1% in 2011.

5 Your PSIA-AASI Central Division provides regional and local educational events, education examiners, certification exams, accreditation evaluations, central division web site, central line magazine and an office in Lansing, Michigan. Are you satisfied with the services PSIA-AASI Central provides?

The answer choices were increased in 2011 as they were in Q4. Trend lines were added to this chart data also to more clearly show where there is change in the satisfaction rating for Central Division. The moving average trend line analysis moved slightly more positive in 2012 indicating greater satisfaction among somewhat to highly satisfied responses. 80% of the responses indicated varying degrees of satisfaction above neutral.

6 Excluding travel, meals and lodging for an away event, do you feel the cost of a PSIA-AASI Central educational event with the education staff is a good value when compared to the cost of a visitor’s lesson at your area?

Over half of the respondents, 51.8%, continue to feel that the cost of a Central Division Education Event is a good value. Close to one third of the responses stated the cost is high for the value received compared to 25% in 2011 and 19.8% in 2009. Similarly, those believing the cost is low for the value received, is down from 2011 and 2009.
When choosing an education event to attend, what are the criteria you use to select that event and how would you rank them?

The “Event Offered” continues, at 41.9%, to be the most important criteria. “Distance from Home” and “Fits My Schedule” are still next in priority followed closely by “Overall Cost of Attending”.

Do the educational programs offered by PSIA-AASI Central meet your needs?

Again this year about two thirds of the respondents, 65.3%, felt that the Education Events offered by Central Division meet their needs. There is a slight decrease in meeting their needs all of the time and a corresponding increase in meeting their needs only occasionally.

What is the primary thing PSIA-AASI Central could do to increase attendance at educational events?

Lower priced events continue to be the slightly more popular choice, 24.8%, with closer locations and content changes, 21.8% to 23.2%, following closely. The category “Other” was 8.5% of responses with 130 comments. All of these suggestions and comments will be studied by your Board of Directors and the Education Staff leadership.
THE PSIA-AASI CENTRAL WEB SITE (WWW.PSIA-C.ORG) CONTINUES TO BE UPDATED WITH NEW FEATURES AND CONTENT. HOW WOULD YOU RATE THE WEB SITE?

Satisfaction with web site design and content appear to be a moving target as the internet, mobile devices and web sites continue to evolve. The PSIA-AASI Central web site content has increased and the “Above Average” rating given by respondents has improved to 42.5% from 37.2% in 2011. Less than half of the respondents, 43.2%, believe the web site is “Average” which is an improvement from 50.1% in 2011. Your 52 comments and suggestions will be evaluated by the Board of Directors Technology committee and our web site personnel.

ARE YOU FAMILIAR WITH THE “GO WITH A PRO” NATIONAL ADVERTISING CAMPAIGN?

Respondents are becoming more familiar each year with National’s “Go With A Pro” logos and message campaign.

MEMBER SATISFACTION IS A PRIMARY GOAL OF PSIA-AASI CENTRAL DIVISION. DID YOU HAVE A PROBLEM THAT WAS UNSOLVED TO YOUR SATISFACTION? ARE THERE OTHER COMMENTS YOU WOULD LIKE TO MAKE? ARE THERE OTHER QUESTIONS WE SHOULD INCLUDE IN FUTURE SURVEYS?

Every one of the 268 comments and suggestions have been circulated and reviewed by your Board of Directors.

MEMBER SATISFACTION

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<thead>
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<td>366</td>
<td>399</td>
<td>268</td>
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<td>33.5%</td>
<td>30.5%</td>
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Thank you all for your support and interest. Your survey responses are extremely important in providing metrics for our organization to measure improvement and to point out where improvement is still needed. Your input is greatly appreciated.

I would like to close with my personal favorite comment/suggestion: “...WEAR THE PIN! We have too many members that do not wear the pin when they work and when they ski. While it is obvious to anyone that sees a trained skilled instructor on the snow, to follow up and find that instructor starts with more visibility of the origins of that great technique and style. A certified PSIA-AASI instructor stands out because of terrific foundational skills. To inspire young..., wear the PIN as a motivational part of the image of a professional. Examiners and clinicians not wearing the pin at any event lose their credibility. A doctor posts a diploma on the wall, car repair facilities boast of ASE certification, a dog breeder touts their AKC credentials and likewise, the PSIA-AASI instructor should show their professional roots. Go with a Pro and Win with the Pin!” 🆙
It takes determination and trust to achieve what was accomplished at the ASEA Fall Meeting at Copper Mountain, October 26 and 27. In fact, it has taken over 50 years.

PSIA was founded in 1961 by seven regional ski instructor associations (we now have nine divisions). The original purpose for our association was to agree to share technical knowledge; move towards standardization of technique; standardize certification levels; and most importantly, promote professionalism in snowsports instruction.

Since our beginning, we have accomplished much including conducting Examiner Exchanges; honored Certification reciprocity between Divisions; held Examiner Colleges; agreed on the National Standards; conducted Academies; and funded the D-Team. So you ask, “Haven’t we achieved our original goals during the past 50 years?” The answer is “mostly yes” and “some no.” The difference between the yes and the no is a document codifying this strategy and working off the same membership data base. Basically, we operated as ten separate organizations but with pretty much the same goals in mind.

We started with seven divisions and now we have nine divisions. So there is the hint that not every division sees things exactly the same due to regional specificity and local needs with respect to how we service our members. In some cases, the geographical size of the division made it challenging for Ed Staff to effectively travel to all the areas of respective divisions to service members. We have this challenge in Central, but efforts in the past few years have minimized this situation. From the national perspective, regional territory was guarded and so were business practices.

Each of the nine divisions has its own unique business model that services their members quite well and its own way of keeping member records. Because each division had different membership data bases, it was a challenge for the national office to keep records current. The goal became that all nine divisions would operate from the same data base. This added additional challenges due to the many ways a division maintained records. The methods were diverse, from 3 X 5 cards to customized computer systems to the number of membership types; but, each division worked effectively to service the member.

So, settling on the terms of an agreement needed to be worked out and this is what took 50 years to accomplish. Looking back 50 years at how businesses were conducted without computers, faxes and cell phones seems like almost conducting business was in the dark ages and maybe it was. At this writing, an agreement has been reached, in principal, and should be signed by all nine divisions by January 1. On the surface, this sounds like no big deal, but changing how a division does business is a really big deal.

On a more fun and interesting level, the groups at Copper Mountain were comprised of the Education and Certification Committees from each Division in every discipline. Also, this is the first time all disciplines have met at one national on snow event. It was an awesome gathering of each division’s leadership; and, as we all know, being on the snow is where it’s at! The energy coming from the on snow and indoor meetings of the respective Ed Certification committees will carry on to the divisions’ Ed Staff meetings with one goal in mind—to service the member as best as we can. You will read about much of what happened during those on snow meetings in this issue of The Central Line.

I hope this is helpful information. Snow was flying at my house this morning, so we will be on the hill very soon. I hope to see you there! 🏂
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
A MESSAGE FROM THE PRESIDENT
CONTINUED FROM PAGE 3

Many of us enjoy heading West to ski or ride for a few days when the season in the Midwest ends, but trips West these days can wound pocketbooks like saddle sores chafed the backsides of 19th Century pioneers. Lift tickets for $85 and $15 hamburgers can rub us raw.

Here’s another option you may want to consider. Snowsports schools in the Rockies hire instructors from the Midwest to teach for a few days when not teaching at home. You can find programs with seasonal work commitments between 7 to 15 days and designed not to interfere with your teaching commitments in the Midwest. Benefit packages can include season passes, food discounts, lockers, equipment storage and additional training opportunities.

The resorts that hire have web pages which explain more. You may also want to consider attending one of the training camps that are offered. The camps aren’t free, but you will learn a lot and get to know the people whose job it is to hire you.

Opportunities abound when our season in the Midwest ends. Start planning now. You CAN avoid a few of those saddle sores and have the time of your life! 💫

By Doug Carter, Executive Vice President, PSIA-AASI Central
Your invitation to have an
EXPERIENCE
OF A LIFETIME

DRI

Feb. 7, 8, 9, 2013
$485 (incl. lift)

Join friends and peers from PSIA-C for a three day camp at Vail. Learn how Vail Trainers blend educational models and one of a kind terrain to create a world class guest experience.

HIGHLIGHTS:
- A three day camp
- Vail Ski and Snowboard School Trainers
- Ski Improvement
- Vail's educational models
- Legendary terrain
- Good company; peers from PSIA-C
- Fun filled evening sessions

For additional information and to sign up contact Gates Lloyd at 970-754-3243 or hlloyd@vailresorts.com

See the PSIA Handbook through the eyes of a Vail Trainer.