ELECTION ISSUE

GET OUT AND RIDE!

SNOWBOARD UPDATE | TRAINING & TEACHING TIPS | BOARD OF DIRECTORS NOMINEES & ELECTION VOTING FORM
For those of us in the Midwest, “Winter is Here” could be an understatement. Northern Michigan has received near-record amounts of snow for this time of year. As most of you have experienced, temperatures have been hitting new record lows, as well. All of this cold air blowing across Lake Michigan has led to amazing amounts of lake effect snow, for which we skiers and snowboarders are very grateful. Ski areas also benefitted, as they were able to get nearly all terrain open for the Christmas holiday. The winter sports industry overall has suffered from challenging seasons over the past two to three years, so this season’s snowfall is a blessing all around.

Once again, I had the opportunity to teach at Boyne Mountain over the holidays. I love the chance to work with the public whenever I can, as it takes me back to my roots as an instructor and keeps me grounded. I’m sure you will agree that there is nothing quite like seeing a client experience a breakthrough. The resulting smile on their face is priceless. That smile is confirmation that you have been successful in passing on your passion for skiing or snowboarding.
A MESSAGE FROM THE PRESIDENT

WINTER IS HERE!

By Bill Stanley
President, PSIA-AASI Central

This season, I was lucky enough to have a very rewarding series of lessons with a seven-year-old boy. His parents had signed him up for a one-hour lesson for five consecutive days. During our initial conversation, I discovered from the parents that their son had never skied before. They told me that they would like him to progress to stopping, turning and riding the chair. I told them that I didn’t think that would be a problem. Then the fun began…

We started with boot work, as I’m a firm believer that spending time doing boot work pays off later in the lesson when you put skis on. My new friend didn’t seem too keen on trying the different things I was asking him to do. He kept asking, “How much longer and when can I go home?” I did manage to get him sliding on two skis, but it was a long first hour.

He came back for day two, and we picked up where we had left off. I was asking him to make a “pizza,” and he kept telling me he was going too fast to make a pizza. I explained to him that the “pizza” would make that problem go away. He then said he was going to go slow to make the “pizza.” At this point, I asked him if he was familiar with the story of Goldilocks and the Three Bears.

By day three, we were riding the carpet and had begun riding the chair. He still had limited ability to stop and turn, but with all of the fresh snow, I wasn’t worried about too much speed. On one of our runs down the mountain, we started talking about dinosaurs. It turns out that this little guy knew more about dinosaurs than most college professors. He started telling me about all the different species, what period they lived in, what they ate etc. I found out that there are at least three different sizes of raptors. Ha. Who knew? At this point, I decided to use his love of dinosaurs to help him. I told him that a small wedge was like a Bambiraptor, a medium wedge was like a Velociraptor, and a breaking wedge was like a Megaraptor. This worked great! When I wanted him to stop, I asked him to make a Megaraptor pizza. He got it! He went from a little boy who couldn’t wait for the lesson to be over to not being able to wait for his next run. The smile on his face was more than words can describe.

As I was saying goodbye to him and his family on our last day, his mother pulled me aside. She told me that I had just spent the week working with a child who has Asperger Syndrome. I’m not sure why she waited until then to tell me, but it didn’t really matter. Her child could stop, turn and ride the chair. The family could ski together! I had done it. I had shared my passion for skiing with a little boy who came to Boyne not having any idea what skiing was like or how much fun it can be. Now, he is an excited skier and can share the love of skiing with his family. This is EXACTLY why we do what we do.

On another note, it is election time here in our Division. We have members running for six open Section Representative positions and a Snowboard Representative position for Section 1, 2 and 3. The election will be open until March 31. You can vote online by going to our website. The process is easier than ever and literally takes about two minutes. If you so choose, you still have the option to fill out a ballot and return it by mail to the office. The ballot is available on our website, as well. Please take the time to cast your vote.

Additionally, please check to see if you are due for an education event. We have many events scheduled throughout the Division, so it should be easy for you to find an event and a group that meets your needs. Information about event locations and group offerings can be found on our website.

In closing, I want to wish you a happy and safe rest of the season. As always, I want to thank you, the member, for making this organization what it is today. Be Safe! 🏂
As we look out our windows, it’s snowing like crazy, the flock of 26 wild turkeys look like they’re swimming instead of walking, and it’s clearly still winter and the height of the snowsport season. But it’s never too early to start thinking ahead to spring, to our first membership renewal cycle and how to ensure it runs as smoothly as possible. Here are answers to some of the questions you may have as we move forward.

**WHEN ARE RENEWALS SENT OUT?**
Your first renewal notice will be sent via email as soon as online renewal is available (last year this was early May). Printed renewal invoices will be sent in late May/early June to those who do not renew online. Whatever way you pay, you must renew your membership by June 30 to avoid late fees. Renewals received in July will be charged $15 in late fees (National and Central combined). Starting August 1, late fees increase to $20 total. If you are sending a check by mail, make sure to allow adequate mailing time for it to arrive by the deadline.

**HOW DO I RENEW?**
Most members will be able to renew online via thesnowpros.org website. Student members are not yet able to receive their student discount via the national site, and we are working on an alternative to streamline that process. We will also be accepting renewals by mail with either check or credit card payments included.

**WHEN WILL I GET MY NEW MEMBERSHIP CARD?**
We send membership cards as soon as stock is available from National. To help us get a correct card to you as quickly as possible, please take advantage of the renewal process to make sure your member profile has your correct address and other contact information, as well as your correct certifications.

**I WON’T BE TEACHING NEXT SEASON. CAN I GET A DISCOUNT?**
There are no discounts on dues for those who are not teaching. However, if you will not be teaching at all next season, you may want to consider requesting Inactive status, which keeps your certification valid but waives your continuing education requirement. If your absence from teaching will last for more than one season, Inactive status may be continued for a total of four years. You must give written notice to the office each year you continue your Inactive status and your dues must be paid in full each year.

**AREN’T INACTIVE STATUS AND ALUMNI MEMBERSHIP THE SAME?**
No. Inactive status is for those who have stopped teaching temporarily, but want to keep their certifications. Alumni membership is for those who have stopped teaching permanently and are giving up their certifications. For more information on the different classifications of membership, see the Bylaws on the Central Division website.

**I’M DUE FOR AN EDUCATION CREDIT THIS YEAR BUT AM UNABLE TO ATTEND AN EVENT. WHAT CAN I DO?**
You will want to submit a Waiver Request Form from the Central Division website. After paying the appropriate fee ($100 if this is the first year you’re requesting a waiver, $150 if you also requested a waiver last year), your education history will be updated with 6 credit hours (1 day), which fulfills your requirement for one season.

Special provisions apply if you are unable to attend an event for medical reasons or for active military service. Please contact the office for more information. We hope you’re enjoying a great season!
WHO YA GONNA CALL?

Not sure who to call at the office when you have a question? Keep this list handy:

Accounts Payable/Receivable/Payroll: ....................................... Cathy
Advertising with PSIA-AASI Central: ........................................... Kay
Central Division website:.......................................................... Cathy
Central Line article submission: ............................................... Geri Root
................................................................. geri@rootmanagement.net
................................................................................. (517) 827-5420
Certification Pins: ............................................... Either Kay or Cathy
Education history: .................................................... Either Kay or Cathy
Event calendar:...................................................................... Cathy
Event questions ......................................................................... Cathy
Individual Membership (new and renewal): ................................ Kay
Insurance, discount programs: ............................................. National Office
................................................................................. (303) 987-9390
Membership/Anniversary Pins: ............................................ National Office
................................................................................. (303) 987-9390
Membership cards: .................................................................... Kay
Purchasing educational materials, equipment, accessories: ...National
................................................................................. (303) 987-9390
Reinstatements: ............................................................... Either Kay or Cathy
Snowsport School Membership (new and renewal)........... Kay
Traveling Education Clinic Applications: ............................ Cathy
User name/password issues: ................................................. Either Kay or Cathy
Unscheduled Event Applications: ............................................ Cathy
Voting – Board of Directors: ................................................... Cathy
Waivers: .................................................................................... Kay

Central Division phone: .......................................................(855) 474-7669
Cathy: ........................................................................... Extension 105
Kay: ............................................................................ Extension 106

While they don’t have dedicated extensions, Rosanna and Courtney are helping out with a variety of tasks during the season. We appreciate you welcoming them as warmly as you did us.

We’re adding this list to the website where it will be updated as needed.

SNOWBOARDERS FOR LIFE!

By David Seelbinder, Snowboard Administrator, PSIA-AASI Central

T

his is the Snowboard issue! Come out and take an event – Children’s Specialist or Freestyle accreditation (skiers too!). We have many scheduled events for L1 certification. L2 and L3 certifications are calling you! Tell some friends! GET OUT AND RIDE!

The Snowboard Staff is here for you. If you have questions, need feedback, want to hear about terrain-based teaching, give us a call! Have you experienced terrain-based teaching? Have you ever experienced a Riglet Park? Riglet Parks are popping up all over. What’s a Riglet park? Check out Burton Riglet Park at Boyne Mountain at http://www.boyne.com/Winter/SnowSports_Academy/Snowboard/Burton_Learn_To_Ride.html. See how the 3-6 year olds can get into snowboarding. We had our kids out on a board at age one! Make snowboarders for life! The youth will think everyone should stand sideways. Remember, they don’t know life without the Internet.

As instructors, aren’t we supposed to pick the appropriate terrain for the task? What if the hill was set up to help a rider go over a roller and just come to a stop. Then they have to hop a little to the top of the next to try it again. Take a look from the top of your learning area. Do you see any of these items? A lift line, the parking lot, the lodge, the fence or the building that awaits them at the “not too far away” bottom of the hill. Ever see a snowboarder leaning toward the tail of their board? Are they seeing all the things that I just mentioned instead of just trying to learn the proper stance on a board? Let’s change the future! Find a new snowboarder and make it easy for them to love the sport for life!

Please let me know if I can answer any questions. Thank you! ❄️

DAVID SEELBINDER IS A SNOWBOARDER IN HIS 35TH SEASON AND COUNTING…
When was the last time you checked under your bed?

Education staff members are required to travel to different areas. It is fun to visit different snow sports areas, meet new people, and experience new and different ideas. At a recent event, I packed my gear up before checking out of the hotel room. After doing an inspection for left behind items, I took one last look under the bed. My eyes fell upon a pair of white socks and something that looked like a hockey puck and a piece of paper. My curiosity got the best of me as I reached under the bed and pulled the objects forward. The socks were not mine. The hockey puck turned out to be a stomped adult beverage can and the paper read, “We clean under here too!” I couldn’t help but laugh out loud. Evidently, the cleaning staff didn’t check off “under the bed” on their punch list. Come to think about it, I needed to take a better look at my punch list.

*Punch List Tip:* Spend time arranging material and adding color-coding at the beginning of each section to avoid chaotic situations.

**OMG**

Can acronyms help?

*Punch List Tip:* Acronyms help. I even write them on my hand occasionally. ERP (and L for Telly), VAK, CAP, PDAS and PSIA are some that I use a lot.

ERP: Edging, Rotary and Pressure (Lead change for Telly) are the base movements for Alpine and Telly skiing.

VAK: Visual, Auditory and Kinesthetic are learning preferences.

CAP: Cognitive, Affective and Physical are guidelines on how children think, feel and move based on their respective age profile.

PDAS: Play, Drill, Adventure and Summary is the teaching cycle for kids.

PSIA: Professional Ski Instructors of America

**WHAT ARE WE LOOKING FOR? (MOVEMENT ANALYSIS)**

Say the next three words three times, “Cause and effect, cause and effect, cause and effect!”

*Punch List Tip:* The two things to look at for movement analysis are the skis and the path they create. Also, use the CAP Model to assess the student, take a look at possible gear issues and pull from your knowledge base of ERP (L) to help address the root cause of a specific issue.

**ARE WE AND OUR GROUP ATTIRE FOR THEIR WINTER ADVENTURE?**

Attire is a detail we need to take into account. Make sure you are attired correctly and do a visual check to make sure your students are, as well. One thing that you can’t see is how warm your group’s feet and hands are. Boots (socks) and gloves are items that, when wet, can make for a very long day.

*Punch List Tip:* Be empathetic with your students. If you go inside, have them pop their boots and socks off for a few minutes or at least, unbuckle their boots. You and your students can also take your gloves off. If your area has hand dryers in the rest rooms, you have instant glove dryers.

**ARE SKIS STICKY?**

There are times when ski bases really stick; mostly when it’s really cold out and/or when they are just pulled out of a warm room. Once, I had a student who stuck to the snow like a fly on fly paper. Upon inspection,
I found he had rubbed red XC kick wax on the bases. Oops!

Punch List Tip: Give skis cooling off time before they are slapped on. As silly as it seems, you may also have to check for kick wax too.

Why can things be so hard to learn?
We are very hard on ourselves when we go through learning curves. If we read about it, watch it on video, and spend time with folks that are good at it, we get better. This is very important to remember when we see signs of frustration in our students. Remember, Rome wasn’t built in a day!

Punch List Tip: Be patient, communicate well, and go through your personal punch list when in doubt.

In a few days, it will be off to another area. “Ski gear…check! Extra clothes…check! Paperwork…check! Truck keys and wallet…better ask Mrs. Miller where those are.” Make your own punch list and add the things that help you offer a great lesson, and don’t forget to check under the bed! Here’s to great lessons this season!

Attire is a detail we need to take into account. Make sure you are attired correctly and do a visual check to make sure your students are, as well. One thing that you can’t see is how warm your group’s feet and hands are. Boots (socks) and gloves are items that, when wet, can make for a very long day.

BRAD MILLER (ALPINE LEVEL 3, NORDIC DH LEVEL 2, AND CHILDREN’S SPECIALIST LEVEL 2) IS THE SNOW SPORTS TRAINING DIRECTOR AT SHANTY CREEK RESORT. HE IS ALSO A MEMBER OF THE PSIA-AAI CENTRAL ALPINE AND NORDIC EDUCATION STAFF AND A MEMBER OF THE NATIONAL CHILDREN’S COMMITTEE.
By Phillip Howell

Have you ever seen yourself riding or skiing on video? If you’re like most people you might say, “Wow, I can’t believe that’s me… I didn’t know I did that when I ride!” For those of you who haven’t seen yourself on video, have you ever felt like you could ride or ski better, but aren’t sure what to work on first? In either case, wouldn’t it be nice to have a focused one-to-one movement analysis session with a coach to give you tips on what to work on first?

Well, the good news is that using video along with personalized movement analysis is easier than you think. In this article I’m going to provide an overview of the format used in the SV300 Video/Movement Analysis Clinic and give an example of the real results you can expect from using video to improve your own riding or skiing. The pictures that accompany this article should illustrate how easily you can identify movements that may be impeding your riding, and then how quickly you can see improvement after some coaching and guided practice from your PSIA-AASI Education Staff.

So, how do we use video to improve riding or skiing? In the SV300 Video/Movement Analysis Clinic, there are four basic steps:
1. Choose 3-4 specific riding tasks that everyone performs while being recorded with video.
2. Watch the video and use movement analysis to identify changes that would improve riding or skiing.
3. Go back out on the hill and practice the changes identified in during movement analysis.
4. Shoot video again and compare “before” and “after.”

Choosing the tasks and shooting the video should be structured and repeatable. Bottom-line: keep it simple, safe, achievable and repeatable. I like to use tasks that everyone should be able to do and use terrain that is favorable for a good performance and camera setup. Most often, I will set up on a blue run and have the group, in order, perform basic carve, dynamic carve and switch. Then I will move to black terrain and have then do dynamic skidded. Depending on conditions or what the group wants to work on, the tasks may vary from this list.

Once the first round of video has been recorded, we move inside and watch the video. Because the tasks and order of the group were pre-determined, observing, analyzing and describing what is going on during the video play back should be simple. Whether you watch the video playback one-to-one or as a group, make sure the focus is on the movements that caused performance issues and the movement changes that should resolve those issues and improve performance. Everyone should have at least one change to work on that will improve their riding when they get back on the hill.

After movement analysis, I usually pair people together and have them tell their partner what they want to work on and why. We go back out on the hill, and each person spends at least 30 minutes working on changes with help from their partner. After each person has had a chance to work on their riding, we get back together as a group to record the “after” video. I set up the video camera in the same location and everyone repeats the riding tasks recorded earlier in the same order. If anyone needs a redo, we record those at the very end.

At the end of day one, after the second on hill video recording is complete, we go back inside to watch the playback and assess whether there was improvement or not.

On day two, I generally shorten up the list of tasks to only one or two and focus on refining or enhancing changes made the day before. Also on day two, instead of pairing up to work on improvements, I will work with everyone one-on-one in the morning and the entire group in the afternoon. Of course, we record and watch video in the morning and again in the afternoon. More often than not, day two is about tweaking or refining changes, the big breakthroughs usually happen on day one. Believe it or not, seeing yourself on video and then going right back out to work on improvements to your riding or skiing allows you to make changes that you may not have thought possible. In the SV300 Video/Movement Analysis Clinic, everyone gets a DVD or USB Jump Drive with their videos to take home. If we have a large group and we don’t have time to download and create the DVD or USB, the videos will be mailed later. Since you get to keep the video of the before and after, you can continue working on improvements and see even more changes season after season.

Sounds good, but does it really work? The following sequence of pictures taken from the SV 300 Video/Movement Analysis Clinic at Boyne Highlands this past December illustrate how video helped one member see how particular movements he was making impacted his carving. As he watched his “before” video and used movement analysis techniques, he realized there were a few simple changes he could make that would improve his carving. We discussed his alignment, movements that impacted edge pressure, and the big movements he was making to raise up and tip onto the new edge. We came up with three changes to work on and he went back out on the hill to practice.

As you can see from the “after” shots, his body position looks totally different. While these pictures give a snapshot of before and after, the actual
video footage is much more dramatic. Even though his focus was on improving carving, the changes he made helped his switch and dynamic skidded, as well. Another point to keep in mind even though the “after” shots shows dramatic improvement, he has to practice these changes over and over until they become how he rides. I always recommend that after the Video Clinic, find someone you ride with a lot, let them know what you are working on and ask them help you.

BEFORE
Task: Basic Carving on Easy Blue Terrain making Medium Size Turns

MOVEMENT ANALYSIS
Bending at the waist and reaching out with hands to maintain balance mutes the amount of pressure that could be applied to the working edge of the board on both heel and toe side. Slight upper body rotary combined with bent waist and reaching hands causes a more skidded finish to turns. Big upward extension at edge change combined with reaching hands results in tipping onto new edge and almost immediate loss of balance.

As a result of seeing himself on video and a guided movement analysis discussion, the rider went back out on the hill and practiced the following movement changes (in this order) to improve his riding:
1. Aligned Stance – hands at sides over tip and tail of board at all times, shoulders perpendicular to lead foot
2. Edge Pressure – more flex/extend in feet, ankles and knees, less in hips, keep back straighter, and stay more stacked up top, flexed below hips to keep more pressure on the working edge
3. Twist – use twist at finish of turns to initiate new edge, no more large extension and tipping movements at edge change

AFTER
As you can see comparing before and after photos, the rider was able to make some pretty dramatic changes after seeing himself on video and a relatively short amount of guided practice time. In addition to seeing the difference when we watched the “after” video at the end of the day, the rider said he actually immediately felt a difference in his riding.

From my experience in conducting these clinics, I find that most attendees have this sort of breakthrough experience – going from “I can’t believe that’s me!” when they first see themselves on video to “I can feel the difference in my riding already” after they practice changes identified from movement analysis. Taking an event like SV 300 Video/Movement Analysis Clinic, provides a structured format and education staff guidance, but you and your friends can follow the format outlined in this article and do it yourself too. Whether done by education staff or DIY, using video to document goals and results is tangible evidence for your professional development portfolio.

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GLIDING WITH THE DRAGON” AND OTHER “HANDS-OUT-FRONT” GAMES

By Gary Evans

In the early misty morning, the dreaded dragon, Smaug, glided above the snow-covered hill surveying his vast domain. Fierce gusts of wind containing freshly fallen flakes of snow struck his reddish-gold wings. Smaug turned in each direction, boldly seeking prey. However his torso was firmly clutched between the outstretched hands of ski instructor Monica. Following immediately behind was a small group of five-year-old children, each of whom similarly held a stuffed toy. These toys included a bluebird named Bright Eyes; two rabbits named Snowflake and Snowball; and Seeker the squirrel. Instructor Monica was utilizing this fun game as part of her plan to have the children in her class maintain their hands and elbows in front of their body as they made wedge turns.

Further down that same hill, Instructor Glen had stopped briefly to speak with his group of six-year-old students. He told them about his favorite game which involved baking, carrying and eating imaginary cookies. First the children were allowed to decide what type of imaginary cookies to bake, including chocolate chip, M & M and snicker doodles, to name a few. Next, Instructor Glen quickly prepared the cookies and popped them into an imaginary oven. Once the cookies were ready to eat, amazingly in seconds, they were placed on imaginary cafeteria type trays and play-handed out to each member of the group. Each child was asked to carry a tray holding their cookies out in front of their body while they made turns to the bottom of the hill. Bites of these imaginary hot and delicious cookies were often taken during this play-drill.

On an adjacent hill, I was skiing with another group of young children. At the beginning of the ski lesson, I had used Visual, Auditory and Kinesthetic methods to convey to my students how a hands and elbows out front stance would aid in creating ankle flex so that we could maintain pressure on the front of our skis. We had statically stood on our skis with our hands extended and ankles flexed in order to feel this sensation. Despite this explanation, however, some of the students continued to drop their hands to their side after skiing resumed. Unfortunately, this action put them “in the back seat,” making it difficult to turn their skis.

Since the PSIA Children’s Instruction Manual encourages us to use our imagination while teaching, I chose to create a humorous new game to address this issue. I stopped the class at the side of the hill in a safe location, and asked them, “Are we supposed to ski with our hands on our helmets?” (I demonstrated by putting my hands on the top of my helmet). The students all looked at me, slightly puzzled, and answered, “No.” Next, I said, “Are we supposed to ski with our hands straight out to the side?” (I so demonstrated.) Again, the students responded, “No.” I asked them, similarly, while smiling, “Are we supposed to ski with our arms behind us (I demonstrated a really cool Superman flying position) or with our hands on our nose?” (I tweaked my nose for levity.) By this time, my students were all smiling or laughing. After the students said, “No,” I inquired, “Well, where should our hands be placed?” The students answered by saying, “Out In Front!” and moved their hands and elbows forward.

Gary M. Evans, a PSIA Alpine Level 3 Certified Instructor with a Children’s Trainer Credential, is a Director in the Children’s Program at Michigan’s Blizzard Ski and Snowboard School, and a Ski Instructor and Clinic Leader at Pine Knob Ski and Snowboard School.
Coaching young athletes presents a lot of challenges. One of the most overlooked aspects in coaching young Alpine students and athletes is the warming-up PROCESS. Sitting in the classroom, missing an afternoon snack, and heading out into the cold after spending the day in an indoor environment can be a recipe for poor performance and/or injury. Taking the time to warm up your muscles and other important body parts can make a difference.

OUTLINE
If you have to set a course, let your assistant coach or captain take the lead.
1. Neck rolls side to side, then fore and aft
2. Arm swings – start slow
3. Leg swings, side to side, then fore and aft
4. Tuck jumps with soft landing – up and down, then left to right
5. Scooters
6. Figure-eight skates
7. Skate or walk up hill, skis on

ON HILL
Use drills that are specific to the discipline you are training.
1. Pivot slips
2. One ski skiing (use a safe hill and check with area management)
3. Leaper turns
4. Inside leg turns
5. Outside leg turns
6. Crab walks
7. Outriggers

SIMPLE GUIDELINES
1. Safety comes first.
2. Try to allow ten minutes of warm-ups for every hour of practice.
3. Demonstrate in a way that fits your group’s ability level.
4. Use drills and terrain that fit the needs of your group.
5. Use warm-ups to evaluate your athlete. (Are they burned out?)
6. Use warm-up to evaluate your athlete’s gear set-up. (Are their boots buckled up?)
7. Use your imagination when designing a warm-up plan.

Brad Miller (Alpine Level 3, Nordic DH Level 2, and Children’s Specialist Level 2) is the Snow Sports Training Director at Shanty Creek Resort. He is also a Member of the PSIA-AASI Central Alpine and Nordic Education Staff and a Member of the National Children’s Committee.
WHAT'S THIS ABOOT?

By Corey Schroeder

FIGURE 1
How many times have you seen one of your students apply the movements that you have been instructing them to do with no results? How many different drills have you used to get them to successfully attempt the drill? It might not be the drills or the student’s comprehension. It could be something as simple as their boots.

During the education staff training at Boyne Highlands, fellow staff member Phil Howell showed us a teaching assignment. He had us loosen all four straps on our bindings and try simple drills like J-turns, garlands and c-turns. Something as simple to us as a j-turn was now difficult. Suddenly a toe-side turn took more energy and movements just for the snowboard to react. I found myself replicating the body movements of a beginner. I brought my “center of mass” back over the heel-side edge, releasing the pressure that was on the toe edge and flattened out the board. So, now my speed-increasing panic set in, similar to what a beginner must be feeling when they duplicate the same body movement. I have seen many students act that same way and have thought, “Why would they do that?” After Phil’s drill, it made a little more sense.

Imagine what the first-time student must feel. Unlike us, they don’t know what the movements are supposed to feel like. If their boots are loose, and it’s not caught by us the instructor, they may think this is a normal feeling.

In Figure 1, the amount of heel-edge lift is the same as in Figure 2. Because my boots are loose, it effects my body positioning. In Figure 3, in order to get the same heel lift, I have to bend my knees more and also push my hips further towards the ground. I had to reach out and grab my railing in order not to fall. As a result, it takes more angulations in the lower body to perform the same heel lift as compared to a tight boot (Figure 4). You always want to make it easier on your student by simplifying beginner body movements. Just by checking to see if your students’ boots are tight before the lesson, it will have an effect on the students’ comfort levels. If I was riding down a hill, just having my boots tight would help with speed control, a struggle for a beginning snowboarder. When a student performs the drill and they don’t get the same result that you just demonstrated, they may get discouraged.

There is also a risk of injury involved in having a student with loose boots. As you saw in the pictures, edge angle would be lower with a student with loose boots. You also know that low edge angles increases the chances of an edge catch. As instructors, we do whatever we can to avoid slams which have a lot of students leaving the sport and/or the potential of injury. Also with loose boots, comes the chance of an ankle injury. The boot will hold the foot still and the ankle could move enough to possible break.

Think of how many times or how long it takes to get your boots just right. I have had riders tell me that they tie their boots up to ten times before having them feel right. Our main job as instructors is to set the students up for success and keeping them safe. Something as simple as making sure the students’ boots are tight could lead to a better lesson. Make sure before your lesson starts to check out the student’s boots. If you notice them after the lesson starts, it may impede progress. So no matter what your role is at your resort, whether it being a supervisor or a first year instructor, talk to your rental shop and make sure that they know how to relay this information to your guests. Even see if you could help with big groups, make signs, or even make a video showing the proper techniques on boot applications.
During the past 10 years snowboarding has brought an incredible energy into my life, and I appreciate the opportunity to feed some of that back into PSIA-AASI through this Board of Directors position. There are a lot of great people vying for these positions, so let me share my background to help you make an informed decision.

I’ve been a competitive athlete all my life and have been fortunate enough to play professional baseball as well as Division I basketball. I’ve long since moved on from these sports but found my competitive spirit challenged by the PSIA-AASI certification process, and as such have come to believe that it is one of our most valuable assets.

Teaching is also in my DNA, as I’m a certified Math teacher and continue to coach baseball in the summers. I left the classroom for sales long ago but I’ve still been working with kids through Skijammers for 7+ years, and recently started with the ARLE adaptive program here in Minneapolis. And I’m always more than willing to help an adult friend get up on a board for the first time!

I’m convinced we have great people and an incredible reputation as an organization. The challenges we are facing today need to be met by leveraging these strengths, but with a new sense of vitality and synergy. I believe I bring that vitality and a collaborative style, and am looking forward to putting in the time and effort with you to make this happen!

Besides teaching snowboarding, I am a technology trainer, facilitator, and was an adjunct professor of Marketing at the University of St. Thomas School of Business. I am the owner of a customer relationship management firm. Our business helps clients incorporate technology into their sales and marketing organizations. I wear many hats, and I thrive on the complexity of running a company.

I love boarding—the attitude, gear, non-conformity. The challenge makes me face my fear every time I board.

When co-workers suggested I serve on the Board, I weighed my skill set, passion, and time. I’m committed and ask for your vote.

ELAINE KOYAMA

My most vivid memory learning to snowboard came one day as I strapped on my board at the top of Bunny—a mature adult and seasoned ski instructor—trying to self-teach, eyeing the 40 yard run, and thinking, “I could die doing this.”

That moment changed forever how I view learning, fear, and the rush that comes from riding.

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I love boarding—the attitude, gear, non-conformity. The challenge makes me face my fear every time I board.

When co-workers suggested I serve on the Board, I weighed my skill set, passion, and time. I’m committed and ask for your vote.
The board has been extremely active this past year, and as the newly elected Administrative Vice-President so was I. Due to the number of complaints received during 2011-2012, it became apparent that we needed to engage new management, and I was tasked with forming a committee to publish a Request For Proposal (job specifications), which we duly did, resulting in the hiring of Zeek Consulting, LLC, and Cathy in the office with whom you are now becoming familiar. The work performed by the Central Board of Directors is beyond that of many boards, and I for one had no idea of the breadth and amount of the duties when I first ran for election. I do now! And I am firmly ensconced in the work of the Governance Committee, where we are reworking our by-laws to ensure proper governance guidelines for the future, which will assist in Central’s operations as the board changes over the years.

I am chairing a Fee Review Committee which will report to the board at the annual meeting in May suggestions about policy changes regarding education and certification events, and membership dues.

As a member of the ExComm, I will let you know that the officers meet once a month to discuss ongoing business and any problems that crop up as the season progresses, as well as handling official duties which run the gamut from securing banking policies to altering information on the website.

The work we are doing is all intended to improve member experience and satisfaction.

While the work keeps me busier than I expected, I enjoy it, and am committed to doing it as well as I am able. I am humbly asking for your continued support and welcome your input so that I can finish the work I have started.

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I have been teaching skiing and coaching for 45 years, and a PSIA-C member and Level-III Certified since 1975. During that time I have served several terms on our Board of Directors (as Financial VP and as Marketing VP). I have been serving our membership as a PSIA-C Education Staff member since 1977, and have served several terms on our Education-Certification Committee. Through these experiences I have acquired a diverse perspective and extensive knowledge of our organization’s functions. With a new PSIA-C office in place we have an opportunity to ensure that our organization is adapting and evolving to meeting the current, and changing, needs of our membership. I see that a priority of our organization is to become more financially diligent and more efficient in how we spend our membership’s dollars to provide the highest quality education programs at an affordable value. I look forward to the challenge of helping making membership in PSIA-C a more rewarding and valuable experience for our membership.

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My name is Ron Klement, a passionate skier since 1970. Leather boots and my 6ft Hagan Comets got me hooked. I am honored to be nominated to run for the section 2 representative seat. I entered the ski industry in 1983 working in a shop. Now I manage and train all shop employees.

I started teaching in 1990. Currently, I’m the technical director with Snowstar Ski School. I’ve been instrumental in writing curriculum to incorporate freestyle components. I am a Level III alpine and Accredited trainer and have experience as a high school race coach.

I previously sat on the board for one term, during that time I attended many events and heard many concerns. Number one, being office issues; I brought those concerns back and we addressed them by exploring other avenues.

Moving forward, I will continue to listen to your voice and share your concerns. To continue to build PSIA we need to have a bigger presence in the public’s mind. Skiers and areas, alike, need to know that PSIA has the best trained instructors on snow. By working on these issues we will continue to keep growing our membership. With your vote I would like to keep Central division moving in the right direction. Thanks, Ron Klement.
PSIA-AASI CENTRAL DIVISION
2014 VOTING FORM

Use this form to cast your vote in the 2014 election for your Board of Directors!

Instructions:
On the proxy form below, find the race that pertains to your geographic SECTION (see map to the right for geographic boundaries) and to the snowsports discipline in which you are certified as a snowsports instructor. (If your SECTION or discipline is not listed, no Board representative is being selected in this election cycle through a vote of the membership.)
Place a check mark by the candidate of your choice.
Fill in your name, signature, member number, SECTION and the snowsports discipline in which you are certified. (If you are certified in more than one discipline, you should indicate each discipline in which you are certified.)
Make sure your completed voting form is received in our business office by e-mail, regular mail or overnight service, no later than 12 Noon ET on March 31, 2014. (Addresses are provided below. To vote by e-mail, you must scan the completed voting form and attach it to the e-mail.)

Active Certified Level I, II, III and Lifetime Honorary members in good standing are eligible to vote.

Each voting member may cast only one vote in the appropriate race pertaining to the snowsports discipline in which the member is certified. Members who are certified in more than one discipline may vote for one candidate with respect to each discipline in which the member holds the required certification. Write-in candidacies are not allowed. Vote only for candidates who are listed below.

With respect to elections for the Alpine and Snowboard members of the Board, a member may vote only in a race that pertains to the member’s SECTION. A member SECTION shall be the SECTION where the member has her or his legal residence. However, certified members who are in good standing with the Central Division but who live outside the geographical boundaries of the Central Division, and who are actively teaching within the Central Division, may vote for a SECTION Representative in the SECTION in which they are actively teaching.

A member who wishes for her or his vote to remain secret may submit this voting form completed in all respects except that in lieu of indicating the member’s vote on the face of the form, the member shall state that specific voting instructions are attached. The member must then affix to the voting form a sealed envelope containing clearly written voting instructions.

VOTE!
REMEMBER YOU CAN MAKE A DIFFERENCE!
OFFICIAL CENTRAL DIVISION ELECTION PROXY FORM
ELECTION FOR THE BOARD OF DIRECTORS
American Snowsports Education Association - Central, PO Box 456 Highland, MI 48357
Overnight Mail Service: Attn: Cathy Stegmaier 780 Waterbury Rd. Highland, MI 48356
Telephone: 517-327-0601 or 855-474-7669 Email: info@psia-c.org

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Telephone: 517-327-0601 or 855-474-7669 Email: info@psia-c.org

Alpine SECTION 1 Nominee:
□ Susan Boyle

Alpine SECTION 2 Nominees:
□ Roger Kane
□ Ron Klement

Alpine SECTION 3 Nominee:
□ Michael Moenning

Alpine SECTION 4 Nominees:
□ Walter Sappington
□ Richard Wren

Alpine SECTION 5 Nominee:
□ Geoffrey Shepherd

Alpine SECTION 6 Nominees:
□ John Domiano
□ Scott King

Snowboard SECTION 1,2,3 Nominees:
□ Chris Evers
□ Elaine Koyama

I am a current member in good standing of the PSIA-AASI Central Division. I am certified in the snowsports discipline(s) indicated below (or I am a Lifetime Honorary Member). I hereby grant a limited proxy to the Executive Director of the Central Division to appear on my behalf at the 2014 Annual Meeting of the Central Division and to cast my vote in accordance with the instructions that are set forth in this election form.

Print your name: __________________________ Sign your name: __________________________ Membership number: __________________________
Your Discipline(s): □ Alpine □ Snowboard □ Nordic □ Adaptive
Your SECTION:  1  2  3  4  5  6
Bolloting in our annual election is under way. For the Board of Directors that governs PSIA-AASI Central, 7 of 16 seats are now being filled. Balloting began on January 7 and continues through the end of March.

All certified alpine instructors, plus certified snowboard instructors from Sections 1, 2 and 3, are eligible to vote in the 2014 election. Log on to psia-c.org. Tune in to the race in which you are eligible to vote. Campaign statements and photographs for each of the candidates are available online and in this magazine. Then cast your vote.

Online balloting is quick and easy or you may use the form on page 18 of this magazine. The deadline is Monday, March 31, 2014.

The board you elect controls divisional membership dues plus the money you spend on events and exams. Elections may hinge on one or two votes. So don’t drop out. Log on, tune in and vote! 📐

**LOG ON, TUNE IN**
(But Don’t Drop Out)
We Need Your Vote!

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**ALPINE SECTION 3**

**MICHAEL MOENNING**

Value. We hear about value in our everyday life when searching for products and services. But value, like beauty, is truly in the eye of the beholder. As the governing body of the organization, the Board of Directors for PSIA-C has an obligation to create the value for the membership.

As a member of the Education Staff since 2008, I have had the opportunity to work with a great team to deliver that value to our membership. It’s an awesome job and one that I am so proud to have in my life! As part of the Wilmot Mountain Training Staff, I have had the opportunity to deliver value to a large ski and snowboard school through lessons and clinics since 1994. This is an experience that has had, and continues to have, a positive impact on my life as an skier and an instructor.

As a member of the Board of Directors, I hope to be a part of the team that creates value for the future of the organization. As members of PSIA-C, value is unique to each of us, and it is that uniqueness that makes our organization great. We all have individual goals and desires for ourselves as skiers and teachers. However, we all have ONE thing in common, we want to get BETTER every time we hit the snow. It is this attitude of constant improvement I hope to apply to a position on the PSIA-C Board of Directors.

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**ALPINE SECTION 4**

**WALTER SAPPINGTON**

As a member of PSIA-C for over 30 years I have had an opportunity to talk with many members throughout the Division. During many of these conversations the most often discussed topic is, “WHAT DO I GET FOR MY DUES”?

The simple answer is “A LOT”!! I would not be the person I am today had I not been involved with PSIA for all these years. Through education and continued training I have learned how to become a more proficient skier. I have also acquired skills that allow me to better communicate and share with others the fundamentals of skiing so they in turn may experience the same level of passion I enjoy.

We all have the passion for snow sports. PSIA gives us the opportunity to share that passion. With that said, it is critical PSIA-C focuses on creating meaningful education events and fair Certification Exams. To that end I will do everything within my ability as a Board member to insure accountability in the Alpine Education Staff. Too often I hear members sharing with other members their frustration over the group leader’s inability to effectively lead the group as well as the members’ inability to do anything about the problem for fear of retribution.

If elected to our Board, I can and will make those changes which are necessary to insure accountability within the Alpine Education Staff, therefore assuring you that there will always be good value for your membership in PSIA-C. Thank you for your support. Your skiing friend forever, Walter B. Sappington.

Alpine Section 4 continued on page 18
ALPINE SECTION 4

RICHARD WREN

I’m Richard Wren, and I’m a skiaholic. Actually, I am the Director of Guest Services, Assistant SnowSports Academy Director, and Children’s Program Director for Boyne Highlands Resort in Harbor Springs, MI, where I live with my wife, Kristen, and our 6 month old son (and future PSIA member), Caelan.

I started skiing when I was just 18 months old at Mt Brighton where I would ski with my dad, Doug Wren, the former the Ski School Director at Mt. Brighton. Following in my father’s footsteps, my passion for skiing led me to join PSIA-C at 15 years old. I achieved my Alpine Level 1 Certification when I was 16. Currently, I hold an Alpine Level 3 Certification, Children’s Specialist 2, and Trainers Accreditation. I have grown up in the snow sports industry, and I built my career around it.

My experience in the snow sports industry gives me a unique perspective to bring to the Board of Directors. Being a full-time, year-round member allows me to keep a clear focus on the pulse and changes in our industry. As Director of Guest Services and as a senior management team member at Boyne Resorts, I developed the skills to lead an organization. As a member of your Board of Directors, my goals will be to help grow the sport I love and represent you while ensuring our organization maintains a member-driven approach. I know the commitment needed to be an effective and successful member of your board of directors because I currently serve as the Snow Sports Directors chair. I look forward to working hard for this organization, its members, and this industry, and I would much appreciate your vote for Section 4.

ALPINE SECTION 5

GOEFFREY SHEPHERD

Current Biographical Information - Director of the Timber Ridge Snow Sports School in Gobles, Michigan, Level 3 Certified PSIA and Central Division Ed. Staff member since 2010.

Other History and Experience:
• Since 1969 I have worked at Timber Ridge Ski Area in many diverse roles, including Snow Sports School Director, Ski Instructor, Food and Beverage Manager, Lift Operations Manager and Maintenance Manager. This gives me a broad perspective on the snow sports industry.
• Have been a Certified Senior member of the National Ski Patrol and have held regional training and testing roles.
• Elected to the PSIA - AASI Central Board of Directors in 2008 and served 1 term.
• Chaired the Snow Sport School Directors Committee from 2009 to 2011.

I appreciate the opportunity to serve again as a Director of the PSIA - AASI Central Board. Your support is welcome and appreciated. As a member of the Board I will work conscientiously to serve you, other PSIA - AASI members, our customers and our students.

Many of the challenges in our industry are a reflection of the issues facing our state and country. I will work to keep our organization, vibrant, relevant, and exciting. I will listen to your viewpoints and address your concerns. Thank you for your consideration.

ALPINE SECTION 6

JOHN DOMIANO

I began my love for skiing 1968, when my dad brought me to Boston Mills for a day on the hill…I was hooked in the first ten feet! Fast forward to 2001, when I joined the Mad River Mountain Learning Center. I received some great training and jumped in with both feet… teaching over 40 lessons my first season, with most being of the “International” variety.

I saw some areas where we could bump our game up on training new instructors. So in 2004, I helped form our Fall Dryland Clinics to prepare new ski instructors for their first season on the snow. Since then, I have trained over 75% of our ski instructors on how to deliver safe, fun never-ever lessons; getting our guests from the rental shop to enjoying the sun and wind in their faces as they make their first turns… just like we enjoy!

This experience has made me appreciative of the importance of quality ski instruction and helping people have fun on the snow. I started teaching in 2001 at Mad River Mountain and I am currently Alpine Level II Certified and Children’s Accredited. I will be taking the Level III at Schuss in March. I’ve been on the MRM Ski Ed Staff since 2004.

I would like to become a board member to help with the shaping of PSIA-C for the future of the snow sports industry. I also want to raise public awareness of the benefits of Going with a Pro and what professional instructors bring to ski school programs. My role as Ed Staff director has helped me to work with passionate instructors who want to share their love of skiing and it’s for them that I would like to a representative on the Board.
I would first like to begin by expressing my gratitude to the members of section 6 for allowing me to represent them on the Board of Directors for the past two years. I take this responsibility seriously and humbly ask for your support once again so that I may continue to build on the efforts currently underway as well as new initiatives that will benefit the membership as a whole.

I am currently a certified Level 3 alpine instructor and the Alpine Training Director at Boston Mills/Brandywine and Alpine Valley ski resorts in Ohio as well as a PSIA-Central staff member. I am also Children’s Accredited and a certified level 3 Canadian Ski Instructor from my previous life in Northern Ontario where I was born and raised before moving to Ohio 12+ years ago. More important than certifications, is my experience, both previous and current, of working “in the trenches” with my fellow instructors where I have learned the most. Only by working as an active instructor can you appreciate the challenges and issues that the member at large faces on a daily basis and I use this experience to help guide me when making decisions at the Board level. It would be easy to get caught up in the needs of the few or the politics of individual ski schools if your representative did not have current experience dealing with the issues you face day to day. My position on the PSIA - Central Division Ed Staff also allows me to get out and see more of the membership and to learn what you are dealing with outside my home area which has proven to be extremely valuable to me and in turn, the membership. It continually reminds me that what is good for one resort or section does not necessarily mean is good for other resorts or sections and I need to continue to look at the “big picture” in order to make an informed decision.

During the past two years the Board has worked extremely hard dealing with many issues, the largest being the replacement of our management company. I believe we have performed our due diligence and taken the right steps to not only provide the membership with a superior product but to also keep the costs under control so we did not have to raise dues. I have endeavored to be transparent and accessible by making myself available to many schools during the fall training process as well as throughout the year to let them know what we have been doing as well as to listen to your concerns and issues. I intend to continue to do this.

To wrap up, I have enjoyed my tenure on the Board for the past two years and believe I have your best interests in mind and I look for your support to continue as your representative so that my efforts can make a positive impact on your daily life as an instructor. Respectfully, Scott King.

I am a certified Level 3 alpine instructor and the Alpine Training Director at Boston Mills/Brandywine and Alpine Valley ski resorts in Ohio as well as a PSIA-Central staff member. I am also Children’s Accredited and a certified level 3 Canadian Ski Instructor from my previous life in Northern Ontario where I was born and raised before moving to Ohio 12+ years ago. More important than certifications, is my experience, both previous and current, of working “in the trenches” with my fellow instructors where I have learned the most. Only by working as an active instructor can you appreciate the challenges and issues that the member at large faces on a daily basis and I use this experience to help guide me when making decisions at the Board level. It would be easy to get caught up in the needs of the few or the politics of individual ski schools if your representative did not have current experience dealing with the issues you face day to day. My position on the PSIA - Central Division Ed Staff also allows me to get out and see more of the membership and to learn what you are dealing with outside my home area which has proven to be extremely valuable to me and in turn, the membership. It continually reminds me that what is good for one resort or section does not necessarily mean is good for other resorts or sections and I need to continue to look at the “big picture” in order to make an informed decision.

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MAKE THE END OF YOUR SEASON
A TRULY PEAK EXPERIENCE

JOIN US FOR SPRING RALLY AT BRECKENRIDGE
APRIL 2-4, 2014

WITH SKI-IN/SKI-OUT ACCESS AT THE VILLAGE AT BRECKENRIDGE ($99 - $119 PER NIGHT)
OR ACROSS THE STREET AT DOUBLETREE BY HILTON ($109.00 - $129 PER NIGHT) AND THE
ABOVE-TREELINE TERRAIN OF THE NEW PEAK 6, THIS WILL BE A SPRING RALLY TO REMEMBER
AND THE PERFECT WAY TO CLOSE OUT THE SEASON.

REGISTER TODAY (AS 365 FOR ALPINE, SS 365 FOR SNOWBOARD), THEN MAKE YOUR HOTEL
RESERVATIONS EARLY TO GET THE BEST RATES.

SEE THE EVENT PROMOTIONS PAGE ON PSIA-C.ORG FOR FULL DETAILS.