Powder Field of Dreams!
Gold Merit Blizzard Ski & Snowboard School
is hiring PSIA-AASI certified instructors for the 2014/2015 season.

Blizzard is a members program that runs on Saturdays for the entire season.
Candidates must have PSIA-AASI certification or be willing to obtain certification.

We are a family program that teaches 3 year olds through adults.
Members excel through our regimented skill based program like nowhere else.
Members are enthralled by their advancement and professionalism with Blizzard.
We also provide privates lessons to members and the general public outside of
our regular program.

Director positions are also available to the right candidates with
supporting skills and experience.

Resumes now being accepted via email.
Send resume to: blizzard.school@yahoo.com

Interviews & Hiring have commenced and are continuing.
A MESSAGE FROM THE PRESIDENT

PASSION FOR SNOWSPORTS

By Susan Boyle
President, PSIA-AASI Central Division

Central Division members are a varied group: some chase snow during the summer months, some don’t ‘think snow’ until leaves change color, and some wait for the first frost. If you didn’t get to the mountains for early training, getting out on snow and back to teaching is a compelling draw. By the time this goes to print, some of you will indeed have started your teaching season. Our shared passion is snowsports, but as part of my role as President, let me shed some light on the governance of Central Division. I suggest that you visit our new website, www.psia-c.org where you will find, along with information about education, training, and events, a list of Section Representatives and their profiles. In coming months, we’ll post information about ongoing board actions, so please stay tuned. In the meantime, I’ll recap recent activity. At the Presidents Council meeting, held in conjunction with the ASEA Board of Directors meeting in October, ASEA passed a dues increase, despite my concerns and Doug Carter’s vote against the measure. Our Central Board of Directors opposed the increase at our board meeting last August, when we also rejected increases in education and certification event fees. I’ve sought to implement cost-cutting mechanisms to avoid raising dues and fees, and hope our meager influence will be more effective in future.

In Central Division, our cost-cutting mission has delivered reduced costs of our face-to-face board meetings, a revamped budgeting process to better reflect our financial operations and reporting, and increased emphasis on event logistics and local staffing by the education vice-president and discipline administrators. We are committed to keeping costs manageable for our members.

The call for elections is coming soon, and while relevant experience is recommended, I encourage you to consider running for a seat on the Board of Directors if you are interested in the decisions that impact Central Division. As always, I welcome your input, and hope to see a broad demographic range of candidates this year. The following are changes affecting elections:

• Board members will serve 3-year terms once the implementation schedule is complete, allowing the core of the board more time to complete assignments, improving cohesion in our business.

• A general code of conduct for candidates has been added to election policy, including specifics for education staff seeking a position on the board of directors.

• Annual Meetings are changing from a set date (March 31st) to a movable date which will be scheduled yearly. To avoid the pitfall of landing on a holiday or Sunday, each year the board of directors will identify a suitable date on the calendar, and publish that date at least 60 days in advance.

Grant-writing efforts are underway with the goal of increasing offerings in our Adaptive discipline – to provide more opportunities for higher certification and to add to the ranks of our Adaptive staff. Adaptive sports education is growing, and PSIA-AASI Central Division needs to take a leading role in providing safe and adequate training to meet the needs of the growing number of disabled snowsports enthusiasts. I encourage you to attend an Adaptive education event. It will broaden your current understanding and abilities, and make you even more valuable as an instructor.

Much of what the board of directors does is invisible, but I’m hoping you’ll appreciate the very visible new website, and the ease it offers you in viewing event calendars and registering for events. After all, that is the purpose of our division – to serve you the education, training, and certification that allows you to be what you are – the best instructors.

See you on the hills.
As each new season approaches, the Alpine Administrator traditionally is asked to share some thoughts with the membership. In that vein, here are some of mine:

- Teaching snowsports is an interesting but odd profession. As instructors our job is to promote and facilitate safety, fun and learning — supposedly in that order. In our efforts to address the learning aspect during a ski lesson (to teach, inform, and demonstrate while analyzing, correcting, and guiding), we are often only slightly cognizant of the other aspects: safety and fun. On our pathway to professional mastery, we tend to focus on the learning component, perhaps overlooking the importance of balancing all three concepts. As we gain experience as instructors, maybe we should try to improve that balance by adding increased focus on the other two.

- En route to the various levels of certification, we study, practice, perform for our peers, test ourselves, and spend hours, weeks, months, even years, striving to improve our ability to ski and to teach skiing.

So, let me begin the 2014-15 reflective process (the never-ending practice of all master teachers) by asking all of you a provocative question: Would you pursue your professional development as passionately if there were no such thing as certification? How would you know if you had reached teaching mastery? At what point might you say to yourself: “I am finally an expert skier,” or even better: “At last I am a very good teacher.”

Don’t rush to the next paragraph. Take the time to think about those questions.

PSIA-AASI Central Division has a full slate of events this season that should provide every member with the opportunity to continue his or her professional development. We are planning to “tweak” a few courses here and there to better suit your needs. The Central Division, like all the other divisions, is on the receiving end of the New National Standards and new Technical Manuals (available through the PSIA-AASI Catalogue), and your education staff will be training this fall in order to achieve a common understanding of these new standards along with methods to apply them uniformly. You will have questions, and the Education Staff Members will strive to answer them!

But back to the question. Not an easy one to answer, is it? OK, I’ll go first:

If there were no certification process, I would have probably taken longer to get where I am today, and be annoyingly short of true skiing and teaching mastery. I’d like to think that I would have still found that balance referred to in my opening statement: I measure my professional development not just by the number of customers whose skiing I have improved, but by the number of smiles and “Thank you’s” which I’ve garnered along the way.

PSIA-AASI Central Division offers its members the intertwined services of education courses and certification exams. I ask that you try not to get hung up over the difference you perceive between the two. Of course, along with the passion that drives you comes pride, and you have every right to be proud of that pin you are wearing, or hope to wear. But not because of who it says you have become, but, rather because it honors what you would have done even if it did not exist.

Central Division’s Terri Henderson and Steve Ricker are scheduled to attend the PSIA-AASI National Adaptive Academy in Breckenridge, Colorado. Nationally recognized for her knowledge and commitment to the Adaptive Discipline, and a contributing author of the upcoming Adaptive Technical Manual, Terri will be a presenter at the Academy, which is being held in conjunction with the Hartford Ski Spectacular in December. Well done, Terri!
The ASEA Central Education Foundation (ASEA-CEF)

Many PSIA-AASI Central Division members may be unaware of our related organization, the ASEA Central Education Foundation. ASEA-CEF has 501(c)(3) tax-exempt status from the IRS, meaning that it is a charitable organization and most gifts and donations are 100% tax deductible.*

ASEA-CEF has unique opportunities to impact snowsports education and safety. We are bringing a new focus and energy toward using our Education Foundation to serve the adaptive community, to provide scholarships to Central Division members, and to ensure that all those seeking to experience snowsports as a form of public recreation can do so safely and have access to professional instruction.

Currently, all donations go to the ASEA-CEF General Fund, used for operational expenses, including professional grant writing assistance. As we move forward, new giving opportunities will be available.

Donations to ASEA-CEF are another way to demonstrate your passion for snowsports. For more information, or to make a donation, please visit psia-c.org.

*Please consult with your individual tax advisor to determine how much of your contribution is deductible.

Tribute Giving

ASEA-CEF is establishing a way for members and friends who would like to contribute to the Education Foundation in honor of or in memory of the recipient(s) or events of your choice. Many have contributed significantly to this organization, and we want to provide a way to recognize both the donors and those to whom they are paying tribute.

A tribute gift is a gift made in recognition of a person or an event. We use the term tribute gift to refer to both honor and memorial gifts. Memorial gifts are made in remembrance of someone who has passed away. All other types of tribute gifts, such as gifts made in celebration of special events or as expressions of gratitude for PSIA-AASI Central Division members, are referred to as honor gifts.

For more information on tribute giving or to make a tribute gift, please visit psia-c.org or contact the Central Division office.

With Deepest Thanks to our Donors

Tribute Gifts

• In memory of his daughter, a gift from Walt Sappington
• In memory of Vicki Berg, a gift from Elaine Koyama
• In memory of Mark Kieffer, a gift from Jerry Sorensen

Donations

Michael Abrams
John Benway
Lee Brewster
Matthew Collins
James Ferris
Gary Flatow
Thomas Forti
Sanford Gail
Hugh H. Gwin
Richard Leibbrand
Dana Malloy
Randall Moles
Joe Osburn
Richard Robb
Walt Sappington
Herta Schwaiger
Robert Shanahan
Frances Shepard
Richard Steinberg
Mike Stockreiter
William Tomlinson
Jack Tucker

At the time of this writing, ASEA-CEF accepts gifts and donations from residents of Wisconsin, Minnesota, Michigan, Indiana and Iowa. Check our website for the most current listing.
CONGRATULATIONS TO NEW PSIA-AASI CENTRAL DIVISION LIFE MEMBERS

Don Meyer

Don Meyer was born in 1930 and began skiing at the age of eight at a local golf course, sliding down whatever hills he could find on simple pine skis that were held in place with leather loops over the instep. In 1942, Don got what he refers to as his first real skis, wood Northlands, complete with “bear trap” bindings. In 1944, he added metal edges, recalling “Wow, now I could turn”. Don skied during his high school years, and in 1968, began teaching at Wintergreen Ski Area in Spring Green, WI. He recalls that the resort did not have a “rope” tow, only a “J” bar.

Don joined PSIA around 1970, obtained his Associate Certification in 1978 and his Full Certification in 1979. Throughout the 70’s, Don owned and directed the ski schools at Wintergreen, Devils Head at Merrimac, WI, and Christmas Mountain in Wisconsin Dells. In 1981, Don came to Cascade Mountain in Portage, WI as the ski school owner and director. Don has remained active at Cascade as a member of their training team and teaches on a regular basis.

Don has always been a cheerful, positive ambassador for our sport, and has encouraged many people to pursue a lifelong enjoyment of skiing.

John Peppler

John Peppler began his skiing career at Sugar Loaf Ski Resort in Northern Michigan, in 1973. He was their race director from 1976 to 1988. He is a Level 3 Alpine Certified Ski Instructor and Education Staff Member for Central Division.

John was a ski instructor at Boyne Highlands Resort from 2010 through 2013.

He has had an extensive coaching career:
• Coached both boys and girls at various schools including Glen Lake High School from 1974 through 2006, and Traverse City St. Francis/ TC Christian Head Coach from 1999 to 2006. His coaching skills helped his teams win a total of 14 conference championships, 7 regional championships, 2 state runner up and one state championship.
• Head coach of Northern Michigan University from 1996 to 1997.

John has been a member of PSIA-AASI Central Division from 1974 to the present.

He has worn many hats during that time. He has been a Divisional Board of Director, Education VP, a member of the PSIA-AASI Central Division Alpine Training Committee, an Education Staff Training Development Manager, a Board of Directors Member, an Executive Committee member (Treasurer, VP and Communications), and a member of the PSIA Demonstration Team Selection Committee.

John gained extensive ski teaching and coaching education through his attendance at National Academies and National Coaches/Examiners Colleges.

John is a Level 3 Certified USAA Alpine Coach, and a Certified USSA Referee, Chief of Course and Chief of Race.

Most importantly, John Peppler has been a long term participant, supporter and advocate of PSIA-AASI Central Division and PSIA-AASI National. He is a very skilled, courteous and knowledgeable PSIA-AASI Education Staff Member. He has been a great friend to many, and is considered to be a caring person with a great sense of humor.
Frank Zauner

Born in 1918, Frank Zauner began skiing at Fox Hill, near Big Cedar Lake 30 miles north of Milwaukee, at the age of 20. A local Swiss skier gave Frank a few pointers, and off he went. As Frank improved, he shared his newfound skiing skills with anyone who wanted some help. Frank has always said that he would help others just to generate interest in his new found sport. In the beginning, there were no “Ski Instructors” and few skiers knew anything about how to teach skiing. In 1945, Frank began skiing and teaching at “Slinger Hill” (now known as Little Switzerland) in Slinger, WI. He served as the Ski School Director on and off until 1987, when he began teaching at Cascade Mountain in Portage, WI. He has been there ever since.

In the early eighties, Frank participated in a group ski trip hosted by Austria for PSIA Ski Instructors. Ever the socializer, Frank took along with him on the trip over 100 small brass pins that he had made which looked like two skis together. The pins said “Ski USA.” Frank gave these pins to just about everyone, from Austrian ski instructors, to bus drivers, to waitresses. These unusual pins were in high demand. Once back in the states, Frank became known for the brass name tags he crafted for many instructors and friends.

Frank has not skied since taking a fall in his home at the age of 86. However, that has not stopped him from contributing to the skiing world. Each year, Cascade Mountain gives Frank an employee pass in exchange for his services. Frank acts as Cascade’s “ombudsman” when he can make it to the hill. He assists customers with all kinds of things from getting into their boots, to finding the rest rooms or the bar. He also assists instructors in the Cascade Kids program.

Frank has been an inspiration to many ski instructors, and we should all strive to keep our guests as happy as Frank does his.

The Level 2 and Level 3 Alpine Written Tests are going Online!

Starting today, all Central Division Alpine members will have the option of taking their Level 2 or Level 3 written tests online.

Written tests will still be offered at events, but no longer will members have to make separate trips to their home area, or to event sites, to fulfill this important first step in the certification process.

**When can I take the online test?**

The online test option will be offered starting Dec. 1 until Apr. 15, 2015. In subsequent seasons, the term will be Aug 15 - Apr. 15.

**Is there a fee?**

Yes. When you place your order for the online exam, you will be charged a $10 administrative fee, which will cover two attempts. You can take the test right away, or wait until you feel you are more ready. If a second try is necessary you may retake the test 24 hrs after the first attempt. After your first two tries, you may place another order, which will require an additional $10 fee, also good for two attempts, under the same time constraints.

**Is there a time limit?**

Yes. A 50-minute limit per individual test is enforced.

**How far in advance of my on-snow exam?**

You must pass the online written version a minimum of two weeks prior to your on-snow exam. This is to facilitate the proper allotment of staff per event, the printing of certificates, the preparation of scoresheets, etc.

Go online! Save time. Save travel expenses.

For further information, or to order your exam please contact the office:
info@psia-c.org
855-474-7669
WHAT ARE YOUR PERSONAL STOCK HOLDINGS WORTH?

By Brad Miller

Dedicated to the memory of Patricia “The Ski Goddess” Gantner

This past Summer, employees of a locally owned Northern Michigan business found themselves in the middle of a corporate merger. 100 employees were immediately laid off, with more to follow. Although the merger was not snowsports related, I wondered if my personal stock holdings as a snowsports instructor could help me face a similar situation during my Winter occupation. Did my holdings include a contemporary understanding of the discipline(s) which I taught? Did my physical fitness level match the tasks required of my job? Could I teach multi-disciplines giving me more than one option, i.e., a snowsports school? Was I connected to the greater snowsports community? Was I striving for excellence as an instructor and a role model? In short, had I set myself up for success in the face of a pink slip? The following are a few things that can help improve your personal stock holdings.

"An investment in knowledge pays the best interest.”  

Ben Franklin

Snowsports are constantly changing. To make yourself more desirable to your snowsports school, keep up with the latest teaching trends and tips. Be aware of equipment changes that could help your students and fellow staff members. Attend a PSIA-AASI event in your division, or outside your division. Read snowsports instructor material, and check out the Movement Matrix on the PSIA-AASI National website. We live in the information age, the more you know, and the better your ability to teach it, you can create a win-win situation for everyone. Note: If you’re not yet certified, take time to check out the process at www.psia-c.org. USSA is another option for those interested in coaching. Earn a higher interest rate with your personal stock holdings by keeping them updated and incorporating them in your daily snowsports transactions.
Although it shouldn’t be, age can play a role in employee selection, specifically in the 50 plus age bracket. Unfortunately, in some cases, this could be due to lower labor costs when companies begin hiring younger instructors, however, physical fitness can play a big role in the hiring equation as well. Regardless of your age, strength and flexibility can help you perform your job, prevent injury and could even increase gray matter function. Snowsports instructors have a very physical occupation, downright brutal when you factor in weather conditions. Staying fit is a great insurance policy for your personal stock holdings.

Adaptive, Alpine, Children’s Specialist, Cross Country, Freestyle, Snowboard and Telly are all ways to spell snowsports. Being multi-disciplined can make you a valuable asset to any current or respective snowsports school. PSIA-AASI Central Division members can take advantage of many options. The more diversified your discipline and age specific teaching are, the more appealing you become to snowsports schools. Diversify your personal stock holdings by investing in other disciplines.

It never hurts to keep other options open when it comes to snowsports employment. Keep connections open with the snowsports community as a whole. Coach or instruct with clubs that practice at your area, if allowed. Speak positively about your current employer and your competition. Positive connections can help you avoid job loss and can facilitate a seamless transaction, if needed. Although loyalty is a very important characteristic, you have to rely on your instincts sometimes. Don’t be afraid to add another leg to your portfolio by checking out other stock opportunities if they present themselves.

If you are good at your trade, be better. If you are better at your trade be excellent. Strive to be the snowsports instructor which everyone would like to learn from, including your peers. Share your knowledge with others. The best snowsports instructors always share thoughts and teaching tips with fellow instructors. The great snowsports instructors learn from every situation they are in. As John Wooden once stated, “It’s what you learn after you know it all that counts.” Employers not only look for those that strive for excellence, they look for those that draw excellence out of others.

Knowledge, Fitness, Diversification, Options and Excellence are key components of your personal stock holding. Make sure your holdings are in healthy shape to make you more attractive to your current employer or, if needed, a future employer. “Mantener los palos en el hielo.”

Brad Miller, Level 3 Alpine (Alpine Education Staff), Level 3 Telly (Nordic Education Staff), CS2. Instructor and Coach since 1979.
T he PSIA-AAI Central Division Marquette Spring Event often marks the end of the ski season for many Michigan snowsports instructors. During the prior week leading up to that March 2014 Event, I had taught skiing at Boyne Highlands Resort for the “Canadian Week” festivities. I also worked at Boyne during the “Krazy Daze” weekend, which was a lot of fun, and marks the end of the “regular” season.

It was a pleasure to ski and teach this season, due to the phenomenal amount of snow that we received in Northern Michigan. It was unfortunate, however, that the temperatures were also quite chilly much of the winter. These two (sometimes record setting) factors did contribute to an immense amount of snow on the ground at ski areas for the entire season.

One of the things which fellow Education Staff member, Ed Sigmann, and I had discussed for several seasons, was a visit Mt. Bohemia following the conclusion of the Marquette event, since it was only another three hours “up the road.” From the metro-Detroit area, it would have been about a 12 hour drive to reach Mt. Bohemia. So, driving from Marquette to Mt. Bohemia would be a breeze, in comparison, if the weather cooperated.

Ed and I traveled to Marquette on a Friday. The roads were clear and dry all the way up to about Munising, but then the weather changed, and it began to snow! It snowed on and off the rest of the way to Marquette. Upon arrival, we met several other members of the Education Staff and ordered pizza for dinner, before turning in. We woke up the next morning to find a couple inches of fresh snow on the ground. We recalled that the previous year, at that time, there was a foot of new snow on the hills by lunch time, on Saturday! Because of “lake effect,” you can never tell how much snow is actually going to fall each day.

On Saturday, Ed conducted a Level II Exam group, while I led a clinic group that was a combination of Skiing Fundamentals, Grey Wolf and Silver Fox. I had my group focusing on “Common Threads” in PSIA skiing, because some of the instructors said they were planning to take a Level II or Level III Exam. Some of the common threads that we worked on, through drills, included, but were not limited to: “everything moves downhill or into the future,” “to start a new turn, the center of mass (CM) moves in the direction of that turn (i.e., downhill) to facilitate flattening of the ski(s) and to place the CM inside of the skis during the new turn,” “pole action (swing, touch, plant) assists CM in moving (downhill) into the new turn,” “pole action also assists with balance, timing and stabilization of the upper body,” and “skiing in and out of counter (Anticipation and Anticipation Release).”

We applied all of these drills to beginner and intermediate levels of skiing. Then, we jumped into the moguls, so that we could practice these maneuvers on more difficult and irregular terrain. I was pleased that my group performed exceptionally well that day!
On Sunday, Ed took part in evaluating a Level III Exam group, while I was assigned to another group of basically the same mix as on Saturday. On this second day, however, we spent more time in the powder and bumps. I covered many of the same common threads with this group, as I had with the Saturday group, so we all worked with the same basics. Then, I showed this group 3 or 4 different lines to ski in the moguls. We started with some basic parallel turns in the moguls for ultimate speed control. Skiing this line also forced everyone to slow everything down, which demanded much more precision in our movements. We then addressed the line which everyone knows, called the “tops and troughs.” For variety, and fun, we then skied the “anti-line,” which is against the grain, or the opposite of the tops and troughs line. In this particular line, we skied across the troughs, using the “bridges” and staying on the tops of the moguls for a much smoother ride.

Next, we worked on "getting upside-down" in the moguls. In this method of approaching the bumps, we concentrated on maintaining ski-snow contact on the downhill side of the mogul, and engaged the downhill edges of both skis there so we could start bending our skis earlier, resulting in a nicely rounded turn shape. Just like when skiers are performing "smedium" (small-medium) radius turns on groomed terrain, committing the CM downhill and engaging the downhill edges of the skis early in the turn gave us the ability to control the shape of the top of the turn. Surprisingly, this also caused us to experience a much smoother ride through the bumps! These runs through the moguls were great!

I had some very solid skiers, including two level 2 instructors, and one level 3 instructor, giggling like little kids as they skied through the mogul field applying some brand new lines in the bumps. Needless to say, we all had a blast! I was pleasantly surprised by the very positive compliments that I received from members of the group on Sunday. I was serious when I replied to them that I had just as much fun as they did that day!

Sunday afternoon, Following the Awards Ceremony at Marquette Mountain, Ed and I headed towards Mt Bohemia. As we approached the City of Houghton, we noted that the snow cover and snow banks were definitely increasing in size. By the time we entered the Keweenaw Peninsula, the snow banks next to the buildings had reached the second story level! We later learned that Mt Bohemia had already received over 300 inches of snow that season!

When we arrived at the resort that evening, we discovered that we needed sleeping bags, bedding, blankets and pillows, since the lodging in a “yurt” (originally this was the name for a large round tent used by central Asian people) where we would be staying was Hostel style! Even though the yurt was heated, the room temperature was quite cool. There were 7 sets of bunk beds in the yurt. A handful of other people were also staying there that evening. One person loaned me a thin blanket, while Ed found a sleeping bag.

I ended up going to sleep while wearing all of my ski clothing, including my parka and hood! No, I didn’t have to wear my ski boots! This reminded me of a story I had heard about one of Ed’s brothers from a few decades ago, but he ended up sleeping all night in his ski clothing for a different reason. Anyway, it was a seventy-five foot walk outside from the yurt to where the bathroom was located. On the one occasion when I did have to get up in the middle of the night, all I had to do was slip on my shoes and stroll on over! That walk was memorable, however, since the sky was clear, the stars were out, and the temperature outside was well below zero at the time.

In the morning, we were treated to a pancake and sausage breakfast, which came with the lodging cost of $25. We met the owners, Lonie and Lindsey Glieberman. Afterwards, we booted up and Lonie went skiing with us for nearly 2 hours. As a result, we received a wonderful tour of the ski area from a “local.”

This was great fortune, since we probably would not have found a lot of the prime skiing locations that Lonie showed us (like the Cliffs), were we skiing on our own. In the past, I have found that speaking with knowledgeable local skiers is always a huge plus when skiing at a new area. During that day which we skied with Lonie, he was the consummate host. He was friendly, an accomplished skier, and he certainly showed us the best which his ski area had to offer. Of course, the record snow which Mt. Bohemia had received this year made every run delightful. We had a “bluebird” day, so we had to look to find untracked snow. We also heard stories from Lonie about some heavy snow days, that winter, where skier’s tracks from one run would be completely covered by fresh snow by the time the next run occurred.

As many of you may know, absolutely no grooming is performed at the Mt. Bohemia resort. There are also no runs of a pitch that would be considered beginner or easy intermediate. The warning sign at the base area clearly states “No Beginner!” Snow condition-wise, we encountered everything from fresh powder to frozen skied-out crud, which had formed the previous day. At Mt. Bohemia, there are only a handful of runs that have been cleared of trees. The remainder of the 400 acre resort consists
By Robert Neff, Marketing Chairman
PSIA-AASI Central Division

Our yearly membership survey is now in its 6th year. The response rate was much lower this year even though we held it open longer in an effort to attract more responses. The responses we received are statistically representative of the membership data population. If you feel your opinions are not represented in the survey results, please be sure to participate in the survey this coming summer.

This article is a condensation of the survey results. The full survey response data are available at the Central Division website, www.psia-c.org.

Most of our membership, 88%, continues to be Alpine certified with 15.2% certified in more than one discipline. There was a 2% increase in Registered instructors responding to the survey. We collected member demographics this year so we are able to look at segment preferences more closely. Most members responding have been members either 6 to 10 years or 21 to 30 years. Most of our members are male (77%). Most snowboarders are male (also 77%) and their opinions, when we sorted the responses by their answers, compare closely with the majority of responses to all questions.

This Central Line Magazine is the most popular method for receiving informational articles, 41%, and organizational news, 32%. There were slight increases in web site and social media preferences for schedule changes and last minute notifications. How you prefer to receive information remains about the same as in the past. This year, we asked about electronically receiving the Central Line and 78% of you responded that you preferred the printed format delivered to your address. Even the under 20, and the 21 to 30 year olds would prefer the printed version, but often would view it as a PDF online.

Satisfaction to a degree above neutral remains high with both National and Central Division at 89%, and 84%, respectively. 53% of the respondents felt that the cost of a Central Division Education Event is a good value which is down slightly from 55% last year. Conversely, 70% of the under 20 year old respondents felt the cost was high to very high. Value and satisfaction are perceptions, and not necessarily tied to dollar amounts. For example, you may purchase a luxury item and feel you got your money’s worth, or, on the other hand, buy a cheap item that breaks immediately and you feel you were cheated.
Value and Satisfaction are complementary opinions because you are more likely to feel there was value if you are satisfied.

The events you choose to attend are most often selected by the education event offered according to 45.4% of those responding. Next we asked if the events offered meet your needs. 60.4% feel that the education events offered by Central Division meet their needs which are down 7.4% from last year. Again this year we asked those that responded “occasionally” or “rarely” why they feel that way. All responses will be reviewed by your Board of Directors and Discipline Administrators.

We asked what could be done to increase event attendance and we got a pretty even split between lower prices and event content changes. There were 58 comments that will all be reviewed. We asked about combination events that would consist of two different courses with a common theme, and 86.5% of the responses were in favor of this idea. We also asked for ideas for events, and received 200 comments that will all be looked at.

Our web site went through some improvements in October of 2013, so they were not observed prior to last year’s survey. In this summer’s survey, 49.1% of the responders believe the web site is above average, or excellent, which is about the same as last year’s 49.7%, but the younger members did not rate it as high as the older members.

Finally, we asked for general comments or questions for future surveys. We ask this question to provide an opportunity for you to tell us what is on your mind that may not have been covered in the other questions in the survey. Again this year, about one third of the survey respondents offered their thoughts. Every comment is being reviewed by your Board of Directors.

Communicating your ideas, opinions, and concerns provides valuable information that allows your Board of Directors, your Office Staff, your Discipline Administrators, your Section Representatives and your Education Staff to be of better service to you, our members. After all, we are all members.
NATIONAL UPDATE:
Exceeding the Sum of Our Parts
By Doug Carter, Central Division Representative
PSIA-AASI National Board of Directors

I became your representative on the PSIA-AASI national board of directors effective July 1, 2014. My sincere thanks to all of those who have helped me hit the ground running. As when I recently served on your divisional board, my “door” remains open. Contact me with any question, comment or concern.

Update 1: National Board Selection/ Governance
Some of you may recall the two articles I published last year (in Issues 2 and 3 of Central Line) on “Good Governance Principles” and the work of a newly formed Governance Task Force (GTF). I shared with you the fact that a task force had been created to evaluate how we manage our collective affairs at the national level. Key facets of the debate concerned the role of a national entity (a corporation) through which we may superintend our trade names (“PSIA,” “AASI”) and other intellectual property (national standards, certification pins, etc.) as well as generate synergy between divisions and economies of scale.

The GTF met in person, and many times by phone, obtained significant input from divisional boards, and then on August 30, 2013, issued a report addressing “Board Selection & Recall Issues.” Through the August 2013 report, the nine divisions of PSIA-AASI effectively spoke in one voice. The unanimous recommendation was that each division should be empowered to seat (and if necessary, unseat) the division’s representative on the national board – thereby creating a vehicle through which the nine divisions may collectively govern issues of national (as opposed to regional) concern.

On February 2, 2014, the national association’s board of directors amended our national bylaws. Although the amendments were not made retroactive, the structure that will emerge on July 1, 2016 fully implements the GTF’s core recommendations summarized above. The desired and anticipated outcome is credible decision-making for matters needing nationwide coordination and management.

For those wanting to read more, the articles referenced above may be found at http://www.psia-c.org/benefits/central-line/. You may also request a copy of the GTF’s report from me or the divisional or national offices.

Update 2: Dues Increase
It was a spirited debate! A proposed $8 dues increase bit the dust. But ultimately, by a vote of 7 to 2, a dues increase totaling $6 (to take effect 2015-16, not for the upcoming season) garnered the supermajority of votes required for approval during the national board’s meeting held in Denver, Colorado on October 5, 2014.

Dues in Central Division for the 2015-16 snowsports season (to be billed on the statement you’ll receive next spring) will therefore total $117.

Additional background: Although paid simultaneously, divisional and national dues are accounted for separately. Next year, about 42.7% of the dues paid by Central members will be managed by Central Division’s board. The balance will be managed through the national association. Like the other divisions of PSIA-AASI, Central receives additional revenue from exams and events. The national association historically has relied for 50% of its funding on non-dues sources, predominantly sponsorship, catalog sales and the national academy.

Update 3: Record Membership
The total number of members in PSIA-AASI Central Division has reached an all-time high: 31,744. The prior record, from 2011-12, was 31,716. The total membership in 1991, to provide additional contrast, was 19,775.

Be proud! Although we face many challenges, you belong to an organization of your professional peers with a half-century-old tradition of excellence and professional attainment. Our horizons will be as bright together as we choose to make them. And together, we can exceed the sum of our parts.

Please look forward to receiving future updates from me on issues of national concern in this publication. In the meantime, I hope to see you soon on the snow!
Impact! We all want to have impact, on our students, on our snowsports schools and on our own performance. As quality instructors know, making an impact takes patience, persistence and expertise. But, if you’re like me, you probably don’t wake up each day thinking, “Hmmm, I wonder how I can make an impact on PSIA-AASI Central Division.” But once per year, you CAN make an impact on the direction of the entire division with one simple act, BY VOTING in the election process.

Voting for the 2015 election commences on Thursday, January 15, 2015, and will close on the last day of March 2015. Your organization needs your vote! The following nine positions on the Board of Directors which governs the American Snowsports Education Association - Central, the Michigan nonprofit corporation through which the PSIA-AASI Central Division functions, are being filled:

• Alpine seat in Section 1 will be for 3 years
• Alpine seat in Section 2 will be for 3 years
• Alpine seat in Section 3 will be for 2 years
• Alpine seat in Section 4 will be for 3 years
• Alpine seat in Section 5 will be for 3 years
• Alpine seat in Section 6 will be for 2 years
• Snowboard in Sections 4, 5, and 6 will be for 3 years
• All section Nordic will be for 2 years
• All section Adaptive will be for 3 years

You may have noticed that not all of the terms are of equal length. The Board has voted to change the term length from two to three years, to create term limits on Board of Directors seats, and to rotate one-third of the directors’ seats annually, rather than one-half. These changes will allow smooth transition in leadership from year to year and board to board. By 2016 all seats on the board will have been transitioned to three year terms in which no director may serve more than two consecutive terms. The board hopes these changes to the election process will provide an opportunity for more members to step up and participate in the leadership of the division.

The important duties and responsibilities of a board member in our organization include:

• Establishing membership dues and other fees
• Approving changes to certification and exam requirements
• Authorizing the expenditures of association funds
• Setting the strategic direction for the organization
• Stewarding association resources

Each year, the results in our annual elections are decided by razor thin margins. Voting in our elections is an opportunity for certified members to help guide our future. Selecting who governs your organization is a great way to be heard and for your voice to count.

Look for an email coming out in January which will announce that voting has begun. Then, click on the website link we will provide and vote electronically. Voting takes less than five minutes. A paper ballot will also be made available for downloading and printing from our website, www.psia-c.org, which contains additional information concerning the voting process.

Call for Nominations

If you are a certified snowsports instructor or an honorary lifetime member in good standing with the PSIA-AASI Central Division, you have until 6:00 pm EST on Friday, December 19, 2014 to nominate candidates for your section and discipline. Self-nominations are welcome.

Nominees must:

• Be current, active, primary members of the Central Division, in good standing
• Have held certification for three consecutive years (at Levels I, II, or III)
• Be lawful residents of the United States and at least 18 years of age
• Have work affiliation teaching snowsports within the Central Division
• Have a permanent legal residence within the Section nominated to represent or, if residing outside the Central Division, is actively teaching within that section
• Agree to be nominated

Visit psia-c.org for more information and the Nomination Form.
ANNOUNCING PSIA-C ALPINE EDUCATION STAFF TRYOUTS.

Open to any PSIA-C member who is Level 3 Certified.

Two locations:
Schuss Shanty Creek
Afton Alps

March 7-8, 2015

For more information, email us at info@psia-c.org
or call: 855-474-7669
STAFF TRYOUTS!

ANNOUNCING PSIA-C ALPINE EDUCATION STAFF TRYOUTS!

This winter, the Alpine Education Staff will be holding staff employment auditions in two locations:

Schuss/Shanty Creek
Afton Alps

Both tryouts will take place over a two-day period the first full weekend in March concurrent with the events taking place at those resorts:

March 7th and 8th, 2015

These tryouts are open to ANY PSIA-AASI Central Division member who is level 3 certified. There is no charge for this group, however, candidates are responsible for their own expenses and no education credit will be given.

Here is the process:

Submit to the PSIA-AASI Central Division Education/Certification Committee Chairperson a single-page, typewritten first-person account of the best lesson you ever taught — and compare it to the best lesson you ever took.

Submit to the PSIA-AASI Central Division Education/Certification Committee Chairperson a video of your skiing. Include both free skiing clips as well as a series of Benchmark Tasks, chosen from the following list:

On suitable novice/beginner zone terrain:
RR tracks • RR track garlands • Basic parallel • Wedge Christies

On suitable intermediate zone terrain:
Med radius turns, high speed • Short radius turns • One-ski series • White Pass series

On suitable advanced zone terrain/conditions:
Bump run • Hop turns (parallel) • Pivot slips • Performance short radius turns

Submit your written essay (in .doc, .pdf or .jpg) and video on the same flashdrive and send to:

Mike Garrity
c/o PSIA-C
PO. Box 456
Highland, MI 48357

LUCKY 13, TELEPALOOZA 2015, 13th annual two day Festival at 7 Springs Mountain Resort in S.W. PA on February 7 & 8, 2015. Hosted by the Appalachian Telemark Assoc. A.M./P.M.Clinics with PSIA Ed staff. (Sorry No PSIA clinic credit) Uphill/Downhill race/GS Nastar, Price includes clinics, races, food and drink. Kids 16 and under are FREE. Prizes by Cloudveil, RAMP Sports, Kahtoola, 22 Designs, Volie, Ski Logic, Kiss My Face, Stuntwax, The Clymb, Leki poles, Other sponsors include Icelantic skis and Powder Whore Video. For info telemarker.org.
continued from page 11

of moguls within the trees, in varying types of terrain. The most popular runs had skier packed snow on the bumps and in the gullies. In the less popular runs, there was all manner of powder and crud to experience. In my opinion, all-mountain skis are a must when skiing at this resort. You won't have as much fun on racing (or narrow) skis. You will definitely want to use the proper tools for the job at Mt. Bohemia!

Even though it was a Monday when we skied there, we did see several families, along with kids and teens enjoying this mountain. Clearly, these folks were quite experienced, because they were "ripping" through the runs without hesitation. It was also clear that these people were having a lot of fun. If I had to venture a guess, I'd have to say that those families had taken a lot of lessons, because they were all skiing the ungroomed natural conditions with great finesse.

There are only two chair lifts at the Mt. Bohemia resort. Most of the time, we skied down to a road, and then waited a few minutes for the ski area shuttle to pick us up and take us back to the only chair lift that was running that day. Our legs didn't get much rest when we were on the mountain, because there were no runs that were groomed and smooth. So, the time we spent on the shuttle and on the chair lift was a welcomed rest for the legs.

We skied until closing time at four p.m., before we jumped back into the truck and headed towards home. After stopping for dinner in Marquette, we drove into the wee hours of the morning. We spent the night at Boyne Highlands Resort to break up the long drive. After a good night's rest, we drove on home Tuesday.

Both Ed and I got to check off something on our “bucket list.” This was truly an adventure and a remarkable experience. We were very fortunate that we skied at Mt. Bohemia during one of their snowiest seasons ever! There is no question that such bountiful natural snow conditions will make all the difference in your own experience at Mt. Bohemia, because the resort does not make artificial snow. When planning a trip up to this furtHEST northern point in Michigan, you'll want to check the weather and snow conditions and plan accordingly. During a "normal" and "exceptional" seasons, you’ll likely find deep snow conditions on challenging terrain. If this is the kind of skiing that stokes your fire, I am sure that you are going to have a fantastic time!

Floyd Soo is an Alpine Level 3 ski instructor and a member of the Central Division Education Staff. Floyd teaches and is a clinic leader both at Boyne Highlands Snowsports Academy and at Pine Knob Ski and Snowboard School.
FINISH THE CENTRAL DIVISION SEASON WITH A TRULY PEAK EXPERIENCE

JOIN US IN BRECKENRIDGE FOR SPRING RALLY 2015

APRIL 9-10, 2015

Same awesome location as last year.

Same great lodging packages as last year — ski-in/ski-out access for as low as $99.

A whole new experience.

Visit PSIA-C.org for full event details