The Lake Effect
President’s Message

By Richard Wren, President, PSIA-AASI Central Division

As this season progresses I am reminded every day as to the role of our organization in the snow sports industry. Specifically, the importance of our members who serve as the sports ambassadors when guiding the growth of our participants.

My role as both Snowsports School Director and President of Central Division is time consuming; I rarely get the opportunity to put my boots on the ground (pun intended) and spend time with lesson paying guests. I recently had the opportunity to teach again, reminding me why we do this: It is the joy on the faces of those experiencing what we love so much, including and inspiring people with our passion. It was this realization that cemented in my head the importance of our organization and our duty to continue our education.

Like any community, we constantly experience change, growth, and evolution. We regularly welcome new members to our organization, just as we bid adieu to those members who retire, or opt for alumni or inactive status. We celebrate milestones with 10, 20, 30, 40, and even 50-year designations, and we cheer when our peers attain new levels of certification. Both at the national level and at divisional levels our committees and teams are diligently working on programs and functions to ensure our sustainability, which include:

• Programs like beginner conversion to ensure we help new participants of our sports become lifelong members.

• Education Staff evaluation protocols to ensure we are providing the highest levels of education and certification.

• Community outreach programs to make sure we are supporting the longevity of our Industry.

Each of these Programs are designed to support you as members and to ensure you have the resources necessary to be ambassadors to the Snowsports industry.

As I write this, Spring is rapidly approaching. I wish to thank you for being a part of the American Snowsports Education Association, and Central Division. I hope these thoughts serve as a reminder of our importance in this industry and the significance of our journey through both education and certification.
Alpine Administrator’s Update

By Ken Herman

While most of you are through the busy time of your Snowsports season, the clinic and examination schedule is in full swing all across Central Division. To that end, I have some thoughts that may help you to prepare for your event.

KNOW YOUR MOUNTAIN:

Recently, I had an opportunity to teach for two weeks at the Steamboat Resort, in Colorado. Even though I have skied there enough not to panic when my group was without a trail map, teaching there forced me to look at the mountain in a different way.

I asked myself:

• How long will it take to get back to the base area from our present location?
• How many stops will we need to consider based upon the ability and conditioning level of the students in the lesson?
• Where are the safe spots in which to take our breaks?
• Can the group handle all of the terrain leading to the base area?
• Will the group “run out of gas” before they run out of hill?

While we in Central Division may not have to worry about most of these issues, since we can generally see the base area from the top of the hill, and usually a tactful traverse negotiates the problem terrain, consider this before your next educational event.

Pre-ski the area the day before your event starts. Determine the location of the best snow and where it isn’t. No matter how familiar you are with the area, you can only guess at the snow conditions from day to day. Inappropriate snow making and grooming can cause unexpected problems. When you know where the good conditions are on each run, one day it may be in the middle and the next day to the side, you’ll know where to go, when it is your turn to present. If nothing else, you will be more confident, and that always helps.

These ideas may seem obvious to some and in that case please accept this as a reminder. However, recently I witnessed a participant in an examination apologize for their terrain choice when the appropriate location was nearby—about 15 yards west on the same run. I hope that this inspires you to get out early and know your mountain.

Hope that your next turns are your best turns!

Herm

The Lake Effect

The Lake Effect which resulted in the deep powder snow depicted on the front cover at Crystal Mountain in Western Michigan, is a condition well known to snowsports instructors in many portions of Central Division. These areas include, but are not limited to Cleveland, Chicago, Detroit, Marquette, Western Michigan, and Northern Wisconsin. Basically, when a cold front passes over a warm large body of water, like our Great Lakes, lake effect snow can take place. We know that water holds onto heat more efficiently than air does. When the below freezing air passes over much warmer lake water, the water evaporates into the air of the cold front. When that moisture cools down over land, significant snowfalls may occur.
"If you were 25 years old we would send you home, but if you were my Dad I would want you to stay overnight for observation."

This advice from a young doctor hit hard this past Fall as I sat in the Emergency Room for what, thankfully, turned out to be vertigo induced by a sinus infection. I had finally reached an age where minor ailments were treated as stroke and doctors changed from Old Dr. Hammerburg to kids our son’s age. It seems like it was only yesterday when I would jump off roofs, climb trees, run on slippery surfaces and fall without a worry of consequences. Ignoring risks, exceeding limitations and pushing through the endurance ceiling were things that were never given a second thought. In the blink of an eye, youth had given way to my becoming a senior citizen. Having spent little time pondering a geriatric metamorphosis in the past, I’m learning to accept the challenges and experiences it brings with it. Fortunately for myself and others many snowsports areas and Divisions in PSIA-AASI, including Central, are moving forward with programs designed for and about Senior Citizens.

Athletes on my High School ski team often greet me at dryland sessions with the question “Can we break you, Coach?” After crawling off the basketball court in session, last year, my response was a quick “Bring on your Grandparents, they are closer to my age!” Like the Black Knight from Monty Python’s movie “In Search of the Holy Grail,” I had an invincible approach to sports that had to be tempered in order for me to survive.

Acknowledging the fact that I’m not quite as quick, or agile as I used to be, has been a hard pill to swallow. Although I still compete against younger athletes, my expectations and approach have changed. My expectations are more intrinsic, competing against younger athletes has helped slow down my aging process and occasionally yields an ego boosting result. I also changed my training techniques with an emphasis on rest/recovery and diet. Riding 200 miles the week before a bike race and eating like a truck driver is a recipe for disaster at any age. Recognizing and dealing with pain is an important component—if there is pain something is probably wrong.

Starting an exercise/sport by warming up muscle groups or stretching afterwards has become more regimented. Pain also comes from decades of wear and tear with aches, and thick patient medical portfolios are reminders. Working through pain by using home remedies has also given way to trips to the specialists and a willingness to accept medical advice and treatment.

Getting old is not for the mentally weak and keeping the mind engaged can be a vital component. Accepting challenges from within as well as from without can be crucial in slowing down the aging process. Writing and

Continued on page 13
Active Seniors are everywhere — including the snowy slopes and cross-country trails. Many of them are not out there seeking to conquer the next mogul field or ski on crazy-steep terrain. Instead, their goal may be to add to or maintain the Fun, Learning, and Social Aspects of snowsports outings. They realize that their abilities may be changing, but not their spirit.

You may ask how can PSIA-AASI Central Division tap into this vibrant demographic?

In August, 2017, Central Division formed a Senior Specialist Committee to determine if there was a need for senior specific instruction and to find out whether other Divisions were offering senior focused clinics. The answer was Yes and Yes!

Central Division, it is time to offer seniors instruction that is in tune with how they learn, move, and think. It is time for Central Division to offer a Senior Specialist Certificate event which educates instructors of all ages on how to provide quality snowsport instruction to seniors.

Central Division has taken on the challenge and is partnering with Northwest Division to develop a Senior Specialist Certificate program. The program will focus on seniors while addressing the CAP Model (Cognitive, Affective, Physical), Learning Styles, Maslow’s Pyramid, The Teaching Cycle, Psychosocial Development, Fitts & Posner Learning Stages, Equipment, and On-Snow Skills. The program will involve learning about seniors’ abilities and unique characteristics, with a 2 day on-snow event focused on low impact/continuous motion, pacing, importance of socialization and relationships, and of course, Safety Fun and Learning. The certificate program will be offered to all members who are certified Level 1 and higher. Members who participate in the 2-day on-snow event will earn 12 CEUs, and those successful in fulfilling the requirements of the program will be awarded a Senior Specialist Certificate.

Members, this offers a great opportunity to enhance your overall snowsport knowledge and apply specific information and skills to seniors. Who, you wonder, is a senior? Satchel Paige asked the question “How old would you be if you didn’t know how old you are?” Is it Social Security, AARP mailings, senior discounts, aches and pains, the mirror, or hearing aids that designate senior status? It is a question only the individual can answer. However, Active Seniors are those that don’t let age get in their way. They want to ski, snowboard, Telemark, and Cross-Country ski with friends and family. They want to have fun, build memories, socialize, and enjoy life to the fullest. They are your parents, grandparents, neighbors, people in the lesson line, and your repeat clientele. You can be that instructor who understands the Active Senior and who offers them a quality lesson.

CONCLUSION:

Sliding on the snow is a lifestyle for all generations to enjoy. The Senior Specialist Certificate focuses on active seniors. Central Division Education Staff and volunteer members are currently developing a program that can meet the demands of Senior snowsports instructors. It will be offered at an event at the end of the 2018 season or during the 2018-19 season. Central Division is pleased to be offering this program soon and encourages instructors of all ages to learn more about providing quality educational, physical and social needs for Active Seniors.

Julie Nitzsche is your Section 6 Alpine Representative, has Alpine L3, CS1 certifications and is on the Education Staff Development Team. She is an instructor and trainer at Boston Mills/Brandywine, in Ohio., and at Keystone, in Colorado.
Skill-Drill-Hill

By Ron Shepard, PSIA-AASI Central Division Executive Director

Is there an exam in your future?

If so, you can practice and develop the Skill-Drill-Hill model for your teaching progressions.

Here is how it works: First, you identify the “Static” portion – an isolated Skill, or Fundamental that you wish to work on with the student. What Static Exercises might you use to create awareness and understanding with your group or student? A Static exercise is one in which little or no sliding occurs, sometimes with your skis or board removed, sometimes requiring an outside prop to simulate external forces (like having another person to lean upon, or a pole). Static exercises usually draw attention to a position or a sensation.

Then, you introduce Dynamics* via an Exercise or a Drill. What is the difference?

A “DRILL” is a task through which the participant trains by performance via repetition. It is something you might do until a movement pattern becomes ingrained, and (usually) has little room for misinterpretation. You’ve heard the expression “Practice makes Perfect,” yet it’s often said that “Practice makes Permanent – Perfect Practice makes Perfect”.

An “Exercise” is performed to illustrate a point, provide proof-of-concept, or to create awareness. Clinicians might suggest an exercise if they wish to diagnose an issue (So that “I” can see), or in order to isolate a need (so that “YOU” can see). Exercises and Drills can be Diagnostic, Developmental, or BOTH. Don’t get too caught up on which is which, just be able to have a variety of tasks in mind to suit a situation, and choose ONE.

Avoid shot-gunning a bunch of tasks at the group, in this case less-is-more [Short on time? – An exercise does not have to be performed both to the left and right – in fact, sometimes it helps to discern a difference between the “old way” and the “new way” by only training one leg in the highlighted movement].

HILL. Turn it into Skiing or Riding. If your lesson plan doesn’t connect the information and activities to actual skiing or riding, you’ve lost the plot. Be sure to include the connective phrases, and then MOVE THE GROUP!

When you summarize, draw attention to the truths provided via your static and dynamic elements as they appear in the skiing or riding practice. This is when your clinic leader might ask what other drills or exercises you might have applied. Don’t be nervous, they’re just looking to ensure you’ve got other tools in the toolbox.

That’s all there is to it – Static, Dynamic, Turn-it-into-skiing (or Riding). THE SKILL-DRILL-HILL MODEL.

*Dynamics in this context simply means moving.

Children’s Instructors – Does this model sound familiar? It’s nearly identical to the PDAS model! Play, Drill, Adventure, Summary turns the lesson into a game where first the instructor sets up the “rules,” and the students practice the behavior, then they go out and apply the lessons in the real world. After it’s done, the instructor reminds them of what they discovered! PDAS.
Not long ago, I asked our Central Division Board Members to take a moment and reflect upon those traits which their “Ideal Snowsports Instructor” should display. Like many of you, the characteristics which my ideal instructor would show have changed over 49 seasons. During my first seven years as a skier, Mark Rupert at Mott Mountain was my idea of a great instructor based on his “cool” factor. A few years later, Geno Miller, and his “follow me underneath the ropes” style-meant for a real adventure was appealing.

After years of personal Snowsports instruction training I began to plagiarize my mentor, John “JP” Peppler’s style of teaching which incorporated students as an integral part of teachable moments and learning outcomes. Although these aforementioned instructor’s traits have become a part of my core, branching out into other Snowsports has led to the following traits which I would want to see from my ideal Snowsports Instructor:

• Does not talk down to students.
• Has contagious energy and passion.
• Has been, or currently is, a full time ski coach/instructor.
• Has or currently does compete as an athlete.
• Rides at a high level but has the ability to “step it back.”

• Knows when to encourage the student, however can lay the hammer down when needed.
• Has the ability to motivate.
• Throws out challenges and helps students achieve them.
• Does not need to have their ego stroked.
• Always keeps it simple even though they understand the complexities of the situation.

Everyone’s picture of an ideal Snowsports Instructor varies based on individual expectations, specifically desired learning outcomes. As your Central Division Education Vice President, I ask all members to reflect on the traits that your ideal Snowsports instructor, or in our case, Education Staff member, has or should have. I would love to hear your thoughts on this topic and more importantly want to know if we, your Education Staff members are showing the qualities you desire for your “Ideal Snowsports Instructor.”

As always, thank you for supporting PSIA-AASI C, and I look forward to your thoughts. Please remember that membership input drives us forward.

Sincerely,
Brad Miller
On a busy weekend, running a snowsports school can seem like a siege of sorts, which is why it’s crucial for leaders to have a trusted support staff who always has their back.

That is a consistent trait that Greg Sharkey demonstrated as a leading member of the team at the Wilmot Mountain Ski and Snowboard School, according to Ski/Snowboard School Director Gary Lieder.

“He was my right hand,” Lieder said. “It was truly a partnership. We knew how each other operated, and we trusted each other in our decision-making. We had one common goal: That was the success of the ski school, the instructors and our guests to have a great experience.”

Gregory J. Sharkey, 59, died suddenly of an unexpected heart attack on Aug. 19th, in his Northbrook, Ill. home. Following in the footsteps of his father, Jim Sharkey, who spent more than 40 years as a trainer of ski patrollers and instructors at Wilmot Mountain, Greg joined the Wilmot team in 2006 and quickly rose in the ranks to become a training coordinator. Greg led the training program for “rookie” ski instructors, introducing the fundamentals of skiing and instruction to new candidates. He also ran the desk, managed staff and assigned instructors. He was a member of PSIA and a Level II certified Alpine Ski instructor.

“Greg will be remembered as a true friend to everyone whose lives he touched,” Lieder said.

Demonstrating a profound zeal for life, Greg was an accomplished skier, skilled in the race course and in all-mountain conditions. He took jumps with a fearlessness of a 20-year-old.

“Dad was always at his best in motion, with his boots clicked in,” said his son Sean Sharkey. Greg was an avid cyclist, enjoyed water skiing, played softball and quarterbacked weekly football games with a group of longtime friends.

Whether it was coaxing his 5-year-old son to attempt his first black run at Wilmot or encouraging ski instructors to strive for PSIA certification, Greg was an understanding and compassionate leader. He had a knack for perceiving individual strengths and weaknesses. “He really wanted to help everybody,” said Bill Carroll, a friend of Greg’s since high school who joined the ski school shortly after Greg. “He was always trying to help people to get a better understanding of their skiing ability.”

Regarding ski school operations, Greg showed a canny ability to identify a need and step in to provide a solution. He developed a proprietary computer program for tracking lessons and instructors in real time.

While he knew that the ski school was a business, Greg also used his gregarious personality and an open-door policy to make sure that the staff remained engaged.

“What you see is what you get—there was no hidden agenda with him,” said Wilmot instructor Fred Schwan, who trained Greg in his rookie year and remained a close professional confidant. “He wanted to make sure people were having fun.”

Greg is survived by his son and his father, a former Central Division Board member, as well as his mother, Lorraine Goin Sharkey, four sisters and many nieces and nephews.
Your Office Team

When you call “the office”, you are actually engaging a number of people. Here’s a quick guide to how PSIA-AASI Central responds to your needs.

1. You call (ring, ring- hello, thank you for calling “PSIA-AASI Central”).

2. You enter a phone tree, which offers you the opportunity to speak to a representative, or to Ron Shepard, PSIA-AASI Central’s Executive Director.

3. When you choose “Representative” your call transfers to Denver based Lauren, Brian, Kelsey, Tracy, or Michelle who answer your call. This team is very proficient at CRM, the database system that manages your education history, dues, and event registration.

4. If your call concerns event specific information, i.e., clinician scheduling and location information, your call is routed to the PSIA-AASI Central office in Michigan, and Event Administrator Shelby Huffman. Shelby is your best source for Local Knowledge. This often means a return call, as Shelby must seek information from the Event Coordinator responsible.

5. When your circumstances involve interpretation of policy and procedure or bylaws, or the call is in respect to regulatory affairs surrounding association governance, then your call goes to Ron Shepard.

Offline, your discipline administrators formulate an event calendar based upon regional demand, and propose that calendar to your Board for review. Once approved, the National office staff creates the event for registration using CRM, while Shelby links the registration to the calendar on the Central Division website.

Behind the scenes, your ECC members (education and certification committee) select the event coordinators, who in turn assign clinicians and evaluators for the individual sessions. Meanwhile, Shelby creates and distributes event packets, including rosters, certificates, and pins. After the event, Shelby coordinates the event credit assignment with the national office, and sends event feedback requests to the participants.
Boyne Highlands
Resort Event
December 9-10, 2017

Level One Exam. From Left to Right: Martin Jacob, Forest Lundgren, Ryan Ness, Robbie Ortieb, Ron Frederick, Group Leader Geoff Shepherd, and Elizabeth Hewett.

Mock Level Two Exam. From Left to Right: Glenn Breuhan, Mike Leach, Steve Sitter, Group Leader Tim Fickes, David Spyke, Julie Ferrell, John Eser and Eugene Brangian.

Level One Exam. From Left to Right: Group Leader Linda Kozacki, Mike Grotenor, Ric Thompson, Jon French (Shadowing), Lyndon Thomas, Marty Rosalk, and Danielle Täner.

Forty Year Members. From L to right: Howard Krishe, Rick Van Tongeren, Christine Van Tongeren, John Pepper, Kris Agnew, Danny Charmichael and Floyd Soo.

Experienced Instructors Group. From Left to Right: Lynne Brown, Mona Pearson, Kerry Holtasus, Coco Griffis, Jan Serota, Sara Serota, Kristin Quinn and Group Leader Floyd Soo.

Snowboard Group. From Left to Right: Doug, Christian, Group Leader Kelly Seelbinder, Dan, Elexi, Alex, and Tyger.


Level One Exam. From Left to Right: John Guba, Finlay Clark, Nicole Werts (shadowing), Group Leader Ken Herman, Kendall Frimodig, Dennis David, Nic Franzon and Elmer Hall.

Skier Update Clinic. Group Leader Logan Price. Shadowing is Kristen Quinn. Participants: Robert Connley, Megan Clous, Bonnie Boyd, Harold Park, Mike Ziska, Bob Making, Mike Malnar.
Ski with the D-Team/Mini Academy clinic. Group Leaders David Oliver (PSIA Alpine D-Team) and Dave Schuiling (Director of Education).

Group Leader Ron Shepard, in a Race Clinic, demonstrates “resist the twist.”


Race Clinic. Group Leader Ron Shepard with participants.

Group Leader Linda Barthel, NSP-C Division Snowsports School.

Alpine Administrator Ken Herman and Central Division President Richard Wren.
BLINK OF AN EYE

reading about the things in which we participate can lead to a better understanding of them. Passing on wisdom through coaching and teaching gives us an important sense of sharing and establishes our self-worth. Letting peers break through our walls built of ego by accepting their constructive thoughts about our techniques, our style and our attitude can also provide a helpful challenge. Picking up new hobbies may help keep learning challenging by pulling us out of a rut.

Regardless of age, the majority of people enjoy social interaction in one form or another, and seniors are not much different than kids in sandboxes. It is refreshing to see many snowsports areas and PSIA-AASI acknowledging and addressing “we” seniors by providing new programs.

Looking through my bifocaled eyes, I do appreciate the research, science and experience aimed at seniors. By observing the activity level of our contemporary age levels it is apparent why today’s 60 was yesterday’s 40, in the blink of an eye.

Viva Mas Amigos, Brad Miller

Acknowledgments:
PSIA-AASI Childrens Manual & First Hand Experience

Dedicated to the late Bob Stuck and “Uncle Bud” who allowed me to try to break them when they were in their platinum years. And to Grandma and Grandpa Bowen who helped me learn how to water ski.
Members’ Photographs

Central Division Education Staff Members clinic at Boyne Highlands Resort.

Central Division Education Staff Members clinic at Boyne Highlands Resort.
CONTACT INFORMATION
PSIA-AASI C
PO. Box 2144
Frankfort, Michigan 49635
Phone: 303-987-9390
Email: Central Division - info@psia-c.org
Email: National - mist@thesnowpros.org
PSIA-AASI National Website: www.thesnowpros.org
PSIA-AASI Central Division Website: www.psia-c.org

EDITORIAL INFORMATION
The Central Line is published four times per year by the Professional Ski Instructors of America-American Association of Snowboard Instructors Central Division (PSIA-AASI Central Division). Permission is hereby given to all PSIA-AASI divisions to copy original material from this newsletter providing credit is given to PSIA-AASI Central Division and the material is not altered. Articles that contain specific copyright notices may not be reprinted unless written permission is obtained from the author. Please contact the PSIA-AASI National office with questions.

SUBMISSIONS
Submissions, including articles and photos, are welcome. Articles should be emailed to garyski3@att.net in MS Word format with the following header: article name, date and author. Photos and graphics should be high resolution (300 dpi or greater and at least 2 inches in the smallest dimension) and submitted in JPEG or TIF format. A photo release must be obtained from any person(s) included in the submitted photo. Articles are accepted on the condition that they are released for use in all PSIA-AASI Central publications. PSIA-AASI Central reserves the right to edit all articles.

ADVERTISING INFORMATION & SPECS
Advertising rates and submission form are available at psia-c.org. Please contact the PSIA-AASI Central office with questions. Acceptance of advertising does not imply endorsement or approval of product or service advertised. The PSIA-AASI Central Division Board of Directors reserves the right to refuse an ad that they consider inappropriate or does not hold to the standard and principles of the association.

Advertisements should be submitted to the PSIA-AASI Central office at info@psia-c.org in high resolution PDF, TIF or EPS format. Trim size is 8.5 inches by 11 inches. Live copy should be at least one-half inch from trim edge. Bleeds may be included on full page ads and must extend one-quarter inch beyond trim size on all four sides.

PUBLICATION CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ARTICLE &amp; AD SUBMISSION DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Issue 2</td>
<td>May 5, 2018</td>
</tr>
<tr>
<td>2018 Issue 3</td>
<td>July 10, 2018</td>
</tr>
<tr>
<td>2018 Issue 4</td>
<td>October 7, 2018</td>
</tr>
<tr>
<td>2019 Issue 1</td>
<td>January 5, 2019</td>
</tr>
</tbody>
</table>

GENERAL INFORMATION
To ensure the most effective representation, PSIA-AASI Central Division members should contact their Section Representative to share concerns or opinions on the policies, procedures or content of The Central Line. Materials that have been provided by persons not writing as PSIA-AASI Central officials are the responsibility of the author and are not necessarily endorsed by PSIA-AASI Central Division.

THE CENTRAL LINE STAFF
EDITOR
Gary Evans
garyski3@att.net

PUBLISHER
Robert Wendt, Cultivate Communications
bob@cultivate-communications.com

All articles and photographs intended for publication in The Central Line should be submitted to the Editor.
Join us for **SPRING RALLY**
April 7-8th, 2018

Spring Rally is your occasion to attain your C.E.U.’s while exploring the wide-open spaces of Aspen Snowmass.

Enjoy slopeside accommodations at fantastic rates, gain insights into your big-mountain technique, make new friends.

**Make it 4 days for $15 more!**

Snowmass Mountain Chalet
Lodging Reservations: 866-584-1514

2 Day Event Fee: $220 ($245/4 days)
Register at [www.psia-c.org](http://www.psia-c.org)

Lift Tickets provided courtesy of Aspen Skiing Company.