

# THE INSTRUCTORS EDGE

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The Professional Ski Instructors of America  
 The American Association of Snowboard Instructors  
**Intermountain**

## Dues, Clinic Fees Increases Explained

The PSIA/AASI Intermountain Board of Directors continues to carefully evaluate the division's well-being in making decisions that impact the membership. As previously outlined in the Edge, the board held several strategic planning (Stratcom) meetings from 2014-to date to assess the division's short- and long-term objectives. In weighing clinic fee and dues increases, the board wanted to ascertain what the other eight divisions were charging. The results were eye-opening:

- ◆ Intermountain's Level 1 dues were 50 percent of what PSIA/AASI-East assessed its members; Level 2 and Level 3 dues were about 61 percent of what PSIA/AASI-East assessed its members (as of the 2014-15 season).
- ◆ Intermountain's dues were around 10-20 percent lower than six other divisions. Only PSIA/AASI-West's dues matched Intermountain's, and that was for its Level 2 & Level 3 members (as of the 2014-15 season).
- ◆ Intermountain's clinic fees were lower than the other eight divisions, and have not kept pace with inflation.

Brian Oakden



PSIA/ASSI Intermountain President Rich McLaughlin (l) and Keith Lange (r) present Norm Burton with a plaque commemorating his induction into the PSIA Intermountain Division Hall of Fame during the 2016 Spring Clinic banquet.

◆ Many other divisions were preparing to increase their dues and/or clinic fees in the 2015-16 or 2016-17 seasons. The 2007-08 season was the last time Intermountain increased dues. The 2010-11 season was the last time Intermountain raised clinic fees. Most recent dues increases have been at the national level. Bottom line: Intermountain's net income margin has averaged 6.8 percent over the past five years; not enough to continue to provide innovative products and services, increase employee compensation, or generate sufficient reserves for the division's long-term health. With last season's clinic fee increase, Intermountain's clinic fees are closer to what the other eight divisions are charging. In conjunction with the clinic fee adjustment, the board

also increased employee compensation and travel reimbursement, so employee compensation is more in-line with the other divisions.

In regards to dues increases, our affiliation agreement stipulates that the divisions should notify PSIA/AASI national of any changes prior to implementation. As a result, there is a one fiscal year lag in execution. The dues increase (to \$50) matches what four of the other divisions were charging as of 2015, but is still below what PSIA/AASI Rocky Mountain and PSIA/AASI East assess their members. The board believed that it could not unduly increase member dues at one time to keep pace with the other Divisions, and plans on reviewing matters on an ongoing basis.

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## President's Message

*Rich McLaughlin President PSIA/AASI Intermountain*

Hello! Once again we are coming out of a very successful winter season. The snow this year was great and visitations to our resorts in the Intermountain division were strong. Some of the resorts even broke records!

I had an exciting time in my first year at the reins as president. I was able to travel to the national board meeting in Denver mid-season with Kent Lundell, and had the chance to meet the standing board members. I saw some really good presentations by the national team trainers for the new publications coming out in the near future. Having never had the chance to see one of these meetings I had some preconceived ideas as to what went on in them. I was pleasantly surprised to find that they run their business very much like we run ours here in Intermountain. The board was very professional, friendly and down to earth. They all put in a lot of hard work to represent the membership. I have to say they are very thorough and that Kent represents us very well. I also want to congratulate Nick Herrin as the new CEO of the national board.

Speaking to our members here in Intermountain, I want to welcome all of our new members and send out a huge congratulation to everyone that achieved certification this year! Thank you for all your time and effort to continue your education with us to strengthen your professional careers. I hope that everyone attained their goals this past season and will continue to do so in the future.

This year's Spring Clinic was Awesome! Thank you Sun Valley for putting on a great three days. The event went off without a hitch. The clinics were well attended. I don't know about you though, I thought the weather was HOT! At one point the thermometer read 70 degrees! It made for some great spring riding and some great fun. Even the silent auction raised some money for the scholarship fund. I want to thank Vicki and Kathy in our office for all their work in making it happen. They spent countless hours coordinating for this. Susan Oakden even came out of retirement to once again help us out with the coordination of the event and to make sure it all happened as smoothly as possible. Brian Oakden was able to snap your picture for the records!

There are lots of congratulations at this time of year and my report would not be complete without a shout out to the new members of the national teams! It was a very long and arduous process and I wish you success over the next four years. To those that tried out but did not make it onto the teams, your efforts are not in vain. You are stronger for the experience! Never give up.

The ASEA Presidents Council met by phone conference on May 31. The discussion was consultation —when and the nature of it —and basically covered communication between ASEA and the divisions in accordance with the Affiliation Agreement. Also discussed was the November 4-5 conclave agenda. This meeting will be to discuss and define the roles and responsibilities of the national organization and the divisions. At this meeting we will also be choosing a new leader. Bill King will be stepping down from this roll.

*continued on*

## The Instructors EDGE

The Instructors EDGE, official publication of the Professional Ski Instructors of America Intermountain Division and the American Association of Snowboard Instructors Intermountain Division, is scheduled to be published three times a year at a nonmember subscription rate of \$15.

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## Making PSIA-I/AASI-I **Great Again ...**

*Or maybe just relevant?*

*By Charles A. Rodger*

Perhaps not exactly following in the Trumpster's footsteps, but as with everything that Mr. Trump says, there is perhaps something we can take from his messages as he tries to galvanize his electorate. I am not suggesting that we start issuing baseball caps with the message "making PSIA-I/AASI-I great again," but as I read the various PSIA/AASI Intermountain election proposals prior to voting for an at-large Intermountain board representative position, I was struck by how similar the messages and the concerns of the candidates were.

In truth, in thinking about posting an application for a board position, I worried that the board representative election process would be little more

than a beauty competition, a foregone conclusion—that is, name recognition in terms of DECLs or resort managers providing an obvious advantage. I suspect that some of Bernie Sanders' supporters, confronted as they are by the familiar HRC, may have similar feelings about the interminable primaries and their outcome. In putting myself forward as a board candidate I recognized that I am essentially an unknown, simply a PSIA member, but I have an energy. I am committed to maintaining the P in PSIA (the P is not silent!) and I believe that our membership deserves better representation. And now, of course, you can see that I am paraphrasing Mr. Sanders and his promises to rebuild the healthcare system, the education system, and the current system of funding political candidates. This is, if nothing else, an equal opportunity article!

What I proposed in my election manifesto was a commitment to PSIA/AASI, a commitment to serve the needs of the membership and to be available for the membership and the board throughout the term of my appointment.

What I can promise each of you is what I will *not* do as a representative. I will not accept the status quo. Nor will I accept that the membership concerns are not addressed because the board representatives do not have time during the busy winter ski/ride season, and I will not accept that in our region, that "communication" is a title and a responsibility bestowed upon the communication VP. Communication must be an objective and a responsibility for each and every representative! I will insist that board communication with the membership is critical, and will actively seek mechanisms to enhance the flow of information. Further, I will ensure

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## The Certification Process

*Whose problem, whose responsibility?*

*By Charles A. Rodger*

It's an old joke, but worth re-telling. How many DECL's does it take to screw in a light bulb? The answer is at least two – one to make the turns, and the other to point out what to do and how to do it. One could argue for a third to evaluate the overall activity, and to explain why it wasn't done properly.

If there is anything that unites the PSIA/AASI-Intermountain membership it is perhaps a distrust of the certification process and an incomprehension of the outcome. But as an Intermountain membership, we should not feel alone in our frustrations, for these same uncertainties abound across the PSIA/AASI membership, irrespective of division affiliation.

This dissatisfaction, incredulity, fear, misunderstanding, and frustration is very real if one follows the sentiments expressed by members who contribute to the PSIA e-forum. But I believe that it is no less real for the Intermountain members, who with their elevated hopes and expectations dutifully subscribe to the certification process with an assessment fee that, on average, represents about 10 hours of work at their home resort.

We could debate the cost of the assessment, but that would perhaps be a digression. We could also discuss the sad level of political debate that we see on our TV screens, debate that is supposed to be a discussion of national relevance and impact. But that would be not only a digression, perhaps also a collective admission of national shame. Actually, that sentence was just to see if you were following this article – I expect

a slap on the wrist for mixing politics and our professional ski association. No, wait, it's not a digression in fact, for politics and our professionalism are a sub-text of this article – read on!

### Why an assessment

The hard question first. I would suggest that the certification process is a verification and validation of our skills as technical specialists and as effective communicators of ideas and concepts. I would further suggest that the ambition to progress through the L1, L2, L3 levels has an associated compensatory aspect, but that this is possibly not the prime motivator. Each of us can surely recall the pride that we felt when we completed the Level 1 certification.

It is also true that as we each embark on the certification process, we each begin to fully comprehend what it means to be “fully certified.” It's all about “the pin,” and the recognition of the time and the effort required to progress through the various development stages. I would argue that the assessment process is absolutely necessary, and it is necessarily rigorous. In the opinion of some, as with any assessment, it is a flawed process. Ultimately, although it is not the primary driver in the certification process, it becomes the key that unlocks access to increased compensation, and hopefully, an increased visibility with the paying public through private lessons. As for the questions of certification relevance (in the eyes of the public) and inherent value to the resort – read on!

### Candidate responsibilities

The brutal truth. Candidates need to be ready, not just for an assessment of their technical skills or their teaching abilities, but also for a verification of the national standards required for a particular certification level. One could debate my use of “national standards,” for as one senior DECL admitted in a private communication, “if we [Intermountain] were to apply the national standards we would see more failures

at the L2, L3 assessments.” A previous Edge article referred to “fitness for L3” in a physical sense, in a technical sense, and in a mental sense. But who validates the level of readiness?

In my experience, friends are not to be relied upon, at least not when it comes to assessing your skiing or teaching proficiency. The resort director could be a reliable source, but for multiple reasons, some of which are related to actually knowing who you are and what your ambitions might be, are perhaps not the most appropriate reference. However, it would be fair to note that very few resort managers would refuse to sign off on a certification assessment, again for rather obvious reasons. In my opinion, PSIA/AASI clinics should be the most appropriate forum for gauging the state of preparation, but it's perhaps not so simple – read on!

### Examiner, clinic leader responsibilities

The political question! DECLs are human (really, although you may feel differently depending on the outcome of a particular examiners assessment!).

Presuming that everyone understands that certification is a process, and not an entitlement based on years of service, the examination, whatever the level, should not be an exercise in subjective observation but an exercise in objective assessment. From a candidate point of view, and taking into account the flame mail on the e-Forum, it may seem that not all DECLs are working from the same standpoint in terms of expectation of performance. If candidates understand the concept of preparation and the commitment of time (not to mention the expense of preparatory clinics), the preparedness and the consistency on the part of the DECL group is perhaps a useful discussion for the DECL group to pursue. Everyone has a story to tell when it comes to inconsistency in assessments, and contradictions in the feedback of what one should work on. If the stories are apocryphal, and perhaps even exaggera-



## Communication Corner

### Spring Clinic Follow Up

By Evan Ricks, PSIA-I/AASI-I Communications V.P

Greetings Members, I had the opportunity to attend the Spring Clinic in Sun Valley. This is only the third Spring Clinic I've been able to attend in my 25 years as a member because I'm in the fields planting grain and getting ready to plant the other crops. I had a great time learning with our friends from other divisions.

I tend to gravitate toward the topics that involve teaching younger children and I was not disappointed. I was able to get new ideas from the veteran teachers that were in the same class as I was. We shared ideas, taught each other, and even did a few drills that would help a student progress in their skiing. I have found in all the clinics I've attended over the years that there is always something new to learn or a way to be a more efficient skier or snowboarder.

For the first time I was also involved to a small degree in the planning for the Sun Valley event. I'd like to thank Brian and Susan Oakden for taking the lead in many aspects of the planning for our division, and Kirsten Huotte from the North West Division for helping make the event a success. We had many donors contribute silent auction items. They deserve recognition and thanks also.

We are already in the planning stages for next year's Spring Clinic to be held in the Salt Lake Area. I hope that you can attend and celebrate with us and who knows, you too may learn something new. ■

#### **PRESIDENT continued from 2**

I want to thank the current board members for their work this past winter. We have accomplished a lot over the past year and will continue to do so in the future. My executive committee has been outstanding! Mike has put in quite a bit of work on the budget. Evan, Joe and Kent Thank You!

To the new board members Anita Oliveri Region III, Colter Tucker Region IV, and Dave Butler, Charlie Rodger, Mike Thurgood as at Large. Welcome and welcome back! We have much to do and with your hard work and dedication we can accomplish it.

Moving forward lets make this next year in Intermountain the best we can, so that we can all meet our goals and represent our membership to the best of our abilities.— **Sincerely, Rich McLaughlin**

tions, there is a point to be made – if we can agree that defining the role of the examiner is a very slippery slope (no pun intended), forgive the mixed metaphors but examiners must be on the same page. That is the examiners should be trained to assess particular levels, and they must seek harmonization and quality of practices.

#### **The Bottom Line**

From a candidate perspective it may be difficult to see the certification process as little more than a pass or fail system. I would argue that it is not simply a binary situation, but rather a learning process for everyone, regardless of the outcome. The lesson learned however may not be easily assimilated, particularly when differing expectations have been set in preparatory clinics or in non-exam situations. In addition, if the Level 1 exam is one in which considerable coaching for success is the rule, how much coaching for success should the candidate expect from the examiner at the L2 or L3 assessments? This is a question not only for the candidates, but also for the examiners.

In summary, candidates need to be fully aware of the standards and expectations. But it's a two way street. examiners have an obligation to be utterly professional and harmonized in their approach to an examination, to be fully aware of the technical and teaching standards for each level, and to be prepared to carry out each exam with a harmonized approach, upholding the ambitions of validity and reliability.

Your thoughts ... Questions – **Charles Rodger, a PSIA-I/AASI-I board member and Alpine Level 1 instructor,, can be reached at: us01220@gmail.com**

#### **DUES continued from 1**

The board wants to continue to provide the membership with quality products and services. Without the dues and clinic fee increases, Intermountain cannot keep pace with the

other divisions, retain its employees, or execute forward planning. It is for those reasons that the board believed it necessary to increase member dues and clinic fees.

Please note, the dues increase is not scheduled to take effect until June 30,

2017. Please feel free to contact a board representative if you have any questions or comments. — **Sincerely, Rich McLaughlin, president; Michael Thurgood, administrative VP; Evan Ricks, communications VP.**

## Delinquent Credits Policy

By Evan Ricks, Psia-I/AASI-I Communication V.P.

By One of the purposes of PSIA/AASI is to train instructors and help them through the certification process. To maintain this certification members are required to attend six hours of training each year. We have had several members over the years that have not completed their credits to maintain certification.

The office has had a difficult time trying to decide what to do in regards to those who have not been able to, for one reason or another, complete the required hours. The purpose was never just to let folks pay a penalty (equal to one clinic day) and never go to any clinics and still maintain their certification status. In an effort to help clarify this policy, the board has written and adopted a clarification in the delinquent dues policy. A copy of the policy is in the Policy and Procedure Manuel that can be read in its entirety on line on the PSIA-I website. I have copied a section of the policy here.

### Continuing Education (CEU) Requirements:

#### This policy will take effect on July 1, 2017:

PSIA/AASI-I requires the accrual of twelve (12) hours clinic credit by a member every two dues cycles – unless a member has applied for inactive status as described under “Inactive Status”. Failure to accrue twelve (12) hours of education credit (CEU) within this period will result in the following penalties, if the delinquent member wants to remain current:

- ◆ First “dues cycle” penalty following a CEU delinquency: An assessment fee of two times (2x) the current daily clinic fee
- ◆ Second “dues cycle” penalty following a CEU delinquency: An assessment fee of three times (3x) the current daily clinic fee If a member does not pay the delinquent assessment fees when due, and subsequently accrue 12 hours of education credit, the member’s certification will become null and void.

No further “delinquent education” penalty fees will be allowed; recertification will be required. Should a member pay dues after this point, they will be a Registered member.

There are policies in place for members who have to take a leave of absence and are not able to complete their credit hours. If you find yourself in this position, where schooling, work, illness, or injury takes you out of commission, there is a way to maintain your certification. Please review the policy on leave of absence on how to proceed should you find the need. If you need further clarification contact your board member. ■

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## Alpine Education

By Stephen Helfenbein, PSIA-I Education Manager

Summer is a tough time for some of us, is it not? For me it's a great time to recover, reflect and plan. With that said, I am anticipating the next winter more than anything I can remember. The way the season ended was like receiving

a birthday present you're not allowed to open for six more months.

I participated in the PSIA National Alpine Team Selection process this spring in Breckenridge, CO. Becoming a team member has been a goal of mine since I first learned of the team about 20 years ago. At the time, I was teaching skiing part time during college breaks in Aspen. I stumbled across an article in a ski magazine titled something to the effect of "Is there a right way to ski?" It featured world-class skiers from different alpine skiing backgrounds: ski racers, mogul skiers, extreme skiers and a ski instructor: PSIA Intermountain's own and national team alumni Scott Mathers.

Many of the details of the article are vague to me now but its affect on me was huge! The article gave me the distinct impression that the ski instructor was the man! Not only could he hang with all the skiers in the group (all of whom would have been considered ski celebrities of the time), he seemed to stand out in a way that completely surprised the author. I may have only been teaching skiing for a few years and was a completely knuckle-headed twenty year old, but I was energized about skiing in a way that was totally new to me. I had a mission!

The series of decisions that this article would influence are numerous and important in shaping the arc of my life. More than any one thing in my history, that article was the reason I headed toward Breckenridge last April to experience one of the most edifying, exhilarating, gut wrenching, exhausting, inspiring experiences available to a ski pro.

This was my third team tryout. My experience at each one was a little different, mostly because I was different. You arrive at a tryout the best version of yourself, leave stripped down to your core and head home to rebuild. While you are required to evolve over time to meet the ever-increasing demands of the process, similarities can be found.

There are awful aspects to each tryout!

You don't sleep, because you can't. You try not to worry about what you have already done. You anticipate all of the challenges waiting for you. You try to read between the lines: "Why did they make us do that task? What were they looking for during the indoor session?" It's very hard to stay focused and in the moment. You do everything you can, and miserably fail to avoid asking yourself "What if I make it? What if I don't?"

This leads directly to not being able to eat. Not a huge inconvenience because you have no appetite anyway. You find energy in places you didn't know existed. You burn up every last reserve in the tank.

You undermine your confidence by comparing yourself to everyone. "She really ripped that! There's no way I did nearly as well. Whoa, he just gave a

*continued on page 17 addendum*

***GREAT continued from 3 that you,***

the membership, are kept fully informed of board meetings, and I will actively solicit input from you prior to the board meetings.

As some of the more avid readers of the Edge might recall from a previous article that I wrote, I have considerable respect for the board representatives, for their accomplishments, for volunteering their time, for the efforts they make, efforts that go largely unrecognized. Collectively, the board representatives can count upon years of experience in the ski industry—the PSIA/AASI Intermountain Executive Committee group of three (the president, administrative VP and communications VP) taken alone can count on approximately 100 years of experience! However, it is my personal experience, and it seems to be yours also, that despite the honorable intentions of the board representatives, something is missing. I will assure you (and the board) that my ambition is not uniquely to overthrow, nor necessarily to do the FedEx thing and deliver changes overnight, but to raise the standard for the benefit of the membership, to break down the walls that have effectively, if unwittingly, been erected.

### **The election process and numbers**

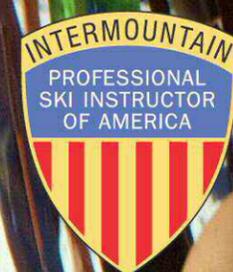
The good news is that our electronic voting system appears to work more effectively and more efficiently than the system that the great state of Utah recently launched! The shocking news is the relatively poor level of voting in our PSIA-I/AASI-I division. I wonder if we have all become so detached from our professional organization that our board has essentially become irrelevant in helping each one of us do the job that we love to do. I would argue that the board is absolutely relevant and

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# 2016



# Sun Valley



Photos by Brian Oakden

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essential, but our own ignorance of how the board, the PSIA-AASI-I office and the DECL organizing group actually functions serves only to minimize our engagement in the election process. As a group of PSIA/AASI members, we must be engaged in our organization, we cannot simply sit back and complain. Nor should we be happy that PSIA/AASI is simply an educational organization; our collective ambition should be much more than the establishment of a standard for a perfectly

*As a group of PSIA/AASI members, we must be engaged in our organization, we cannot simply sit back and complain.*

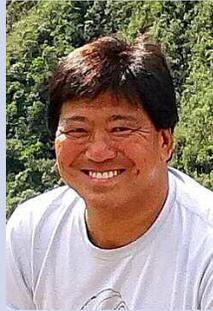
executed snowboard/ ski turn. In the absence of active engagement in processes and decision-making, we will simply get what we deserve in terms of a governing body.

As I have written previously, apathy is the cancer that eats at our democratic process, a cancer that destroys our ambition to make change, to make progress. On a personal and individual basis, we must not allow ourselves to conform to Chomsky's famous characterization, "all over the place from the popular culture to the propaganda system, there is constant pressure to make people feel that they are helpless, that the only role they can have is to ratify decisions and to consume ...."

**Identifying the issues**

There are a host of issues that confront our division and our professional organization, but some are issues that are also of a national concern and are being addressed by our

**continued on next page**

**Children's Corner**

*By Mark Nakada, PSIA-I/AASI-I Children's Manager*

Aloha! I hope you're having a nice summer.

As Children's Program Manager, I'm required to submit an annual program review to the board at its spring meeting. Over the past four seasons, the children's program has grown in terms of interest and participation. To those members that have taken the time to join us at one of our events, I thank you!

However, in studying the metrics, I uncovered a disconcerting trend: The penetration rate of Level 1 members participating in a CS1 event has remained flat, averaging 30.2 percent. What does this mean? *Less than one-third of our newer members are taking a valuable educational clinic, which could help them to earn more money.*

Several years ago, the National Children's Task Force (NCTF) asked me to develop a one-page analysis for resort and snowsports school managers to help them better understand the benefits of the CS program. Although the data is somewhat dated, I thought you still might find the findings of interest:

**Why Should You Invest in PSIA-AASI's Children's Specialist (CS) Programs?**

*Snowsports Business — The Good News:* "Downhill Snowsports visits post[ed] an impressive rebound to a total of 56.6 million. At a preliminary estimate of 56.6 million visits, the U.S. ski industry recorded its largest year-over-year percentage gain (up 11.0 percent) and absolute gain (up 5.6 million) in 30 years. Downhill snowsports visits were up in each of the six geographic regions of the US and in all four size categories of ski areas." (2012/13 NSAA/Kottke National Preliminary Report)

*Snowsports Business — The Not So Good News:* "A total of 127 areas provided data on total lesson volumes for both 2012/13 and 2011/12. At these resorts, total lessons given were up a slight 0.6 percent (21,323 lessons per area), while total visits at this same resort sample increased by 8.3 percent. As a result, the lesson participation rate declined by 7.1 percent. Maintaining or increasing this lesson-to-visits penetration ratio will be important in the long-term growth of Snowsports." (2012/13 NSAA/Kottke National Preliminary Report)

*Where and How Can I Grow My Business? Food for thought:* "Children were more likely than adults to take alpine lessons (83.4percent vs. 73.6 percent). Conversely, children were less likely than adults to take snowboard lessons (16.6percent vs. 26.4 percent). One might speculate on the reasons for the relative disinterest in lessons by snowboarders. Regardless, this lower ratio may represent an opportunity for increased marketing and outreach by resorts, and programs to stimulate snowboarder lesson participation." (2011/12 NSAA/Kottke National Report)

"Children's lessons were more prevalent (58.5 percent of lessons) than adult lessons (41.5 percent). By age, the Midwest and Pacific Northwest regions give the highest proportion of children's lessons (64 percent each), followed by the Northeast (62 percent), Rocky Mountains (60 percent), Pacific Southwest (53 percent) and Southeast (43 percent)." (2011/12 NSAA/Kottke national report)

As a snowsports manager, you understand the benefit of instructor certification, and its value in providing a better product and enhanced customer service. If a significant portion of your lesson volume and revenues are driven by children's lessons, here's why you should consider adding PSIA-AASI's Children's Specialist programs to your instructor training efforts:

*What are the benefits for your guests?*

PSIA-AASI's Children's Specialist programs provide additional instructor education—so instructors can better understand how children develop physically, mentally, and emotionally—at different stages and ages. This information becomes even more valuable when applied in family lesson environments.

*What are the benefits for your instructors?*

- ◆ Instructors that have gone through the CS program are more adaptable and can think quicker on their feet;
- ◆ The Children's Specialist program inspires creativity, adds a level of fun to the education process, and goes into more depth on children's development and its impact in creating a dynamic snowsports lesson;
- ◆ The Children's Specialist program allows instructors from different disciplines to participate in the same group, which allows for a sharing of distinctive views and new ideas.

*"One of my best learning experiences. I learned a lot and I can say that all that information is really useful in my classes right now. My class handling is better, my kids are happier, and their safety is almost always guaranteed. The clinician was one of the nicest guys I met - always ready to hear [about] our teaching experiences and share his passion for teaching the little guys. I think that PSIA should encourage more instructors to take this training, it is really needed,"* PSIA-W Instructor – after attending a CS event, March 2013.

*"I have been instructing children for quite a while but wanted to learn to teach better. I did not come to the event with the thought that I was already really good at it, so I could just continue on as always. I was not disappointed. The clinics and the process opened up so much more for me to learn and start practicing right away that apply directly to my present job,"* PSIA-W Instructor – after attending a CS event, February 2013.

*What does this mean for you?*

Regardless of your certification level, if you're interested in enhancing your teaching knowledge base, understanding why some things work (and some things don't) for specific ages, and possibly increase your earning potential, *please consider taking one of our CS events next season.*

**In other news:**

The NCTF has had numerous member inquiries regarding CS credential reciprocity with other Snowsports federations/associations. Unfortunately, at this time, no international children's credentialing agreements are in place; you must be a member of PSIA/AASI, and have your Level 1 and/or Level 2 certification to receive a CS certificate.

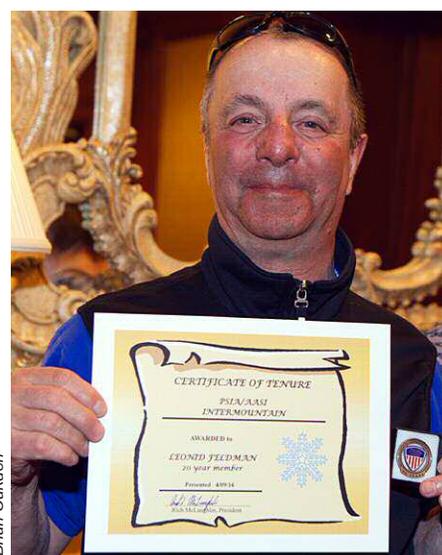
The CS Team is working on minor revisions to the CS1, CS2 and CS3/ACE3 workbooks this summer. The updated workbooks – as well as a 2016-17 Program Syllabus will be posted in the fall. – **Thanks for your continued support.**

**Great continued from previous page**

colleagues in other divisions. I want to understand and promote an active collaboration across divisions, from both a PSIA perspective and from an AASI viewpoint.

As the new at-large representative for the membership, I need the support of *all* my PSIA-I/AASI-I colleagues if I am to be successful in my ambition to make PSIA-I/AASI-I great again for our membership. I *need* your input. I am willing to carry your concerns and your ambitions for our organization to our PSIA-I/AASI-I board, but I know that all the changes will not be delivered overnight, that we must choose the issues carefully, keeping in mind the resources available to PSIA-I/AASI-I.

It was not an accident that my election proposal and this article have my email address included. I will assure you that I am happy to be contacted at any time, to hear of your ideas and your concerns, to be your voice! – **Charles Rodger, a PSIA-I/AASI-I board member and Alpine Level 1 instructor,, can be reached at: us01220@gmail.com**



Brian Oakden

PSIA/AASI Intermountain member Leonid Feldman displays his 20-year award during the 2016 Spring Clinic at Sun Valley.

## Achievements and Awards: Certification

### Alpine Certification

#### Level 1

|                       |               |                        |              |                        |              |                    |              |
|-----------------------|---------------|------------------------|--------------|------------------------|--------------|--------------------|--------------|
| Albers, Taylor        | Park City     | Grunow, Lani           | Snowbasin    | Patronis, Rodrigo      | Deer Valley  | Hovey, Rick        | Park City    |
| Aldred, Daryn M.      | Sundance      | Gwin, Larry J.         | Park City    | Patterson, Clair A.    | Deer Valley  | Hymas, Steve       | Powder Mt    |
| Antola, Carlo L.      | Snowbird      | Haarer, Eric           | Deer Valley  | Petersen, Todd B.      | Solitude     | Jensen, Caleb      | Sundance     |
| Archbold, Philip      | Park City     | Haarer, Eric           | Deer Valley  | Pettigrew, Skylar A.   | Park City    | Johnson, Iain      | Park City    |
| Arnold, Ashley M.     | Brighton      | Hagedorn, Andrew W.    | Solitude     | Phillips, Joel H.      | Brian Head   | Johnson, Michael   | Solitude     |
| Ash, Reggie           | Park City     | Haigh, Jonathan        | Park City    | Pollock, Calvin J.     | Deer Valley  | Johnson, Shane     | Deer Valley  |
| Babcock, Michaela     | C.Cherry Peak | Hanan, Matthew L.      | NAC          | Pong, Madison          | Beaver Mt    | Jones, Lindsay     | Beaver Mt    |
| Baker, Brandon K.     | Alta          | Hansen, Sarah          | Brighton     | Porreca, William       | Deer Valley  | Kampe, Stefan      | Deer Valley  |
| Ball, Jackson         | NA            | Harrop, Rhonda K.      | Sundance     | Prager, Jesse          | Jackson Hole | Kelley, Stan       | Powder Mt    |
| Bambach, Matt G.      | Jackson Hole  | Harward, Brinnlie E.   | Deer Valley  | Reichert, Melissa      | Snow King    | Knutson, Heidi     | Snowbasin    |
| Barsketis, Justin J.  | Park City     | Haslam, Luigi          | Snowbird     | Reis, Tina             | Deer Valley  | Krochmal, Michael  | Deer Valley  |
| Barton, Richard A.    | Deer Valley   | Heackley, Mike J.      | Deer Valley  | Richards, Collin J.    | Sundance     | Krumwiede, Pam     | Pebble Creek |
| Beatty, John W.       | Jackson Hole  | Heasley, Sarah         | Snowbird     | Rosenfield, Kirstie G. | Park City    | Lindsey, Ryan      | Alta         |
| Beazer, David M.      | Cherry Peak   | Henry, Valerie G.      | Deer Valley  | Salisbury, Kyle        | Sundance     | Maffei, Robin      | Jackson Hole |
| Beihl, Ian F.         | Jackson Hole  | Hepworth, Alex         | Cherry Peak  | Samuels, Matt D.       | NA           | Matheron, Jess     | Park City    |
| Belk, Sam             | Jackson Hole  | Herbert, Amanda C.     | Park City    | Sayre, Daniel P.       | Brighton     | Mersereau, Steve   | Snowbird     |
| Beney, Pierre-Jean    | Brian Head    | Hickman, Jim           | Brighton     | Seigny, Amanda         | Brighton     | Michalko, George   | Deer Valley  |
| Bennett, Amanda M.    | Alta          | Hitchcock, Kaitlin D.  | Alta         | Sharp, Scott c.        | Park City    | Miller, Phil       | Snowbasin    |
| Bernhard, Matt R.     | Park City     | Hogan, Jim T.          | Park City    | Sirignano, Paulie W.   | Snowbird     | Morse, Jesse       | Snowbird     |
| Bernstein, David M.   | Solitude      | Hortin, Joshua M.      | Cherry Peak  | Smith, Daine           | Deer Valley  | Passage, Chris     | Deer Valley  |
| Binger, Elsa G.       | Jackson Hole  | Hudson, John M.        | Park City    | Smith, Jeffrey L.      | Snowbird     | Praggastis, Chris  | Alta         |
| Bishop, Cassidy       | Beaver Mt     | Hugo, Lauren J.        | NA           | Spinelli, Franco A.    | Snowbird     | Rainey, Nancy      | Deer Valley  |
| Bond, Kristen         | Deer Valley   | Iglesias, Facundo N.   | NA           | Stankey, Naoka         | Snowbasin    | Rector, Mark       | Jackson Hole |
| Bouchard, Shae L.     | Targhee       | Johnson, Timothy K.    | Deer Valley  | St Clair, Gina M.      | Snow King    | Ryon, Charles      | Snowbird     |
| Bradshaw, Diane       | Deer Valley   | Kalt, Haley C.         | Sundance     | Stember, John          | Snow King    | Scharp, Trey       | Jackson Hole |
| Braun, Ira            | Park City     | Kaufman, Chelsea C.    | Park City    | Stephens, Tessa M.     | Park City    | Schiner, Shannon   | Jackson Hole |
| Brennen, Alex P.      | Park City     | Kelly, Denise L.       | Sundance     | Stern, Daniel H.       | Deer Valley  | Schrieber, Michael | Deer Valley  |
| Brinkerhoff, Ann      | Sundance      | Klemme, Alex S.        | Deer Valley  | Swearingen, Colton     | Park City    | Seamons, Sarah     | Deer Valley  |
| Brooks, James R.      | Jackson Hole  | Knighon, Suzanne B.    | Jackson Hole | Tasevac, Aydin         | Snowbird     | Slade, Rina        | Park City    |
| Brower, Kyle          | Sundance      | Krajewski, Matthew     | Park City    | Taylor, Bryce          | Brian Head   | Sorger, Michelle   | Park City    |
| Bryk, Jonah S.        | Deer Valley   | Krieger, Lance F.      | Jackson Hole | Thelen, Jacob M.       | Snowbird     | Stover, Evan       | Jackson Hole |
| Byrne, Michael S.     | Solitude      | Kranglow, Jessica      | Jackson Hole | Thompson, Linda J.     | Brian Head   | Swearingen, Colton | Park City    |
| Byrne, Michael S.     | Sundance      | Larsen, Courtney R.    | Cherry Peak  | Thomson, Amanda B.     | Cherry Peak  | Teranes, Michael   | Park City    |
| Campbell, Josh S.     | Sundance      | Leaman, Debbie         | Brighton     | Tiszenkel, Matthew A.  | Deer Valley  | Vetterli, Kent     | Park City    |
| Carkeek, Kelsey M.    | Jackson Hole  | Leavitt, Jonathan F.   | Deer Valley  | Tobin, Keigan M.       | Snowbird     | Weston, Bret       | Deer Valley  |
| Chapman, Clare A.     | Alta          | Lebold, Stephanie D.   | Park City    | Tomasini, Josh S.      | Snowy Range  | White, Bud         | Brighton     |
| Christie, Robert L.   | Park City     | Leckington, Marcene C. | Park City    | Trask, Hannah C.       | Jackson Hole | Wilson, James      | Park City    |
| Claflin, Michael K.   | Sundance      | Lessels, Abigail       | Deer Valley  | Turcotte, Elizabeth A. | Targhee      |                    |              |
| Coles, Rhett          | Sundance      | Lewallen, Reed         | NAC          | Tuttle, Ana            | Alta         |                    |              |
| Comstock, Mackenzie   | Park City     | Li, Ningnan            | Park City    | Vallejo, Margaret      | Park City    |                    |              |
| Cottle, Tanner        | Alta          | Lord, Taylor M.        | Snowbasin    | Vignogna, Joseph D.    | Park City    |                    |              |
| Crawley, Sally A.     | Brighton      | Loutrel, Lara D.       | Snowbird     | Weber, Stephen         | Targhee      |                    |              |
| Crowther, Charlie     | Park City     | Lytle, Chuck R.        | Deer Valley  | Willey, Jeremy         | Sundance     |                    |              |
| Daniell, Corrine C.   | Park City     | Maghiar, Martin J.     | Park City    | Williams, Michael B.   | Alta         |                    |              |
| De Leon, Daniel       | Park City     | Malloy, Elysia K.      | Brighton     | Wilson, Ken A.         | NAC          |                    |              |
| De Leon, Daniel       | Park City     | Masliah, Laurent A.    | Park City    | Winn, David O.         | Cherry Peak  |                    |              |
| Dean, Natalie O.      | Deer Valley   | Mason, Julia           | Park City    | Wolfe, Mary C.         | Targhee      |                    |              |
| DeCol, Tyler          | Park City     | Mayfield, Craig D.     | Park City    | Wright, Samuel L.      | Alta         |                    |              |
| Dempster, George W.   | Park City     | McDermott, Brian P.    | Targhee      | Zeliff, Caite W.       | Jackson Hole |                    |              |
| Detweiler, Kelly C.   | Deer Valley   | McDonough, Daniel J.   | Deer Valley  | Zukerman, Brad S.      | Solitude     |                    |              |
| DeVincendis, Kate S.  | Alta          | McGill, Sean P.        | Park City    | Zwaan, John A.         | Park City    |                    |              |
| Diebold, Lindsie W.   | Targhee       | Mcllwaine, Ross D.     | Park City    |                        |              |                    |              |
| Downs, Tyler          | Sundance      | Mehring, Stephen       | Snowbasin    |                        |              |                    |              |
| Drummond, Jennifer L. | NA            | Mercado, Bacilio       | NA           |                        |              |                    |              |
| Dryden, Stephen A.    | Deer Valley   | Meyer, Stephanie       | NA           |                        |              |                    |              |
| Eddy, Travis          | Park City     | Miani, Marne'          | Brian Head   |                        |              |                    |              |
| Einhorn, Eric C.      | NAC           | Mock, Katelyn          | Snowbird     |                        |              |                    |              |
| Ellison, Kathryn J.   | Deer Valley   | Montgomery, Lauren R.  | Park City    |                        |              |                    |              |
| Fairchild, Brad C.    | Park City     | Moulton, Jacob S.      | Brian Head   |                        |              |                    |              |
| Fitzgerald, Karlie M. | Park City     | Muckler, Brett P.      | Deer Valley  |                        |              |                    |              |
| Fleer, August         | Park City     | Murphy, Trevor         | Park City    |                        |              |                    |              |
| Fonnesbeck, Tyler     | Park City     | Myers, Steven W.       | Park City    |                        |              |                    |              |
| Gannett, Anna T.      | Deer Valley   | Nagle, Joseph          | NA           |                        |              |                    |              |
| Giannini, Alissa      | Targhee       | Nedurian, Taylor L.    | Solitude     |                        |              |                    |              |
| Gosch, Allison B.     | Park City     | Newcomb, Randy W.      | Park City    |                        |              |                    |              |
| Graf, Dave            | Snowbasin     | Nielsen, Brian H.      | Snow Basin   |                        |              |                    |              |
| Greene, Nicki         | Snowbasin     | Nissen, Bailey J.      | NAC          |                        |              |                    |              |
| Greenwald, Denise F.  | Snowbird      | Nolan, Tim             | Targhee      |                        |              |                    |              |
| Griffeth, Linda       | Cherry Peak   | Orr, Mallory S.        | Snow King    |                        |              |                    |              |
|                       |               | Oversby, Courtney      | Jackson Hole |                        |              |                    |              |
|                       |               | Pagels, Casey          | NAC          |                        |              |                    |              |
|                       |               | Palola, Aniken         | Alta         |                        |              |                    |              |

#### Alpine Level 3

|                     |              |
|---------------------|--------------|
| Ahles, Tyler        | Jackson Hole |
| Berger, Laura       | Jackson Hole |
| Brideau, Ray        | Snowbird     |
| Brooks, Herbert     | Jackson Hole |
| Decker, Chris       | Snowbird     |
| Dunne Rosch, Joseph | Park City    |
| Eldred, John        | Alta         |
| Gerdin, Theresa     | Jackson Hole |
| Haaser, Craig       | NA           |
| Handman, Luke       | Snowbasin    |
| Johnson, Julie      | NA           |
| Johnston, Cordell   | Alta         |
| Kohlmoos, Cassidy   | Jackson Hole |
| Miller, Elizabeth   | Targhee      |
| Muecke, Susi        | Snowbird     |
| O'Malley, Megan     | NA           |
| Owen, Patrick       | Jackson Hole |
| Russell, Jared      | Snowbasin    |
| Simonds, Seth       | Deer Valley  |
| Smith, Tim          | Deer Valley  |
| Swearingen, Colton  | Park City    |
| Teresko, Nick       | Deer Valley  |

#### Alpine Level 2

|                    |              |
|--------------------|--------------|
| Abel-Ernst, Rachel | Jackson Hole |
| Allen, Teresa      | Snowbasin    |
| Armbrecht, Henry   | Deer Valley  |
| Baumgartner, Keith | Deer Valley  |
| Brennan, Max       | Alta         |
| Brown, Chris       | Brian Head   |
| Byrne, Jerome      | Solitude     |
| Callahan, Tim      | Deer Valley  |
| Chalova, Katya     | Deer Valley  |
| Cho, Albert        | Deer Valley  |
| Coleman, Sandy     | Park City    |
| Delaney, Laura     | Brighton     |
| Doty, Jonathan     | Alta         |
| Falsone, Dominic   | Deer Valley  |
| Fritsche, Debbie   | Deer Valley  |
| Ganer, Sky         | Jackson Hole |
| Havlicak, Austin   | Park City    |
| Heymering, Matthew | Brighton     |

## Achievements and Awards: Certification and Accreditations

### Snowboard Certification

#### Level 1

|                     |                  |
|---------------------|------------------|
| Boyce, Sierra       | Targhee          |
| Drooks, Jared       | Jackson Hole     |
| Meyers, Tyler       | Targhee          |
| Shenefelt, Aspen    | Jackson Hole     |
| Sloven, Jonah       | Jackson Hole     |
| Starich, Olivia     | Jackson Hole     |
| Baveda, Igor        | Brighton         |
| Cazavilan, Caz      | Snowbird         |
| Davis, Nathan       | Brighton         |
| Hopkins, Garrett    | Park City        |
| Mays, Kyle          | Park City        |
| Bertelsen, Samantha | Park City        |
| Blythe, Patrick     | Snowbird         |
| Gianvito, Daniel    | Powder Mt        |
| Atchison, Luke      | Park City        |
| Harris, McKensee    | Park City        |
| Nuttall, Chase      | Park City        |
| Greenberg, Janie    | Park City        |
| Drumiler, Jordan    | Park City        |
| Weber, Preston      | Snowbird         |
| Smith, Jeffrey      | Snowbird         |
| Dwyer, Nick         | Solitude         |
| Levy, Brett         | Park City        |
| Roelofs, Tim        | Brian Head       |
| Kobrin, Scott       | Park City        |
| Moulton, Jacob      | Brian Head       |
| Watkins, Mark       | Western Division |
| Taylor, Bryce       | Brian Head       |
| Johnson, Trevin     | Brian Head       |
| Caccavella, Nick    | Brian Head       |
| Blanchard, Nathan   | Brian Head       |
| Giffin, Nicholas    | Brian Head       |
| Holiman, Jordan     | Brian Head       |
| Echivarre, Boz      | Park City        |
| Carpenter, Gwynee   | Jackson Hole     |
| Fitting, Lennon     | Park City        |
| Gasper, Michele     | Snowbird         |
| Nielsen, Jacob      | Park City        |
| Thiriot, Brandon    | Park City        |
| Black, Jonathan     | Park City        |
| Davis, John         | Park City        |
| Farrer, Dallin      | Park City        |
| Handman, Luke       | Snowbasin        |
| Lovelace, Madison   | Park City        |
| Mikulich, Matthew   | Park City        |
| Robinson, Scott     | Snowbasin        |
| Scheffler, Mitch    | Park City        |
| Sibley, Konnor      | Park City        |
| Solt, Josh          | Park City        |
| Vega, John          | Park City        |
| Weatherley, Paul    | Park City        |

#### Level 2

|                 |                    |
|-----------------|--------------------|
| Linford, John   | Snowbasin / Powder |
| Fredricks, Nick | Jackson Hole       |
| Higgins, Jack   | Park City          |
| Katz, David     | Jackson Hole       |
| Taylor, Mark    | Snowbasin          |
| Emery, Kevin    | Jackson Hole       |
| Smith, Jeffrey  | Snowbird           |

#### Level 3

|                 |           |
|-----------------|-----------|
| Gambino, Hunter | Park City |
|-----------------|-----------|

### Adaptive Certification

#### Alpine Level 1

|                      |              |
|----------------------|--------------|
| Ream, Kaden R.       | NAC          |
| Stromberg, Hannah E. | NAC          |
| Bohrer, Jan          | NAC          |
| Lewallen, Reed       | NAC          |
| Einhorn, Eric C.     | NAC          |
| Durham, S T.         | Targhee      |
| Meyers, Tyler W.     | Targhee      |
| Trask, Hannah C.     | Jackson Hole |
| Pilon, Lindsay       | Targhee      |
| Ferneyhough, Alex    | NA           |
| Giannini, Alissa     | Targhee      |
| Quint, Kristine A.   | Targhee      |
| Monk, Paul           | Targhee      |
| Beadle, Kirstin      | Jackson Hole |
| Robey, Katherine M.  | Targhee      |
| Bowen, Emma D.       | Targhee      |
| Tortel, Reve         | Park City    |
| Wilson, Ken A.       | NAC          |
| Hanan, Matthew L.    | NAC          |
| Ryan, Matthew J.     | NA           |
| Leard, Joshua M.     | NAC          |
| Godleski, Christine  | NAC          |

#### Alpine Level 2

|                     |                |
|---------------------|----------------|
| Bitterfeld, Leandra | NAC            |
| Keir, Devon A.      | NAC            |
| Morton, Hunter L.   | NAC            |
| Glos, Adam          | Jackson Hole   |
| Bartlett, Pete N.   | Jackson Hole   |
| Grover, Janalee     | Targhee        |
| Wolf, Sarah T.      | Eagle Mountain |
| Smilek, Christopher | Eagle Mountain |
| Biggerstaff, Chad   | Eagle Mountain |
| Sanders, Tara       | Targhee        |

### Nordic Certification

#### Cross Country Level 1

|                 |              |
|-----------------|--------------|
| Lindsay Hale    | Sundance     |
| Ashly McQueen   | NA           |
| Jennifer Ritter | Ogden Nordic |
| Kristen Makanoa | NA           |
| Jason Thornton  | NA           |
| Kendall Heller  | NA           |
| Michael Nagro   | NA           |
| Justin McQueen  | NA           |
| Luke Zeleznick  | Ogden Nordic |
| Melisa Griffith | NA           |
| Any McQueen     | NA           |

#### Telemark Level 2

|                |           |
|----------------|-----------|
| Diego Allolio  | Snow King |
| Carvel Harward | Brighton  |

### Children's Specialist

#### CS1

|                    |                |
|--------------------|----------------|
| Teresa Allen       | Snowbasin      |
| Laura Delaney      | Brighton       |
| Stephanie Ensign   | Snowbasin      |
| Matthew Heymering  | Brighton       |
| Jeremiah McFerrin  | Park City      |
| David Petersen     | Snowbasin      |
| Ashley Pitcher     | Park City      |
| Daniel Ybarra      | Sundance       |
| Sierra Boyce       | Grand Targhee  |
| Lindsie Diebold    | Grand Targhee  |
| Ben Dunbar         | Grand Targhee  |
| Tyler Durham       | Grand Targhee  |
| Alex Ferneyhough   | Not affiliated |
| Alissa Giannini    | Grand Targhee  |
| Julia Pieper       | Grand Targhee  |
| Lindsay Pilon      | Grand Targhee  |
| Kristine Quint     | Grand Targhee  |
| Hillary Clairmont  | Jackson Hole   |
| Nick Farney        | Jackson Hole   |
| Rachel Helmerichs  | Jackson Hole   |
| Suzanne Knighton   | Jackson Hole   |
| Mike McGee         | Not affiliated |
| Scott Meissner     | Jackson Hole   |
| Russell Nelson     | Jackson Hole   |
| Susan Nestor       | Park City      |
| Sarah Wemple       | Jackson Hole   |
| Martha Anderson    | Not affiliated |
| Hollis Davenport   | Jackson Hole   |
| Eric Dorr          | Jackson Hole   |
| Cassie Elliott     | Jackson Hole   |
| Kevin Emery        | Jackson Hole   |
| Jack Graig-Tiso    | Jackson Hole   |
| Greta Junker       | Not affiliated |
| Cassidy Kohlmoos   | Jackson Hole   |
| Judy Kortum        | Snow King      |
| Jessica Langlow    | Jackson Hole   |
| Bing Linhardt      | Jackson Hole   |
| Kris Lunde         | Jackson Hole   |
| Ryan McCartney     | Snow King      |
| Graham Messe       | Jackson Hole   |
| Echo Miller        | Jackson Hole   |
| Ted Oliver         | Jackson Hole   |
| Jesse Prager       | Jackson Hole   |
| Jeff Silliman      | Jackson Hole   |
| Sam Sturgeon       | Not affiliated |
| Abigail Verthein   | Jackson Hole   |
| Daniel Brown       | NAC            |
| Julie Burkholder   | Park City      |
| Nancy Capobianco   | Not affiliated |
| Katya Chalova      | Deer Valley    |
| Dave Del Carlo     | Snowbasin      |
| Kelly Detweiler    | Deer Valley    |
| Monika Duran       | Park City      |
| Chris Gaillard     | NAC            |
| Lance Helberg      | Park City      |
| Shane Johnson      | Deer Valley    |
| Chris Sherman      | Park City      |
| Tim Smith          | Deer Valley    |
| Thomas Bingham     | Wolf Ridge     |
| Joey Dempster      | Park City      |
| Erin Einhorn       | NAC            |
| Sandra Garrett     | Deer Valley    |
| Sarah Heitman      | Park City      |
| Scott Kobrin       | Park City      |
| Brett Krummenacher | Deer Valley    |
| Dan Levinson       | Park City      |
| Paul Pearson       | Deer Valley    |

|                  |             |
|------------------|-------------|
| Tessa Stephens   | Park City   |
| Daun Van Sickle  | Deer Valley |
| Kent Vetterli    | Deer Valley |
| Courtney Winegar | Snowbasin   |
| Kelly Anderson   | Park City   |

#### CS2

|                    |                         |
|--------------------|-------------------------|
| Tera Adams         | Park City/ NAC          |
| Philippe Astie     | Park City               |
| Teri Cooper        | Not affiliated          |
| Nathan Jarvis      | Park City               |
| Pat Pond           | Deer Valley             |
| Tim Sattelmeyer    | Park City               |
| Derek Althof       | Deer Valley             |
| Sean Baker         | Jackson Hole            |
| Trip Barden        | Jackson Hole            |
| Grant Bishop       | Jackson Hole            |
| Arvin Cheng        | Jackson Hole            |
| Abigail Matalavage | Jackson Hole            |
| Jesse Morse        | Snowbird                |
| Joey Stoeger       | Snowbird                |
| Sam Sturgeon       | Not affiliated          |
| Patti Ardovino     | Deer Valley             |
| Michelle Argentine | Deer Valley             |
| Laura Berger       | Jackson Hole            |
| Chris Brown        | Brian Head              |
| Daniel Brown       | National Ability Center |
| Jill Calhoun       | Deer Valley             |
| Megan Hanrahan     | Park City               |
| Jamie Hill         | Park City               |
| Damion Lee         | Park City               |
| Seth Morris        | Park City               |
| Daniel Powell      | Park City               |
| Jenna Powell       | Park City               |

#### CS3

|                |              |
|----------------|--------------|
| Paul Franzeim  | Jackson Hole |
| Theresa Gerdin | Jackson Hole |
| Ryan Ravinsky  | Jackson Hole |
| Evan Toal      | Jackson Hole |

### Alpine Freestyle

|                   |              |
|-------------------|--------------|
| Prager, Jesse     | Jackson Hole |
| Hagood, Nathaniel | Jackson Hole |
| Moore, Alden      | Jackson Hole |
| Meissner, Scott   | Jackson Hole |
| Bates, Natalie    | Jackson Hole |
| Messe, Graham     | Jackson Hole |

### Snowboard Freestyle

|                  |              |
|------------------|--------------|
| Emery, Kevin     | Jackson Hole |
| Wiley, Cristina  | Jackson Hole |
| Shenefelt, Aspen | Jackson Hole |

## Ron Kipp, 40 Years

Raised on Mt. Hood in Oregon it was only natural that I started my teaching there. In 1976 I took my Associates test not having any idea what it even was. Our ski school supervisor was the Division Certification VP, so it was, I guess, required. Seeing and meeting instructors from other ski schools was a real eye opener to this home town kid.

In 1980 after making some derogatory

comments about PSIA, a good friend told me that it is not right complain if you don't know the idiosyncrasies of the organization. So, I went to the divisional examiner and clinic leader tryouts and was selected. A couple years later I got selected to the NW Tech Team and then to represent the NW on the National Examiner exchange. To fulfill my off-snow knowledge void, I got voted onto the NW BOD. This opened my eyes not only divisionally but nationally as well.

1986 moved to Snowbird, got selected to the last PSIA?I Alpine Team. A couple of National Demo Team tryouts and now as the older guy find myself now on the other side of the score card at the PSIA Alpine Team tryouts for which I am proud.

PSIA has been an important part of my professional and personal growth. Teaching makes you a good learner which I think serves basic underlying components of human nature. My professional career has always been related to ski teaching in some way.

## Instructors of the Year

### Alta

Jim McArdle Full Time  
Neal Sorensen Part Time

### Beaver Mountain

Erica Seamons

### Brian Head

Jordan Cotts

### Brighton

Bud White

### Cherry Peak

Courtney Larsen  
Matt Oare Ride

### Deer Valley

John Close  
Privates/Training  
Kent Vetterli Children's

### Eagle Point

Kim Peterson

### Grand Targhee

Janalee Grover  
Paul Monk Snowboard

### Jackson

Beth Carlson Adult Alpine  
Rachel Sheidow Adult Ride  
Pat Milligan Youth Alpine  
Kevin Emery Youth Ride

### Kelly Canyon

Melissa Holm

### NAC

Devon Kier  
Christine Godleski Rookie  
of the Year

### Nordic Valley

Paulette Nyman

### Park City

Stefan Gosch  
Jack Higgins Snowboard

### Pebble Creek

Sarah Bartholf

### Powder Mountain

Daniel Giantvo

### Snowbasin

Dave K. Petersen

### Snowbird

Ray Brideau  
Jeff Smith Ride

### Snow King

Judy Kortum

### Solitude

Kelly Boardman-Fowler

### Sundance

Frank Young

## Membership

### 20 year

Michelle Barratt  
Stephen Bigger  
John Brill  
Jim Brown  
John Carlson  
Hal Charlesworth  
Marlene Darling  
Beate Ely Croft  
Donna Everitt  
John Everitt  
Leonid Feldman  
Gregory Fransen  
Mya Frantti

Brian Frees  
Arthur Haskell  
Gary Herbert  
Jason Heimink  
Brooke Hontz  
Jeremy Jolley  
Kyle Kostohris  
Randall Larsen  
Rion Martell  
Jeremy Mayor  
Thad McGowan  
Barry McKay  
Richard McLaughlin  
Karen Meleca-

Fredrickson  
Lorenzo O Falan  
Peggy Philbrick  
Matthew Shaw  
Scott Sherner  
Don Simon  
Musret Tasevac  
Ryan Turner  
Eric Uquillas  
Cory Wright

### 30 Year

Dana Adams

Mark Battaglia  
Marian Blaser  
Anne Brown  
Robert Greene  
Kim Hoover  
Bruce Keller  
JudyAnn Klco  
Terry Loiselle  
Craig Panarisi  
Lisa Price  
Brian Righter  
Dub Shawhan  
Gregory Short  
Helene Taylor

Stewart Walz

### 40 year

Janie Fausold  
Pete Friedman  
Carolyn Fushimi  
Chip Herron  
Linda Heymering  
Ron Kipp  
Nancy Kronthaler  
Robert LaMoure  
Carrie Lee  
Steven McFarland

James Menei  
R.K. Olsen  
Dori Pratt  
Scott Rissmann  
Thomas Prosek  
Francis Wikstrom

### 50 year

Robyn Christiansen  
John Dobrosky  
William Goldberg  
John Raemer  
William Selvage

## Spring Clinic 2015 Silent Auction Donors

The 2016 Spring Clinic Silent Auction was a great success. Please stop in and thank the following donors:

Aloho  
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Earl Middlemiss  
Evan Ricks  
Grand Targhee Resort  
Icebreaker  
Kitty Kubacki

Mary Flinn Ware  
Ron Kipp  
Maggie Loring  
Mike Thurgood  
Oh My Jewelry  
Ski & See  
Snowbird Mountain School  
Snowbird Ski & Summer Resort

Sport Loft  
Stage Stunt Goggle  
Sure Foot  
Superior Tune  
Swany  
US Ski Team  
Wasatch Powder House

## A better version

*We loaded in the van  
Off to an test  
I had no idea  
It seemed like a fest.*

*The day was done  
They gave me a pin  
A beer with new friends  
I think I found my kin.*

*With orange stretch pants  
and wind in my hair  
I loved this life  
I lived without a care.*

*Powder to crud  
snow to rain  
I learned all I could  
It was filling my brain.*

*Clinics, exams, and tryouts,  
manuals for studies  
this is what we did  
me and buddies.*

*Exams never ceased  
Now they gave me a book  
This is what you do  
And this is where you look.*

*Is it skidded or carved?  
Round or square?  
I will be there to help you  
If you would please dare.*

*My pants are no longer orange  
and now my ski family has many  
I am so happy with this life  
It has filled me plenty.*

**— Ronald W. Kipp a PSIA-I DECL and Alpine Sport Education Manager for the US Ski and Snowboard Association**

## Tom Prosek, 40 years

Growing up in the Midwest where the fairways are lush and flat, downhill skiing was not an option for me. Attending the University of Utah, I started skiing at Snowbird. Ski teaching began with the Granite school district program at Park West. Graduating from the U in 1976 and joining PSIA-I at the Spring Clinic, I was set to begin a career in ski teaching.



PSIA/ASSI Intermountain members Ron Kipp, Dori Pratt, Chip Herron, Nancy Kronthaler and Tom Prosek received 40-year member awards at the 2016 Spring Clinic in Sun Valley.

Surviving the worst drought year ever and earning Associate certification (Level 2), I was hired at Alta in 1978, achieving Full certification (Level 3) in 1979. Building a private lesson clientele, working trail crew in summers, racing masters and earning USSA level 1 coaching, immersed me in ski teaching.

Returning to the Midwest one summer, I had an opportunity to work in the trading pits in Chicago. As my interest in this business grew, I became a commuter instructor, teaching privates at Alta and being a Market Maker in the pits of Chicago. Torn between two diverse worlds, I got some advise from Alf Engen. He grabbed my arm (he would do that when he wanted your undivided attention) he said You go, do the best you can, then come back . Following his advise, after 20 years in the pits, I came back to Alta in 2006.

I kept current with PSIA, attending national academies in Val d' Isere, Chamonix, Whistler and some local clinics. These days I spend my winters enjoying teaching and skiing good snow with friends. Summers are spent cycling to stay in shape and waiting for winter. ■

## Dori Pratt, 40 Years

My family moved to Park City, in 1960. I was five, my dad was enthralled with skiing, so we spent every weekend at Snow Park, (where Deer Valley is now). We skied in the morning, used up our ten punch pass and then went tubing till dark.

When Park City Resort was built and open in 1963 [as Treasure Mountain] we started to ski there. I had lessons with some of the ski instructors who would later become my mentors when I became a ski instructor at the age of 17, in 1973.

I taught at Park City until 1981, when Deer Valley opened, I was one of 25 ski instructors its first year. I taught there for two years, returned to Park City, became an examiner, served on the PSIA-I Board of Directors for two terms, met my husband (Tom Pettigrew) as his examiner, got married, got a real job, had a kid, quit real job, back to teaching skiing at Deer Valley for the past 15 years. I am a full time artist, (jeweler, painter), I have multiple college degrees, a mother, a wife, a golfer, a horseback rider, a bike rider, and a new knee survivor. ■

## Children's Manuals

We have children's manuals and handbooks available. Visit the [psia-i.org](http://psia-i.org) store or contact the office for details.



### The Instructors EDGE

A publication of:  
PSIA Intermountain Division,  
AASI Intermountain Division  
7105 Highland Dr., Suite 201  
Salt Lake City, Utah 84121

## Event Coordinator Position

PSIA AASI Intermountain Division is hiring a new position, Events Specialist Coordinator. This Coordinator will work in

conjunction with the Discipline Managers (DM'S) and office staff to schedule, coordinate and manage the logistics of PSIA-AASI Intermountain

(IMD) assessments, clinics and events. Please contact [admin@psia-i.org](mailto:admin@psia-i.org) for additional information. ■

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## Omission

This portion of Alpine Education Manager Stephen Helfenbein's Alpine Education column did not appear in the Spring/Summer Edge. Here is the rest of Stephen's article.

### *EDUCATION continued from 7*

super creative and original teaching segment. I'll bet the selectors have already heard my idea hundreds of times over the years."

In spite of all that, there are things about each tryout that are amazing!

The talent — you are with the best pros in America! Both the selectors and your peers are THE leaders, legends and innovators in our industry. The amount of experience already compiled by everyone there is beyond quantification. The degree of commitment possessed by so many like-minded people is pure inspiration. The proximity to greatness is invigorating and intoxicating!

Competing — this is not something you get to do much as a ski instructor. Engaging in competitive scenarios is vital to our evolution in any context. However the tryout- context is weird. You are fully competing against one another for some pretty high stakes, but you also care about, support and collaborate with as many of your peers as you can. You would like the chance to be teammates with everyone once the dust settles.

Personal growth — all challenges possess the potential to educate. You are not entitled to the lessons though. There's more work required! You have to reflect, seek further information, greater support and go back into the gauntlet for more. Accessing this process can change skiing from a frivolous act of leisure into a metaphor for your life. It gives the opportunity to dare greatly, pursue doggedly, give selflessly and achieve humbly. This process can happen every day, multiple times a day potentially as well as over the span of decades.

This time through the process was successful not just because I had finally completed the mission I began over 20 years ago by earning a spot on the 2016 - 2020 team. It was a success because I am learning something new. As anyone who has ever fought hard to reach a goal can confirm, the feeling of arriving at the goal is just a bit hollow. You don't want to stay there too long. The more compelling realization is that so much more is waiting further ahead of you. I know precious little about what awaits, but I could not be more stoked to go ahead and remain engaged in the process of learning new things, seeking challenges and assessing progress.

Regardless of where you find yourself in your process, we share similar experiences and feelings. If I may be so bold as to offer advice based on my experience please know I do so with total humility and without expectation. Do not be overly focused on reaching the end. If your end is a certification pin, a pay raise, a sponsorship or promotion, these things are insufficient indicators of success. The process is the reward and your full engagement with it is success.

Please enjoy your summer, stay engaged and attack the coming winter with all the energy you can summon. I am looking forward to skiing with as many of you as I possibly can. ■