

THE INSTRUCTORS EDGE

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The Professional Ski Instructors of America

The American Association of Snowboard Instructors

Intermountain

Forty Years

Bette Wise-Steffen received her 40-year pin recently. This is her story.

By Bette Wise-Steffen

I am a native of Utah, but spent most of my youth in Wyoming and Oklahoma. I knew that my father had skied several times at Alta, riding the new single-seat Collins chairlift. My interest in skiing began, however, reading an article in our small town newspaper in Oklahoma about locals' trips to Vail and Aspen. When my family moved to Colorado, I was determined to become a skier. Under the tutelage of a new friend who had skied only a couple of times, using borrowed equipment, I skied for the first time in the spring of 1968. The addiction had begun. After a few tries at the crash-and-burn method, I took a group lesson from a female instructor. There I felt the joy of controlled steering and skidding of parallel skis for the first time.

I have had the privilege of learning from and working with many great skiers and teachers. While attending BYU, I learned to ski and to teach skiing from Karl Tucker and Steve Bagley. At Sundance, I worked with Junior Bounous and Jerry Warren. While continuing my



Joe Waggoner and Chris Katzenberger pose during the Big Sky Spring Clinic. Joe was elected to succeed Chris as the division president at the Intermountain Board of Directors May meeting. More Spring Clinic photos inside.

academic studies at the U of U, I taught skiing at Park West/Wolf Mountain, where I learned from Sid Jenson, David Peets, Marshall Fiese, and Joe Waggoner. I had the pleasure of continuing my skiing studies at Alta, working with Alf Engen, Max Lundberg, and Nic Nichol; and at Deer Valley under the

leadership of Sal Raio. I then returned to The Canyons, where I taught for many years.

While at BYU I helped coach the BYU ski team for a short time. Much later I volunteered as a USSA coach

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Your Last Paper Edge

The PSIA/AASI Board of Directors decided at its May meeting to lower costs and reduce waste by mailing the *Instructor's Edge* only to those people specifically requesting a hard copy. One of the largest budget line item costs for the division outside of payroll is the printing and mailing of the newsletter. People wishing to continue receiving the *Edge* in hard copy by mail must notify the office of that desire by email at admin@psia-i.org. The division website will continue to post the latest edition for browsing, download or printing. ■

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PROFESSIONAL SNOWSPORT INSTRUCTION IN THE INTERMOUNTAIN WEST



President's Message

By Christine Katzenberger

It's been a long four years with many challenges and successes. Joe Waggoner was elected by the board during our May meeting to be the next PSIA/AASI Intermountain Division president. His vision for the division and board will set our course. I thank Nancy Kronthaler, Joe Waggoner, and Kent Lundell for their support and understanding. I thank Carl for handing down his "Robert's Rules of Order" copy. A special thanks to past presidents Stew Marsh, Keith Lange, Clark Parkinson, Dave Boucher, Fran Wikstrom and Gene Palmer. They have listened and responded to many emails and questions during my time on the board. I hope to enlist their help for future questions. I also thank the many board members I have worked with through the years. This is a volunteer job that requires many hours and commitment. Thanks to Susan Oakden and the office staff for their help and assistance. Thanks too to the many schools in the Intermountain area. During these tough economic times, they have supported our member programs by hosting events at their areas.

Serving on the board has meant a great deal to me. I have learned from those around me and from the membership. I feel grateful for the support of the board and the Intermountain membership. I'm also grateful to Deer Valley and their support to let me be a member of their staff while serving on the board. John Guay, Ole Olsen, Michael Whitnall, Mary Bernasconi and many others have provided insight when I needed it most.

There are many challenges ahead, but I feel this is the best that the nine divisions have communicated for many years. I hope this dialogue continues and that we can be better partners with ASEA. This organization has survived much tougher times and I believe we're on a path to a better stronger organization. Our division is strong and I know its members will support our decisions.

Thanks to Nancy and Joe, we were able to make headway on board and member needs. We have tackled some tough issues. Joe has been a lifesaver on the budget and in communicating with ASEA leaders on our CRM4M system. His support and attention to the office staff has been extremely valuable. Nancy has responded to many members and I respect her for reaching out personally to each and every question. Some have not been so nice while others have surprised her with their kind words of support. Nancy has been a great promoter of our Spring Clinic, race camp and other special events. She is always there to make sure auctions and programs are successful and support those that she is able to convince to volunteer in any capacity.

I thank the educational staffs of all disciplines. They have been a great asset to our members and I encourage them to continue their quest to educate and certify members to the standard we come to know as Professional Snowsports Instructors. We are here to teach people to enjoy all snow sport disciplines. I encourage the members to take the information they receive in clinics and events and educate their guests in better technique, tactics and mechanics to help improve their experience at our resorts.

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The Instructors EDGE

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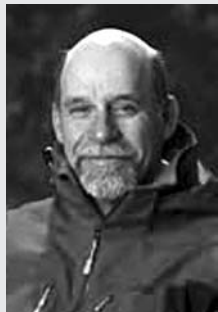
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2013-2016: Dave Butler, Anita Oliveri, Nathan Emerson, Chris Katzenberger, Mike Thurgood



National Board Report

By Kent Lundell, PSIA-I/AASI-I ASEA Board Representative

I recently attended two ASEA board meetings, one February 4 in Denver, Colorado and the other May 31 and June 1 in Golden, Colorado. The meetings went as follows:

February 4

Acceptance of agenda, approval of board of directors minutes, June 1-2 2012.

Eric Sheckleton, chairman of the board, talked about the fall conference and affiliation agreement he has been working on with the other divisions. He told us where all divisions were in their process. He informed us that five divisions had signed the agreement.

John Peppler, the vice-chairman, thanked Eric for the time he has put forth on working on the affiliation agreement and how he has kept the board informed. He also thanked Earl Saline for the great job he did at the October meeting and for setting up the foundation for moving forward with the Strategic Education Plan.

Ed Younglove, our treasurer, gave the board an update on the financial position of ASEA and then introduced us to an independent auditor. He told us we were in compliance and gave us some suggestions for the future.

Peter Donahue, the secretary, thanked the staff for their hard work. In looking at membership growth, he noted that ASEA has a great deal to be proud of and the association needs to communicate that to partners, divisions and suppliers.

Bill Stanley, the represented of Divisional Presidents Advisory Council, told us that five divisions had signed the affiliation agreement. He said that his division, Central was pleased with the agreement.

Mark Dorsey, the executive director and CEO, told us that there have been some changes in the office. He hired a director of membership marketing and communications. Her name is Susan Urbanczyk. She and William Mc Sherry, director of partnership marketing, will share some duties that former Deputy Executive Director Laurence Gration had borne. He told us that Tom Spiess, the finance director, was tasked to take on (CRM) our computer system project.

In November the board voted on looking into a new form of governance for ASEA and the nine divisions. All the ASEA board members voted in favor of this. Neil Bussiere was tasked to head the governance task force. Neil is the former president of the Western division and has held many positions in that division. The board wished him the best with this new assignment.

Ed Saline told us of the feedback he received from October meetings (fall conference and fall workshop and strategic planning sessions at Copper Mountain) He thought these meetings were valuable and we need to do them every year if we can fund them. It looks like we will do it again next year; it has been put in the budget. It will be voted on in June in the budget session.

Susan Urbanczyk talked about some new ideas on how to get more member retention and satisfaction. She talked about how to use our website, print and other media more effectively.

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Intermountain Adds Job Board

For a number of years, instructors that knew about them, have been searching for teaching jobs across the nation by using PSIA divisional websites. The Intermountain division is the latest division to develop this recruiting channel. Currently, eight of the nine PSIA divisions offer an online recruiting channel. The Intermountain Instructor Job Board can be found at www.psia-i.org.

Researching jobs at individual resorts has often been by word of mouth, going to individual resort websites, or through divisional newsletters. As divisional website recruiting channels become more known and are used by ski schools and instructors alike, this recruiting channel could become the place to go for finding an instructor job.

As divisional recruiting channels develop, they can also cast a large national recruiting net for resorts looking for a school director, assistant director, adult supervisor or children's supervisor or training manager. They also provide a viable avenue for instructors to find opportunities to move from an instructor role to managerial positions at different resorts.

While this channel targets certified instructors, divisional websites are accessible to anyone and may also provide a gateway for resorts interested in hiring entry-level instructors.

You can canvas instructor job opportunities in the various divisions by going to the following websites:

Alaska: www.psia-ak.org

Central: www.psia-c.org

Eastern: www.psia-e.org

Intermountain: www.psia-i.org

Northern RM: www.psia-nrm.org

Northwest: www.psia-nw.org

Rocky Mountain: www.psia-rm.org

Western: www.psia-w.org

Northern Intermountain does not have a division job board. ■

Scholarship Program

By Anita Oliveri

We have the opportunity as members to apply for scholarships to assist in the expenses of education. Take advantage of this path for your career advancement in snowsports. Talk with your supervisors, managers and trainers to get the endorsements and support you need to excel in your career.

The PSIA/AASI Intermountain Scholarship Committee operates independently of the PSIA/AASI-I board. Committee members are members of the Snowsports Instructors Representative Committee (SIRC). The committee has the authority to approve scholarship application criteria and to evaluate and award scholarships to applicants. These scholarships are for you to enhance your certification and are not for maintaining your current certification.

Applying for Scholarships:

- ◆ Scholarships are for members in good standing of PSIA-I. Members can send their requests for scholarships to admin@psia-i.org.
- ◆ Applications for Scholarships must be submitted by November 11.
- ◆ Requests will be recorded and forwarded to the Scholarship Committee.
- ◆ Scholarships will be selected and sent to admin by December 10.

Criteria

1. Letter from recipient – goal and intention
2. Signed endorsement from a manager, trainer or supervisor
3. Scholarship to be used for education portion for Certification, Accreditations and Certificate programs in all disciplines (*not assessments or advanced educator*).

continued on next page



Communication Report

By Nancy Kronthaler

It is hard to believe the season has passed. We have experienced an average snow year with high accumulation in the valley, which gave the appearance of a harder winter than it really was. A surprise snowstorm May 1 with fresh powder at Snowbird was a bonus for those

who took advantage of Mother Nature's gift!

Looking back on the season, the executive committee has been in daily collaboration over many issues. Running this division takes constant work and focus to make the best possible decisions that affect our members, the snow sports schools, other divisions, and the national organization (ASEA). Along with the board of directors, we realize the importance of the long-term effects of our decisions and have tried to do the best job possible for our members.

Chris Katzenberger has just completed her two terms as president. Her leadership and hard work were greatly appreciated and will be missed. A new president was elected by the board at its May 11 meeting and the president has announced his new executive committee.

Both education and certification events have been well attended this season. We have had a wide spectrum of clinic topics offering the members an opportunity to fulfill a variety of goals. Clinic surveys from the events have had many favorable comments and great ideas for future clinic topics. We appreciate your written comments, which help us with our future planning.

This year's Spring Clinic at Big Sky Resort in Montana was a huge success. There were over 150 participants from our division with equal numbers from the Northwest division and many participants from other divisions throughout the country. Participants enjoyed great lodging, great dining options, a banquet and silent auction that were attended by over 400 participants, and a mountain that offered a variety of conditions and terrain options to the delight of everyone. Solitude Resort is scheduled to host next season's Spring Clinic and Race Event.

All the events that are offered during the season provide the members with a great opportunity for their development at all levels. No matter what your focus, the DECL staff and discipline managers have created many opportunities to help you meet your goals. Thanks for joining us for another great season. As always, your written suggestions to the office are helpful in planning for next season. Have a great summer! – **This is Nancy's last column as communication vice president. Mary Flinn Ware will succeed her in that role.**

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I recently sent a communication regarding Intermountain's meeting with three other divisions concerning ASEA's proposed affiliation agreement. I don't believe there is anything in there that is detrimental to our organization but in fact, reaches out for a better system for all. I thank you for your support and hope that we can continue on a path that keeps our organization strong. ■



Alpine Certification

By Dustin Cooper, Alpine Certification Manager

This time of year is when we take a look at last season and evaluate the PSIA-Intermountain certification process and what improvements or changes may need to be made in the future. Some of the tools we use for this process are participant feedback, DECL feedback, manager input, and office staff concerns. Any changes in the certification process are directly related to these communications. We all appreciate the feedback, which creates the opportunity for improvement.

During the season we were fortunate to have examiner exchanges with PSIA-Rocky Mountain and PSIA-Northern Intermountain. The examiner exchange program was established so the different PSIA divisions can observe other certification processes. The goal of the observations is to learn from other divisions what is working in their processes and how these things may be implemented for future improvements. During the 2011-2012 season PSIA-RM was making updates to its skiing assessment process and its representatives audited our Level III exam. Representatives from PSIA-RM and PSIA-NI also audited our new 2-day assessment process to evaluate the effectiveness of this event. I had the opportunity to audit the PSIA-RM Level III certification process. There was also a PSIA-Central examiner auditing these events. The consensus of the examiner exchanges has been agreement in the application of the current PSIA National Standards. There would have been no different results if the candidates were examining in the other represented divisions. Even though our process is somewhat different between the divisions we are testing to the same standards.

This past season we implemented the new Level II and Level III 2-day assessment format. The new 2-day format gave the candidates the opportunity to show their skiing and teaching abilities during two consecutive days. Candidates received personal verbal feedback based upon their performance after the first day. The second day candidates received results along with personal written and verbal feedback of their performance during both days. The successful candidates received their PSIA-I Level II or Level III certification. The positive outcomes of this event for the candidates were feedback from the examiners during the process and more time to show their skills. The positive for the examiners was having more time to help see how the candidates skiing and teaching skills relate and identify their strengths. This event will be offered again, in the same format, next season.

For all Level II and Level III assessments, results are now delivered individually at the end of the day. Although this takes a little more time, it gives candidates the opportunity to really understand their individual strengths, weaknesses, and the results.

From all of this information we will continue to improve the PSIA-I certification process while testing to the PSIA National Standards. By doing this we will ensure consistency with PSIA-I and other PSIA divisions across the nation. ■

SCHOLARSHIPS continued from 4

4. Recipients must be active members in good standing, current with dues.
5. Optional: recipients are encouraged to write an article for the *Edge* about the results of their scholarship.

Please contact your resorts SIRC representative for help or questions.

If you are interested in being a SIRC member please contact me. Have a great summer. Thank you, Anita – **Anita Oliveri is a PSIA/AASI board member and SIRC representative.**

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with the Park West Ski Team for several years while my two sons raced in junior ski leagues. I participated in the early backup examiner program for the division and worked with the instructor training programs from time to time. The joy of learning as well as teaching led me to take up snowboarding and pursue credentials in telemark skiing, track and skate skiing, and children's education. This allowed me to coach clients and families in these disciplines in addition to helping them achieve their goals on downhill skis. I received recognition as a Top 100 Ski Instructor while at The Canyons.

While skiing remains "movement across snow while on skis," the means by which we move have changed greatly with the many advances in equipment. Isn't it wonderful how much easier it is now to ski and to teach someone to ski?

Currently in winter I am most often found skiing the Wasatch backcountry, lapping powder runs and exploring new terrain, or skiing at Snowbird with family and friends. Always the teacher, however, I am considering specializing in coaching Senior Skiing at TBD.

Thanks to the PSIA-I and to all those who have served and inspired over the years. Hope to slide on snow one way or the other forever! ■

2012/13 Clinic Thoughts

By Nathan Y. Jarvis

I have finally thawed out. January 10 and 11 at Alta were brutal—Arctic blizzard stuff—subzero temps, stiff, horizontal winds. At one point the tip of my nose flashed white...WHITE! Luckily Jo, our clinic leader, saw it and saved me from ending up needing to wear a pirate nose patch (noses get clipped in epic high seas action, too) when my face isn't covered with a neck gator pulled up high. Arrgh! Such were the conditions during the Level 2 Prep Camp I attended this year. They were the coldest two days on the snow in my life. Would I do it again?

Absolutely! It was awesome. Even in the gnarly jaws of Old Man Winter himself the chance to spend a day, or two, with any of PSIA's finest is a treat. Great coaching. Stellar company. And there's always that great resort food. I took advantage of the Clinic Discount Pass deal this last year, a great deal by any measure. Was it really worth it?

Double absolutely! Let's see, the cost of *one* full-day group lesson (excluding the cost of a day pass) at any of the resorts we teach at is way more than the cost of *six* PSIA on snow clinics. And you get to ski multiple resorts—places typically not part of any of the reciprocal benefits most of us enjoy with some of the other resorts.

On top of all that I ended the season skiing, seeing, understanding and teaching better than when I began the season. And after all, isn't that why we're all in PSIA/AASI? ■

Spring Clinic 2014

Solitude Mountain Resort is scheduled to host the 2014 PSIA/AASI Intermountain Spring Clinic April 11-13 and the PSIA-I Race Event April 7 – 10. ■

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Our discussion items were: a governance plan, feedback from the October meetings, membership marketing and communications, and a balance scorecard and measurements.

Friday May 31

Acceptance of agenda, approval of board of directors minutes, February 4.

Eric Sheckleton gave a written report. His report touched on the affiliation agreement and he and the board looked to the future to see if we can work on an agreement with the other non-signing divisions. He then reported on the up coming Governance Task Force and his hopes on what they would come up with for the future for governance of ASEA.

John Peppler gave a written report. John reported on the record attendance at the ASEA National Academy. He stated that the October strategic planning meeting at Copper was great and that progress was made between divisions. From his perspective, the energy that came from that meeting needs to continue. The foundation is in place for future shared successes. He thanked Earl Saline, and the staff that supports him, for the fine work he has done to date on the SEP and working with the Education Advisory Council.

Peter Donahue gave a written report. Peter said Judging the performance of PSIA-AASI by our membership numbers and overall member satisfaction, we have had a great year. As of June 1 we have reached a roughly comparable membership to last year and survey analysis shows a level of overall satisfaction with the association that many professional associations would envy.

Bill Stanley gave the Division Presidents Advisory Council Report. Bill reported on the struggles he had working on the affiliation agreement. He thought there was hope in the future for this agreement.

Ed Younglove gave us the fiscal year 2014 proposed budget and gave us our fiscal outlook for 2014. Ed and the ASEA staff have worked hard on this budget to keep the costs down.

Mark Dorsey gave a detailed written report and the scope of work he and his staff has done in fiscal year 2013. He also gave us an update on CRM. Mark talked about web integration and some of the IT challenges.

Tom Spiess gave us some insight on the project. He gave some demonstrations on the upgrades that should be coming.

Susan Urbanczyk showed us how she has improved the look and feel of our website, print and other media. She gave a very detailed report on the improvements.

The rest of the day Bill Charney gave us some education on governance. This was very educational and should help the board in the future to make informed decisions based on governance.

Saturday June 1

The first item of the day was a board of director session and talking about our future direction.

We are going to use Bill Charney again to get more education on governance. This will make us a more effective organization in many ways. The gov-

continued on next page



Children's Corner

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

Aloha! I hope you had a great ski season.

In reviewing the Children's program metrics for the past ski season, we had over 227 professionals participate in a Children's Specialist (CS) event. On behalf of the CS team, I want to thank you for your continued support.

The National Children's Task Force has initiated its annual review of the CS curriculum, and although no significant changes are anticipated, there may be a few tweaks. Details to follow in the fall.

Please continue to check the Children's Specialist section at www.psia-i.org/allOther.htm for curriculum updates - as revised CS Standards will be posted soon. I hope you have a wonderful summer. See you at one of our events!



NATIONAL continued from previous page

ernance task force is also using Bill to guide the task force members.

Next was old business and after that discussion we got into new business. There were some new proposals and some lifetime memberships were looked at and voted on. In new business we looked at the proposed budget for 2014. Fall conference, fall workshop and strategic planning, and the governance task force were included in the budget. We then debated the budget and passed the 2014 budget. Next we ratified the newly elected ASEA Board members.

Our discussion items were: membership marketing and retention, the governance task force and October meetings. I believe these meetings have been very productive. — **Kent Lundell**

Spring Clinic Donors

Our 2013 Spring Clinic Auction was a great success. Thank you to the following Donors:

AJ Motion Sports	Hybrid	Shallow Shaft
Alta Lodge	Jackson Hole Mountain Sports School	Ski Metrix
Alta Ski Area	Jackson Hole Resort	Snowbasin Resort
Anarchy Eyeware	Keith Lange and Clark Parkinson	Snowbird Mountain School
Brian Oakden	Legacy Sport	Snowbird Ski and Summer Resort
Carl Boyer	Leslie Moss	Solitude Snow Sports Academy
Chris Katzenberger	Marker USA	Superior Ski Snowbird
Christy Sports, Snowbird	Mary Flinn Ware	Swany America
Cliff Sports, Snowbird	Park City Mountain Resort	The Cliff Spa at the Cliff Lodge
Dave Bybee	Peter Grisley	The Lift House Ski Shop
Deep Powder House	Porcupine Pub & Grill	The Sport Loft
Deer Valley Resort	PSIA-ASSI- National	Transpack
Designs in Metal	Ramp Sports	US Ski Team
Dodo Restaurant	Ron Kipp	Utah Olympic Park
Gregory Thompson	Rodger Renstrom - AgeGroup Sports	Wendy Heinrich Designs



PSIA/AASI INTERM Spring Clinic

April 12-14

Photos by Brian Oak



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Perspectives

By Tom Kronthaler

The “point/counterpoint” commentaries by PSIA/AASI Intermountain Board members Carolyn Fushimi and Carl Boyer published in the Winter 2013 issue of the *Edge* stimulated significant conversation and email exchanges throughout my ski school and among my friends. Having been deeply involved in PSIA for over 40 years as an instructor, board member, technical team coach and current DECL, I am, and always have been, an advocate for the organization and, most importantly, the working instructor. As such, I would like to offer my insight and opinion to the discussion.

I would like to give you some facts and share some concerns that I have uncovered regarding the points addressed by Carolyn and Carl, as well as relate a personal conversation I had in 2011 with ASEA CEO Mark Dorsey, to help you decide if the national organization is serving its membership and the divisions to the best of its ability.

Carolyn brought up the point about Mark’s salary, which she couldn’t independently verify and Carl said fell in line with current salaries for similar positions in the Denver area. For accuracy, according to the IRS Form 990 for the 2011 tax year, Mark’s income was \$154,752. This is public information that is available for nonprofit organizations.

According to the 2010 Colorado Nonprofit Salary and Benefits Survey, a publication of the Colorado Nonprofit Association, the total pay range for a nonprofit organization CEO in Colorado was \$35,752 - \$156,055 with an average income of \$86,039. And, according to Payscale.com, Dorsey’s salary puts his compensation in approximately the top 20 percent of nonprofit CEOs.

For those that are interested, you can look up Form 990 Return of Organization Exempt from Income Tax online and get information regarding salaries, other compensations, employee benefits, expenses and other information in detail. You can also visit sites like payscale.com to see what salaries are for executives of various organizations. The insight you gather may help give you an idea, or perhaps make you question, where your dues are going and why ASEA raised dues by \$11 a few years ago and wants to raise them again in the near future. (It is worth noting that Carl, who defends Mark’s salary, was Intermountain’s national board representative during the last dues increase and voted for that increase.)

To put Mark’s salary into perspective, in 2011 ASEA collected \$1,544,006 (Form 990) in membership dues, which makes his salary 10 percent of the money collected from the membership nationwide.

Carl’s commentary mentioned that he believed Mark con-

sistently met or exceeded financial goals set by the ASEA board and that Mark’s fundraising has attracted outside funds “eclipsing his compensation,” and that he is a “very effective administrator.” Carl did not offer any direct evidence to support those statements; however, in any case the true effectiveness of the ASEA CEO should be measured by how effectively he or she has promoted and improved upon the professional status and earning power of the working instructor.

I will leave it up to you to decide whether or not a growing percentage of snow sports income is finding its way into your bank account, but I believe most instructors would agree that the head of our national organization should be an advocate for the instructor in the trench. I have a story that might shed some light on Mark’s philosophy.

In 2010/2011 there were many issues and concerns at the national level that I had questions about. National was taking away the insurance provided to the national teams and forcing team members to become independent contractors. The teams have always been viewed as the heart and soul of the national organization. At the same time, costs of salaries, dues, national clinics and products were all increasing.

When presented with the opportunity to speak with Mark at the 2011 PSIA/AASI Intermountain Spring Clinic at Snowbird, I approached him with some questions. What follows is my recollection and recap of part of that conversation:

Tom: “Mark, I am disappointed at what is going on at a national level.”

Mark: “You do not have to be a member of national.”

Tom: “Our division is very disappointed at what is going on nationally.”

Mark: “Your division does not have to be a member of national. Your division only has 2500 members and they can go back to the white pin if they want to. We own the rights to the shield and all the other divisions are happy with us.” (The “white pin” was Intermountain’s full certification pin prior to the divisions adopting the PSIA shield as a common certification pin. Incidentally, Intermountain member Keith Lange designed the PSIA shield.)

Tom: “I am disappointed you are taking the insurance away from the national team. They are the heart and blood of national.”

Mark: “It’s their own fault. Every time they get hurt, whether they are working for us or not, they put a claim in on our insurance and it is costing national too much money.”

Tom: “The price of [national] clinics keeps going up and you asked a very high price for a clinic leading into Interski and only a few people signed up. Why are these prices going up so much?”

Mark: “It is the fault of the team members. They want a lot of money to work.”

Tom: “How much did Interski cost?”

Mark: "\$100,000."

Tom: "You mean our membership paid \$100,000 to send everyone to Interski?"

Mark: "I can make it look like the membership paid for it or our sponsors paid for it."

Tom: "National is turning PSIA into an intermediate ski club."

Mark: "That's what the divisions want."

Carolyn's commentary voiced serious concern about national and questions if the organization is serving the best interests of the membership and the divisions. Carl's piece supported the current direction and outcomes of national with lots of information, but tended to be lean on facts. The question for each member is whether or not national is meeting your needs and serving your best interests.

Ask yourself these questions:

- ◆ Is ASEA marketing your profession?
- ◆ Is the organization cost effective?

- ◆ Is ASEA creating an education product that is a benefit to you?
- ◆ What do you get from being a member of national?
- ◆ Are you benefiting from national efforts like the Movement Matrix and the \$100,000 spent on Interski?

The ASEA Denver office operated with staff of 22 paid employees in 2011 and collected 60 percent of the dues paid by Intermountain members. The individual divisions in general operate with much smaller paid office staffs, are directly responsible for serving over 31,000 members, and conduct almost all clinics and exams for ASEA members.

A strong national organization could, and should be, a powerful tool to help advance the professional status and earning potential of its members. But it is much more likely to fulfill its role and potential if the divisions and the membership hold the organization, and its CEO, to high standards delivered in the full light of day. — **Tom Kronthaler is a PSIA-I DECL and former board member.**

From the Editor

A friend I was speaking with a few weeks ago said she had heard that PSIA/AASI Intermountain was going to discontinue hard-copy mailings of its newsletter, the *Instructor's Edge*. A short time later, while riding the Little Cloud chairlift at Snowbird during the waning days of spring, another friend, who had attended the Intermountain board's May meeting, corroborated the rumor. In both cases I felt a bit scooped, being the editor and all.

The proliferation of smart phones, tablets, and social media is changing the landscape of communications at every level. And, with technologies like Google Glass peering over the horizon, it will soon be possible to be "informed" about everything without ever touching a piece of paper, rolling a mouse, or even engaging in direct conversation with another human. I know people who have become so highly evolved, technologically speaking, that email is sooooo old school and telephones are just such a bother.

As best as I can tell, the *Edge* isn't actually slated to disappear right away, but there appears to be no clear vision of what it will become or how it will be accessed. However, before that is decided, it makes sense to determine just what the newsletter is intended to do in the first place.

I have always believed that the newsletter should serve three primary functions: help keep the membership informed, provide a vehicle for member expression, and contribute to a sense of belonging to the organization. If there are alternatives to paper that can more effectively accomplish those objectives—for less than the cost of a six-pack of grocery store beer

per member each season—we should seriously pursue those options. But just trading ink for HTML won't guarantee results. The *Edge*, which is old school technology, in effect uses "push" marketing strategy to directly reach out to the membership. In many cases the newsletter may just end up with the junk mail, but any alternative needs to effectively engage the membership and not simply assume that people will begin accessing the division website on their own. When only 20 percent of the membership even takes the time to vote in board of director elections, we need to come up with some effective means of creating identity and fostering engagement that don't depend on wishful thinking.

Although I wouldn't consider myself a Luddite, I still subscribe to a daily newspaper, often find Facebook a bit fatiguing in its voyeurism, and cringe when invaded by poorly written email blasts. At the same time, I visit Google news several times a day—nothing like "free" access to the NYT, Reuters, the AP, and a host of online news and entertainment sources. The point is that not every medium delivers its message effectively to every audience. Thus, the division's challenge is to make sure it effectively promotes its message to as many members as possible.

The current plan calls for future hard copies of the newsletter to be sent only to people that specifically request one from the office; otherwise, this is the last mailed *Edge* that people will receive. What form the new hard copy will assume is not known. The format of the electronic version of the newsletter is similarly a mystery. Whatever form it takes, the value of the division's communication efforts toward the membership will be determined by you. — **Rodger Renstrom**

Achievements and Awards: Certification

Alpine Certification

Level 1

Abelow, Alexis	Alta
Abrams, Katherine	Jackson
Alexandrescu, Ekaterina	Canyons
Allen, David	Snowbird
Allen, Garrett	Alta
Allison, Bryson	Canyons
Ashley, Thomas	Jackson
Barley, Russell	Alta
Bates, Natalie	Jackson
Baumgartner, Keith	Deer Valley
Benson, Lezli	Park City
Berger, Laura	Jackson
Blonigen, Joe	Deer Valley
Boling, Joshua	Park City
Borders, Sarah	Deer Valley
Bowen, Alan	Snowbird
Bowen, Jason	Sundance
Brandt, Mark	Sundance
Brown, Abigail	Canyons
Burtenshaw, Btandon	Deer Valley
Buvens, Mike	Park City
Buys, George	Deer Valley
Byler, Erin	Park City
Byron, Sabrina	Alta
Callahan, Tim	Deer Valley
Cantrell, Jenna	Snowbird
Carlton, Matthew	Deer Valley
Cavagnolo, Aaron	Jackson
Cholhan, Luke	Deer Valley
Church, Kimmy	Deer Valley
Coats, David	Canyons
Coguemont, Sabrina	Snowbird
Coleman, Phil	Snowbasin
Coulter, Ginia	Canyons
Craig, Dennis	Snowbasin
Crandall, Rachel	Park City
Crouch, Victoria	Canyons
Crystal, Katey	Jackson
Dann, Mitchell	Jackson
D'Arbeloff, Zachary	Targhee
Dastrup, Renita	Sundance
Davis, Gary	Wolf Mtn
Deleo, Tony	Deer Valley
Delgado, Rafael	Deer Valley
Doty, Johathan	Alta
Dudley, Thomas	Brianhead
Easter, Katie	Park City
Egan, Annaka	Deer Valley
Elliott, Cassie	Jackson
Erbacher, Julia	Park City
Evans, Jordan	Targhee
Falsone, Dominic	Deer Valley
Fiedler, Casey	Deer Valley
Finn, Alec	Deer Valley
Flynn, George	Jackson
Frederick, Mackenzi	Jackson
Friendsmith, Augusta	Jackson

Gibbs, Steve	Pebble Creek
Gibson, Chelsea	Snowbird
Gideon, Connor	Deer Valley
Giles, Audrey	Park City
Goedhart, Heidi	Solitude
Greenburg, Sam	Deer Valley
Guay, Jeff	Deer Valley
Hallahan, William	Park City
Hartley, Vanessa	Deer Valley
Healy, Michael	Deer Valley
Henderson, Alexandra	Deer Valley
Henderson, Pamela	Deer Valley
Hendrickson, Scott	Deer Valley
Hite, Steven	Non-affiliated
Hock, Alli	Park City
Hollinger, Gina	Snowbird
Holmoe, Garth	Deer Valley
Hood, Cherie	Non-affiliated
Housley, Hal	Solitude
Hovey, Richard	Park City
Howell, Paige (Kimberly)	Deer Valley
Hyde, Christa	Park City
Jacklin, Sheila	Sundance
Jeppsen, Alex	Deer Valley
Johnson, Shane	Deer Valley
Johnston, Cordell	Alta
Jonson, David	Deer Valley
Judson, Jasmine	Canyons
Kartluke, Sarah	Snowbird
Kelso, Ted	Park City
Kemker, Gerrit	Deer Valley
Kimpel, Gordon	Deer Valley
Koch, Mariah	Deer Valley
Krummenacher, Brett	Deer Valley
Kudelka, Andrew	Brianhead
Larsen, Joanna	Deer Valley
Leaman, Howard	Brighton
lee, Jason	Deer Valley
Lemke, Hatilie	Jackson
Leon, Charles	Jackson
Lester, Jackson	Deer Valley
Lewis, Casey	Alta
Lichtensteiger, Gary	Deer Valley
Lokker, Michelle	Targhee
Lydon, Emmett	Jackson
Madden, Kari	Canyons
Mailloux, Clifford	Deer Valley
Malzahn, Travis	Pebble Creek
Margulies, Amanda	Park City
Martin, Katie	Deer Valley
Mauzy, Grace	Park City
McAleer, Owen	Jackson
Meidell, Mark	Deer Valley
Moore, Mark	Wolf Mtn
Moran, Lizzy	Jackson
Morse, Kim	Jackson
Murphy, Kate	Deer Valley
Nadler, Lauren	Deer Valley
Nelson, Joe	Snowbird
Nelson, Randal	Canyons

Newman, Daniel	Park City
Nielson, Tom	Snowbasin
Nyen, Duane	Brianhead
Odenbrett, Vaughn	Canyons
Oz, Aimee	Park City
Pashley, Brooke	NAC
Petersen, Phil	Canyons
Pickering, Adriana	Deer Valley
Presgrove, Lauren	Deer Valley
Price, Tracy	Snowbird
Provost, Anthony	Snowbird
Rasner, Carly Brooke	Alta
Ream, William	Deer Valley
Recinos, Roy	Deer Valley
Reicis, Krista	Targhee
Rhoades, Phillip	Brianhead
Richter, Blair	Park City
Roberts, Liz	Brianhead
Royal, Kyle	Snowbird
Ruitenbeek, Scott	Deer Valley
Salcido, Ella	Deer Valley
Schipper, Callie	Deer Valley
Schnoor, Matthew	Park City
Schroeder, Dave	Jackson
Schroeder, Kristen	Canyons
Seluk, Jamie	Jackson
Semon, Sarah	Deer Valley
Sigg, Jessica	Deer Valley
Sinclair, Beck	Jackson
Smart, Ashley	Canyons
Smith, Erin	NAC
Smith, Luciana	Jackson
Smith, M. Elizabeth	Park City
Smoot, Austin	Deer Valley
Stevenson, Brent	Deer Valley
Stewart, Maggie	Jackson
Suguibo, Walter	Park City
Sullivan, Lauren	Jackson
Taylor, Ryan	Canyons
Teranes, Michael	Park City
Tochtermann, Charles	Canyons
Tortel, Reve	Park City
Townshend, Susie	Park City
Upton, Susan	Jackson
Veselka, Wade	Deer Valley
Vojnovic, Manuela	Deer Valley
Wagstaff, Chase	Solitude
Wakeman, Kiersten	Jackson
Watchorn, Sara	Deer Valley
Waters, Megan	Snowbasin
Whitmore, David	Brianhead
Wikstrom, Demi	Snowbasin
Wilcox, Travis	Jackson
Wilkins, Jeffrey	Jackson
Wilmshurst, Cindy	Sundance
Wilson, James R	Canyons
Wood, Chris	Deer Valley
Wright, Angilee Kym	Snowbird
Wright, Liz	Deer Valley
Zur, David	Deer Valley

Level 2

Adam, Quinton	Deer Valley
Akins, Pete	Brianhead
Allen, Aaron	Deer Valley
Aten, Elissa	Park City
Banks, Trevor	Deer Valley
Beckett, Jill	Park City
Bilzi, Brian	Deer Valley
Brown, James	Deer Valley
Bullen, J.P.	Snowbird
Buroojy, Lisa	Deer Valley
Daigle, Jonathan	Snowbird
Dvorak, Joe	Deer Valley
Ellison, Ryan	Deer Valley
Erickson, Holly	Deer Valley
Fechner, Scott	Brighton
Feil, Delsa	Park City
Foster, William	Jackson
Fuller, Tad	Park City
Gibbs, Will	Deer Valley
Gormley, Doug	Deer Valley
Houfek, Nicholas	Jackson
Jackson, Jennifer	Park City
Jolly, Ragan	Jackson
Lintermans, Richard	Beaver Mtn.
Littig, Aldo	Brighton
Marchetta, Liz	Deer Valley
McFerrin, Jeremiah	Park City
Mitchell, Charles	Jackson
Moorhead, Clay	Jackson
Muecke, Susanne	Snowbird
Neal, John	Park City
Nielson, Critter	Park City
O'Connell, Colleen	Deer Valley
Owen, Patrick	Jackson
Pasquill, William	Jackson
Pearson, Benjamin	Deer Valley
Pierson, Roxanne	Targhee
Saltzman, Gabriel	Jackson
Silverman, Andrew	Alta
Simkins, Wendy	Deer Valley
Spicer, Aaron	Alta
Sutliff, Mick	Park City
Tear, Cameron	Deer Valley
Thomson, Robert	Jackson
Thuman, Kimberly	Deer Valley
Tisovec, Amy	Deer Valley
Townshend, Susie	Park City
Ward, Jacob	Park City
Yoshikawa-Torre, Susan	Snowbasin

Level 3

Cholhan, Christian	Deer Valley
Fancy, Mark	Park City
Hoffbauer, Chris	Deer Valley
LaForest, Joshua	Canyons
McGrath, Corey	Targhee
Parsons, Royce	Deer Valley
Peek, Andrew	Canyons
Romero, Sarah	Deer Valley



Achievements and Awards: Certification and Accreditations

Snowboard Certification

Level 1

Adams, Tim	Park City
Anderson, David	Targhee
Archibald, TJ	Pebble Creek
Baum, Ryan	Targhee
Brandi, Jamison	Park City
Bridenstine, Amber	Snowbasin
Bright, Daniel	Canyons
Bugg, Richard	Brianhead
Carlson, Katie	Park City
Caufield, Michael	Targhee
Chun, Jesse	Canyons
Edwards, Farrah	Snowbird
Emery, Kevin	Jackson
Evans, John Michael	Snowbird
Ficklin, Desirae	Sundance
Firmage, Cody	Sundance
Garner, Tyrel	Kelly Canyon
Harper, Jessica	Park City
Hawkins, Benjamin	Park City
Hayes, David	Snowbasin
Heitman, Sarah	Canyons
Hill, Garrett	Kelly Canyon
Himan, William	Jackson
Jackson, Taylor	Snow King
Jakeman, Christopher	Brighton
Jannes, Marina	Park City
Jensen, Jeff	Snow King
Kaplan, Jason	Park City
Kennedy, Peter	Jackson
Kosmatka, Ryan	Jackson
LaPlante, Brandon	Park City
Lee, Brittny	Brianhead
Malzahn, Travis	Pebble Creek
Manning, Travis	Snowbasin
Matagi, Fatu	NAC
McGuire, Devin	Canyons

McLaughlin, Michael	Targhee
Messick, Bryan	NAC
Ochoa, Randy	Canyons
Parker, Steven	Canyons
Prisbrey, Josh	Brianhead
Radford, Jonathon	Kelly Canyon
Richter, Blair	Park City
Salys, Kevin	Snow King
Schoonover, Andy	Solitude
Shelkey, Kirsia	Jackson
Skinner, Ryan	Brianhead
Sparling, Kenny	Brighton
Spencer, Arielle	Canyons
Taylor, Mark	Snowbasin
Thee, Josh	Solitude
Vigneault, Jacob	Snowbasin
Wardrop, Michael	Snowbasin
Watson, Brandon	Brighton
Watson, Logan	Targhee
Webster, Trevan	Canyons
Woodward, Christopher	Brighton
Znidarsic, Marko	Canyons

Level 2

Sarcelletti, Joseph	Jackson
Spring, Eric	Canyons
Womack, John	Canyons
Wood, Scott	Snowbird

Level 3

Hill, Jamie	Park City
Kunstadter, Cecilia	Jackson
Morris, Seth	Park City
Percival, Andy	Canyons

Nordic Certification

Downhill Level 1

Close, John	Deer Valley
Daines, Tiffany	Beaver Mtn.
Dalton, Carol	Park City
Davis, Bryan	Canyons
Duda, Michael	Targhee
Evans, Jordan	Targhee
Felder, Carolyn	Snowbasin
Foster, William	Jackson
Friis, Marianne Bo	Snowbasin
Giles, Audrey	Park City
Goldberg, Abigail	Deer Valley
Graig-Tiso, Alex	PSIA-E
Graig-Tiso, Joe	PSIA-E
Griffin, Steven	Deer Valley
Hill, Jamie	Park City
Hill, Morgan	Kelly Canyon
Hill, Sophie	Kelly Canyon
Hillman, Terri	Kelly Canyon

Allolio, Diego Alejandro	Non affiliated
Bennett, Dan	Jackson
Chapman, John	Pebble Creek
Duncan, Ken	Snowbasin
Pramuk, Gabriel	Deer Valley
Smith, James	Canyons
Williams, Erin	Deer Valley

Downhill Level 2

Bleckinger, Daniel	Jackson
Duncan, Ken	Snowbasin
Durant, David	Targhee
Gabel, Andy	Jackson
Jahp, Jon	Deer Valley
Lorenz, Chad	Targhee
Malczyk, Jason	Jackson
Porcher, John	Brighton
Uehara, Azusa	Non affiliated
Zakowski, Michael	Solitude

Downhill Level 3

Bunnell, Ryan	Deer Valley
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Track Level 1

Anden, Corey	Ogden Nordic
Bell, Kristen	Ogden Nordic
Bell, Steven	Ogden Nordic
Bennett, Dan	Jackson
Dorsey, Kim	Ogden Nordic
Duncan, Ken	Snowbasin
Jenkins, David	Ogden Nordic
Mounday, Amber	Snowbasin
Owen, Kristina	Ogden Nordic
Pierson, Roxanne	Targhee
Robertson, Carolyn	Ogden Nordic
Smith, Roger	Non affiliated
Wemple, Peter	Jackson
Wheelwright, Alan	Ogden Nordic

Wilmshurst, Cindy	Sundance
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Track Level 2

Duncan, Ken	Snowbasin
Mounday, Amber	Snowbasin
Newhouse, Ken	Non affiliated
Spillman, Saxon	Solitude

Track Level 3

Williams, Franklin	Canyons
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Adaptive Certification

Adaptive Alpine Level 1

Paxton, Fred	NAC
Smith, Erin	NAC
Smith, Kip	NAC
Thompson, Andrea	NAC
Handman, Luke	Snowbasin
Lee, Wally	T.R.A.I.L.S
Lindsay, Alan	Brighton
Yoo, Hye Min	NAC

Adaptive Alpine Level 3

Symonds, Allen	NAC
Landward, John	NAC

Adaptive Snowboard Level 1

Matagi, Fatu	NAC
Miller, Gil	NAC

Adaptive Snowboard Level 2

Landward, John	NAC
Leard, Joshua	NAC

Children's Specialist

CS 1

Allyn, Jay	PSIA-NW
Alvarez, Luisina	Deer Valley
Anderson, Kathy	Pebble Creek
Ardevino, Patricia	Deer Valley
Beeley, Michael	Deer Valley
Birkeland, Annebritt	Deer Valley
Bishop, Grant	Jackson
Brucker, Lara	Deer Valley
Bullen, J.P	Snowbird
Burtenshaw, Jake	Deer Valley
Carlson, Robert	Kelly Canyon
Chandler, Joel	Pebble Creek
Cholhan, Luke	Deer Valley
Christensen, Aaron	Kelly Canyon

Close, John	Deer Valley
Daines, Tiffany	Beaver Mtn.
Dalton, Carol	Park City
Davis, Bryan	Canyons
Duda, Michael	Targhee
Evans, Jordan	Targhee
Felder, Carolyn	Snowbasin
Foster, William	Jackson
Friis, Marianne Bo	Snowbasin
Giles, Audrey	Park City
Goldberg, Abigail	Deer Valley
Graig-Tiso, Alex	PSIA-E
Graig-Tiso, Joe	PSIA-E
Griffin, Steven	Deer Valley
Hill, Jamie	Park City
Hill, Morgan	Kelly Canyon
Hill, Sophie	Kelly Canyon
Hillman, Terri	Kelly Canyon

Hodgkin, Alison	Park City
Hood, Chris	Park City
Hopkins, Carrie	Snowbasin
Hughes, Chuck	Deer Valley
Hughes, Enid	Deer Valley
Jones, Jenifer	Deer Valley
Kehr, James	Canyons
Foster, William	Deer Valley
Lane, Richard	Canyons
Manning, Jan	Deer Valley
Martin, Andrea	Deer Valley
Martin, Katie	Deer Valley
Martinez, Kendra	Snowbasin
McLennan, Shawn	Canyons
Miller, Phillip	Snowbasin
Moore, Ondine	Deer Valley
Mullen, Greig	Canyons
Murray, Samantha	Park City
Nowygro, Ashley	Aspen

Perez, Norena	Pebble Creek
Pierson, Roxanne	Targhee
Porcher, John	Brighton
Ream, Barbara	Deer Valley
Reinhart, Josh	Park City
Reston, Devin	Park City
Rhoads, Christine	Deer Valley
Rock, Christina	Deer Valley
Rosenbrook, Dave	PSIA-C
Ross, Michael	Jackson
Spencer, David	Deer Valley
Sqrow, Kassandra	Snowbasin
Staro, Chad	Canyons
Stewart, Maggie	Jackson
Stuart, Charles	Deer Valley
Tassell, Sandra	Deer Valley

continued on 14

AWARDS continued from 13

Vail, Nyk
Wake, Marie
Watson, Logan
White, Robin
Wilkins, Libby
Wood, Scott

CS 2

Bruno, Christina

Kelly Canyon
Deer Valley
Targhee
Snowbasin
Beaver Mtn.
Snowbird

NAC

Egan, Kristin
Evans, Heather
Heinrich, Marilyn
Keenan, David
McLoughlin, Jodi
Olsen, Kristine
Pramuk, Gabriel
Schorling, Ann
Wedge, Michele
Wenger, Ann
Williams, Dalton

Deer Valley
Jackson
Park City
Park City
Alta
Deer Valley
Non-affiliated
Jackson
Alta
Canyons
Canyons

Freestyle Specialist**Level 1**

Christensen, Melinda
Crosby, Viara
Johnson, Christen
Hayes, Andrew
Kunstadter, Cecilia
Manning, Travis
McGee, Michael
McLaughlin, Richard

Beaver
Park City
Park City
Jackson
Jackson
Snowbasin
Jackson
Jackson

Messick, Bryan
Newson, Kabian
Percival, Andy
Peterson, Abby
Ross, Michael
Woodruff, R. Neil

NAC
Park City
Canyons
Canyons
Jackson
Jackson

Level 2

Blackwell, Nicholas
Peck, Jesse

Park City
Jackson

Instructors of the Year**Alf Engen**

Shawn Hanka – Full-Time
Rion Martell – Full-Time

Beaver Mountain

Adam Parslow

Brian Head

David Whitmore

Brighton

Aldo Littig

Canyons

Steven Parker – Alpine
Tiana Peterson – Snowboard

Deer Valley

Brendon Nesbit –
Privates/Training
Sandra Tassell – Children's
Liz Marchetta – Children's
Programs

Grand Targhee

Roxanne Pierson – Alpine

Jackson Hole

James Thomson—Alpine
Evan Toal – Snowboard

Kelly Canyon

John Radford

National Ability Center

Allen Symonds

Park City Mountain Resort

Brett Chamberlain – Alpine Adult
Seth Morris – Snowboard Adult
Jacob Ward – Alpine Kids
Ryan O'Rear – Snowboard Kids

Pebble Creek

Travis Malzahn

Powder Mountain

Jill Bourne

Snow King

John Davis

Snowbasin

Kassandra Sqrow – Alpine
Mark Taylor – Snowboard

Snowbird

Carolyn Wale – Alpine
Scott Wood –
Snowboard
Sundance
Korey Spencer – Alpine
Cody Firmage – Snowboard

Wolf Mountain

Gary Davis

Membership**50 Year**

Jenson, Sid
Wharton, James

40 Year

Beck, Phillip
Christiansen, Marge
Crans, David
Diefenderfer, John
Frasier, Rex
Garuccio, Joanne
Geortner, Jack
Hadden, Margery
Hudson, Nick
Lyons, Denis

Mandler, Peter
McKay, Bryant
McKinstry, Dennis
Robinson, David
Schmidt, Clayton
Spooner, Craig
Wise-Steffen, Bette

30 Year

Boyer, Robbi
Critchfield-Hart, Anne
Davis, Elizabeth
Dewey, Steven
Gammell, Lori
Griffiths, Gregg

Katzenberger, Christine
Lunde, Kris
McMahon, William
Mosher, George
Nyhus, Steven
Praggastis, Lee
Sawyer, Ralph
Scott, Lee Anna
Sullivan, Carrie
Swain, Vern
Taylor, Doug

20 Year

Anderson, Amy
Anderson, Jody

Anderson, Teresa
Barnard, Jennifer
Butler, Richard
Clark, Douglas
Costello, Martina
Crandall, Ken
Deis, Thomas
Hawlish, Tim
Johnson, Dana
Kelley, Michael
Mackay, Richard
McEnroe, Catherine
McGinnis, William
McLoughlin, Eric
Meisner, Greg
Neiner, Stephen

Ostrowski, Chris
Perkin-Bythewood,
Jahanna
Prince, Chris
Reese, Nelson
Rice, Patrick
Richter, Adi
Rojo, Anthony
Sattelmeier, Tim
Schulz, James
Sherner, Scott
Stevenson, Don
Tarboton, Debbie
Willis, Grant
Zenger, Jeff

Adaptive Manager Stepping Down

Kristen Caldwell has announced her resignation as the Adaptive manager. She will continue to serve on the Adaptive committee and as an Adaptive DECL. Members interested in serving as Adaptive manager should contact the division office. ■

PSIA / AASI Intermountain Division Scholarship Application

Submission deadline: Postmarked no later than November 11. Please submit only ONE application.

Name: _____ National Membership #: _____

Season you joined PSIA-I/AASI-I? (Ex. 1998-1999): _____

Address: _____

email: _____

Home Phone: _____ Work Phone: _____

Area/Resort Affiliation: _____

Avg. days worked per week: _____

Position Held (Ex: Childrens Instructor): _____

Supervisor's Name: _____

Supervisor's Signature: _____ Date: _____

Event(s) Applied for (scholarships are not for assessments): _____

How long have you been skiing or riding? _____

Please list all discipline certification levels you have achieved:

What are some of your personal and professional goals in relation to snowsports and snowsports teaching?
(Please use additional paper as needed)

How will a scholarship from PSIA-I/AASI-I help you, your snowsport school/area and your resort guests?

Please feel free to add any other information that you feel is pertinent in helping the committee to make its decision.

Signature _____ Date _____

Scholarship Fund Recipient Edge Article Optional and Greatly Appreciated

I accept the responsibility of submitting an article (about 400-500 words) to the *Edge* within one month after the event I attend as a PSIA-I / AASI-I scholarship recipient. The article will reflect a special experience or inspiring moment that occurred at the event I attended. I understand that this article will run at the discretion of the *Edge* editor.

Signature _____



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The Instructors EDGE

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

Sweetspot Ski Trainer

The new **SKiA Sweetspot Ski Trainer** is the smallest, lightest ski trainer in the world. It's simply the best device to train accurate, centered balance for skiers. Uniquely, it also trains rotation and edging skills. It's amazingly dynamic, quick and fun to use. There are 4 sizes of interchangeable balance blocks, so it can be used by complete beginners, yet can also challenge the very best skiers. A single training session of just a few minutes can produce immediate results – but the hardest blocks take time and great skill to master.

Try it yourself, use it with your clients, and get great results

"It's an essential tool for every serious skier"

Chris Fellows. Author of 'Total Skiing' and Director NASTC

"It's been quite amazing to watch skiers stepping onto the Sweetspot Trainer and changing almost instantly"

Jaz Lamb. ISTD4, Director of BASS Morzine

"Quite simply, if you use this your skiing will improve"

Gavin Kerr-Hunter. Director of Snowperformance, Crystal Mountain

PSIA-IM members get a **45% discount on RRP (\$72.50)**

Pay just \$39.82, plus P&P

Use discount code **PSIA-IM** on www.skia.com/us

CANYONS

*Live To Learn. Live To Teach.
Live To Share The Passion.*

Did you know Canyons Resort earned a 2013 *Ski Magazine* Top 10 ranking and Outside Magazines <outsideonline.com> gave Canyons a Top 4 ranking? Locally, Canyons Resort has been recognized as a *Best Places to Work*.

Canyons Ski and Snowboard School is recruiting Certified, Level 1, 2 and 3 instructors for the 2013/14 season and for March 2014.

WWW.CANYONSRESORT.COM/JOBS



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PARK CITY, UTAH