

THE INSTRUCTORS EDGE

Spring/Summer 2016
VOLUME 40
NUMBER 3



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.

continued on 6

**On The
EDGE**

President 2

Notes from the office

Spring Clinic 8

Photos from Sun Valley.

Children. 10

CS news.

Achievements 12

Recognition for hard work.

PROFESSIONAL SNOWSPORT INSTRUCTION IN THE INTERMOUNTAIN WEST



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.

Opinions presented in the EDGE are those of the individual authors and do not necessarily represent the opinions or policies of the Professional Ski Instructors of America, Intermountain or the American Association of Snowboard Instructors, Intermountain. Submission of articles and photos is encouraged. Contact the editor.

Editorial/Advertising Office

Rodger Renstrom, Editor
770 Pinewood Dr, Sandy, UT
(v) 801 566-9727
(e) editor@agegroupsports.com

PSIA-I Division, AASI-I Division Office

Vicki Mills, Kathy Sudweeks, Kathryn Milne
7105 Highland Dr., Suite 201
Salt Lake City, UT 84121
(v) 801 942-2066, (f) 801 942-7837
(e) admin@psia-i.org

PSIA-I, AASI-I Officers and Chairs

President: Rich McLaughlin
Administrative V. P.: Mike Thurgood
Communications V.P.: Evan Ricks
PSIA Board Representative: Kent Lundell
Certification Manager: Dustin Cooper
Education Manager: Stephen Helfenbein
Snowboard Manager: Open
Nordic Manager: Grant Bishop
Adaptive Managers: Johnny Landward, Jason Malczyk
Children's Manager: Mark Nakada
Ski School Management Committee: Maggie Loring

Current Board Members

2014-2017: Carl Boyer, Nancy Kronthaler, Evan Ricks, Joe Waggoner, Mary Flinn Ware
2015-2018: Andy Baker, Mark Battaglia, Kent Lundell, Mark Nakada, Rich McLaughlin
2016-2019: Dave Butler, Anita Oliveri, Charles Rodger, Mike Thurgood, Coulter Tucker



DEER VALLEY
RESORT

JOIN OUR FAMILY AND TEACH AT A TOP-RATED RESORT.

Now hiring ski instructors.

Share your passion for skiing at a resort that's not only one of the best in the world, it feels a lot like home (last year, over 1,100 staff members celebrated their fifth season or more at Deer Valley). Competitive wage and benefits package. Progressive ski programs with small class sizes. PSIA-accredited ski school. Apply now at deervalley.com/jobs.

435-645-6635



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

continued on 7

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 Manual 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:

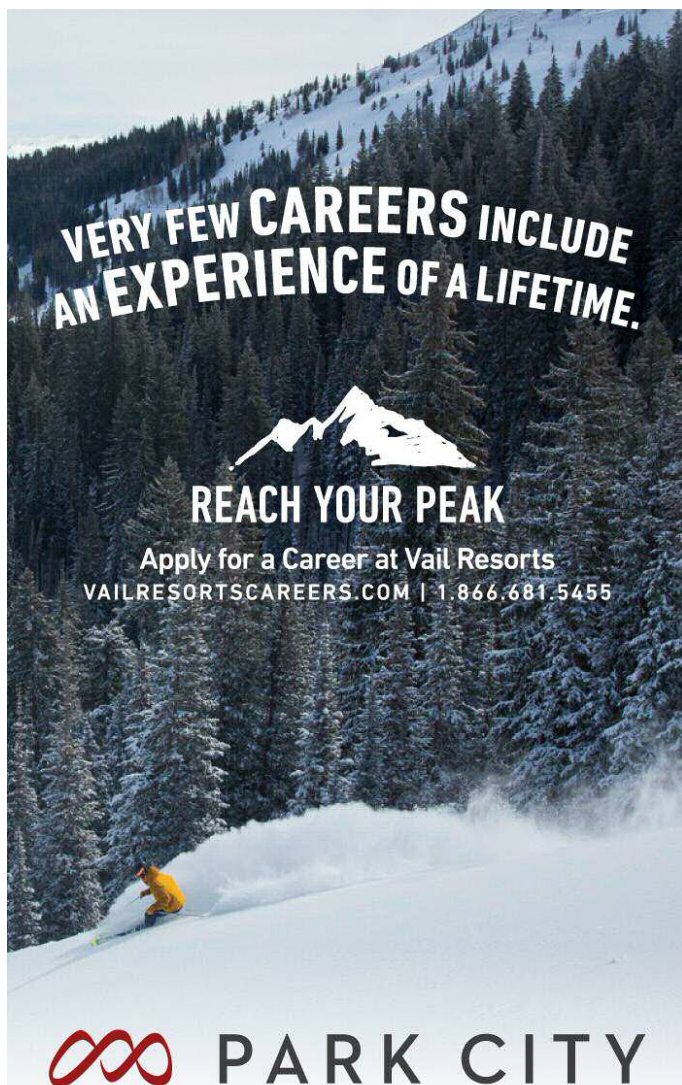
This policy will take effect on July 1, 2017:

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. ■



**VERY FEW CAREERS INCLUDE
AN EXPERIENCE OF A LIFETIME.**

REACH YOUR PEAK

Apply for a Career at Vail Resorts
VAILRESORTSCAREERS.COM | 1.866.681.5455

PARK CITY

TEACHING the way it is MEANT TO BE.

Now Hiring: Certified ski & snowboard instructors and supervisors for the 2016-2017 season! Join us at the largest ski resort in the United States.

Apply at www.vailresortscareers.com
Keyword 120731

Contact Tom Pettigrew
tapettigrew@vailresorts.com or 435.647.5404

VAIL RESORTS®
EXPERIENCE OF A LIFETIME™

Vail Resorts is an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, sexual orientation, gender identity, disability, protected veteran status or any other status protected by applicable law.



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

continued on 10

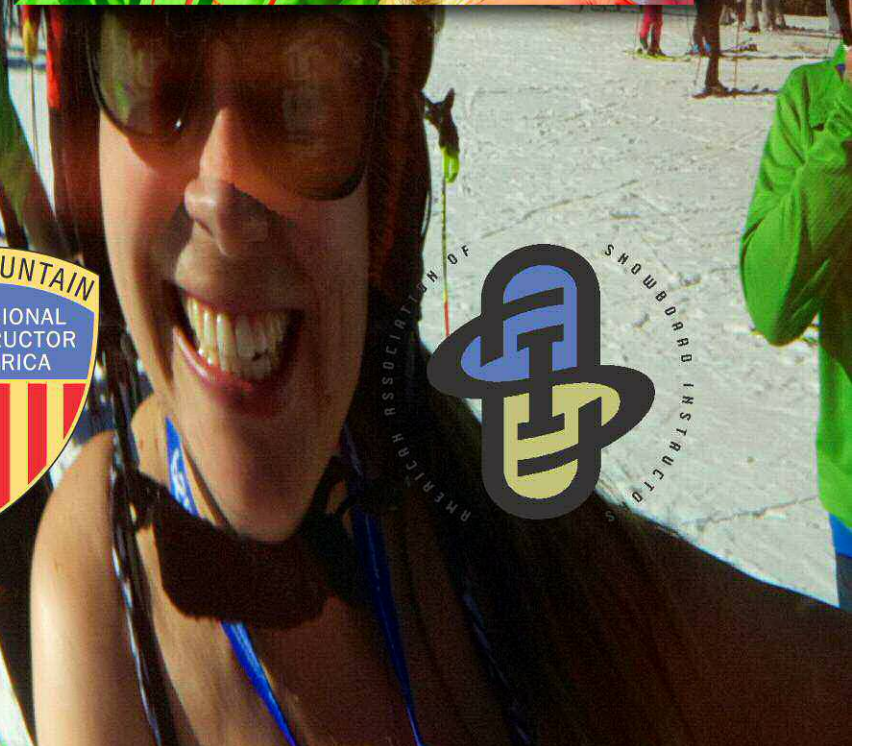
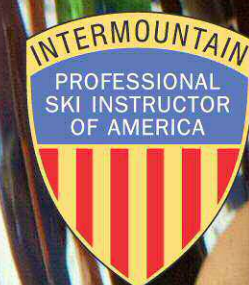
2016



Photos by Brian Oakden



Sun Valley



GREAT continued from 7

essential, but our own ignorance of how the board, the PSIA-I/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	Mason, Julia	Park City
Belk, Sam	Jackson Hole	Herbert, Amanda C.	Park City	Sayre, Daniel P.	Brighton	Matherson, Jess	Park City
Beney, Pierre-Jean	Brian Head	Hickman, Jim	Brighton	Seigny, Amanda	Brighton	Mersereau, Steve	Snowbird
Bennett, Amanda M.	Alta	Hitchcock, Kaitlin D.	Alta	Sharp, Scott C.	Park City	Michalko, George	Deer Valley
Bernhard, Matt R.	Park City	Hogan, Jim T.	Park City	Sirignano, Paulie W.	Snowbird	Miller, Phil	Snowbasin
Bernstein, David M.	Solitude	Hortin, Joshua M.	Cherry Peak	Smith, Daine	Deer Valley	Morse, Jesse	Snowbird
Binger, Elsa G.	Jackson Hole	Hudson, John M.	Park City	Smith, Jeffrey L.	Snowbird	Passage, Chris	Deer Valley
Bishop, Cassidy	Beaver Mt	Hugo, Lauren J.	NA	Spinelli, Franco A.	Snowbird	Praggastis, Chris	Alta
Bond, Kristen	Deer Valley	Iglesias, Facundo N.	NA	Stankey, Naoka	Snowbasin	Rainey, Nancy	Deer Valley
Bouchard, Shae L.	Targhee	Johnson, Timothy K.	Deer Valley	St Clair, Gina M.	Snow King	Rector, Mark	Jackson Hole
Bradshaw, Diane	Deer Valley	Kalt, Haley C.	Sundance	Stember, John	Snow King	Ryon, Charles	Snowbird
Braun, Ira	Park City	Kaufman, Chelsea C.	Park City	Stephens, Tessa M.	Park City	Scharp, Trey	Jackson Hole
Brennen, Alex P.	Park City	Kelly, Denise L.	Sundance	Stern, Daniel H.	Deer Valley	Schiner, Shannon	Jackson Hole
Brinkerhoff, Ann	Sundance	Klemme, Alex S.	Deer Valley	Swearingen, Colton	Park City	Schrieber, Michael	Deer Valley
Brooks, James R.	Jackson Hole	Knighton, Suzanne B.	Jackson Hole	Tasevac, Aydin	Snowbird	Seamons, Sarah	Deer Valley
Brower, Kyle	Sundance	Krajewski, Matthew	Park City	Taylor, Bryce	Brian Head	Slade, Rina	Park City
Bryk, Jonah S.	Deer Valley	Krieger, Lance F.	Jackson Hole	Thelen, Jacob M.	Snowbird	Sorger, Michelle	Park City
Byrne, Michael S.	Solitude	Langlow, Jessica	Jackson Hole	Thompson, Linda J.	Brian Head	Stover, Evan	Jackson Hole
Campbell, Josh S.	Sundance	Larsen, Courtney R.	Cherry Peak	Thomson, Amanda B.	Cherry Peak	Swearingen, Colton	Park City
Carkeek, Kelsey M.	Jackson Hole	Leaman, Debbie	Brighton	Tiszenkel, Matthew A.	Deer Valley	Teranes, Michael	Park City
Chapman, Clare A.	Alta	Leavitt, Jonathan F.	Deer Valley	Tobin, Keigan M.	Snowbird	Vetterli, Kent	Park City
Christie, Robert L.	Park City	Lebold, Stephanie D.	Park City	Tomasini, Josh S.	Snowy Range	Weston, Bret	Deer Valley
Claflin, Michael K.	Sundance	Leckington, Marcene C.	Park City	Trask, Hannah C.	Jackson Hole	White, Bud	Brighton
Coles, Rhett	Sundance	Lessels, Abigail	Deer Valley	Turcotte, Elizabeth A.	Targhee	Wilson, James	Park City
Comstock, Mackenzie	Park City	Lewallen, Reed	NAC	Tuttle, Ana	Alta		
Cottle, Tanner	Alta	Li, Ningnan	Park City	Vallejo, Margaret	Park City		
Crawley, Sally A.	Brighton	Lord, Taylor M.	Snowbasin	Vignogna, Joseph D.	Park City		
Crowther, Charlie	Park City	Loutrel, Lara D.	Snowbird	Weber, Stephen	Targhee		
Daniell, Corrine C.	Park City	Lytle, Chuck R.	Deer Valley	Willey, Jeremy	Sundance		
De Leon, Daniel	Park City	Maghiar, Martin J.	Park City	Williams, Michael B.	Alta		
Dean, Natalie O.	Deer Valley	Malloy, Elysia K.	Brighton	Wilson, Ken A.	NAC		
DeCol, Tyler	Park City	Masliah, Laurent A.	Park City	Winn, David O.	Cherry Peak		
Dempster, George W.	Park City	Mason, Julia	Park City	Wolfe, Mary C.	Targhee		
Detweiler, Kelly C.	Deer Valley	Mayfield, Craig D.	Park City	Wright, Samuel L.	Alta		
DeVincents, Kate S.	Alta	McDermott, Brian P.	Targhee	Zeliff, Caite W.	Jackson Hole		
Diebold, Lindsie W.	Targhee	McDonough, Daniel J.	Deer Valley	Zukerman, Brad S.	Solitude		
Downs, Tyler	Sundance	McGill, Sean P.	Park City	Zwaan, John A.	Park City		
Drummond, Jennifer L.	NA	McIlwaine, Ross D.	Park City				
Dryden, Stephen A.	Deer Valley	Mehring, Stephen	Snowbasin				
Eddy, Travis	Park City	Mercado, Bacilio	NA				
Einhorn, Eric C.	NAC	Meyer, Stephanie	NA				
Ellison, Kathryn J.	Deer Valley	Miani, Marne'	Brian Head				
Fairchild, Brad C.	Park City	Mock, Katelyn	Snowbird				
Fitzgerald, Karlie M.	Park City	Montgomery, Lauren R.	Park City				
Fleer, August	Park City	Moulton, Jacob S.	Brian Head				
Fonnesbeck, Tyler	Park City	Muckler, Brett P.	Deer Valley				
Gannett, Anna T.	Deer Valley	Murphy, Trevor	Park City				
Giannini, Alissa	Targhee	Myers, Steven W.	Park City				
Gosch, Allison B.	Park City	Nagle, Joseph	NA				
Graf, Dave	Snowbasin	Nedurian, Taylor L.	Solitude				
Greene, Nicki	Snowbasin	Newcomb, Randy W.	Park City				
Greenwald, Denise F.	Snowbird	Nielsen, Brian H.	Snow Basin				
Griffeth, Linda	Cherry Peak	Nissen, Bailey J.	NAC				
		Nolan, Tim	Targhee				
		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
Armbrrecht, 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 Makanaoa	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 Sattelmeier	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 Giantivo

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 Salvage

Spring Clinic 2015 Silent Auction Donors

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

Aloha
Blender Bottle
Booster Strap & Slide On
Bolle
Brian Oakden
Carl Boyer
Chris Katzenberger
Christy Sports

Chip Herron
Deer Valley Resort
Dynastar
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 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 for additional information. ■

Share your passion and enthusiasm, while enjoying the Greatest Snow on Earth®!

Solitude Mountain Resort in Utah is hiring Ski and Snowboard Instructors for the 2016 - 2017 winter season.

- Seeking staff who can commit to working weekends and holidays
- Apprentice instructors needed, will train
- PSIA/AASI certified instructors needed who can demonstrate and teach contemporary ski/ride methods on all terrain, in all conditions to both children and adults
- Children's Program Supervisor and Trainer position available

We Offer:

- Competitive wage and benefit package
- Training to enhance your skills and credentials
- Free UTA Bus Pass
- Great teaching terrain and an average of 500 annual inches of snowfall!



Join our dedicated, fun loving team at Solitude Mountain Resort.

Please apply online at skisolitude.com/employment or contact **Tim Wolfgram** at **801-536-5731**, t.wolfgram@skisolitude.com or 12000 Big Cottonwood Canyon, Solitude, Utah 84121.



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. ■