



NRM

NORTHERN ROCKY MOUNTAIN



WINTER 2012 NEWS

Volume 29

Number 2



LETTER FROM THE NRM PRESIDENT

As I came out of Fall Festival and talked with many of you, I was excited to be part of such an amazing division. Although we have nearly 1,000 members, we are blessed to be united in so many ways. The concerns that you have as a member are concerns felt by the board and ones we work toward addressing. It was wonderful to take that energy to the National Board meeting at the end of January.

The national meeting brought together the national board of directors, division presidents and division executives to discuss how we can strengthen our organizations relationships, examine our association's governance, and maximize our marketing and membership impact.

The role of the national board representative was discussed, as some of the divisions did not truly understand their role and why they had to vote for the benefit of the entire national organization, not

just their home division. Other concerns addressed included how we could make it easier for new members to join, possibly changing our membership renewal date, and how we could collaborate more effectively and reduce redundancies. We also discussed how we operate 10 separate businesses: 9 divisions, 1 national.

Moving forward from that two-day meeting we will look at two main things. First, the ten presidents will collaborate and truly look at the roles and responsibilities of the divisions and the national association and define where each of our organizations excel. We will look at how those roles best utilize your dues and reduce the duplicity of spending. From that we will create a Division Affiliation Agreement to define those roles and, as our facilitator in Denver said, "capture the spirit of a relationship." This agreement will help hold the nine divisions and national accountable to each other. It will give us guiding principles, rules to play by, if you will, and a process to follow if we don't like the way something is working.

Second, a task group will look at how we can increase our communication, not just between national and the divisions, but between and within divisions as well. Some of this is being done already. For example, the national office is facilitating conversations between representatives from each

division to work on making a more standardized Level 1 through the SEP. However, we need more levels of communications and interaction. If another division is excelling at a program, why not look to them for what they are doing instead of trying to recreate the wheel? Or if a division is having a problem, whom could they look to for answers? How can we as a division better communicate our policy changes to you the member quickly and efficiently? Or where could new division board member find information about past board decisions and the reasoning behind why they were made? These are just some of the things this task group, as well as our division, will look at and address.

Coming out of a long two days at the national meeting, I was truly thankful to be a member of a division that cares so much for their members. I would like to thank each of our education staff, our committee members, committee chairs, and board members for all the time and energy they put into making this division the best for each one of us. I would also like to thank Eliza Kuntz, our National Board Rep, and Turi Hetherington, our Executive Director, for all the time they put into this meeting and serving our members on a daily basis.

Shannon Griffin
PSIA-AASI NRM President

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EDITORIAL POLICY: All submissions will be edited for content, clarity, accuracy and to fit available spaces. Not all submissions are guaranteed inclusion. Ad rates are based on \$200/page.



NRM NATIONAL REP REPORT

Update from the PSIA-AASI National Meetings

By Eliza Kuntz, PSIA-AASI
NRM National Representative

This past meeting in Lakewood, CO brought together divisional and national representatives from all over

the country for two full days of strategic planning and communication with a national board meeting that followed. I was joined for the first two days by NRM President, Shannon Griffin and NRM Executive Director, Turi Hetherington.

The National Board meeting was brief, as most of our business is saved for the June meeting, but it was a positive time together and allowed the board representatives to come together after the Presidents and Executives had headed back to Montana and the rest of the country. With nine divisions represented at one meeting there are many chances to bring up issues pertaining to the operations and business of the individual divisions. There are a lot of considerations regarding the finances and well-being of the business of the national organization, as well as the educational, marketing and information technology programs and services that need attention. What it all boils down to is that the National Board makes decisions for the well being of our membership, both at a national level as well as the divisional level. If any member would like more information concerning the national board, its roles, decision making processes, etc. please do not hesitate to contact me!

There is a lot of information out there on www.thesnowpros.org and I urge you to stay current with the opportunities that can be found on these web sites. The Community Forum, Movement Matrix, Event Information, Pro Forms, Educational Material and more will supplement your current knowledge of the snowsports you teach!

As most of us have passed the half-way mark of our seasons, it's time to set our sites on two important national events approaching in March!

RIDER RALLY, April 4-7

Located at Breckenridge Resort, join the AASI and PSIA National Teams in a fun-filled week based around Breck's 5 World Class Parks! Register at www.thesnowpros.org

NATIONAL ACADEMY, April 14-20, 2012

Snowbird, UT is once again the venue for this awesome event! Ski with the PSIA Alpine Team, make new friends, and "Ski The Bird!"

Ride hard, seek out new and challenging terrain, and make the time to visit another resort this coming spring!

Respectively,
Eliza Kuntz, NRM Board Representative

A summary of the January 29-30 meeting in Lakewood, CO with National and Divisional leadership can be found on page 12, "National, Division Leaders Meet to Map a Collective Path."

ALPINE CHAIR REPORT

By Christine Baker, NRM Alpine Chair

I'd like to thank the NRM Education staff for putting on great educational and certification events, behind the scenes work, writing articles, travelling often and afar. You are an incredible group of people, dedicated and passionate, with whom I feel fortunate to work. We've had a huge number of events so far this season with a record number of Level II Prep Clinic participants - 59. On that note, thank you to all the event participants. You all add so much to these events when you come in with eager and enthusiastic attitudes. I know I had a great time at the Moonlight Basin Level II Prep because of the amazing group of people I was fortunate to spend those three days with.

We are all in a wonderful environment and have the opportunity to share our experiences and adventures with so many people. As we head into some of the busiest days of the year take time for yourself, remember



the incredible opportunities we have and go forth with our mission to grow a lifelong passion for the mountain environment. Also, don't forget about upcoming events -

Lone Peak Tactics anyone?

Cheers,
Christine

SNOWBOARD CHAIR REPORT

By Trey Theard, NRM Snowboard Chair

The season is really flying by here in the NRM, and we have had several snowboard events. We started the season with well-attended Fall DCE Training, where we focused on developing clinician standards to hold ourselves accountable to. Fall Fest came next, and we were able to divide core groups in to 'mild' and 'hot' groups according to rider ability and desires.

So far this season, in-house Level 1 exams have been held at Moonlight Basin and Big Sky Resorts, with one planned to take place at Bridger Bowl later this month as well. Registration started slow for the Level 2 and 3 prep clinics at Bridger Bowl, but a late surge has given us good participation numbers. Written exams are due March 3 for those wishing to take the on-snow exam at Big Sky March 30- April 1.

I hope everyone out there in NRM contin-



ues to have a busy season, and we hope to see you at your area or at upcoming events

this season!

FREESTYLE CHAIR REPORT

By Matt Larson, NRM Freestyle Chair



The 2011-2012 season has been going well for the NRM Freestyle Program. The season started off with an FS1 at Fall Fest. We have also traveled to Jackson Hole to hold a Freestyle Specialist 2 and 3. As expected with freestyle events, we received five feet of snow while we were there. We lucked out with some fresh grooming of the half pipe. We farmed our share of powder also.

There are more events to come! Freestyle Specialist 1 and ProPark is the 25-27 at Great Divide. Some coaches from the Iron Team are planning to drop by some NRM Snowsports schools to say hello and answer any questions about NRM programs and Freestyle Specialist programs. Get a hold of us if you would like us to stop by your area. It will most likely dump more snow on us when we show up.

Congratulations to the following for attaining a Freestyle Specialist Certificate so far this season.

- Ben Dahlman FS 1
- Mark Davidson FS 1
- Audra Bintz FS 2
- Matt Wolfe FS 2
- Jon Farnam FS 2
- Ben Daniel FS 2
- Addison Sponsler FS 3
- Matt Larson FS 3

CHILDREN'S ED CHAIR REPORT

By Jill Imsand, NRM Children's Ed Chair

We had record numbers at Fall Festival for the Children's Specialist 1 - two groups of nine! Thanks Chris Kronebusch and Trey Theard for doing such a great job helping all the new Children's Specialists get credentialed. We also had NRM's first Children's Specialist 2 event with three participants. In the afternoon we had several full Children's Clinics lead by guest clinicians, including Jeb Boyd, Tom Marshall, and Grant Nakamura. Thanks to all the Children's Clinicians and participants who worked so hard, learned a lot, and had tons of fun over Fall Festival this last December.

The schedule for the rest of the season includes a Children's Specialist 1 at Bridger in February. Unfortunately due to lack of sign-ups we cancelled the Red Lodge CS1 scheduled in January. There is an upcoming Children's Specialist 2 at Moonlight Basin February 28-29. Hope to see some of you folks at these upcoming events.

I invite folks to please go on thesnowpros.org NRM community and let me know topics you would like to see for next season's Fall Festival and throughout the year relating to children's education.



It's never too early to plan ahead for next season for children's education staff training, so please feel free to email me and we can start planning for next season.

NORDIC CHAIR REPORT

By Stew Chumbley, NRM Nordic Chair

NRM Nordic was off to a fast start this season. Lots of training, exams and events already have taken place. With more snow to come the fun will continue to build. Let's take a quick look back on what has happened already this season.

Much of the Nordic Education Staff (NES) team traveled to Jackson Hole for the Mountain States Rendezvous (MSR) in December. Thanks to Jackson Hole and PSIA-I for hosting this great event. NES Telemark plans to coordinate training with PSIA-I DCEs next season in Jackson before the MSR. We are all looking forward to 3-4 days in Jackson.

Congrats to all of our newly certified telemark and cross-country instructors. We had an excellent turnout for the Level I exam at Moonlight Basin, lead by Herb Davis and Randy Wall. Brenda Winkler has been busy creating the buzz up in the Flathead running one of the first Level 2-3 cross-country exams north of Lone Mountain Ranch in a long time. Thanks again to Herb Davis for making the drive up to certify a new crew of Level 2 and Level 3 instructors.

On the horizon, the NES team is excited for the Level 2-3 Telemark exam at Lost Trail, March 1-3, 2012. Come on out for a powder Thursday to prepare for the exam. Lost Trail already has gotten a ton of snow and arguably may have the best skiing in the country! Get cracking on your workbooks and we will see you at LT.

With National Team selections this year, many of your NRM members are applying and training for tryouts. Let's wish Tom Marshall, Corey Orofino, Brenda Winkler and Stewart Chumbley luck in the process. NRM Nordic is very well represented in the National Team Selection process. We will keep you all updated...

Exciting events to come toward the end of the season include the Tele Academy at A-Basin, which may be the quintessential Telemark event in the country. Come join the NRM Faithful at A-Basin for three fun days of telemark skiing, tailgating and rubbing elbows with some nords. Register for the event with PSIA-RM. NRM is hosting a pre-party for the event in April as well. Any good party needs a pre-party! More details to come.



find us on facebook

<http://www.facebook.com/PSIA.AASI.NRM>

CONGRATULATIONS NEWLY MINTED LEVEL 1, 2 AND 3 MEMBERS

ALPINE

LEVEL 1

Beer, Sarah R.
Allen, Elizabeth S.
Allen, Jason M.
Ash, Susan M.
Baker, Emily H.
Barcelona, Joaquin C.
Bartholomew, Douglas
Beer, Sarah R.
Biggins, Bridger C.
Bilek, Forrest Z.
Bolte, Charles C.
Bowman, James K.
Callan, Patrick S.
Cassens, Michelle
Castillo, Alberto
Cellier, Julien N.
Coll, Jeronimo
Concordia, Melanie H.
Conway, Tom P.
Cornwell, Elizabeth J.
Corti, Jay A.
Cosgrove, Morgan M.
Daigle, Patrick G.
Damberg, Hannah R.
Fisher, Jeffrey S.
Frogh, Melissa R.
Gilbert, Bradley J.
Goodman, Daniel E.
Gross, Dillon
Hale, Allison M.
Hansen, Giselle
Hart, Gelert K.
Holst, Hannah L.
Huston, Matt A.
Isdahl, Peter L.
Johansen, Christian T.
Johansen, Christian T.
Johnson, Elena C.
Jordan, David M.
Knight, Stewart M.
Kulesa, Evan P.
LaRock, Pete
Meek, Stephanie M.
Middleton, Anna P.
Mulla, Kadin A.
Patzner, Ryan M.
Paulekas, James D.
Peterson, Jadriene C.

Pidal, Maximo N.
Quigley-Stepanik, Laura
Rauk, Erika
Rennau, Christopher
Sanchez, Maria E.
Saverhagen, Eric D.
Schmidt, Kimberlee K.
Shampeny, Kristopher R.
Short, Jane B.
Siderius, KC
Sundberg, Glen G.
Sunde, David
Swanson, Micah S.
Talley, Myron K.
Teuber, Harrison
Thaddus, Widmer
Thoresen, Carol W.
Tison, Jina
VanLeuven, Courtney
Vermillion, James B.
Williamson, Ken
Wolf, Rebecca S.
Wright, Dennis T.
Zuelke, Shannon R.

CROSS COUNTRY

LEVEL 1

Ambre, Mark
Bartlett, Patty R.
Bauer, Kelsey
Blake, Cameron
Brunk, Ronald K.
Johnson, Ellen L.
Luhnow, Kelsi A.
Ort, Kathleen M.

LEVEL 2

McGrew, Mike
Pratt, Karen L.

LEVEL 3

Carim, Kellie J.
Opel, Jessie M.
Mittelsteadt, Eric

SNOWBOARD

LEVEL 1

Bircher, Andre G.
Blumenfeld, Michael G.
Bolte, Charles C.
Bush, Kelsey R.
Butler, Keelan M.
Dacry, Jeff
Carson, Rebecca J.
Emtman, Daniel J.
Fonseca Zavas, Jose
Gross, Dillon
Hart, Tyler
Herbold, Ed R.
Kelleher, Conor
Koslowsky, Timothy P.
Maki, Eric M.
Marfia, Cassandra N.
McDaniel, Chris
Oakes, Joshua E.
Rich, Samuel C.
Root, Adam
Rowles, Joe
Smith, Nathan
Thyson, Christophper
Vouch, Sunnie
Woods, Ben
Wright, Derek E.

TELEMARK

LEVEL 1

Cohen, Jennie
Cornell, Kristyn J.
Hill, Allen C.
Kellogg, Cynthia L.
Patzner, Ryan M.
Raines, Kaya
Ruffles, Joshua
Sincerbeaux, Sarah M.
Taylor, Roy
Tobi, Patricia K.
Tobi, Steven A.
Uravich, Mary

CHILDREN'S SPECIALIST

LEVEL 1

Agee, Evan T.
Baldassare, Benjamin
Berkstresser, Sara
Biggins, Tammy J.
Buczala, Lacey
Edgren, Kelsey E.
Garel, Alison L.
Griffin, Shannon
Hall, Scott J.
Hance, Birgit
Hansen, Travis D.
Hill, Allen C.
Klinga, Curtis
Littlefield, Kayla A.
Marcus, Blake B.
Mavis, Zoe
Melville, Richard
Ples, Ryan P.
Shea, Unger M.
Sullivan, Travis
Sylvester, Erika S.
Wallace, Sarah K.
Wiedenheft, William
Zilz, Megan F.

LEVEL 2

Downing, George
Ruuhela, Matt
Taylor, Roy

FREESTYLE SPECIALIST

LEVEL 1

Dalman, Ben C.
Davidson, Mark S.

LEVEL 2

Bintz, Audra J.
Daniel, Benjamin
Farnam, Jon
Wolfe, Matthew

LEVEL 3

Larson, Matt
Sponsler, Addison

With spring exams on the horizon, this list will continue to grow.

Will your name be added?

ADAPTIVE: BI-SKI

By Diana Proemm, NRM Adaptive Chair and Eagle Mount Bozeman Adaptive Director

The adaptive skiing world encompasses six different disciplines: cognitive/DD, visually impaired, three-track, four-track, mono-ski and bi-ski. All allow most of those with diverse physical or cognitive ability to ski or snowboard. The bi-ski is a type of adaptive equipment that is designed for any skier who has significant problems standing and balancing while in motion, or with little to no use of their upper and/or lower limbs. The cause of these limitations could be due to physical trauma or neurological muscular impairments. The bi-ski is used for disabilities such as quadriplegics, people with Spina bifida, cerebral

palsy, muscular dystrophy, severe epilepsy and traumatic brain injuries.

A bi-ski is a sit-ski with a molded bucket seat and two skis that can be skied independently with hand-held outriggers, or can be skied with the assistance of an instructor using stabilizing outriggers and tethers. The skier moves his or her head, shoulders or hand-held outriggers to turn the bi-ski. The bi-ski has a lift mechanism for getting onto a chairlift. Outriggers are



metal elbow crutches with the tip section of a ski pivoted on the bottom of the crutch. Some outriggers have adjustable brakes attached to the back edge of the ski to give some speed control. Outriggers are used to aid balance and/or to give support. Outriggers are used by mono-skiers, bi-skiers and standing skiers needing aid with balance.

Bi-skis have a tethering system that allows the instructor to assist the skier in turning, speed control or in emergency situations. If fixed outriggers are used, it is mandatory to also use a tether strap to assist the student and control the bi-ski. Most snow sports programs require that a student remain on a tether until they are immediate/advanced skiers.

This spring PSIA-NRM will host two different Adaptive Level I Exams. One is in Bi-Skiing and the other is in Intellectual Disabilities (ID). The bi-skiing exam will be held on March 31st with a skier assessment on April 1st. The ID exam will be held on April 1st with the skier assessment on March 31st. Details and exam guidelines can be found on the NRM website's Adaptive section.



AASI Adaptive Snowboard Guide Now Available Online

A new free resource to adaptive instructors, the AASI Adaptive Snowboard Guide, is now available for download on the TheSnowPros.org website. By clicking on "Snow Day" then "Adaptive" then under "Education Resources" on the website, you will find the link to this new and innovative curriculum piece in the AASI family of education resources.

The AASI Adaptive Snowboard Guide presents a "diverse, creative, and unique collection of crossover teaching techniques, represented by an array of talented instructors, which greatly increases and advances the possibilities and options for adaptive students to find success as snowboarders."

www.TheSnowPros.org



AN IMPRESSIVE VIEW.

Thank you, PSIA-AASI Official Suppliers. | TheSnowPros.org



NRM SPRING 2012 EVENT CALENDAR

MORE INFO AND REGISTRATION AT WWW.PSIA-NRM.ORG



Dates and locations are subject to change, check the NRM website for updates. If you don't see what you want on this list you can create your own clinic. To do so the following criteria need to be met:
Six members interested in the same clinic on the same date at the same location. Prices for ed clinics (not exams) are approx \$65/person for a one-day clinic (6 credits) and \$110/person for a two-day clinic (12 credits).

ALPINE

Mar 6-7	Lone Peak Tactics	Big Sky/Moonlight
Mar 8-9	Level 2 Exam	Garmisch
Mar 8-9	Level 3 Exam	Garmisch
Mar 24-25	Level 2 Exam	Discovery
Mar 24-25	Level 3 Exam	Discovery
Apr 2-3	Level 2 Exam	Bridger
Apr 2-3	Level 3 Exam	Bridger
Apr 4-5	Clinician Hiring Event	Big Sky
Apr 6-7	Examiner Hiring Event	Big Sky

SNOWBOARD

Mar 30-Apr 1	Level 2 Exam	Big Sky
Mar 30-Apr 1	Level 3 Exam	Big Sky

NORDIC

Mar 1-3	Telemark Level 2 Exam	Lost Trail
Mar 1-3	Telemark Level 3 Exam	Lost Trail
Apr 7-8	Tele Academy Pre-Party	Big Sky

CHILDREN'S ED

Feb 28-29	Children's Specialist 2	Moonlight
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FREESTYLE

Feb 25-26	FS1 Alpine*	Great Divide
Feb 25-26	FS1 Snowboard	Great Divide
Feb 27	ProPark*	Great Divide
Feb 28	Iron Team Selections	Big Sky

*MSAA Sponsored events - more info available at www.psia-nrm.org
- click on event calendar



Event Registration Policy

Registration is open up to two weeks prior to event start date. Payment is due two weeks prior to the event start date. A \$50 late fee applies to payments within two weeks of event start date. If payment is not received by the event start date, registration will be canceled and individual will not be allowed to attend event.

Registration within two weeks of the events start date is on a space available basis and will not be guaranteed. If participant numbers have not reached maximum, registration may be allowed and will incur a late registration fee (\$50).

Minimum and Maximum Participant Numbers and Policy:

The minimum number of participants for an event is six. If there are fewer than six individuals registered for an event two weeks prior to the event, the event may be canceled or rescheduled.

The maximum number of participants is ten for educational clinics and eight for exams. If registration numbers exceed these maximum numbers an additional clinic/exam groups may be created provided the new group numbers meet minimum number requirements.

Cancellation & Refund Policy

Should cancellation become necessary seven days or more before the event, your registration fees will be refunded less a \$10 cancellation fee. Within seven days of the event half of the registration fee will be refunded. No refunds will be given if requested on the day of the event or later. All requests must be made directly to the NRM office.





PSIA-AASI NRM Board of Directors Election 2012

There are two (2) candidates running for two (2) open seats on the PSIA/AASI Northern Rocky Mountain Board of Directors. Once elected, the new board members will take office at the spring 2012 board meeting and serve a three-year term.

Ballots will be mailed to all eligible voters before the end of February. Ballots must be returned (postmarked by) to the NRM office by March 31, 2012. Results will be announced mid-April.

Current Board of Directors and Term Expiration Date

Anthony Brown	6/14
Jennifer Guenther	6/12
Steve Hill	6/13
Heidi Maier	6/14
Sherrie Nevill	6/13
Sara Smith	6/12
Greg Sponseller	6/13

In addition to the election of two board members, the following officer and chair appointments will take place at the spring board meeting:

- Vice President
- Treasurer
- Snowsport School Management Committee Chair

Details on responsibilities and eligibility can be found in the NRM Bylaws and NRM Rules and Regulations (links available at www.psia-nrm.org on the NRM BOD page).

As an organization we are only as strong as our membership. Additional volunteers willing to share their expertise and contribute to the success of NRM are welcome. If you have experience with accounting, human resources, fund raising, marketing, writing, photography, graphic design, web design, legal services, or other fields, we encourage you to get involved. Help grow and improve NRM and uphold our vision and mission:

Vision: Inspiring a lifelong passion for the mountain experience.

Mission: We support our members, as a part of the snowsports industry, to:

- Develop personally and professionally
- Create positive learning experiences
- Have more fun

CANDIDATE STATEMENTS:

At the time of printing only two candidates have officially thrown their hats into the ring. However, the ballot will provide space for write-in candidates.



CRAIG BEAM

I would like to formally announce my candidacy for a position on the NRM Board of Directors. I believe my life experience would be useful to our organization. For those of you that I haven't had the pleasure of skiing or riding with, let me provide a brief background of my qualifications.

My wife, Vivian, and I moved to Red Lodge, Montana from Colorado sixteen years ago. In that time, I have been a City Councilman, member of the Red Lodge Planning Board, Board of Adjustments and Chamber of Commerce Board member. I chaired the Chamber Marketing Committee and served on the original steering committee for the Beartooth Front Community Forum.

My business management experience spans a period of 30 years in four states. Currently, my wife and I own two successful small businesses in Red Lodge. Many of you may have seen the beautiful

flower baskets and planters that grace Red Lodge in the summer time. Our greenhouse business, Garden Party, provides the containers, flowers and maintenance. Some of you have fished with me and know me as Montana Trout Scout. I hold an Outfitter's License in the state of Montana and have been a successful fly fishing guide for twelve years.

Currently, I am the Director of Snow Sports at Red Lodge Mountain Resort. I have been on the Snow Sports team here for nine seasons. As Director, I still teach all levels of lesson and all ages of skier. My favorite lessons are with area school kids. I love nothing better than running through the Bunny Trails with a bunch of little rippers! My office at RLMR is usually just a place for me to change clothes, and I hope to keep it that way.

As you can see from my background, I have a firm commitment to my community, my chosen trades and the sports of skiing and riding. Teaching fly fishing and skiing are my passions in life. I welcome the opportunity to share my experiences with PSIA/AASI-NRM as a Board Member.

Sincerely,
Craig Beam (Beamer)



RANDY WALL

My name is Randy Wall, also known as the Big Dawg, and I am running for the Board of Directors for PSIA-NRM. I am currently a member of the Nordic Education Staff, and Telemark DCE for NRM. I am Alpine Level 2 certified, and have been working on my Alpine Level 3 certification over the past few

years. This season I have had the honor to work with Nordic living legend Herb Davis at Moonlight Basin, and have been really enjoying the Moonlight/Big Sky experience. My professional ski-teaching career spans 34 years, and I have a wealth of professional and business experience that I can happily bring to the Division if I am elected to the Board of Directors.

Prior to being a member of PSIA-NRM I was a member of PSIA-W, where I served as Nordic Chairman for two seasons, successfully taking the Nordic Division out of the red and into the black. My responsibilities as Nordic Chairman included creating, submitting,

obtaining approval from the Board, and the monitoring of budgets, organizing and administering events, and actively attending and participating in Board meetings. I was also a Telemark DCE for PSIA-W.

Plain and simple, my overarching goal as a Director would be to enhance the mountain experience for the members of NRM and the people, which we as members of NRM, interact with every day of the season. In order to accomplish my goal as Director, I would seek out and genuinely listen to the advice from the membership on how the Division can be socially responsible, economically prosperous, and environmental stewards of our beautiful mountain environment. My plan to obtain this advice would basically be to ski as much as possible.

This is my 41st ski season, and despite the lackluster conditions, it is turning out to be my best ski season yet. I am asking for your help to make the next ski season the best season yet for PSIA-NRM by electing me to the Board of Directors. So please, vote for the Big Dawg, and gimme' some paw!

Watch your mailbox for the NRM 2012 Election Ballot postcard and please vote!

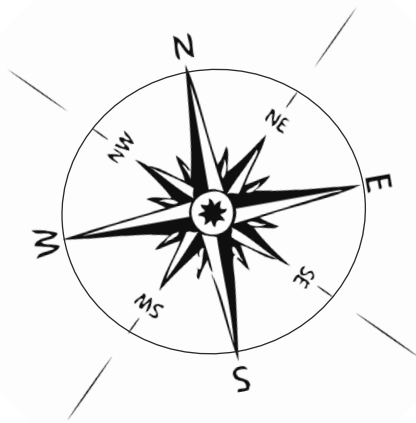


INFORMATION THAT STAYS WITH YOU

The Movement Matrix is the premier online video source for PSIA-AASI members to perfect alpine, snowboard, and nordic instruction methods. Featuring live-action learning modules for skills concepts, situational skiing and riding, drills, and certification standards, it's the perfect complement to your manuals. For an annual subscription fee of ~~\$14.95~~, you'll have access to a fully customizable tool to help you filter thousands of selections and find real-life explanations. Log on to the **Members Only** section at www.TheSnowPros.org and subscribe today.



The Movement Matrix is now FREE to all members through the generosity of a grant to the PSIA-AASI Education Foundation.



NATIONAL, DIVISION LEADERS MEET TO MAP A COLLECTIVE PATH

At a facilitated strategy session held January 28–29, 2012, PSIA-AASI's national and divisional leadership met to discuss issues facing the association and plans for the future.

Thirty-five volunteer and staff leaders gathered in Lakewood, Colorado, to discuss the impact of the many changes PSIA-AASI has seen over the years, explore the impact of these changes on governance and working relationships within the association, and affirm a collective commitment to serving the best interests of the membership.

Overall, many positive accomplishments have been realized over the last several years. For example, technological advances are improving record-keeping and the ability for members to participate in a more contemporary way. All nine divisions are in year two of implementing a Strategic Education Plan that seeks to develop 1) consistency in education and certification while encouraging innovation at the local level, 2) improved resources to support members' education and certification goals, and 3) a clear path to success. In addition, PSIA-AASI is seeing record membership across the country and is participating in high-profile industry initiatives to grow skiing and snowboarding while promoting the value of instruction. These are but a few of our many achievements.

While the association collectively enjoys this success, leaders at the national and division level know there is a need to continually improve service to you, the PSIA-AASI member. This is particularly evident because the association's collective success is not shared equally across the country. For example, mirroring economic and industry trends, membership has been flat to slightly declining in the East. The Midwest, while a hotbed of beginner lessons, is also one of the most economically depressed areas of the country, making it even harder to make the case for the value of membership. And growth, combined with the pace of change, has challenged traditional ways of doing business and the historical norms of the national-divisional relationship. This, in turn, has contributed to an overall climate of confusion, misunderstanding, and mistrust among some of the individuals in leadership.

The two-day session in January was facilitated by Jay Younger, FASAE, of McKinley Advisors, who—prior to the meeting—conducted in-depth interviews with all participants to uncover perceptions and help shape the agenda. The goal of the meeting was to create a more productive dialogue within the group and advance several specific outcomes, including participants' mutual desire to accomplish the following:

- Benefit the membership by strengthening the working relationships among key PSIA-AASI stakeholders.
- Create a shared understanding of the issues and opportunities

that are confronting the national and divisional organizations.

- Explore models of organizational roles, responsibilities, and commitments that will yield the most effective operational relationships.
- Explore, and, if possible, agree upon, a collective vision of success for the national and divisional organizations.
- Develop a tentative “road-map” with milestones for a path forward.

The result of the meeting is that the chief volunteer leader for each entity (nine division presidents and PSIA-AASI's chairman of the board) agreed to work together to develop a “straw-model” of a formal affiliation agreement that does the following:

- Illustrates specific organizational roles and responsibilities.
- Outlines each organization's area of focus.
- Provides guidance on authority in decision-making and recognizes the commitments each organization has made to one another.

Particular attention will be paid to areas of programmatic or operational overlap that may exist between organizations. Similarly, this group will explore potential adaptations and alternatives to the current organizational and governance models and evaluate them based on the relative advantages/disadvantages that would accrue to organizational relationships and to the membership at large in the event that changes are recommended.

The formation of task forces to explore specific possibilities was also discussed as an appropriate next step. Topics of highest importance were as follows:

- Reviewing the work product of the 2005 Governance Task Force and using those conclusions as a framework for the governance discussion.
- Creating a more universal and shared vision of success by establishing common success measures and tracking them through a “dashboard” or “scorecard” system. This framework would help ensure that future discussions regarding alignment of resources and the activities that each organization decides to pursue will maximize the associations' collective impact on member value, satisfaction, and engagement.

At the conclusion of the meeting, participants agreed that there is much work to be done to move plans forward. While the work is significant, relationships were re-established and the group left with a positive sense of what had been accomplished. There was also a general sense that constructive progress had been made and that the association is headed on the right path to achieving the collective goal of providing high-value services and programs to PSIA-AASI members. Specific progress toward these larger goals will be reported in May and June of 2012.

CERTIFICATION QUESTION ANSWERED

By Dave Casto, NRM Alpine Ed Staff

Every year the NRM office receives several questions in regards to why the division does not have an exact description of or video of certification tasks.

I will attempt to answer this as concisely as possible. Clinicians do not want you to prepare for one outcome. We would be doing you a disservice if we only had one outcome in mind. Skiing, teaching, and discussing variances of a task are an effective and efficient means to determine the level of understanding candidates have in relation to the level of certification being tested.

The goal of the exam is to test your understanding and ability to implement the American Teaching System as put forth in the National Standards for each level. The underlying goal is to verify that a candidate is qualified to teach and present information to the desired level.

Your success relies on your ability to be versatile. Our exams are held at the end of the season every year, and spring snow

conditions change daily, if not hourly, in this part of the country. As snow conditions change, the skill blending

required to successfully complete a task can change dramatically. We recommend practicing your tasks in conditions other than ideal. The external forces that require you to adapt to achieve the outcome will build your versatility.

The stepping stones concept requires a teacher be exceptionally versatile. To meet each student's needs a teacher has to adapt presentation styles. Part of our communication to a student is our visual demonstration. Keep in mind the Visual, Auditory, Kinesthetic Model (VAK). In order to effectively communicate two of the three, you need to be able to accurately perform the task you are asking of your student. When



accurately demonstrating (visual) a task, you then know what it feels like (kinesthetic) for the given terrain, snow conditions, type of ski, size of turn, etc. Tasks help evaluate a candidate's ability to communicate this information to their students.

rotary skills. The link present throughout a candidates skiing will simply manifest itself more in certain tasks.

Certification tasks are not easy. They require work and dedication. I asked one of

“On a chair ride between runs he told me that he could not teach me anything until I took the responsibility to learn it.”

my early trainers to teach me hop turns. His response was to ask me how many I had tried. My answer was around 10-20.

He told me to go do

at least 500 and try to learn something. I thought he was a jerk. Once he saw me out trying to learn, he came and started offering some input. On a chair ride between runs he told me that he could not teach me anything until I took the responsibility to learn it. This sounds harsh but was some of the best advice I ever received.

Our goal as clinicians is for you to train to pass the exam and that the skills you acquire through this process transfer into great ski teaching. If you have any questions about this article or preparing for the exam, please contact the divisional office and Turi can put you in touch with me.

When preparing for your exam keep in mind that after years of conducting exams it has been the extremely rare instance where someone fails because of one or two tasks. The root cause of poor performance is almost always traced back to a lack of ability to consistently implement movements of the body in relation to the desired skill-blend while the ski interacts with the snow. In other words, candidates do not fail the exam because of a single task. There is always a fundamental link throughout the scorecard. For example, the candidate will struggle with a task such as pivot slips, do poorly on hop turns, and barely receive passing scores on their low-end demos. The problems are all related to controlling

PSIA-AASI NRM Certification Guides are available for each discipline at www.psia-nrm.org

STEPS TO CHANGE

By Jill Imsand, Alpine and Children's Education Staff

How often have you heard the same feedback on your skiing over and over again? If you are like the rest of us, change is hard. You can get new gear, your alignment checked and read every word written about skiing/riding. But until you are able get yourself into the learning frame of mind and commit to changing, improvement will continue to elude you.

To start, realize that even though you may have heard the teaching concept before and maybe even understand it, your body doesn't get it yet, or else whoever is giving you the feedback wouldn't be. So instead of thinking "I know that!" and then go about doing it like you always do, read on.

TRUST your teacher. Whoever is coaching you has expertise, even if they're not someone you chose. Remember that they have dedicated countless hours to be excellent at their job. Look for what each individual can teach you rather than caving to any preconceived notions you may have. Keep an open mind and you will come away from the experience with more knowledge every time.

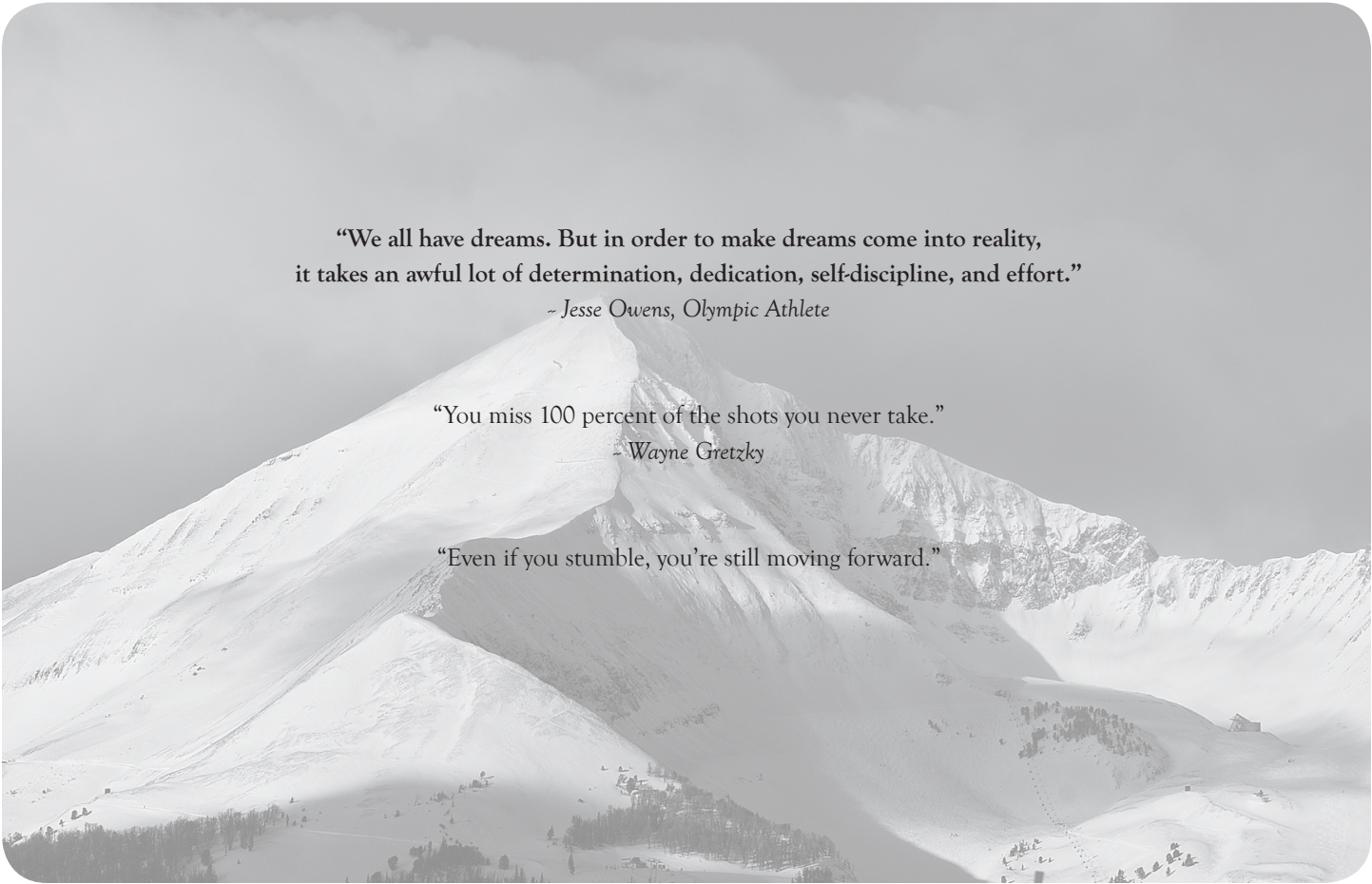
TALK about it. Tell your coach what you need. Share your goals. Tell them if you'd rather they show you than hear them describe something. Start a dialogue (verbal or movement-based) with your coach and/or fellow participants to make sure you have clear understanding of the movement or concept you are trying to achieve.

WHO, What, When, Where, Why, How. Questions are good; they help everyone (coaches, students, people lingering next to the group) have a better understanding of what the heck you are trying to do and why.

PRACTICE makes permanent. If you do something the same way over and over again, you will continue to do it that way. Regardless if it's helpful or counterproductive, you will do what you practice. When you learn something new keep practicing if you really want it to stick. Do it everywhere, on the catwalk, on the steeps, as you traverse. It may mean slowing down and dialing it back. If you get lazy and go back to your old way don't expect to get better; it's not going to happen.

CHANGE is Strange. Change rarely feels good right away so stick with it. It's also a good idea to check in with someone else you trust to make sure you are still on the right track. Quite often we think we look a certain way but actually are performing quite differently than we feel. It may help also to video yourself to see first hand what you are doing.

ROME wasn't built in a day. Give yourself time to really get it. If it happens once the first day or the first week it's okay. If you truly commit to changing what you're doing it's going to take time to build it into your muscle memory. Don't despair; stick with it and the results will be worthwhile!



**"We all have dreams. But in order to make dreams come into reality,
it takes an awful lot of determination, dedication, self-discipline, and effort."**

~ Jesse Owens, Olympic Athlete

"You miss 100 percent of the shots you never take."

~ Wayne Gretzky

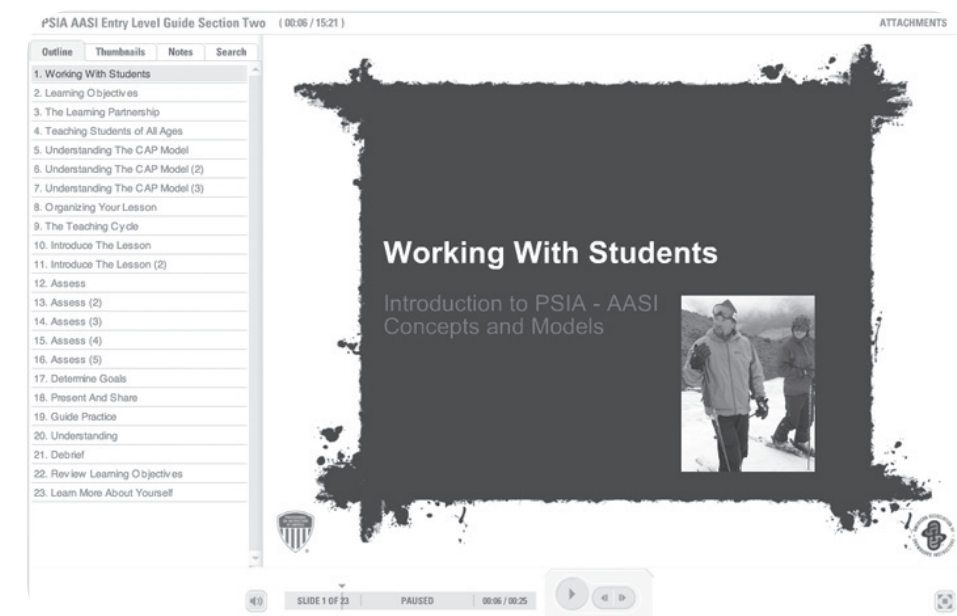
"Even if you stumble, you're still moving forward."

PSIA-AASI E-COURSES NOW AVAILABLE

We are always excited when we launch a new education tool, and this one represents a whole new range of offerings. When you browse TheSnowPros.org, specifically the "Go Pro" page, you'll notice a new addition called E-Learning Modules.

The Entry Level Instructor's Guide you'll find there is the first in a series of e-courses that PSIA-AASI is producing to introduce teaching snowsports, PSIA-AASI as an organization, and our models and concepts to prospective instructors. This information is useful to someone seeking insights on what teaching snowsports is all about, or someone who has been hired to be an instructor but may not have received any training yet.

The second piece in our free series of online learning courses, "Working With Students" is now up and available on the "Go Pro" section of our website, TheSnowPros.org. This e-learning guide provides an introduction to the concepts and models that help structure effective snowsports lessons, as well as getting to know teaching



and learning styles.

This free resource is available to anyone who consults PSIA-AASI's website to learn more about teaching snowsports. Each course integrates on-snow video of snowsports classes

in action, as well as downloadable attachments and opportunities/links for further research and learning. E-learning courses will continue to be developed and launched throughout the year. Keep checking back for new content and cutting edge learning!



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PSIA-AASI wants to thank the Montana Ski Area Association (MSAA) for supporting the personal and professional development of snowsports instructors throughout Montana. It is the mission of PSIA-AASI to inspire a lifelong passion for the mountain experience. Your generosity helps foster that passion by creating more training opportunities for instructors, who in turn pass that along to the guests. Thank you for your willingness to work together to grow the sport we all love so much.

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PSIA Alpine Level 2 Prep Clinic at Discovery
PSIA-AASI Freestyle Specialist 1 Alpine at Great Divide
Great Divide's Annual ProPark

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