



NORTHERN ROCKY MOUNTAIN



FALL 2013 NEWS

Volume 31

Number 1



LETTER FROM PSIA-AASI NORTHERN ROCKY MOUNTAIN PRESIDENT

What a pleasure it is to come home from an amazing summer-winter season in Portillo, Chile to cool weather, shorter days and snow in the mountains!

Besides the pleasures and challenges I experienced teaching this summer, work continued for NRM division. The newly formed Finance Committee undertook the task of moving our budget over to a new system. The new budget will bring ease to our volunteers, both board members and discipline chairs, will help all of us see our financials in a clearer way, as well as help us be more efficient in using the member dollars.

Our Executive Committee initiated once-a-month conference calls to discuss any current business topics, any current projects or issues we need to be aware of or undertaking, areas that need to be discussed at the upcoming board meetings, and to continue to increase our communication and accountability. As the Executive Committee also serves as the Education Foundation Scholarship Committee, we looked at our upcoming year's fund and are happy to say it is very healthy! We are looking to work with MSAA in putting on events, as well as being able to offer even more scholarships than we were able to last year.

The Fall Board of Directors Meeting will be a busy and exciting day as we hear the updates and progress reports from various task forces and chairs. But we also have the pleasure of having Mark Dorsey and Eric Shekleton attend and speak to National's direction, concerns, and insights. Divisionally, we will have reports from all of our committee chairs, but also progress reports on several new areas and from two new committees. The task force appointed at the Spring Board of Directors Meeting to look at discipline chair accountability and responsibilities has made headway and will give an update. Tony Brown, our Governance Task Force Representative, will present the progress

made by this national task force. Michael Hickey will give an update on the National Strategic Education Plan, as well as his research on a NRM Educational Director. We also can look forward to hearing from our new Marketing Committee Chair, Mike Ewing, and the ideas and progress he has made over the past few months.

On the national realm of the President's Council, things remained quiet over the summer. We waited for the work of the Governance Task Force to bring forth their recommendations, as the governance of the organization is vital to the structure and purpose of this council.

As the winter season is rapidly approaching, and we all look forward to sharing the passion of sliding on snow, I want to thank all who have volunteered for this organization in any way. We are blessed with so many people that willingly give their time and effort to continue to make this organization better for the future. So often those hours can be overlooked, and the stress and frustration of dealing with the "business" or "political" side of our organization easily grows. In those times remembering why it is we do what we do is so important. The crazy joy of strapping boards onto our feet, using gravity to glide down, or defying gravity to skate up a hill, and then to share that addictive passion with others, can easily be forgotten. To each of you who dedicates their time and passion to PSIA/AASI, I personally thank you. I would also ask those of you who see a board member, chair person, committee member, any of our staff, throughout this season, and they look a little harried, please thank them, and maybe share a little of that passion, enthusiasm, and excitement you receive from your lessons and riding to help remind them that what we do is awesome and worth it!

Looking forward to a fantastic season in NRM!

Hasta pronto,

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.

SNOWSPORTS STOCK REPORT:

A Deeper Look at Skier Visits, Lesson Volume, and Learn to Ski and Snowboard Month

By Peter Kray, PSIA-AASI Lead Content Officer

When it comes to annual performance reports, two stat sheets in particular have become increasingly important to the ski and snowboard industry—and instructors in particular—as the most relevant barometers of where our sports are, and where we are helping to steer them in the future.

Those reports include the National Ski Areas Association's (NSAA) Kottke End of Season Survey and, more recently, the Learn to Ski and Snowboard Month (LSSM) end-of-season roundup. The Kottke survey focuses on total ski and snowboard visits across the country, but also includes stats on lesson volume, skier and snowboarder participation, and total lift ticket and pass sales. The LSSM report, however, looks solely at how many beginner lessons were generated during January's Learn to Ski and Snowboard Month. Here are some of the highlights from both reports.

Skier Visits Top 56 Million

According to NSAA's Kottke survey, there were 56.6 million ski and snowboard visits during the 2012–13 season. This represents an 11 percent increase over the previous season, and the largest year-over-year gain in 30 years.

NSAA reports visits were up in all regions, with the biggest rebounds seen for the Pacific Southwest (up 20.5 percent), Northeast (up 20.3 percent), and Southeast (up 17.2 percent). Impressive gains were also recorded in the Midwest (up 11.5 percent) and Pacific Northwest (up 7.5 percent). The region with the smallest percentage gain was the Rocky Mountain region, which was up 1.9 percent over 2011–12 visits.

Ski and Snowboard Lessons Show Mixed Results

The industry has focused on lesson participation, particularly at the entry level, as a key element of the strategy for attracting newcomers to snowsports and converting first-timers into committed, long-term participants.

Of no surprise to any snow pro, snowsports visitation models demonstrate that long-term, sustainable growth in the industry will be strongly tied to improving the retention of entry level skiers, in large measure through improved and upgraded lesson programs.

A total of 127 areas provided data on total lesson volumes for both the 2012–13 and 2011–12 Kottke surveys. At these resorts, total lessons given were up a slight 0.6 percent (with an average of 21,323 lessons per area), while total visits at this same resort sample increased by 8.3 percent. Hence, the lesson participation rate declined by 7.1 percent. This result indicates that the proportion of total visits that included a lesson declined to 8.0 percent from 8.6 percent the year prior.

The greatest lesson volume increases were seen in the Pacific Southwest (up 24.5 percent), Southeast (up 14.7 percent), Pacific Northwest (up 7.4 percent), and Northeast (up 6.6 percent). On the other hand, declines were witnessed in the Rocky Mountain region (down 4.9 percent) and Midwest region (down 30.6 percent).

LSSM Reports Skyrocketing Growth

For January, organizers of the Learn to Ski and Snowboard Month/

Bring a Friend (LSSM/BAF) initiative reported that more than 153,000 children and adults registered for beginner lessons from professional instructors during the month. The tally reflects an increase of more than 50,000 compared to last year and the largest one-year increase since the initiative began in January 2009 with 20,000 participants.

Ski and snowboard areas in 34 states took part in LSSM/BAF. The majority offered a discounted lift, lesson, and rental-equipment beginner's package. Most made their LSSM offer available to consumers for the entire month. Seventy percent of the ski/snowboard areas that responded to a post-initiative survey said their consumer participation was higher compared to last year. Forty-four percent thought that the amount of snow in their region had a positive effect.

Nearly 175 adults (ages 18 and older) took the Bring a friend Challenge that encouraged current participants to help newcomers sign up for lessons. Many newcomers were children.

"Learn to Ski and Snowboard Month/Bring a Friend has enjoyed support from all aspects of the snowsports industry and that is what makes it work so well in a cost efficient manner," commented LSSM Task Force Chair Raelene Davis, who is the marketing vice president for Ski Utah.

Snowboarding Participation

Also according to the Kottke survey, snowboarding trended down for the third consecutive season, declining to 29.6 percent of total visits in 2012–13, down from 30.3 percent in 2011–12, 31.0 percent in 2010–11, and 32.0 percent in 2009–10.

The decline in snowboarding has been greatest in the Pacific Southwest and Midwest, where snowboarding visits declined by 3 percentage points (in terms of share of total visits). Snowboarding participation also dipped this season in the Rocky Mountain and Pacific Northwest regions, while holding relatively steady in the Southeast and Northeast.

The Pacific Southwest still has the highest rate of snowboarding participation of any region (42.5 percent this season), followed by the Pacific Northwest (36.7 percent), Midwest (35.5 percent), and Southeast (34.5 percent). A lower share of total visits from snowboarding is seen in the Northeast (26.4 percent) and Rocky Mountains (23.7 percent).

Season Pass Sales

And finally, at the top end of the committed skier and snowboarder scale, the Kottke survey reports that average season passes sold per ski area declined by 4.3 percent from 2011–12, averaging 9,495 passes sold. Pass unit sales dropped 7.8 percent in the Rocky Mountains and 7.6 percent in the Midwest, followed by somewhat smaller declines in the Southeast (down 1.5 percent) and Northeast (down 1.1 percent). On the bright side, season pass unit sales were up in the Pacific Northwest (up 4.0 percent) and the Pacific Southwest (up 0.9 percent).

The greatest volume of season passes sold per ski area is in the Rocky Mountain region (15,825 per area), followed by the Pacific Northwest (13,177) and Pacific Southwest (12,415). There is, however, no data, on just how many lessons all of those passholders took before they became infatuated with the sport.

PSIA-AASI NRM ANNUAL FALL FEST

Big Sky, Montana December 13-15, 2013

By Jill Imsand-Chumbley



How do you write about Fall Festival every year and still sound excited about it? That is the question I asked myself when I started to write this article. Which led me to the question: How do I attend every year and still be excited for it? I know I'm excited because I look forward to it.

What is Fall Festival all about for me anyway? It's an opportunity to see old friends I've made over the seasons and meet new ones. It's a way to start the season on the right path toward meeting my goals. It's a reminder of how good it feels to be with people who are just as passionate about snowsports as I am.

Everyone has slightly different motivations or reasons why they attend so I inquired on the NRM Facebook page to see what others had to say....

"Fall Festival has been on my calendar since I began instructing almost a decade ago. More often than not the snow is worthy and it's a great time to get your legs back under you for the rest of the season. Combine that with caliber National team members every year, getting to ride with old friends, and daily tech talk on a variety of subjects - I love it."

"An opportunity to get to know and ski with some of the national team members."

"What I enjoy the most is the overall energy and enthusiasm for snow sports and education. Being with so many awesome people sharing ideas on the hill, on the chair and over a beer."

"Fall Fest is a great opportunity to meet new people, ski with National Team members, and perfect those pesky technique issues while getting your ski legs back for the season."

"I like to meet new people and reconnect with friends and find my winter ski legs with the help of amazing instructors."

"It is a great way to get back your ski legs as well as a chance for some certification. I have taken my CS1 and CS2 at fall fest so I didn't miss



out on peak season lessons."

"Come December, I look forward to seeing old friends and colleagues and meeting new inspiring faces. On top of that, I can kick start my season with challenging and dynamic training opportunities that set my focus for the upcoming year."

Some similar reasons and sentiments but I think this one sums it all up:

"Shennanigans? Tom Foolery? And really cold beer? All 3 in one place and I get to ski too!"

We had feedback from last season that some felt the topics and offerings at Fall Festival needed to be revamped with new ideas and topics, so we took that information and this is what we've come up with...

WHAT's the format of Fall Festival:

The format of core groups in the AM and electives in the PM has had really positive feedback from you all so we are keeping that the same. For those of you who haven't been to Fall Festival in a few years, this means you ride with the same group in the morning all three days (Friday - Sunday) and then choose a different clinic in the afternoon each day. This format allows you to tailor your experience to be as diverse or focused as you want.

If you can't devote three whole days, there is the two-day option on Saturday and Sunday. The two-day format still offers the opportunity to join a core group in the AM and electives in the PM. So don't worry, you won't miss out.

WHAT do you do in core groups?

The standard core groups focus on improving both riding and teaching skills. These are discipline-specific, so if you enroll in the Adaptive core group you will be focused on that specific discipline for both riding and teaching.

New additions for the core groups this season are the Freestyle core. The Freestyle core will be multidiscipline and cover concepts that will help you prepare for a Freestyle Specialist Certificate whether it's FS1, FS2, or FS3. The goal for the Freestyle core is to

cover as much available terrain as possible, so if lots of riding and freestyle is your thing, this is the group for you!

Back this season, Alpine has a Teaching Core group for those of you who want to focus on enhancing your teaching skills. Last year this group had great reviews so join this Core group if teaching is your main passion.

WHAT other options are there for the Mornings?

The other alternative to Core groups is joining a Credential group for the weekend. These groups go all day on Friday and then act as your AM core groups for Saturday and Sunday. The options here include Freestyle Specialist 1, Children's Specialist 1, or Children's Specialist 2. Last year our CS1 group was busting at the seams due to late enrollment. Please enroll early so we can accommodate all who are interested! As with the other core groups, you will have afternoons free on Saturday and Sunday to get in other educational opportunities.

There are also Certification events scheduled at Fall Fest. This year you can do a Level 1 in Snowboard, Alpine, AND Cross Country. The Cross Country Level 1 will be held Thursday and Friday at Bohart Ranch in the Bridger's. You could do your Cross Country Level 1 and then come to Big Sky Saturday and Sunday to attempt another certification, or just join in some educational fun in another discipline!

The last option for Fall Fest this year includes Level 2 and 3 Prep Clinics for Snowboard or Alpine. The Alpine prep will be three full days with video sessions. The Snowboard prep will be Saturday and Sunday, all day. This is a great opportunity to really start your season right if your goal is higher certification!

WHAT happens in the afternoon?

If you are not in a Certification or Prep Clinic, you may choose an afternoon elective from an array of selections. I can't list them all here, so please check the Fall Festival Clinic Descriptions that are listed [in this newsletter](#). Here are some highlights:

Freestyle: Ride with _____ Elective: See the mountain through the eyes of the Iron Team. Each of us has our stashes and perspectives on what "freestyle" means and how to play on the terrain. We would like the opportunity to share that with you as we tear up the mountain.

Adaptive: Nordic Sit Ski: Saturday at Lone Mountain Ranch with Leslie Dominick. This clinic will offer a different skiing experience of sit skiing that will have you smiling. This clinic is focused on working with people with physical disabilities.

Alpine: Show me the Money: Discover new ideas to make the most \$\$\$\$ for your teaching and non-teaching time on the hill.
Snowboard: Back-Country Moves Taught In-Bounds: Focus on teaching the helpful moves for back-country travel.

Nordic: Introduction to Avalanche Awareness: Anyone who spends time on snow needs a basic understanding of avalanches, snow, and the appropriate safety equipment. This session offers a basic introduction to avalanche awareness in an on-resort setting.

Kids: "Two Roads diverged in a wood, and I, I took the one less traveled by": How adventures in the trees and tree trails can teach useful skills.

Those are just some of the awesome new offerings that you can choose from this season! Also included are some of the old favorites: Biomechanics of Skiing, To Rocker or Not to Rocker, and Pattern Breaking.

WHO leads these clinics?

Good question. The talented DCE/L Staff of NRM of course! We have a great team of lifelong learners ready to share new information with you. We also have some special guests this year from the PSIA National Alpine Team: Heidi Ettlinger and Eric Lipton, as well as National Alumni Chris Fellows.

Heidi is out of Heavenly, California and is in her second year on the team. I've skied with Heidi once before and can't wait to do it again, she rips! Plus, she lists Mount Olympus in NZ as her favorite ski destination, so I figure she must know her stuff!

For those of you who don't know Eric yet he is originally from the Eastern Division and has also worked in Rocky Mountain. The last few seasons he has been working at the Yellowstone Club and joined the NRM ed staff last year. We're excited to have him at Fall Festival again this year!

Chris Fellows is co-founder and co-director of the North American Ski Training Center (NASTC). He has been a ski instructor and examiner for over 25 years, two-time member of the PSIA Alpine Team, Education VP for PSIA-Western Division, and PSIA-W Board of Directors.

WHAT else can I look forward to?

Back by popular demand we will have morning yoga. These sessions will be tailored to get us all energized and in balance for a great day on the snow. Spouse Clinics will also be available! Contact the NRM office for more details.



fall fest 2013 continued...

WHAT social events will there be?

Friday night there will be a presentation by the National Alpine Demonstration Team members who are joining us in the Amphitheatre followed by a welcome reception at Whiskey Jack's with drink specials. You can catch up with those you didn't get to see your first day on the snow, as well as meet your divisional discipline representatives and board members. This is your opportunity to share face-to-face your thoughts on what you'd like to see done for the division/members, which we all know is way more effective and memorable than an email, phone call, or mental telepathy.

Saturday night the group will meet up for a more intimate reception at Chet's Bar in the Huntley Lodge. The annual Silent Auction will be held Saturday night. The Silent Auction raises money for the NRM Education Foundation to provide scholarships to members and member schools who need a bit of extra help to get the education our gifted staff provides. Thank you again to all the donors of last year's items. Your gifts are very appreciated! If you happen to have any items or anything you would like to donate please contact me, Jill, at jilljuliet@hotmail.com.

Saturday evening also includes announcing award recipients. These talented and generous members of NRM are nominated by you, the membership. Send your nominations to the NRM office by Nov. 15.

We are currently working on entertainment for this night so if you are interested or have ideas for music please contact me at jilljuliet@hotmail.com.

WHERE do I stay?

Our host Big Sky Resort is a convenient and economical choice with ski-in ski-out accommodations. This year Big Sky has included a Sky Card with every three-night stay at Big Sky Resort for Fall Fest participants! With a Sky Card you not only get a discount on lift tickets during the season, you can also ski free a select number of days. Check out www.bigskyresort.com for details. You must mention that you are a Fall Fest participant at the time you book your lodging to receive this deal!

WHY should I go to Fall Festival?

Given the array of choices it's hard to see that Fall Fest wouldn't be able to meet your needs. There are clinics that focus on skill improvement, teaching improvement, new experiences, new approaches to moving around the mountain, new information in all disciplines, and technical understanding enhancement. There are so many different avenues to go at Fall Festival this year it's going to be hard to decide which way to go! And don't forget a great bunch of DCE/L's to help you do all those things and more. Also remember - feel free to share any specific goals etc. with your clinicians at Fall Festival and they will be happy to help you!

Now the only question seems to be, why wouldn't you go to Fall Festival? To quote Warren Miller "if you don't do it this year, you'll be one year older when you do."

general overview

Three days of multidiscipline snowsports clinics to get you geared up for the 2013-2014 season. The days will start with morning core groups and offer afternoon electives.

registration

Register online at www.psia-nrm.org

Three day event: \$180

Two-day event: \$130

Registration received after November 29 will incur a \$50 late fee so register early!

extras

- Spouses' Clinics - sign up your significant other for a clinic with one of our ed staff because we all know that no matter how good of an instructor we are, it is always better to let someone else teach our "other half"! [\$75/day]
- Morning Yoga - Awaken and energize your body for the day with early morning yoga sessions Saturday and Sunday morning.

social events

Invite your friends and family to join the fun. Both night's events are open and free to the public.

Friday

- National Team presentation by PSIA Alpine Team members Heidi Ettlinger and Eric Lipton
- meet and greet @ Whiskey Jack's

Saturday @ Chet's Bar & Grill

- awards presentation
- silent auction
- 50/50 raffle

ed staff

In addition to the talented NRM education staff, Heidi Ettlinger and Eric Lipton of the National Alpine Team and Alumni Team Member Chris Fellows will be joining us for three days of clinics.

lift tickets

The following discounted rates will be available:

- Free with MSA Card and season pass from home resort.
- Registered Fall Fest attendees: \$47/day. Pick up lift tickets at the Big Sky Snowsports School.
- Guests of attendees booked in Big Sky Resort accommodations: \$52/day. Pick up lift tickets at the concierge desk or ticket sales.
- Kids 10 and under ski for free

lodging

As a major sponsor of the event Big Sky Resort is offering discounted lodging AND throwing in a FREE Frequent Sky Card to all attendees who book three or more nights lodging in the Huntley Lodge.

Call 800-548-4486 or 406-995-5000 for reservations.

national team members and alumni at this year's fall fest...

This year we are excited to have two current and one alumni Alpine National Team members as coaches at our 2013 Fall Festival in Big Sky. Before meeting them on the hill, here is a little background information on each to help you get to know them.

ERIC LIPTON

Eric took his first ski turns at the age of three at Hunter Mountain, New York, with his father, a Level III instructor since 1969. Eric began his own ski teaching career in 1996 at Blue Mountain, Pennsylvania. While he still calls Blue his home, he divides his time between Blue, Yellowstone Club, Montana, and Beaver Creek, Colorado, and has also worked in Portillo, Chile. This past year, Eric was also hired as an NRM Alpine Examiner and examiner coach.

Eric is a former ski racer and graduate of Penn State University. He has been a featured instructor on RSN Outdoor Television and is a featured skier in the film *Imagine*. He is an avid mountain biker and runner, and is the race director for the Sol Lipton Run Fest, a trio of footraces that raises money for the Sol Lipton Scholarship Foundation, awarding college scholarships to high school students. Eric lives in Pottsville, Pennsylvania, where he is the fourth generation to operate his family's furniture business

HEIDI ETTLINGER

Heidi started skiing down the Green Mountains of Vermont not long after she started to walk. She holds a BS in Human Services and Counseling, and after working several years in the child protection field she began ski instructing. She is a member of the PSIA-AASI's Western Division Technical Team, and is serving a third term on its board of directors. She holds AIARE Level 2 and Wilderness First Responder credentials.

Heidi pursues ski instruction year round, dividing her time between Heavenly in Lake Tahoe and Mt. Hotham in Australia. Her passion for skiing and snowboarding led to the development of *Gearing to Go* (DVDs and educational materials to improve beginner retention). She has developed a variety of women's adventure programs to support the professional growth of female instructors and public participation. Alongside ski instruction, Heidi has devoted time to the Ski & Snowboard Mechanics Workshop in training mechanics and managers to better service the skiing/riding public.

CHRIS FELLOWS

Chris Fellows is co-founder and co-director of the North American Ski Training Center (NASTC). A ski instructor and examiner for over 25 years, two-time member of the PSIA Alpine Team, Education VP for PSIA-Western Division from 1998-2000 and PSIA-W Board of Directors since 1995.

Chris has served as a ski school staff trainer at Squaw Valley, Mt. Rose and Heavenly; attended the prestigious Austrian Bundessportteam in 1989 and again in 2008 by special invitation. Chris is the author of two books, *Tactics for All Mountain Skiing* and *Total Skiing*. Chris started NASTC in 1994 with wife Jenny and Mike Sodergren. Chris also enjoys rock climbing, mountain biking, mountaineering, and backcountry skiing. Chris grew up in MA; moved to Tahoe at age 24 and continues to live in Truckee, CA with wife Jenny and three children.



photo by Cesar Piotto



photo by Dann Coffey





2013-2014 PSIA-AASI NRM Event Calendar

Dates and locations are subject to change. View NRM website www.psia-nrm.org for event details, prices and online registration. Please direct any questions or requests for clinic topics and/or locations to the NRM office at info@psia-nrm.org. We look forward to skiing and riding with you this season!

MULTI DISCIPLINE

Dec 13-15 NRM Fall Fest Big Sky
- look for details in this newsletter and online!

ALPINE

Dec 9-11	DCE Examiner Training	Big Sky
Dec 10-12	DCE Clinician Training	Big Sky
Dec 11-13	DCE IT Training	Big Sky
Dec 12-13	Area Clinicians	Big Sky
Dec 12	Advanced Educator	Big Sky
Dec 13	Train the Trainers*	Big Sky
Dec 13-15	Fall Fest	Big Sky
Dec 13-15	Fall Fest Level 2/3 Prep Clinics	Big Sky
Dec 14-15	Fall Fest Level 1 Exam	Big Sky
Jan 9-10	Level 2/3 Exams	Bridger
Jan 24-26	Level 2 Prep Clinic	Bridger
Jan 31-Feb 2	Level 2/3 Prep Clinics	Red Lodge
Feb 4	Professional Development Clinic	Big Sky
Feb 5-7	Level 2/3 Prep Clinics	Discovery
Feb 7-9	Level 3 Prep Clinic	Garmisch
Feb 8-9	Level 2/3 Exams	Discovery
Feb 28-Mar 1	Level 1 Exam	Teton Pass
Mar 1-2	Level 2/3 Exams	Red Lodge
Mar 4	Ski Like a Girl	Bridger
Mar 10-11	Level 2 Exam	Garmisch
Mar 12-13	Hiking & Skiing Lone Peak	Big Sky
Mar 13-14	Level 3 Exam	Garmisch
Apr 5-6	Level 2/3 Exams	Big Sky
Apr 6-7	Level 3 Exam	Bridger
Apr 7-8	DCE Hiring Event	Big Sky
Jun 21-22	Camping & Skiing Training	Beartooth Pass

SNOWBOARD

Dec 9-10	Pro Ed Staff Training	Big Sky
Dec 9-10	IT Training	Big Sky
Dec 13	Train the Trainers*	Big Sky
Dec 13-15	Fall Fest	Big Sky
Dec 14-15	Fall Fest Level 1 Exam	Big Sky
Dec 14-15	Fall Fest Level 2/3 Prep Clinics	Big Sky

Jan 27-28	Level 2/3 Prep Clinics	TBD
Feb 6-7	Level 2 Prep Clinic	TBD
Feb 28-Mar 1	Level 1 Exam	Teton Pass
Apr 4-6	Level 2/3 Exams	Red Lodge

NORDIC

Dec 12-13	X-Country Level 1 Exam	Bohart
Dec 13-15	Fall Fest	Big Sky
Dec 14	X-Country DCE Training	TBD
Jan 4-5	X-Country Level 1 Exam	Whitefish
Jan 23	Telemark DCE Training	Lost Trail
Feb 1-2	X-C Children's Specialist 1	Seeley Lake
Feb 1-2	Telemark Level 1 Exam	Showdown
Feb 28-Mar 2	X-Country 2/3 Exams	Seeley Lake
Mar 7-9	Telemark 2/3 Exams	Big Sky

KIDS (multi-discipline)

Dec 13-15	Fall Fest	Big Sky
Dec 13-15	Fall Fest Children's Specialist 1	Big Sky
Dec 13-15	Fall Fest Children's Specialist 2	Big Sky
Dec 13-15	Children's Specialist 1 XC	Seeley Lake
TBD	Children's Specialist 1	Lost Trail
TBD	Children's Specialist 1	Bridger Bowl
TBD	Children's Specialist 2	Bridger Bowl
TBD	Children's Specialist 1	Big Sky

FREESTYLE (multi-discipline)

Dec 11-12	Iron Team Training	Big Sky
Dec 13-15	Fall Fest	Big Sky
Dec 13-15	Fall Fest Freestyle Specialist 1	Big Sky
Feb 18	MSAA Annual ProPark* *	Great Divide
Feb 19-20	Freestyle Specialist 1	Great Divide
TBD	Freestyle Specialist 2/3	TBD

ADAPTIVE

Dec 13-15	Fall Fest	Big Sky
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Additional clinics may be held "in-house" at area snowsport schools. These clinics are held at member schools specifically for that school's staff. Check with your school's director for schedule and availability.

*Train the Trainers is free to one alpine and/or snowboard trainer per NRM member school (lift ticket not included).

**MSAA's annual "ProPark": MSAA will once again be sponsoring the annual ProPark at Great Divide. This winter PSIA-AASI NRM's freestyle coaches - the Iron Team - will be teaming up with Great Divide Ski Area to put on the annual ProPark event. This one-day event is offered to ski area employees and/or snowsports shop employees in the state of Montana. The event combines NRM's professionally trained coaches and the Smart Style education program to promote freestyle/terrain park safety and personal rider improvement. The Smart Style www.terrainparksafety.org is a national freestyle safety program developed by Burton Snowboard and the National Ski Areas Association (NSAA) to foster safe use of freestyle terrain by staff and the public alike. NOTE: This event is by invite only. Advanced registration is required.

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.

EXTRA, EXTRA: DIRECTORS AND SKI SCHOOL TRAINERS, PLEASE READ!

Because of a conversation at the national level discussing the need for more training for children's trainers, we are trying out a clinic specifically for this at Fall Festival. The clinic is part of Fall Festival and anyone who is a trainer for his or her school or is on that track is invited. The goal of this clinic is to assist those who train the children's staff at your school do it even better. So directors if you have someone or a few someone's in mind feel free to sign them up or ask them to sign up I promise it will be worth their while. Or trainers if you want to sign up on your own as long as you can prove you do train folks who teach kids at your school please do.

It would be preferable that those who attend already have their CS2 or 1, which can be taken at Fall Festival. Though if you think you would still like to come but just haven't found the time to get your CS1 or 2 yet you can contact me and we can discuss the best course of action for you.



Any questions or comments or any thoughts would be much appreciated so please feel free to email me at jilljuliet@hotmail.com (make sure to label your email "Children's training" or something so I don't lose it in my junk mail)

I believe that having this information out there for ski schools is very important since most business in the industry is children! So we better train those instructors to do the best job they can with them.

Fall Fest 2013 lodging deals

Special Fall Fest room rates are available Thursday, December 12 - Sunday, December 15, 2013. Contact Big Sky Reservations for accommodation rates and availability prior to Thursday. See details below.

HOTEL ROOMS

Huntley Lodge

Guests per room:	1	2	3	4	5	6
First Class (2Q)	\$99	99	124	149		
Mtn View (2Q)	\$109	109	134	159		
Loft (3Q)	\$118	143	168	193	218	243

CONDOS

Shoshone

Suite (4 guests)	\$229
Loft (6 guests)	\$345

Stillwater

Stillwater Studio	\$116
Stillwater 1-BR	\$139
Stillwater Loft	\$182
Stillwater 2-BR	\$195

Huntley Lodge rate is quoted per room per night and includes a daily breakfast buffet in the Huntley Dining Room plus gratuity per each guest. Breakfast is served daily from 6:30-10:30 a.m. only. No credits or refunds will be offered. Children 10 and under stay free when in the same room as their parents with existing beds and enjoy complimentary daily breakfast buffet.

The above rates do not include tax and service fees. The current total is seventeen percent (17%) tax and service fees on accommodations. This seventeen percent (17%) is made up of seven percent (7%) state accommodation tax, three percent (3%) resort tax, and seven percent (7%) resort service fee.

Reservations: (406) 995-5750 Local
(800) 548-4486 Out-of-State and Canada

FREE Mountain Sky Cards!

As a sponsor of this year's Fall Fest Big Sky Resort is giving away one complimentary Mountain Sky Card to individuals who reserve three nights or more in any Big Sky accommodations during Fall Fest weekend.

To make your reservation call
800-548-4486
or
406-995-5000

Mountain Sky Card details:

- FREE Dates: 12/2/13 - 12/8/13, 4/14/14 - 4/20/14
- Half Price Week: 1/6/14 - 1/12/14
- \$20* off the regular season window rate.
- Exclusive lodging discounts available, restrictions apply. Contact reservations for details.
- 10% discount on any retail items in any Big Sky Resort owned outlet.
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- Limit 1 card per person. Non-transferable, non-refundable.

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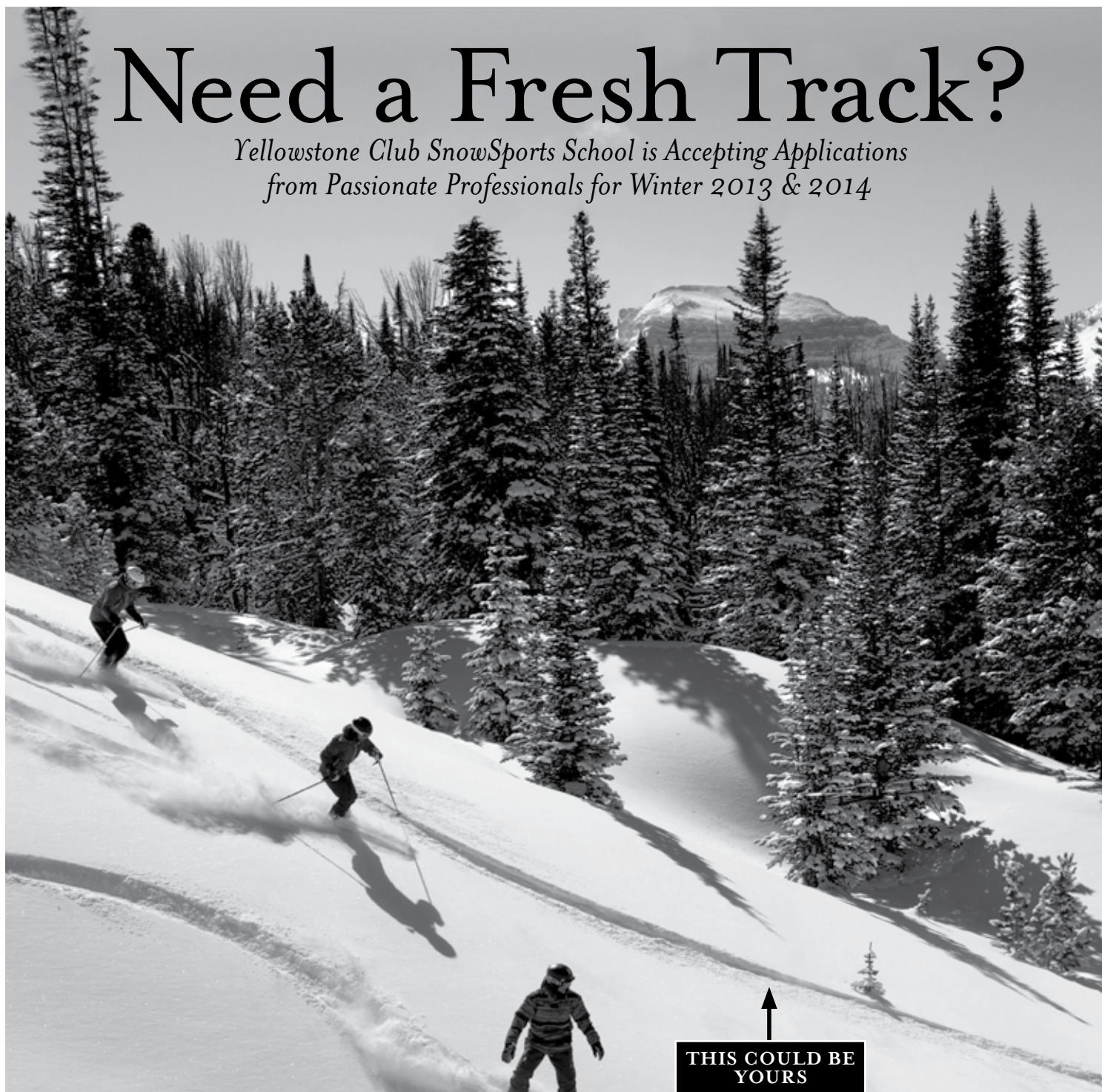


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PSIA-AASI NRM EDUCATION FOUNDATION SCHOLARSHIP OPPORTUNITIES

The PSIA-AASI NRM Education Foundation (NRM EF) was established in 1991 to serve the membership of NRM by providing financial assistance to those who are looking to further their careers/schools and enhance their growth in the snowsports instruction industry.

The Foundation is a 501 (c3) organization in good standing. NRM EF is governed by the Education Foundation Committee under the supervision of the PSIA-AASI NRM Board of Directors.

Every year, NRM EF awards scholarships to individuals and schools wishing to further their education in alpine, adaptive, children's, snowboard and nordic education. The training that members receive as a result of the scholarship program increases their productivity and value as a member and as an instructor in their particular snowsports school. Scholarships are awarded based upon financial need, personal/professional goals, snowsports school experience, and ability and means to share the benefits of the scholarship with other staff members and snowsports area guests.

Scholarships are funded through donations from our members as well as outside grants and donations. Our primary fund raising event is the Fall Fest Silent Auction. To make a donation to the EF scholarship fund or to donate goods or services to the silent auction please contact the NRM office.

This season we are happy to announce the receipt of a \$5,000 grant from the Yellowstone Club Community Foundation (YCCF). The YCCF funds will be added to the scholarship pool for the 2013-2014 season.

To apply for a scholarship, the following steps must be taken:

- Complete the scholarship application, available online at www.psia-nrm.org
- Provide a written statement, following the instructions on the application.
- Receive a letter of recommendation from your snowsport school director or resort manager

Individual application materials must be received by December 1, 2013 to qualify for first consideration. School application materials must be received by January 7, 2014. Applications submitted by the second deadline of February 15, 2014 will be considered pending available funding. Applicants may only be awarded one scholarship per every two years.

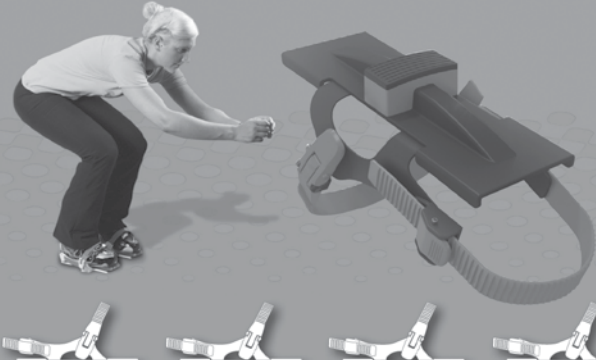




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PSIA-AASI NRM SPRING 2014 ELECTIONS

NRM operates largely on the basis of volunteer efforts. All of the program chairs, board members and officers are volunteer positions.

The NRM Board of Directors is responsible for setting the overall direction for NRM and translating member needs into a long-range plan of action. Board member positions open up every spring. This spring there will be two open seats. There are seven total.

We encourage any interested member to run. Direct experience serving in a nonprofit board capacity is not necessary. We believe that everyone has their own skill set to bring to the table. If you feel you have something to offer and gain in return via service on the board, please consider running for one of the open seats. Here is an overview of board operation for those considering taking the plunge.

The board of directors has the principal responsibility for fulfillment of the organization's mission and the legal accountability for its operations. This means that, as a group, they are in charge of establishing a clear organizational mission; forming the strategic plan to accomplish the mission; overseeing and evaluating the plan's success; hiring a competent executive director and providing adequate supervision and support to that individual; ensuring financial solvency of the organization; interpreting and representing the community to the organization; and instituting a fair system of policies and procedures for human resource management.

Board members have a duty of loyalty to the organization, its staff and other board members. While differences of opinion are sure to arise, board members should seek to keep disagreements impersonal. Practicing discretion and accepting decisions made on a majority basis, promotes board unity and confidence.

Board members accomplish their functions through regular meetings and by establishing a committee structure that is appropriate to the size of the organization and the board. Ideally, board members arrive at meetings prepared and ready to engage in thoughtful dialogue to ensure a group process that generates, encourages and uses the best ideas and efforts of its members.

Boards should be open to self-evaluation and regularly review their own composition to ensure constituent representation, board expertise and commitment. Boards also are responsible for evaluating and determining compensation for the executive director.

Under Montana law, nonprofit directors are responsible for management of the business and affairs of the corporation. In carrying out their responsibilities, the law imposes on these directors specific fiduciary duties of care, loyalty, and obedience to the law. Further information can be found online in the NRM Bylaws and NRM Rules and Regulations.

ELIGIBILITY REQUIREMENTS

To run for the board you must be a member of NRM (for at least two years) and be in good standing. You must be willing and available to attend two board meetings per year (Spring and Fall) as well as proficient with e-mail. Travel, food and lodging for board meetings are reimbursed. Between meetings, business is conducted via e-mail and telephone. Board members receive one free NRM education clinic per year of service (after the first year of service, and subject to availability). A board term is three years.

CANDIDATE STATEMENTS

To throw your name into the hat for one of the open seats on the NRM Board of Directors, submit a written statement and photo (optional, but appreciated) by January 31, 2014 to

info@psia-nrm.org or
PSIA-AASI NRM
P.O. Box 11392
Bozeman, MT 59719

ELECTION NOTIFICATION

Candidate statements will be posted online at www.psia-nrm.org and election ballots will be mailed to eligible voters by February 28, 2013.

VOTING DEADLINE

Ballots must be received postmarked by March 31, 2014.

In addition to electing three board members, the following officer and chair appointments will take place

"The adventure of life is to learn. The purpose of life is to grow. The nature of life is to change. The challenge of life is to overcome. The essence of life is to care. The opportunity of life is to serve. The secret of life is to dare. The spice of life is to befriend. The beauty of life is to give."

- William Aurthur Ward

at the spring board meeting:

- Vice President
- Treasurer
- Children's Chair
- Nordic Chair
- Snowboard Chair

Details on responsibilities and eligibility can be found online in the NRM Bylaws and NRM Rules and Regulations.

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 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



PSIA-AASI NRM FALL 2013 COMMITTEE CHAIR REPORTS

adaptive

By Diana Proem, NRM Adaptive Chair

Last Winter, Spring, & Summer

The adaptive committee along with other members of PSIA developed a new system for the training and examining process. This process allowed for a candidate with an Alpine and Adaptive Level II to give training clinics or in-house NRM Adaptive Level I exams. The board approved this process at the spring board meeting. The adaptive committee now needs to work with the Alpine examining team to see that those candidates interested can receive the training they need to move forward with this process to NRM standards – ideally this winter.

It is our desire to bring in another qualified clinician/examiner from another division so that we can:

- Serve the NRM adaptive member base.
- Potentially train and certify a candidate interested in becoming a NRM adaptive trainer or examiner. The candidate would shadow or lead the exam process with the adaptive clinician/examiner.

The long-term goal for the PSIA-NRM adaptive section is to continue to grow its member base and knowledge, but also to hold Level I adaptive exams “in-house”.

Currently we have clinics lined up for Fall Fest, and hope to have an adaptive snowboard clinic as well as a general clinic and exam weekend sometime this winter. If there are any member schools interested in hosting a level I adaptive exam please let me know.

freestyle

By Matt Larson, NRM Freestyle Chair, Iron Team Coach, and Ed Staff

This summer the Iron Team focused their efforts on developing a core curriculum for Fall Fest, new electives for Fall Fest, and revising the Freestyle Specialist workbooks. At the Fall Committee meeting it was also decided to offer Iron Team Jam Sessions twice this year as an education event to better reach NRM members.

The Jam Sessions have succeeded in the past, but not in a sustainable way. The challenge presented itself to provide our members exploration of freestyle and safety concepts while keeping the vibe safe and accessible to all ability levels, including those with zero freestyle experience. ProPark, a free event sponsored by MSAA and Great Divide, has served NRM well in this effort, but only reaches about 5% of our members. We did some brainstorming and decided to bring back Iron Jam Sessions. This is a one-day event where participants have the opportunity to cruise the mountains with heavy focus on fun and enjoying the terrain, and, at the end of the day, will discover they learned something. All participants will push their skills regardless of their ability or experience. The participation fee is significantly cheaper than education and credentialing events with a lighter content load and higher ratio of participants to Iron Team Staff. Education credits are included at three credits for the whole day event.

We feel freestyle awareness and familiarity is becoming more and more important as our clients have heavy media exposure. As the snow pros on the hill, our place is to help them explore their inter-

ests while keeping them safe. We are excited to hold two scheduled Iron Jam Sessions this season and are prepared to offer more if the interest presents itself.

Fall Fest will include a core that focuses on preparing members interested in a Freestyle Specialist Certificate. We recommend that those who wish to achieve an FS 1, 2 or 3 participate in the freestyle core at Fall Fest or an Iron Jam Session beforehand. There also will be freestyle electives offered at Fall Fest. Iron Team Coaches will explore new skills and concepts in the Ginny Pig elective. Fear-2-Fun Freestyle also will be offered as an opportunity for participants to get a little taste of everything with emphasis on safety. Participants may also choose to ride with specific Iron Team Coaches to explore perspectives of the mountain and build ideas for terrain-based teaching. A different Iron Team Coach will be available each day.

All Iron Team staff will now be required to have a level one certification in a second primary discipline along with having FS2, CS2 and Level 3 certification. We feel our staff need to attain multiple certifications providing diverse knowledge to our members and build bridges across discipline lines.

A proposal is also being made to the NRM board to include an outline within the rules and regulations of requirements for participation in the Freestyle Specialist Program as well as a proposal describing qualifications to be an Iron Team Coach. These are updates needed with the recent national recognition of freestyle credentialing standards.

Excited to serve a second term!

snowboard

By Ben Daniel, NRM Snowboard Chair, Iron Team Coach and Ed Staff

Autumn is here and snow is falling in the mountains! This time of year is full of giddy Christmas-eve-like-excitement for those of us who believe winter is not just a season but a lifestyle. It's also time for the fall update on past events and what's new and exciting in the world of snowboard education for the 2013-14 season.

Our Fall NRM Snowboard Pro Educator Staff meeting went down at the Gallatin Riverhouse on September 29, thanks to our special guests NRM President Shannon Griffin and NRM Executive Director Meghan Larson. Thanks also to Stephen Craig, Chris Kroebebusch, Andy Copeland, Trey Theard, and Eddie Haffemeyer for volunteering their valuable time to join me. Meghan and Shannon shed some light on new and important information for our staff regarding the wonderful, behind-the-scenes world of snowboard ed paperwork, which there will be less of as we transition to paperless! This meeting helped the DCE staff to start solidifying who will lead events for the up-coming season, opened communication to brainstorm on how to put our budget back in black, checked in on projects from our spring meetings, and much more was discussed.

Next, the NRM Board of Directors meeting, with special guests AASI/PSIA's Executive Director and CEO Mark Dorsey and AASI/PSIA's Chairman of the Board Eric Sheckelton, was on October 4 at Bridger Bowl. We started off with reports from Mark and Eric on what's happening on the national scene. Each committee chair delivered their fall report, we heard progress reports about on-going projects, proposals were made, and much, much more. This event was open to all NRM members and it was great to see how many people volunteered their time and traveled from long distances to attend. At least we were offered a delicious lunch compliments of Bridger and Bonnie Hickey who brought fresh salad and fix'ns from her garden!

alpine

By Jim Anderson, NRM Alpine Chair and Ed Staff

Looking at all the snow in the mountains in early October one can't help but get excited for this ski season. If this is any indication of what is to come we could have an epic winter.

The most significant news from the Alpine side this winter is that we are offering more prep clinics and exams than ever before. Several people benefited from taking multiple exams or having exams soon after prep clinics. Therefore we added more to our schedule to accommodate these requests, including a Level II and Level III prep clinic at Fall Festival. This will be a trial run for this concept and we look forward to hearing feedback from the candidates.

Soon we pack up the NRM Subaru for a road trip to the National Fall Conference in Copper, CO on October 24-27 and the Rocky Mountain Snowsports Educators Staff training at Loveland, CO on October 27-29. These events proved to be so valuable last year that, despite the cost being out-of-our-pocket, several of us plan to attend again this year. The mostly man-made-snow on the two brief runs was nothing to write home about, but the fact that you are getting lift service turns in the end of October is worth face-bragging about. There was a lot of indoor time as well, discussing snowboard education ad nauseam, eating, drinking and a bit of silliness as we got to know each other beyond divisional snowsports ed reps. It's an honor to again represent AASI-NRM at National, and I hope to bring home boat loads of great training tools and info to share with our division!

Tools and info from all the events mentioned will be passed down to the ed staff through the AASI-DCE and IT Fall Trainings (Dec 9-10, Big Sky) to those who rep their mountains at the free "Train the Trainers" (Dec 13, Big Sky), to the members who continue down the certification path and/or participate in snowboard clinics and finally to the clients who spend their hard earned cash to learn to be a better rider from a snow pro like yourself.

We are only as good as our contributors. So, be active, write articles, get involved, go to meetings, participate in events...create events, email me any Snowboard Education Event topics you'd like to see offered at a venue of your choosing during the 2013-14 season. We will do our best to offer and hold any event that has, at a minimum, six participants signed up for the event two weeks prior to the event start date. The sooner you can send me your great ideas the better!

If the cost for an event is an issue, please apply for scholarships for Fall Fest and any NRM events! There are two deadlines for scholarships, please reference the NRM website for more information:

I look forward to hearing from you and to all of us helping to create a super-fantasmagorical 2013-14 snowboard season!

Alpine also has three work groups pursuing projects for this winter. One is clarifying the teaching outcomes for Level II exam candidates. The second is improving the training process for NRM staff so that we can better serve our membership. The third is working on the structure for the NRM new hire process.

This year was also a selection year for examiner, clinician, and IT (clinicians and examiners In Training) coaches. The examiner coaches selected were Troy Nedved and Eric Lipton. The clinician coach is Steve Hill and the IT coach is Emily Nedved.

Lastly we are excited to announce that we are bringing in three talented individuals to lead clinics for Fall Festival. Demo Team members Heidi Ettlinger, Eric Lipton, and former team member Chris Fellows will be leading core and elective clinics at this Fall Fest.

Looking foreword to seeing you all in December!

Thank you Pickel Barrel for co-sponsoring the NRM Spring Board meeting lunch!

www.picklebarrelmt.com

NRM COMMITTEE CHAIR REPORTS CONTINUED...

nordic

By Stew Chumbley, NRM Nordic Chair and Ed Staff

Temperatures are dropping here in southwest Montana and Nordic skiing is coming soon. The Nordic Committee was quiet over the summer with many plans being implemented before the summer board meeting. We recently decided to send Tom Marshall and Brenda Winkler to the SEP event. They are both excited to represent PSIA-NRM Nordic and the direction of Nordic skiing at Copper.

The committee and I are excited for the upcoming season and the information that is brought back by our Strategic Education Plan (SEP) representatives. It is my hope that we will continue to make advancements in our cross country ski program. One highlight from the summer is that we have new interest in our Level I XC process from another outfitter group operating in Yellowstone National Park. I also received interest from the Cody Biathlon Club regarding XC education. It is my hope that we will be able to grow our XC program and our NES XC staff to reach out to more

members and new members. I have strongly encouraged Nordic members and NES to apply for Education Fund funding.

Collaboration with PSIA-I is already in the works for a joint exam this winter at Big Sky. The plan is to utilize one PSIA-I examiner and one PSIA-NRM examiner to evaluate candidates for the level II and III telemark. I have already communicated with Anne Shoreling, PSIA-I Nordic Chair, on hopefully making this a reality.

With my term as Nordic Chair concluding in June of 2014, I will look to pass on the reigns to an interested candidate. It is my goal over this winter to generate interest in the position and train a new chair so NRM's Nordic program can continue to move forward with focus on: strengths in educational programming, collaboration with other division Nordic programs, and development of new members of the Nordic Education Staff. It is my hope to continue to infuse energy in the Nordic program at NRM, if needed, by continuing as the chair for another term or as a committee member supporting the chair and the Nordic education staff.

children's

By Jill Imsand-Chumbley, NRM Children's Chair and Ed Staff

Why doesn't Dracula have any friends?

PART 1 (aka. information you expect me to tell you!)

We had a record for Children's Specialists (CS) 1 and 2's given last season. So we are scheduling more for the 2013-2014 season. Of course, both events will be offered at Fall Festival, which is December 13-15th. Please sign up for those early so we can schedule enough clinicians. This year I don't want to have to say "no more people" the night before!

If you can't join the Children's Specialist group at Fall Festival, please sign up for one of the other two scheduled events at Big Sky, Bridger, or Lost Trail. A CS2 is already scheduled at Big Sky for February 12-13th. Please keep your eye on the psia-nrm.org site for the dates for both the CS1 at Bridger and Lost Trail as well as a CS2 to be held at Bridger! And, as always, if you want to form a group to do a CS event or any other type of Children's/ Educational Clinic please contact me at jilljuliet@hotmail.com.

As I said before, Fall Festival will be held at Big Sky Resort December 13-15th, and the Children's Ed team has a plethora of new clinics for you to experience and learn about. Check out the website (see the link above) for descriptions!

Answer 1: Because he's a pain in the neck!

Why wasn't there any food left after the monster party?

PART 2 (aka The exciting part)

This season NRM will be holding its very first CS1 for Nordic Classic and Skate Instructors. Brenda Winkler and Stew Chumbley

will tag team as clinicians to create the ultimate experience for all you Nords who do more than downhill and want to know how to teach those kids more effectively! The event will be held in Seely Lake on February 1-2nd, so sign up now if you're interested. NRM is one of three divisions (Alaska and Central are the others) who currently are putting on the Children's Specialist events for Nordic skiing beyond Telemark, so that's pretty exciting!

The other announcement is for all you ski school trainers and directors out there. Because of a conversation at the national level discussing the need for more training for children's trainers, we are trying out a clinic specifically for this at Fall Festival. The clinic is part of Fall Festival and anyone who is a trainer for his or her school or is on that track is invited. The goal of this clinic is to assist those who train the children's staff at your school do it even better.

It would be preferable that those who attend already have their CS2 or CS1, which you can take at Fall Festival. Although if you still want to come but just haven't found the time to get your CS1 or CS2 yet, you can contact me and we can discuss the best course of action for you.

I believe that having this information out there for ski schools is very important since most of the business in our industry is teaching children! So we better train those instructors to do the best job they can.

If you happen to be in the group who thinks that perhaps Children's Specialist credential is not needed or useful, please take a look at the case study put out by the National Children's Committee also included in this newsletter. Though I expect that no one will be reading it since we all know how important it is already in NRM.

That's all for now see you when the snow flies!

Answer 2: Because everyone was a goblin!

nrm treasurer's report

By Anthony Brown, NRM Treasurer

The first snow has fallen in the high country, and soon we will be sliding on snow again!

This past summer was VERY busy in NRM. Here's a summary of some of our projects:

- Budget format change. In the past years we have used an Excel spreadsheet that coincided with NRM's Quickbooks account. This year we are running a new format using Quickbooks in a more comprehensive way, which required significant changes in account codes and classification. Working in tandem with the old system, this should allow for accurate and easy-to-read monthly/quarterly reports, as well as provide more financial transparency to NRM leadership and members.
- We approved a pay increase for the Divisional staff putting them above the minimum amount we can legally pay. This will account for cost of living increases that occur midway through the fiscal year. If there is a cost of living increase this year, the pay will increase again; if there is no cost of living increase, the pay will remain the same. This method

will prevent us from having to approve a budgetary change mid-season putting the approved budget in flux.

- We approved a proposal to allot 5% of event fees to long-term savings to build financial stability for the long term. The first few years we will be using a Certificate of Deposit to hold these funds, until we can begin to diversify.
- Event fees will increase this season due to cost increases (wages, and long-term financial stability). We needed to increase revenue to cover those costs.

As a division we are still in a very tenuous position financially. Long-term financial stability issues are being addressed, but this will take time. We need to be looking to the future, continually, in order to adapt to changes on the horizon before they become reality. The 5% savings is a positive step. The format change for the budget is a clearer way to track expenses so our budgets more accurately reflect our financial position. Our accountability to the membership is reinforced by making sure our fiscal duties to our employees are being executed in a timely and responsible manner.

Here's to a great season with deep soft snow!

nrm national board representative's report

By Eliza Kuntz, NRM National Representative

As fall approaches, the PSIA/AASI National Board of Directors is getting ready for a work session in Copper, CO in late October. The focus will be a Governance Workshop, led by Bill Charney, of Charney Associates, who has been working with various leadership groups within our association. Charney's goal is to "help boards of directors of non-profit organizations become stronger leadership teams-assuring effective direction and control over their organizations." Last summer the board was very pleased with the preliminary presentation by Charney to the board and the board is excited to delve deeper into the process.

When asked about the outcomes of the session, Board Chairman, Eric Sheckleton summed s up the goals nicely. "The upcoming board planning session will focus on the functions, rather than the structure of the board. We will be developing systems for connecting with the membership, in order to make more informed decisions on their behalf." As with all organizations, communication plays a key role in any successes the organization and its stakehold-

ers share. In this case, it is our approximately 30,000 members nation-wide who the organization must service in a professional and efficient manner, whether that comes from the leadership at the divisional level, the board level, or the staff at the office in Lakewood, it is vitally important to operate within a framework for success.

Sheckleton also adds, "we will also be outlining clear expectations for volunteers and staff, which will bring about a higher degree of accountability." It is important to also note that this process of ensuring accountability has already been implanted at our NRM board level, making it a stronger, more cohesive leadership team with a clear message to the membership. What the membership will see are more efficient and effective means of communication, better services, and overall functionality of the division. As NRM continues to cement its positive relationship with the National board and staff, the outcomes of the October work session, as well as future sessions, will only help secure a more successful organization.

I look forward to updating our membership and divisional leadership when I return from Copper



THANK YOU!

Bridger Bowl Snowsports School for hosting the NRM Fall Board Meeting and sponsoring lunch.

SEEKING AWARD NOMINATIONS

submit nominations to the NRM office by Nov 15, 2013

The success of the NRM division relies on the hard work and commitment of a large team of volunteers passionate about snowsports. The office and board know who many of these dedicated individuals are, but we also know there many out there who give of themselves everyday and are not recognized.

Help us recognize those NRM members who have had a positive impact on you, the organization and snowsports as a whole. Know someone with contagious enthusiasm for instructing snowsports, a benevolent individual who has committed hours to an extensive NRM project, a role model with a long-time history with the organization? Nominate him/her to receive an award this fall (awards will be bestowed at Fall Fest).

THE AWARDS AND ELIGIBILITY CRITERIA:

DOUBLE BLACK DIAMOND AWARD

Eligibility: Any member of PSIA-NRM - active, inactive or alumni. The award may be given posthumously.

Criteria: Any member who has made an exceptional contribution to PSIA-NRM as a teacher, coach or leader; has been a positive role model as a professional ski instructor, coach or leader and has demonstrated a long-term history of service to PSIA-NRM.

Award : PSIA-NRM Double Black Diamond Award plaque.

EXTRA MILE AWARD

Eligibility: Actively involved in teaching or coaching skiing; member of PSIA-NRM in good standing.

Criteria: Sustained history of distinguished service of lasting benefit to PSIA-NRM as a teacher, coach or leader; exceptional act worthy of special recognition.

Award: PSIA-NRM Extra Mile Award plaque.

SERVICE AWARD

Eligibility: Member who has given outstanding service to PSIA-NRM; member who has completed an extensive special project for PSIA-NRM.

Criteria: Service should be above and beyond the normal duties of the office; service should be exceptional over a period of several years; service has not been (and is not likely to be) recognized by the Extra Mile Award.

Awards : PSIA-NRM Service Award plaque.

LLOYD SORLIE AWARD

Eligibility: Any member of PSIA-AASI NRM, active, inactive, or alumni, who holds certification in at least two different snowsports disciplines. The award can be given posthumously.

Criteria: The person should be a positive role model. They have actively participated in educational clinics for a sustained period of time. Their genuine love of the sport is contagious to others.

Awards: PSIA-AASI NRM Lloyd Sorlie Team Player Award plaque. One years dues paid.

NOMINATION AND SELECTION PROCESS:

Nominations must be submitted in writing (email or print) to the Executive Director with backup documentation (letters, etc.). Nominations may be made by any member of PSIA-NRM in good standing.

The Executive Director reviews the nominations, conducts necessary research, and submits the nominations to the Board for approval. Only one PSIA-NRM member is selected to receive each award each year except for the Service Award. There is no minimum or maximum number of Service Awards given per year.

There will be an empty space on the chairlift and in our heart this season...

Adrienne Corti, a long standing PSIA member passed away in May 2013 at the age of 55. She was a level 3 nordic instructor at Montana Snowbowl for twenty years. She was a dedicated and outstanding instructor who was well respected in the snowsports community. She was on the staff of the University of Montana and instructed for Aerie. In addition to ski instructing, she was on the Pro Patrol staff. These were only a few of her accomplishments. Adrienne left a large hole in the Missoula community. She gave 100% in everything she did. She is sorely missed by all who knew her.

children's specialist national committee's case study:

WHY INVEST IN PSIA-AASI'S CHILDREN'S SPECIALIST 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%) 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 Can I Grow My Business? Food for thought: “Children were more likely than adults to take alpine lessons (83.4% vs. 73.6%). Conversely, children were less likely than adults to take snowboard lessons (16.6% vs. 26.4%). 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% of lessons) than adult lessons (41.5%). By age, the Midwest and Pacific Northwest regions give the highest proportion of children’s lessons (64% each), followed by the Northeast (62%), Rocky Mountains (60%), Pacific Southwest (53%) and Southeast (43%).” (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 are the benefits for you – the Snowsports Resort Manager?

“My take on the Children’s Specialist program is that it fills a void in the certification process. It provides hands on, child-specific training that all instructors need to meet our guest’s needs – as 70% of our business involves children.” (John Guay, Director of Skier Services, Deer Valley Resort)

What are the benefits for your Division?

PSIA-AASI’s Children’s Specialist Program brings incremental income to your Division - and provides additional educational opportunities for skiing and riding professionals.

We hope you will encourage your instructors to sign up for a Children’s Specialist event today!



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