



LETTER FROM PSIA-AASI NORTHERN ROCKY MOUNTAIN PRESIDENT

PSIA-AASI-Northern Rocky Mountain is having a great year despite being short of snow in some areas of our division.

Attendance at Fall Fest nearly doubled from past years and clinic/exam participation for the remainder of the season is solid. With a renewed excitement caused by the updated national standards and manual publications, along with consistent communication among membership, leadership and the NRM office, we are on a path toward continued success. NRM leadership focuses include: exceptional member services, continued financial stability, and progressive and fun clinics.

Eliza Kuntz, NRM's National Board Representative, was appointed to fulfill the remaining term of the Vice President for the National Board. We are excited for her to have this opportunity!

There will be a National dues increase for the 2015-2016 season. Originally scheduled to occur in 2011, it was delayed for four years. Hence, the dues increase for next season will be \$6 (\$3 from the 2011 vote and \$3 from a vote at the 2014 National Fall meeting). When membership dues renew in June, a PSIA-AASI NRM membership will cost \$112. A member pointed out that she would have to give up two cups of coffee to cover the dues increase. Her point being that we get a lot of benefits from PSIA-AASI for very little expenditure. I completely agree with her.

Ten members have submitted candidate statements for the upcoming board elections. I encourage you to read their stories in the following pages of this newsletter and choose the two individuals who you feel will best represent you as a director for NRM's board. Ballots will be mailed out at the end of the month and must be

mailed to the NRM Office with a post marked date no later than

March 31, 2015. Make a difference! Please VOTE!

With this said, we are working to find ways to involve more members in leading this division. One implementation is the creation of succession plans for leadership roles within NRM. In order to do this we need new people to step up, get involved, and contribute to the job of running and planning the future of OUR division. If you are willing to help, we want to hear from you. If you have feedback (positive or negative), we want to hear from you. Managing is "Hard by the yard, but a cinch by the inch!"

We want to hear from you!

A Special "Thank You" to:

- The NRM Snow Pro Staff for effectively and creatively finding ways to communicate the new national standards to our members. From a personal and professional point of view I think they knocked it out of the park.
- Heidi Ettlinger, Chris Fellows and Nick Herrin for their excellent clinics and participation at Fall Fest.
- Jill Chumbley for her hard work and dedication to another successful Education Foundation Silent Auction and the 50 Year Celebration at Fall Fest.

See you on the hill!

Respectfully submitted,

Mike Ewing
PSIA-AASI NRM President

PSIA-AASI NRM OFFICERS, DIRECTOR & COMMITTEE CHAIRS

President

Mike Ewing

Vice President

Anthony Brown

Secretary

Craig Beam

National Board Representative

Eliza Kuntz

Executive Director

Meghan Larson

Adaptive Chair

Diana Proemm

Alpine Chair

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Ben Daniel

Snowsports School Mgmt. Chair

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PSIA-AASI NRM BOARD OF DIRECTORS

Craig Beam

Anthony Brown

Dick Fast

Chris Kronebusch

Sherrie Nevill

Eric Sheckleton

Megan Zilz

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The Northern Rocky News is published twice a year by PSIA-AASI NRM and the PSIA-AASI NRM Education Foundation. Members are encouraged to submit articles and photos. Educational articles earn three credits. Letters to the editor and response to

articles are also encouraged. Content can be sent to info@psia-nrm.org

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.

ALPINE CHAIR REPORT

By Jim Anderson, NRM Alpine Chair

Winter is in full swing and Alpine has been as busy as ever. The Alpine staff worked hard during fall training to get up to speed and fluent with the updated concepts and language in the new Alpine technical manual, as well as the updated National Standards. This information was put to use immediately following training at Fall Fest. The feedback from the clinics and information given at Fall Fest was extremely positive. A huge thanks to all of you who attended this year. Your participation and enthusiasm made this a record-breaking event.

The majority of prep clinics for this season are done with only Discovery's remaining. If you wish to participate in a certification event this season make sure you register for that event as soon as possible. We have seen large numbers at the prep clinics this year and expect the certification events to be very full so register well in advance if you want to attend a specific venue.

There are also two Alpine educational events scheduled for March. Ski Like a Girl and Ridge Tactics are popular annual



events that you don't want to miss out on. If you are interested in bringing an educational event to your mountain speak with your Snowsports Director and have them get in touch with our Executive Director. We are happy to send one of our talented staff to your mountain and provide a clinic topic of your choosing.

Alpine is constantly working hard to improve the quality of service to our membership. We value your dedication to, and knowledge of the Snowsports industry and appreciate you sharing this with us. If anyone has ideas, questions, or concerns regarding the Alpine program I am always available and happy to hear from you. I look forward to seeing you all on the slopes this winter.

SNOWBOARD CHAIR REPORT



By Ben Daniel NRM Snowboard Chair

Happy mid-winter Snow Pros!

A white February is rekindling the stoke after Springuary! Snowsports programs across NRM saw some record numbers despite the warm temps and lack of deep snow. Many Level 1 Snowboard Clizams (clinic+exam) were requested by several resorts, we had super successful Level 2/3 Preps at Bridger Bowl and an awesome Hat Trick (Snowboard, Alpine and Telemark) event at Showdown. Most of the changes to our certification processes helped improve participants overall experiences.

In the end of January changes were made to the National Snowboard Standards (NSS). If you are planning to achieve a new

certification this season or just like to stay current, find the link for the most current NSS on the NRM Snowboard web page!

The new Snowboard Technical Manual (Alpine and Telemark too) is available via TheSnowPros.org. It's for sale as an electronic file, web version, and hard copy. It's super comprehensive and I highly recommend it to all snowboard coaches.

Level 2/3 Preps are now utilizing an online test to be taken once you register and pay for your on-snow prep event. The test must be taken at least 48 hours before the on-snow event. A passing score of 80% is necessary to attend the on-snow event. You may retake the test two times at a \$25 additional cost for each retake.

We contemporized Level 1/2/3 Exam workbooks to stay current and in synch with the National Standards. The 2/3 workbooks will be shorter, 20ish questions; an 80% will remain the passing score to attend the on-snow two day exams.

The Level 2/3 exams will be two days (Big Sky March 30-31 and Garmisch March 5-6). This will help to lower participant cost; use your two MSAA passes for the exam, less lodging costs, less days needed off from work...not to mention many other benefits to all involved in the process; this decision was determined from feedback given at the two day exams we did the last two seasons.

A big thank you to Matt Larson for creating new scorecards being used in preps and exams for Levels 1/2/3. The new scorecards are a more legible, professional, clear and concise conveyance of where participants stand in reference to the standard necessary to achieve the next level.

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CHILDREN'S CHAIR REPORT

By Zoe Mavis, NRM Assistant Children's Chair

I hope everyone has been enjoying their winter so far. Is everyone praying for snow? Looking forward to some storm that are supposed to come through the area.

Thanks you to everyone who attended our children's clinics at Fall Fest and participated in a CS1 or CS2 so far this season. We just had a CS2 at Discovery that was a hit. We have had some very fun groups bringing a lot of positive energy into the mix. I was able to jump into one of the CS1 groups at Fall Fest and learned some creative new games and got to meet some instructors from all over the division. It is always exciting to see the enthusiasm comes out of these events.

Jill traveled to Blacktail the first week of February for a CS1. We are looking to offer a CS2 sometime in March or April for those who are ready to take that next step in their teaching. As always would love to hear from anyone who has input on events and places we can hold them.

The Children's Specialist program has really developed in the last few years and it is a great opportunity to improve some skills in your teaching. Along with the education credits you receive from these events, it is a great way to expand your skills as an instructor.



CS1 at Fall Fest

Contrary to popular belief the Children's Specialist is not just for children's instructors! There are a lot of valuable things covered in both the CS1 and CS2 that can add to any lesson. Not to mention it is a blast!

I would like to congratulate the 50 plus instructors who have achieved their CS1 this season and excited to see you incorporate it into your teaching! If you or your snowsports school are interested in a divisional CS 1 or 2 or children's education clinic feel free to contact myself or Jill so we can help make it happen.

FREESTYLE CHAIR REPORT

By Matt Larson, NRM Freestyle Chair



ProPark is right around the corner! ProPark 8 actually! Let me remind you that this is a free event sponsored by MSAA and Great Divide Ski Area. The day is open to ski/ride with friends as well as connect with new ones. Education credits are available for \$30 this year. With your \$30 you are also invited to participate in a 2 hour

Freestyle Specialist Preparation Session during the morning hours. This will give you an idea of what the Freestyle Specialist 1 (FS1) is all about. Contrary to popular belief, the FS1 is a credential for all NRM members, not just those who have the passion for freestyle.

Congratulations to the 30 plus members who have already attained FS1 this season! For those interested, there is a FS1 scheduled for the two days after ProPark at Great Divide. See you there.

Also check the NRM Iron Team Facebook page for updates on current events and media. We are looking at two FS2's this season. One in Jackson Hole on March 16 - 17 and in Idaho March 28 - 29 (location to be determined). The Idaho FS2 will be hosted by Northern Intermountain Division (NI). NRM is continuing to collaborate with NI in the development of our freestyle programs.

For those of you who were not at Fall Fest, the NRM representatives who attended the National Fall Conference this past fall, have put together a movie describing our experience and highlights. Check it out @ https://www.youtube.com/watch?v=nA0aNW0d_0o

Lastly, we will have our Iron Team selections event on April 9 at Big Sky. For those of you interested in joining the NRM Iron Team as a freestyle coach for NRM members, email me at nrm.freestyle@gmail.com for more information. There are multiple openings for those who qualify.

NORDIC CHAIR REPORT

By Stew Chumbley, NRM Nordic Chair



Glacier Nordic Center in Whitefish - Cross Country Level 1 Exam in January

So far this season has been very busy with both Cross Country and Telemark events. The season started out with a bang, with the 2014 XC Academy. This was a huge success, primarily because of a hard work of Brenda Winkler. It is our hope to make this an annual event with Nordic Team members leading events.

Fall XC and Telemark training focused on updating workbooks to be congruent with the new manuals and standards. We also made updates to NRM's Nordic Education Staff (NES) process for new staff members. Please see the NRM and National websites for changes. Telemark NES recently returned from a great training day in Showdown, followed by the Hat Trick. The event was great for staff and members. I would like to thank Jim Gold for hosting the NES team at his house and the staff of Showdown for their hospitality. Another first was an interdivisional XC Exam with Intermountain at Lone Mountain Ranch

With two months left in the season we have many of our certification events left on the schedule. I hope to see some of you Nords at the upcoming spring exams!

ADAPTIVE CHAIR REPORT

By Diana Proemm, NRM Adaptive Chair

We have had a successful season so far and are looking forward to more events this season. We had many people attend our adaptive segments at fall fest, and we hosted an adaptive level I/II/III prep clinic at the end of January.

Coming Right Up!

We are starting into our exam season soon so be sure to sign up for your adaptive event of choice. Listed below is what we have lined up. Please contact me with any questions.

Adaptive Snowboard Exam Level I	Big Sky	February 22
Adaptive Snowboard Exam Level II	Big Sky	February 23-24
Adaptive Level I Bi-Ski	Showdown	March 14-15
Adaptive Level I Cognitive	Big Sky	April 9-10
Adaptive Level II/III	Big Sky	April TBD



SNOWBOARD CHAIR REPORT (continued from page 3)

Fall Fest was well attended and the stoke level was high! We offered a Level 1 Clizam, Level 2/3 Preps, Train the Trainers (an all-day event that was free to one member trainer from any NRM snowsports program that kept us current and helped solve training issues), morning core events that increased participants' bag of tricks and earned continuing education credits, afternoon specialty "shreducation" sessions, some fun evening activities, including the Carnival and the Stoke and Soaks, for all to socialize and be merry, plus so much more!!

If the cost for an event is an issue, please apply for individual scholarships to help cover the costs of any NRM educational events, or

apply for a grant to have your snowsports program host a certification, prep or shreducation session! Please reference the Education Foundation section under Member Resources on psia-nrm.org.

I encourage YOU to get involved! We are only as good as our contributors. Be active, write articles, go to meetings, participate in events...create events. Email me any shreducation session topics you'd like to see offered at a venue of your choosing, like Fall Fest in Big Sky, or at your home mountain. 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.

TREASURER'S REPORT

By Anthony Brown, NRM Vice President and Finance Chair

Greetings!

Thank you to the members, staff, and most important, the volunteers of this organization! Without the dedication of the members that volunteer we would cease to exist.

Last season was a good year fiscally and it seems this season is headed in the right direction. Fall Festival was an awful lot of fun and was a great kickoff to the season! Although the total net revenue came in at -\$726.00 (due to the decision to add some food and fun for our members on Saturday evening), we saw record breaking attendance and a synergy within our membership that was exciting to be a part of. Feedback on the changes that were implemented for the Fall Fest event were positive and we hope the ideas keep flowing to make next year's annual event even better.

As of February 1, 2015:

- Operating funds \$51,875.64
- Education Foundation funds \$25,483.51

As of December 31, 2014:

- Supplementary operating funds \$30,000.02 (Managed by DA Davidson CD)
- Rainy Day funds \$5,000.19 (Managed by DA Davidson CD)

Current Active Members: 1069

Past Due Members: 184

NRM received \$5,000 in grant and scholarship money again this season from Yellowstone Club Community Foundation, giving us a total of \$5,337 to disperse. Currently \$4,145 has been awarded, allowing for \$1,232 to be given after the upcoming February 15th deadline.

My sincere thanks to members of the Finance Committee who have helped establish a foundation that we can continue to grow from. It is nice to see income exceeding expenses through careful management, (Meghan Larson) and thoughtful oversight by the Finance Committee. Committee members include: Megan Zilz, Jim Anderson, Dick Fast, Mike Ewing, Meghan Larson (non-voting member).

NRM has a full schedule of events in the coming months! We look forward to another successful, profitable, and most importantly, fun remainder of the season.

A Hat Trick of Thank You's!

Thank you Jim Gold for hosting NRM staff, Showdown for your hospitality and all Hat Trick attendees for a stellar day!



PRO PARK 2015 FEBRUARY 24 @ GREAT DIVIDE

This FREE one-day event sponsored by MSAA and Great Divide Ski Area is offered to ski area employees and/or snowsports shop employees in the state of Montana. The event combines NRM's Iron Team Freestyle coaches and the Smart Style education program to promote freestyle/terrain park safety and personal rider improvement. PSIA/AASI education credits are available for \$30. Also featuring a 2 hour Freestyle Specialist Preparation Session with NRM Iron Team trainers. Register at psia-nrm.org



PSIA-AASI NRM 2014-2015 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!

ALPINE

Feb 24-25	Ridge Tactics	Bridger
Feb 26-27	Level 2 Exam	Blacktail
Mar 4	Ski Like a Girl	Bridger
Mar 5-10	Level 2/3 Exams	Garmisch
Mar 11-13	Level 2/3 Prep Clinics	Discovery
Mar 14-15	Level 2/3 Exams	Discovery
Apr 7-8	Level 2/3 Exams	Big Sky
Apr 9-10	DCE Hiring Event	Big Sky
Jun TBD	Camping & Skiing Training	Beartooth Pass

SNOWBOARD

Feb 24-25	Ridge Tactics	Bridger
MAR 2-6	Level 2/3 Prep & Exams	Garmisch
Mar 30-31	Level 2/3 Exams	Big Sky

NORDIC

Mar 4-6	Telemark Level 2/3 Exam	Big Sky
Apr 1	Telemark Summit Tour	Big Sky

CHILDRENS (multi-discipline)

Dec 12-14	Fall Fest	Big Sky
Dec 12-14	Fall Fest Children's Specialist 1	Big Sky
Dec 12-14	Fall Fest Children's Specialist 2	Big Sky
Jan 31-Feb 1	Children's Specialist 2	Discovery
Feb 5-6	Children's Specialist 1	Blacktail

FREESTYLE (multi-discipline)

Feb 24	MSAA Annual ProPark**	Great Divide
Feb 25-26	Freestyle Specialist 1	Great Divide
Mar 16-17	Freestyle Specialist 2/3	Jackson
Apr 9	Iron Team Selections	Big Sky

ADAPTIVE

Feb 22	Snowboard Level 1 Exam	Big Sky
Feb 23-24	Snowboard Level 2 Exam	Big Sky
Mar 14-15	Bi Ski Level 1 Exam	Showdown
Apr 9-10	Alpine Level 1 Exam	Big Sky



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. Additional exams and clinics will be considered upon request.

**The annual Freestyle Jam at Great Divide, now dubbed "ProPark": 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

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

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. If you are a PSIA-AASI member and would like to receive 6 ed credits for attending the Freestyle Jam, choose the \$20 registration.

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.

2015 PSIA-AASI NRM BOARD OF DIRECTORS ELECTION

CANDIDATE STATEMENTS:

The following TEN members are in the running for TWO open seats on the NRM Board of Directors. Please review their statements and cast your vote by March 31, 2015.

There are ten (10) 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 2015 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, 2015. Results will be announced mid-April.

Current Board of Directors and Term Expiration Date

• Craig Beam	6/15
• Anthony Brown	6/17
• Dick Fast	6/16
• Eric Scheckleton	6/16
• Chris Kronebusch	6/16
• Sherrie Nevill	6/15
• Megan Zilz	6/17

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

- President
- Secretary
- Snowsports 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



JOE BRANDON

Time to pay it forward. I'm a career skier. I've been in this industry since 1985. On the sales floor, rental repair shop, owned a shop for a while and still tune professionally. I've been teaching skiing since 2002 and have been certified since 2006.

Or maybe I'm a ski bum with a good job. In real life I'm the Program Director for the Birch Creek Outdoor Education Center for the University of Montana Western. All of my professional endeavors have allowed me

the opportunity to share my passion for teaching active, outdoor education. Be it finding a crying six year old yard sailed across the hill, skiing with them until it clicks, and being paid with only a smile and a laugh, or, instilling an awareness of ecological principles to the next generation of decision makers, it's that aha moment that pays me the greatest dividend.

I work in academia, I go to a lot of meetings with highly educated, opinionated individuals. We all have common goal and work together for the greater good of the University and our greatest asset, the students.

I'm well versed in strategic planning, I've written and implemented master plans and operational plans as required by federal and state entities. I've utilized my 501 C3 status to procure funding. Evaluation is constant in a learning environment.

In short, I feel that I could utilize the skill set achieved through my professional endeavors to further enhance the mission of PSIA. Please consider me for the Board of Directors. Paying it forward to an organization that has provided me with so much seems like a natural progression.



STU HOYT

My name is Stu Hoyt. I am running for a position on the Northern Rockies Board of Directors. I have been a member of PSIA for 15 years, during which time I have taught at Lost Trail Powder Mountain, served on the Nordic Committee, and acted as a telemark clinician and examiner for the Nordic Education Staff. I see an opportunity to bring my experience to the Board of Directors and the Northern Rockies Division of PSIA-AASI.

In my professional life outside of skiing, I have worked in wildfire management for the US Forest Service for 35 years. Much of my career has been spent in leadership positions, during which time I have been actively involved in incident management and training fire professionals. I also have many years experience working as a board member and Assistant Chair for the Ravalli United Soccer program.

By Running for the Board of Directors, I feel that I can provide a voice for the smaller ski areas in the division and to the many dedicated part time teaching staff who bring many professional talents to our organization. Recently I was given the opportunity to attend

Fall Conference as a Telemark representative for the Northern Rocky Mountain Division. The event gave me new insight into PSIA-AASI. I learned first-hand how much our small division brings to the table on the national level. As a board member I will continue to foster an environment that provides high quality learning experiences while actively trying to engage all members new and old. Thank you for your support, if elected I look forward to serving you.



CHRIS KRUCKEBERG

My job as Lead Instructor at Red Lodge Mountain has solidified for me the value PSIA-NRM brings to the industry. From the front-line, first-year instructor to the talented weekend warrior on the verge of making that next big leap, and from the scared stiff never-ever to the salty old dog ready to learn a new trick, this

organization allows everyone on the mountain to thrive. I love it, I'm passionate about it, and I'm ready to give back to it. That's why I'm running for NRM Board of Directors.

This is my third year in NRM after transferring from Central Division. In the summer I am general manager of a lawn and landscape company. My experience prior to my leap of faith to make snow sports instruction my full-time job was as general manager of a daily newspaper, managing editor for an educational publishing company, and consultant to a major publisher during the mid-2000s blitz to shape national Common Core State Standards in K-12 education. In a nutshell, my experience is in communication, leadership, and education, all skills I would consider it an honor to put to use serving the membership of NRM.

Thank you for considering me for the NRM Board of Directors.



JIM MIKULICH

Hello, my name is Jim Mikulich and I would appreciate your consideration and support for a seat on the board of directors. I am currently a full time ski instructor at Big Sky. I have been a member of PSIA since 1989. During those years I have worked in both children and

adult programs. I am alpine certified level 3. Prior to working at Big Sky I spent several years as an examiner/clinician for PSIA Central Division. Over those years I have had the opportunity, as a member of the education staff, to spend a lot of time with fellow members from a wide range of resorts. Our membership is a very diverse group of all different ages and experience levels with a wide variety of needs from our organization. As diverse as the members are, we have a lot of the same needs. As a board member I will do my best to serve and help the board provide the best education programs and materials to help you achieve your goals from certification to continued education. If you're ever at Big Sky I would love to meet and talk with you.

GARY PETERSON



My name is Gary Peterson and I am a Level II Alpine and Telemark instructor at Big Sky Resort. I have been a member of PSIA for twenty-two years in the Central Division and the Northern Rocky Mountain Division. I am asking for your support to allow me to represent you as a member of the NRM Board of Directors.

As a member from two different Divisions, I truly believe that the Northern Rocky Mountain Division provides outstanding quality service and support to its members. This is because we have a remarkable office staff, dedicated clinic/exam staff, and a professional and devoted Board of Directors.

I am very impressed with how the current Board is diligently working toward positioning this Division to address the current and future needs of its members. With my years of PSIA experience and multiple years of board experience with both professional and volunteer organizations, I would like to think that I would be viewed as a value-added resource as a Board member as well as being a voice for the general membership in representing your needs and wishes in the Board's decision-making process.

Your vote for my appointment to the Board would be greatly appreciated.



MATT RUUHELA

Hello, my name is Matt Ruuhela and am I running for a seat on PSIA-NRM Board of Directors. Over the years, I have been able to meet many of the great people on our division. For those of you who may not know much about me here is some background information.

Snowsports instruction is my career. I have been involved in the industry full-time for over 10 years. I began my instruction career in Oregon at Mt. Bachelor and Mt. Hood before moving and working at Big Sky Resort. I also have international teaching experience, having worked out of Queenstown, New Zealand. I have achieved Level 3 certification in Alpine and Telemark, as well as a Children's Specialist Level 2 and an Adaptive Level 1. For the last four years, I have been a Supervisor at Big Sky Resort. Beginning with managing the Youth Local Programs and now managing the Children's (ages 7-14) Program. I was also the Children's Program Manager at Timberline Lodge in Oregon.

As someone who has benefitted from everything that PSIA has to offer, I would like to now give my time and energy back to the division in this specific role. In other words, I want to help out. I feel that my diverse, multi-disciplinary snowsports background and ability to relate to the front-line instructors will make me a successful member of the PSIA-NRM Board of Directors. I look forward to being able to contribute my skills and a fresh perspective.



KARL SVENSSON

Hello, my name is Karl Svensson and I would like to represent you as member of the NRM Board of Directors. I've been teaching skiing for the last three years at Terry Peak in the Black Hills of South Dakota. However, I started as a full time ski instructor many years ago at Heavenly

Mountain Resort in Lake Tahoe and spent several years there. Life took me in a different direction and back to Nebraska where teaching skiing wasn't an option. A few years ago I moved to the Black Hills and was able to start teaching again. I am a Level II Alpine instructor working toward my Level III.

Along with my diverse skiing and teaching background, I also come with experience in business management as I have owned and operated my own construction business for the last 15 years. I also have experience serving on non-profit boards as I currently serve on Friends of Custer County Search & Rescue and Custer Bark Beetle Blues. I've also been fortunate to work with the alpine South Dakota Special Olympic athletes these last few years.

I understand the challenges of working, teaching and the dynamics of both small resorts and very large resorts and also as a full and part-time ski instructor. I believe there should be representation on the board of all sectors and members of our region. I'd like to represent the smaller ski areas and part time instructors so that we have a voice on the NRM board and would appreciate your vote.



THAD WIDMER

My name is Thaddeus Widmer and I am a current member of the PSIA-AASI family. I am excited about the possibility of serving you and the PSIA-AASI membership. I am a young 44 year old husband and father of two little, up and coming, Montana shredders, Emerson 9

and Jude 6. We are part of the Lost Trail family and community. I am a level II and FS1 Certified Alpine Instructor and my boys are part of the All Mountain and Free Ride Team. My eldest son is last year's Cold Smoke Free Ride Champion. Our passion in life is skiing, though since it is difficult to raise a family on a seasonal wage, I spend my weekdays working as a Mental Health Therapist. I work in the local Hamilton Montana School system, working with youth who have severe emotional and behavioral problems. Additionally, I have a small private practice working with children, adolescents and young adults helping them to navigate life challenges. Working as a Mental Health Therapist provides me with the opportunity to make a difference in someone's life.

After some careful thought and consideration I have decided to respond to PSIA-AASI and their need to fill vacant board positions. I am taking this opportunity to take my love and passion for skiing to the next level. I have a long history of putting my energy and efforts to work for the greater good of the community. It's my

plan and hope I can do this for PSIA-AASI membership. I realize I am not a well-known member of the PSIA-AASI family, but I am enthusiastic about the possibility of serving you. I would love to represent the smaller ski areas in our division. I will bring some freshness, new insights, knowledge, perspective and most importantly fun to the board. It is with great interest that I await the results of the upcoming election. Thank you for taking the time to read this and consider me as your newest representative.

SETH WINSELL

The PSIA-AASI Northern Rocky Mountain division has once again reached that point of the year to make a decision on new leadership. In the past, we have had great leadership and representation. It would be an honor to join the great group of leaders we have in office today. I am running for one of the two positions available on our board of directors because I believe I have a lot to offer the Northern Rocky Mountain division.

I am running on representing the smaller resorts based on their needs compared to bigger resorts. I have worked a majority of my career at Terry Peak in South Dakota and a few years at Alta and Big Sky, so I have experience at both big and small resorts and I am aware of what the smaller resorts need to be successful. We have had several great representatives from the big resorts but very few with small resort experience. For these reasons, I believe that someone with small mountain experience would be a great contribution to the board.

I believe that my past experiences have prepared me well to be a strong member on the Northern Rocky Mountain board. First and foremost I have many years of business experience working and managing our family owned construction company. Working for the family company I have experienced every position from grunt work to superintendent. In addition to my business experiences, I have also held office as Vice President in a voluntary club. I believe my duties and experiences as Vice President will contribute to me being a strong leader of the Northern Rocky Mountain division. I believe my business experience and time as a Vice President have given me the tools to be a successful representative on the NRM board. The opportunity to be a part of the NRM board would be a great learning experience for myself in obtaining my future goals as a ski instructor. I am looking forward to representing you and your ideas on skiing and ski instructing. I would like to thank you for your time and consideration in trusting me to represent the Northern Rocky Mountain division on the Northern Rocky Mountain board.



KATHY ZADLOCK

I am a mother. I am a single mother. I am a skier. I am a snowboarder. I am a teacher. I am a communicator. I am a full-time employee in customer service. Who am I? I am all of these things. I am Kathy Zadlock and I'd like to be considered for a board position with PSIA-AASI NRM.

My first time on skis was Christmas Day in 1979 at Killington, VT. It rained that day ... not fun! Yet it still managed to kindle some

PSIA-AASI'S SUPPORT FOR GREAT INSTRUCTORS

By Eliza Kuntz, NRM National Board Representative

As your NRM representative to the national board of directors of PSIA/AASI, I am just back from a weekend of meetings around a board table, making decisions about the business of PSIA/AASI. We were focused on the need to manage staffing issues, scrutinize budgetary line items, and make decisions for the welfare of the organization's 30,000 plus members from across the country, as well as represent the 1,000 plus members here at home, in NRM. One task at the hand of the professional organization is to help support and create GREAT instructors and it became very clear to me, sitting around a big table in comfortable chairs, that PSIA/AASI does an exceptional job with offering support to its members, through educational material, equipment purchase options, live member support as well as community forums through social media.

As a member of PSIA/AASI, how are you utilizing your membership to support your role of being a GREAT instructor? How do you excite the students that you teach? From where do you get your lesson material? Do you ever ask yourself why GREAT instructors truly rise above the rest? Let's identify the makeup of a GREAT instructor and tag that list with the resources that are available through PSIA/AASI.

Great Instructors are...

Masters of Clear Objectives

Identifying student's needs and conveying a plan

Check Out! Tip of the Day Cards (FREE!)

Masters of Preparation and Organization

Going the extra mile with advanced preparation for lessons, clinics or exams by using new resources for ideas and inspiration

Check out! PSIA/AASI Community, Facebook, Twitter, YouTube Channel

Masters of their Discipline's Skills Concepts

Teaching to national standards

Check out! The Movement Matrix and your discipline's Technical Manual

Masters of Communication

Relaying feedback and progress to students, parents, supervisors and peers before, during and after the lesson

Check out! Core Concepts for Snowsports Instructors

Sharing ideas, brainstorming and conversing with others about your experiences

Check out! Facebook, Twitter, PSIA/AASI Community, YouTube Channel

Masters of Motivation and Teambuilding

Facilitating activities and practice sessions that promote team work, initiative and cooperation

Check out! National Academy and the Children's Instruction Manual

All GREAT instructors are GREAT teachers, who have a certain dedication to continue to be great students themselves. They become professional students, if you will, always seeking innovative ideas, keeping up to date with technological advances and learning how to tap into their creative teachings to disseminate the information in a fun and meaningful way that will, inevitably, drive successes with their students.

There is a small group of talented PSIA/AASI staff working closely as your professional support system in a small office on the outskirts of Denver. These very passionate and qualified folks spend endless hours researching, writing, creating and distributing content for your use. They also work closely with sponsors of industry related tools and resources and provide access to the membership through pro deals that make up a very impressive list. From cars to name badges, they provide a link to get you there easily and affordably. In a nutshell, the dedicated staff at PSIA/AASI work diligently every day to support your role as a professional instructor and your desire to be GREAT.

www.thesnowpros.org

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candidate statements continued...

passion and excitement for sliding on snow. Snowboarding began in 1985 for me at Stratton Mountain, VT. My brother ended up buying a snowboard only to find, when we got home to south central Pennsylvania, we weren't allowed to use it! By the time my brother left for college things had changed and somehow I managed to survive my first season on a snowboard in '88-'89 (I just had to be better than my brother!).

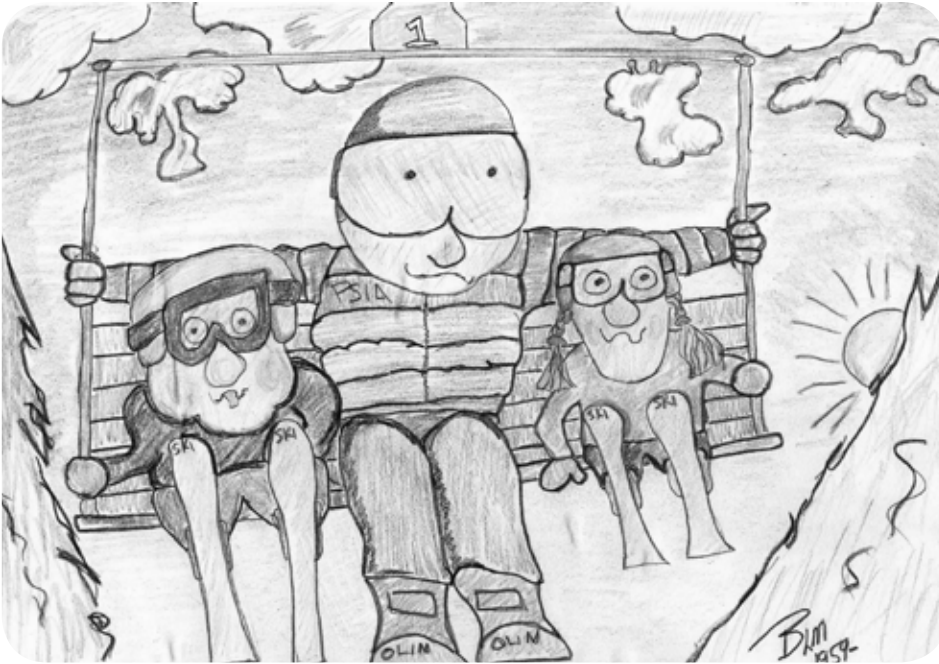
Teaching began while I was a freshman at Penn State. Yes, I will have to admit, I loved the idea of getting a free pass! However, over the years, I found that the more lessons I taught, the more I loved sharing a passion that is so very important to me. The highlight of my teaching career has been watching my own 12 year old daughter grow to love the sport as much as I do. The very last day of this past season she led the way down a double black run. I'm so very proud of her!

I moved to Montana twelve years ago in search of bigger moun-

tains and more snow. I think I found what I was looking for! I settled in Stevensville (Bitterroot Valley south of Missoula) and now call Lost Trail my home ski area. I would love the opportunity to represent a different demographic within the ski/snowboard teaching world, and coming from a ski school with only about 50 instructors, I feel I can relate to and represent those of us that come from these smaller ski schools within our division.

Change is going to happen no matter what. Change can be a good thing or sometimes very hard to understand. I've seen lots of changes happen in PSIA-AASI over the years and I feel that good communication is critical to helping our members understand and embraces changes that happen. I believe I have the skills to make this happen.

I hope you will consider me to fill the open spot on the board. I feel I have a lot to offer and willing to do what I can to make sure the needs of ALL of our members are consistently met.



TOOLS OF THE TRADE: A DOZEN FUN CHAIRLIFT GAMES

By Gary M. Evans

Perhaps you read a recent article in *The Central Line* about “learning moments” and “teachable moments” as described by a Central Division Education Staff member.

Such “moments” generally take place while we’re talking to our students or practicing drills. I’ve been thinking we should add a third category called “fun moments” to the learning and teaching equation.

Picture a veteran ski instructor at Pine Knob Ski Resort riding a chairlift on a blustery winter’s day, flanked by five-year-olds of a very advanced level when the chairlift stops and the shivering starts - small children, big shivers.

That happened to me last season. As we literally hung in mid-air, I was desperate to think of something that would sustain the fun factor we had enjoyed on the hill. I wracked my brain over what an instructor could do during chairlift rides that would keep young students having a blast. I refused to let the fun fade away, so we started playing interactive and amusing games instead.

Here are a dozen fun chairlift games that you might consider utilizing.

1. **I Spy.** In playing this game, the participant will pick an object on the hill, but not identify it. Example: “I see something blue.” The other game-players seeking to identify the object may each-in-turn attempt to determine its name by pointing at things within sight. The game continues until someone correctly identifies the object and wins. Then, the winner has their turn to “I Spy” an object.
2. **See An Animal in a Cloud.** Instructors can utilize this game on a day when there are big fluffy cumulous clouds with irregular shapes overhead. Ask each of your students to tell you what animal or object a cloud resembles. Encourage your students to use their imagination.
3. **Snowflake Game.** While you are riding on the chair lift, during a snowy day, you can start the game by opening your mouth, inhaling, and ingesting some snowflakes. When the children riding beside you notice what you are doing, smile, and tell them how many snowflakes you think you just ate. Have each child do the same and tell you how many snowflakes they ate. Also, use your imagination and tell them how a snowflake tasted like chocolate ice cream, a cheeseburger, gummy bears, or French fries with ketchup on top (creativity and humor works). When you give each child the chance to explain how their snowflakes taste, they will also start talking and laughing. Food choices appear to become more popular as lunchtime approaches.
4. **Imaginary Pizza.** Invite your students to help you build a large, round-shaped imaginary pizza. During the game, you and your students will take consecutive turns to add all types of funny and exotic toppings to the pizza.
5. **Singing Game.** Sing the Row, Row, Row, Your Boat song with your group. If there are additional students riding on the chairlift ahead of or behind your group, this singing game will become more interesting and fun. Other song choices include Twinkle, Twinkle Little Star and The Farmer in the Dell.
6. **Your Favorite Food.** Start a game where a student picks his/her favorite food, but does not reveal the type of food. Each of the other passengers on the chair is allowed five questions to identify the food.
7. **Wild Animal Game.** Have the children look for wild creatures on the hill (rabbits and squirrels on the ground, or birds in the trees). Alternately, your students can look for animal tracks and bird nests and speculate about what type of creatures live there.
8. **Name an Object.** In this game, the person seated next to you names one object which they observe on the hill. The next game player then names that object and adds another object. This continues with the next person on the chair and goes back and forth until a participant cannot recite all of the objects in order.
9. **Dinosaur Game.** In this play-game, you ask each student to name his or her favorite dinosaur and have them speculate on what type of food such a saurian would eat if it existed today. Would the dinosaur be likely to enjoy eating cheeseburgers, pizza, hot dogs, grilled cheese sandwiches or chocolate cake? Make funny suggestions so that the children laugh!
10. **Tell a Joke.** Tell the children a joke and ask each child if they have a funny joke or a story with a funny ending to share with the group.
11. **Skiing Improvement.** When your students are riding on the chairlift

HOW I TURNED MY DREAM JOB INTO A CAREER

By Katie White, A2, S1, FS1, CS1, NRM Member

When I first got hired at the Yellowstone Club as a Youth Services Instructor (ages 2-7), I had only a sliver of knowledge about PSIA. My boss, Shea Unger, encouraged me to take my alpine level 1 at Big Sky before I began teaching. At the level one course I quickly realized I had a lot to learn about skiing, as well as teaching. I had been a snowboarder for many years, recreationally riding with friends on vacation and then teaching at my local hill, Mt. La Crosse, through college. Switching over to skiing has been a challenging and extremely fun experience.

After the busy Christmas season at the YC, I began attending a lot of our in house clinics, and started to notice a change (for the better) in my skiing. That first season I began to realize how PSIA/AASI could really help me develop as a skier and instructor. I was fortunate enough to have had the opportunity to take three PSIA certifications that winter at the YC, my Snowboard 1, Freestyle 1, and Children's Specialist 1. After tackling those, I started thinking about getting my level 2. Not thinking I had much of a chance of passing, I went to a prep clinic to get some feedback. Still realizing I was not the strongest candidate, I began training hard, and skiing with our trainers at the club. After a month and a half of practicing the tasks, and teaching to my peers at the YC, I felt ready to take the exam. I took my level 2 at Bridger Bowl and passed. With each certification I achieved I noticed an improvement in each area of my skiing, riding, and teaching. It was also through PSIA that I have met many



amazing people who have put in the effort to make ski instructing their career. I am just finishing my first southern hemisphere season working in Portillo, Chile and am looking forward to getting back to the US. I have realized that by pursuing more PSIA certifications, I have turned my dream job as a ski instructor into a practical, nearly year round career.

chairlift games continued...

and observe a young skier on the hill fall down, ask the child seated next to you why they think the person fell. Example questions: Do you think that the boy was sitting back on his skis? Were the skiers flexed? Were their hands and arms in the proper out-in-front position? Was the person not watching where he/she was going? You can then ask your students, "What drills could we practice to improve our skiing so that this does not happen to us?" Instructors can work this play-game-discussion into a helpful teaching progression during the next run.

12. Once Upon a Time. Once you and your students are safely situated on the

chairlift, you can begin this game. The rules are simple: each person consecutively adds a few words or sentence to the initial phrase "Once upon a time," to create a funny or outrageous story. Example: "Once upon a time...there was a mother bear and two cubs who lived in the woods by a ski lodge; on a warm day, the cubs would come out of their den and play by sliding down the ski hills on their backs...while eating pizza..." This game allows children to "uncage their imaginations."

Experienced snowsports instructors want their classes to be all about fun and adventure. Using these games when you're on the

chairlift can help you keep the fun flowing. They helped me, and I hope they help you. Enjoy!

Gary M. Evans, is a PSIA Certified Level 3 Alpine Ski Instructor, with a CS2 Credential and a Children's Trainer divisional award. He is a Director in the Children's Program at Michigan's Blizzard Ski and Snowboard School. He is also a ski instructor and clinic leader at Pine Knob Ski and Snowboard School. He is also the Editor of the Central Line publication.

Reference: "Slow down for better learning and teaching moments," by Brad Miller.

Illustration courtesy of Brad Miller.

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PSIA-AASI-NORTHERN ROCKY MOUNTAIN DIVISION'S NEWEST CERTIFIED INSTRUCTORS

The following members have successfully achieved a certification and/or credential in December 2014 and January 2015. We congratulate them on this accomplishment and appreciate their commitment to advancing their education and expertise!

ALPINE 1	ALPINE 1	SNOWBOARD 1	FREESTYLE SPEC 1	CHILDREN'S SPEC 1	CHILDREN'S SPEC 2
Atkins, Paul	Martin, Margery	Beyer, Myles	Ault, Dylan	Aulen, Ken	Biggins, Bridger
Ault, Dylan	McAvity, Douglas	Bludman, Emily	Bristol, Ethan	Biggins, Bridger	Cassens, Michelle
Bachman, Reed	Mckay, Aaron	Finrock, Peter	Cadry, Jeff	Brekke, Dave	Cornwell, Elizabeth
Bahrman, Michael	McMahon, Dale	Gaillard, Daniel	Cassens, Michelle	Cadry, Jeff	Dietz, Timothy
Ballard, Jack	Mental, Todd J.	Gambardella, Dante	Exton, Joe	Cashman, Melissa	Donnelly, Charles
Biddle, Andrea	Menter, Danielle	Gottardo, Fabio	Guenther, Jennifer	Cassens, Michelle	Favara, Cynthia
Burgess, Eric	Messinger, Jake	Griffiths, Lee	Hillberry, Dylan	Donnelly, Charles	Gerling, Tyler
Burley, Jack	Meyer, Keegan	Helvey, Jennifer	Hudson, Kirk	Dwyer, Thomas	Griffin, Shannon
Butz, Thomas	Moore, Ezra	Hudson, Ashley	Hurlbert, August	Faxon, Traci	Pinkham, Edith
Caplener, Jacob	Moore, Stephanie	Kletter, David	Johnson, Matthew.	Fisher, Jeffrey.	Proemm, Diana
Castle, Megan	Nicolls, Daniel	McCaffrey, Kellie	Lash, Daniel	Flaherty, Christine	Quay, Jessica
Coates, Joshua	Nolan, Jonathan	Messina, Nick	Leavell, Mason	Ford, Zackary	Spyke, Dustin
Cordova, Maya	Nolte, Megan	Poirier, Matthew	Lucas, River	Gianoulas, Kathryn	Stevens, Joshua
Delwiche, Jenna	Oliver, Arch	Raup, Amanda	McGourty, Marina	Gobble, Lauri	Warfield, James
Densmore Ballard, Lisa	Patane, Kristopher	Skrocki, Nick	Miller, Andy	Goodman, Daniel	
Dorsey, Sara	Patel, Shivani	Small, Michael	Montgomery, Nicole	Greener, Kathryn	
Emrich, Dawson	Persons, Hayden	Smith, Joshua	Moore, Michael	Hafemeyer, Edward	
Erickson, Jim	Pinkham, Nick	Snyder, Barrett	Nelson, Karen	Heckenlaible, Doug	
Evers, Shane	Redmond, Andrew	Steffl, Zachary	Nolan, Jonathan	Hoecker, Wes	
Feidt, Daniel	reyher, austin	Young, Randle	Purcell, Dashedle	Huey, Kayla	
Figi, Hans	Riback, Zachary		Reyher, Austin	Hurst, Willis	
Flahive-Foro, Mackenzie	Russo, Jonathan		Roller, Rachel	Kiedaisch, William	
Frey, Christopher	Ryburn, Clancy		Thomas, Andrea	Krueger, Daniel	
Geiser, Keri	Schafer, William	CROSS COUNTRY 1	Tison, Kole	Mabry, Kevin	
Hawthorne, Shannon	Scott, Lila	Ahlert, Allison	Widmer, Thaddeus	Maier, Heidi	
Johnson, Elizabeth	Shelby, Roberta	Grady, Cassidy		Morehouse, Peter	
Johnstone, Jet	Shepherd, Bailey	Gray, Barrett		Nakas, Susan	
Keller, Chris	Shepherd, Bailey.	Kitchen, Karen		Rauk, Erika	
Kingen, Michael	Skiftun, Timothy	Kottas-Sites, Annie		Sandoval, Shannon	
Kintzinger, Stowe	Sojitra, Vasu	Krueger, Craig		Schafer, William	
Kosloskey, Jonah	Soupir, Daniel	Langlois, Samantha		Simonsen, Janna	
Kovacs, Nicole	Steiner, Maxwell	Rucker, James		Singletary, Eunice	
Kronenberger, Louis.	Taylor, Christian	Sheckleton, Eric		Soupir, Daniel	
Lawrence, John	Taylor, Roy	Sherman, Josephine		Strommen, Sarah	
Lawson, Lori	Tell, Jennifer	Vetter, Michael		VanLeuven, Courtney	
Lawson, Scott	Tharp, Jeffery	Williams, Natalie		White, Nathan	
Lawson, Sumner	Uchida, Jennifer	Woodward, Ann		Zowada, Suzanne	
LeBlanc, Nathan	Vered, Samuel				
Lesser, James	Votrubka, Peter				
Lowe, Lesley	Willits, Samantha				
Lundsten, Ruben	Woods, James				
Lyons, Kayla	Zakovich, Nicholas				

Good luck to members pursuing
Level 2 and 3 Certification this spring!

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