

PSIA



AASI

Summer-Fall 2017 News | Volume 36 Number 1

Northern Rocky Mountain Division

Letter from the President



Wow, here it is, the middle of June and I'm looking west towards the Bitterroot Mountains and seeing fresh snow on the summits. It was a great season and it seems like we should still be making turns. Well some of you are still earning your turns, both here in the north and for some south of the equator.

With the books closing on the final events of the 2016-2017 winter we can look back at a very successful season. NRM has gone through some growing pains these last 6 months. With the resignation of Meghan Larson in November, we took time to examine what our administrative organization should look like both near term and longer out so that it best meets your needs as members and so that we (NRM) can continue to be a leader with our National organization. The organization that we have identified and filled is an executive director, a business manager and a professional development position. Herb Davis, whom many of you know from his long history with PSIA and NRM is our new Executive Director. Herb brings great energy to the division. I'm excited to see his passion for our division and the ideas he has for events and how to keep building our successes. Rita Brown is our new Business Manager. Rita is from Billings, and has been working for many years with non-profits there. She will be handling most of the administrative responsibilities for the division. She's new to our business but is picking up our jargon pretty fast. Jill Chumbley is continuing with her position as the Professional Development Coordinator. Jill will be working with Herb this summer developing our E-Learning courses. This team is working hard for us and I'm looking forward to seeing what they will be doing for us.

The division event schedule was pretty full this past winter with education clinics, prep clinics, and exams. I don't have the total figures on how many folks got higher certifications but it was impressive. When I passed my Level III Telemark, I remember Herb Davis telling me that the learning and growth doesn't stop there. Keep that passion alive and share your skills and knowledge with your clients and fellow

instructors.

Steve Hill took to the road with his 6 part MSAA training series. For two of those days he was at Lost Trail. The folks that were in those clinics that I talked to were having a great time. This series is an additional clinic you can participate in to get some extra time working on those pesky Level II and III Alpine tasks and demos as well as meet some new friends. This series was sponsored by Montana Ski Area Association. Cost was only \$20 for a session. Thank you MSAA for your support of our instructors. It looks like these clinics will be offered again in the 2017-2018 season.

A couple of great highlights this winter was having some of the D-Team members show up at our areas to ski and share their excitement with us. Eric Lipton made a trip through the division stopping at Discovery, Snowbowl and Lost Trail. While he was at Lost Trail he was able to sample some of our powder. Stephen Helfenbein and Nick Alfieri made it to Terry Peak and spent a couple of days riding with instructors. Thanks to Bob Morcum for hosting Steve and Nick while they were there.

On the National scene, Nick Herrin is charging forward with plans at his normal low-key energy level and enthusiasm. If you haven't been on the National website lately you should check things out. The Matrix is all new, there are E-Learning modules covering a range of topics, podcasts and lots of new sponsors that are joining PSIA-AASI for your benefit.

I must thank the many folk that helped us keep the lights on this winter. Lesa McDermott, Jill Chumbley and Christy Mikulich all pitched in to help make sure that events happened and that the phones were answered. Shannon Griffon, Troy Nedved, Grant Nakamura, Karl Svensson, Craig Beam and Eric Lipton all were instrumental in drafting our administration organization and helping with hiring Herb and Rita. And for stepping up to lead us as interim president of the division this past winter I want to thank Craig Beam.

For the future, I want to hear from you. What can you do to help PSIA-AASI-NRM lead into the future? What can we do to make your membership do more for you. Eighteen years ago when I took my first level I clinic I had no idea that PSIA-AASI would become such a large part of my life. The friends, and experiences have been amazing and I look forward to seeing all of you this winter.

Stu Hoyt

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The Northern Rocky News is published twice a year by PSIA-AASI NRM and the PSIA-AASI NRM Educational Foundation. Members are encouraged to submit articles and photos. Educational articles earn six 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.

2017-2018 EVENTS 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!

Fall NRM Board of Directors meeting

September 30, 2017

Bozeman

Please contact divisional office for details

Fall Festival

December 8-10, 2017

Big Sky

National Academy

April 17-22, 2018

Big Sky

Other Divisional events for all Disciplines and Programs will be posted on our Web Site in September



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.

Event Registration Policy

Minimum and Maximum Participant Numbers and Policy: The minimum number of participants for an event is six.

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

****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-Park Smart education program to promote freestyle/ terrain park safety and personal rider improvement. The Smart Style-Park Smart 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 \$30 registration.

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.

<-- Otto Hollaus Collection



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From the NRM Office

Herb Davis, Executive Director

Greetings NRM Members!

We hope you are all out enjoying all that our brief summers in the Northern Rockies offer! Thank you to all that have renewed your membership in PSIA-AASI and your continued partnership with us to provide the best resources, events and certifications in the snow sports world. Your commitment to PSIA-AASI is an integral part of tools we all rely on as professionals in our quest to provide the most transformative and inspiring experiences for our guests.

The new office team of Rita Brown and myself wanted to thank you all for your patience and support during the transition to a new management team. One of the most satisfying experiences we've had are the many emails and calls with many you as we work with you on your needs as a snow sports pros. Hearing the many stories of the challenges and rewards of working as a snow pro has been inspiring and motivating to us as we work to improve member benefits and efficiency as your admin team. As much as we enjoy visiting with you on the phone, the most effective way for us to address issues with your continuing ed credits, membership status, transfers and events is for you to send us an email. I can be reached directly at hdavis@psia-nrm.org and Rita can be reached at info@psia-nrm.org. Please don't hesitate to contact us and if you'd like to chat on phone let us know and we'll give you a call!

The National Teams in all disciplines have been working with the Education Learning Committee (ELC) on some great updates to the Matrix, with contemporary videos that will add to your success working with clients and during certification. Please see Jill Chumbley's report for more details on the great work she and the ELC and Teams are engaged in. We will have a direct link to the Matrix on the NRM web site in August.

In addition to work on the Matrix, Jill and the ELC are continuing to improve upon the work they've done with

the Learning Management System (LMS) including a streamlined process for on line tests for Certifications and Specialists and a Multimedia Course for Alpine Level 1 which will be expanded to all disciplines! Jill and NRM have been at the forefront of these efforts which will ultimately allow us to focus on riding and skiing during our face to face certifications, thanks Jill for your leadership with these important programs for us!

Important Events to put on your Calendars!

Fall Festival is scheduled for December 8-10, 2017 in Big Sky

Big Sky Resort and the FF Committee is excited to bring you some new events and approaches to NRM's most popular weekend of comradery and education. If you are interested in helping in any capacity please contact Herb at the above email!

National Academy in Big Sky, April 17-22, 2018

Yes, you read that correctly! The PSIA-AASI National Academy is coming to Big Sky next April! This is a great opportunity for NRM members and our Division to show the rest of the nation what we already know, that Big Sky has some of the most incredible terrain and reliable late season snow anywhere and are thrilled to host PSIA-AASI's premier event! More details will be coming soon!

Don't hesitate to contact us at the NRM office with nay of your concerns, feedback or just to say hey! Enjoy the rest of your summer, we look forward to seeing you on snow this winter!

NRM CHAIR REPORTS 2017

Ski School Management Committee

Beaner Thacker

We on the SSMC have a lot on our plates for the future. Some exciting things are on the agenda and in the works. Some of the issues we face at snow sports schools, I brought up at the Board of Directors meeting in May, were the same as the alpine committee. One of these being, how do we get the more advanced skiers and snowboarders to take more lessons? It was exciting to hear that the alpine committee was on the same page and had some ideas and give us some ways to make this happen. I felt this was encouraging and I love that we are all moving forward together. Just to sweeten the pot, Nick Herrin (our new National President) has started a Directors Taskforce Committee. We all meet in a

conference call last month. For the first initial meeting, we had great conversation and the ideas for where we go from here were very productive. Doug Daniels from the east coast will head up our committee for the first year. We will conference call every other month, unless due to future projects or initiatives we need to meet more frequently. We are working on everything from getting a National Job Board to differences between schools in all divisions..big schools vs small schools.. problems being so different. It really got me stoked and I intend to work hard on this task force for NRM. Hope you are having a good summer, and are waiting anxiously for the flakes to fall.

Adaptive

Rebecca Starr, NRM Adaptive Chair

Greetings Ski Friends -

Despite the beautiful warm weather, and the plethora of wildflowers we're already dreaming of winter! Our 2018 season is going to be filled with adventure, outreach, and play for everyone. We'll be kicking off the season with a Fall Fest Level I Exam, with a Level II Prep right on its heels. With the addition of Chad Biggerstaff and Trevor Hildebrand to our Ed team, we're extremely excited to be able to offer comprehensive and topic-specific clinics throughout the division and season. Starting of in January we'll be out and playing around in equipment,

learning the ins and outs of some of the latest and greatest gear. We're excited to open this opportunity to folks from all disciplines and make turns on some early season snow! Mid season will bring a Level II exam and a clinic focusing on adaptations for Veteran populations. Once again all are welcome to attend this clinic, and we encourage everyone to participate. If you have any ideas for clinics or exams, please feel free to contact me: nrm.adaptive@gmail.com!

Think Snow,
Becca Starr, Adaptive Chair

Education Foundation

Heidi Maier

Happy Summer!

The EF is looking forward to another great year of Scholarships. If you're planning on attending a NRM educational clinic, prep clinic, or exam in 2017-2018 season and you need financial help scholarship money is available. The application can be found on the NRM website, and the first application deadline is December 1st, 2017. Scholarships are available for both NRM

member schools as well as individual instructors.

For the 2017-2018 season we have already received a grant of \$5,000 from the Yellowstone Club Community Foundation. We are also working on grant applications for other foundations.

This is all on top of individual scholarship donations that have been made.

Children's

Zoe Mavis, NRM Children's Chair

Hello Membership,

I want to first take a moment to celebrate what an amazing winter we had! Really great conditions as well as amazing events made for a huge success in winter 16/17. All of our Children's events wouldn't be half of what they are if it were not for the people involved. Thank you to everyone who participated in a Children's event this season. I also want to give a shout out to all of the amazing Children's trainers we have. What an inspiring and passionate group of people!

As always, the Children's community is working toward creating amazing educational materials, providing outstanding training and working to be innovative leaders in the snow sports industry.

The next step on the national horizon line for Children's

is a new manual. We are in the beginning phases of embarking on this project. I am really looking forward to being involved.

We have also been working on ways to become more cohesive as a national association. As we work to create more similarities in processes, it will create more unity across divisions.

Please feel free to reach out with any questions you have, ideas for events or if you are interested in getting involved.

Cheers to an amazing summer and looking forward to being on snow before you know it!

Zoe Mavis

NRM Children's Chair



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Senior Specialist

Michael Hickey

The “off season” has traditionally been one filled with a variety of activities for those of us of the snow sports persuasion. Cycling, hiking, sailing, fly fishing, and of course skiing all seem to somehow get wedged into the short summer window. It has also been a time to reflect on the past season and to plan and prepare for the next. So it is for the Senior Specialist crew. I met with Rock Rehman this spring and he will be helping to bring additional snowboard material to ensure the multidisciplinary nature of this specialty. Beginning in July, a few of us will be working as a team to look at the Senior Specialist Accreditation as it is, and begin the process of building in alterations that should help the courses continue to become better, more informative and attractive to you, the membership.

Once again, the plan is to hold Senior Specialist events at Fall Fest. More information regarding those events will be announced in the Fall. Information on other Senior Specialist events in other locations around the division will be announced in the Fall as well. We would love to come to your area – gather a group of instructors who are interested in assisting seniors to continue enjoying snow sports regardless of any compromising issues and give me a call!

With that, on behalf of all the members of the Senior Specialist crew, we hope you have a fun summer season enjoying whatever pastime suits your fancy.

Michael Hickey, Senior Specialist Coordinator

Alpine

Tom Marshall, NRM Alpine Chair

As I'm writing this update we are driving through northern Nevada and it is 100 degrees outside. Needless to say it is hard to think about skiing and riding lifts in below zero temps. There are no major changes proposed for this coming winter. We are trying to maintain things that went well last year, for example, no major complaints arose from an event. We are also trying to improve in other areas, for example, reducing the number of events that are cancelled due to low sign ups.

To address this issue the alpine committee took into account past data when drafting the event calendar for winter 2017-18. It will be posted on the website after our end of summer meeting that will take place in Big Sky on Friday, August 25 at 2:00 pm. The location is to be determined. All members are welcome to attend.

There are a couple less prep and certification events on the calendar this season to increase the likelihood of getting enough participants to sign up. We need at least 6 people to make each event financially viable. Please help us and your fellow members out by signing up for events at least 2 weeks in advance. On another note if

you have a request for an event not on the calendar and at least 5 others committed to participating please let us know as early as possible so we can try and make it happen.

Thank you for your commitment to furthering your professional skills and knowledge. Now back to summer and staying fit for skiing.

D-Team - Michael Hickey Collection



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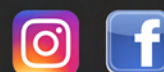
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Snowboard

Bridger Biggins, NRM Snowboard Chair

With summer in full swing and time flying by, I hope all of you have had a chance to enjoy some time outside with family and friends doing things that you love.

As professional coaches, we all know our trade very well, and feel completely in our element sliding on snow. After some recent experiences, I got to thinking... Do I truly remember what it feels like to be a total beginner? Someone with zero experience except what I've seen on TV and what my friends have said? The type of student who has maybe seen snow a few times but has never touched a snowboard or skis until 5 minutes before we meet them. After my latest adventure, I now know, that for me, it has been a loooong time since I've been in those shoes.

My wife and I recently took a trip to Hawaii and we decided to take some surf lessons while we were there. I've always loved to wakeboard and wake surf and have been to the ocean several times. So I thought, "How hard can it be"? I should be able to merge these all together!

After putting myself in the position of a total beginner, it helped me to realize how important communication is when we are teaching; especially when we are teaching those with little to no experience. I tried to be the best listener I could and actually caught on pretty quick to the whole surfing thing. Going from practicing on the beach to trying to catch a big Hawaiian wave, showed me how much truly goes in one ear and out the other; especially when the Mother Nature added new elements to the lesson. No matter how simply you break something down, it's going to take some time for a student to put

all the pieces together in their own way. Clear, concise communication is something that I have always focused on in my teaching, and felt pretty confident in. However, this experience showed me that there are many ways that I can improve on how I deliver information to my students.

For those of you who have also gone a long time without taking a first experience lesson of any kind, I challenge you to do so before winter comes. Whether it's a water sport, downhill mountain biking, or golf, I know that getting out of your comfort zone and learning something new is a great way to really get in touch with your inner coach. I will help you relate to your students better when we get back on the hill.

But enough about this summer nonsense... Let's get down to business! Most of next season's events are still in the planning phase and have not been set in stone. You can expect to see a full line up when the snow starts to fly. We are looking for fun and exciting clinic ideas to offer at Fall Fest so please feel free to email me if you have something you would like see happen.

The snowboard committee met in April for our annual spring meeting and discussed how we can better our current education processes, and bring more to the table for our membership. We plan to roll out some new content and changes to examination structure this coming season. More details on that coming soon!

Enjoy the rest of summer. Fall will be here before you know it, and our stoke for winter will be in full force!

Nordic

Mary Marshall, NRM Nordic Chair

With wrapping up the 2016/2017 season, and finalizing our proposed budget for next year we are beginning to look toward next season! The Nordic side are doing a late summer meeting where we will be discussing our events and schedule for next year, reviewing our budget, figuring out what fun, remote location we will do our team tele/xc trainings, and getting amped for next season. Although a small part of the division, the Nordic side love to have a presence, and we always welcome new and returning members to come have some Nordic adventures!!.. Hoping to have a Team Member again in the fall, loved having

Grant Bishop for Fall Festival last year so we will be making efforts to get him again! There have been some efforts to standardize our Telemark Level 1 Workbook from National, and we are making some adjustment to our online questions based on feedback from this currently. We foresee that in time there will be more standardization in exams across the board for Divisions.

See you all when the snow falls! On a personal note, Tom and I finally sold our car so we will both be making the switch to the 22 Designs NTN boots/binding set-ups, sweet!

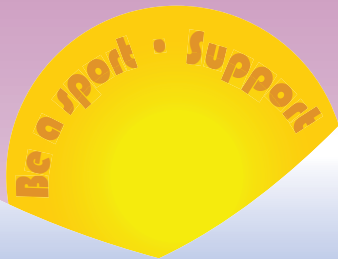


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Education Leadership Committee

Jill Chumbley



Hello from sunny Gallatin Canyon,

I hope everyone is experiencing the same great warm, and occasionally wet weather we've been having here in SW Montana. I've been spending my summer traveling mostly within the state and rafting a bunch with the family.

I wanted to take some time to inform the membership of what my role is now that we have a new leadership team in place for the division, as well as what I've been working on.

Last season Dave Schuiling, the Education Director at the National office, brought together a group of education leaders from across all divisions. The purpose of this group was to create more continuity and coordination across the country, when it comes to how we function as an organization and within our home divisions.

We've met several times via phone, however this June we met in person over a weekend in Lakewood and were really able to nail down what our purpose and goals as a group are. This is what we came up with.

ELC: Education Leadership Committee

Who we are and what we do

The ELC is comprised of discipline coaches and divisional representatives with the mandate to project overarching visions and direct initiatives.

While there are many levels of leadership that impact national direction and precedent including the President's council, Executive Directors and the National Board, the ELC's task is one of ensuring unity, cohesion, and standardization including identifying shared goals in order to drive the educational value of PSIA/AASI.

Where we have been

Over time, it has been identified in many different formats that the need for divisional autonomy combined with national strength can create the best opportunities for student centered learning and instructor core competencies. Current examples include the Cert Unity project to the Strategic Education Plan; demonstrating the many attempts made to meet these needs.

Despite honest attempts, the most fundamental question has yet to be addressed adequately and begs the following: what is the future of snowsports?

We know there are significant supply and demand as well as competency issues.

The question became: How can we work together, work as one; not from the outside but by sharing all our collective divisional experiences and opportunities?

Where we are now

We recognize that who we are and what we do mandates inspirational messaging and planning.

Our mission and vision ask us to consider what long term success look like.

We recognize the significant strides in organizational growth and maturity and ask who is best served if we look and act like we are one organization and not separate divisions.

The ELC operates to ensure we represent the art of education as a collective whole regardless of division, discipline or standard.

The ELC recognized that there are multiple parallel pathways that can lead to success and an intrinsic sense of value.

The ELC recognizes that tangible outcomes, relevant products and consistent evaluative processes create valuable learning experiences and great guest outcomes.

The ELC recognizes that the consistent delivery and upholding of the national standards merits respect and validity – we are accountable to ourselves and other accrediting bodies. Accuracy and consistency must be

transparent and cannot be minimized, corrupted or bypassed.

The ELC is charged with the following

- Minimizing isolation
- Eliminating duplication
- Ensuring accountability to the National Standards
- Ensuring accountability to our partners
- Ensuring consistency and consistent outcomes with all certification and specialist products

In a nutshell we are working to streamline and improve our current processes, policies and procedures from an educational standpoint. Our goal is to better serve each of unique divisional populations while creating more unity across the organization.

There were several projects started at the meeting however here are some of the highlights that will directly benefit you all next season and beyond.

1. National has set up a LMS (learning management system)- this system will be on the national website and accessed directly through the website for things like certification, specialists tests, e-learning courses etc.

What this means is, no more hosted test and no more scouring your junk mail for links! You can go directly to the source to do all online education.

2. Updating all certification and specialist online test questions.

What this means for you is, better, more relevant questions when you take your online test for certification and specialist events!

3. Working with other divisions to create a multimedia

course for the Alpine Level 1 and eventually for all discipline Level 1s!

What this means for you, better preparation and retention of information for Level 1s. Potential expansion into other levels of certification and specialist areas for better materials and presentation for all online learning.

4. Creating a National policy with regards to crossover between USSA and PSIA/AASI.

What this means is that USSA members will have easier access to the educational and certification products PSIA/AASI has, which equates to more people teaching and coaching snowsports well! As well as, more diversity within our events and membership which increases all of our exposure to different ways of thinking, talking and doing our chosen snowsport!

5. Partnership with Penn State to collaboration with PSIA/AASI to allow snowsports instructors to gain college credit for certification and specialist.

This is probably the largest and most exciting development. There have been a few articles about this in 32 degrees, but look for more information coming down the pipeline as this process continues to progress.

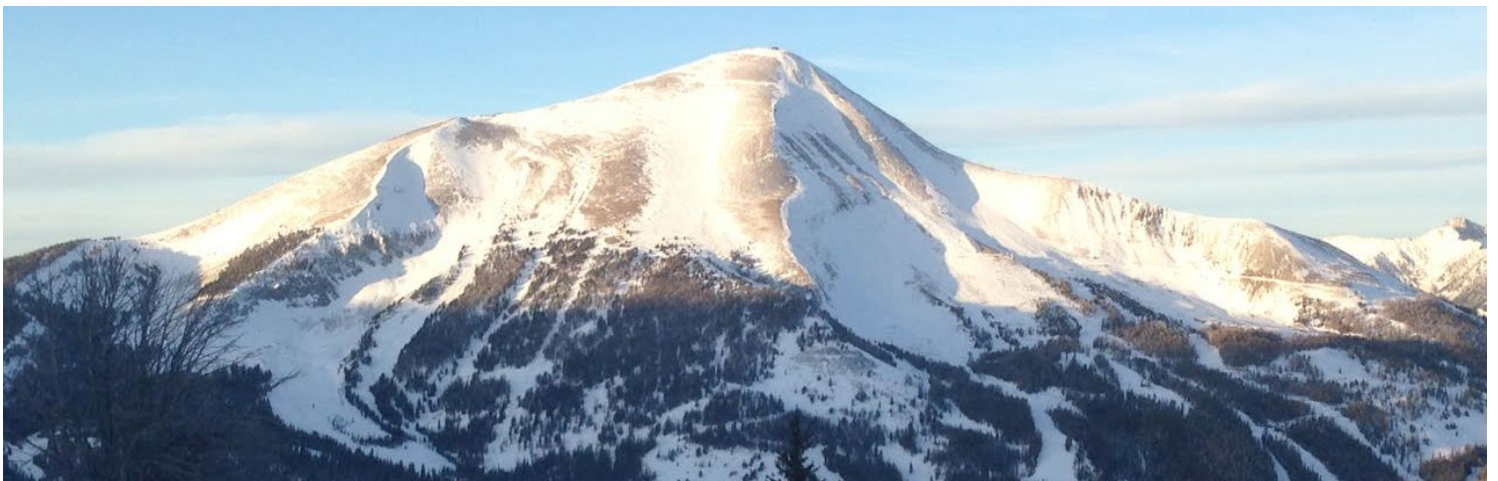
And that's just the tip of the iceberg of what this group is focused on.

If you'd like to read more about what the ELC did in Lakewood checkout the link below:

<http://www.thesnowpros.org/news/articletype/articleview/articleid/1239>

So, that's it from me right now! I look forward to seeing you all this coming winter and would love to hear any feedback you have on anything I'm working on.

Enjoy the sunshine,
Jill Chumbley



Eric Sheckleton Receives PSIA-AASI's Highest Award!



The National Board of PSIA/AASI is proud to nominate Eric Sheckleton for the Lifetime Achievement Award. Many of us have been recently directly influenced by Eric's leadership during his tenure as Chairman of the Board, where he helped drive the association to record membership, focus on education and involvement with the teams, as well as introducing and implementing new Policy Governance, which the board and association continue to embrace. It is important to this current board that Eric be recognized not only for his past volunteerism both divisionally and nationally, but also for his current work and influences as an international ambassador and Interski Vice President.

"Eric has been a dedicated member of PSIA-AASI his entire career. His passion and dedication to this organization is why we are such a successful organization. I will always be amazed by his ability to lead by example, always committed to learning every aspect and every discipline this organization has to offer, so that he could serve our members to his best ability. Most recently, Eric and I have been working together on international initiatives, where I have seen firsthand the respect and trust he has gained

around the world." Nicholas Herrin – CEO PSIA/AASI

"Eric began his career over 20 years ago in NRM and is the most shining example of the many leaders and innovators from NRM to move into the National and International spot light. Eric's vision showed early with his involvement in the creation of AASI and the writing of the first AASI manual while serving as NRM's Snowboard Chair. As teammates on the 1996-2000 National Team I (as a Nordic Team member) had the privilege of riding and collaborating with Eric and knew then that there was something special and unique about him. His selfless devotion to sliding on snow in all disciplines and his commitment to PSIA-AASI is still vibrant to day. His desire to uplift and motivate those around him was apparent this past April during the first ever Snowboard Ed Staff hiring event. Eric truly has been one of the most positive, inspiring leaders in our organization and has guided us to the level of success we enjoy today." Herb Davis – Executive Director of NRM.

A Short List of Eric's Accomplishments in PSIA-AASI:

- 1997-2004 NRM Snowboard Chair
- 1997-Present NRM Snowboard Examiner
- 1996-2000 National Snowboard Team Member
- 2002-2010 NRM Board of Directors
- 2005 NRM President
- 2008-present NRM Alpine Clinician
- 2008-present NRM Children's Education Clinician
- 2010-2015 Chairman-National Board of Directors
- 2015-present-Second Vice President of Interski International
- 2016-present ASEA Ambassador of International Relations

Eric will be presented with The Lifetime Achievement Award at the National Academy in Big Sky, April 17-22, 2018.

My Journey Through the Ski Industry, So Far

Kelsey Poole: PSIA Level 1, Children's Specialist 1, NRM member since 2012, PSIA member since 2009

Having just finished my tenth season of ski instructing, I thought it important to share my story about my last decade as an instructor. I'm one of few instructors that I know that have 10 years of instruction at the age of 24. My story may sound familiar to some and I hope it is enlightening for others. I started skiing when I was five, but don't have any vivid ski memories from that time. My first skiing memories are from when I was six or seven at a small area in Massachusetts, and at that point I was still skiing the beginner slope with the rope tow. The memories from elementary and middle school ski time almost always coincided with my dad's progression through different aspects of the ski industry. While we lived overseas, he helped out a volunteer ski patrol group that worked with a branch of the US military; alongside that work my dad also completed his PSIA level 2 and 3 Alpine certifications through the Northern Rocky Mountain division.

When we moved back to the US in 2003 my dad worked as an instructor at a local ski area, Pats Peak, in New Hampshire, while my twin sister and I took lessons within the seasonal children's program. From then on I started to realize there were some definite pros and cons to being labeled an 'instructor's kid'. This label led to a lot of interesting and valuable experiences throughout my early ski instructing career. I started getting paid to teach the day I turned 14. When the line-up supervisor walked up the hill carrying a spare jacket for me to switch into I remember feeling nervous yet excited to officially share the sport I love with my students. Two years later I passed my Level 1 exam at the age of 16, and continued to teach through the rest of my high school years. I didn't pursue any further certifications until the tail end of my college life; passing my children's specialist 1 exam in spring 2015. I'll discuss more of my widespread experiences and certification mindset later. First I'd like to expand upon, how it was growing up as an 'instructor's kid'.

I first identified myself as an 'instructor's kid' when I was in middle school. My sister and I were in lessons or tagging along with clinics almost every weekend, becoming better skiers and growing our technical knowledge. As we grew

and understood more, family ski vacations started to include technical discussions on the chairlift while using motion analysis on the skiers below. For two and half seasons my twin and I were labeled as 'junior instructors'; we would attend the weekend instructor clinics when we weren't needed to lift buddy or help manage larger group lessons. During the clinics we became the 'perfect guinea pigs', as I like to call it, for the instructors to try new teaching methods. The constant lessons, clinics, and training received led to me being able to jump right into teaching the day I turned 14, when my supervisor handed me an instructor jacket at the morning line-up. Starting my instructing career at 14 meant I would have to wait 2 years to be able to go for certification and it also meant a delay in being picked to teach an adult lesson. Almost all of us that went through the 'junior instructor' phase ended up becoming the regular crew that taught the children's program lessons. Becoming a reliable children's lesson instructor became a big career boost, but I also missed out on being able to teach an adult lesson for a long time. My first adult lesson was roughly 6 or 7 years into my instructing career and my first multi-week adult program was taught 9 years in. At this point in my career, 10 years in, almost all of my group management skills are based in teaching children's lessons. However this experience allows me to provide my adult clients with hopefully a unique and playful experience.

While my experiences teaching have been almost completely focused on children, my experiences skiing, learning and travelling have provided me with a fun bag of tricks to use. It is in these multiple arenas that I discovered how ski instructing affects your mindset as a skier in general. In high school I taught on the weekends and ski raced for my high school during the week (not USSA racing). At the time I thought it was a good idea to separate my racing and teaching mindsets, now I know that they can complement each other to suit the terrain in front of me. This meshing of mindsets didn't really happen until I got to college and started working at Bridger Bowl in Bozeman, Montana. The most prominent thing I learned at Bridger was that the terrain can teach you how to ski better, you don't always have to

be in a clinic with someone watching you to learn. This helped me rediscover my enjoyment of smaller ski areas when I moved to the midwest temporarily for school. As I am finally finishing my college career I am discovering that my instructing career has created a place for my over-analytical brain to flourish. Being over-analytical of my own skiing is helpful when I teach, but the ability to simply ski without thinking has become more difficult.

My certification journey started when I passed my PSIA level 1 exam, in the eastern division, at the age of 16. Since then it has been a little bit of a bumpy road, but my inspiration towards higher certification has remained the same, my dad. He is my biggest inspiration to continue through the PSIA certifications. He received his PSIA level 3 when I was in elementary school and has been my clinician, coach, and/or supervisor almost every year I've been instructing. Within the past 5 years, he became a clinician for the Northern Rocky Mountain division and he became the training supervisor at Bridger Bowl. His ability to make a seemingly ordinary lesson or clinic special is unmatched, in my opinion. Six years after I passed my level 1 exam, I passed my children's specialist 1 exam in 2015. The cause of the 6 year delay between certifications was mainly caused by my focus on having a successful high school and college career. Receiving my children's specialist certification sparked a renewed interest in climbing the certification ladder. In December 2015 I graduated from college and had some extra time to focus on my ski instructing career, so I chose to seriously pursue my PSIA level 2. In March 2016, I ran into a major complication on my certification journey. On my last bump run of the day I fell and tore my ACL, the day before my level 2 prep event for which I had already passed the level 2 written exam. I have since had the reconstruction surgery and am happy to report I am back on skis and teaching again. I'm unsure of where my ski instructing career is going to go now that I've completed my 10th season. However, as I start a new career in the Band Instrument Repair field I know that skiing will continue to be a part of my life, afterall I am an 'instructor's kid'.

Roberta Shelby
Big Sky Resort
20 April 2017

I would like to thank the PSIA-NRM division for the scholarship awarded to me for the Level 2 Prep/Exam. The experience and knowledge gained has helped me become a better skier and a better ski instructor. With the knowledge gained I was able to achieve a goal I gave myself at the end of last season, obtain an Alpine Level 2 certification. The help of the division allowed me to focus on training and performing better. Throughout the Level 2 prep I absorbed all the information that was presented, taking both mental and written notes, in order to look back upon and improve on specific areas. The experience I had at the prep was enjoyable and helped me achieve my goal. Following the prep clinic and two months of training, the Level 2 exam arrived and allowed me to show everything I learned. Going into the exam I was very nervous as I usually get bad test anxiety. After the first day of the exam my nerves settled a little bit and I did my best to enjoy the second day. Following the on snow portion I waited patiently to find out how I fared. After finding out I passed I was filled with emotions. I found out I passed and that all the hard work I put in prior had paid off.

Obtaining a Level 2 Certification will help me immensely with both my personal and professional goals. The certification has helped me become the best instructor I can be. The certification will also help get higher lessons in length and pay making it more sustainable for me to stay in the profession longer. Personally the certification has provided me with a stronger technical understanding of skiing, allowing me to perform better while teaching and free skiing.

Again, I would like to thank the PSIA-NRM division for the scholarship awarded to me.

Thank You,

Roberta Shelby



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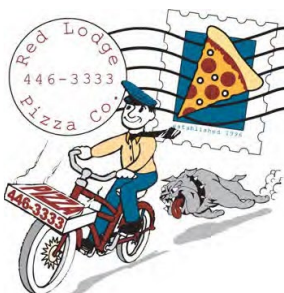
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NRM NEWS

Volume 36 | Number 1 | Summer-Fall 2017

Funded in part by the NRM Education Foundation

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PO Box 20807
Billings, MT 59104-0807

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