



PSIA/AASI-NI



President's Message

Dear Northern Intermountain Division Members:

Another season is just around the corner and the activity level is ramping up again. I'm here to report some big changes in our Division and on the horizon for PSIA/AASI (ASEA).

Late Summer Lex Kunau, Northern Intermountain Division Executive Secretary/Treasurer, retired from his position. Lex felt it was time to turn his duties over to someone else. Lex has been NI's ONLY Executive Secretary/Treasurer since the beginning of this Division over 40 years ago. He has overseen our budget/finances and kept records at his office in Burley through many NI Boards and Presidents, staff and members. Lex has held watch over our finances and taken NI from approximately \$2,500 to over

\$100,000! Lex and others have built the foundation NI members have enjoyed over the years. We owe a debt of gratitude to Lex for all his time and passion for our Division. Look for more articles about Lex this season.

Walt Coiner has graciously accepted the Interim Executive Secretary/Treasurer position. Walt has good business and supervisory strengths and experience that make him a good fit for this position. Lex will continue to participate as a Board member and advisor.

With this letter, we are accepting applicants for NI Secretary/Treasurer. We are looking for someone with a solid business background to fill this position. Interested applicants should submit an electronic letter of interest and Resume/Curriculum Vitae to me by November 11, 2011.

Travis Will just moved his family to the Salmon, ID area for his job with the Forest Service, creating some distance from the Division. Travis reluctantly resigned from his Professional Development VP position. We are accepting applications for this position. Individuals interested in this position can review the job

description on the NI Microsite. A letter of application and Resume/C.V. should be sent to me by the November 11th deadline. We all thank Travis for his years of service on our Ed Staff and his contributions as P.D. V.P., and wish he and his family the best on their new adventure.

We continue to move forward with strategic planning we implemented one year ago. Seth Jacobsen, NI VP has sent out member surveys via email, microsite and in this newsletter. Please complete the survey. This is one of the tools the NI Board and staff will utilize to improve member services.

We are in our second year of electronic tracking of membership and our first year of building a continuing education electronic database at the National office. 2011-2012 will be the second year of CEU reporting and the end of the first 2 year reporting period. All members must have a total of 12 CEU's for the 2010-2011 & 2011-2012 seasons (last year ASEA requested we change our clinic values from 5 to 6 to be in line with other divisions). Individuals who are not current with continuing education by June 2012 will suffer the loss of their certifica-

tion status, even if you continue to pay your dues. CRM4M (Association Management Software) only sees individuals as "current" or "not current." You are now able to access your CEU history on the Snowpros.org website and soon on the NI Microsite.

There will be a strategic meeting in Lakewood, late January 2012. ASEA (PSIA-AASI) Board, staff, Division Presidents, and Division Executives will meet with a facilitator to discuss the current structure and future of our relationships (National and Divisions). Based on the Multi-Division Summit Walt Coiner and I participated in last year in Bozeman, and the relationships we have developed with ASEA, we feel we are in a good position to partner with other Divisions and ASEA for the best services and outcomes for our members.

I wish you a healthy and productive season! Please feel free to contact me or any of your NI Board members or staff if you have questions, comments or concerns.

Regards,

Tom Koto
President Northern Intermountain Division

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Strategic Education Plan Committee Created

The American Snowsports Education Association (ASEA aka PSIA/AASI), has created the Strategic Education Plan Committee. This stems from the "Unity Task Force" which worked to standardize certification across Division lines. The SEP is going a step further to create

education and certification standards for all disciplines across Division lines. Jamie Zolber worked with the Unity Task Force and now Eric Zimmerman is working with the SEP. Eric has participated on monthly conference calls and attended a working group in Lakewood the end

of September. Eric has a lot to report, unfortunately, his real job has him working incredible hours right now. Eric will have a comprehensive report for the NI Board and for the next NI Newsletter.

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Children's Specialist 1 and 2

By Jani Sutherland

The Children's Specialist 1 is a one day assessment available to all current certified level 1 PSIA/AASI members. Candidates must complete a workbook prior to the assessment and score at least 80 percent in order to continue on to the assessment. Workbooks are due 2 weeks prior to the assessment with a \$10 fee. Workbooks can be downloaded at www.psia-ni.org. Successful CS1 candidates receive a certificate.

The Children's Specialist 2 is a 2 day assessment available to all current certified level 2 PSIA/AASI members who have successfully

completed the CS1. CS2 candidates must also complete a workbook 2 weeks prior to the exam and submit it with a \$10 fee. Look for the CS2 workbook to be online in the next few weeks. Successful CS2 candidates will receive a pin.

The CS1 and CS2 workbooks and testing are based on information taken from the current Children's Instruction Manual and handouts from children's clinics.

Children's clinics are offered to all PSIA/AASI-NI members prior to assessments and the exam. The clinics are designed for exam prep

as well as educational credit. Clinics are offered throughout the season, check the event schedule for dates and locations.

New on our website is the Children's section. Here you can find games and exercises for children. There is also a section called "Bag of Tricks" where anyone can add their favorite children's game or exercise to share with others. Be sure to take advantage of both!!

Questions?? Email Jani janiski@aol.com

New Certifications

Level 1:

Anna Hirnyck	Dustin Scudder	Anthony Mendoza	Ed Cummins	Bert Gillette
George Sedlack	Brent Demer	Holley Dupont	Brian Carter	Ian Overton
Brian Snyder	Jay Coleman	Carolee Eslinger	Jerry Mitchell	Chad Bickford
Jirina Fric	Chris Johnson	Lauren Rus	Cindy Smith	Michelle Parsons
Clancy Anderson	Mike Fergusson	Connor Bogert	Molly Wyler	Dean Nichols
Nathan Moody	Diane Urban	Nick Brokaw	Thayne Whitesides	Pat Murphy
Mark Matsuyama	Rachel Lewis	JJ Smith	Rick Diorio	John French
Ron Barclay	Joshua Jones	Tim Schmidt	Julie Youngblood	Tom Williams
Katie Wheaton	Wick Warrick	Kyle Price	Steven Chabers	Stephanie Carter
Adam Gener	Andrew Wallace	Christain Blackman		

Level 2:

Anna Hirnyck	Michael Johnson	Brian Snyder	Dusty Spath	Cody Pugil
Nick Newman	Matt Percuocco	Chris Lenington	Burket Kniveton	Levi Eaton
Casy Jeffus	Christian Blackman			

Level 3:

Andrew Toft	Maddison Voshell
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Children's Specialist 1:

Mike Baldwin	Carol Bickford	Ralph Butler	Martha Caballero	Gary Caldwell
Everett Crick	Annie Kaiser	Katherine Kirk	Tom Koto	Lynnae Kraeger
Loren Livermore	Maria Parkhill	Shannon Price	Bob Sorvaag	Tom Tibbens
Maddie Voshell	Alex Voshell	Bonnie Wetmore	Victoria Wiseman	Mike Young

USSA clinics offered to PSIA members

The U.S. Ski and Snowboard Association (USSA) Sport Education department would like to invite all PSIA members to attend their Level 100 coaching clinics for 2011-2012. The USSA clinic schedule is available at: <http://www.ussa.org/magnoliaPublic/ussa/en/formembers/coaches/clinics.html>, with registration starting October 3, 2011

As a professional consideration, PSIA Level III instructors are welcome to attend at USSA member prices by entering in

their PSIA division and certification number in the notes section of the USSA registration along with the code "psia1012".

The USSA Sport Education department works in conjunction with the U.S. Ski Team coaches, regional and development staff, and sport scientists, to develop resources and programming to assist ski coaches from across the United States to continue learning and growth in the coaching profession.

The philosophy behind all courses is based on the USSA Alpine Training

Systems, which stress' development of good skiers with a solid and broad fundamental skill base first, then development of great competitors. With this long-term development focus, USSA recognizes that it takes the leadership of quality coaches at each level of the training system for athletes to reach their full potential in sport and in life.

Work the Nuts and Bolts This Season

By: Loren Livermore, Brundage Mountain Resort

With colder temperatures, shorter days, and the trees in full color, my thoughts inevitably turn to the upcoming ski season. This is the time of year I like to develop a season long plan for my own skiing improvement. This plan ends up being a theme for teaching my clients something different throughout the season as well. Of course, even though technology continues to change and put a hole in our pocket books, there really isn't much new in skiing. After all, we either turn right or we turn left, and we stop. It is getting into the nuts and bolts of how we turn that gets us thinking about quality skiing. This season's nuts and bolts for me and my clients are going to be turning and tipping the feet into the turns, and getting the inside hip and knee to seek a lead role in entering and shaping those turns.

A lot of my clients want to learn how to carve a turn respectably and I accommodate them. In the course of the lesson, however, I try to dissuade them of the notion that carving is the only skill they need. Sure, it is fun to roll the skis on edge and push up the mach at times, but what about the rest of the day? There are going to be days when the groomers are too icy for carving. Or the powder is going to yell out "come ski me, come ski me." We've all heard that one. I try to have them add to their bag of ski tricks – I teach them to SMEAR their turns. For something different this season I'm going to take my clients into the lodge and have them take off their boots. We are going to discover how it feels to tip our feet like we do for carving. Then we are going to discover the feel of turning our feet and tipping them at the same time. While doing this I will help them discover and feel where the inside hip and knee travel as their feet turn in place on the floor. When they have turned their feet and tipped them on to the BIG TOE of the outside foot, and the FOUR OTHER TOES of the inside foot, the clients should sense the rest of the body wanting to move

diagonally toward the four other toes on the inside.

Naturally they will start with a good bend to their ankles and knees and their feet a comfortable distance apart. We all know a good stance when we see one! When tipping and turning their feet to start these dry land turns there should be a definitive extension of the ankle and knee of the outside leg. Clients should feel some twisting in their lower legs while keeping their torsos including their hips facing the initial direction. If they look down at their feet they should see the inside foot in a slightly leading position. Magical isn't it?! Note the inside knee is also ahead of the outside knee. Because they will be turning and tipping their feet. Clients should sense the flexion of the muscles at the front and sides of the shins as well as the calves in the direction of the turn. Explain they should try to focus on this tension when they have their boots on as they might not feel the flexion as much due to the stiffness of the boot. From here the fun starts! We already saw the inside knee was in a slight lead position relative to the outside knee. Now, focus on the inside knee and hip. The inside hip should be seeking the area above that inside knee. Accomplish this by further extending the outside leg or by flexing the inside ankle a bit more. If we visualize this happening on skis, we see the knee and hip trying to lead through the various phases of the turn. You do not want to visualize too much lead here – you might be banking!

I will have my clients experiment with the dry land turns. In some instances they should try to accomplish turning with a low flexed position and in others with varied degrees of extending. The point of these experiments is to see how tipping and turning the feet while extending the outside leg helps the inside hip do its work. The outside leg extension helps the inside hip extend to a position nearly over the inside knee. As

the inside hip closes in on that position clients will see they are in a taller stance from their starting stance and how much easier it is to turn and tip their feet in the direction of the new turn. It will be rewarding to see the looks on the clients' faces as they feel the strength achieved from getting their hips and knees over their feet at turn initiation. The ten to twenty minutes it should take for these dry land turns should help the clients feel much more balanced and ready to take it to the slopes.

Once on the slopes it becomes time to see what we have created by learning to turn and tip our feet while extending the outside leg to better align the inside knee and hip over the inside ski. We should see right away there is less edge angle needed to turn the skis due to the turning movement of our feet. We will still create some edge angles based on the amount we tip our feet toward the big toe on the outside and the four other toes on the inside. The client should get some immediate sensory feedback as they accomplish a few very nicely smeared turns. The trick here will be to discover the usefulness of these combined carved and skidded turns in a variety of conditions. Ah, but that is what the season is for. At the start of the season remain focused on the nuts and bolts - turning the feet while tipping them diagonally toward the next turn in combination with a good extension of the outside leg to get the inside knee and hip aligned over the inside ski are key to developing well balanced, efficient turns. I consider working on my own technique, while teaching the same nuts and bolts to my clients throughout the season, instrumental in measuring the success of my season.

PSIA/AASI-NI

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PSIA/AASI receives \$200,000 Grant



Walt Coiner presents 2011 Member of the Year award to Ian Sundby.

October 25, 2011 – Lakewood, Colo. – The PSIA-AASI Education Foundation, a 501 (c) 3 charitable organization that supports PSIA-AASI, has received a \$200,000 grant to support the growth of adaptive programs, consumer promotion, and professional development initiatives. The anonymous grantor believes that the projects this grant supports offer valuable resources and training for volunteers and instructors who teach snowsports to the general public, especially those teaching adaptive students.

"Receiving this grant is a testament to the hard work of our members and the vision of the board of directors to provide the best resources available to the skiing and riding public," said PSIA-AASI Executive Director and CEO Mark Dorsey. "It is no secret that PSIA-AASI provides an authentic and engaging connection to the snowsports experience, and as the hub of that opportunity, we are honored that we can provide access for the philanthropy that desires to support initiatives like these. One hundred percent of these funds will sup-

port PSIA-AASI Education Foundation programs, and we are honored and grateful for this support."

Among the projects supported is the distribution of the PSIA-AASI *Adaptive Manual* to qualifying adaptive programs and their instructors. The grantor recognizes the value that these programs bring, often through countless hours of volunteer support, and desire to support these efforts. The grant will also support PSIA-AASI's partnership with Disabled Sports USA and the association's involvement in The Hartford Ski Spectacular.

PSIA-AASI's consumer messaging will also receive a boost from this grant. In addition to providing resources for PSIA-AASI's involvement in the industry leading Learn to Ski and Snowboard Month initiative, the grant also enables support for the continued production of *Go With a Pro* television, an education-based ski and snowboard program that is distributed to a television audience of 41 million homes and through a strong online presence.

The grant will also provide a founda-

tion of support for PSIA-AASI's *Strategic Education Plan* through a set of projects—emphasizing standards development and assessment—designated to provide the first steps toward long-term alignment and growth of education programs and professional development opportunities for our members.

About PSIA and AASI

PSIA-AASI is an educational organization of the nonprofit American Snowsports Education Association (ASEA), with a combined membership of more than 31,000 men and women who are dedicated to promoting snowsports through instruction. The organization establishes certification standards for ski and snowboard instructors and develops education materials to be used as the core components of most ski and snowboard school training. PSIA-AASI supports the membership through research and development of instructional programs in alpine and nordic skiing, snowboarding, adaptive skiing and riding, and children's skiing and riding. Visit TheSnowPros.org for more information.

Send Lex a birthday card!

1418 E. 16th Street
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A few words from Walt Coiner ASEA Board Representative

After thorough financial analysis of the present and future financial needs of the organization, the PSIA-AASI Board of Directors voted to increase dues by \$11 per member for 2012–13, with the option to increase by an additional \$3 the following year. When the idea was presented at the June meeting in Colorado, I initially sat up in my chair and raised my hackles. I really hate taxes.

As we reviewed the financials, it soon became apparent that some sort of increase was necessary to provide the foundation necessary to allow PSIA-AASI to fulfill its mission to support us in our personal and professional development.

The board was presented with several scenarios and we looked at 5, 10, 15 and even touched on 20 years out. Inflation, or the cost of doing business, is part of the consideration. But, we found that this is a little more complex than just inflation.

A couple of major events have hap-

pened to create the situation. 1. The deconsolidating of office services with NSP in 2007 and 2008 resulted in increases in personal and operating expenses previously shared. The experienced staff having to choose to work for NSP or PSIA-AASI, came to work for PSIA-AASI. The staff levels decreased from 17 full time employees (FTE) to 15 FTE, but PSIA-AASI bore the responsibility of 100% of their employment compensation. 2. 100% of all servers and information technology infrastructure including managing software needed to be and was replaced.

The new Association Management Software (AMS) will allow national to provide better support for individual members. It will also provide the opportunity to consolidate redundant division office services.

The national board of directors did its due diligence and reviewed the possible expense reductions. We discussed services provided by the national organization and were unwilling to compromise the high level of service provided to members or the strength of the organization's

education and professional development programs.

That said, by the time the increase becomes effective for July, 2012 billing, PSIA-AASI will have taken two prior dues increases in twenty years.

This January, the National Board and Division Presidents will be meeting in Colorado for a strategic planning session. This session will review the objectives set forth in our last 'white paper' session in 2007 as well as our new needs and objectives. We will also discuss results of the online survey currently being delivered to your email. (Take the survey!)

Our organization continues to grow and change. Membership both divisionally and nationally is at an all-time high.

We are spending a lot of energy making this organization a great value to you, the member.



Happy Birthday to Lex Kunau 11-11-11.

2011 PSIA-NI INSTRUCTOR SURVEY: Share your opinions and ideas for improvement!

The PSIA/AASI-NI Board of Directors and staff are interested in your opinions (both members and non-members) about PSIA/AASI. Our goal is to identify "What's Missing". This survey is designed to help us improve your experience as a member (past, present or future), so please answer as completely and honestly as possible. This survey can also be found online at www.psia-ni.org. Non-members are also encouraged to take the survey.

Please mail your completed survey by **December 1st, 2011** to: Brundage Mountain Resort, c/o Seth Jacobsen, P.O. Box 1062, McCall, ID 83638

Age _____ M/F _____ Years of Membership _____ Certifications _____ Home Resort _____

SCORING: (1) Unacceptable (2) Needs Improvement (3) Just Average (4) Good (5) Excellent

Rate your experience/satisfaction in education clinics: 1 2 3 4 5
Comments:

Rate your experience in exams/certifications/accreditations: 1 2 3 4 5
Comments:

Rate your overall experience as a PSIA/AASI member: 1 2 3 4 5
Comments:

Rate the overall value of your PSIA/AASI membership: 1 2 3 4 5
Comments:

What were your reasons for becoming a member of PSIA/AASI, and what are your primary reasons for continuing membership? (If you are not a member, why?)

Have you ever considered discontinuing your membership? If so, Why?

What are the biggest advantages or benefits of being a PSIA/AASI member?

What are the biggest disadvantages to being a member?

What methods do you rely on to stay informed about PSIA/AASI and its teaching techniques? (i.e. Colleagues, 32 Degrees Magazine, Website, Newsletter, Manuals, Word-of-mouth)

How could divisional education staff and clinics be improved?

How could certifications/exams/accreditations be improved?

What's missing? If you could change, add, remove or keep 3 (or more) additional things about PSIA/AASI, what would they be? What other services, clinics, or products do you want PSIA-NI to offer? **Please provide possible solutions to support your changes.**



Carve' Diem

Carve' Diem will be published several times throughout the year

Please e-mail articles, photos, ads, etc. for publication to:

Ruth@bogusbasin.org
Subject: Newsletter submission

We're on the web!
www.psia-ni.org

PSIA/AASI-NI

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