



NORTHERN INTERMOUNTAIN DIVISION
 Professional Ski Instructors of America
 American Association of Snowboard Instructors

FALL NEWSLETTER, NOVEMBER 2021

President's Message

November 1, 2021

Greetings, snowpros!

I am writing this message as I sit in the humid gumbo that is the Houston, Texas default climate with building excitement for the winter that approaches! I am grateful for you, the members that dedicate yourselves to sharing the stoke, educating one another and striving to improve personally and professionally. I am grateful for our volunteer leaders who generate and deliver the content that guides and amplifies our pursuits. I am grateful for our partners in the greater snowsports education and recreation landscape.

It is my hope that the Board of Directors continues to gain insights and update perspectives about what you and our other members want and need from this association. We work regularly in small committees, as a whole board and as representatives on national committees and boards to embody you and your interests.

It is also my hope that you continue to engage with us, letting us know about victories and opportunities. We are excited about the future in snowsports education and hope that you are too.

Warm regards and chilly mornings,
Christian Luening, PSIA-AASI-NI President, Bogus Basin

Northern Intermountain 1971-2021

**Celebrating
 50 Years**



POMERELLE MOUNTAIN RESORT
 IDAHO

Pomerelle looks forward to Hosting Northern Mountain's 50th Anniversary

Hopefully we will be having the celebration this season as it was cancelled last spring because of Covid. Lee Leslie and Jim Stevens will be in charge of the event. They are working hard and donating a lot of time to make sure this event is fun and successful. We are seeking names and addresses of some of the earliest members of the division. I'll be contacting some of you in the division for info on names and addresses. We are looking forward to this monumental event, April 1st-3rd, 2022.

This past season at Pomerelle was one of the best ever. People were so tired of being confined because of Covid they couldn't wait to get outside to breathe fresh air and recreate. The snowsports school had one of the busiest seasons ever. We are looking at new programs for the upcoming season and we are excited to get started. We hope everyone in the Division has a safe and great season.

Hope to see you soon!
Barry Whiting, SnowSports Director
Pomerelle Mountain Resort



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NI News

Executive Director's Report

Three initiatives define the 2021-22 year for PSIA-AASI Northern Intermountain Division: Staff training and development, enhanced cooperation with our fellow PSIA-AASI organizations around the country, and a celebration of our organization's 50 years of history. These initiatives are taking place in keeping with our organization's commitment of service to our individual member instructors, member schools, and our industry partners.

Staff Training and Updated Standards and Assessments:

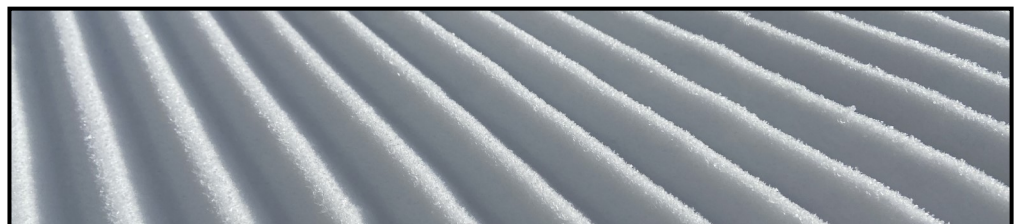
The willingness of snowsports schools to support staff learning and development is one of the distinguishing features of snowsports instruction in the United States. The PSIA-AASI Northern Intermountain Division sees a similar need in how we support our education and assessment staff's learning and development. This season will see a higher volume of staff training support than there has been over the past several years. The intent is to support our staff in their own improvement and development so that the education they deliver and the certification assessments they provide are of a consistent and high level of quality. Additionally, it is critical for the process of delivering professional education and assessment to be a rewarding experience for our staff.

PSIA-AASI initiatives have generated updated certification and credentialing standards for nearly all the snowsports disciplines over the past two years. These standards are all designed to bring the Learning Connection Model (LCM) to life and to reflect the knowledge, skill, ability, and behaviors associated more accurately with excellent snowsports instruction. This work also enhances the connection between the process of training to become a better snowsports instructor and the process of training to be successful in certification assessments. In many ways this has been our ongoing evolution as an organization for the sixty plus years of PSIA-AASI's history. At the same time, there is a shift in approach and in the tools used to train and assess instructors and it is our Northern Intermountain Division's goal to ensure that our education and assessment staff is supported in their work to do these things at the highest level possible.

Enhanced Cooperation around the Country:

The process of developing the updated assessment standards as well as the associated materials and resources has strengthened the connection within education leadership task forces around the country. The collaborative work being done within these groups has led to enhanced collaboration on our work within each regional division. As we move in to the 2021-22 season we have been cooperating with Northern Rocky Mountain, Intermountain, and Northwest to collaborate on training and other efforts. Our Snowboard staff will be working in conjunction with the Northern Rocky Mountain Division's staff on training and staff sharing efforts. Our Northern Intermountain Division's Children's Education staff will be traveling to the Intermountain Division to take part in their staff training in December.

I traveled to Colorado for three days of meetings in Lakewood in late October for our first administrative summit followed by an in-person meeting of the operations leaders. During the meeting, administrative summit members of the administrative teams from the Lakewood office, Eastern, Central, Rocky Mountain, Northern Rocky Mountain, and Intermountain collaborated on training and development work on the various database and staff management systems. In particular, the "Prohub" staff management system is very exciting and will give some powerful tools for our event administration. These tools will help us deliver a more (*cont'd page 3*)



NI News Cont'd

seamless experience to our members and enhance the work of our education staff in managing their staffing assignments and roster management.

The operation leaders met for a day and a half to discuss the future of PSIA-AASI. We worked with consultant Mark Vincent to better define the Who, What, Where, When, Why, and How of the initiative. We had a fruitful discussion and have laid the groundwork for more work on how we can better share resources, reduce duplication of efforts, and ultimately deliver a more consistent and higher quality experience for PSIA-AASI members and stakeholders around the country.

Celebrating 50 Years!

We will be celebrating fifty years of history and excellence in snowsports instruction this April 1-3 at Pomerelle Mountain Resort. This event will feature a combination of education and celebration with guest clinic leaders, speakers, and opportunities to honor those who have contributed to the history of our Northern Intermountain Division since our founding in 1971.

Finally, I would like to thank the hard work of our volunteer leadership, member school management, and all our members. Your dedication to snowsports and the profession of snowsports instruction is deeply inspiring.

**Thank you,
Ben Roberts
NI Executive Director, Bogus Basin**

Meet National Team Member and NI SB Education Chair, Matt Larson!

I want to take the time to introduce myself for those I have not met and update those I have. My name is Matt Larson and I am your NI Snowboard Education Chair alongside Jake Bolin our NI Snowboard Certification Chair. I also have a new role in our organization. I have been honored with a place on the PSIA-AASI National Team! I am very excited to have a greater presence within our professional association and to also remain in divisional roles.

My history in the snowsports world begins in 1986 when I learned to ski near Minneapolis, MN at a small hill named Hyland Hills. I later took snowboard lessons on an invitation from my dad at 15 years old. That was the 95/96 season. I later began teaching snowboarding at the same area during the 98/99 season. I became Level 1 certified at an area near Pittsburgh, PA called Hidden Valley and moved to Bozeman, MT the following fall to continue snowsports education and also enroll in nursing school.

I have been in Montana the past 20 years now and have a family with my wife Meghan. We have 2 daughters who are 9 and 10 years old. They have each spent time on skis and snowboards. We'll see which they do more of this winter. Maybe we take a turn on cross-country skis! I am a critical care nurse in Bozeman, MT. I have largely worked adult and pediatric ICU and have taken as position in the NICU this past summer. This has become quite the adventure and provided to be very rewarding! My nursing career totals 14 years now. It's allowed me a great balance between family life and pursuing my winter passions. I also work on the Northern Rocky Mountain education staff and teach at Big Sky, MT. As you may know, PSIA-AASI Academies and Rider Rally are at Big Sky this winter and the following. I hope to see you there!

NI has offered me the opportunity to grow my facilitation skills and explore directions to carry our education and certification programs forward. I'm grateful for this opportunity and I look forward to continuing my involvement.

**See you on snow!
Matt Larson, Big Sky Resort, NI Snowboard Education Chair**



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NI News Cont'd

Welcome New Board and Chair Members!

Krista Clayton—Board of Directors

The fall colors have faded and the mountain tops are getting us excited to slide around in our favorite setting. I am looking forward to winter. This season I have taken on a new role as the SnowSports Director at Snowbasin Ski Resort in Huntsville, Utah. Snowbasin is the sister resort to Sun Valley. I have had quite an exciting year. As I headed into the ski season 2019-20, I looked forward to returning as the Children's Program Manager for Dollar Mountain. I held this position for four seasons. In March 2020, I re-attained my Level 3, at Brundage Ski Resort. This was after a ten-year gap. Pure dedication, friendships, and loyalty were with me on this journey. That fall I was nominated and awarded the Top of the Course Award. This is a national honor awarded by PSIA-AASI. With this honor came a trip in the Spring of 2020 to National Ski Academy in Breckenridge, Colorado. I was also able to observe the tryouts for the National Team. Pretty cool. Before heading to National Academy, I tried out for, and attained a spot on our division's DCL trainee team. I was on a roll, as I looked forward to summer. The opportunity to apply for the SnowSport Directorship at Snowbasin came about in June. After a long and thought-out hiring process, I was offered the position. I wrapped up my Sun Valley Adventure Camp and headed to Utah. I have strong ties in Northern Intermountain. The division reached out to me to see if I would be willing to fill a vacancy on the BOD. I am thrilled and really looking forward to helping our division thrive, and look forward to this winter and connecting with you all.



Taylor Caballero—Alpine Certification and Education Chair

For those I have yet to meet, my name is Taylor Caballero. My love for skiing started at a young age. As the child of instructors, I grew up in the Bogus Basin Ski School. During high school, I became an instructor myself, where my best friendships were, once again, built on the ski hill. After high school and receiving my Alpine Level II, I moved to Salt Lake City to attend the University of Utah and work at Snowbird. This is where I trained for my Alpine Level III, and my love for training and educating began to blossom. After building my college experience around movement-based science and education, I graduated with a Bachelors in Kinesiology before moving to Jackson, WY, to work at Jackson Hole. Here, I have continued to seek out training experiences, and am currently an instructor and staff trainer. Throughout college and the succeeding years, I remained an active member of Northern Intermountain, joining the Education Team in 2018. It has become one of my greatest joys to serve the membership and division that guided me through my own education and certification process. I am excited to continue doing so through this new role as Alpine Education and Certification Chair. I look forward to seeing you on the snow!



Changes in the Children's World—Children's Co-Chair

Jani Sutherland, long time NI Children's Chair, will be stepping back due to health issues. She will remain as a co-chair for this season with Martina Vala as interim co-chair. Martina has been very involved in NI since she came to Idaho. She is currently the NI Newsletter editor, a Children's DCL and examiner and an Alpine DCL and examiner in both Northern Intermountain and Intermountain Divisions. She is also a trainer for both kids and adults at the Sun Valley SnowSports School and brings years of experience to the position of co-chair. She will work as the on-snow contact while Jani helps Martina with the more fun part of the job such as budgets and record keeping!



Scholarship Opportunities 2021-22

For specific details on scholarship opportunities, please refer to the scholarship page on the Northern Intermountain website: www.psia-ni.org/membership/scholarships/. To apply for a scholarship, you may either fill out the online application, or print the paper application and mail it to the address listed below. Regardless of your method of application, you must also submit a letter of recommendation from your ski school director, supervisor, or mentor from your ski school.

Mailed applications may be sent to:
PSIA-AASI Northern Intermountain Division
PO Box 58275
Boise, ID 83707

NI News Cont'd

Your Board of Directors Introduces a New “Feature” this Season



NORTHERN INTERMOUNTAIN DIVISION



Featured Member: Jim Stevens

Meet **Jim**. His 41 years in the corporate world of Oil & Gas Exploration give him a unique problem-solving perspective. Jim was recently asked to take on the chairing of the Linkage Committee. One of his goals for the 2021-22 season is **PSIA-AASI Awareness**. Jim is overwhelmed by his friends and neighbors asking him if he is “Ski Patrolling” again this year. One of the Linkage Committee’s initiatives is to **feature** Northern Intermountain PSIA-AASI instructors, get insight into their lessons, teaching styles, love of the sport and read their stories. For the 2021-22 season, the Linkage Committee will be asking various members within our Division to submit a writeup on themselves. We will provide the format for the writeup.

Jim’s Profile:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Member since 2017 • 6 years teaching at Pomerelle • Certified AI • Age– 73 | <ul style="list-style-type: none"> • NI Board Member • Chair - Linkage Committee • NI Finance Committee Member • Retired Oil & Gas Exploration Geophysicist • President of his Homeowner’s Association |
|---|---|

See below for the Fall Newsletter “featured” instructor, **Sheryl Whiting!**



NORTHERN INTERMOUNTAIN DIVISION



Featured Member: Sheryl Whiting

Meet Sheryl:

I began my career teaching at Pomerelle Mountain Resort in 1978, and I received my Alpine Level 2 certification a few years later. I’m sure I have taught thousands of people to ski, including children as young as 3 years and adults as young as 80 years. My goal has always been to have my client, whether 3 or 80, leave their lesson loving the sport of skiing as much as I do.

I invite anyone in our Division to come to Pomerelle and take a run with me!

See you on the slopes,
Sheryl Whiting



Great Christmas Idea!

Did you know that purchasing an Idaho SnowSkier license plate puts dollars back into our Idaho resorts? Driven by your passion for skiing and riding? Show it while you’re driving! Help support the **Idaho Ski Areas Association (ISAA)** by buying an **Idaho SnowSkier License Plate**. All proceeds go to ISAA. You can purchase a personalized plate online through the Idaho DMV or visit your local DMV office to purchase a non-personalized SnowSkier plate. Additionally, you can order and personalize a souvenir plate for display.

NI News Cont'd

Know the Code!

Recently I was able to attend one of the NSAA (National Ski Area Association) Fall Education Seminars put on with MountainGuard which is one of the ski insurance programs available to our industry. You may already be asking yourself, why do we as instructors care about insurance? This article is just a blip in how we can help an industry that we all (I hope) cherish and want to protect.

At this time the insurance industry in general is in what is called a “**Hard Market.**” Simply put, *premiums are increasing and coverage is decreasing.* Catastrophic events (ie. fires, hurricanes), social inflation, population migration, litigation funding, COVID-19, and rapid increases in property value, etc, are all contributing to this extreme change in the insurance market. We as instructors need to do our part to help keep insurance premiums down by helping to protect not only ourselves but our guests, resorts and industry.

Let’s just start with one simple act. Teach and review *Safety in EVERY Lesson.* An easy guide to help refresh your memory would be to review the “Your Responsibility Code.”

Seven Points to Your Responsibility Code

1. Always stay in control, and be able to stop or avoid other people or objects.
2. People ahead of you have the right of way. It is your responsibility to avoid them.
3. You must not stop where you obstruct a trail, or are not visible from above.
4. Whenever starting downhill or merging into a trail, look uphill and yield to others.
5. Always use devices to help prevent runaway equipment.
6. Observe all posted signs and warnings. Keep off closed trails and out of closed areas.
7. Prior to using any lift, you must have the knowledge and ability to load, ride and unload safely.

Work with your school, patrol, and resort to target key areas. Take the code one point at a time. Discuss, document procedures, and train. Repeat. It can be very fluid due to rapidly changing conditions at any given time. Stay aware! Assess the capabilities of your student before attempting more advanced terrain and check for runaway devices. Where are the blind spots and merge points at your resort? Just as in operating a motor vehicle, look, and yield before proceeding. Review signage and meaning. Instruct students on safe lift use. **Be in control at all times.** Set a good example! We are all ambassadors for our resort and industry. *It all seems so simple, but it is often overlooked and easy to become complacent on.* With common sense and these seven points of **Your Responsibility Code**, you can protect yourself and others. Ultimately, this will help all have a safer day on the slopes.

Written by,
Jessica Wojack Kluth, Board of Directors, Magic Mountain

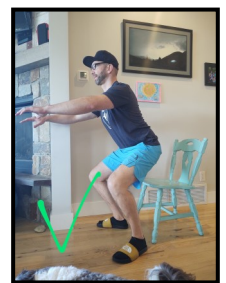
Early Season Aches

The fall season always brings up questions for me. Can I still ski? Can I still snowboard? What’s going to hurt after the first day? Am I as strong as I was last season? Over the years I have come to learn some trends in the challenges I face when getting back to sliding on snow. There are two challenges I have come to expect that I would like to share these with you and what solutions I have found to feel more nimble when I first get out for winter recreation:

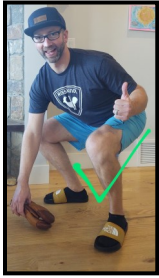
1) *I get lazy in how I physically pick things up.* This shows especially when I pick things up from the ground level but also happens when I’m sitting in a chair. I will flex at my waist and even put a hand on my leg to brace. This has often caused me to rely on muscle groups like my back and hamstrings and as a result, I neglect my quads. This has an impact on my performance on snow. Be diligent at practicing lower body mechanics that balance out the use of all your lower body

muscle groups. Being thoughtful about these movements has dramatically helped me. My hope is to be able to slide on snow with future grandchildren and maybe even great grandchildren. To all you twenty - somethings, this is your....elder telling you to take care of your body!

2) *My ankles loose range of motion.* I sometimes feel a pinch in the front of my ankle when dorsal flexing. With that same motion I can also notice tightness in my calves. I have noticed that when my range of motion is reduced in my ankles, it also contributes to relying on my hamstrings and lower back. I remedy this being conscientious of my squatting mechanics, but from a different perspective. I include some solid calf stretches prior to riding on snow. This greatly helps me relax on my toe edge when snowboarding and also lets me relax into the front of my ski boots. My goal is to have proportional motion (*cont'd page 7*)



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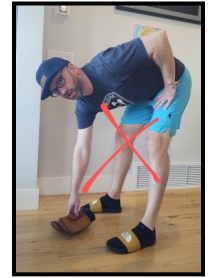


in my ankles, knees, and hips. Take a look at my thumbs up image hovering over the chair. Here you can see me with flexion in my joints, which compliments one another. The pic where I'm mostly bent at the waist is an example of what not to do!

3) *I forget to loosen up my neck.* Every season after the first couple days on snow I'll feel tension in my neck. It's usually related to the fact that I face to the right as my normal snowboard stance. So the past two seasons I've made sure to build a solid warm up routine that I can do on the chairlift or in the lift line that includes rolling my head to remind those muscles to wake up as I need them to support my head. The forces we experience

through our spine and neck can be quite dramatic. Make sure to remember to warm them up!

Incorporate a routine to warm up those legs and spine every morning. Your body will be grateful! In addition, we have free resources to through [thesnowpros.org](https://www.thesnowpros.org) regarding fitness and snowsports. Take a peek and give yourself the extra edge in your skiing and riding performance: <https://www.thesnowpros.org/2020/03/17/stay-active-with-the-free-fitness-for-skiing-and-snowboarding-guide/>



Written by,
Matt Larson, Big Sky Resort, NI Snowboard Ed Chair



Who is Excited for the Upcoming Snowsports Season?

Southern Idaho is wrapping up one of the longest, most spectacular falls both in color and weather, with warm sunshine and a sprinkling of snow on the mountain peaks. As we round the corner into the 2021-22 snowsports season, many of us are wondering what the winter may bring, most importantly in that wonderful, white powdery stuff that connects us as fellow snowsports fanatics, gurus, and ambassadors of the mountains. November is the month to unpack the gear, dig out the boots, wax the tools, and delve into the educational materials in preparation for our days on snow sliding and gliding with fellow instructors, friends, family, and our guests. *(And of course trying your new skis on in the house to make sure they match your ski outfit—photo to the left!)*

I challenge members this season to capture a moment on snow to share with membership in the tri-yearly NI Newsletter. The forum is YOURS, and we want to hear from YOU! Write an article, a story, a list a teaching or learning memory, a technical question, or even a PHOTO of a moment in time. Please email submissions and/or questions to Martina: media@psia-ni.org.

In Memoriam

Honoring those who left the world, and the snowsports industry, a better place...



Kevin Raymond
August 9, 1969 – July 11, 2011

Kevin Raymond passed away peacefully in his home surrounded by his family after his long battle with cancer. Kevin had been a ski and snowboard instructor for Brundage Ski Resort. His first year at Brundage, he was the Rookie of the Year.

Though he enjoyed teaching, he liked working with equipment more and continued to work for Brundage in the ski shop.



Mark Matsuyama
September 4, 1989 – August 4, 2021

Mark always had a smile on his face and was a friend to everyone he met. His smile and positive attitude were infectious. He was known for being a thrill seeker and enjoyed adventures. He departed on one last paragliding trip.

Mark had been an instructor at both Bogus Basin and Brundage Ski Resort. He continued to work in the snowsports industry up until his untimely departure at the Little Ski Hill Terrain Park. Mark's ability to make honest and meaningful relationships will ensure that his influence will continue on.



Carol Zinn
December 18, 1957 – September 21, 2021

Carol had a special talent for teaching all and understanding how people learned. Always the adventurer, never looking for the destination, she had more mastered talents and jobs than is imaginable including swimming, lifeguard, swim instructor, ski instructor, rock climbing, photographer, equine judge, artist, beautiful musician, and singer. She had a true passion for life, fun and adventure, and a spirit and drive to become the best at whatever she was doing. Carol lived a full life but was taken too soon by cancer. Carol was an instructor at Brundage Ski Resort for many years and worked for Northern Intermountain on the Children's team. She always saw the best in everyone and encouraged her people to stand up for themselves and know their worth. Carol was an inspiration to her students as well as her fellow instructors.

Carve' Diem

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

media@psia-ni.org

Subject: Newsletter submission

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