

WINTER NEWSLETTER, FEBRUARY 2019

President’s Letter

Setting Us Up for Success as the Northern Intermountain Division

First and foremost, I would like to thank you all as professionals and members in our association. I see the dedication that you all share in your lessons and your passion as instructors to pass on the skills we all have learned. Whether the educational experiences are based on lessons, clinics or exam prep, I see the commitment and knowledge that you are all eager to pass on.

I had the pleasure of attending a People Skills clinic earlier this month. One of the main reasons for this clinic is that as professionals, we have the technical skills and the teaching skills to instruct, with the third leg of the stool being People Skills. Our ability to interact with others will set the stage for the success of the lesson. We use People Skills every day outside of the teaching realm in dealing with individuals and functioning as a team.

Speaking of functioning as a team, I had the pleasure of being extended an invite to the National Board Meeting of the Professional Ski Instructors of America and American Association of Snowboard Instructors that was held in Sun Valley earlier this month. The make up of the National Board is the Executive Director – Nick Herrin, Ed Younglove - Chairman of the Board, Walt Coiner – Treasurer, and other members represent-

ing their respective divisions. If you ever question where your membership dollars go, then all you have to do is attend the National Board Meeting. The meeting sets the stage for the strategic plan and direction of PSIA/AASI, as well as the education outreach efforts and exposure that the Board is intending on achieving. The National Board also extended an invite to our local Idaho ski school directors. Directors from Sun Valley, Pomerelle, Magic Mountain, Soldier and Tamarack were all present. Each director presented their operations outline and capitalized on the successes as well as their challenges encountered to the board. As president of the division, I was proud of their representation and their ability to share thoughts on their needs and adaptability to overcome the challenges presented. The end result to me was an awareness of the three C’s inherent in their operations.

Our partnership with the National office of PSIA-AASI and affiliation within our division has increased our awareness and unity of the three C’s: Communication, Collaboration and Consolidation, which has helped guide us to work together to achieve success within our division. Our partnership is what creates opportunities within our divisions to provide benefits to our members. The Northern Intermountain Division of PSIA-AASI is in the final stages of our biggest initiatives of a review and rewrite of our current articles of incorporation, bylaws, and policies and procedures. The final outcome is an emphasis on becoming a division that leads through policy governance. Governance in and of itself helps to advance the organization in its mission through sound decisions by providing strategic lead-

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Everyone is welcome to attend PSIA-AASI Board Meetings! Roger Jarvis attended the fall NI Board Meeting with interest, though has refrained from reporting on his experiences thus far.

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ership. Policy governance defines relationships between the organization's members, its board of directors and its operations staff. To the extent possible, the Northern Intermountain division is aligning with National and seeing to it that the organization achieves what it should and avoids unacceptable situations. The board's primary relationship is with the organization's ownership, you the members. Our goal is to ensure that the system enables the board to provide leadership in creating the future of our division.

As a board, we should provide leadership to accomplish our own set of the three C's as a means to lead. The purpose of the initiative is to align our governance documents with how we're currently operating and prepare us for future success. Ensuring well written governance documents creates the board's connection with our organization's ultimate potential and helps us operate more efficiently and effectively. The end result will be to enable sound decision making practices for our members with the future in mind. A special thank you is due in part to Gary Baarson, an

active NI board member, who has helped us in redefining our bylaws and policies and procedures to bring us to our present day structure. This truly is an exciting time and we will be viewed by other divisions as attaining that next level of achievement.

As members, you will have the opportunity to review the documents before the board casts a final vote on them in February. Please reach out to your board members, or me, with comments or questions. On behalf of the Board of Directors and Operations staff, we look forward to rolling out these initiatives and thank you for all your work and dedication in making this a great division.

By Fernando Veloz
President PSIA-AASI Northern Intermountain Division,
Bogus Basin Resort

"Success is about creating benefit for all and enjoying the process. If you focus on this & adopt this definition, success is yours."—
Kelly Kim

NI News

Northern Intermountain Division Announcement

The Northern Intermountain Division Board of Directors has successfully taken the first steps to solidify our future through approval to amend our Articles of Incorporation, Bylaws, and Policies and Procedures. The vote to accept these documents in concept was held during a conference call on Monday January 28th, 2019. This process began almost a year ago in substance and will change the makeup of the division as a whole. The Northern Intermountain Board of Directors will take on a more strategic role in nature and lead the division in planning for our future and vision. The Operations group comprised of the Division Chairs and staff will no longer report to the Board of Directors but will report to an Executive Director. These changes will bring more alignment to the reporting and goal setting for the division.

I am proud to announce that Tom Koto has been nominated and voted by the Board as the Interim Executive Director for the Northern Intermountain Division. Tom will assume this position effective immediately and will work with the Board of Directors in the transition of the Operations Team and personnel. In addition, Tom will be reaching out to the Education Team, Ski School Directors and other Operations personnel to enhance the 3 C's Communication, Collaboration, and Consolidation.

The Membership will have an opportunity to review the Articles of Incorporation, Bylaws and the Policies and Procedures and comment before these documents come before the board in February 2019 for a formal vote. The documents will be available for your review on the NI website. Please look for an NI Eblast for further information. If you should have questions, feel free to reach out to your mountain Board representative or me.

Thank you,

Fernando Veloz
President PSIA-AASI Northern Intermountain Division,
Bogus Basin Resort

NI News Cont'd

Scholarship Opportunities

The Northern Intermountain Division is excited to be offering various scholarships through the PSIA/AASI-NI Education Foundation. Any PSIA/AASI-NI member in good standing (both membership and continuing education) is eligible to apply. The Education Scholarship is designed to provide financial assistance to any snowsports instructor who is seeking to further their career by taking events including taking a clinic, an accreditation, or an exam in the Northern Intermountain Division. Scholarships are available for all disciplines including Alpine, Snowboard, Adaptive, Children's and Nordic events. The Education Scholarship does not award money for annual membership dues in PSIA/AASI.

To apply for a scholarship, members can go to the PSIA/AASI-NI website and navigate to the resources tab to complete the online application or print off the application form, fill it out, and mail the application along with a letter of recommendation from your ski school director, supervisor, or mentor from your ski school. All applications need to be turned in 30 days prior to your event. If you have questions about the scholarships, please contact Angela Jarvis-Division Secretary. Mail your application to:

PSIA-NI Attn: Education Foundation
P.O. Box 2587
Ketchum, Id 83340

NI Awards: Get Your Nominations In!

Nominations must be submitted in writing (email or print) to the Division Secretary. Any member of PSIA-AASI-NI, in good standing, may make nominations. Include any and all information, plus contact information, should there be any clarification or further elaboration necessary. Deadline for nominations will be March 15. Please visit www.psia-ni.org for specific details:

Instructor of the Season—A member who has made an exceptional contribution to PSIA-AASI-NI as a teacher, coach or leader and has been an extraordinary role model as a professional.

Rookie of the Season—A member who has made an exceptional contribution and impression in their first season with PSIA-AASI-NI as a teacher, coach or leader. This award goes to someone who has demonstrated superior ability, aptitude and inspiration to snowsports education in their first season as an instructor.

Northern Intermountain Hall of Fame: Lex Kunau Legends Award—This award recognizes those senior members in good standing who give a life long commitment to the development and/or history of snowsports including instructing, service on the board of directors, writing technical or feature articles for publications, etc.

PSIA-AASI Awards Program

The Awards and Recognition Committee is comprised of a combination of 8 at-large and National Board members, from all 8 Divisions. The committee is charged with getting the word out about the 6 national awards, to our Division Boards, Member Schools, and you, our membership! The committee also curates and evaluates the current awards--in language and scope, reviews nominations to make recommendations to the National Board, and looks to the future for ways to recognize our membership. Information about the awards, including nomination deadlines, can be found on the website, at the following location:
<http://www.thesnowpros.org/awardsandrecognition>

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NI News Cont'd

National Board in Town

Sun Valley Resort and Northern Intermountain Division proudly hosted the PSIA-AASI Winter National Board Meeting January 12-16, 2019. Chairman Ed Younglove and Board Members from the 8 divisions around the country, along with Nick Herrin and the Senior National Office Staff, started the event with two bluebird days on Baldy. Tony Parkhill and the Sun Valley Resort graciously hosted our days on snow. Joined by NI members and instructors from Sun Valley, the rat pack grew as the day progressed, finishing the day with continuous laps top to bottom, "T to B," on the Warms Springs side of the mountain. Several board members were gasping while expressing their desire to leave their business and families, and move to our resort. The day concluded with a meet-and-greet session at River Run where members and non-members of our association could meet the National Board and National Staff.

As with our guests and their families, nothing brings a group together like a day of skiing and riding. This also worked for this group; Monday was the down-to-business board meeting. In attendance along with the National Board and Senior Staff were Tom Koto, PSIA-AASI President's Council Chairman, Fernando Veloz, NI President, Christian Luening, NI Vice President, Jani Sutherland, Children's Chair, and Carl Boyer, past National Representative from Intermountain Division. Welcomed also to the meeting were other NI members interested to see how the national board functions. In addition, Jeb Boyd, PSIA AASI Team's Captain and Dave Schuiling, Director of Education PSIA-AASI presented an update on the goals of the team representatives on the international stage for this year's Interski event in Bulgaria.

The national organization operates under a governance model called Policy Governance. With this method of management, Nick Herrin and his staff are operational, while Ed Younglove, Chairman of the Board and the Board of Directors and Tom Koto, the Presidents Council are strategic. The board determines what we want to be, "the Ends," and the operational side "gets us there." There are parameters spelled out toward these ends and the CEO is responsible to report back to the board that operations are compliant within the parameters set by the Board. The morning portion of our meeting was spent reviewing the CEO's Ends Monitoring Reports with assurances that we are achieving the Board's Strategic Goals. Further effort was given to review of "2019 Board Work Plan." This 2019 Board Work Plan is available online at: the SnowPros.org website and gives you a good idea where your organization is headed. To help the board meet our ends, the Work Plan provides for formal board education and evaluation of its performance through continual self-evaluation.

Committees chaired by individual board members and staff liaisons are in place instead of an ExCom. The committees are: Governance and Leadership, Executive Compensation, Membership Linkage, Audit and Investment, Awards and Recognition and Education Foundation Advisory Committee. The board reviewed at this meeting, each committee's work plan and determined that each was consistent with the overall strategic board work plan. After the lunch break, there was a panel discussion with invited Snowsports Directors from our NI Divi-



sion. The National Board realizes the Member Schools and corresponding ski areas and resorts are as important as the individual member. Those in attendance were: Tony Parkhill, Sun Valley, Wolf Ashcraft, Tamarack, Jake Bolin, Tamarack, Barry Whiting, Pomerelle, Steve Mitchell, Soldier Mountain, and Jessica Kluth, Magic Mountain. The board keenly listened to the directors as they explained their schools' make-up, their successes and difficulties. The board recognized the issues brought forth by these directors are shared universally among all other divisions. These face-to-face meetings along with the annual surveys help the Board and Staff to understand the needs of our membership and industry partners. The final agenda item was a discussion of board succession. Each director's term of duty is three years. The Board realizes that turnover is inevitable. Proper planning and board education are very important to the success of the National Board of Directors.

The day's events concluded with a dinner at my house in Ketchum. It was a glorious informal event where, I believe, everyone enjoyed themselves and were appreciative of the efforts put forth by Sun Valley to impress the board and national staff. The event promoted an elevated level of unity and trust. Like the book *The Boys in the Boat*, we can achieve great success if we all row together.

By Walt Coiner
NI Treasurer/National Board of Directors, Sun Valley



Tom Koto honored for his service as President's Council Chair on the PSIA-AASI Board of Directors.

NI News Cont'd

Another Perspective on Board of Directors January Meeting

I recently attended the PSIA-AASI National Board of Directors Meeting in Sun Valley. I am well-versed in board meetings so I made sure I had plenty of caffeine to get through the day. I was pleasantly surprised. Yes, there were the obligatory committee reports, but there was a wealth of information presented and the meeting was very well run thanks to Chairman Ed Younglove.

The meeting started with each division talking about what they were doing. Most were working on policy governance, although at different stages. Northern Intermountain has been working on this and the membership will find out more about this soon.

Next was a video and presentation on the preparation for Interski. Jeb Boyd, PSIA-AASI National Team Manager and Dave Schuiling, PSIA-AASI Education Manager were the presenters. Interski will be held in Bulgaria this year. While Bulgaria may not be on everyone's bucket list, this year's team presentations sound pretty exciting. There are five women on the alpine team and for the first time ever we will be doing a women-only demonstration. Burton will be very involved in Bulgaria with their Riglet Learning Program, involving local children, both indoors and on snow.

While some nations use World Cup skiers (who don't teach) for their demonstrations, the US Team preparation is dedicated to making PSIA-AASI better for the membership. A main theme is: What is the future? The answer is the Learning Connection/the Learning Partnership and Interpersonal Skills. Another important concept this year is One Team: not the alpine team, snowboard team, telemark team, etc. One team. Not only will PSIA-AASI be well represented by our National Team, there will be a large contingent of PSIA-AASI members attending Inter Ski. There is so much interest in this event that PSIA-AASI is providing a couple of "cruise directors" to help our members find their way to the many presentations.

After lunch a panel of ski school directors in NI discussed the challenges that they face at their resorts, their programs for first-time skiers, and what they need from the National Board. A common theme was not having enough instructors and needing more basic education. Most resorts have a program to help local children learn to ski. Soldier Mountain had the most creative approach as they offer a "Boot Camp" theme for the kids. After completing a three-day program, the kids are eligible for discounted lift tickets for the rest of the season and can earn their way to different levels, such as private, lieutenant, general or commander, keeping with the Soldier and Boot Camp theme.

Next was a presentation on National Ski Area Association growth by Greg Blanchard. Greg is in Marketing Communication and is studying how to grow the entire ski industry. While ski school is only a part of ski industry growth, it is the part we as teachers are concerned with. We have used "Go With A Pro" as a marketing logo, but the question was asked if that is so true why are parents teaching their kids to ski or snowboard? Some people learn best through self-teaching, others need a teacher. We have only one point of entry to our industry – a lesson. He suggested we need to look at other entry points such as clinics for parents. Free trials are for people who are not sold on a product, but there are no free trials in ski lessons. Free trials create many more users than the paid tier does. It was a very interesting presentation and definitely thinking outside the box. An interesting point was Marketing as a teaching tool.

All in all, it was a very educational experience and I appreciate even more all the hard work our National Board does.

By Jani Sutherland
NI Children's Chair, Sun Valley

Welcome Matt Larson, New Snowboard Education Chair

Hello Northern Intermountain Membership! My name is Matt Larson and I am excited to be in the role as your new Snowboard Education Chair. I have been working with Jake Bolin at the national fall conference for a number of years now. This relationship has evolved to assisting with events in NI, then becoming a part of the education staff.

I live in Bozeman, MT where I work in the hospital as a critical care RN. I am also an instructor at Big Sky Resort, am the freestyle training coach for Northern Rocky Mountain Division, have two lovely daughters ages 6 and 7, and am married to Meghan Larson, our NI Executive Coordinator. I have been teaching snowboarding for 21 years and certified for 18 or those. My roots are in Minnesota though I rarely travel back there after being immersed in the mountains of the West.

I am excited to have this opportunity to serve Northern Intermountain Division with my broad experience in snowsports education! I have been actively involved in the snowboard, freestyle, and children's credentialing programs over the years. For this season, I might run into you at either the snowboard certification exam in March or a Freestyle Specialist 1 event. Have a great season and I hope to meet you in person!



Articles from the Experts

Building the “WOW!”

You can't help but be critical of yourself when you are out in front of a client on the snow. You strive to appear as an expert describing mechanics, physics, and theory using descriptive language and performing precise physical demonstrations of what you just explained. To be sure you got the message across, you repeat yourself one more time, and then again as you slide down the hill performing the movement. As you look behind, you notice that your client(s) can no longer see you because of a rise in the terrain. It dawns on you they probably couldn't hear you either. Then you realize there is some room for improvement on the experience you have created. So how do you create a better experience for your student(s)? Besides the obvious practice, practice, practice of your teaching skills, think about these tips to build a “WOW” experience for you guest(s):

- 1) **Trust your guests to ask for clarification rather than restating yourself multiple times.** Less is more. We restate ourselves because we doubt we communicated well. Show confidence by saying something once and then checking for understanding with verbal or non-verbal cues.
- 2) **Develop scripts to simplify explanation and maximize understanding of feedback given.** The talk vs. ride ratio can commonly use some trimming on the talk side. Having some scripts in your bag of tricks will help keep you on task and reassure that important information has been covered in a clear and simple way. Check for understanding with your student(s), and move on.
- 3) **Having a fill-in-the-blank script also prepares your mind to speak/respond without having to formulate your sentences.** You will become faster at processing your assessments and describing tasks or goals. This will offer more time for additional tasks/games and exploration of the mountain.

An example of a feedback script would be:

“I see (movement/body position) which is causing _____. Instead, let's try _____.”
or “(Movement/body position) seems to help you _____. Keep it up!”

A script for describing a task might be as simple as:

“We will (a movement/body position) at (time/orientation) for (duration of time) (intensity).”
One sentence and off you go.

- 4) **Safety + Fun = Learning.** If you are having fun and riding safely, the learning will happen! Make an adventure of your day. Explore the mountain, maximizing practice time with appropriate tasks applicable to the client's goals. Structured practice is what will build the muscle memory your guests are after.

- 5) **Shadow other instructors.** In many occupations, new professionals spend time watching seasoned professionals as part of formal training; continue this process. We often get comfortable with a certain process or way of explaining things. We get caught in ruts teaching to our own learning style. Following other instructors or participating in education/certification events will expose you to alternate ideas and help you teach to all learning styles.

These tips are simple to implement and will give you immediate tools to build lessons and leave your clients saying, “WOW!”

By Matt Larson
NI Snowboard Education Chair, Big Sky Resort



Adaptive in Its Simplest Form Is Technology

This year, National Adaptive Academy was held at Breckenridge, Colorado. National Academy is held in conjunction with DSUSA Ski Spectacular. “Ski Spec” is one of the premier ski and snowboard events in the country. In attendance each year are over 800 volunteers, athletes, instructors and vendors. Ski Spec offers a learn-to-ski/ride program, learn-to-race program, as well as PSIA/AASI National Adaptive Academy. This year, they offered over 80 clinics to over 200 instructors. These sessions were led by the nation's top educators and national team members. Favorite topics included: “Joy of Carving,” led by Josh Fogg (National Team Member) and Charley Phelan (NI Education Staff) and “Prosthetics in Action,” led by Zach Harvey (VA Denver) and Greg Manino (Paralympic 3 tracker/ prosthetist).

Other highlights included new equipment from vendors. This year, Enabling Technologies debuted the Monique One. It is a

new entry to a mid-level monoski that is lower in ride height and has a very adjustable frame. The coolest feature is that it has the amazing load mechanism from the Dynamique. The Dynamique is the newest of the fixed rigger bi skis. It is a great machine.

These were all good things; however, the top marks went to the Tetra Ski. The Tetra Ski is a Tessier Kart ski from Europe, which we have seen for years. Over the last few years, the University of Utah has designed a very cool device that allows users to control direction and speed through a joystick or at a minimum of two body movements such as inhale and exhale (“sip and puff”). The coolest piece of this is it allows some of our most severely impacted students, who are normally in a fixed rigger bi ski and need a lot of assistance, the ability to be more independent. This technology is changing the world of adaptive sports.

By Charley Phelan
NI Adaptive Education Staff, director@teamaas.org

Articles from the Experts Cont'd

Nordic World 2019

The weekend after Thanksgiving brings the PSIA Cross Country Academy to West Yellowstone, Montana. This was my third year in attendance and it keeps getting better with larger participation and expanded clinics. There were several highlights this year aside from skiing with our Demo Team Members. Working towards National Standardization for Exams, our Nordic Task Force was able to meet and put the Technical Skills Grid into practice on snow. This is so much better than the past year of conference calls that have laid the base of where we are going. Working across divisional lines is the goal.

Greg Rhodes, PhD, gave a fantastic talk on the body weight exercise and the effect of aging on the body. I was so taken by what he had to say that I now include pull-ups in my daily routine. Instead of holding a plank pose for two minutes, 12 seconds will do and then add some dynamic movement to make it pay dividends. Push-ups, pull-ups, plank and squats should be the mainstay of an exercise regimen in addition to stretching and aerobic exercise.

The last full week of January brought another of our Team Members, Emily Lovett, to Sun Valley for 4 days of clinics and a Level 1 Nordic Exam. I encouraged some of our Alpine brethren to expand their certifications and am pleased to report the 6 downhillers (4 from Alpine, 2 from Adaptive) all passed their Nordic Level 1. Congratulations to Krista Clayton, Walt Coiner, Rob Curran, Juston Manville, Steve Riley and Mike Treshow. Karla Cale and Lettie Stratton came to the exam with a X-C background and passed Level 1 as well. Most participated in two days of continuing education clinics, a full day each of classic skiing and skate skiing. I think eyes were opened by the level of expertise that our Demo Team Members bring to clinics.

We also opened registration to our last two clinics to the public and the mix of highly enthusiastic skiers and certified instructors was excellent. The idea here was to show the public that we are first and foremost an educational organization. They were so impressed with the presentations that 3 out of 4 want to join us and begin the certification process! Stay tuned for the next round of prep and exams.

These high-level clinics would not be possible without the support of our national office and Nick Herrin. If you had the chance to meet and ski with him during the Board Meeting visit to Sun Valley, you'll know our why our organization is in such good hands.

By Steve Haims
Your De-facto NI Nordic Chair, Sun Valley



Inspiration for the Season

More Than Just a Pin

As a new ski instructor, you never really think about PSIA certification when you pull on that coat for the first time and snap into your skis to take your first class out. You don't really think beyond that first class. You just pray you keep them safe and help them have confidence in their abilities. You are nervous. They are nervous. And the next thing you know, they get it. They are turning, skiing, and are hooked. Next thing you know, you're hooked too. I'm not sure about you guys, but that's how it happened for me five seasons ago when I started teaching at Pomerelle Mountain.

As a lifelong skier, born and raised in Burley, Idaho, I grew up on Pomerelle. I began teaching in 2015 as a way to help supplement my income in the winter months when my rodeo photography business wasn't as busy. I never thought I'd get so hooked with ski instructing. I mean, where else do you get to hang out with happy people, in the fresh air, while showing them how fun and freeing it can be to ski?

One of the biggest benefits of being a ski instructor is the

opportunity to grow in an environment of fellow instructors who want to see you improve, not only as a skier, but as an instructor as well. Part of growing and improving is setting goals and working toward them every day. With the support of Pomerelle SnowSports School Director, Barry Whiting, five talented ski instructors and I prepared for and worked toward taking and passing our Level 1 certification in April of the 2017 season. I am pleased to say we all passed with flying colors on that pretty spring day at Pomerelle. It was a wonderful experience. There was a great feeling of pride and accomplishment we all felt at working together to archive a goal. And man, those copper pins sure look sharp pinned on our coats!

After achieving what I felt was a pretty considerable goal for me, I wanted more. At the start of the 2018 season, I took a hard look at my career as a snowsports instructor. Was this just a job that I did to get by until rodeo season kicked off again, or was it something I could really dig my heart and soul into? Was it something that pushed me to be better, and reach higher? As cheesy as it sounds, I really felt like I had found a new calling in life. I knew I had what it takes to continue my journey as a snowsports professional. And the only one holding me back

Inspiration for the Season Cont'd



from achieving my goals was myself.

Taking the leap to go for my Level 2 certification was scary and exciting all mixed together. I knew it

was going to take twice the work, twice the skiing and twice the teaching practice than what I faced when going for my Level 1. I knew it wasn't going to be easy. Nothing worth having ever is, even a little silver PSIA pin. I spent nights studying, days skiing. I was coached by my peers at Pomerelle and other trusted snowsports instructors, who are good friends at other resorts. I kept going. Even when the doubts crept into my head, I took a breath and kept moving forward.

In the quest for Level 2 certification, you must pass a written online exam, take the exam prep clinics for the teaching and skiing, become knowledgeable on the five fundamentals of skiing, and begin to have an understanding of movement analysis so you can look at a skier, decide what's wrong with the way they are skiing and be able to fix it through a series of drills and tasks. All the information on how to prepare for your Level 2 exams can be found on the PSIA-AASI Northern Intermountain Website.

I knew I could do the leg work it took to pass my level two exams, but could I cover the cost? The answer was yes. I applied for and received a scholarship to cover the cost of my online exam, and the skiing and teaching exams. Applying for a scholarship was super simple. I found all the information on the PSIA-NI Website under "resources."

The Level 2 exams were scheduled in Sun Valley on a Monday and Tuesday in March. The weather was beautiful. The energy in the room when I walked in was one of excitement and maybe some nerves. I remember seeing familiar faces of those who were in my prep clinics with me. I remember feeling when I first started the process of achieving my Level 2 certification that I was doing this alone, since I was the only instructor from Pomerelle working on this goal. But when I walked into the

room on exam day, I knew I wasn't alone. I had a new small tribe of strong and talented instructor friends who were working on the same goal and having the same thoughts and anxiety as I was. I felt the support of my peers even though we all came from different resorts. We all set out to accomplish a goal, and we were going to do it together.

I can honestly say those two days of exams were some of the hardest, yet most rewarding days of my skiing career. I had the best two examiners a candidate could ask for. They were kind, patient, tough and pushed us to do and be our best. They knew what they were looking for and what it takes to be a certified Level 2 ski instructor. They wanted to see us succeed.

When everything was all said and done, and the results were in, I came away with a passing score on the skiing exam and a failing score on the teaching exam. I was heartbroken to say the least. I failed. But did I really? Looking back now, I see nothing but growth and determination. I see strength and perseverance. I can't be mad. I failed my teaching because I didn't prepare myself as much as I thought I did. I failed my teaching because I'm better than mediocre. I failed because my examiners saw more in me than I saw in myself. They knew I could do better and be better. It may just be a tiny silver pin, but they weren't about to just hand it over to me without having me do and be my absolute best.

The only way I truly fail is if I give up. I may not have that silver pin on my coat now, but believe me, I'm a lot closer to having it now than I was a year ago. I'm already planning and working toward attending the Level 2 teaching exam this spring. I have a newfound love for setting a goal and achieving it.

It is my hope that in some way I've inspired some of you to take the step to get certified. The first step to achieving anything is by believing in yourself and your abilities, and deciding to put in the work and growing through the process. You never know what will happen unless you try. It may be just a tiny silver pin to some, but to me and hopefully to my peers, it's more than just a pin.

Go get one for yourself!

By Amanda Dilworth
Pomerelle Ski Area

2018 November NI Ed Staff Training Highlights



Inspiration for the Season Cont'd

The Art of 50 Years

Skiing down Lower College in Sun Valley behind Bob Deuter, I adjusted my stance and technique to mimic his. Centered on his skis, he gracefully moved from one turn to the next with effortless, precise movements, rolling the edges from arch to the next arch, laying perfectly carved tracks in the snow. He stopped and turned to me, "What do I need to work on?"

"Seriously?" I stammered. "We strive to master the art of skiing like *you*, Bob!"

"But I can always get better," he replied with his wonderful guttural laugh, all the while holding me to my title of the day as the lead trainer of the group. So, I offered a suggestion based on my observation and we continued to ski to River Run, artistically drawing even cleaner tracks in the snow.

This past November, Bob Deuter, "Deuter" known to many of us, was recognized and awarded his PSIA 50-year membership pin by CEO Nick Herron at Sun Valley's 2018-19 kick-off meeting.

With a skating background, Bob took to the slopes quickly and easily, though self-taught in the early stages of his skiing experiences. In 1968, he was invited to participate in a two-weekend "ski" clinic at Snoqualmie Pass by a good friend. Unbeknownst to him, the clinic was a hiring clinic for a private ski school, Ski Masters, run and later owned by Lenore Lyle, who he ended up working under for 15 years. After the first day, Bob was hooked. "The clinicians knew a lot of stuff about skiing that I didn't know, and they skied so well, I knew I wanted to be involved." Sunday afternoon of the second weekend, Bob was offered a job as a ski instructor. He also learned that afternoon that he was required to join a national organization called "PSIA" in order to participate as a ski instructor in the ski school. Bob jumped on board, becoming a PSIA Northwest Division member that year. He said he was so excited about this new adventure, "I just did what I was told!" Understanding the educational value, Bob immersed himself in the opportunities provided by the organization, attending the Fall Seminar and summer race clinics at Mt. Hood. He felt that not only was he learning great stuff about skiing and teaching skiing, he was meeting great people who were like-minded and involved in a familial community. He was encouraged to pursue his Level 2 and 3 (then Associates and Full Cert), which he accomplished at Mt. Hood in 1972, and then Crystal Mountain in 1973.

Falling into a ski teaching career full time was not easy for Bob and his family. He worked part time the first couple of seasons, and then began teaching full time his third season. Making ends meet meant working group lessons 5-6 days a week at 5 different ski areas in the Northwest Seattle region. During the summers, he worked as a self-employed builder, so the goal was to make the money in the summer to support the family and his newfound profession and passion during the winter. The final dream came true when Bob's wife encouraged him to try out for the Sun Valley Ski School in 1982 under Rainer Kolb's directorship. He transferred his PSIA membership to Northern Inter-mountain Division the following year. Thirty-six years later, Bob never looked back.

"Sun Valley quickly became the perfect place for me to teach and build clientele. It has been a wonderful experience to

be out every day with guests...It just never gets old!"

Nor does the learning factor for his own professional development. As PSIA

evolved over the years, meeting the new trends in teaching, skiing,

equipment, and guest services, Bob evolved right along with the organization. As the manuals and teaching tactics became more simplified, and the equipment more user friendly, Bob tossed the old manuals, embracing the new. He realized simplification of teaching strategies and skiing drills for his own understanding and improvement, meant simplification for his guests' ultimate progress. His commitment to his PSIA membership provided a direct avenue to the modern nuances of skiing that he is able to share with his guests in order to maximize their experiences on the hill. "It felt good to be a member of the association that provided me with the educational values and information that was necessary to be a great instructor. I am proud of my credentials. I worked hard for them. I did not and do not want to give them up." As a professional, paying dues and maintaining educational credits seemed logical to Bob. It has kept him "fresh" and engaged in his technical knowledge, teaching and skiing for 50 years. It has kept him "fresh" for his guests who continue to come back year after year. And it has also kept him "fresh" on the days that he is not teaching, rather out free skiing with personal and professional purpose.

And then there is the equipment! Bob's smile became huge as he talked about the excitement of the equipment from year to year, specifically the skis. "As the equipment has changed over the years, it helped improve my own skiing, which has had a direct impact on improving my guests' skiing." Every year when he thinks he cannot enjoy a ski more, the next year they are even better. "This year I'm skiing the Volkl Decon, which is 76 underfoot. I like a narrower waist. It is the best ski I have ever had. I'm having so much fun!" Of course, his enthusiasm is contagious. Whether on the hill with his guests, co-workers, or friends, Bob's skiing not only is technical superb, it looks like fun! And if you find yourself in a conversation about skiing, his technical knowledge and explanations sound fun! He has truly mastered the art of skiing in all aspects.

"A good ski for me is a ski that I can just stand on and let the ski do all the work," Bob boasts about his new skis. However, those of us who know have skied with Bob over the years know that this is not the truth. It is his stable and subtle movements that finesse the skis, drawing precisely-laid arcs across the white canvas behind him.

By Martina Vala
NI Newsletter Chair, Sun Valley





NORTHERN INTERMOUNTAIN DIVISION

SPRING SYMPOSIUM APPLICATION

SUN VALLEY APRIL 12-14, 2019

Participant Information

Name	Email Address	Mobile Phone #	Snowsports School
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Fee and Event Details

CHOOSE CLINIC TOPICS ON NEXT PAGE

FREE FRIDAY FREE
Members can slide with clinicians on Friday. If you wish to attend you must be registered for Symposium Sat or Sun Clinic. (Lift tickets not included)

TWO-DAY INSTRUCTOR PACKAGE \$240
Includes Registration Fee, 2 Clinic Days and Souvenir. (Banquet not included)

ONE-DAY INSTRUCTOR PACKAGE \$130
Includes Registration Fee, 1 Clinic Day and Souvenir. (Banquet not included)

FAMILY CLINIC \$85 1 DAY / \$150 BOTH DAYS
Sat. or Sun. Must be able to navigate easy blue terrain. Does NOT include Lift Ticket or Banquet.

Family Member Name Alpine Snowboard

Family Member Name Alpine Snowboard

Family Member Name Alpine Snowboard

Banquet and Souvenirs

ADDITIONAL OPTIONS

SATURDAY AWARDS BANQUET \$62 x _____

Roasted Free-Range Chicken, Wild Mushroom Ragù, Spinach and Thyme Risotto

Vegetarian Wild Mushroom Farro Ragù, Braised Greens, and Butternut Squash

All entrees come with house baked rolls, regular and decaffeinated coffee, a salad of mixed greens, arugula, toasted walnut with apple cider vinaigrette.
Dessert will be Sun Valley Cheesecake with raspberry sauce.

Please indicate dinner option above by no later than April 1, 2019.

ADDITIONAL SOUVENIRS \$20 x _____

One souvenir is included in your registration. Additional souvenirs may be purchased at the event with limited stock on hand.

Totals

EVENT FEES \$ _____

BANQUET \$ _____

FAMILY CLINIC \$ _____

ADDTL SOUVENIRS \$ _____

*FULL RATE (after APRIL 1st)

TOTAL \$ _____

LIFT TICKETS \$55/person @ Ticket Window
All lift tickets for participants and family are \$55 per person.
Just mention you are with the PSIA-AASI event.

AVOID FULL RATE REGISTRATION BY PAYING ON OR BEFORE **APRIL 1ST**.
REGISTRATION IS CLOSED APRIL 5TH AND THERE WILL BE NO ON-SITE REGISTRATIONS ACCEPTED.

*** Early Rate**
\$130 one day/ \$240 both days

*** Full Rate**
\$155 one day/ \$265 both days

LIABILITY RELEASE

Recognizing that skiing/boarding can be a hazardous sport, I hereby RELEASE AND FOREVER DISCHARGE PSIA-NW, PNSIA-EF, PSIA-C, PSIA-I, PSIA-NI, PSIA-RM, ASEA, the host area and their agents and employees and contractors from liability for any and all injuries of whatever nature arising during or in connection with the conduct of the event for which this application is made. Applicant hereby relinquishes and assigns to PSIA-NW and PNSIA-EF all rights to the use of Applicant's name and likeness or pictorial representation in photographs, motion pictures or other representations concerning Applicant's participation in said Event. I agree and approve PSIA-NW, PNSIA-EF, PSIA-C, PSIA-I, PSIA-NI, PSIA-RM, ASEA to communicate with me electronically.

Participant Signature _____ Date _____

Credit Card Payments PLEASE READ RATE INFO AND CANCELLATION POLICY ABOVE IN PAYMENT DETAILS BOX. [v2018-19]

CREDIT CARD NUMBER (PLEASE PRINT CLEARLY)	3 or 4 Digit CVC Code	EXP. DATE (MM/YY)	X YOUR SIGNATURE
CREDIT CARD TYPE <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> DIS			

info@psia-nw.org
 206.244.8541
 206.244.8541
 206.241.2885
 338 N. WENATCHEE AVE. WENATCHEE, WA 98801

Return this sheet along with your registration form!



NORTHERN INTERMOUNTAIN DIVISION

NAME _____

FRIDAY – Yes, I will be attending the fun time to be had on Friday April 12 - my choice for which is below

- On Trail
- On and Off Trail

This day is complimentary with your registration for Saturday and/or Sunday. Lift tickets are not included.

Saturday, April 13 - Clinic Topics <i>Select your Saturday topics from the list below (Please mark your 1st and 2nd choice)</i>	Sunday, April 14 - Clinic Topics <i>Select your Sunday topics from the list below (Please mark your 1st and 2nd choice)</i>
Adaptive Clinic Topic for Saturday	Adaptive Clinic Topic for Sunday
<input type="checkbox"/> Behavior Management Tools and Tactics	<input type="checkbox"/> Behavior Management Tools and Tactics
<input type="checkbox"/> Working with People with Military Backgrounds	<input type="checkbox"/> Teaching to People with Developmental and Cognitive Disabilities
Alpine Clinic Topics for Saturday	Alpine Clinic Topics for Sunday
<input type="checkbox"/> Drillin' for Skillin'	<input type="checkbox"/> Drillin' for Skillin'
<input type="checkbox"/> Girls Just Wanna Have Fun	<input type="checkbox"/> Freestyle
<input type="checkbox"/> It's All About That (Soft) Bump	<input type="checkbox"/> Girls Just Wanna Have Fun
<input type="checkbox"/> Kids? Who Need 'Em?	<input type="checkbox"/> It's All About That Bump
<input type="checkbox"/> Legend – WaitFort – Ary	<input type="checkbox"/> Kids? Who Needs 'Em?
<input type="checkbox"/> Playing the Fundamental Game	<input type="checkbox"/> Legend – WaitFort – Ary
<input type="checkbox"/> Seeing IS Believing	<input type="checkbox"/> Playing the Fundamental Game
<input type="checkbox"/> Senior Tact	<input type="checkbox"/> Seeing IS Believing
<input type="checkbox"/> Shake and Bake	<input type="checkbox"/> Senior Tact
<input type="checkbox"/> The Rat-Pack	<input type="checkbox"/> Shake and Bake
<input type="checkbox"/> Tip It to Rip It	<input type="checkbox"/> The Rat-Pack
<input type="checkbox"/> Tip It to Rip It	<input type="checkbox"/> Tip It to Rip It
Snowboard Clinic Topics for Saturday	Snowboard Clinic Topics for Sunday
<input type="checkbox"/> Girls Just Wanna Have Fun	<input type="checkbox"/> Freestyle
<input type="checkbox"/> The Rat-Pack	<input type="checkbox"/> The Rat-Pack
Telemark Clinic Topics for Saturday	Telemark Clinic Topics for Sunday
<input type="checkbox"/> Freeheel Fest	<input type="checkbox"/> The Rat-Pack
Family Clinic Saturday	Family Clinic Sunday
<input type="checkbox"/> Sharing the Love (13 and up)	<input type="checkbox"/> Sharing the Love (13 and up)

Carve' Diem

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

media@psia-ni.org

Subject: Newsletter submission

PSIA-AASI NI

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Ketchum, ID 83340

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