

SPRING NEWSLETTER, JUNE 2020

President’s Letter

June 1, 2020

Dear members of PSIA-AASI-NI,

Our hope is that this update finds you and your loved ones in a safe place during these trying and uncertain times. With a lot of planning and cooperation, we will return to sliding on snow together, albeit slightly less together than before?

The Board of Directors for PSIA-AASI Northern Intermountain and the Officer Team has recently undergone some changes in composition—Christian Luening, President (previously, Vice President); Colleen Morishita, Vice President; Deann Miller, Secretary (ongoing); Fernando Veloz, Treasurer (previously, President). Walt Coiner, continuing as National Board Representative, will also play a vital part on our Board Finance Committee, as past Treasurer.

I want to recognize Cortney Bayuk, Mason Frederickson and Angela Bovee Jarvis for their continued contribution on the Board, and welcome Jim Stevens to his first term. We wish outgoing Director Paul Blaylock constant health, happiness and success in Tennessee, where he now lives.

Some of you may have finished the last two paragraphs and thought, or perhaps

uttered aloud, “So what? How does that impact me?” That is a valid response and my reply is that it matters because we belong to an educational association that endeavors to provide value to its members. As meaningful and important as our organization’s mission to create lifelong learning in snowsports education may be, that is only achievable by delivering value and support to you, our members.

Much of this is accomplished through practical activities, such as ensuring smooth registration processes and timely scheduling of education and certification events, answering requests, and posting relevant information on social media and websites. If we are unsuccessful here, then we have false-started.

We are grateful for the contributions of local leaders like Fernando Veloz, Walt Coiner, Gary Baarson and Tom Koto, for the collaboration from our PSIA-AASI National partners, Ed Younglove and Nick Herrin, among others, and for the cooperation between divisional allies. These leaders have ensured our organization delivers value and support by clarifying roles and responsibilities within our organization—works like the rewrite of our Bylaws and forming of policies like the Code of Conduct. We have made great progress; at the same time, much work remains to ensure the education and engagement of all interested parties and the improved effectiveness of our governing and operational systems.

The path forward is clear...

The membership of PSIA-AAS-NI (you, me, us) elects a Board of Directors that gathers information about membership interests and needs, and derives a strategy and direction for “Why” the association exists. The Board selects and empowers an Administration (an Executive Director), charged with the duty to operate the business of educating and certifying members and managing mem-

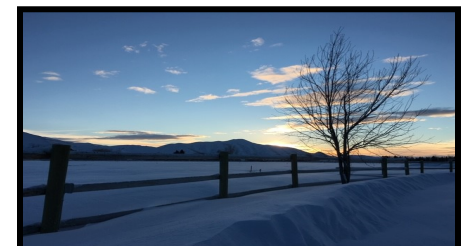
ber needs responsibly. The Board and Administration work on this “What” together. Responsible to the Board and membership, the Executive Director undertakes and enhances the “How”—the manner in which operations is optimized. The Education Staff, administrative support staff, volunteer leaders—such as, Discipline and Specialist Program Chairs, along with the Executive Director, comprise the operations team.

Tom Koto, Interim Executive Director, is actively working to ensure the Administration’s “How,” and we extend many thanks for his passion and dedication. Our Chairs and Education Staff are laudable too, for commitment that supercedes obligation.

My goal, as President of Northern Intermountain, is to continue to increase the chances that you value your membership in this organization, as much as I value the professionalism and skills gained through lessons and experiences shared with colleagues and guests, thanks to PSIA-AASI Northern Intermountain.

The Board’s work carries great responsibility, and we are pleased to serve. We welcome your thoughts, trepidations, ideas, input and queso recipes! Please do not hesitate to engage your operational and governance representatives—Administration and Board, respectively—to ensure that we promote your personal and professional pursuits.

Sincerely,
**Christian Luening, PSIA-AASI-NI
President, Bogus Basin Resort**



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Jim Stevens



Top of the Course!

NI News

The Future of Northern Intermountain Division

You may be asking yourself this question now and perhaps in the future. Even with all that is happening in our nation and world, we often focus on what's in our backyard and our lives specifically. The Operational Leaders of PSIA/AASI (Executive Directors and CEO's of each Division and National) have been meeting weekly since the COVID-19 pandemic struck, when resorts and schools across the country shut down. With that in mind, Northern Intermountain Division had a very successful season with events, including clinics, exams and accreditations. A few exams and Symposium were canceled with the COVID-19 shutdown and some members were directly affected. We received strong support from Member School Management in providing events and are working with them to develop a calendar for next season. Our goal is to have a majority of events in the new membership database system and online by September, so you can plan your season well in advance.

Membership renewal is in full swing and the numbers are in alignment with other Divisions. A couple new things for this season that may help with dues payments: 1) the deadline has been extended to October 1st, before any late fees will be applied, and 2) we are beginning quarterly billing to help spread payments over the course of the year. We plan to send your CEU update in September, indicating the number of CEU's you have or need to take to fulfill requirements to maintain your credentials.

Speaking of CEU's, since Symposium at Tamarack was cancelled, Wolfe Ashcraft and Jake Bolin are working with Weylin Barrett on developing a "Summer Symposium" event, (Jake promises to develop a more "creative" title), mid to late July. They are working with Tamarack catering and group services to provide a meeting and meal space. We are hoping to offer mountain biking and paddle boarding relating to skiing and riding, and indoor Ed events for those who may not want to do the riding and paddling. We are looking at hosting our annual member meeting and awards since we were unable to do that in April. This will be promoted as a family event and housing is also being secured. As the planning and dates are secured, all of this is dependent on how the State progresses through and to the third phase of re-opening.

Many of you participated in the Member Survey that came out about the time of shutdown, and we appreciate you taking the time to complete the survey. Of significance, is our Net Promoter Score (NPS) jumped from 28 last season to 50 this season. The National Average was 41, up from 38. The only other Division with an NPS of 50 was the Western Division. The past 3 years we were in the neighborhood of 35-28. Members were generally happy and satisfied with what we are doing, especially for exams and accreditations and the preparation for those events, but there are areas we can improve: ease of registration, which will improve this next season; better communication to members and member schools; and better social media. If you would like to have a copy of this, and last year's report to compare, please email Tom Koto tkoto@thesnowpros.org with your request.

We are working with member schools and resorts as they develop plans to address COVID-19 and this next season. Please refer to the website PSIA-NI.org and look for eblasts and newsletter updates. Also, with the re-organizing of the Board of Directors, we are in a very strategic position for our future. We need your support so we may support you better in our future.

Cheers!

Tom Koto, PSIA-AASI-NI Interim Executive Director, Bogus Basin Resort

CONGRATULATIONS PSIA/AASI Top of the Course Award

This award recognizes a Level III candidate who scores at the highest percentile in their skiing/riding, teaching and technical knowledge, and empowers other candidates during the exam process resulting in a more positive exam experience for all (www.thesnowpros.com).

And the award goes to our very own: **Krista Clayton!** Krista's superior performance in the Level III exam earned her top scores in both modules, demonstrating a deep level of understanding and blend of skills in front of her peers and snow. During the exams, Krista displayed a level of professionalism coupled with her infectious sense of humor and laugh that is the "glue that binds people together." Krista is an exemplary leader in the Sun Valley Snow-Sports School and in the Northern Intermountain Division. Congratulations, Krista!

NI News Cont'd

Let's Take Time to Look at our Accomplishments!

I would like to take this time to thank each and every one of you to allow me the opportunity to serve as your President of PSIA/AASI Northern Intermountain Division. The last three years have gone by so quickly only because of the many challenges that have come our way.

I took the time to assess these challenges and for opportunities to help move the division forward. Our biggest efforts as a Division was to be at the forefront and lead the Division in adopting a Policy Governance. My first two years were spent understanding the transition and the many challenges presented in accomplishing this. As one of the early divisions to adopt a Policy Governance, we were very fortunate to utilize our neighboring Northwest Division resources in assisting us in making this monumental change. The transition involved amending our Articles of Incorporation and Bylaws for the Division and in addition, adopting new Policies and Procedures. In these challenges, we found many opportunities to make changes for the better to move the division forward and help drive our focus. In the end, I am happy to say that we accomplished the transition last year and can move forward with our focus of developing a strategic plan of direction. Our focus will be forward thinking with the members at the forefront, and together with the division will align with our local Ski School Directors, Resorts and National Team to become even better, increasing and adding value to our customer and community focus.

I was very impressed at the latest member poll that was shared with the division. One of the highest marks noted by you the members was your "Satisfaction of being an instructor" or *the level and joy and meaning in the job*. The National averages were 4.5 out of 5.0. The Northern Intermountain Division came in around 4.4, which to me is very enlightening. We can all take credit for achieving this high mark because of our level of involvement in the sport. In doing so, we continue to evolve around our 3C's approach of Communication, Consolidation and Collaboration.

Again, thank you for the opportunity to help bring the division to the forefront and my ask is for each of you as members to help shape our division, through your continued involvement. Let's keep our momentum going!

Sincerely,
Fernando Veloz, PSIA-AASI-NI Treasurer, Bogus Basin Resort

"Whenever you want to achieve something, Keep your eyes open, concentrate and make sure you know exactly what it is you want. No one can hit their target with their eyes closed."~Paolo Coelho



Welcome to the Board, Jim Stevens!

I was born and raised in Twin Falls, Idaho and attended Washington State University majoring in Geology and Engineering. My corporate career was an Oil & Gas Exploration Geophysicist (oh, am I glad that I am retired with present oil prices)! I started skiing in 7th grade and years later would give lessons to college professors at Brundage Mountain in exchange for room and board. My wife and I decided to retire to my hometown five years ago and we love it here, especially the fresh veggies and fruit in the summer! I am a Level A1 having taught at Pomerelle for the past five years and am the committee chair for our 2021 NI Symposium. Other retirement interests include President and General Manager of my Home Owners Association, Volunteering at Hospice Visions, Inc. in Twin

Falls, golfing and bike riding. I will endeavor to not only bringing the interests and participation of Pomerelle instructors to NI, but also *unity* through communication, bring seven individual mountains together as one NI Division.

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National News

News from the National Children's Task Force

Each fall PSIA-AASI hosts Fall Conference in Colorado. It's a time for the National Team, National Board of Directors, Division Presidents and Division Discipline Chairs to get together to discuss, plan and implement for the upcoming winter season. Currently the new National Standards are being worked on.

The National Standards have been a work in progress for five years for the Kids Team. The Alpine Team led the way and the other disciplines are now working for alignment with them. It has not been an easy process.

The NCTF works mostly year-round via conference calls and with the abrupt end to our ski season, we are back at it. To say we have been bogged down in the past is an understatement. This spring we decided to divide into three groups to focus on the three skill groups of the Learning Connection:

People, Technical, and Teaching. Working in smaller groups is a much easier process than trying to get 20 or so people to agree on how to say something. Progress is being made! Conference calls are twice a month for each group and once a month for the whole NCTF. The Learning Outcomes, Assessment Activities, Assessment Criteria and Performance Goals we are working on will become the new National Standard for Children's Specialist 1 and 2. We will be aligned with the other disciplines and it's going to be incredible when we are finally finished. Look for the new National Standards to be out in the next year or two.



By Jani Sutherland, NI Children's Chair, Sun Valley Resort

NI Articles

Kids Warm Our Hearts

At Pomerelle Ski School, teaching kids skiing and snowboarding is our mainstay. During my five years of teaching at "Pomy," most of the rewards come from the mouths of kids. My average class size is 6-10 kids per class, one time per week for 4-6 weeks. Every once in a while, one kid really stands out, not by how they learn, but what comes out of their mouth!

I recall one from my Sunday class (8 kids, Twin Falls Rec). I was washing my hands after lunch in the restroom, and I hear, "Do you go to a gym?" I look around and do not see anyone and wonder who is the voice? **Louder!** "Do you go to a gym?" I look around the partition, "Oh, Hi Jack...well yes, I do." Jack (7 years old) says, "Isn't that cool! Your name's **Jim**, and you go to a **gym**." I just smiled and laughed all afternoon.

The following year, I have Jack again, now 8, present in my Sunday class. Jack is riding with me on the chair. It's a *Pomerelle snowing, cold, windy day*. "Jim, I am so glad I'm in your class again this year!" I'm thinking this is kinda cool! A few minutes pass, then the jokes start rolling out! I about fell out of the chair laughing and thinking to myself, this kid is only 8.

This last season, it was Sunday morning 'National Learn to Ski Free Day' and the *never-nevers* were growing in numbers walking up to the Magic Carpet. I'm wondering what types of athleticism our Ski School Director will bestow on me this morning. Then, I hear a voice, "Hi Jim! Hi Jim!" Well, I knew it was one of two moms from last year. She says "I'm Sharee, Jack's mom and here is Hudson, Jack's little brother." That saved my memory! Then she asked, "Are you teaching Twin Falls Rec this year?" I said loudly, "I'm not sure." She says, "I hope so, then I know my boys will be safe." I smile and turn my head to our Ski School Director. "Barry?" He looks disgruntled, "Yeah, take 'em." I smile big time!

In a few minutes I have a class of seven kids (7-10 years old). Sharee asks if I will take Hudson (7) on the chair with me as he is quite small. So, the first ride up our Easy Rider chair, Hudson remarks, "Jim, this is so cool, I've been hearing Jack talking for two years about riding the chair with you and this year it's **me!**" as his little thumbs go flying in the air! A couple of weeks later, I am explaining to Hudson (on the chair) that I will be in Mexico for one of their Sundays and I mentioned my passport. Hudson says, "I have a passport. We travel a lot." I ask him where? "Idaho Falls, Boise, and Sun Valley." I try to hold my expression. Well the next week, brother Jack needs back in the spotlight, "Jim, I have a joke." I knelt beside him knock-know - *who's there - Ida - ida who* - "no Jim, it's pronounced Idaho!" I then fall over in the snow laughing!

At the end of this season, Sharee asks if my wife and I would like to come to a baseball game and watch the boys playing this summer. This is one of the **key blessings** of why I teach skiing!



By Jim Stevens, NI Board of Directors, Pomerelle Ski Resort

NI Articles Cont'd

PSIA Northern Intermountain Alpine Certification Update

I hope that everyone has been managing okay during these strange and challenging times. The abrupt end to the season was definitely a roller coaster ride as many of us were ramping up for certification events, end-of-season education and celebration and the joy of spring skiing and riding. Our Northern Intermountain Alpine Certification committee has been having a productive spring and we have been able to take advantage of the quarantine time to move forward with some projects for the 2020-21 season and beyond.

NI Alpine Certification Committee: Because of our small size, Northern Intermountain does not have a standing committee structure like many of the other PSIA-AASI Divisions. These committees play an important role in planning and implementing changes to education and certification projects. In my role as Alpine Certification Chairperson, I have begun to reach out to our education leaders and create opportunities for an ad hoc alpine certification committee where anyone on our staff who would like to contribute their time and expertise has the opportunity to do so. During the winter we had some very valuable contributions to our Certification Guide from Amy Post, Christian Luening and Taylor Caballero. This spring, Loren Livermore, John Straka and Weylin Barrett were also able to contribute to work that was done. Loren Livermore has also been working on developing more robust training resources for our member schools. I would like to thank them for their hard work and I look forward to what is coming next.

Upcoming National Standards: The PSIA-AASI National Board will be voting on a new set of Alpine Certification Standards this June. The new standards are part of aligning our PSIA-AASI education and certification practices with the Learning Connection Model (LCM) and to make our practices clearer and more consistent across the nation. The proposed plan is for the standards to take effect for the 2021-22 season. This plan was developed prior to the COVID-19 pandemic and may be changed; I expect this to be clearer following the June board meetings. Much of the work we've been doing this spring has been in beginning to analyze our processes and plan for how we will be shifting to meet the requirements of these new standards. Our primary objective is not to create circumstances where things need to be unlearned as we progress. I am confident that we will be able to evolve our processes forward in a way that is not disruptive or that creates undue challenges to those who are currently in the process of training and working on certification goals.

2020-21 NI Alpine Certification Processes: Our plan for the 2020-21 season is for our PSIA-NI alpine certification processes to remain very similar to what they have been over the past several seasons. The Level 1 process will continue as a one-day assessment and the Level 2 and 3 processes will continue to be held as single day modules with a skiing module and a teaching/technical module. We do anticipate changes to our scorecards to be better aligned with the updated standards and the LCM model and that there will be adjustments to some of the tasks and assignments. Overall, these changes should be fairly simple. After the June board meetings, the Alpine Certification group will begin work to make these updates and have a revised certification guide published in the fall.

I hope everyone has a great summer. Please feel free to reach out with questions, ideas, or suggestions that you have about our alpine certification processes: Bennyr59772@yahoo.com. Our objective is for these processes to be as transparent as possible.

Thanks for reading!

Ben Roberts, NI Alpine Cert Chair, Bogus Basin Resort



Dream BIG...Go for the Gold!

NI Articles Cont'd

Women's Summit- A PSIA/AASI Experience Unlike Any Other

I would happily admit that I love PSIA clinics. I mean yes, to maintain our membership we must take 6 credits a year, but why would you stop at 6? After almost every clinic or exam I catch myself saying, "Wow! That was the best clinic I've ever been to!" Is it just my excitement to learn something new, or hearing a fresh perspective on something that I have been working on? This winter I had the opportunity to attend the Women's Summit at Snowbird. It was an event that was unlike anything else I have been a part as a member of PSIA. I will say for sure it was the best experience on snow that I have ever had! We had three full days of on- and off-snow learning and the whole event was full of inspiration that left me with a new level of confidence in both my skiing and teaching abilities.

One of the most amazing parts of this summit was that it was not just ski instructors. There were many National Ski Patrol members, as well as women leaders in the industry. There was a feeling that we are all one community, and by working together, we could achieve more. There is a reasonable question: Why only women? Is this not the opposite of inclusivity that PSIA/AASI promotes? The answer could be yes, but when you look at the statistics of women in Snowsports, and percentages of women that are in management roles in our industry, and the percentage of women that have advanced certification in our organization it seems less exclusive, and more about giving women a chance to make up some of these differences.

All the on-snow clinics were led by education staff members from various divisions. When signing up, I was able to choose from several different tracks for the event. I chose the certification track. Other choices were try-out track, leadership track, and ski/ride improvement track. We were put into groups and assigned a clinician. We got to ski with this group each day until lunch. In the afternoon you could choose from a wide variety of topics, all the way from cruising the groomers to fast and fun. Or you could choose to stay for indoor discussions. Each afternoon once the lifts closed the learning and discussions did not end, we would have indoor discussions, and then Après ski and networking.

I have this fear in the back of my mind every time that I join a clinic, especially with people that I do not know. I am going to be the worst skier and hold everyone back. Almost immediately after clicking into my bindings on the first day this angst was relieved. It did not

matter who was the best skier. Everyone in my group was so supportive, and still managed to push me past my comfort level. One of the highlights of my whole trip was because of this push. On the last day in the afternoon, I chose to go with a group to ski off-piste. There were so many of us that we had to be split up. I put myself in the lower group and almost got away with it, when I heard, "Colleen you don't belong with them, you are coming with us." It was from the clinic leader that I had skied with the day before, and she was leading the advanced group. We ended up skiing the afternoon on the steepest terrain I have ever skied! When we got to the bottom of the run it was all cheering and compliments. My fear of holding others back never even crossed my mind.

When asked what was the most valuable thing that I got from the Women's Summit, it is hard to answer, but on reflection I would say it is *confidence*. Confidence in my skiing ability as well as my ability to be a leader, and the ability to be able to give that same confidence to my students and fellow instructors. The Women's Summit was so much fun and inspiring. I will absolutely be going to another Women's Summit! Next year it is in Stowe, Vermont. Who is with me?

**By Colleen Morishita, PSIA-AASI-
NI Vice President, Brundage
Mountain**



In Memoriam

Remembering Ann Eberle



Ann was one of my favorite people at the Ski School at Brundage. She was a friend, a mentor and a fun person just to go skiing with. I first met her in the 2000/2001 ski season. She was always excited to meet and welcome the new ski instructors each and every year. But she and her husband Don extended her welcome into the summer with a Fourth of July party at their house on the lake, including a bar-b-que and of course watching the fireworks over the lake.

Ann was enthusiastic about all styles of teaching, and had the best time when we did team teaching together, using Terrain-Based Teaching and having fun with the kids. She was my mentor for my Level 3 Alpine Certification and pushed me to think in terms of efficient and inefficient movements.

The biggest thing about Ann was her passion for teaching, her desire to see all the instructors succeed and her absolute love of skiing. She always had a smile on her face and loved to laugh.

By Paul Overton, Alpine Level 3, Brundage Mountain

CONGRATULATIONS!

Freestyle Accreditation

Brian Galbreath	FS1
Casey Jeffus	FS1
Zach Miller	FS1
Bill Shearer	FS1
Quinn Strong	FS1

Children's Accreditation

Christine Anderton	CS1
Sean Breen	CS1
Alicia Cady	CS1
Kaela Frank	CS1
Elena Schaefer	CS1
Naomi Shapiro	CS1
Charlie Wiseman	CS1

Snowboard Certification

Miranda Aguinaga	S1
Imer Alibegic	S1
Eli Bader-Hellstorm	S1
Wesley Flake	S1
Zoe Guidara	S1
Raquel Hoe-Pedro	S1
Mike Horn	S1
Ryan Leverenze	S1
Rachel Lewis	S1
Steven Meyer	S1
Cheyla Schumacher	S1
Nathan Teuber	S1
Payton Treadwell	S1
Lane Vandersyt	S1
Timothy Weibrecht	S1
Kyle York	S1

Alpine Certification

Grady Beck	A3
Krista Clayton	A3
Theo Martin	A3
Cortney Bayuk	A2
Sebastian Chao	A2
Tucker Hyatt	A2
Zachary Miller	A2
Ensi Armacost	A1
Osha Ashcraft	A1
Eli Bader-Hellstorm	A1
Nicholas Bell	A1
Colt Brown	A1
Zach Cadman	A1
Audra Carlee	A1
John Connors	A1
Kyleigh Cook	A1
Anna Cordova	A1
Mable Crawford	A1
Lee Cremer	A1
Ben Crogh	A1
Kimberly Dewit	A1
Elliot Dickenson	A1
Matt Drescher	A1
Kenneth Enochs	A1
Charles Finlayson	A1
Wesley Flake	A1
Brandon Ford	A1
Sabrina Ford	A1
Kaela Frank	A1
Morgan Fuller	A1
Gregg Gibboney	A1
Lydia Godinho	A1
Alyssa Gurney	A1
Madison Hanousek	A1

Raquel Hoe-Pedro	A1
Kent Holyoak	A1
Mike Horn	A1
Nancy Huff	A1
Tucker Hyatt	A1
Emma Johnson	A1
Chris Kantorian	A1
Jessica Kluth	A1
Jeanne Lappin	A1
Andrew Lehr	A1
Ryan Leverenze	A1
Rachel Lewis	A1
Diane Linthicum	A1
Kenny Lloyd	A1
Phillip Lortz	A1
Ella Machperson	A1
James Macpherson	A1
Steven Meyer	A1
Gary Miller	A1
Terra Miller	A1
Trinity Nash	A1
Nicholas Pape	A1
Dave Rhinehart	A1
Kevin Rhinehart	A1
Joanna Roop	A1
Elena Schaefer	A1
Peter Schiess	A1
Cheyla Schumacher	A1
Jennifer Schutte	A1
Abigail Seacord	A1
John Thomas	A1
Joey Travis	A1
Payton Treadwell	A1
Tim Weibrecht	A1
Maxwell Wolsborn	A1
Kyle York	A1
Kalirose Zurfluh	A1

Carve' Diem

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

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Subject: Newsletter submission

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