

WINTER NEWSLETTER, FEBRUARY 2020

President's Letter

The Overall Guest Experience

When I think about the President's message and the content I deliver, there are many things that come to mind. The thing that resonates with me and that comes to mind is the perspective of the students, and their parents, of the lesson. I want to deliver the best lesson and have the student leave the lesson thinking about what they learned, how much fun they had and, in turn, relay this message of their accomplishments to their parents.

A little bit of background about myself first. I am an instructor with the Boise Adaptive Snowsport Education (BASE) program at Bogus Basin. I have been an instructor for 23 years now and my oh my have the years gone by fast. My mother always said, "The older you get, the faster the years go by." This is definitely true, especially when it comes to the ski seasons.

This year's training began and the first things that come to mind are the returning students. I love the fact that we as instructors can form a bond with the students and they continue to want to come back and learn even more. Two recent weekends in

particular have raised my awareness to the true guest experience.

The first time was two weekends ago when we had a first-time student new to Idaho and the snow. She came from Ethiopia, has autism, and her foster parents brought her to gain the experience on the snow. Everything was so new and scary as hell for her. Our job was to reassure her that we were here for her safety first and foremost to bring security and peace of mind and to calm her fears. Fun things like walking in ski boots for the first time and gliding on the snow were a treat for her. Although starting out was a little rough, by the end of the lesson she was singing and ready to come back the following weekend. Her parents relayed their sincerest appreciation for what we had accomplished on the snow and the new experience she had just realized, one that was just the beginning for her. The lesson went off well and I felt good about how we made her feel a part of the lesson. I knew from the guest's perspective, her parents and she were very happy with the outcome and ready for the next lesson.

Another experience was a young boy with cerebral palsy who experiences fatigue easily. This little guy is about 8 years old and his family skis and wants him to feel and experience the sport of skiing. The first time out for him took a lot of patience and understanding as one of the lead instructors that worked with him took the time to make him comfortable on the hill. His parents were very nervous and although the lesson was short due to the fact of his weakness, the sense that he enjoyed himself and his parents were pleased with their decision to get him involved made this guest experience even more grateful. This last weekend we had a breakthrough with him and utilized a snow-wing which is a device with a harness that supports the

skier and allows the instructors to ski alongside the student while they glide down the hill. The look on his parents' faces as he rode the chairlift for the first time and came down the mountain was precious and unforgettable. It was all they could do to fight back the tears of joy in watching their son ski down the hill. He was truly enjoying this time.

Which gets me back to the guest experience. I am sure we can all think back about the many lessons we have taught and the different student abilities and personalities. As instructors and leaders, we must take the time to get to know our students to be able to reach deep into our bag of tricks to see what motivates them. At the end of the lesson, we should all come away thinking that we have delivered the best guest experience possible for the lesson and that the student and parents can appreciate our skills and personality as a professional.

Thank you all for all your time and commitment to the sport and always remember who we are ultimately here for.

"The way to develop the best that is in a person is by appreciation and encouragement."—Charles Schwab

Sincerely,
Fernando Veloz
President PSIA-AASI, Bogus Basin Resort



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NI News

Interim Executive Director's Report

We are well into the season by the time of this print. Many of you have participated in events, exams and accreditations. We are holding more events this season due to the work of many who are helping to populate the events.

We have been in transition from the previous member database to the current (AMS). AMS went "live" for Northern Intermountain Division, January 27th. What that means is we are now working out of the new database system and the events are posted on the calendar. You should be able to find an event on the calendar, click on the event, sign up, pay and sign a liability waiver. By some chance if that does not happen, please contact Member Services at National: 303-987-9390. They can assist you.

Spring Symposium will be held at Tamarack Resort April 4-5. Deann Miller has been working on the event and it's shaping up nicely with full accommodations for our event. Tamarack has been very open to support PSIA-AASI Northern Intermountain Division.

PSIA-AASI Northern Intermountain Division 50th Anniversary will be held at Pomerelle Mtn, April 2-4, 2021. Barry Whiting, and his team, are already putting things in place for an eventful celebration! I'm asking all of us to think of alumni, previous school management, education staff, board members, etc. from your school. We would like to reach out to them and offer invitations to celebrate this historic event.

Cheers!

By Tom Koto

PSIA-AASI NI Interim Executive Director, Bogus Basin Resort

Spring Symposium 2020

It is time to start planning for PSIA-AASI Northern Intermountain's annual spring celebration with ski friends from our division! Come have fun, enjoying NI's 49th year, celebrating the last hurrah of the season and exploring Tamarack's newly reopened terrain.



This year's celebration and educational event will be April 3-5, 2020. Our clinicians will be offering a myriad of topics Saturday and Sunday to select from. Friday will be a family ski day, guided by one of our division clinicians. Friday night will be a general member meeting at the check-in and meet and greet at Tamarack.

At the Awards Banquet Saturday night, we will be holding our annual silent auction and raffle to raise money for scholarship recipients and honor long-time members and award recipients. Be watching for an e-blast for hotel information, additional details and registration information.

Look forward to seeing you there!

By Deann Miller

PSIA-AASI NI Board Secretary, Tamarack Resort



NI News Cont'd

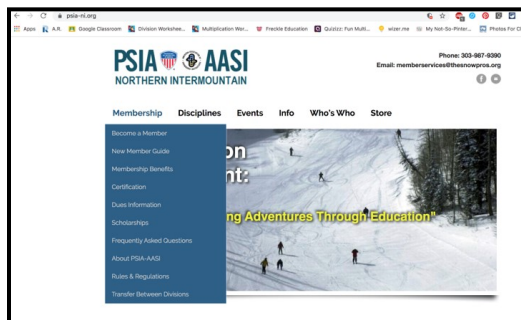
2020 Scholarship Opportunities

It's scholarship season once again! To apply for a scholarship, go to www.psia-ni.org. Click on the membership tab, then scroll down, and click on scholarships (www.psia-ni.org/membership/scholarships/). We are awarding scholarships to help pay for continuing education clinics, exam prep clinics, exams, and symposium. After you apply for a scholarship, we will notify you when we have received your letter of recommendation and your completed application has been submitted to the committee. You will be notified within a week of submission the status of your application and next steps if you have been selected to receive a scholarship. We know the cost of maintaining and continuing certification is burdensome for many instructors. We want to help you reach your professional development goals. Please contact Angela Jarvis if you have any questions about the scholarship application process.

Thank you,

Angela Jarvis
208-431-9084
angelabovee@gmail.com
(Subject: PSIA-AASI-NI Scholarship Questions)

Submit Scholarship Applications to:
PSIA-NI Attn: Education Foundation
P.O. Box 8628



NI Awards

Instructor of the Season

Eligibility: Any active member of PSIA-AASI-NI in good standing.

Criteria: 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.

Award: Plaque, Membership Dues (National and Divisional) for 1 year.

Rookie of the Season

Eligibility: Any active member in their first year as a snowsports instructor.

Criteria: 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. It's a great way to recognize a rising superstar.

Award: Plaque, Membership Dues (Divisional) for 1 year.

Northern Intermountain Hall of Fame: Lex Kunau Legends Award

Eligibility: Any member of PSIA-AASI-NI, active or alumni, with more than 25 years in the Association. The award may be given posthumously.

Criteria: This award recognizes those senior members in good standing who give a lifelong 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.

Award: Plaque.



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National News

PSIA-ASSI Financial Focus

The national office and board of directors has implemented a successful financial management approach and we will continue this practice of long-term planning. We've had four years of reserve contributions and four years of prioritizing effective investments to maintain our membership's main assets which include the two facilities our organization owns. We've also developed a healthy savings plan that helps support the growth of new education initiatives like Interski, one of the major driving events that is at the heart of our educational programming.

With our ability to effectively manage an operational budget that matches our income, our ability to maintain strong partnerships through our Official Supplier program that funds our non-dues revenue, and increases in donations made to our Education Foundation, we do not see a need to increase membership revenue across all membership categories. (We do plan to continue to evaluate this approach since we expect to grow staff to support increased programming over the next few years.) However, even with our financial successes, in the coming years we need to stabilize the new database system and grow the learning management system and other educational programs.

For fiscal year 2021, our dues increase focuses on the member school category, and we're recommending increasing member school membership dues from \$55 to \$90. The reason for this increase is attributed to the success we have seen over the past three years as we've grown and enhanced our educational programming and support to member schools. Here are some examples.

New PSIA-AASI Member School Benefits

- Unlimited job postings on a free national Job Board website
- Free e-learning courses which include: Course for New Instructors, Delivering the Beginner Experience (Alpine, Cross Country, and Snowboard)
- Creation of the National Snowsports Managers Taskforce and Annual Snowsports Manager Educational Seminar held in conjunction with NSAA.
- National Office representation at each division's Snowsports Managers Meetings.
- Greater connection between PSIA-AASI, NSAA, and state snowsports associations.
- Enhancements to the Member School Toolkit which include:
 - o Beginner's Guide Video Series
 - o Progress Cards
- New Junior Instructor Certificate Program

In addition to the above resources created for member schools, we plan to continue to strengthen our programming specific to our member schools. For example, one major deliverable for next season is a better management system that will allow schools to manage their rosters and instructors more effectively through the AMS.

Finally, we recommend a \$2 dues increase for one membership category, the Alumni category, an increase from \$27 to \$29. The operational leadership team solidified our membership categories, and we expect to see a small amount of growth in this membership category. Currently, these alumni members receive the same benefits as a certified member with the only difference being they do not have to maintain their 12 hours of CEUs. To continue delivering our number one member benefit, *32 Degrees*, as well as our other national programming such as e-learning, regular email communication, and other digital offerings, it is imperative we maintain each membership category so that our return on investment for each category aligns with the education programs we provide.

By **Walt Coiner**

PSIA-ASSI NI Treasurer/National Board of Directors, Sun Valley



NI Articles

Let's Chill:

Positive Reflections on Exam Prep and Advice to Put Freezing on Ice

You're staring at it. The confirmation that you are about to take the next step in your journey as a snowsports instructor. Your exam registration!

Having recently taken the Freestyle Specialist 1 Assessment, the feeling is still fresh. It's somewhere between determination and excitement generously sprinkled with equal measures of nervousness and hope under a glaze of "Why do I do this to myself!?" Luckily for you, I'm here to share reflections from the other side and some advice for staying in the now on the pow!

As professionals, our knee-jerk reaction to an impending exam is to hit the books. As individuals, those books may be on the receiving end of either a pat on the back or the Connor McGregor of study sessions. Whatever the case, there are some moves you can make to increase your chances for success:

1. Check with your snow sports school and ask about technical resources for exams! Most schools have PSIA-AASI manuals available for reference, but many of your coworkers may be in need of the same resources. Ask early and ask around, as there may be coworkers with additional manuals stashed away somewhere. If all else fails, organize a study session with other examinees and work together to get everyone on the same page!
2. Head over to the PSIA-NI web page (www.psia-ni.org) and go to the "Disciplines" tab, then click on your discipline and the level for your exam. From there you'll be able to read up on the assessment layout, the riding standards you'll need to meet, and even some of the riding tasks you may be asked to teach.
3. Practice potential teaching and riding tasks, especially with friends! Having a personal game plan and some muscle memory will provide you with confidence going into each of your assessments, but when you practice with fellow professionals, you'll gain greater insights on your riding, learn more tricks for setting up progressions, and improve your movement analyses.

You might be reading and thinking, "I do all of this, but I just *freeze* in exams!" Take a deep breath, my friend, and let's find that bluebird sky between the clouds. (Also exhale.)

Test anxiety can take on a lot of shapes and they're entirely understandable. For some it stems from a drive to succeed, for others it could be the anxiety of being judged, maybe for others it comes from a childhood math test gone *so* awry that an exam of any kind has you casting thousand-yard stares to the horizon.

For me, it typically comes down to two things: time and money. Taking exams is an investment. The travel, the time away from work, the registration costs, and the what-ifs working to deflate your steep-and-deep dreams can keep your mind buried in a tree well rather than present on the peaks.

My advice is to scrape off that anxiety and put a fresh wax on your perspective! Exams represent so much more than just a certification. They each offer new insights, new connections, fresh takes on lessons, and deep-dive discussions into literally anything. An ollie could spark a group clinic on breaking down body movements and building more effective progressions! In other words, treat the exam as an opportunity to learn and grow your skills and knowledge.

If anything can be guaranteed it's that your exam is going to stock your quiver, improve your riding, build your network, and grow your confidence both as a professional and an enthusiast, and aren't those worth the investment? *They totally are!*

Relax and recognize that everyone is ultimately there because they love the snow and want to share that love. Your score is going to be what it is, but true exam success will be measured in how you harness your experience to improve yourself and your students!

*—Be open, participate, learn, and grow,
Then take what you have and put it out on the snow!*

By Bill Shearer
NI Snowboard Level 2/FS1, Brundage
Mountain



Indoor prep.



On snow training/assessment.

NI Articles

Harnessing the “Fountain of Youth”

I am a Bogus Basin born and built ski instructor. I have found myself here and there throughout the West over the years. I was able to teach and ski at several different ski areas through college and graduate school. I now have landed myself a great full-time career at St. Luke’s in Hailey as a physical therapist and I continue to instruct part time at Sun Valley.

Each year about this time fellow instructors approach me while booting up or waiting for lesson assignments. The conversations revolve around managing mid-season aches and pains, or how to improve certain fundamental movements necessary during the certification prep training: How do I prevent injury during this time of year when each day gets longer and longer? How do I recharge so I have the energy and desire to get out and ride for fun or training?

Let’s start with the basics. Be sure to drink plenty of water throughout the day, eat enough and have a well-balanced diet and of course get plenty of sleep. And then we can’t forget to neglect the regular exercise portion. But wait, we exercise all day long skiing, there can’t possibly be a need for more? This is where a change can be made!

If you have a regular exercise routine, great! Continue with it as your baseline, but maybe try adding in a few of the following movements to refresh a stagnant routine. If you don’t have a regular exercise routine, be sure that you start small and do not push through pain, abnormal shortness of breath or dizziness. If you are not sure seek advice from your primary care medical provider.

The following exercises are meant to support, stabilize and maintain function and mobility to succeed from November to May or longer:

1. Go for a walk or ride a bike (treadmill or spin bike work too). Allow your lower extremities to move through a full range of motion after being in stiff boots and bindings all day. Get blood moving freely again throughout the whole leg. helping to reduce inflammation in irritated joints and muscles.

2. Stretch: Quads, hamstrings and calves are very active during a day teaching and training. Don’t neglect your lower back and hips. This region is maintaining dynamic tension resisting rotational forces acting on the body with each turn.

Child’s pose stretch- hold 30-60 seconds



Place hands straight in front to stretch generally through back. Add stretches off to one side at about 30 degrees from midline to stretch more specifically to that side. If your knees are bothered by a deep bend, place a pillow under your buttocks to decrease the amount of knee flexion.

3. Stabilize and strengthen for the dynamic tension (and balance!) that develops in the body with each turn. Core stability and strength is a huge building block in improved technical skiing performance. Have we ever heard anything about upper/lower body separation?

Bent over tricep extensions- 2 sets of 10-15 reps



NI Articles Cont'd

Maintain a neutral spine position with good core activation. Start with your elbow bent and pulled up so it is even with your body. Extend the elbow so the arm is now parallel with the floor. Move from elbow flexion to extension repeatedly with slow and controlled movements. Notice how the lateral trunk muscles (obliques) are active helping to decrease body rotation and/or lumbar spine extension (sway back posture) to assist with the elbow extension movement. Stability in the shoulders, elbows and wrists is also required here. Practice voluntarily achieving this dynamic tension through the core and shoulders in the controlled setting of your home or gym. This will help you increase and control your core stability within each snow-turn.

Lunge press outs- 2 sets of 10-15 reps



Attach a light resistance band to something sturdy or use a weighted pulley system. Start lighter than you think. Hold the free end perpendicular to the attachment and step away until there is some tension in the band or the weight is off the other weights. Move up and down in a lunge position with the foot closest to the attachment in front. Start with the free end at your belly button, as you move down into the lunge, press the resistance straight forward from your belly button. Notice the dynamic tension through the obliques, in the buttocks and each leg to keep you upright as the resistance moves towards and away from your body. Use slow controlled movements here, slower the better. Develop this coordination and control, utilizing it to resist and stabilize against forces that develop against the body with each turn. The resistance simulates the G-forces that require you to maintain more pressure through the outside ski (foot closest to attachment point).

Alternate exercise- At home with free weights (or milk jug), hold with both hands, move up/down in lunge position. Push weight forward, elbows are extending as you lunge down. Maintain an upright trunk throughout the movement. This will help develop needed core strength before you add the dynamic pull of the band or cable weight.

Plank ups- 2 sets of 5-10 reps



Start in a plank position on your elbows. To begin plank from your knees, black diamond level is from your toes, choose your route. Maintain a neutral spine position with good core activation. Now move from your elbows to your hands. Minimize and control the amount of weight shift and trunk rotation to move up and down from your elbows to hands. You can also progress to a push up when on your hands. Be sure to complete some with the left arm leading up, then switch so the right arm leads. Many of you know how plank, this just adds some dynamic movement with a constantly active core.

Adding these quick exercises to your routine should help to minimize pain and maximize turns allowing you to conquer the remaining challenges of your season.

By Anna (Hirnyck) Caldwell, PT, DPT, OCS
NI Alpine Level 3/CS2, Sun Valley

NI Articles Cont'd

The 50/50 Club: Brundage Mountain Resort's Senior Program



Nine seasons ago, the winter winds brought along with them an epiphany. Looking out at Brundage's slopes we noted that as the terrain intensified fewer and fewer senior skiers could be found. Our assumption then was that senior skiers

may not have the confidence or ability to enjoy skiing gladed bowls or moguls.

Since McCall is a resort town with many retirees, we believed that we could develop a program for seniors who enjoy an outdoor lifestyle and spending time with like-minded individuals. Such a program could introduce a low-impact skiing technique and enable seniors to ski varying snow conditions such as powder, bumps, and crud. Our feeling was that by blending these techniques and providing for a social experience for seniors, participants could learn to ski longer, more efficiently, and be less tired at the end of the day while utilizing *all* of the mountain rather than just carving the corduroy. Thus, Brundage Mountain Resort's 50/50 Club was born!

This senior program was designed to aid our participants, all 50 years and older, in expanding their skiing horizons, and continues to this day. We ski roughly 50% on-piste and 50% off-piste while limiting group sizes to eight people or less and trying our best to organize groups based on similar performance capabilities. We offer two affordable 6-week sessions from January through March, pairing groups with highly experienced instructors who have gone through PSIA-NI's Senior Specialist Program. Our goal is to progress groups to higher performance levels and promote positive social experiences with other skiers.

"Soft skiing" is the 50/50 Club's motto. Coaches focus on

efficient techniques and tactics for skiing all mountain conditions in a low-impact style. We encourage a tall but athletic stance focusing on using a stacked skeletal alignment to prevent injury and muscle fatigue. We teach balanced movement patterns to enhance participants' ability to use a quiet upper body and to use arms for balance while using the feet to turn their skis. Our tactics complement our technique. Throughout the program seniors are encouraged to ski with intention, to look where they want to go using terrain features to facilitate a turn, and to use round turn shapes for speed control.

Since its inception, the program has attracted a diverse range of senior skiers: retired doctors, commercial fishermen, acupuncturists, and CPAs just to name a few. Skiers new to the area sign up to learn the geography of the mountain. Others join to meet fellow enthusiasts and peers who could become lifelong friends and ski buddies. Still others seek purely to improve their skiing and become more in control of turning and speed. Regardless of their intention for signing up, the 50/50 Club program serves our senior clientele by facilitating meaningful friendships and providing participants with the tools to put the "all" in *all-mountain*!

As an instructor, the opportunity to coach a 50/50 group is one of the most rewarding sessions that I teach each winter. For the returning participants, it's like skiing with old friends. For the new participants, it's an opportunity to make new friends. It is an experience I am happy to share in and I am glad to see its success continue! If you are interested in becoming a Senior Specialist 1, we will be offering a two-day accreditation on March 13th and 14th at Brundage Mountain. Visit www.psia-ni.org for more information.

**By Mike Erlebach
NI Senior Specialist
Chair, Brundage
Mountain**



Congratulations to Bogus Basin
CSI candidates!

Kid's Corner

—*Teach Tip:* Many kids' instructors use the analogy of squishing bananas in the fronts of the boots to help get children forward. That would be very messy and isn't very realistic. But marshmallows are! They aren't messy, they are easy to put in the front of the boot and it gives the kids a realistic goal—to squish those marshmallows. At the end of the day you can take them out and see how squished they are. Just don't put them in your hot chocolate!

—*Overheard in children's ski school class in the lift line—*
First student: "What's the capital of Idaho?"
Second student: "The I."

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

NI Articles Cont'd

Not All Heroes Wear Capes!

Hero (noun): A person who is admired or idealized for courage, outstanding achievements, or noble qualities.

Everyone has a hero. When we think about heroes, typically one of Stan Lee's characters comes to mind, like Super-Man, Spider-Man or Wonder Woman, just to name a few. These characters all helped define what heroes are. Their achievements of flying and shooting spider webs from their arms are not believable, let alone real. Stan Lee had an amazing mind to create over 300 characters in the comic book world, where everyone had some outstanding power.

Throughout my career as a Ski Instructor, I have had many heroes. Early in my career they came in the form of supervisors, directors, and trainers, many of whom I still admire today. Over the years, as an alpine ski instructor, I admired many professional skiers, from professional skiers to Olympic ski racers.

One day, one student changed everything. Matt!!! Matt was a Disabled Veteran. He was driving a Humvee in Iraq when he drove over an IUD. The Humvee was blown up and he was the only survivor. He was airlifted and hospitalized for months. His wife was at his side every minute. He struggled to find reason to live. Matt had many surgeries over the next year. He had both legs and one arm amputated. He didn't sleep due to PTSD. I had the pleasure of meeting Matt at an event in Colorado,

where we figured out how to attach him to a snowboard. After the first day, he was stoked. He was riding the mountain with his wife. He now has a son and the whole family snowboards together. He is a hero without a cape!

In a world of over 7 billion people everyone is a hero! Approximately 1 billion of these heroes has a disability, which is 1 in 7 people. They can be disabled Veterans, Children with Cancer or people diagnosed with Autism. They come in many forms. None of them wear capes, but they all have made outstanding achievements. Hopefully you get the chance to meet and ski with a hero who doesn't wear a cape!

—*Hero: Ordinary people who make themselves extraordinary.*

By Charley Phelan
NI Education Staff/RM Adaptive Examiner 1
Steamboat Springs, CO



Sharpen your Inner SCARF: Instructors to Facilitators (Coach, Life Coach)

None of us entered into snowsports education with plans to suck at it. To whatever degree, we aim to successfully pass on knowledge and skills so that others can share the excitement of sliding on snow, or maybe you're in it for the free pass and hopefully a big tip at the end of the day to support your party lifestyle. Regardless, we all have highs and lows such as being a part of an extraordinary experience for a guest, or watching someone dwell in frustration. This can be the fuel to better ourselves at what we do in the snowsports industry.

Think about these words: instructor, teacher, coach, facilitator, mentor, guide. Do they hold different meaning? If you were to associate one of those words with someone who has been in the biz for 20 days vs 20 years, which word would you choose for that person? What word would you use to describe yourself? These words can indicate different jobs, roles, purposes, expertise, and also differences in relating to others.

Relating to others is hugely important in our success as an educator. So important in fact, that additional content has been added to our tech manuals and National Teams have been focusing on the topic to improve the snowsports experience.

One model that now appears in the Tech manuals is the **SCARF model**. Quick review: Status, Certainty, Autonomy, Relatedness, Fairness. These five elements should be considered to foster acceptance vs avoidance as a response from those we educate.

The real trick is building the awareness to quickly evaluate

yourself on your ability to create acceptance. Then teaching yourself to be better in the SCARF areas you are weak in. "Practice" they say. Well, practice does make permanent, but we would rather not make something permanent if it isn't working and we don't even notice.

So, take it a step further! You be the guest. We have interactions all the time when we are the customer or client. Next time you're getting your hair cut, whip some SCARF evaluation out! Did the stylist make eye contact with you and ask about your day? Did you get an opportunity to describe what you would like? Or are you sitting there nervously wondering what will happen next, and will it look how you want it? Was there conversation during the cut? Did you learn something about each other? Did you get a shampoo like the previous customer, or a fresh razor?

Being on the receiving end is a great way to build awareness for yourself. Classify each interaction to the appropriate piece of the SCARF model. Also try focusing only on a single element during the whole experience. Afterward, highlight items that created acceptance as well as avoidance. What could be changed to eliminate avoidance? Then, can you look in the mirror and see if you have created the same avoidance? This is where the real growth comes from. Be honest with yourself and enjoy the fruits of your hair cut the next time you're out with your snowsports clients.

By Matt Larson
NI Snowboard Education Chair/NRM Freestyle
Big Sky Resort, MT

NI Member Highlight

Interview with Rod Jones



There are not many days that Rod Jones misses in a ski season. He can either be seen in his Sun Valley SnowSports uniform teaching or waiting to teach, or in his civilian gear tearing up the slopes. His passion for skiing and ski instruction day after day emits a deep love and knowledge that is contagious to those surrounding him. He is a mentor to many: guests, coworkers, fellow PSIA members, and he is an authentic steward of the sport. If you ever have the opportunity, take a run with "Jonesy" and witness a true artist creating his masterpiece as he rips down the slopes. Or invite him to a cup of coffee to discuss the science of skiing, because there will be no talking on the hillside when there are turns to make! (Photo: 1,968,778 turn on Bald Mt, 2020!)

Where did you grow up skiing? What is one of your favorite early skiing memories?

I grew up in Pocatello, Idaho. I learned to ski at Skyline, "The Rock"—now called Pebble Creek. My first-time skiing on Dollar Mountain was 1959, and on Bald Mountain in 1963. I graduated from the University of Idaho with a B.S. degree in Economics. I moved to Ketchum in October of 1972 and tried out for the Sun Valley Ski School that December. And I made it! Yes, I chose mountain life, community and sport, versus seeking a 'real career.' It has been a wonderful life!

How long have you been a member of PSIA and what roles have you played in the Northern Intermountain Division?

I've been a member of PSIA since the spring of 1974. I passed NI's 1st Associate and Full Certification exams (now Level 2 and 3) that Spring. Don Rhinehart and Mike Brassey (Boise), examiners and charter members, promised me we would eventually become a division of PSIA. Of course, we did...a couple of years later. I was a DCL & Examiner in the relatively new NI Division roughly between the years of 1987 through 1996. In those early days there were no tryouts for DCL or DCT. I was invited to become a DCL on the recommendation of Carol Levine when she was moving from Sun Valley to Colorado, where she would have a brilliant career with PSIA in the Rocky Mountain Division. During my time as a DCL, I had the pleasure and fortune of participating and collaborating with my good friends Greg Moss and Nancy Oakes as mates on the Northern Intermountain DCL Team, who both became members of the PSIA National Demonstration Team during this time.



Rod ski racing in the late 1970s.

What would you tell someone considering joining or new to PSIA-AASI?

I would tell a new member of PSIA to be a 'scientist' of skiing and learn all the science, concepts, and just the whole body of knowledge PSIA has to offer. However, as an instructor, I would say to always strive to be an 'artist,' creating and developing ways to spontaneously improve skiing rather than just relying on complex progressions!

What is one of your favorite skiing drills?

My favorite skiing drill is my very own "Release to Transfer" drill. This drill gives a skier the experience of getting into a turn, eliminating any inappropriate rotation, while directing weight/pressure, with 'early edge,' to the new outside ski. It also helps the student in developing the alignment of their 'inside half,' where better inclination with upper and lower body separation can be experienced naturally.

If you could ski a run with anyone, who and where?

If I could ski a run with anyone, it would be with Mikaela Shiffrin (technically, perhaps, the best female or male skier ever, IMHO) from the top of Big Easter Bowl, at 'bowl opening,' roaming its entire width and length, skiing GS and Super G turns. Instead of just basically going straight!

What is the best live concert you have ever been to?

My favorite live concert was seeing the Rolling Stones in 1966 at a very small, intimate venue at the original Lagoon outside Salt Lake City. The Stones were on their 1st US tour. It was a couple of months later "I Can't Get No Satisfaction" became a major hit!

**Interviewed by Mason Frederickson
PSIA-AASI NI Board of Directors, Sun Valley**



Levitation attempts, according to Rod, in the 80s.

Board of Directors Ballot

PSIA-AASI NORTHERN INTERMOUNTAIN

February 2020
To: PSIA/AASI Members
From: Fernando Veloz, President

Nominations

Re: Nominations of Candidates for the Board of Directors of PSIA/AASI-NI

The Board of Directors of PSIA/AASI-NI requests nominations of candidates for three positions on the Board of Directors from the membership of the Association. Three Board members are to be elected for the terms of three years each. Terms will expire for the following board members in 2020:

As to the Bylaws:

7.2 Number, Election, and Qualification of Directors. The Board, by resolution, may adopt from time to time the number of Directors to be elected. No person shall qualify to be a candidate for, or hold office as a director unless they are a Certified, Alumni or Certified Lifetime member of PSIA- AASI-NI in good standing.

7.3 Term of Office. Directors are hereby divided into three classes. Each class shall consist of one-third (1/3) of the number of Directors constituting the entire Board. The term of office of those of the first class shall expire at the annual spring BOD meeting. The term of office of the second class shall expire at the second annual spring BOD meeting after their election. The term of office of the third class shall expire at the third annual spring BOD meeting after their election. At each succeeding annual election, the Directors elected shall be chosen for a full term of three years to succeed those Directors whose terms have expired.

7.4 Election of Directors. Any member of the PSIA-AASI-NI may nominate any other member of PSIA-AASI-NI that satisfy the qualifications provided in Article 7.2. herein above. Voters shall be sent ballots prior to the annual spring BOD meeting of PSIA-AASI-NI. The dates for the election shall be determined by the Board of Directors.

If you wish to nominate candidates for the Board of Directors, **please contact them and have them agree to serve if elected** and write the names of the members you are nominating on this form and return to:

Tom Koto
Interim Executive Director
3920 Esten Ave
Boise, ID 83703

Nominations are to be received by Monday February 24, 2020.

The election will be held by ballot as soon as practicable after March 16, 2020.

I would like to nominate the following for the Board of Directors:

NAME _____

SNOWSPORTS SCHOOL _____

The following needs to be completed for the nomination to be Valid:

I have personally contacted the above listed nominee and they have indicated their willingness to serve on the Board of Directors if elected.

Nominator _____ Date _____

Terms Expiring 2020: Paul Blaylock, Bogus Basin; Mason Frederickson, Sun Valley; Courtney Bayuk, Brundage
Terms Expiring 2021: Angela Jarvis, Pomerelle; Christian Luening, Bogus Basin; Fernando Veloz, Bogus Basin
Terms Expiring 2022: Deann Miller, Tamarack; Walt Coiner, Sun Valley; Colleen Morishita, Brundage

Carve' Diem

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

media@psia-ni.org

Subject: Newsletter submission

PSIA-AASI NI

P.O. Box 2587
Ketchum, ID 83340

www.psia-ni.org
