



# THE Central Line

2011 ISSUE 3

THE OFFICIAL PUBLICATION OF THE AMERICAN SNOWSPORT EDUCATION ASSOCIATION-CENTRAL

WE ARE READY  
ARE YOU?



2011-12  
EDUCATION ISSUE

WEBSITE HIGHLIGHTS | NORDIC NEWS | FINANCIAL UPDATE | JANUARY 2012 LEARN TO SKI AND SNOWBOARD MONTH

# THE Central Line

THE OFFICIAL PUBLICATION OF THE  
AMERICAN SNOWSPORT EDUCATION ASSOCIATION-CENTRAL

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## NEW FORMAT FOR EDUCATION CALENDAR!

I'm sure many of you were surprised when you received this issue of *The Central Line* in a nice little package! In an effort to provide a more efficient means of publishing the Education Calendar, we felt that it would be beneficial to create it as its own document instead of incorporating all of that information into the newsletter content. We continue to explore avenues to accomplish fiscal efficiencies and still provide quality products.

Terri Henderson  
Editor and Administrative Vice President/Secretary

## ADVERTISE IN

THE Central Line

### ADVERTISING DEADLINES

ISSUE	DEADLINE
Early Winter	November 4, 2011
Late Winter	January 16, 2012

# Obituary

## DAIL WILLOUGHBY

Alpine Level 3 member from Eagle Harbor, MI  
passed away on May 25, 2011. He was a proud and  
enthusiastic member of PSIA and will be greatly missed.

## A MESSAGE FROM THE PRESIDENT

**Bill Stanley**  
President, PSIA/AASI-C

# SNOW!



There, I said it. If you're like me, you have an ongoing debate with friends and family as to when it's okay to mention the word "snow." Typically, I'm told "not until after Labor Day!" Some friends will allow me to talk about it after the 4th of July, but they are the exception rather than the rule. Little do any of them know that I'm already thinking and dreaming about skiing around Memorial Day! The challenge is remembering which friends or family members are okay with the 4th of July threshold and which ones insist on me waiting until at least Labor Day. Don't get me wrong. I like the other seasons, but I just have a special love of winter.

I have one friend who gives me a periodic countdown of the number of days until Loveland, Colorado turns their guns on. They are usually the first area in the country to start snow making each year. My friend is as anxious to start snowboarding as I am to ski. Often times, we've threatened to drive out there if winter doesn't show up quickly enough here in Central Division. So far, Mother Nature has cooperated. We haven't had to resort to a 24-hour drive to make some turns, but we will if we have to!

Summer has come and gone, and it's time for everyone to start thinking about the upcoming season. It won't be long before the gear catalogs and equipment review issues of our favorite ski and snowboard magazines start showing up in our mailboxes. All of these things are like putting gasoline on an open flame for me. I start getting so excited that long before the season arrives, I can hardly think about anything else. I get about as much sleep the night before the first day of the season as a nine-year old child does on Christmas Eve. It's completely crazy, but it's the same every year!

We have been very busy this summer getting things ready for the season. We continue to work on and improve our website. If you haven't been there in a while, please take the time to check it out. I think you will like what you see. Our goal is to make it a place where you can go to find answers to all your questions and information requirements. Our Technology Committee has been working with the IT people

at the National office to make sure that we can find and utilize any synergies between our respective websites to make each of your visits as productive as possible. As I've said before, let us know if you have any ideas that you think would make our website better. You can pass your ideas along to your Section Representatives or send an email to the office, and they will get it to the right people.

The Education Staffs have been working hard to develop schedules of events that will meet all of your education and exam needs. It's always a challenge for them to decide where and when to schedule events, but in the end they always get it figured out. They try to schedule enough events in enough locations to minimize the need for unscheduled events around the Division. The calendars will be available on our website for your review. One of the great things about posting the calendars on our website is that it creates the ability to update each event with the latest information. We will also be able to post unscheduled events as they are requested, so if you don't see something you are looking for on your first visit to the website, make sure to check back from time to time to see if anything has been added to your discipline's calendar.

Other things that you may not be aware of include posting the latest newsletter on the website the day it's ready to be mailed, and we have also made it possible for you to easily access past issues of the Central Line in case there is an article that you would like to reread or reference. We are utilizing email blasts to disseminate information that we feel can't wait until the next issue of the Central Line. If you haven't been receiving these, check your profile by clicking on the Member Services link on our website to make sure the office has your latest email address on file. We know that you require information quickly and accurately, and we continue to look for ways to provide that to you.

As always, I want to thank you, the member, for making our organization what it is today. Your passion and love of Snow Sports is infectious. I have no doubt that your students feel that too. I'm really looking forward to this season and the opportunity to ski with you. Until then, keep an eye on the thermometer and "think" SNOW!

## FROM THE CENTRAL DIVISION OFFICE

# WEBSITE ENHANCEMENTS CONTINUE

As Central Division office staff, our goal is to provide an excellent customer service experience for all members. One of the ways we are hoping to provide this is through a new and improved web presence. Many of you may have noticed over the last year a number of changes to the Central Division website ([www.psia-c.org](http://www.psia-c.org)) including a complete face lift last season.

This season we are excited to roll out many more enhancements to the site to allow us to get information to our members in a much timelier and streamlined fashion. In addition, these enhancements will allow members access to more information than in past seasons. We are hoping that the website will become a “one stop shop” for members where they can quickly and easily get information on what is going on in Central Division, find events that are happening in their area or discipline, and even connect with one another.

Currently, the site features announcements on the main page. During the off season, this has been the location for updates on membership cards, newsletters and the summer membership survey, but once the snow flies it will be the place to check for event updates as well. If events are moved, cancelled or changed in any way, we will post that information on the site in addition to the phone calls and emails you are accustomed to receiving. Be sure to check in before heading out to your events!

We have also updated the forms section to make most of the currently available forms electronically fill-able. This means you can now complete your forms right on your computer, and if that form does not require payment information, send it in by email without printing and scanning! While this may seem like a rather small improvement, it will greatly reduce the incomplete or erroneous information we receive, ensure items we receive are legible even when faxed, and reduce or eliminate any delays in confirming your request.

However, the really exciting changes are still to come. Starting this season, the Central Division site will feature a sort-able calendar of events with direct links for signing up! No more scrolling through a giant list of events. You will now be able to sort through a calendar by any one



of a number of different criteria such as event date, location or discipline, and then with one click, enter your registration information for your event. We are also excited to announce that we will be adding a Members Only area to our site. This will allow members to log in and receive information not available to the public as well as personalized updates.

This is only a quick peek at what is to come. If you haven't logged on to the Central Division site in a while, be sure to do so today and check back often to see what is to come! Looking forward to another great snowsport season!

**DONN EURICH, PAT LONG, EMILY MAURER, GERI ROOT,  
KYLE SHUMAKER, AND MELISSA TRAVIS**

# MEET YOUR NEW NORDIC ADMINISTRATOR

By Rob Arend

Earlier this summer, I was appointed to the position of Central Division Nordic Administrator. I am honored to accept the duties of this position and want to thank Mike Bell, the previous administrator for his help during the transition. I look forward to working with the Nordic Education Staff to continue to offer quality events that fulfill our members' educational needs.

As one of seven kids in a skiing family, I started skiing at a young age. Our parents would pile us into the station wagon for a weekend of downhill skiing adventures at destinations like Deepwood, Englewood, Ski Mack, Val Croix, Pine Bend and Trollhaugen. I'm very grateful to my parents for all the time they spent skiing with us, the many hours of lacing up leather boots before skiing, warming almost frost-bitten feet, etc.

During my sophomore year in high school I had the option of choosing between wrestling and Nordic skiing for a winter phys-ed class. Even though I had never previously Nordic skied and wasn't particularly interested in it, the thought of being outside on the snow was much more appealing than rolling around on a mat with other sweaty guys. I quickly came to enjoy the sport, spending a good amount of time bombing down a big hill adjacent to our school. I first experienced Telemark skiing while working at the Afton Alps rental shop during college. A friend and I started experimenting with the Telemark technique using our regular Nordic gear during slow periods at the shop. Our technique was not pretty, though we did provide good entertainment for the folks watching us from the chairlift. Later in the season after destroying a pair of Nordic boots, we both acquired skinny metal edged Telemark skis and stiffer leather boots. This allowed us to negotiate the steeper runs without continuously crashing and being a hazard to the other skiers.

I started as an instructor at Trollhaugen about 20 years ago. Over a period of years, I worked through the certification process for both Alpine and Nordic disciplines and eventually joined the Nordic Ed Staff. I greatly appreciate all the support that I have received from Steve Kinzer, the Trollhaugen Ski School Director and countless others who guided me while working through this challenging process. For instructors in Alpine and Snowboard disciplines, consider participating in a Nordic event this season as cross-training for your primary discipline. You will be surprised how dialed in and centered you will feel after freeing your heels (and sole) for a couple days! Please contact me if you have any suggestions or questions related to the Nordic events. Your input is appreciated.

## INTRO TO TELEMARK SKIING DISCIPLINE CROSSOVER CLINIC

By John Fay



Have you ever wanted to try Telemark skiing, but didn't have access to the gear or understand the technique? Here's your opportunity. New for this season, PSIA-C is offering a beginning Telemark clinic at Hyland Ski Area on December 10, specifically catering to instructors from other disciplines. The Hyland Ski School has offered to provide complimentary rental skis and boots for a limited number of participants and also complimentary lift tickets for the day. The rental gear must be reserved in advance by contacting the ski school at (763) 694-7800, extension 2. Register for the clinic using the normal options available through the PSIA-C office. Contact John Fay if you have any questions regarding the event at (651) 328-7643 or [jdfse55@yahoo.com](mailto:jdfse55@yahoo.com).

JOHN FAY IS L3TELEMARK CERTIFIED AND A MEMBER OF THE NORDIC ED STAFF.

# A MID-SUMMER SUMMER DAZE

By Brad Miller

I admit that I don't spend a lot of time thinking about skiing in the summer. This year, I put aside a lot of cafe bike rides to train for a road bike race. Most likely, it was the 90 plus degree heat that followed an 80-mile training ride which left me in a comatose state on our back deck. Nodding in and out consciousness, I found myself in between watching our two Isa Brown hens, Marge and Debbie, peck and claw at the ground and dreaming of being chased by them while they rode their bikes swinging one irons.

For the past 16 years, biking has been a passion of mine. It has helped me physically, tactically and mentally. It has also increased hamstring strength, weight to strength ratio, how to take corners and self-discipline. Golf, specifically the one iron, is something that has come back into my life and forced me to take a good look at how much self-discipline can affect learning process and desired outcomes.

Self-discipline has always been my Achilles heel. Learning to spin instead of mash, when to sit in instead of attack, and most of all, "work with the group or suffer!" are some of the lessons life in the saddle has taught me about self-discipline. When teaching and coaching, we certainly don't set our students up to fail or suffer. However, riding with the pack has taught me that if every member of the group is involved with the process, the outcome is a whole lot better.



MY BROTHER-IN-LAW TOOK ME TO THE RANGE AND ASKED ME IF I EVER HIT RANGE BALLS WHEN I USED TO PLAY. "NEVER" I REPLIED!

## THE SENSATION OF STEPPING OUTSIDE MY COMFORT ZONE AND TRYING THE ONE IRON LED ME TO DISCOVERIES ABOUT MY BALANCE, STANCE, FOCUS, SPATIAL RELATIONSHIP AND SELF-DISCIPLINE.

Two years ago, I was privileged to be the sixth grade middle school cross country coach at Traverse City East. Working with the athletes to develop a cohesive plan, we came up with a program that involved a two-mile team run, a four-mile run, a timed mile race, and a fun day each week. Having the self-discipline to put my ego in a box and involve the group, greatly improved the lesson process and desired outcomes.

I've found a lack of self-discipline to train correctly, or continually training in a comfort zone, puts many of us in a rut. Riding a thousand miles at 21 miles per hour is great until you realize the speed of your pack is 25 miles per hour. I used to play 18-36 holes of golf a day. However, as the years progressed, I got worse until I finally bagged it. After a 15 year- absence from the game, a couple members of my family persuaded me to get back into it.

My brother-in-law took me to the range and ask me if I ever hit range balls when I used to play. "Never" I replied! Next, he asked me which club frustrated me the most. That was easy. The driver gave me fits. After a few simple drills to get adjusted to balance, stance, swing and the head size of the driver (gear had changed a lot in 15 years), I was able to make good contact. After about 50 balls, he pulled out a stick I hadn't seen before –a number two recovery club. I hit a few balls with a number two recovery club and felt like I was cheating. I then ask the question that only a true masochist might ask, "Hey Teddy, do you have a one iron?" He scratched his head and pulled out a one iron.

After getting a few great pointers before I hit a ball, I was able to hit about 50 percent of my shots clean. Note: If you are not a golfer, miss firing a one iron is akin to carrying a steel "I beam" with a partner and having them drop their end on concrete while you still have a hold of yours. The pain and ringing doesn't stop for days. On the flip side when you strike a one iron clean there are not many better feelings in the sports world.

The sensation of stepping outside my comfort zone and trying the one iron led me to discoveries about my balance, stance, focus, spatial relationship and self-discipline. I like to use lessons learned in the saddle while coaching other sports. The self-discipline of riding with a pack to achieve better results helped me develop better group involvement with lessons. I'll have to wait a few months to apply my one iron experience to a ski coaching situation. I am sure it will help me size up my athletes, let them get involved with the process and push us all out of the comfort zone for a moment or two, if we are willing to apply the right amount self-discipline. For the time being, though, there are 12 more days of training before "D-Day," one month before Marge and Debbie start laying eggs, a couple more gallons of SPF 50 to be spread on, and a whole lot of nice weather left to swing the one iron.

Fore!

**BRAD MILLER IS A MEMBER OF THE NUBS NOB SNOWSPORTS STAFF. HE HAS BEEN A COACH AND INSTRUCTOR SINCE 1979.**

# THE THREE P's: A RECIPE FOR SUCCESS ON THE SLOPES

During my ten years as an instructor, I have come to learn that patience, persistence and pride are the key ingredients to good ski instruction. The “Three P’s” have become my mantra as I teach people to find success on the slopes.

Too many times we try to teach our students everything we know in the first run down the hill. Be patient. Do not overload your students with too much information. Remember how long it took you to get where you are today. It takes patience and persistence on the part of the instructor to find the teaching method that will work with each individual skier.

Three years ago, I started working with Jack, a seven-year-old autistic boy. During our first lesson, searching for the right approach to reach this challenging student, I created a “magic wand” out of a ten-foot bamboo pole. I explained to him this magic wand had the power to make him a great skier.

As the lesson began, I showed Jack how we stand on our skis, and I explained straight skis, pizza skis and how to turn our feet. We walked around a little and jumped like bunny rabbits. Then it was time to do our first run.

Jack was so excited as he stood next to me and held the magic wand with me. I told him he had to copy what I did and push out on the wand if he wanted its powers to work. I told him if we pulled the wand to our chests, it would make us fall. Our first run was a success and Jack had an ear-to-ear grin on his face.

We went back up and this time tried to make a wedge going down the hill, but Jack was having difficulty. We spent the rest of the first hour working on the wedge without making much progress. Then it was time for a break. We went into the lodge and grabbed a hot chocolate, and as we sat together and warmed up at the table, I could see his mind at work.

When we went back out, Jack made a wedge on his first run. Wow. I realized that all he needed was some time to absorb everything we were working on. The rest of the last hour all we did was focus on the wedge. Patience.

*Recipe:* SUCCESS ON THE SLOPES

*Ingredients:* PATIENCE, PERSISTENCE, PRIDE

*Directions:* Combine a healthy dose of PATIENCE, a Pound of PERSISTENCE and a dash of PRIDE. SHRED.

*From:* STEVE KAUFMAN

That year, I saw Jack one more time a few days later. He was making beautiful wedges and standing taller, so I introduced him to turning. There was a lot of falling but Jack kept working on his turns. All this time we were still using the magic wand, and then I devised another trick that clicked with his personality.

I explained to Jack that our left feet were dogs and our right feet were cats, and that every time we turned left we had to bark, and when we turned right we had to meow. We had a blast barking and meowing all the way down the hill. We got quite a few funny looks, but it worked. Jack was turning. Persistence.

Jack is just one example of how patience and persistence on the part of both the student and instructor can lead to the pride of achievement. The Three Ps are a proven recipe for success. Steve Kaufman is a Level 2 instructor with a children’s certification. He works at Mt. Brighton and Boyne Highlands in Michigan. His passion for the sport started in the ’70s and never stopped. Today he enjoys skiing with his wife and daughter, who also are both PSIA certified. A family that skis together stays together ...



## FROM THE BOARD

### IT'S YOUR MONEY!

By Doug Carter, Financial Vice President



Your Board of Directors is tasked with spending your money wisely. Our most recent fiscal year ended on April 30, 2011. I am pleased to report that we stayed within budget. Expenditures fell within 2.5 percent of revenues collected from dues and participation in divisional events. We ended our year in the black – but we did not over-collect. Dues and event pricing at the divisional level appear reasonably calculated to meet but not exceed the cost of delivering quality events and services to our membership.

At its meeting held on August 6, 2011, your Board of Directors approved our division's budget for the upcoming year. Your Board also received a report from a certified public accountant, Jason F. Clausen. Mr. Clausen, who is an independent auditor, performed an audit of our books during the summer. Mr. Clausen reports that our division is in sound financial health and also affirms that we have appropriate financial management safeguards in place.

The comments that are made above relate to the financial operations of the Central Division of PSIA/AASI. Please note that half of your annual dues go to the national corporation as opposed to the Central Division. The national corporation is managed by a separate board of directors. Copies of our division's annual budget as well as Mr. Clausen's independent auditor's report are available upon request.

### BYLAWS

By Jack Pippin, Executive Vice President



It's been many years since we've revised our ASEA-C Bylaws. An update was long overdue and will be positive for our members. The Governance Committee has been working for over a year to revise the Bylaws of ASEA-C. Several meetings were conducted via web conferences with all members of the committee. Every paragraph of the document was evaluated and updated, if necessary, to comply with the current operations of our division and Michigan state statutes.

It was also the goal of this group to make the Bylaws "reader friendly" so that everyone can interpret the wording without the need of a legal dictionary by their side. Throughout the entire process, the bottom line for any revision was driven by "what is best for our members."

One of the challenging issues for the committee was the process of electing the members of our Board of Directors. After polling the members of the Board at the May meeting, it was strongly felt that write in candidates should not be allowed in our election process. This is now part of the current Bylaws. The nomination process will continue as it has in the past, as well as the voting time line. Both of these processes will be outlined in detail in future issues of Central Line.

As a living document, the committee planned for the future by including some of the ways in which we do business with respect to current and upcoming advances in technology. With impending improvements to our website, the committee anticipated this change and provided dialogue to allow for consideration of such things as electronic voting via a secured web link. There are also provisions to allow for a variety of technologies to be used for communication at multiple levels of the organization including web conferencing and video conferencing. This process is currently being utilized for most meetings that are held outside of our scheduled Board of Directors meetings.

As a member, you are encouraged to review these revisions on our website at [www.psia-c.org](http://www.psia-c.org). Questions should be directed to your section representatives.

# 2012 LEARN TO SKI AND SNOWBOARD MONTH GOAL IS 150,000 LESSONS IN JANUARY



By Mary Jo Tarallo

“Friends don’t teach friends” to ski or snowboard is an easy mantra to understand. Wouldn’t it be nice if more people paid attention to it? Hopefully, newcomers in the Central region will head the call of Learn to Ski and Snowboard Month (LSSM) and take lessons from trained professionals during January 2012.

LSSM is a national initiative that encourages children and adults wanting to learn how to ski and/or snowboard to take lessons from professionally trained instructors. January is Learn to Ski and Snowboard Month at more than 300 ski/snowboard areas and resorts throughout the U.S. The communications horse power of PSIA-AASI, NSAA, NSP, USSA SIA, the trade media and most state and regional ski area associations, including the Midwest Ski Areas Association, is spearheading the effort to encourage new customers to Go with a Pro.

LSSM celebrates its fourth year as a national grass roots effort to increase participation in snow sports by encouraging taking lessons from professionals. During January 2011, 75,000 lessons were reported by LSSM partners, up from 30,000 in 2010. The 2012 goal is 150,000 lessons in January nationwide.

Developing LSSM offers is simple and instructors are asked to work with area management to make it happen. The only “rules” are to promote learning offers during January as part of LSSM as well as use the LSSM communications tools and slogan – Humans Were Never Meant to Hibernate – in marketing and PR efforts. Offers can be full price, discounted or free to the consumer. They can be created specifically for LSSM 2012 or existing programs can be used.

“The wonderful part of Learn to Ski and Snowboard Month is the fact that each LSSM partner has the flexibility to craft individual programs,” said Bob Neff, Central Division Marketing Chair. “LSSM simply is a theme that can be adapted by our ski schools throughout the Central Division to entice new customers. We can use the initiative in



ways that are unique to our marketplace. In other words, we call the shots.”

Since MSAA is a LSSM partner, involvement in the initiative by Midwest ski/snowboard areas and resorts is gratis. Partners simply need to go to [www.skiandsnowboardmonth.org](http://www.skiandsnowboardmonth.org) and scroll down to the Partners Log In (located in a red box on the home page) to find materials that are available. Use of basic Information in the tool kit is free. The kit contains all LSSM graphics, messaging, presentations and best practices. Tips for Instructors and a learning program info form also are included. The consumer section of the newly-revised Web site makes it easy for consumers to find learning programs at various venues.

“It’s important for ski area management and ski school to coordinate their LSSM efforts as soon as possible prior to January,” said Mary Jo Tarallo, national director for LSSM. “That way, we can take full advantage of media publicity early. Many partners are targeting youths and moms this year. The purchasing power of those two groups is huge.”

Organizers just added new Web site features making it easier for consumers to find lesson programs and other information. Offers from various parts of the country will be posted on the Web site and organizers request that information is received by October 1 if possible. The URL is [www.skiandsnowboardmonth.org](http://www.skiandsnowboardmonth.org). Send program information to Mary Jo and contact her if you have questions or suggestions at [lifes2shortmjt@gmail.org](mailto:lifes2shortmjt@gmail.org) or 202-431-6950.

MARY JO TARALLO HAS BEEN INVOLVED IN THE SNOW SPORTS INDUSTRY FOR MANY YEARS. SHE WAS THE SKI EDITOR FOR THE BALTIMORE SUN FROM 1978 -1990 BEFORE TAKING A POTITION AT SNOWSPORTS INDUSTRIES AMERICA AS PR DIRECTOR. TARALLO HELD VARIOUS POSITIONS AT SIA INCLUDING MARKETING, INTERNET DEVELOPMENT AND DEVELOPMENT OF THE ORGANIZATION'S EDUCATION PROGRAM.

## SNOWSPORTS SCHOOL DIRECTORS & MANAGERS MARK YOUR CALENDARS!

By Geoff Shepherd, Snowsports Directors Chairperson

We hope everyone has had a safe and fun summer. As fall approaches, thoughts turn to our member schools with the many early season processes including hiring and training of your staffs.

We, PSIA/AASI-C, recognize your value to our organization and are excited for the annual early season events focused on our Snowsport School Directors/Managers at Afton Alps, MN, and Boyne Highlands, MI. The event at Afton Alps will be held on December 1-2 and the Boyne Highlands event will be on December 8- 9.

Registration prior to these events is required. The fee for these events has been waived for attending Snowsport School Directors/Managers or their designated attendee but they will be responsible for travel, lodging, meals, etc. If a member is requesting education credit for attending either of these events, they will be responsible to pay applicable event fees when registering. The tentative schedule for these events includes, but is not limited to:

- Round table discussion for Directors to share current challenges and solutions at their areas
- Presentation of the Train the Trainers program and how it can enhance the hiring and certification processes
- What’s new with Snowboard’s national standards and certification
- The importance of the Children’s program to Snowsport Schools
- Informational session with Adaptive on teaching clients with cognitive disabilities
- Discussions with a national representative regarding the Strategic Education Plan and other national topics

Stay tuned for updates as the events approach for additional information. We hope to see you in at least one of these events. If you have any questions, please feel free to contact me.

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