



## LETTER FROM THE NRM PRESIDENT

Mid season always seems to bring a mix of emotions for those of us lucky enough to be involved in the teaching of snow sports. The February blahs, the excitement that comes with a major storm after weeks of little new snow and all sorts of other things seem to evoke strong emotions in us all. Not the least of these for me is what's happening with PSIA-AASI and NRM, the organizations I'm so much a part of.

I say "a part of" because I've chosen to involve myself in it at all sorts of levels at one time or another during my 44 year career in ski teaching. Now please understand that back at the beginning of that career

it took more than a bit of convincing by others, as well as some education, before I realized what the benefits of being a member of such an organization could be. As one of my early mentors, Barry Bryant put it, "Certification (there were no levels back in the days when rocks were soft) is a key to many doors. You just have to decide which one or ones you want to open." To mention a few, there's the performance door, the technical/tactical door, the teacher/clinician door and so on. There are many, many more. Now let's jump ahead a bit in time.

I now have a meeting facilitation and mediation company. It's come about based

on a skill set that I developed while working in the snow sports industry, specifically the teaching for and management of snow sports schools and skier services throughout the country. Building training programs, developing departments and negotiating at all levels was part and parcel of what I did. Much of the base knowledge for what I do now outside of the ski business came from events and people within PSIA and its divisions. This was education and experience beyond what is found in a classroom, as I solidified my knowledge with actual experience.

My point is that I know an education from PSIA is a path to possibilities and can be used in preparing for a life's work both within and outside the ski industry. At this stage in my career and particularly at this point in the season as my emotions and my passion surfaces a bit more than usual, I hope to encourage and guide others who may be deciding whether or not to join our organization or what direction to head within it.

To quote Glen Plake (yes, that Glen Plake), a newly minted Level 1 alpine member, "You can't evolve without being involved." So take a few moments and think about the possibilities that can come from being a member. Take everything you can from the experience. Take your emotion, turn it into a passion for learning and use that knowledge and experience to chase whatever it is you want in life.

Michael Patrick Hickey  
PSIA-AASI NRM President  
PSIA-AASI National Presidents Council  
Chairman

---

### in this issue

- Mid-season Chair Reports | Interski Reviews | Spring Event Calendar
- NRM Board of Directors Election Info & Candidate Statements
- and more

## PSIA/AASI-NRM OFFICERS, DIRECTOR & CHAIRS

### President

Michael Hickey

### Vice President

Shannon Griffin

### Treasurer

Sara Smith

### Secretary

Jennifer Guenther

### National Board Representative

Eliza Kuntz

### Executive Director

Turi Hetherington

### Adaptive Chair

Diana Proem

### Alpine Chair

Christine Baker

### Assistant Alpine Chair

Jim Anderson

### Children's Education Chair

Jill Imsand

### Freestyle Chair

Matt Larson

### Nordic Chair

Stewart Chumbley

### Snowboard Chair

Stephen Craig

### Snowsports School Mgmt. Chair

Bonnie Hickey

## PSIA/AASI-NRM BOARD OF DIRECTORS

Shannon Griffin

Jennifer Guenther

Steve Hill

Neil Johnson

Sherrie Nevill

Sara Smith

Greg Sponseller

## OFFICER, DIRECTOR & CHAIR CONTACT INFO

Jim Anderson  
Bridger Bowl  
406.223.1921  
andersons\_mt@msn.com

Christine Baker  
Big Sky Resort  
406.570.0983  
cbaker@bigskyresort.com

Stewart Chumbley  
Big Sky Resort  
406.599.5287  
stewartchumbley@gmail.com

Stephen Craig  
Bridger Bowl  
406.600.4072  
snowsoil@hotmail.com

Shannon Griffin  
Bridger Bowl  
406.581.8773  
shannonchristinegriffin@gmail.com

Jennifer Guenther  
Big Sky Resort  
406.570.8467  
jen.guenther@yahoo.com

Turi Hetherington  
NRM Office  
406.581.6139  
info@psia-nrm.org

Bonnie Hickey  
Bridger Bowl  
406.556.5662  
ssdirector@bridgerbowl.com

Michael Hickey  
Bridger Bowl  
406.539.3505  
mike49skis@aol.com

Steve Hill  
Whitefish Mountain Resort  
406.250.0854  
skihd@live.com

Jill Imsand  
Big Sky Resort  
406.539.3222  
jilljuliet@hotmail.com

Neil Johnson  
Big Sky Resort  
thecholson@hotmail.com  
406.600.3008

Eliza Kuntz  
Red Lodge Mountain  
406.446.2610 ext 110  
snowsports@redlodgemountain.com

Matt Larson  
Big Sky Resort  
406.570.7930  
captmhobie@hotmail.com

Sherrie Nevill  
Red Lodge Mountain  
406.445.2228  
snowgofast@yahoo.com

Diana Proemm  
Eagle Mount Bozeman  
406.570.1630  
diana@dpphoto.net

Sara Smith  
Snowbowl  
406.531.1402  
ssmithsjc@aol.com

Greg Sponseller  
Big Sky Resort  
406.531.0475  
gregfishski@gmail.com



The Northern Rocky News is published twice a year by PSIA/AASI-NRM and the PSIA/AASI-NRM Education Foundation. Members are encouraged to submit articles and photos. Educational articles earn three credits. Letters to the editor and response to

articles are also encouraged. Content can be sent to [info@psia-nrm.org](mailto:info@psia-nrm.org)

**EDITORIAL POLICY:** All submissions will be edited for content, clarity, accuracy and to fit available spaces. Not all submissions are guaranteed inclusion. Ad rates are based on \$200/page.



## MY TRIP TO INTERSKI 2011

By Stew Chumbley, NRM Nordic Chair

The conference started with 2,000 ski instructors gathering at the bottom of the demo slope for introductions of the organizing board and the participating nations. As the procession advanced, I sipped on a gluvine while standing next to what seemed like the majority of the Finnish delegation. Small fish in a big pond. Despite this feeling, I was standing with the largest group of people that enjoy and do the same thing that I do; love and teach skiing. Introduced in alphabetical order, each country was given a half a minute to ski down the lit demo slope. It is amazing to me how much these countries practice synco skiing - pretty cool at least for a few runs. As you are aware, the USA is at the end of the alphabet. Our demonstration team skied down in their tennis ball colored uniforms representing us well.

The following days were filled with indoor sessions and outdoor presentations. Each country offered clinics each morning. I was lucky enough to ski alpine with the Swiss Team member Alex. Our group of 18 took off and we learned the ins and outs of the Swiss system. Those Swiss are very smart; clinics started with being handed a bar of swiss chocolate and ended with a gluvine apres on the hill. The remainder of the week I spent on my pins skiing with the German, Finnish, British, Kiwi and Cana-

dian Telemark demonstration teams. Wow what an experience! Germany presented their system of final forms and controller system for teaching skiing. With this presentation they focused on how they teach children telemark skiing by showing us with a live children's lesson. The Finnish were very into the team approach of teaching skiing in their presentation; camaraderie within the lesson and how to capitalize on these relationships. The New Zealander's really must ski some challenging snow as their presentation focused on the tactics for skiing tough snow. Finally the Brits bribed us with Drambuie and taught us how to use the different tasks to teach telemark. The specifics of all of these clinics, I am sure, can be found on the snowpros.org. What really stood out was skiing with folks with different styles and different ideas about teaching. We usually took these conversations to the Krazy Kangaroo for a beer apres. I found that our telemark demonstration team truly represented us well on the national stage, especially with their forethought and presentation on rocker technology.

The fun did not end after skiing. Apres is a huge aspect of the European ski culture. Along with this there were evening parties on the streets of St. Anton, involving many games of the Tyrol such as bobsled push, snowball target practice, hammer and nail and two maned lumberjack saw race. The

party of the week was hosted by the Hungarian team, which fortunately is sponsored by a vineyard. Imagine 800 people jammed into a small tent most in ski boots dancing to the music of a DJ.

Well, I hope this is a slight picture into what Interski 2011 was all about. It was an amazing way to see European ski culture and share one of the things I enjoy so much with a bunch of people who do as well.



**Check out Interski videos, photos and online discussions in the  
PSIA-AASI Member Community  
[www.TheSnowPros.org](http://www.TheSnowPros.org)**



## ALPINE CHAIR REPORT

By Christine Baker, NRM Alpine Chair

It is hard to believe we are half way through the season, yet here we are enjoying higher than average snowfall (and remembering what lower than average temperatures feel like). I would like to take this time to share a little about what your Alpine Education Staff worked on at Fall Fest, give an update on events this season thus far and look a little into the future.

Fall Training for the NRM alpine staff and staff in training (IT) was successful. All groups (examiners, clinicians and ITs) had time with National Alpine Team members Jeb Boyd or Nick Herrin as well as time to work as individual teams. Skiing with Jeb helped me remember how motivating it is to talk, ski and share ideas with someone new. Learning different ways to present topics and skills and playing in and out of a slightly different skiing image can get the creative juices going and really set the tone for a great season. Also at Fall Fest we had a new track – Area Clinicians. This new group, geared for Level 3 instructors who are clinicians at their home areas, grew to seven participants the first morning of the

two-day session – up from two at registration. The group skied with examiner coach, Dave Casto. We are excited to continue this new, high-level track.

Since Fall Fest we have led a myriad of events at a wide variety of ski areas. We had enough participants to run two Level 2 Prep Clinic groups at Red Lodge as well as two at Bridger Bowl. Our road shows to Sleeping Giant, Maverick Mountain, Showdown and Discovery had smaller than anticipated turn out, but were a great opportunity to visit, ski and share ideas with more of our membership – a goal we all realize as very important and sometimes challenging in our large geographical area. Our ed staff came back singing praises of great hospitality and fun times from these events. There were many road show highlights including all of the Level 2 prep participants from the Red Lodge event going to dinner together both nights under the always gracious and hospitable guidance of Eliza Kuntz. Tom Marshall also spoke highly of the hospitality at Maverick and Showdown. Thank you to all hosting mountains!

The Yellowstone Club hosted its first and hopefully not last PSIA Event – DCE Mid-season Training. Your ed staff revisited themes from the fall – having our “core” move in a way that enables us to manipulate the ski at all points in the turn and being able to explain those movements in a variety of ways, reaching all learners. Our focus at mid-season was to tie those ideas to our skills concept of balance, edging, rotary and pressure as well as our “dirt” model of duration, intensity, rate and timing of movements. Are we able to clearly communicate the skills we are asking our students to use? Are we keeping in mind the effect we want the skis to have on the snow? Thanks YC for two wonderful days!

Looking ahead, our clinician team is tackling an issue that member ski areas have brought up – exemplary guest service throughout the whole area to capture and grow dedicated participation in our sport. In that vein, the clinicians are developing a presentation and handout for next year’s Fall Fest as a resource for our membership.

I hope everyone has a wonderful, safe and fun second half of the season. Thank you to everyone who has led, attended and in any way supported events we have had so far. I encourage you to participate in our remaining events as well as to consider traveling to a ski area in our division where you don’t normally ski – for an event or just for fun. If you travel to one of our smaller areas for an event, you may find small group sizes and increased individual attention.

Cheers to blue bird powder days,  
Christine



### Spring NRM Alpine Schedule

Mar 26-27	Level 2 Exam	Red Lodge	Apr 14-15	Level 2 Exam	Big Sky
Mar 26-27	Level 3 Exam	Red Lodge	Apr 14-15	Level 3 Exam	Big Sky
Apr 1	Ridge Tactics	Moonlight Basin	Apr 16-17	Clinician Hiring Event	Big Sky
			Apr 18-19	Examiner Hiring Event	Big Sky

# SNOWBOARD CHAIR REPORT

By Stephen Craig, NRM Snowboard Chair

As “halftime” of our snow sport season whizzes by, I want to give a hearty thanks to all of you who have attended events in our division. For those of you who are newly certified level one members, congratulations and welcome aboard the AASI-NRM ship of educational fun. To all of our returning Level 1, 2 and 3 members, thank you for your continued dedication.

It’s not too late to obtain educational credits: the first Steeps Camp will be held at Bridger Bowl in March. Whether you have a desire to improve your tactics in steep terrain or just want to explore the infamous ridge, this clinic is for you! Avalanche beacons are required and a limited number of rentals are available through the Bridger Rental Shop.

Check out these important dates for the second half of the AASI-NRM season:

- Feb 24 Registration deadline for inaugural Steeps Camp at Bridger Bowl
- Mar 1 Level 2/3 Workbooks due

# FREESTYLE CHAIR REPORT

By Matt Larson, NRM Freestyle Chair

The NRM Freestyle program is hungry for participation. We started strong with the East Road Show in January. Enthusiastic feedback from participants has reinforced the need for Freestyle Education. As most of us are not requested for freestyle-specific



- Mar 15 Level 2/3 Exam study questions posted on [psia-nrm.org](http://psia-nrm.org) (to be utilized as “chair” questions during the exam)
- Mar 10-11 Steeps Camp at Bridger Bowl
- Mar 25 Registration deadline for Level 2/3 Exam at Moonlight
- Apr 8-10 Level 2/3 Exam at Moonlight Basin

Hoping for a rewarding and safe finish to your season,  
Stephen

lessons, we all have had students who have expressed interest in sliding a box or learning to hop off the snow. The better educated we are as snowsports professionals, the better prepared we are for those who want to give something a quick try.

The FS1 (Freestyle Specialist 1) was scheduled at Terry Peak on the 25th-26th of February. Due to low registration we had to cancel the event. There is the possibility of holding the event at Big Sky before the season ends. For any of you who are on the fence and had thought about signing up, stay tuned. The FS1 prepares you for coaching any beginner-level freestyle lesson with a foundation of safety. Download the workbook and study up. The FS1 is also helpful in preparing those who are looking to attain their Level 2 and 3 certifications as there are freestyle components for passing.

Also, ProPark 4 is scheduled for Monday, February 28th at Great Divide. This free event is an opportunity for snowsports instructors, freestyle coaches, and local shop pros to collaborate, network, and improve their skills in a minimally intimidating environment, as Great Divide will be open only for event participants. All levels of Freestylers are invited. Register on the PSIA-NRM site [www.psia-nrm.org](http://www.psia-nrm.org)

The Iron (Fe = Freestyle Educators) Team staff are ready to go for any areas looking for Freestyle Education. We will travel to you. Check out the Iron Team on Facebook to see what we have been up to.

Enjoy the rest of your season, and we hope to see you on the slopes.

**BREAKING NEWS (no pun intended):  
ProPark at Great Divide has been  
canceled due to lift closure. We'll keep you  
posted on a potential reschedule date.**

# NORDIC CHAIR REPORT

By Stew Chumbley, NRM Nordic Chair

PSIA-NRM Nordic had a strong start with a crew representing NRM at the Mountain States Rendezvous. Our participation was well appreciated. During this visit I was able to put my head together with PSIA-I Nordic Chair Mike Shimp about ways in which we can work together to offer more nordic clinics. We discussed ways in which our processes differ and how we both would like to make them interchangeable. We both will be working on this as we move through the season to the off season.

NES teams had productive training. NES cross country worked hard on their score card. Excitement has been created in Northwest Montana by team member Brenda Winkler. We have heard buzz about folks wanting more up in her neck of the woods.

I would like to thank

Ralph Thorton for his years of service as a member of the NES team. Ralph has decided to gracefully retire. Please help me in thanking Ralph.

To date our enrollment has been slow. NRM had a great turnout at the Seeley Lake Level I Cross Country. Despite this excitement we had to cancel multiple Nordic events due to low enrollment. Look to the spring for another date for the Level 2/3 Cross Country Exam. Please let me know if there are needs for events.



Join us in Snowmass April 4-9, 2011 for PSIA-AASI 50/50. Celebrate and honor in true Nordic fashion by dropping knees, pushing off of an edge, kicking and gliding, and raising a glass to free heels!

As part of PSIA-AASI's 50/50 celebration, you will join a posse of Tele'ers and XC skiers from around the country for free-heeled fun and camaraderie. The clinics will focus on the topics that the Team is bringing from Interski. Team members will be fresh from this international instructors' convention with new ideas and perspectives from other skiing nations and their nordic communities to share with participants.

- Learn about topics that were shared by the PSIA Nordic Team at Interski
- Learn about skiing in the various member countries and hot topics that they are focused on
- Improve your own skiing while skiing with members of the PSIA Nordic Team as they discuss teaching strategies and skiing techniques
- Guided on-snow and informal indoor sharing of new ideas, innovations, and learning brought back from Interski
- Ski on demos and trade skis to gain personal experience for a discussion regarding attributes of newer rockered equipment

Hope to ski you there!

## CONGRATULATIONS NEW LEVEL 1 MEMBERS

### ALPINE

Applewick, Steven H.  
Arbour, Angela E.  
Bale, Larry  
Benzel, Cody W.  
Berkstresser, Sara  
Blaker, Aaron J.  
Boland, Maggie  
Bouchier, Joe  
Burke, Ian D.  
Cadry, Jeff D.  
Cahalan, Regina G.  
Chase, Travis  
Counter, Renae L.  
Curet, Sarah F.  
Dahl-Davis, Jens  
Dalman, Ben E.  
Eddy, Chelsea  
Favara, Cynthia  
Fitzgerald, Mary G.  
Fleming, Erik  
Foley, Bradley  
Furlong, Nicholas M.

Garel, Alison L.  
Gay, Hunter D.  
Glick, Adam M.  
Hageman, Lee R.  
Hill, Allen C.  
Hill, Stuart A.  
Hudson, Kirk  
Jakob, Emily  
Jones, Gordone E.  
Kelleher, Kelsey L.  
Kellogg, Cynthia L.  
Klinger, Laura A.  
Koser, Jay D.  
Marcus, Blake B.  
McGeorge, Tom  
McKenna, John P.  
Melville, Richard  
Miller, Nathan  
Monroe, John J.  
Monroe, Lydia C.  
Monroe, Mary G.  
Nelson, Karen  
Palmer, John R.  
Patterson, Maggie

Patterson, McKayla R.  
Peterson, Ann  
Phillips, Alex C.  
Pisle, Scott J.  
Reynolds, Sean P.  
Shaw, Evan  
Shiverdecker, Megan D.  
Short, Brock D.  
Smilek, Christopher  
Smith, Rachael K.  
Sperry, Alyson  
Spyke, Dustin L.  
St. Peter-Blair, Katelin  
Stergar, Dave  
Taylor, Josh  
Torrens, Christa  
Towler, Shawna  
VanErt, Sondra  
Ward, Jim L.  
Warren, Allison L.  
Watson, Kathryn S.  
Wohlfeld, Karen  
Zowada, Suzanne

### SNOWBOARD

Bergeson, Sajiarose K.  
Berkstresser, Sara  
Bond, Jedediah D.  
Britton, Amanda  
Buchanan, Jake  
Chap, Peter  
Dansie, Tythan L.  
Darlington-Smith, Teal E.  
Denner, Sarah E.  
Edelman, Adam I.  
Egbert, Nicholas C.  
Ek, Karina E.  
Ferron, Shawn  
Gilsoul, Spencer M.  
Gorder, Megan  
Gough, Kenny  
Grant, Steve  
Hagood, Brian T.  
Hart, Gelert K.  
Helm, Michael R.  
Janney, Eliza  
Johnson, Ursula

Korslien, Alan J.  
Pullen, James P.  
Roche, Emily M.  
Sanchez, Eric  
Simonson, Daniel J.  
Sylvester, Erika S.  
VanLeuven, Courtney  
Whaley, Ben  
Williams, Melissa  
Wilson, Eden

### CROSS COUNTRY

Opel, Jessie M.  
McGrew, Mike  
Laird, Bridget  
Hennekens, Jenny  
Dunham, Ryan  
Colucci, Kathleen  
Carim, Kellie J.  
Bertsch, Kerry NTRY



# NRM NATIONAL REP REPORT

## Making Connections with the National Board of Directors

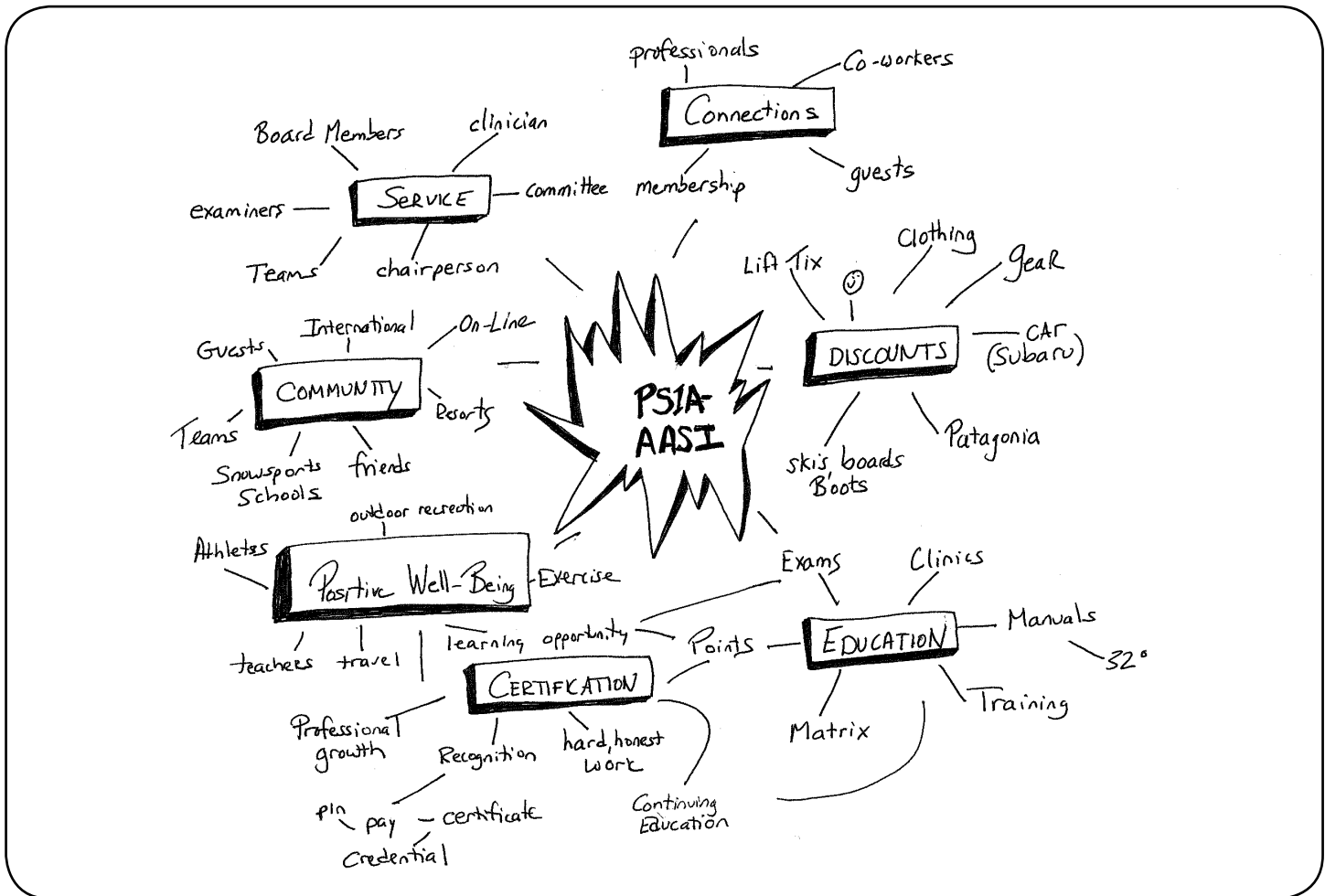
By Eliza Kuntz, PSIA-AASI NRM National Representative

I meet many new and potential members every season and the question I answer the most is, "Why should I join PSIA/AASI?" I want to dedicate a little white space to answer that question for some and affirm personal reasons for others.

First of all, did you know that our PSIA community extends not only throughout the USA, but several countries to include over 30,000 members? All those great deals we get from suppliers are becoming greater every season with 40 suppliers signed on this season to provide a positive partnership with PSIA/AASI membership! That means the deep discounts are a huge benefit for your membership. Branding is also a vital part of what PSIA/AASI should mean to you. Those logos/shields have meaning when placed in resort brochures, on your certification pins, on your meeting area signage and on the bumpers of your Subaru. *SKI magazine* even dedicated its latest issue to the importance of "going with a pro" and Glen

Plake has recently completed his Level 1 certification and Daren Rahlves is in the process. This all helps in marketing yourself as a professional who has reached a certain credential, which will mean more business for you as an instructor. And to top it all off, it's PSIA/AASI's 50th birthday and the 50/50 Celebration is on tap for Snowmass in April and will be the biggest bash the organization has ever seen. Check out [www.TheSnowPros.org](http://www.TheSnowPros.org) for details!

Making connections is a large part of what we do not only in our snowsports profession, but in our lives. In answering the big question of "What can PSIA/AASI do for you?" I challenge you to search out that answer by using PSIA as your trigger word in a spider web. All of you Children's Specialist (CS1 and CS2) out there are familiar with the process, but if this is new to you, I suggest you reference page 108 in the *Children's Instruction Manual*. I easily filled a full page of everything PSIA/AASI has done, or can do, for me and I encourage all of you with full spider webs to connect your experiences with new and prospective members.





**You reign at Subaru.**

**Save up to \$3,300 on a new Subaru.** Thanks to your PSIA-AASI membership, you'll get nothing less than the royal treatment when you buy or lease any new, unused Subaru at special VIP pricing. That could mean a savings of \$1,300 - \$3,300 off MSRP\* (depending on model and accessories) plus any applicable incentives. Before you visit the dealer, login at [www.TheSnowPros.org](http://www.TheSnowPros.org) and click on "Pro Offers" for all the details. If you have questions, you can also call the PSIA-AASI member services specialists at 303.987.9390. Subaru and PSIA-AASI—the kingdom is yours, your majesty.



2010 Outback 2.5i Limited



2009 Impreza WRX STI 5-door



2010 Forester 2.5X Premium



# NRM SPRING 2011 EVENT CALENDAR

REGISTER AT [WWW.PSIA-NRM.ORG](http://WWW.PSIA-NRM.ORG)



Dates and locations are subject to change, check the NRM website for updates. If you don't see what you want on this list you can create your own clinic. To do so the following criteria need to be met: Five members interested in the same clinic on the same date at the same location. Prices for ed clinics (not exams) are approx \$65/person for a one-day clinic (6 credits) and \$110/person for a two-day clinic (12 credits).

## ALPINE

Mar 26-27	Level 2 Exam	Red Lodge
Mar 26-27	Level 3 Exam	Red Lodge
Apr 1	Ridge Tactics	Moonlight Basin
Apr 14-15	Level 2 Exam	Big Sky
Apr 14-15	Level 3 Exam	Big Sky
Apr 16-17	Clinician Hiring Event	Big Sky
Apr 18-19	Examiner Hiring Event	Big Sky

## NORDIC

Mar 5-6	Telemark Level 1 Exam	Lost Trail
Apr 11-13	Telemark Level 2/3 Exam	Big Sky

## CHILDREN'S ED

TBD	Children's Specialist 2	TBD
-----	-------------------------	-----

## FREESTYLE

TBD	Freestyle Specialist 1	TBD
TBD	Freestyle Specialist 2	TBD
TBD	ProPark*	Great Divide
Mar 21	Freestyle Hiring Event/Team Selection	Big Sky

## SNOWBOARD

Mar 10-11	Steeps Camp	Bridger Bowl
Apr 8-10	Level 2 Exam	Moonlight Basin
Apr 8-10	Level 3 Exam	Moonlight Basin

\*The Freestyle ProPark event has been canceled due to lift closure/maintenance. Check the website for a potential reschedule date.



### Event Registration Policy

Registration is open up to two weeks prior to event start date. Payment is due two weeks prior to the event start date. A \$50 late fee applies to payments within two weeks of event start date. If payment is not received by the event start date, registration will be canceled and individual will not be allowed to attend event.

Registration within two weeks of the events start date is on a space available basis and will not be guaranteed. If participant numbers have not reached maximum, registration may be allowed and will incur a late registration fee (\$50).

### Minimum and Maximum Participant Numbers and Policy:

The minimum number of participants for an event is five. If there are fewer than five individuals registered for an event two weeks prior to the event, the event may be canceled or rescheduled.

The maximum number of participants is ten for educational clinics and eight for exams. If registration numbers exceed these maximum numbers an additional clinic/exam groups may be created provided the new group numbers meet minimum number requirements.

### Cancellation & Refund Policy

Should cancellation become necessary seven days or more before the event, your registration fees will be refunded less a \$10 cancellation fee. Within seven days of the event half of the registration fee will be refunded. No refunds will be given if requested on the day of the event or later. All requests must be made directly to the NRM office.





# PSIA-AASI NRM Board of Directors Election 2011

There are five (5) candidates running for two (2) open seats on the PSIA/AASI Northern Rocky Mountain Board of Directors. Once elected, the new board members will take office at the spring 2011 board meeting and serve a three-year term.

Ballots will be mailed to all eligible voters before the end of February. Ballots must be returned (postmarked by) to the NRM office by March 31, 2011. Results will be announced mid-April.

### Current Board of Directors and Term Expiration Date

Shannon Griffin	6/11
Jennifer Guenther	6/12
Steve Hill	6/13
Neil Johnson	6/11
Sherrie Nevill	6/13
Greg Sponseller	6/13
Sara Smith	6/12

In addition to the election of two board members, the following officer and chair appointments will take place at the spring board meeting:

- President
- Secretary

- Children’s Education Chair
- Nordic Chair
- Snowboard Chair

Details on responsibilities and eligibility can be found in the NRM Bylaws and NRM Rules and Regulations (links available at [www.psia-nrm.org](http://www.psia-nrm.org) on the NRM BOD page).

As an organization we are only as strong as our membership. Additional volunteers willing to share their expertise and contribute to the success of NRM are welcome. If you have experience with accounting, human resources, fund raising, marketing, writing, photography, graphic design, web design, legal services, or other fields, we encourage you to get involved. Help grow and improve NRM and uphold our vision and mission:

Vision: Inspiring a lifelong passion for the mountain experience.

Mission: We support our members, as a part of the snowsports industry, to:

- Develop personally and professionally
- Create positive learning experiences
- Have more fun

## CANDIDATE STATEMENTS:

**Please review the following statements submitted by each candidate prior to voting:**



**ANTHONY BROWN**

I would like to take this opportunity to introduce myself to the membership of the division, and express my interest in running for the board of directors of NRM.

My name is Anthony Brown (more commonly known as Tony). I have been involved in

the ski industry off and on since the late 1970’s. I learned to ski at Teton Pass west of Choteau, MT, where I grew up. I worked at the ski area while in high school. I was introduced to many different aspects of ski area operations from teaching skiing to lift maintenance to grooming and road maintenance. This is where I was really bitten by the ski bug. I moved to Bozeman in 1983 and went to work for Marrienne Pence and Larry Merkel at Chalet Sports where I stayed until 1990.

I finished my bachelor’s degree in 1993 from Arizona State University in Wildlife Conservation Biology. I started my construction company in 1994. My company has done business in three states in the last 16 years. In 2006-2007 I took on a custom home that consumed my winter. I did not ski at all that winter. That spring I decided I would never spend another winter that did not include skiing. I went to work at Bridger Bowl the following winter.

I have the ability to work with others, particularly people from divergent backgrounds. I like to include as many points of view as possible before making decisions. This is the way I build consensus. I think PSIA -NRM is one of the best organizations I have dealt with. The division leadership is very aware that the members are the division. I look forward to helping the members make our division and national organization even better!



**STEWART CHUMBLEY**

Hello my name is Stew Chumbley and I would like your vote for the PSIA-NRM Board. I have worked hard for NRM for the past three years as the Nordic Chairperson. I have also contributed on interdisciplinary projects and policies that have helped the division grow. Some of these projects are the

NRM Road Show, Rules and Regulation revisions, staffing policies and job descriptions. I have also worked on collaborating with PSIA-Intermountain on Nordic events and curriculum. As a board member I hope to continue to create excitement about the mountain experience. My goal is to bring out what our division does best, "fun events." With this focus and a responsible business plan PSIA-NRM will continue to succeed. Please vote for me.

Thanks,  
Stewart Chumbley BSN, RN  
NES, DCE-IT, Children's Ed Team, Nordic Chair



**SHANNON GRIFFIN**

To my fellow NRM members, Once again I am throwing my name into the hat for the Board of Directors. Every year my passion and love for skiing and instructing increases. Through both failures and success in the certification process and through working with people of all ages

and backgrounds my life has become richer and my confidence has grown. I am indebted to all those who have helped me along the path, from Examiners and Clinicians to fellow ski instructors at my home mountain as well as those at other mountains.

For the past two years I have had the privilege of serving on the Board, working on all sorts of projects for the Division, and serving as the Vice President for the past year. I have truly enjoyed being able to serve the members and would love to continue to represent the NRM members on the Board.

Thanks for your consideration,  
Shannon Griffin



**TRAVIS HEWITT**

In my twelve years of being a professional ski instructor, I have achieved joining the DCE IT program, I am a staff trainer at my home mountain where I have been for nine years, Intermediate freestyle trainer accredited, as well as, a freestyle

DCE and lastly acquiring CS2. I have also watched the Northern Rocky Mountain Division change for the better. I would like to become a bigger part of the division to reach an even higher standard within the industry. My vision is to integrate all of the mountains within the division to achieve better communication and continue moving the division in the right direction.

Best Regards,  
Travis Hewitt



**HEIDI MAIER**

Snowsports Professionals,

My name is Heidi Maier and I am "throwing my hat into the ring" for a seat on the NRM Board of Directors. I have been an active member of PSIA-NRM since 1998 when I earned my Alpine Level 1 at Terry Peak SD. From that time I have worked my way through the NRM division, not only at Terry

Peak but also, Garmisch Germany, Big Mountain Montana (when it was still part of our division), and finally to the Yellowstone Club. I am currently an alpine level 3, adaptive level 1, snowboard level 1 certification. I also work as a trainer at the Yellowstone Club working with the other instructors of our training team through the DCE-IT program.

Being a member of the same division since I have started ski instructing has given me a vision for where we could go in the future. As a member of the NRM Board of Directors I will bring fresh ideas to the table. By working together within our division through training events and communication I am positive we can make this a stronger division.

I am hard working and want to make NRM work for you.

Thank You!  
Heidi Maier

**Watch your mailbox for the  
NRM 2011 Election Ballot  
postcard and please vote!**



## WHAT ARE YOU DOING IN 2011?

### THE PSIA-AASI 50/50 CELEBRATION!

Snowmass, CO April 4-9, 2011

You, your family, and your friends are invited to join PSIA-AASI in Snowmass, CO, for the biggest party in the history of snowsports instruction. This massive celebration includes six days of parties, powder, eating, drinking, singing, reminiscing, skiing, riding, learning, sleeping, spa-ing, and whatever else it takes to throw down in the name of five decades of instruction past and decades yet to come.

Visit [www.TheSnowPros.org](http://www.TheSnowPros.org) for the latest pre-event info.

THIS PARTY HAS BEEN 50 YEARS IN THE MAKING.



[www.TheSnowPros.org](http://www.TheSnowPros.org)

# CHILDREN'S ED CHAIR REPORT

By Jill Imsand, NRM Children's Ed Chair

So far this season we have done three half-day clinics at Fall Fest and a Children's Specialist 1 (CS1) credentialing event at Fall Fest as well. All were well received. Matt Larson led a CS1 at the Terry Peak Road Show event which was also well received. Matt also lead a one-day clinic at Sleeping Giant associated with the Road Show. We canceled the Showdown kids clinic and the Discovery

clinics from lack of sign-ups.

There is a CS1 scheduled at Bridger Bowl February 17-18 with Eric Scheckleton that is finishing up this week.

We are looking into having a Children's Specialist 2 (CS2) near the end of the season, which we will attempt to schedule in the next couple of weeks.

## FROM ST. ANTON TO SNOWMASS

By Peter Kray, PSIA-AASI Special Projects Editor

Do you ever have that feeling that you are pooling in the middle of some perfect eddy in the flowing river of time? As if all of the exciting innovations and revolutions that you missed or stood on the outskirts of will cycle by again if you wait for them?

I have had that feeling a lot now since the 2011 Interski Congress in St. Anton. Especially with regard to how interesting it was to hear and see the ever-expanding influence of the Skills Concept and student-centered teaching all being discussed in the birthplace of modern ski instruction. Throw in the advent of rocker, and the incredible interchange of information, and it was tangible, that sense of three separate eras conjoining to create something new all their own.

I felt it when I got off the phone with Bud Keene, the former head coach of the U.S. Snowboard Team, whom I interviewed about his role in the early, formative years of snowboard instruction. After thanking him for sharing an hour of stoke and insight, I looked down at my desk to see the Winter 1991-92 issue of *The Professional Skier*—the precursor to *32 Degrees*—with a cover shot of "PSIA Snowboard Team" member Ray Sforzo ripping up a bluebird day at Vail Mountain.

I imagine it was the first snowboard cover *The Professional Skier* ever ran—a sure sign of the sport's growing impact, as well as PSIA's (and later AASI's) role in helping get snowboards accepted on America's mountains. More parallels were to be found in the pages, where for anyone following some of the sad news in the Northwest of late, there was an excellent piece on the dangers of tree wells. As well as a serendipitous Saranac gloves ad, featuring a certain Mr. Glen Plake, who just a few weeks ago earned his Level I alpine certification.

Mostly, though, I have been feeling this overwhelming sense of past, future, and NOW! converging because of the upcoming 50/50 Celebration in Snowmass, Colorado. Not only were PSIA's founders visionaries because of the depth and versatility of the organization they created in 1961—which is obviously key to the celebration!—but seven years later, in the case of Bill Lash and Curt Chase especially, they were also visionaries for hosting the 1968 Interski Congress in Aspen.

I'm not sure who in the U.S. would host an Interski now, what with the costs and logistics and need to close off your best base

slope for two weeks as a demonstration run. And how, judging from the amount of ordinance in St. Anton, you could blow a mountain town's budget for the next 10 years on fireworks alone. So the fact that PSIA hosted the world here already, then began to influence the world so quickly in the following decade, does add even more depth to the sense of homecoming.

It feels as if all of those ideas and advancements that took flight in the '60s are being given the stage to take flight again. As if once the adventure of American snowsports instruction started, then it could never ever end.

Here's to April in Snowmass.

- Pete Kray

*Photo: Cesar Piotta "Nordic Team Member David Lawrence leads a group at Interski 2011 in St. Anton, Austria*



# STRETCHING: A GOOD IDEA!

By Audra Bintz, AASI NRM Ed Staff

I'd like to touch on a topic I feel is worth mentioning in our newsletter: Stretching. Making a habit out of stretching deeply enriches your life in numerous ways. As devoted outdoor enthusiasts, however, we tend to focus more on cardio and strength training to achieve our goals. Those are the two components that people idealize as things that increase personal performance. Well, good things come in threes; cardio strength...and stretching. Muscles inherently go for longer, are stronger and do all those things you want them to do, when stretched and cared for properly.

Stretching has a plethora of benefits. Some of those benefits, I will touch on here. My favorite type of stretching is yoga. Although there are many different types of yoga, I enjoy Vinyasa yoga, which is a general yoga practice with a variety of sequences that involve breath-synchronized movement. I also enjoy Iyengar yoga, which focuses on bodily alignment and Ashtanga, which is a faster paced, flow yoga, also known as power yoga.

Stretching your muscles releases the lactic acid (which causes stiffness, tension, pain and fatigue) that builds up with muscle use. Yoga increases the range of motion in joints as well as keeping them lubricated. This helps the joints stay supple and flexible. Yoga also stretches the soft tissue of your body, including ligaments, tendons and the fascia sheath that surrounds your muscles.

If you stretch consistently enough, you will experience a sense of ease throughout your body. Your movements will become more fluid and effortless the longer you continue your practice. These benefits will show through in all areas of your life, not just on the slopes. I stretch a minimum of 10-15 minutes everyday, though I try to go for 30-60 minutes. The time I spend stretching throughout the day is determined by how I'm feeling and what poses/routine/path I want to take. Longer time is optimal for a deep stretch and workout. Shorter time is generally focused on individual muscle group maintenance. I have noticed a big difference after stretching consecutively for two weeks and longer.

With increased strength and flexibility comes better posture, on and off your sliding device. Yoga increases your body awareness. You become more aware if you have bad posture and are more likely to correct your body positioning. It also helps your movement on the slopes become more precise and technical. Your perception of where your body is in relation to your edge and the slope becomes more natural and stable.

Yoga also expands lung capacity by deep, mindful breathing, helping improve physical endurance and concentration. Deep breathing stimulates a relaxation response instead of a stress response (fight or flight). It helps us get our minds focused on how we are feeling and may even improve our moods. I know that when I take time to stretch in the morning before going to work in Snow Sports School, I have more energy and am way more enthusiastic about my job and my life than when I just roll out of bed and barely make the bus to get to work on time.

So, if you are looking for ways to improve this season, I recommend trying to squeeze in some stretching time somewhere in

your busy schedule. There are some great yoga books out there as well as local classes. I must admit that I first started doing yoga with an old book my Mom used in her younger years. It's called *Richard Hittleman's Yoga: 28 Day Exercise Plan*. Essential yoga for the housewife, but don't let that scare you. I find it truly beneficial, as it enhances my grace and balance. It got me used to routines, proper breathing techniques and progressions.

I also enjoy *Yoga, the Iyengar Way*, by Silva, Mira & Shyam Mehta as a reference guide to my practice. *Pain Free*, by Pete Egoscue is also a good read for anyone who prefers minimal pain or is dealing with pre/post surgery conditions. I also recommend utilizing the various yoga studios and classes available around Bozeman and Big Sky. I can't say I've

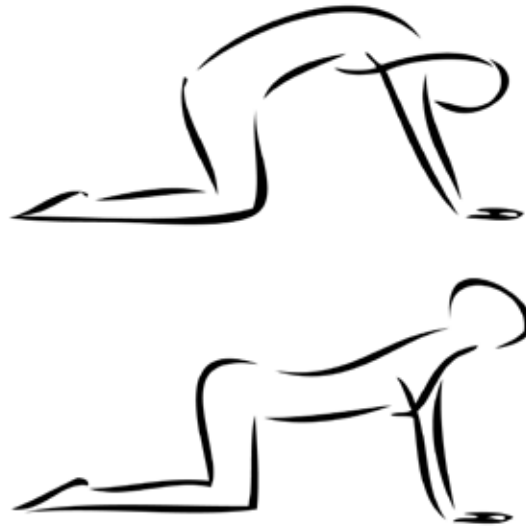
been to any classes here in Bozeman, because I wasn't here much this summer, though last season I did take some yoga classes at the Wellness Center in Big Sky. They were all pretty good. Home practice is good because you can learn at your own pace and get a good foundation for classes. I like classes because then I don't have to think about what I'm going to do, I just do what the instructor tells me.

Here are the fundamental rules for stretching:

1. Always go into stretch slowly.
2. Never bounce.
3. Always come out of stretches slowly.
4. Never Pain. Any discomfort needs to be gone in 10-15 seconds.

If not, consult a therapist.

Stay well hydrated, meaning consume water - no substitutes. Be careful. Listen to your body. Think with your head. Don't do anything that causes sharp pain or discomfort. Move with your breath. Be aware.



Here's a good stretch to get you started!

Cat - Cow stretch - Increases spinal flexibility, strengthens abdominal muscles and coordinates smooth flexion and extension in hips, spine, shoulders and neck.

1. Start on all fours, bringing your wrists underneath your shoulders and your knees underneath your hips.
2. Think of your spine as a straight line connecting the shoulders to the hips. Try visualizing the line extending forward through the crown of your head and backwards through your tailbone.
3. Let the neck be the natural extension of your spine.

On an inhale:

1. Curl the toes under.
2. Drop your belly.
3. Take the gaze up toward the ceiling.
4. Let the movement in your spine start from the tailbone, so that your neck is the last part to move.

On the next exhale:

1. Release the tops of your feet to the floor.
2. Round the spine.
3. Drop the head.
4. Take the gaze to the navel.
5. Repeat the Cat - Cow Stretch on each inhale and exhale, matching the movement to your own breath.
6. Continue for 5-10 breaths, moving your whole spine.  
After your final exhale, come back to a neutral spine.

Stretching is the ideal solution to injury prevention. Strong healthy muscles are less prone to injury; they also heal faster when taken care of. Some of this seems obvious, but how many of us really take the time to stretch? If we keep our bodies supple through the season, there is less chance of things snapping, straining, spraining and breaking. Believe me on this one, stretching will do you a world of good.

Happy shredding!

- Audra B

### Success...

**Success is sweet: the sweeter if long delayed and attained through manifold struggles and defeats.**

*A. Branson Alcott*

**Nothing can stop the man with the right mental attitude from achieving his goal;  
nothing on earth can help the man with the wrong mental attitude.**

*Thomas Jefferson*

**Keep steadily before you the fact that all true success depends at last upon yourself.**

*Theodore T. Hunger*

**If we all did the things we are capable of, we would astound ourselves.**

*Thomas Edison*



**YELLOWSTONE CLUB**

Join the Snowsports team at the world's only private ski and golf community in Big Sky, Montana. Yellowstone Club Snowsports is accepting applications for winter 2011/2012 for the following positions:  
PSIA Level 2 and 3 Certified Ski Instructors  
AASI Level 2 and 3 Certified Snowboard Instructors  
Full time, part time, and holiday help.

YC Snowsports offers paid training, ski pass reimbursement, and competitive compensation. Applicants will be asked to attend a hiring clinic at the YC in April 2011, dates TBD. Please apply at [www.yellowstoneclub.com](http://www.yellowstoneclub.com) under 'Career Opportunities'

Want to advertise in  
the NRM Newsletter?

Contact Turi at  
(406) 581-6139 or  
[info@psia-nrm.org](mailto:info@psia-nrm.org)

PSIA/AASI-NRM  
P.O. Box 11392  
Bozeman, MT 59719

*"Snowsports instructors inspiring a life long passion for the mountain experience."*

*Just one stay and you'll see what makes us*

**SUPER!**

## **Belgrade/Bozeman Airport**

6450 Jackrabbit Lane | Easy on/off Inter 90 Exit 298 | Belgrade, MT 59714 | (406) 388-1493

Free SuperStart® Breakfast | Free Wireless Internet | Free Long Distance Calling | Indoor Pool, Hot Tub, and Fitness Center

## **PSIA/AASI Members Receive a 20% Discount**

Offer good from November 1, 2010-May 1, 2011. Must be a current PSIA/AASI member to qualify. Valid only at the Belgrade Super 8 (#3219).

*Destination Super*™

SUPER8.COM | 1.800.800.8000

WYNDHAM | REWARDS™

Operated under franchise agreement with Super 8 Worldwide, Inc. All Super 8 hotels are independently owned and operated.

