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32 DEGREES

THE JOURNAL OF PROFESSIONAL SNOWSPORTS INSTRUCTION | FALL 2012



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COVER SHOT: It's just another grinding day at work for Kelly Coffey, a freestyle specialist on the PSIA Alpine Team. Photo by Ryan Bregante.

Trust in Experience, Instincts, and Coordinates

By Eric Sheckleton

PSIA-AASI Chairman of the Board



One of my favorite family activities, besides skiing and snowboarding, is geocaching—which involves using a GPS unit to locate hidden containers that fellow geocachers provide clues and coordinates for online (see geocaching.com). My daughters love it because it turns a simple hike into a treasure hunt.

There are more than 100 geocaches in my home area of Bozeman, Montana, and around 2,700,000 worldwide. Best of all, geocaching is free if you own a GPS.

Bear with me; I do have a point... actually a series “waypoints” for PSIA-AASI members to consider. The other day, while working on some geocache courses that Big Sky Resort will use as a fun way for folks to explore the mountain, I realized that geocaching offered a lesson for students, instructors, and even leaders.

THE POWER OF PERSEVERANCE

The GPS will guide you within about 20 feet of the cache. From there you have to rely on your senses, experience, perseverance, and gut instincts. Your eyes can certainly help you pick up on a log that looks out of place or a strange pine cone hanging in a tree. Caches are rarely easy to spot, but it does get easier with experience. You learn where to look first and how to organize your search. Even so, I wish I had a dollar for every time my daughters ask “Can we just give up already?” It takes perseverance to pause and look over the same area from a different perspective to see if there is something you missed.

The other tool we have is our gut—which can be a help or a hindrance. Sometimes, you have a sense of what you you’re looking for based on the terrain, the cache name, or some other bit of data. It just gives you a feeling that it may be in a tree, versus under a rock. More

often than not, though, relying on your gut too early and not using the evidence in front of you can lead you in the wrong direction initially. You start focusing on where you *think* it should be, disregarding the evidence in front of you.

Now relate these concepts to our students. They come to us, often expecting instant improvement. We give them

It takes perseverance for students to continue to explore these movements, rather than fall back into old habits...

tools to improve and steer them in the right direction. Hopefully we have given them some way to identify success through their senses. We usually do this by providing experiences that help them explore movement patterns, relating them to performance and guiding their practice so the experiences take hold.

It takes perseverance for the students to continue to explore these movements, rather than fall back into old habits—especially when we are not there to guide them. The hope is that we will have made enough of an impact *during* the lesson that they continue to hear our words, translate them to the sensations, and find their gut instincts telling them what is right and not-so-right long after the lesson is over. However, if these

experiences are not cemented, students can cling to aspects of the lesson out of context. In those cases, their gut can lead them in the wrong direction.

CHARTING YOUR OWN PATH

Another waypoint that comes to mind when considering geocaching in the context of snowsports instruction has to do with professional development. Many of us set goals for ourselves that involve certification. Personally, having achieved full certification in snowboard and alpine instruction, I have set my sights on the nordic side.

Like geocaching coordinates and clues, there are many resources that help guide us in our efforts to achieve the next

step in our snowsports careers. Manuals, videos, clinicians, and examiners offer advice and insight. However, success comes only through our efforts between clinics (and between pages in a manual). The best clinician in the world is of little value if there is no dedication to work between sessions.

I failed my first Alpine Level III exam, mainly because I didn’t focus on practicing what I’d learned in clinics. I thought I was ready and developed my own thoughts on what I was doing in my skiing. I felt the tasks were simply “tricks” to weed out the candidates, not understanding the specific movement patterns inherent in successful completion of the tasks. By exam day,

continued on page 117

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My First Time at National Academy

By Joe Moore

Skiing a very challenging mountain with members of the PSIA Alpine Team was a very positive experience for me this year at Snowbird,

Utah. I truly enjoyed my group, consisting of Karen, Dan, Marie, Jack, Larry, Steve, and Eric Lipton, an Alpine Team member. We had a lot of fun and worked on some good stuff, specifically:

- ◆ Releasing the old turn sooner and onto a flat ski before moving into the new turn,
- ◆ Working out of the ankles first (flexing and extending) and keeping the body appropriately countered so your hips are facing downhill, and



Joe Moore

Courtesy of Joe Moore

- ◆ Learning a relatively new concept—for me anyway: “Stroking the ski.” This involves pressuring the tips of the skis at turn initiation and allowing the pressure to move along the entire length of the ski as you move through the apex of the turn.

Coming from a small mountain in the East with 500 vertical, hardpack and ice are typically my conditions du jour. This was a huge opportunity for me to

ski a big mountain with steeps, off-piste terrain, and powder—and to have the benefit of being coached by the best.

What impressed me the most was being able to ski with seven team members from whom I kept hearing the same messages over and over. There had been times in the past when, after an event, I would be a bit confused reconciling instruction from one examiner versus instruction from another. This time there was clarity and consistent reinforcement

What PSIA-AASI Has Done For Me

Where would I be without PSIA? The organization has taken me from a never-been-on-skis novice to a PSIA-certified Level I ski instructor for Belleayre Mountain in only two short seasons. And I'll be shooting for the stars, or should I say the tops of mountains, for as long as I can ski.

After taking my very first lesson in North Carolina before moving to New York, I fell in love with skiing and decided to see how far I could make it in this sport. From then on, all of my learning has been completed at Belleayre. I very strongly believe that my learning curve was so quick because most of our instructors have received PSIA training, which provides a unified teaching method for the entire mountain. Yes, you may get slightly different takes on how to complete tasks, but the core concepts are the same.

As a result of this, I took a couple of lessons and saw the passion my instructors had for teaching. When I talked to them about my love for children, teaching, and the new interest in skiing, my second instructor recommended that I talk to the

head of ski school for Belleayre and inquire about teaching for our Kidscamp program the following season. Much to my disbelief, I was hired that day. I received two weekends of training and have since then been teaching. Yes, there are the difficult days, but at the end of each one if you have at least one child skiing down even the smallest hill with a smile—having the time of their life—it makes it all worth it.

Two weekends of training were nowhere near enough, so what better way to become a better teacher and improve my own skills than to go to the early morning clinics on the weekend and ski with the highest-trained PSIA instructors at the mountain? These instructors are extremely knowledgeable, are willing to learn from you, and are very successful at balancing improving your own personal skiing and improving your knowledge of how to teach the skills you are learning. PSIA has made it possible for us to have this high-quality education by presenting many opportunities for ski education throughout the year and making resources readily available to members online and in printed format.



Courtesy of Alison Chace

I am so glad to have an organization like PSIA to be a part of, and am excited to see what I can learn and what new skills I can teach my students—on and off the snow—in the upcoming seasons!

*Alison Chace
Belleayre Mountain, NY*



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YOUR SPACE

of the same simple principles, which, in my mind, meant that all the team members were on the same page. How refreshing!

On the hill in Utah, my biggest focus was managing pressure. I'm accustomed to skiing short, steep pitches on hard-pack snow, but being on a big mountain with steeps and off-piste, plus endlessly changing snow texture, really sent a chill up my spine. It often felt like riding an unbroken horse that's constantly throwing you in and out of balance. The more you tighten up, the worse it becomes as your tension interferes with your ability to respond appropriately to changing conditions. That's when I feel myself speeding and out of control. So here's what worked for me:

- ◆ Initiate turns early but with less edge angle.
- ◆ Shape the first part of turn with a little skidding.
- ◆ "Go out to come in," meaning transfer weight to the outside ski before moving to the inside (details to come).
- ◆ Keep your hips facing down hill, which really helps on the steeps.

For me to accomplish a carved turn on Eastern hardpack snow, I would simply move my center mass to the inside of the turn. My inside ski would engage first, and then the outside ski would engage as pressure increased through the apex. However in powder and off-piste, it's an entirely different story. When I applied the same tactics, I found myself in trouble. My inside ski would start tracking away from my outside ski, which was when the light bulb came on. That's when Alpine Team member Jim Schanzenbaker advised me to "go out



Julie Shipman

to come in" and it started to make sense to me. "Go out" refers to transferring weight to the outside ski first, and "come in" refers to moving your center mass to the inside of the new turn. By doing this, the outside ski slices through the powder or crud, allowing the inside ski to be easily steered to match and support the outside ski.

I highly recommend the National Academy experience for all skiers, but especially those who come from small mountains and don't have the benefit of skiing powder and off-piste. It was only on a big mountain that I was able to apply many of the skills that I had acquired through drills and demos in

exam settings—such as hop turns, hop to shape, and leapers.

No skills class can compare to being in a tight chute that's just a little wider than a ski width, and the only thing that will get you through is actually using those very moves. It's the best way to integrate skills and drills into real application.

Oh, and the seven Alpine Team members our group skied with were Bobby Murphy, Jennifer Simpson, Jim Schanzenbaker, Eric Lipton, Mike Hafer, Jeb Boyd, and Matt Boyd. ☒

Joe Moore is a PSIA-certified Level III alpine instructor in Eastern Division. He lives in Baltimore, Maryland.

REACH OUT IN 'YOUR SPACE'!

32 Degrees welcomes your views! Feel free to write a letter to the editor, opine on a topic near and dear to your heart, or submit an essay on "What PSIA-AASI Has Done for Me." Submissions to the Your Space department may be sent by fax (in care of 32 Degrees) to 303-987-9489, by e-mail to 32Degrees@thesnowpros.org, or by conventional mail to 32 Degrees, 133 South Van Gordon Street, Suite 200, Lakewood, Colorado, 80228. Please include your full name, address, and daytime telephone number.



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EXTENSION CUES

In Matt Boyd's article "Take Extension Cues from Racers" (Spring 2012), he presents an argument for how the racers "move their center of mass forward and downhill through edge change." However, there are a few issues with his argument as well as a couple of misleading statements. First, at the end of the first paragraph, Boyd states that "the foot of the bent, inside leg is behind (emphasis mine) the corresponding hip." This is anatomically impossible with the hip flexed to the extent shown in the photos. Then, the often-used phrase "release of the energy built up in the old turn . . . the result is a boost in forward momentum and therefore, speed." This goes against basic physics.

Let me address the key issue: How does one move the center of mass (CM) forward and downhill? To move the CM in any direction requires external force acting in that direction on the CM. Similarly, to increase speed (and, hence, momentum, not the other way around) we need an external force aligned with the velocity vector (sorry for the technical term). Now, the only external forces acting on the skier are gravity, ski/snow interactions, and air drag. In the context of the article, the ski/snow interaction forces are relevant and what we do with our bodies to manage those forces. The essence is this: To move the CM in any given direction (other than what gravity wants to have happen), a component of the ski/snow interaction force must exist in that direction.

Looking at the article's photos, we can clearly see that Kjetil Jansrud is more effective in getting a greater "push" from the snow (the required external force) in the direction he wants to go. The key is in photos 2 and 3. From the positions shown in photo 1, neither racer can effectively use the snow to create a force in the "forward and downhill" direction. In photo 2, we see that Jansrud has allowed his old inside ski to move to the outside of his CM (or, more accurately, moved the edge of that ski so it is more under the CM), thus creating a platform from which he can extend (push off as seen in photo 3) to provide a force from the snow to his CM, moving it in the desired direction. In photo 3 we also see that Ted Ligety has not yet moved his old inside ski to where any extension will result in a force "forward and downhill." By the time Ted's ski is where he can "push off" effectively (between photos 3 and 4) it is too late. This difference of when the push-off occurs accounts for Jansrud's advantage, not just the simple action of "extension."

Incidentally, this analysis also highlights the fact that we should be concerned with the direction of movements in addition to D.I.R.T. [duration, intensity, rate, and timing] as discussed in another article on movement analysis in the



Photo 1



Photo 2



Photo 3



Photo 4

Photos by Paul Buzzi

same issue. I hope these comments help illuminate what needs to happen if we desire to "move the CM forward and downhill" above and beyond what gravity and momentum will already do for you.

*Juris Vagners
Lake Wenatchee, WA*

The difference in the approach used by Ligety and Jansrud in this one transition comes from a difference in line rather than technique. Jansrud is in a higher line, either by choice or accident, and therefore has an opportunity to rise a bit more in the transition. Starting the new turn from a higher place allows for more acceleration down the fall line and might explain his apparent gain. He may also experience a little less friction getting into the new arc.



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Ligety chooses a lower position in the crossover, probably because he lacks time and space between the arcs. However in photo 4 he has risen almost to the height of Jansrud, and looks a lot like Jansrud in the preceding photos. Jansrud also appears to be a larger person.

There is nothing in the laws of physics that would support an increase of speed resulting from a skier rising to a taller stance. There is no “boost in forward momentum.” Actually, getting taller increases wind resistance and slows the skier. Nor is there a “release of energy built up in the old turn.” There is no big rubber band as in a sling shot, or a bent archer’s bow. Yes, coaches have been saying these things for years. Sorry, there is simply momentum (mass times velocity), at any moment, that changes constantly due to line and friction. It is probably more useful to think only of speed, because the skier’s mass does not change.

While it is true that our students, in fact all skiers, can benefit from keeping their derrieres out of the back seat, I think that comes more of adopting a more forward stance in general than from radical leg extensions. Except when skiing bumps, the typical flexion in skiers’ legs amounts to only a few inches. That is the amount allowed by the flex of the ankles in the ski boots while staying in balance over the feet.

Ski racing can offer some insight into recreational skiing, but we have to remember that racers try to *maximize* speed while recreational skiers try to *manage* speed. There is a big difference.

*Patrick Hunter
Carbondale, CO*

I enjoyed Matt Boyd’s excellent article but am confused about his statement at the end of the first paragraph which states “the foot of the bent inside leg is behind the corresponding hip,” referring to photo 1. It seems to me that the hip of the bent inside leg is behind the corresponding foot, which would be in keeping with the opening sentence of the article (“If you stand in your ski boots and squat down, bending both your legs, you’ll notice that your hips will be behind your feet”). Thanks for the article.

*Bruce J. Lewis
White River Junction, VT*

Matt Boyd responds: This article was not intended to describe or suggest racing technique, but to use images from racing—where athletes are forced into tactical choices—to help our membership see the difference between two movement patterns. The timing of the extension and control over how much each joint extends can help our membership see, understand, and feel how the body moves through transition to maintain balance. I’m flattered that people read the article closely enough to catch the typo regarding the position of the foot behind the inside hip. Thanks to those that pointed it out. As seen in the photos, the hip is clearly behind the foot.

THE HEELSIDE SLIP

With regard to “Set a Solid Foundation with Beginner Heelside Slip” (Spring 2012), my question is why focus on heelside slip and neglect the toeside slip? Why not just call it sideslip and introduce both at the same time? Not all beginners are more comfortable with the heelside. A select few prefer the toe. Might it be preferable to get them going on both edges from the start?

Perhaps the article did consider treating each side of the body equally, as one learns in yoga, but you lost me at the headline.

*Richard Haase
Intervale, NH*

THE WANDERING HAND

I had the distinct pleasure of skiing with Michael Rogan at the Killington Min Academy earlier this year. After a couple of warm-up runs he asked, “Hey Mike, do you want to see what you ski like?” I was thinking “no” but said, “Yea sure, what the heck.” After a half a run of dodging a variety of preseason obstacles, we pulled up and Michael asked, “What do you think?” I responded that I thought his impression was a bit on the generous side. He asked if I noticed his left hand. I said that I hadn’t, so he demonstrated again. This time I responded with “Oh, that hand thing.”

Since that encounter I have tried for the last three months to tame that wandering hand. At times it felt as if my hand was possessed by some alien entity. At other times it was as if someone had grabbed my ski pole and was trying to wrestle it from my grip. It was so weird that such a simple adjustment was making me crazy. I don’t remember the number of correct movements it takes to develop muscle memory, but after three months I have finally made progress. Now both my hands feel like they belong to the same person.

The moral of this story is that it takes time, persistence, and patience to develop muscle memory. This is true no matter how simple or how complex the new movement pattern is. To experience this, one needs only to try brushing your teeth with your opposite hand.

*Mike Racz
Stratton Mountain, VT*

CORRECTION

In “Observing the Facts: Movement Analysis on the Hill” (Spring 2012), John Wiltgen’s title was incorrect. He is a trainer and instructor at Beaver Creek, not the trainer manager. Stacey Gerrish and A.J. Jones share that role for the resort.



For more letters to the editor please log in at TheSnowPros.org and access “Web Extras” on the *32 Degrees* page.



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LINEUP

Crockett, Merriam, and Ertl Receive Educational Excellence Awards

Three remarkable instructors—Linda Crockett, Dave Merriam, and Katie Ertl (pictured at right)—received PSIA-AASI's prestigious Award for Educational Excellence at April's National Academy event. The honor recognizes exceptional members who, over the years, have authored PSIA-AASI educational materials and contributed significantly to the educational direction of PSIA-AASI.



NEWS OF NOTE

Fall Conference Will Focus on Cert Standards

Looking to strengthen even further the certifications and credentials that help make for consistently high-quality snowsports lessons throughout the country, PSIA-AASI is hosting a Fall Conference to focus on its national certification standards. The conference takes place October 25–28, 2012, at Copper Mountain, Colorado.

The primary objective, said PSIA-AASI Professional Development Manager Earl Saline, is to establish a consistent interpretation of the national certification standards across the association. Representatives from each division will participate in training sessions led by PSIA-AASI Team members and other subject-matter experts involved in creating and maintaining the standards. Activities will include on-snow skiing and riding standards through Level I, II, and III—along with indoor work and training sessions.

Each category of board-approved national certification standard—Alpine, Snowboard, Adaptive, Adaptive Snowboard, Cross-country, and Telemark (as well as Children's Specialist and Freestyle Certificate Programs) will be represented at this event. "This is a great opportunity to come together face-to-face and build a strong foundation of

consistency and understanding of the standards across divisions," said Saline. "This consistency will, in turn, lead to stronger quality assurance in the application of the standards within the divisions as Fall Conference participants share their training with others in their home division."

Adaptive Snowboarding Now a National Certification

The evolution of adaptive snowboard instruction got a boost this summer when the PSIA-AASI Board of Directors approved the 2012 AASI Adaptive Snowboard Certification Standards and conferred national certification status upon the discipline.

A core group experienced with adaptive snowboard programs developed the standards with input from divisions offering adaptive snowboard credentials and others involved with adaptive programs. These standards—as well as all PSIA-AASI certification standards—are available on the PSIA-AASI website (TheSnowPros.org).

"The board approval recognizes adaptive snowboarding as a part of AASI and those individuals that have put their heart and soul into adaptive snowboarding," said Earl Saline, PSIA-AASI Professional Development Manager. "Several individuals and divisions led the charge in developing these programs. Their dedication to provide snowboarding opportunities for all is a testament to their

passion for riding and commitment to PSIA-AASI."

In other news on the adaptive snowboarding front, AASI released its *Adaptive Snowboard Guide* as a complimentary download available on TheSnowPros.org. For more on this development of this innovative curriculum piece, see the article on page 96.

Allard, Ellis End Long Board Tenures; Souther Starts His

The PSIA-AASI Board of Directors Meeting in June marked an association milestone for past PSIA-AASI President Ray Allard and Alaska Division Board Representative Bill Ellis, as each concluded a term of devoted service on the board that spanned from 1997 to 2012.

Allard, who had served as Eastern Division's executive director before joining the national board in 1997, was the vice president of operations and vice president of communications (positions now known as treasurer and secretary, respectively) before taking the reins of PSIA-AASI as its president and chairman of the board for two terms (2006–10). Among his many accomplishments were his contributions as operations vice president, his role in support of the association's manuals—including *Core Concepts*—and his leadership during the administrative split between PSIA-AASI and National Ski Patrol.

PSIA-AASI chairmen attend national board meetings in a non-voting capacity

for two years after their term expires, and the June meeting was Allard's last in that ex-officio capacity.

The June 2012 meeting was also the final national board meeting for Bill Ellis, who has served as Alaska Division's representative for the past 15 years. Prior to joining the national board, he was Alaska Division's treasurer. While on the national board, he served as executive vice president and was a member of the Children's Task Force. He counts among his most important contributions his liaison role with various specialty elements of the association's education efforts—most notably in the realms of children's, nordic, and adaptive instruction.

On July 1, Warren Souther became the Alaska Division Board Representative. Certified at Level III in cross-country, telemark, and alpine—and Level I in adaptive—Souther is a clinician/examiner and has served several leadership roles in Alaska Division—including board vice president, nordic chair, and certification/education chair. In addition, he is the editor of the division's newsletter, *The Arctic Turn*. In other news, the board ratified another term for representatives Bill Beerman, of Eastern Division, and Peter Donahue, of Rocky Mountain Division. Donahue will also continue to serve on the association's executive committee as secretary.

↑ HOT



Gibbon Slacklines

Slacklining. From the Super Bowl halftime show to the Summer Teva Mountain Games, slacklining is hugely popular right now. Exciting, affordable,

and easy to start, it's a super fun way to improve your balance before you get back on snow.



Rossignol

Frontside rocker. Reverse-camber technology is hitting the main stage this year, with loads of new

skis and snowboards that make it easier than ever to hold an arc in hardpack conditions—which is where the vast majority of lift-served action takes place. (See page 86)



The 2012-16 PSIA-AASI

Teams. Energized, innovative, and ready to help

steer ski and snowboard instruction into the future, the new Alpine, Snowboard, Nordic and Adaptive Teams kick off a new term of turns this year. Meet them on page 40.

↓ NOT



iStockphoto

Getting stuck in a workout rut. Run, bike, and hike all you want, but don't forget to challenge

your core, and your sense of equilibrium, too. Yoga, stand-up paddling, and, yes, slacklining, all help round out your dryland menu.



iStockphoto

Holding onto your old carving board(s). Working hard on the hardpack really isn't that cool—

especially if you don't have to. Which is a great message for beginners, intermediates, and experts everywhere.



Sherrri Hartin

Thinking you can't make a difference if you aren't a PSIA-AASI Team member. Every

instructor knows that each day

presents a new opportunity to make a difference in someone's riding, in a class, and in the association, too.



iStockphoto

Snow Dances!

It's never too early to throw a good pre-season party, see all your friends,

and get stoked about how much snow is going to fall!



iStockphoto

Winters with subtitles.

After all of the La Niña and El Niño qualifiers, it would be nice to just have plain old "winter" this year.

Clinic-ing. The best way to get ready to teach is to look at what you'd like to improve yourself. And nothing's better than an early-season clinic to get your full focus back on snow.

Not being ready to have a great year.

We hope everyone has the best winter ever, in their teaching, and in their personal endeavors as well.

REASON TO GET EXCITED: WEBSITE GETS EXTREME MAKEOVER

PSIA-AASI MEMBERS ARE NOW IN FOR A MORE ROBUST ONLINE EXPERIENCE AT THE-SNOWPROS.ORG. RE-LAUNCHED IN TWO PHASES—ON SEPTEMBER 5TH AND 17TH—THE SITE HAS AN ENGAGING NEW LOOK AND BOASTS GREATLY IMPROVED FUNCTIONALITY AND FEATURES, INCLUDING:

- ONE-TIME, E-MAIL-BASED LOG-IN
- ENHANCED SITE LAYOUT/NAVIGATION
- STREAMLINED EVENT REGISTRATION
- NEW ACCOUNT/MEMBER PROFILE PAGES
- MORE CURRENT NEWS AND INFORMATION
- EASIER ACCESS TO COMMUNITY AND FRIENDS
- EASIER ONLINE RENEWAL (PHASE 2)
- BETTER ONLINE SHOPPING (PHASE 2)

SO CRUISE ON OVER TO THE-SNOWPROS.ORG AND GET CLICKING!

WIN!

Where Do You Read 32 Degrees?

PSIA-AASI member Rick Steiner writes: “The winter that never happened in the East resulted in an early closing of Jiminy Peak Mountain Resort, where I am a PSIA-certified Level I Alpine, Level I Adaptive, and Children’s Specialist 2 full-time instructor. Not letting free time go to waste, my wife was able to snag a last-minute deal on a river cruise of three countries and four rivers, starting in Austria and terminating in the Netherlands. To stave off skiing ‘separation anxiety,’ I brought along my spring 2012 issue of 32 Degrees as we wandered through Europe by ship and by foot—although I would have much preferred to have skied the snow-laden Alps that were so close and yet so far.”

He continues, “At our last stop in Amsterdam I came across a kindred spirit...yes, a horse. From what I could understand, given I neither speak horse nor Dutch, this beautiful



animal had a passion for winter, having grown up in the northern climes of Europe and now finding himself in one of the flattest countries on the planet. He was excited to see my 32 Degrees magazine and I was more than willing to talk shop with this steed who could once again dream about the mountains and the snow—even if for a short time before returning to his occupation of pulling tourists around in a carriage on cobblestones. Even horses can dream.”

For sharing this poignant tale with us, Steiner will receive a \$25 gift certificate to the PSIA-AASI Accessories Catalog. The horse, unfortunately, will get bupkus. If your travels take you and your 32 Degrees to distant lands, take a photo and regale us with the details at lineup@thesnowpros.org.

SPONSOR SPOTLIGHT

HEAD

LOCATION: Boulder, Colorado




YEARS IN THE BIZ: 62

WEBSITE: Head.com; Head’s pro purchase program can be accessed via the member login at TheSnowPros.org.

WHY THEY ROCK: HEAD rocks because PSIA Alpine Team member Eric Lipton, Lindsey Vonn, Julia Mancuso, Ted Ligety, Bode Miller, & Simon Dumont think so!

WHAT YOU MAY NOT KNOW: HEAD relocated to Boulder, Colorado, in August 2012. The company is (likely) the most improved manufacturer for test results among the various magazine tests. As an Official Supplier, HEAD is growing with PSIA-AASI and understands the need for instruction as a vital component of growing our sports. HEAD is also a major supporter of Learn to Ski and Snowboard Month, in conjunction with PSIA-AASI, to support the future of the snowsports industry.

LOCAL RIDE ROOM TALK

	NAME/ CREDENTIALS	MEMBER SINCE/ DIVISION	GOAL FOR THIS SEASON	ADVICE FOR THE NEW INSTRUCTOR	MUST PURCHASE THIS SEASON	BEING A MEMBER OF PSIA-AASI MEANS . . .
	Chris Whalen Attitash Mountain Resort, Bartlett, NH Alpine, Snowboard, and Telemark Level I	1986 Eastern	Level II in all disciplines	This is actually work. Take it seriously!	Wooden name tag! Logos burned in . . .	Access to education and ways to improve the ski experience.
	Anne E. Mattack Alpine Valley Instruction Center, White Lake, MI and Mt. Brighton Snowsports School, Brighton, MI Alpine Level III, Children’s Specialist 1	Originally 1982, then rejoined in 2005 Central	To gain more technical knowledge	You have to keep things moving and FUN!	New boots that have the soles canted on the correct sides this time!	I’ve committed myself to becoming the best instructor that I can be. I have all of the resources available to me—from education materials to top instructors & examiners that help me reach my goals!
	Nick “The Pirate” Nastase Timber Ridge, Gobles, MI & Boyne Mountain, Boyne, MI Alpine Level I	2003 Central	100% customer satisfaction—to exceed everyone’s expectations!	Find the best instructors; watch & learn from them.	More shiny/ sequin fabric for helmet covers.	Being part of a team that shares ideas, knowledge, and tips so individuals are better skiers & riders; hence better instructors.

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Courtesy of Megan Spurkland

PRO FILE

MEGAN SPURKLAND

PSIA Nordic Team

What led you to cross-country skiing, and how did you become a ski instructor/coach?

I started skiing at a really young age, maybe 3 or 4 years old, out with my parents around our homestead in Homer, Alaska. I got into racing in fifth grade; there are pictures of me racing in huge downhill ski goggles and Star Trek spandex suits. I went on to ski on a great team at Whitman College in Washington. It was fun to race for a Division III school because we could be serious and really focus on academics while still racing all over the country.

I took up ski instructing in high school because we had a change in our coaching staff and I stepped in as a technique “advisor.” Then I began coaching again after college as an assistant coach to Homer High School.

Tell us a little bit about your work with the Homer Women’s Nordic club and your role as head coach and education program director.

I started a training group called Homer Women’s Nordic in 2008 to satisfy my desire to once again belong to and train with a group. When the group assembled I realized I would need to bring everyone to a similar technique and skill level, and thus began my great adventure running a large ski program. Every year I have learned how to do something better. It has been a really fun and changing journey. This past season I had over 40 women in the main training group, and another 40 in our beginner and intermediate clinics. The most challenging part of my role is making sure that the paperwork and organization involved in running a good program does not interfere with my personal time or training time.

How have you been able to stay active in the sport for so long, and what brings you back every winter?

Commercial fishing is what allows me to stay involved in cross-country skiing. I am in the thirteenth year of running my own purse seine operation in Prince William Sound, and so far it has supported me and my family and allowed us to volunteer during the off-season.

What brings me back every winter? I love organizing ski programs! I love being out in the sunshine or even in massive blizzards in the middle of the day. Alaskan winters are really dark and we don’t have lighted trails in Homer, so our practice is scheduled from 11 a.m.–1 p.m. every day. People go to work early sometimes in order to be able to come to practice. It is so healthy for our bodies and minds!

How did you get involved in PSIA-AASI, and—as a new member of the PSIA Nordic Team—what are you looking forward to most?

I had never heard of PSIA until I traveled down to Montana in 2005 to apply for a ski instructing job at Lone Mountain Ranch, and they said, “Well, your experience looks good. Where is your PSIA certification?” And I said, “My what?” In Alaska, cross-country ski programs are mostly run by volunteers and it is only recently that people started attending trainings or clinics on a regular basis, as far as I can tell. When I developed a group of coaches in Homer I realized that besides the learning that occurs during an exam, the huge value of a PSIA certification was that individuals were being told by someone other than me that they were good enough to be a bona fide ski instructor. That is a huge confidence boost and really helps people feel like they belong in an instructing position.

Being on the team will be a totally new experience for me, and I am really excited to be involved in developing an illustrated handbook for coaching kids in cross-country skiing. Not coming from a resort background, I didn’t realize until I got to the selection event what a FUN group PSIA is. I had this small epiphany—oh yeah, these are ski instructors! The fun, cool people that you pay to ski with! ☺



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Pete Wurster, owner of Unity Snowboards, becoming one with his creation. Gore Range, Colorado. JEFF CRICCO

Mary Jo Tarallo

LSSM DIRECTOR SPREADS THE LESSON BUZZ

Everyone knows that poor snowfall caused skier and snowboarder visits to plummet last season, falling to an estimated 51 million lift-served days in 2011–12 after a record 60.54 million visits the previous year, according to the *Kottke National End of Season Survey*.

But what they might not know is that lesson volume proved more resilient than the snowfall, dropping only 8.6 percent overall. Compared to the 14.6 percent loss in visits, lesson participation actually increased 7 percent.

Adding to the optimism for snowsports instructors, organizers of the annual Learn to Ski and Snowboard (LSSM) reported that the number of beginner lessons generated by the initiative rose to nearly 100,000 in 2012, up from 75,000 the previous year. *32 Degrees* sat down with LSSM Director Mary Jo Tarallo to see how the program is continuing to introduce new people to snowsports, despite the lack of help from Mother Nature.

32 Degrees: *Even with low snowfall across the country, LSSM continued to grow. What were the main reasons for that success, and what do you think it means for the industry overall?*

Mary Jo Tarallo: First, more people are hearing about LSSM because we now are going into our fifth season (2013). Resorts and some retailers are building it in more effectively to their marketing and PR efforts. It seems to be gaining credibility within the industry and consumers are becoming more aware of it.

The significant publicity surrounding LSSM helps all of us cut through the daily clutter of messages a consumer receives. Our messages are delivered on a local, regional, and national level with a fair degree of consistency so, hopefully, the idea of learning how to

ski or snowboard via lessons is starting to sink in with the consumer. And, we try to provide the resources that make it easy for a newcomer to get the necessary information for a quality experience.

Regarding the weather issue—some of our partners thought that the milder temperatures and minimal snow actually might have encouraged more beginners because it wasn't that cold and there was little snow on the roads. I don't think there is any scientific proof of that, but that's what some folks are saying.

32 Degrees: *What are the most effective ways to get more people to take lessons?*

MJT: Again, the key is making it easy for newcomers to get the information they need and making the learning experience pleasurable. Put yourself in the shoes of someone who has never skied or snowboarded. What do they need to know and how do they learn? Those in the industry who have mastered that concept are successful.

Presenting the learning offers in an appealing way and crafting approaches that really focus on the selected target audience also work well. Partners to whom I have spoken say that determining goals, objectives, strategies, and tactics—as they apply to a target audience—are most important. They also stress the importance of making sure the various departments at a specific resort—management, marketing/PR, and ski school—all are on the same page and that they talk to each other.



Courtesy of Mary Jo Tarallo

32 Degrees: *Now that some areas are starting to track these consumers post-lesson, what are they finding out about their rate of return visits and their potential economic impact on the industry?*

MJT: Park City is one of the best examples of a resort that is tracking and using the tracking information to build their program. Their LSSM program builds in a multi-trial approach and they have evidence that their plan works, as they have a high rate of return.

In general, industry research has shown that a consumer introduced to skiing or snowboarding at the age of 10 will likely spend about \$64,000 over his or her lifetime while someone introduced at the age of 24 spends less than \$20,000. It makes sense for resorts to try and offer learning programs for a younger demographic and many do.

32 Degrees: *Obviously ski and snowboard instructors are at the heart of this initiative. How do they continue to get even more involved?*

MJT: Instructors are indeed at the heart of LSSM. The goal of the program is to get children and adults to take lessons from professionals and not from their friends or family members.

A resort can be really effective promoting their learning programs, but if the actual experience isn't a good one folks likely won't come back. The instructor is at the center of that experience. Again, from partners' feedback, we know that coordination among the ski school, management, and marketing/PR is a very important step. Snowsports school

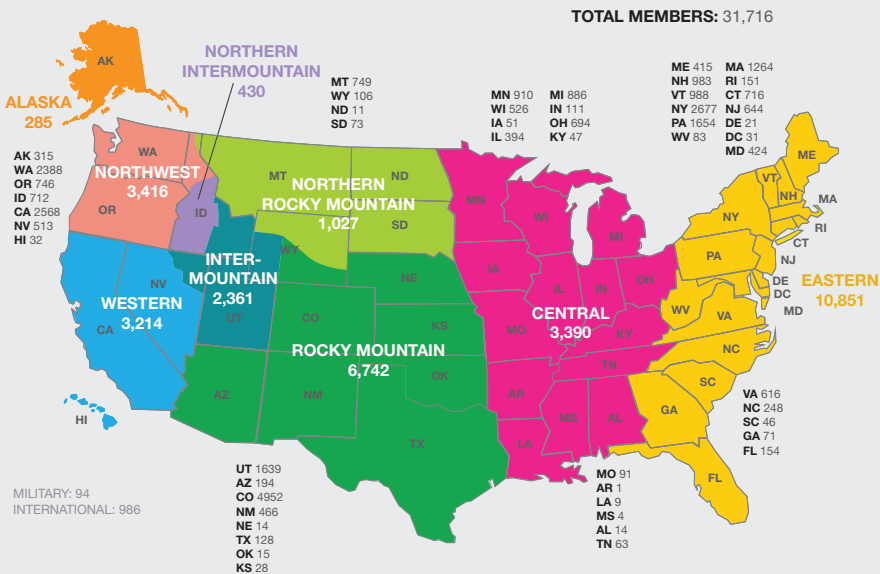
directors play an important role in making sure that happens.

32 Degrees: *What big plans are you developing for this winter?*

MJT: The newest element of LSSM is really not a new concept but a new approach. Most industry research shows that newcomers typically are introduced to a snowsport via a friend or family member. We are trying to capitalize on that with what we are calling "Bring a Friend."

We are creating communications tools for partners to use to promote their own Bring a Friend programs and we also are organizing what we are calling the Bring a Friend Challenge, with a micro-site that links with the original LSSM site. The idea is for current skiers and snowboarders to bring a friend or family member to a venue and help him/her sign up for beginner lessons from professional instructors. We will incorporate one of the PSIA-AASI messages, "friends don't teach friends." ❧

FAR-FLUNG MEMBERSHIP



How many PSIA-AASI members call *your* home state home? And how many are in the military or out of the country? Here's a quick glance as of June 30, 2012. *Note: Members' state of primary residence doesn't necessarily equate to division affiliation.*



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REACHING EXPERTS

POWER PLAY AT THE
JACKSON HOLE STEEPS CAMP

BY JILL ADLER

It'll be okay, I assured my ego. Go big or go home, right? That's what I thought as I lined up for the split in Cheyenne Bowl. Rarely are ski instructors met with a task that sends their stomach to their throat. In fact, as a 20-year member of PSIA, there are only two professional instances that really push me to walk the talk: A certification exam and the Jackson Hole Steeps Camp.

No matter how ripping you think you are, there's one mountain that puts us all in our place: Wyoming's Jackson Hole Mountain Resort. The mountain makes beginners pucker and experts seethe with adrenaline. So offering an instructors-only experience there is unlike any clinic you will ever take. It's the ultimate extreme playground and the two-day Steeps Camp is a one-stop shop of expert guiding, terrain, and tactical training.

"Jackson felt like they had a unique product with their regular steep camps and thought that it would [work] not only for skiing steeps, but teaching in steeps," said Bruce Keller, a Jackson guide and Intermountain Division education clinic leader. "The Jackson Hole Mountain Sports School asked PSIA Intermountain to add it to the calendar."

Of course, there are big mountains stretched across the U.S., but I'd argue that nowhere else do all the factors for that true big-mountain experience coalesce. At 2,500 acres, not only is Jackson Hole huge but it is steep and loaded with thigh-roasting vertical lines that drop nearly 4,200 consistent vertical feet.

Part of the beauty, too, is that attendees get to tail the best of the best like Keller. Contrary to Jackson's media persona, you're not guaranteed waist-deep powder when the camp goes off in January and February. You might have dust on crust, spring mush, moguls, ice, powder, or a combination of all the above. So it pays to have the camp staffed with only Jackson instructors as your clinicians.

Keller has taught at Jackson for 18 years. To say he knows the mountain is an understatement. He's a trainer, a backcountry guide, a heliski guide in Alaska, and a river guide in the summer. He's led these Steeps Camp groups for 12 years and he's filled with anecdotes, pointers, and constructive-yet-positive feedback that can't help but make a difference in your own personal skiing. "We go out and get into relatively obscure terrain that you wouldn't normally access without a local," said Keller.

AND SO IT BEGINS . . .

Our day begins with the meet-up. Twenty-two campers are divided among four clinicians. Most of us are from Utah, but the clinic is open to any PSIA-AASI member. We've come to play, to improve, and to take away lessons we can make relevant to our own students at our respective resorts. If you don't want to push yourself, you're in the wrong place.

"Jackson is just like Never Never Land for me," said Keri Oakes, a Deer Valley instructor. "The mountain and the scenery are so grand and ever-changing that it sometimes doesn't seem

real. Standing in the parking lot and looking up, the mountain seems amazing and indomitable. I can challenge and scare myself just enough that when I am safely at the base, I feel almost indomitable too."

Oakes joined the hard-charging group with me last year. This year, again, there would be the chargers who would ski top to bottom all day long, the slowpokes who would need extra love and attention, and then two middle groups who would be a mixture of the others. Last year, my clinician decided pain was the name of the game and—from 9:30 a.m. to 3:45 p.m.—we stopped once for a bathroom break and once for lunch. This year, with the weak-sauce early season, I wasn't feeling up to non-stoppers but that still meant that even in the middle group I'd be moving faster than I ever did in any other PSIA clinic.

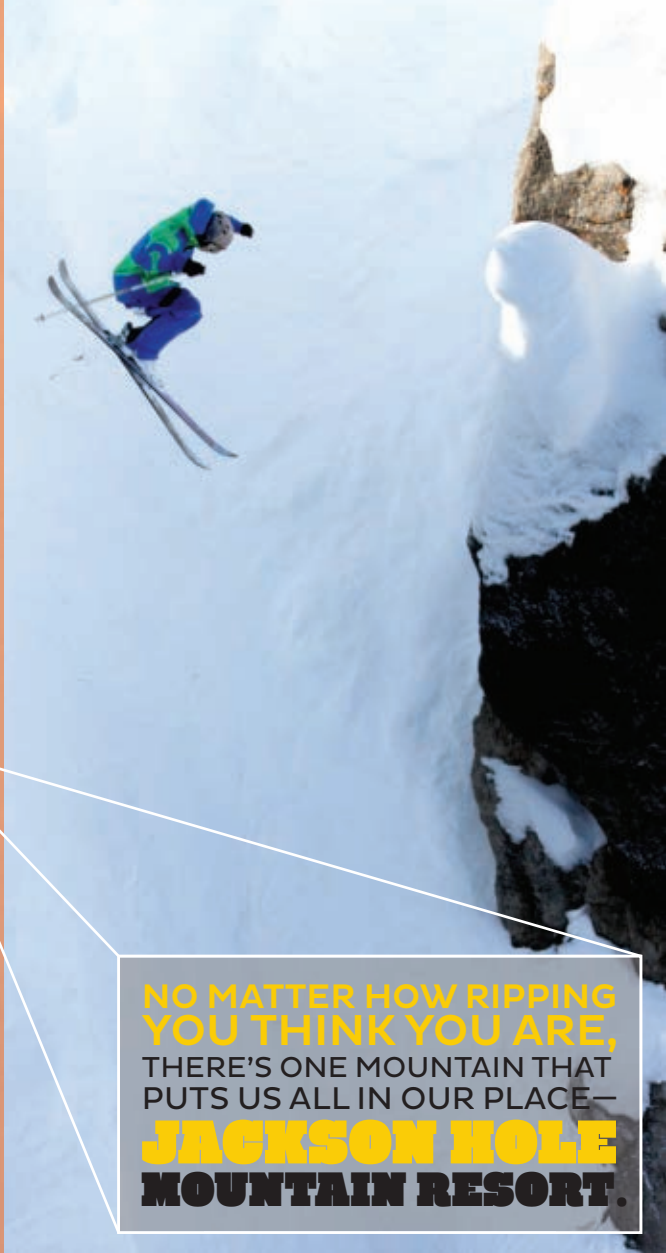
"The camp is based on skiing tactics, so it's a lot of skiing with great people and less standing around talking," said Oakes. "As a teacher, we spend so much time talking about skiing; it is so great to spend more time skiing."



Ryan Frettas

It didn't take long to feel the burn. The mountain was 100-percent open and bumped. The Steeps Camp, therefore, serves a multitude of purposes—it gets you in shape, gets you skiing off-piste, gets you skiing off-piste well, and, with its cold northwest exposure, it gets you away from your usual snow conditions.

We bee-lined for the Sublette chair and on to our first "theme" of the day. Keller asked, "What's the most important angle in steep skiing?" The answer isn't hips or ankles or knees. The angle is "us"—being perpendicular to the slope. That's the



NO MATTER HOW RIPPING
YOU THINK YOU ARE,
THERE'S ONE MOUNTAIN THAT
PUTS US ALL IN OUR PLACE—
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MOUNTAIN RESORT.

Ryan Frettas

SCOPE IT. SKI IT. FLASH IT.

Once we discovered our angles and directions, it was time to talk tactics. “Don’t be a poodle,” Keller said. In other words, take your skirt off and ski. But that doesn’t mean you forgo the prep.

The key to skiing steeps well, like any other terrain, is knowledge. According to our resident expert, every well-executed run requires three passes. On the first, you scope it. The second, you ski it, and the third, you flash it.

We rode Thunder to Elephant Tree, skied soft Wyoming snow up to our boot cuffs through tight pines, cut across to Paint Brush for more trees, and into Toilet Bowl for a funnel that focused on an exposed rock quarry. The trick was to set up with a high-side turn before entering the gut where the rocks were. Since we had scoped on the first run, we knew exactly where we had to be to avoid them. Unfortunately, we had a hard time “flashing” on the third run as the day became a total whiteout with a storm that had moved into the area. The next pointer from Keller addressed the issue of zero visibility—plant your pole as far down the hill as possible to tell what’s below you as well as to move in that direction. We couldn’t see sh*t but we kept moving. Damn, this clinic rocks.

“[The Steeps Camp] is a great opportunity to elevate your game to the next level,” said Keller. “Folks come again and again to keep their skills sharp.”

The return rate for the Steeps Camp is what drove Jackson Hole to start offering it twice a season. “The Jackson Camp is unsurpassed,” said Cameron Romero, a former Alta instructor who has attended the camp four times. “No other clinic pushes you that hard where you are skiing for yourself.”

But more than that, what makes a clinic like the Jackson Hole Steeps Camp special is that people aren’t just making that “perfect” turn on the “perfectly” groomed blue run. They are going out and applying the perfect skill blend for the task at hand. “It boils down to discussing and participating in good skiing,” said Keller. “It differs [from other clinics] because the focus is on functional skiing; acting like an all-terrain vehicle.”

Oakes added, “I got a new way of looking at terrain, and how to manage it. The terrain features are not obstacles but opportunities for a different turn. I teach this to my clients now. It gives them a different focus of the mountain.” You take the fear out of challenging terrain when you can help a student see the mountain as a playground of these possibilities rather than obstacles.

By the end of Day 1, our little band of rippers (which included a 70-year-old Snowbird instructor) was forced to pack it in. Fortunately, the two-day format meant we would return tomorrow to imprint the themes we explored today. “The multi-day format builds an environment for successful coaching,” said Keller. The camaraderie built over two days also leads to skiers pushing each other to the edge of their comfort zone. “This allows for big breakthroughs,” he said.

angle you need to keep moving down the hill. Remember when all you heard from clinicians was “squaring up”? Ski steeps at Jackson (or anywhere) and “counter” is king. Your shoulders and pelvis face downhill while your lower body is at four or eight o’clock. Keller goes so far as to say there are places so steep that if you don’t put your a** uphill, you’re dead. Off we went; to explore the Alta Chutes and our relationship to the 42-degree pitch.

Another big topic of discussion was directional control versus speed control. Sometimes it’s more important to make minor adjustments to the shape of your turn as you make your way through a technical section and worry about speed control when the run opens up. All that talk of “finishing a turn” you hear from fellow ski instructors? Screw it in the steeps. Finish a turn and you stop your flow. One thing you don’t want to be in a 55- or 60-degree slope is stuck. We watched a guy launch into the infamous Corbet’s Couloir and straight-run it for about 100 feet before slowly arcing to regain control. He then changed direction and did another lazy GS turn. He didn’t stop until the flats. Now, *that’s* good steep skiing.



KINDRED SPIRITS

“Some things are hard to put into words. The camp seems to attract kindred spirits and it really is a kind of a bonding thing for people who love the whole package of what skiing really is,” said Oakes. “It is a ‘high’ to challenge yourself and be successful. So we want more.”

Whether you’re a registered PSIA-AASI member or have your Level III, there are only so many progressions and drills you can do before you’re ready to bust out and free yourself of dogma and routine. You can do it with a day of freeskiing or you can seek out a steeps camp in the most extreme terrain you can find.

You’ll ramp up your skiing, your excitement for skiing, and, like a juicy piece of gossip, you’ll want to share that experience with everyone in your wake. You go from zero to 70 in a blink and discover a new sense of power. After all, as Keller says, in steeps skiing there’s no room for poodles. ☺

Jill Adler is an award-winning writer, editor, and blogger, with a master’s degree in journalism from the University of Southern California, Level III certification, and a 20-year PSIA pin. Like many other instructors, she wishes she could take all her lessons to the steeps but realizes some skiers may have to start somewhere else in order to get there. Read about her antics at www.jilladler.wordpress.com. She sends a shout-out to Spring Creek Ranch for putting up Steeps Camp attendees in style.

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Christina Anderson

1

“I Wanna an

I'm standing at the front of a room full of blanched faces and darting eyeballs, sweaty palms on the handshake as they came into the main room of our little lodge. Here are two dozen 14-year olds on their first “job” interview.

This interview won't be for flipping burgers or sweeping floors, but one for the opportunity of becoming a snowsports instructor. This is a job all the kids in school will envy. And right now, they have no clue how much fun they are going to have, or how much personal growth they will achieve in the next four years with us. Part of this interview requires me to be very goofy, so it won't be long before the applicants relax and begin to smile. Right away I can demonstrate to them that the best teaching is accomplished while having fun.

Our snowsports school—New York's Schenectady Ski School—is similar to a concession, teaching an average of 1,500 students weekly on about 300 vertical feet; all our group lessons are program based (i.e., there are no walk-in group lessons available). We operate in concert with the owners of the area, Maple Ski Ridge, without any written contract. This is a true blend of two families sharing a passion and combining talents to create an effective, easily accessible snowsports scene for a local community.

Recognizing that the growth of our industry is in teaching children, and that retention of youngsters after age 12 or 13 is a creative endeavor, an apprentice instructor program is an additional method of retention. Many of these applicants come from the previous year's lesson program participants; they pay a fee to join the apprentice program, and enter it with the knowledge that becoming a paid staff member their second year is dependent on their performance, not an automatic promotion. This strong instructor-in-training program allows teenagers to discover self-worth, public speaking and leadership skills, and, in some cases, guides them to fulfilling avocations.

I gave one individual—Jillian—an assignment to work with a special-needs child with Down syndrome. Not only did the child learn a fulfilling and healthy activity, Jillian loved making a difference in that special child's life. She joined PSIA, took her Level I exam, and is now at college majoring in Special Education. Another teenage instructor found that he really loved teaching sports. Nick Warren went on to take a degree in Physical Education, after which he came back to us, gained his AASI Level I, and is a snowboard supervisor in addition to being a teacher in the local school district.



Christina Anderson



Be

By
Christina
Anderson



Kate Hasterlick



Christina Anderson



Instructor!

1. Snowboard Supervisor Pete Natale gets a little help from his apprentice friends. 2. Apprentice instructors get kids moving. 3. Author Christina Anderson looks on with appreciation. 4. Jenna is one of the program's shining stars.

Connections that Last

I once encountered a young (late twenty-ish) man in a hardware store who looked familiar; the normal conversation about “from where do I know you?” ensued, and it turns out he was part of our Leadership Training program 10 or 12 years prior. He went on to major in biology, but something was missing. For Steve, fulfillment was more than just living an outdoor life; he needed the teaching that he learned to love while apprenticing with us. He now runs programs in wilderness living (off the grid), and mountaineering for colleges in upstate New York and Idaho. It was the experience he had while an intern in our program that led him to combine his biology degree with teaching outdoor living to find a totally fulfilling lifestyle.

This is Rachel’s third year with us; she has had three years of indoor and on-snow training, and has been led through the process by more mature, more experienced young coaches. Now it’s her turn to manage a class of eight 4-year olds, while directing the coaching activity of her two assistants. She comes to me early in the morning on the first day of the program with glazed eyes, stammering “Oh my gosh, I’m so nervous! What if I don’t remember what to say or do?”

I remind her that she has actually taught groups of youngsters by herself. “Rachel, remember last year when Todd was the lead coach and he gave you the temporary assignment of working with two kids who were having trouble with the ‘Duck Walk?’ You were perfect. Those kids were quacking and following you so quickly and having so much fun. You did that all by yourself, right? Remember to start with your games; the only thing different this year is that you get to give your assistant coaches some direction on how to help you manage the group.” Now she is gaining experience in leading her peers and being a distinct role model for people close to her own age.

As with all learning environments, some individuals present more challenges than others. Sometimes I wonder why I ever actually promoted a few of our interns. Here comes a young 17-year-old, entering the lodge with The Swagger and a lower lip bulging with dip.

R-i-i-ight . . . time for my deep breathing exercises.

“Gary, we need to have a talk,” I say. “Being here isn’t about you being important and wearing the uniform. Being here is all about them, the kids we are training to love snow and winter sports. It’s all about them having a good time and loving our

sport. So let's stay focused on the real stuff and get over the 'Look at me in my red uniform' attitude, OK? The No Tobacco Rule while you are here applies to everyone on the staff."

But then I turn around, and here is a face glowing with joy; a 15-year-old second-year coach comes running up to me and exclaims, "Rishi was making some turns today! This is our fourth lesson, and he can actually stand up and step in a little circle! He loves this already and he isn't even moving downhill yet. I'm so excited I don't think I'll be able to sleep tonight!"

Building Teamwork

Our program focuses on teamwork. In the teaching environment, the incoming interns are teamed with a second-year and a third-year instructor. The third-year coaches lead the team teaching effort, giving assignments within their group of young guests to the less-experienced coaches. As these teenagers build their own confidence, the energy levels of the groups run riot over the hill. Some days I observe the energy charged groups and become overwhelmed with the joy of the personal accomplishments these young adults are achieving while sharing their own passion with young children.

The success of this program would be impossible without mature, seasoned supervisors to monitor the on-snow activity, many of whom began their career with us at age 14. They are there to guide the lead coaches, and they do the Mexican-Jumping-Bean act from group to group all day long,

Photos by Christina Anderson



Nick Warren started teaching children as a teenager, returned after college, and is now a snowboard supervisor.



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As these teenagers build their own confidence, the energy levels of the groups run riot over the hill.

Jenna, who started teaching children at the age of 14, now helps coach young instructors.

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Christina Anderson

Rachel is in her third year of working apprentice-program magic.

Sharing our passion makes a real difference in many people's lives in many different ways.

Every year we have to face the fact that we will be losing some fabulous talents. We wonder how we will be able to replace a shining star like Jenna, who started at age 14 with the type of exhilaration on which no price can be set. From her first year teaching she was animated, sure of herself, and engaged every child in all of her classes. There is no better training for a young instructor than to be on a team that is lead by a coach such as Jenna. Losing these stars as they leave for college leaves an emotional hole in our staff; the consoling factor is in knowing all the attributes they are taking with them into their new life path.

And, of course, we have the teens who totally catch the bug, join PSIA-AASI, and pass their Level I certification two days after their 16th birthday. What a great way to retain business for the industry and grow PSIA-AASI!

We're starting to gain three or four new certified teenagers every season, in addition to the adult instructors who are successful in their exams. I have my eye on one of them who looks like he has the potential to eventually join our division education staff, and maybe even go on to try out for the Eastern and even the national teams! One of our current Eastern Ed Staff members, Joe Hanzalik—currently at Mt. Snow, Vermont—began his career as an apprentice instructor in our program; I'm sure we will be producing more.

This past season was the Year of the Non-Winter for almost everyone in our industry (except our Alaskan buddies), so finding excitement was more of a challenge than usual. But as I write about all these young adults, my internal excitement for my job is starting to recharge. A new gang of intern instructors will come to me in October, with all their nerves on display, and in mentoring them I will have my share of challenges and thrills while learning where their talents lead them. Some will be too arrogant. Some will be purely joyful and brilliant in their leadership skills. I know I will learn something from all of them.

What do I have to learn from all these "students?" That sharing our passion makes a real difference in many people's lives in many different ways. Coaching a guest toward a new passion for snowsports is very rewarding; even more so is training young adults into discovering a passion for their own life's work. I learn a lot from my students, but sometimes even more from my "student instructors"! ❄️

A PSIA Level III Alpine member since 1971 (with a 20-year break in the 1980s and 1990s), Christina Anderson is currently co-director with her mother, Freddie Anderson (PSIA from "Day 1"), of the Schenectady Ski School at Maple Ski Ridge in Schenectady, New York. Previously she taught at Stowe, Vermont; Whiteface, New York; and in Berchtesgaden, Germany.

In an attempt to live a life with a consistent paycheck, Anderson left the snowsports world for a career in corporate sales and sales training; 20 years of daily stress and wearing a suit proved to her that a more fulfilling existence is definitely found on the snow.

● monitoring the leadership skills on display, interfacing with parents, and assuring that every child (and young instructor) has the opportunity to achieve as much personal progress as they can.

Watching and guiding the development of apprentice teenage instructors is an incredibly fulfilling part of my job; I never had the opportunity to be a parent in my life, but every year I have a gaggle of squabbling teenagers to monitor. As many as 40 teenagers to manage, with a new crop of 15 to 20 replacing the outgoing high-school graduates, keep me and our supervisory staff vigilant and on our toes all season long.

Surprises and Changes

Here comes the typically unspoken topic: Observing and dealing with teenage raging hormones. One year we had a young gal interning in our snowboard program who seemed to be with us primarily for outrageous flirting activity. I was ready to throw in the towel, and gave one of the supervisors the task of monitoring and discussing this behavior with the intern in question.

At the time I really believed we should not invite her back the following year. But the conversation took place, she came back for a second year, and in her third year she became one of our most knowledgeable and capable children's snowboard instructors. I'm sure glad I kept my towel on that one!

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Junior Instructors: Help Them Help You!

Many ski and ride schools have programs to develop high school-aged kids in supporting roles. Their titles vary—junior instructors, aides, teaching assistants, helpers—and the various programs come in many shapes and sizes. Every program bestows upon these young people different roles and levels of responsibility. Likewise, some resorts pay junior instructors; in other cases, junior instructors volunteer or even pay to participate.

Regardless of what your resort's junior instructor program looks like, we are talking about young, impressionable people whose expertise and confidence may vary. In many cases, our actions as instructors can affect their effectiveness—as well as positively influence their experiences. Therefore, it's important to know who these young people are, what their needs and motivations are, and what we can do to guide them.

Who Are They?

"Our junior counselors are the most enthusiastic group," says Kim McManus, assistant director at Brown Ledge Camp in Vermont. She isn't referring to snowsports; rather, McManus oversees a counselor-in-training program for 30 high-school-aged girls at a residential summer camp on Lake Champlain. But McManus, who also ski instructs part-time at Bolton Valley Resort, sees clear parallels between her junior counselors and junior snowsports instructors. "They have great energy," she says. "And campers follow the JCs (junior counselors) in ways they don't follow adults. The minute JCs say something's cool, then campers think it's cool."

Camden Waller has served in the instructor aide program at Vermont's Stowe Mountain Resort for two winters. "My goal all along was to become an actual instructor," says 11th grader Waller. "We do it because we're interested in teaching kids, and we're passionate about skiing, riding, and being at the mountain." Sound like any adult instructors you know?

Many of Waller's colleagues joined the Stowe program to see if instructing was for them, while others—aspiring teachers, for example—thought it would be good experience. Regardless of their original inspiration, however, Waller sees a common thread. "We all want to help, and we all love to ski," he says.

How to Best Utilize Them

Sometimes junior instructors get lost in the shuffle—a forgotten demographic amid the daily clamor of ski and snowboard schools. Meanwhile, many instructors—particularly part-timers who work a minimum number of days—aren't even aware that their school has a junior instructor program. Gary "Griz" Caudle, an AASI Level II instructor and a member of the Eastern Division ACE (Advanced Children's Educator) team, ran a 15-Below program for aspiring instructors for 12 years. "They're quiet; they stay to the back," Caudle says. "They have a wealth of knowledge, they have passion and energy, but they aren't always quite prepared for the challenges of instructing."

Adds McManus: "It's important to recognize their strengths and what they're good at (like their excitement and enthusiasm)



Christina Anderson

but to realize they may be missing some of the pieces and may need help in other ways, like in organization and delegating."

"When a coach gave me clear direction, it really helped," says Waller. Too often, instructors view an assistant as one more piece to manage. And junior instructors end up unsure of how to contribute.

"I'd have the junior instructor cycle through the group, providing one-on-one attention to a different student each run," says McManus. "That way, all my students get that special attention. I could eavesdrop and provide my helper with feedback at the end."

Help Your Helper

Griz Caudle sees junior instructors as critical to the future of snowsports instruction. "We get old," he says bluntly. "The future of our business is in youthful instructors." So how can we help?

- ◆ For one, know whether your school has a junior instructor program. Then when a high-schooler in uniform volunteers to ride with your 3- to 6-year-olds on the lift, you'll know why. "Instructors do sometimes seem under-informed about who we are," confirms Waller. Meanwhile, it's important for management to lay out clear expectations for these juniors from the beginning. "Be proactive with them," says Caudle. "Provide them with leadership, and don't treat them as second-rate."
- ◆ Junior instructors need feedback. At Brown Ledge, McManus meets with junior counselors weekly in a classroom setting to discuss leadership topics and to give them a chance to sound off on their challenges and successes. Regular instructors have access to development clinics; juniors should too.
- ◆ "Include them," says McManus. "They love to feel part of the group." Treat them like the important contributors that they are. Instructors should approach them, and schools should invite them to staff meetings.

Junior instructors play important roles, but not everyone appreciates—or even knows—what they do. Give them a shout, some direction, and a chance. You'll be glad you did. **32**

Mark Aiken's PSIA-AASI credentials include Alpine III, Snowboard I, Telemark I, and Children's Specialist 2. When he isn't supervising classes at Stowe or skiing in Vermont's backcountry, he is at his writing desk working on articles for Vermont Magazine, The New York Times, and others.

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2012-2016
PSIA-AASI
TEAMS

TEAM WIN

BY PETER KRAY

The high level of competition at the 2012-16 PSIA-AASI Team Selection could provide a big benefit for instructors everywhere.

For four glorious days in the last week of April, some of the best alpine and nordic ski instructors in the world took their game to the next level, making beautiful arcs down Snowbird, Utah's sun-baked slopes, filling the Cliff Lodge conference rooms with instructional insight, and generally teaching their butts off during the 2012-16 PSIA Team Selection. The week before, the AASI Snowboard Team and PSIA Alpine Team freestyle specialists had been chosen in Copper Mountain, Colorado, where they got to play in and tame a monster halfpipe. And for everyone at both venues, there was that sense of two career paths, of the athlete and the teacher, ascending in equal arcs—of being able to walk the walk, *and* talk the talk.

"The skiing was just phenomenal," Ron Kipp, alpine sport education manager for the United States Ski and Snowboard Association, said of the Snowbird selection event. A PSIA-AASI examiner and former education manager for PSIA-AASI Intermountain, Kipp was a selector at Snowbird, one of a virtual who's-who of ski and snowboard instruction legends making up that auspicious group, which, among others, included former Alpine Team Coach and member Mike Porter, former PSIA-AASI Board President Ray Allard, and former Alpine Team member Megan Harvey. Kipp said, "I thought the entire process was really well laid out. Earl (Saline, PSIA-AASI Professional Development

Manager) did an amazing job of putting together selectors, so there was this focus on the 'whole team member'—not just their skiing, but on their presentations, and I personally really enjoyed seeing the way everybody listened whenever someone else talked."

A lifetime of preparation goes into each candidate's bid for the team, with so much time on snow beforehand it's impossible to track. For this selection process, there was also a formal application that each potential member had to submit, including a video, before he or she received an invitation to the event. But all of that can only go so far in preparing even the best instructors for the actual selection week—from the nonstop energy that's buzzing all around, to the butterflies before it's your turn to ride, to the public speaking rush of each presentation, where even in a classroom setting you still have to translate all of the excitement of the slopes.

"You have to be able to manage those adrenaline spikes between waiting and actually skiing, and then be able to slow down to a lower gear when it's your turn to think and talk," said Robin Barnes, an incumbent Alpine Team member (2008-12) who was successful in her quest for a second term. "At that point I think you really have to trust your preparation, and having a plan for when you're here really helps."

Geoff Krill (top) returns this year for his second term on the PSIA-AASI Adaptive Team. Dave Lyon (below) is a returning member of the PSIA Alpine Team.



"THE WHOLE [SELECTION] PROCESS IS LIKE A HIGH-END LESSON ON STEROIDS,"
-MARK DORSEY, PSIA-AASI'S EXECUTIVE DIRECTOR



Along with a series of in-depth personal interviews, it is all part of an evaluation process that, as Saline said, "is designed to find out who are the 'best of the best.'" Team members have to be able to provide thrilling demos. They have to give engaging, informative presentations. And for PSIA-AASI members, snow schools across the country, as well as for the snowsports community overall, they have to be excited about serving as the ambassadors of the sport.

"The whole process is like a high-end lesson on steroids," Mark Dorsey, PSIA-AASI's executive director and CEO, said of the selection process. "Along with all of the tasks, what we're looking for are people who can effectively communicate in a number of ways on and off the snow—with guests, with their peers and newer instructors, and with the association's longtime vets. In the case of the impromptu sessions, for example, it's about finding out how well they can think on their feet. That's because if they're on the road and their on-snow session gets canceled by a pouring rain, they may only have minutes to prepare for an indoor presentation, and need to be confident that they can do that."

OPPORTUNITIES AHEAD

Ever since the first official PSIA Demonstration Team went to Interski in Bad Gastein, Austria, in 1965, to the development of the skills concept in the '70s, and the snowboarding revolution of the '80s and early '90s (which saw the creation of AASI), every PSIA-AASI Team has re-interpreted the snowsports culture of its particular era, and left its own impact on how skiing and snowboarding are shared and taught.

The 2008–12 Teams made a landmark presentation at the 2011 Interski in St. Anton, Austria, showing the world how rocker, freestyle, and the ongoing evolution of student-centered teaching are already driving what's next. And for the 2012–16 Teams, freestyle technique continues to loom large—especially with the addition of halfpipe skiing and slopestyle skiing and snowboarding in the 2014 Winter Olympics, in Sochi, Russia.

With the addition of two more freestyle specialists to the PSIA Alpine Team, the association is stepping on the gas in that respect. "I think with the park scene blowing up like it is, the fact that the number of freestyle specialists on the team went from one member to three really shows how committed PSIA-AASI is to what's happening in skiing," said Ryan Christofferson, who joins Kelly Coffey and returning Alpine Team member David Oliver in pushing the new-school pace.

Snowboarding, which led the way in incorporating freestyle elements into all levels of instruction, continues to capitalize on the emergence of the free-form "session lesson," the recent release online of the *Adaptive Snowboard Guide*, as well as a wealth of new equipment designed to make it easier for kids and beginners to get off to a quick start. "The equipment has improved dramatically in the past 10 years," said new AASI Snowboard Team member Tony Macri, "and more resorts are buying into the idea of how things like snow sculpting can make it more interesting and exciting to ride." Macri added that, "AASI continues merging the technical and fun side of riding for the benefit of everyone."

Sherri Harkin

Grant Nakamura



The 2012 Team Selection Event brought top talent to Snowbird, Utah, including, clockwise from top left, Jennifer Simpson (PSIA Alpine Team), Bob Barnes (selector), Megan Harvey (selector), Robin Barnes (PSIA Alpine Team), and Mike Porter (selector).

For his part, returning PSIA-AASI Adaptive Team member Geoff Krill sees a tremendous opportunity in utilizing more video content and the *Movement Matrix*, to both reach out to and interact with adaptive instructors across the country. In another sign of changing times and the opportunities they present, the PSIA Nordic Team has strengthened its individual focus on the technical differences between cross-country skiing and telemark, with selection events held separately for the first time. With the change, PSIA Nordic Team Coach Scott McGee said, “I see us having some huge opportunities in being able to reach out to more cross-country schools and more cross-country members, and improve the amount of resources available to all of us.”

For alpine overall, from freestyle to racing to big-mountain freeriding, there are so many styles of good skiing now the focus seems to be on identifying the common factors between all of them—then being able to adapt for terrain or turn shape. “Good skiing is going to continue to be good skiing, but you also have to be able to focus on the avenue where that skiing is happening,” said returning Alpine Team member Michael Rogan.

And for snowboarders and skiers alike, there is also the sense that rocker truly is an innovation that benefits everyone. “There

are no excuses now for not being able to attract and retain new skiers,” said returning Alpine Team member Jennifer Simpson. “Not as far as technology is concerned.”

EVERYONE PLAYS

Of course, if there was one theme that kept recurring throughout team selection, it was that when it comes to the growth of ski and snowboard instruction, there’s a role for everyone. That’s because—as Saline told the assembled candidates—with the limited number of spots available on each team, “just by raising your hands and wanting to try out,” everyone who made the effort helped better themselves, the other candidates, and the entire association.

“It’s a huge commitment in terms of all of the training and traveling they have all done to get here, to put it all on the line, and I think it really does help raise the level of instruction for all of us,” said Doug Pierini (who served on the alpine team for three terms [2000–12]). He, along with Snowboard Team Coach Lane Clegg, Snowboard Team member Eric Rolls, and aforementioned freestyle specialist Oliver, was part of an instructional entourage that grew every day, lining the runs to cheer on the candidates.

GOOD SKIING IS GOING TO CONTINUE TO BE GOOD SKIING, BUT YOU ALSO HAVE TO BE ABLE TO FOCUS ON THE AVENUE WHERE THAT SKIING IS HAPPENING



Photos by Grant Nakamura

The 2012 PSIA-AASI Team Selection Event was infused with a sense of camaraderie and support among all the assembled candidates.

The hopefuls kept encouraging each other as well, with shouts of “Oh, that’s good,” “He’s taking it,” and, “Show us the way, baby!” ringing around the mountain. “It was a cool process to watch everyone go through that together and there was a lot of camaraderie and sense of new resources being formed” said returning Alpine Team member Nick Herrin. “There were a lot of strengths that you saw in people you might not have seen otherwise.”

It was the people who most consistently displayed those strengths that the selectors focused on. Many were former team members themselves and it was their job to put the candidates in positions that challenged them, but also gave them room to shine. Which was easier said than done, as some exceptionally warm days made for rapidly deteriorating conditions. “I think this is the most challenging snow for selection ever,” Mike Porter reported the day before the selections started, watching pinwheels of snow and rock roll down on the traverse above Mineral Basin.

But whether at the snowboard/alpine freestyle selection in Colorado or the alpine/nordic selection in Utah, the candidates adapted. And impressed. And 24 of the 63 candidates invited to the on-snow selection events earned

their way into four years of riding at the cutting edge of ski and snowboard instruction. (Returning Adaptive Team member Krill brings the team to its full complement of 25 amazing teachers.)

“I feel like we picked a really good team,” said former Alpine Team member and 2012–16 Team selector Megan Harvey. “This is a really strong group of people, and I think it’s going to be an exciting time.”

After being on the “trying out” side of the coin for so long, Harvey said that working as a selector let her see “How much those people care, and really pay attention to getting it right.” She said, “If there was one real ‘wow!’ factor that I came away with from that whole experience, it’s just how much amazing talent there is in the world of ski and snowboard teaching.” ❄️

Peter Kray is the special projects editor for 32 Degrees, focusing on emerging snowsports trends and on-snow innovations. Kray skis, telemarks, and snowboards out of Santa Fe, New Mexico, and is a co-founder of the Gear Institute (www.gearinstitute.com) a website founded with the purpose of professionalizing the testing of outdoor equipment.



Alpine Freestyle Specialists Coffey, Oliver, and Christofferson.

Grant Nakamura



Earl Saline

Julie Shipman

OPPORTUNITIES TO SHINE DON'T STOP AT SELECTION

PSIA-AASI Professional Development Manager Earl Saline is busy year-round, but he hit a new level of personal productivity this past April. From Copper Mountain, Colorado, to Snowbird, Utah, Saline oversaw the selection process for the 2012–16 PSIA-AASI Teams, coordinating the efforts of roughly 100 office staff, selectors, and team hopefuls. From the slopes to the conference rooms to the innumerable one-on-one interactions, Saline was constantly on the go. Yet at Snowbird, he still found the time to sit down for an early morning interview about the role everyone can play in promoting top-level instruction, as well as what the teams mean to the association overall.

32 DEGREES: What do you feel is the accomplishment of being at Copper Mountain or Snowbird to vie for a spot on the teams?

EARL SALINE: I think the thing people should be the most proud of is that they put themselves forth to be judged, all because they want to play a role in contributing to the greater good of the organization. It takes a tremendous amount of time, care, and physical and emotional effort to be here, and it continues to impress me how many people have basically raised their hands. There are certainly a lot of people out there who are leaders in their own schools and regions, and this is one way that they can contribute on a national level.

32 DEGREES: At Copper Mountain, three alpine freestyle specialists were chosen for the new PSIA Alpine Team, including returning team member David Oliver, as well as Kelly Coffey and Ryan Christofferson. What does that mean for the ongoing evolution of PSIA-AASI's instructional focus, and what do you feel is happening right now on the slopes?

ES: It absolutely demonstrates a commitment from the organization to freestyle, recognition that freestyle is a big part of the industry, that it's an area we need to increase our presence in, and a place we need to continue developing and providing education for our members. We have a real opportunity to introduce freestyle elements into our general teaching across the entire mountain and into our methodologies.

And this is not just in the halfpipe or some roped-off section of the terrain park—we can take freestyle across the entire hill. This group has the ability to help us bring freestyle elements to every level of skier, and to support the freestyle culture which, from the continuing evolution of rockered skis to the upcoming inclusion of slopestyle in the Winter Olympics, has really brought a lot of excitement back into the sport.

32 DEGREES: With so many talented instructors invited to attend PSIA-AASI Team Selection, there are still only so many spots. What are the opportunities for those instructors who are not chosen?

ES: The fact that there are only so many spots on the team could create a kind of bottleneck if that were the sole form of participation that we relied on. This process allows us to see who is out there and figure out where everyone might be able to help. The bottom line is that we want them all to know they have a voice in where we are going.

The biggest opportunity is in contributing to the education programs, whether that's through writing, editing, or review. Other avenues are bringing new ideas forward, working on taskforces, and even helping someone else raise *their* hand. I feel as if we're soliciting more input from more people than ever before. Whether it involves the Strategic Education Plan, the standards discussion, content for the magazine, content for the website, or contributing to the evolution of the *Movement Matrix*, we really do want everyone to know they can play a role.

32 DEGREES: Finally, what is the significance of the team, and how does it benefit the overall membership?

ES: The team reflects a lot of pride in the association, and in people pushing themselves to be the best they can be. The team is an outlet in that respect. It's a chance to put forth the best in teaching, and to provide an avenue for leaders who want to push the association, and themselves, forward to bigger and better things.

The legacy of the teams has always been one of bringing new ideas forward, driving education, and bringing those messages to the members. The teams function as connectors—they interact with the members, the divisions, and are also a conduit to school management and to the greater industry. I think the team demonstrates the best of what we value in the association—which is personal development, lifelong learning, and fun. **32°**

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2012-2016 PSIA-AASI TEAMS

PRESENTING THE 2012-2016 PSIA-AASI TEAMS

The Professional Ski Instructors of America and the American Association of Snowboard Instructors (PSIA-AASI) is proud to announce the 2012-16 PSIA-AASI Teams, which represent an important component of the association's education programs, instructor training, and snowsports industry outreach.

"The selection events were amazing; all of the candidates should be recognized for their efforts and long hours spent preparing," said PSIA-AASI Professional Development Manager Earl Saline. "The Team coaches and selectors worked incredibly hard in choosing this group to represent PSIA-AASI and bring forward new and innovative ideas. We are confident each team member will do an excellent job working with our members across the country."

PSIA ALPINE TEAM

PHOTOS BY: JULIE SHIPMAN



Jonathan Ballou
Aspen, CO



Robin Barnes
Heavenly, CA



Jeb Boyd
Thornton, NH



Matt Boyd
Thornton, NH



Ryan Christofferson*
Northstar at Tahoe, CA



Kelly Coffey*
Breckenridge, CO



Heidi Ettlinger
Heavenly, CA



Mike Hafer
Northstar at Tahoe, CA



Nick Herrin
Crested Butte, CO



Eric Lipton
Blue Mountain, PA



Dave Lyon
Stevens Pass, WA



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Michael Rogan
Heavenly, CA



Jennifer Simpson
Vail, CO

*Freestyle Specialist



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HEADPIPE / 146, 115, 134mm / 169, 179, 189CM / 11, 12 FRESHIER EDITOR'S PICK

ACTION PHOTO: ADAM BARBER



AASI SNOWBOARD TEAM

PHOTOS BY: DANN COFFEY



Scott Anfang
Steamboat, CO



Chris Hargrave
Northstar at Tahoe, CA



Seth Johns
Heavenly, CA



Tony Macri
Copper Mountain, CO



Tommy Morsch
Bristol, NY



Eric Rolls
Canyons Resort, UT

THE COACHES



Rob Sogard
PSIA Alpine Team



Lane Clegg
AASI Snowboard Team



Scott McGee
PSIA Nordic Team



Kim SeEVERS
PSIA-AASI Adaptive Team

PSIA NORDIC TEAM

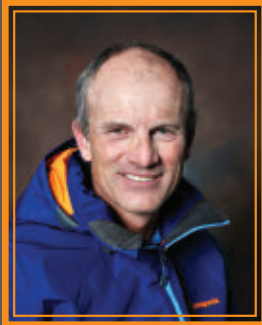
PHOTOS BY: JULIE SHIPMAN



David Lawrence
Winthrop, WA



Ross Matlock
Crested Butte, CO



Jim Shaw
Winter Park, CO
Telemark Specialist



Megan Spurkland
Homer, AK

PSIA-AASI ADAPTIVE TEAM

PHOTOS BY: SHERRI HARKIN



Geoff Krill
Loon Mountain, NH

FOR MORE INFORMATION ON THE TEAM MEMBERS AND COACHES, INCLUDING THEIR BIOGRAPHIES AND ASPIRATIONS, GO TO THESNOWPROS.ORG.

THE SELECTORS

Copper Mountain, CO

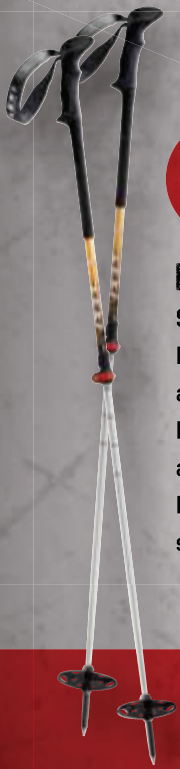
- Ray Allard*
- Kirsten Huotte*
- Lane Clegg
- Chris "Hatch" Haslock
- Andrew McLean
- Blair McLeod
- Earl Saline
- Dave Schuiling
- Rob Sogard
- Tom Vickery

Snowbird, Utah

- Ray Allard*
- Kirsten Huotte*
- Grant Nakamura*
- Kim SeEVERS*
- Patti Banks
- Bob Barnes
- Reese Brown
- Megan Harvey
- Pete Howard
- Ron Kipp
- Carol Levine
- Scott Mathers
- Nick McDonald
- Scott McGee
- Craig Panarisi
- Mike Porter
- Dave Schuiling
- Chris Thompson
- Rob Sogard
- Dave Wenn
- Deb Willits

*Interviewer

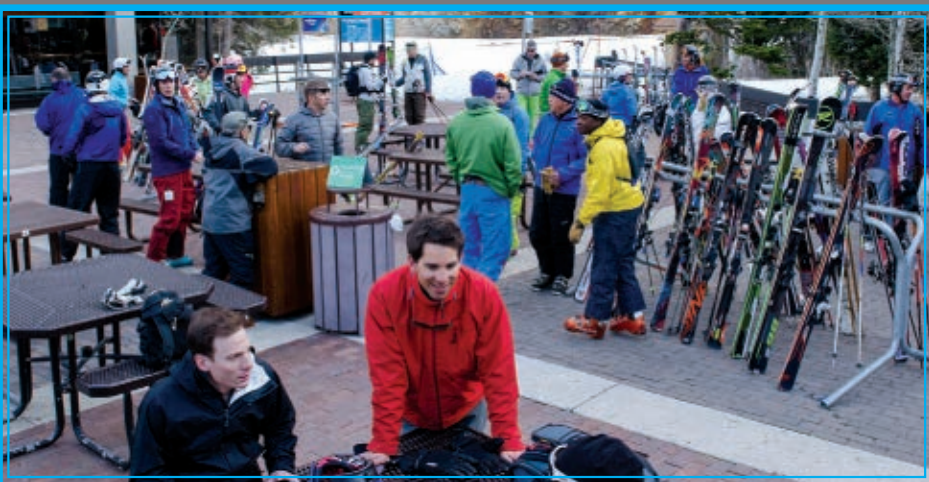
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Clockwise from top left: Even the best were challenged by prevailing conditions; the candidates gather in a classic Snowbird setting; coaches and selectors liked what they saw; Heidi Ettlinger showed skill in the demo phase; Snowbird's base offered a convenient spot for instructors to talk shop; Snowboard Team member Eric Rolls will return for a second term on the team; former Alpine Team Coach Mike Porfer (in cap at left) draws an earnest audience; Alpine Team member Jeb Boyd congratulates Ryan Christofferson on his selection as a freestyle specialist.

Photos by Grant Nakamura, except photo at right by Brian W. Robb.

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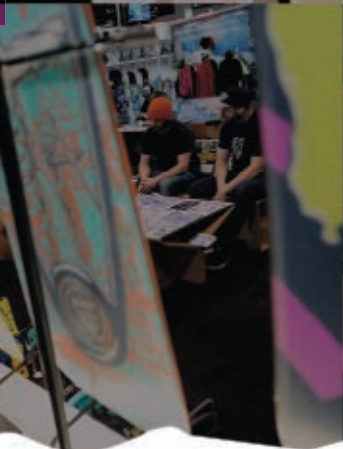
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Snow Pro
GEAR
preview
2012-13



2012-13 Snow Pro Gear Preview

A First Look at the Top Skis and Snowboards for Instructors, and the Students They Teach



Julie Shipman

Welcome to 32 Degrees' 2012-13 "Snow Pro Gear Preview," an exclusive, tailor-made breakdown of some of the top gear hitting the slopes this fall. From the absolute best skis and snowboards for you to teach on; to the best game-improving rides for you to recommend to your students; to the top fun enhancers for the park, pipe, or powder; we teamed up with PSIA-AASI's hard-goods suppliers to create a multi-page highlight reel of the equipment they feel has the biggest impact on the work you do.

As much an innovation story as it is an overview of the hottest technology trends, you can also use it as a primer for when that next student asks you, "Now, what does rocker do?" And if looking at all of these shiny new boards helps get you excited for the snow to fall, well that's fine, too.

Many of your colleagues took the opportunity to get their own sneak peek at some of this gear at the PSIA National Academy in Snowbird, Utah, this past April, and we added a couple of their comments to share. As always, we'd love to know what you think about the equipment, and how you are explaining it to your students, so go to the PSIA-AASI Member Community at TheSnowPros.org and add your comments to the "Gear Preview" community. We look forward to hearing from you.



Julie Shipman



Julie Shipman



Julie Shipman



Grant Nakamura



Julie Shipman



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PSIA Alpine Team Members

Johnathan Ballou (Tecnica / Blizzard)
Mike Hafer (Tecnica / Blizzard)
Ryan Christofferson (Tecnica)
Rob Sogard, *Alpine Team Coach* (Tecnica)

PSIA Members: For online pro sales go to thesnowpros.org



atomic.com

Performance, passion, and innovation are the cornerstones of the Atomic brand. We strive to over-deliver on performance in everything we do. Whether it's producing an intermediate product that drives game improvement or providing the tools necessary for our amazing pool of elite-level athletes to charge AK spines or rip down icy World Cup courses, Atomic is passionate about what we do every day—and it comes through in our product. From skiers, for skiers, Atomic prides itself on being innovators in the industry. We push to deliver new constructions, and constantly think outside the box when it comes to what's possible in equipment development.

PROFESSIONAL SKIER SKIS

Blackeye Ti

With the Blackeye Ti, skiers are well prepared for any situation. Two perforated titanium layers increase torsional rigidity while the Step Down Sidewall construction transfers every last shred of power directly to the slope—delivering great edge grip and precise steering. Its shape makes this ski especially agile; an 82-millimeter waist width allows skiers to venture into softer snow while the 16-meter radius makes this ski a blast on harder snow. The Blackeye Ti is ideal for athletic all-mountain skiers who demand lively power and precise edge grip on-piste, but still expect excellent performance in softer snow.

MSRP: \$999

Dimensions: 125.5/82/110.5

Radius: 16m

Lengths: 160, 167, 174, 181cm

Affinity Storm

WFZs, or Women's Flex Zones, ensure this ski's flex pattern is perfectly tuned for women all-mountain skiers. The Affinity Storm's V-Shape and Adaptive Rocker Profile offer two great benefits: the broad shovel and 84-millimeter waist deliver great float and stability while the narrow tail allows for effortless drifting. Its wood core and Step Down Sidewall construction guarantee excellent edge grip and great performance. The Affinity Storm is an exceptional choice for athletic women skiers who demand all-mountain versatility.

MSRP: \$879

Dimensions: 127.5/84/107

Radius: 15.2m

Lengths: 151, 159, 176cm

ASPIRATIONAL SKIS

Smoke Ti

The Smoke Ti is a great choice for the skier looking for an introduction to the true all-mountain experience. Its torsional rigidity comes from two perforated titanium layers and Step Down Sidewall construction. These make the ski very smooth and deliver a great ride for anyone looking to utilize its 77-millimeter waist all over the mountain. The construction delivers direct power transmission and precise edge grip while its Adaptive Rocker Profile ensures that when you take this ski in untracked or cut-up snow you'll have a blast!

MSRP: \$749

Dimensions: 123/77/107

Radius: 15m

Lengths: 150, 157, 164, 171, 178cm

Professional Skier



BLACKEYE TI



AFFINITY STORM

Snow Pros Say:

"The Atomic Affinity Storm did everything, from getting through variable snow to being quick edge-to-edge on the groomed."

—MARYLU CIANCIOLO, WILMOT MOUNTAIN, WI

SPECIALTY SKIS

Affinity Pure

Featuring Women's Flex Zones, the Affinity Pure focuses on maximizing smoothness and ski control. Its flex pattern is perfectly tuned for women all-mountain skiers. The Affinity Pure's V-Shape and Adaptive Rocker Profile offer two great benefits: the broad shovel and 79-millimeter waist deliver great float and stability, while the narrower tail allows for effortless turning and drifting. Its capped fiber core and Step Down Sidewall construction guarantee excellent edge grip and great performance. The Pure is ideal for advanced female skiers looking to explore the entire mountain.

MSRP: \$749

Dimensions: 122/79/101

Radius: 14m

Lengths: 142, 148, 154, 160cm

Access

Thanks to a 100-millimeter waist width coupled with Powder Rocker, the Access delivers a smooth ride and great performance in soft snow. The Power Rocker 10 in the tip makes for easy handling and maximizes flotation when skiing off-piste. In rough terrain the Step Down Sidewall L2 construction and tip-to-tail wood core offer great durability and provide stability. The full camber underfoot ensures optimum edge grip and makes the ski more versatile on hard and mixed snow. The Access is designed for performance skiers who are looking to explore the wonders of deeper snow without compromising all-mountain versatility.

MSRP: \$629

Dimensions: 129.5/100/121.5

Radius: 20m

Lengths: 161, 171, 181, 191cm

Century

The award-winning Century is an excellent powder ski for women. Its 100-millimeter waist width and Powder Rocker 10 profile ensure balanced flotation in powder while the Step Down Sidewall L2 construction and tip-to-tail wood core cushion bumps and hard landings. Women skiers can enjoy much more than just effortless skiing in powder; thanks to camber underfoot, the Century also delivers great edge grip and control on hard or mixed snow. The Century is ideal for female skiers looking for a ski that is effortless and easy to use when playing in powder or for any off-piste adventure.

MSRP: \$629

Dimensions: 128.5/100/120.5

Radius: 18m

Lengths: 146, 156, 166, 176cm

Aspirational



SMOKE TI

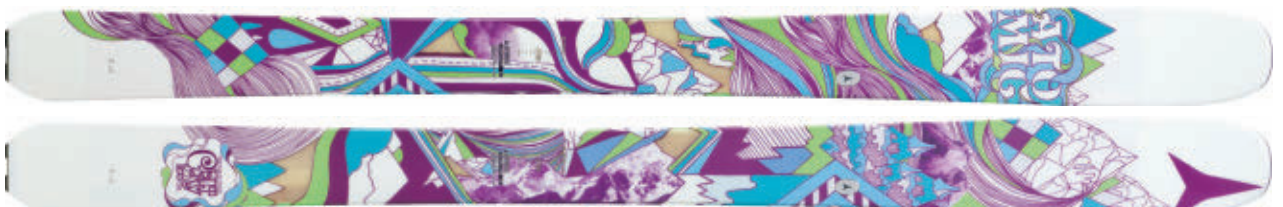


AFFINITY PURE

Specialty



ACCESS



CENTURY



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Blizzard is a family-owned, specialty brand that produces hand-built skis in Mittersill, Austria. The brand was founded by Toni Arnsteiner in 1945 and continues to produce skis in its original, but newly renovated factory. Blizzard was purchased by the Tecnica Group in 2006 and has become the fastest growing major ski brand in the U.S. This growth is due to Blizzard's obsession with developing new technologies that improve the skiing experience. Blizzard's most recent technological achievement is the revolutionary new rockered ski production process called Flipcore Technology, which is a new way to build rockered skis that matches the core shape to the camber profile of the ski. This results in an unprecedented level of performance and stability, while still maintaining the fun and ease of use that is expected from a rockered ski.

PROFESSIONAL SKIER SKIS

Magnum 8.0 Ti (Flat)

Viva 8.0 Ca (Women's)

The Magnum 8.0 Ti is a high-performance all-mountain ski with a frontside bias. At 80 millimeters in the waist, and because it is produced with the Flipcore production process, the Magnum 8.0 Ti is very quick edge-to-edge, which gives the teaching pro the ability to perform any skiing maneuver with perfect precision and complete control.

MSRP: Magnum 8.0 \$850, Viva 8.0 \$800

Dimensions: 122/80/107

Radius: 17m (at 172-cm length)

Lengths: 151, 158, 165, 172, 179cm

Construction: Full sidewall, wood core, 2 sheets of Titanal (no Titanal in Viva 8.0 Ca)

Camber profile: Slight rocker at the tip and tail, camber underfoot

Technology: Flipcore 3D Technology

Magnum 8.5 Ti (Flat)

The Magnum 8.5 Ti is a very versatile high-performance, all-mountain ski. At 85 millimeters in the waist, and because it is produced with the Flipcore production process, the Magnum 8.5 Ti likes to carve like a frontside ski but still provides plenty of stability and float in softer snow. The Magnum 8.5 Ti is a perfect teaching tool for the Western-based pro.

MSRP: \$900

Dimensions: 125/85/111

Radius: 18.5m (at 174-cm length)

Lengths: 167, 174, 181cm

Construction: Full sidewall, wood core, 2 sheets of Titanal

Camber profile: Slight rocker at the tip and tail, camber underfoot

Technology: Flipcore 3D Technology

ASPIRATIONAL SKIS

Magnum 7.6 IQ TC11

Viva 7.6 IQ TC11 (Women's)

The Magnum 7.6 IQ is a fun and lively ski that provides a perfect blend of performance, versatility, and ease of use. At 76 millimeters in the waist and with slight early rise in the tip, the Magnum 7.6 is quick edge-to-edge and very easy to control. Skiers of all abilities, from beginner to advanced, will enjoy the Magnum 7.6 IQ.

MSRP: \$850

Dimensions: 122/76/105

Radius: 15m (at 170-cm length)

Lengths: 142, 149, 156, 163, 170, 177cm

Construction: Full sidewall, partial wood core, Quadrax

Camber profile: Traditional camber with early rise in the tip

Technology: IQ Technology

Bushwacker

Black Pearl (Women's)

The Bushwacker is an excellent choice for the skier looking for an introduction to wider-waisted, rockered skis. Because the Bushwacker is built with the Flipcore production process it provides great on-slope performance while maintaining the fun and ease of use expected from a rockered ski. The Bushwacker is the perfect learning tool for the skier who primarily skis in softer snow.

MSRP: \$750

Dimensions: 125/88/110

Radius: 19m (at 180-cm length)

Lengths: 151, 159, 166, 173, 180cm

Construction: Full sidewall, wood core, Quadrax (2 layers)

Camber profile: Tip and tail rocker, camber underfoot

Technology: Flipcore 3D Technology

SPECIALTY SKIS

Bonafide

Samba (Women's) (Flat)

The Bonafide is the ultimate ski for the modern high-performance skier. Because the Bonafide is built with strong construction and the Flipcore production process, it rips the frontside like a race ski and charges the backside like a powder ski. You cannot find a higher performing, more versatile ski on the market.

MSRP: \$850

Dimensions: 133/98/118

Radius: 21m (at 180-cm length)

Lengths: 159, 166, 173, 180, 187cm

Construction: Full sidewall, wood core, 2 sheets of Titanal (No Titanal in Samba)

Camber profile: Tip and tail rocker, camber underfoot

Technology: Flipcore 3D Technology

Cochise (Flat)

The Cochise is the award-winning, hard-charging, big-mountain ski with just enough versatility to be an everyday Western ski. At 108 millimeters underfoot, and built with the Flipcore production process, the Cochise is setting a new standard for what you should expect from the wide-waisted, rockered category of skis.

MSRP: \$900

Dimensions: 135/108/123

Radius: 28.5m (at 185-cm length)

Lengths: 170, 177, 185, 193cm

Construction: Full sidewall, wood core, 2 sheets of Titanal

Camber profile: Tip and tail rocker, flat camber underfoot

Technology: Flipcore 3D Technology

Snow Pros Say:

"The Magnum 8.0 has lots of energy and is very maneuverable. It's very solid on groomed terrain."

—ALEX HEYMAN, SUGAR BOWL, CA

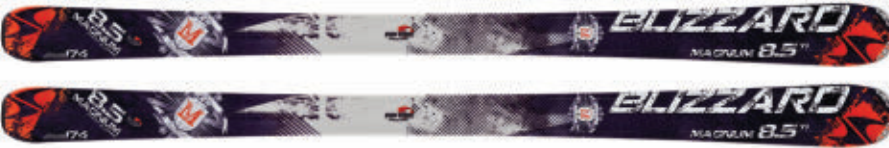
Professional Skier



MAGNUM 8.0 TI (FLAT)



VIVA 8.0 CA (WOMEN'S)



MAGNUM 8.5 TI (FLAT)

Snow Pros Say:

"The Bushwacker skis on-piste very well, like a shorter ski with more sidecut. Yet it also skied variable crud and powder like a longer ski.

It's just a great all-mountain ski."

—MICHAEL DRAKE, SUMMIT AT SNOQUALMIE, WA

Specialty



BONAFIDE



SAMBA (WOMEN'S) (FLAT)



CONCHISE (FLAT)

Aspirational



MAGNUM 7.6
IQ TC11

VIVA 7.6 IQ TC11
(WOMEN'S)



BUSHWACKER

BLACK PEARL
(WOMEN'S)

BURTON

experiencesnowboarding.com

In 1998, Burton became the only snowboard company in the industry to focus on snowboard instruction methods and beginner-specific equipment. Now, in 2012, Burton offers a full range of "Experience Snowboarding" programs and products that include more than 185 Learn To Ride Centers at resorts worldwide; dozens of Riglet Parks for kids as young as three to learn to snowboard; and a full range of boards, boots, and bindings—all designed to make learning to snowboard as fun and easy as possible. There are now specialized Experience Snowboarding programs for everyone, including Adult, Women, Kids, Freestyle, Progression Parks, and Powder Centers as well as the Burton Academy aimed at helping people learn or progress their riding skills. Here's a selection of 2013 Burton boards that are ideal to teach on (Custom X and Feelgood Flying V), to learn on (LTR Kids and Progression), and for specialty conditions (Lip-Stick for the park and Root for powder).



CUSTOM X

FEELGOOD FLYING V

PROGRESSION



LTR KIDS

LIP-STICK

ROOT

Custom X

As aggressive as it gets—for pros or those looking for the competitive edge. We could spout facts about the Custom X, but the single stat that pro riders such as Kazu, Frederik, and Peetu pick this ride certifies its standing. The confidence is in the tech, which includes a snappy yet stable Squeezebox-powered core, competition-grade base, and new 45-degree Carbon Highlights—a fiber-glass formula that reduces weight and increases energy. The hardest-charging board we make, the X is the only choice in camber for riders who own podiums and stack serious footage.

MSRP: \$649.95

Feel: 7

Bend: Camber

Shape: Directional

Flex: Twin

Core: Dragonfly with Multizone EGD

Base: Sintered WFO

Sizes: 152cm (244-mm waist), 156cm (248-mm waist), 158cm (249-mm waist), 160cm (250-mm waist), 164cm (252-mm waist), 159cm WIDE (259-mm waist), 162cm WIDE (260-mm waist), 164cm WIDE (261-mm waist)

Feelgood Flying V

Stealing the spotlight as Burton's lightest women's board ever, the Feelgood is the defining force in feminine finesse. Its premium blend sets the benchmark for reliable ripping in any terrain or condition. Compared to its camber equivalent, the Flying V version is more of a free spirit, with a spring-loaded blend of rocker and camber for a more relaxed and forgiving ride that's loose and laid back.

MSRP: \$529.95

Feel: 4

Bend: Flying V

Shape: Directional

Flex: Twin

Core: Women's-Specific True Flex Super Fly II Core with Dualzone EGD

Fiberglass: New 60-degree Carbon Highlights and Lightning Bolts Hi-Voltage

Base: Sintered WFO

Sizes: 140cm (236-mm waist), 144cm (240-mm waist), 149cm (241-mm waist), 152cm (243-mm waist), 155cm (245-mm waist)

LTR Kids

Get the groms hooked for life with the LTR Kids. Scrapping all concepts of how a children's board should ride, we worked with our own li'l ones to develop Easy Rider technology. Go ahead, flex it . . . nice and soft. Camber? Gone, kids turn easier without it. Even the base is convex from tip to tail for a catch-free ride that simplifies turning and stopping. For the 80- to 100-centimeter sizes, we developed grippy foot pads and the Riglet Reel accessory that makes it easy to pull your little one around while they get used to standing sideways.

MSRP: \$170

Feel: 2

Rocker: New Flat Top with Easy Rider

Shape: Twin

Flex: Twin

Core: Fly

Base: Extruded

Sidewalls: Roundtop

Sizes: 80cm (178-mm waist), 90cm (179-mm waist), 100cm (188-mm waist), 110cm (203-mm waist), 115cm (213-mm waist), 120cm (222-mm waist), 125cm WIDE (230-mm waist)

Progression

From your first turn to your first 360, get right to the good times with the new Progression, the only V-Rocker rental board in the Burton lineup. Catch-free and forgiving, the effortless feel and freedom of rocker means more float, fun, and all-around easiness regardless of terrain or condition. The true twin shape and flex give rookies a progression-friendly platform no matter which way they point it.

MSRP: \$250

Feel: 3

Rocker: V-Rocker

Shape: Twin

Flex: Twin

Core: Fly

Base: Extruded

Sidewalls: Roundtop

Sizes: 137cm (236-mm waist), 142cm (244-mm waist), 147cm (247-mm waist), 152cm (249-mm waist), 157cm (254-mm waist), 161cm (256-mm waist), 156cm WIDE (258-mm waist), 159cm WIDE (260-mm waist), 163cm WIDE (262-mm waist)

Lip-Stick

The Lip-Stick is here to diversify your game, no matter the conditions, no matter the mood. Flat Top is what makes it so damn nasty. Not as loose as Flying V, yet not as aggressive as traditional camber, this steady technology provides a flat base between the feet before giving rise to ample rocker on the tip and tail. The result? Full-speed stability without sacrificing the catch-free feeling you'd expect from rocker.

MSRP: \$479.95

Feel: 4

Bend: Flat Top

Shape: Twin

Flex: Directional

Core: Women's-Specific True Flex Super Fly Core with Dualzone EGD

Base: Sintered

Sizes: 141cm (237-mm waist), 145cm (238-mm waist), 149cm (240-mm waist), 152cm (242-mm waist), 154cm (245-mm waist)

Root

Whether ripping AK lines or East Coast trees, this freerider of the Nug family delivers with a design that lets you downsize 8 to 10 centimeters from your normal ride. Flat Top provides full-speed stability without sacrificing the catch-free feeling you'd expect from rocker. Not as park-oriented as the Nug, and nowhere near as aggressive as the team-cultivated Harvest, the Root is a highly capable ATV for charging from stash to stash while stabilizing the rough stuff in between.

MSRP: \$449.95

Feel: 4

Bend: Flat Top

Shape: Directional [5MM Taper]

Flex: Directional

Core: Super Fly with Dualzone EGD

Base: Sintered SIDEWALLS: 10:45

Reduction level: 10 (Downsize 8-10cm from normal board length)

Sizes: 144cm (253-mm waist), 148cm (254-mm waist), 152cm (256-mm waist)



dynastar.com

Dynastar has redefined "freeride" with the all-new Cham and Cham High Mountain series. Cham skis feature the unique new Levitation Profile to deliver more power, stability, and maneuverability in all snow conditions, for all skier types. Levitation Profile is the next generation in ski design. The combination of reverse sidecut at the tip and tail (5-point sidecut) with long tip rocker, classic camber underfoot, and a flat pintail provides reliable versatility and incredible ease of use to meet the demands of all-mountain and big-mountain skiing.

PROFESSIONAL SKIER SKIS

Speed Course Ti

The award-winning Speed Course Ti is a race inspired, high-performance ski with a powerful GS feel for technical frontside experts. World Cup sandwich construction, Titanal laminates, and full-length vertical sidewalls deliver optimum precision, balance, stability, and edge grip.

MSRP: \$900

Dimensions: 121/72/105

Radius: 15m

Lengths: 159, 165, 171, 177, 183cm

Features:

- World Cup Sandwich Construction
- Race Department Vertical Sidewall
- Titanal Laminate
- I-Box WC Plate

Outland 87

The new Outland 87 is the ultimate blend of powerful on-trail performance and "crossover" off-trail versatility for expert skiers. All-Mountain Rocker, 3D wood core construction and a lightweight Super Fiber laminate delivers easier turn initiation, vibration-free stability, and full-length edge grip for enhanced carving on groomers with effortless off-trail maneuverability.

MSRP: \$1,000 (w/PX 12 Fluid Binding)

Dimensions: 132/87/114

Radius: 18m

Lengths: 165, 172, 178, 184cm

Features:

- All-Mountain Rocker
- Super Fiber Laminate
- 3D Wood Core Construction
- Autodrive Fluid X Integrated

ASPIRATIONAL SKIS

Outland 80

The Outland 80 delivers powerful on-trail performance and "crossover" off-trail versatility. All-Mountain Rocker and 3D wood core construction delivers easier turn initiation, increased stability, and full-length edge grip for enhanced carving on groomers with effortless off-trail maneuverability.

MSRP: \$700 (w/NX 11 Fluid Binding)

Dimensions: 126/80/110

Radius: 15m

Lengths: 158, 165, 172, 178, 184cm

Features:

- All-Mountain Rocker
- Super Fiber Laminate
- 3D Wood Core Construction
- Autodrive Fluid X Integrated

Exclusive Active LX

The new Exclusive Active LX is a versatile, lightweight women's on-trail ski. The Exclusive Rocker and Exclusive Balance System are specifically tailored to women, providing easier steering, full-length edge grip, better balance, and increased control on or off-trail.

MSRP: \$800 (w/Xpress Exclusive 11 binding)

Dimensions: 126/74/104

Radius: 13m

Lengths: 148, 153, 158, 163, 168cm

Features:

- Exclusive Rocker
- Exclusive Balance System
- Autodrive Construction
- Xpress System

Professional Skier



SPEED COURSE TI

OUTLAND 87

Snow Pros Say:

"The Outland 87 is stable, lively, and easy turning all over the mountain. Buy it for all-mountain skiing."

—VIDAS CEMARKA,
SNOQUALMIE PASS, WA

Snow Pros Say:

"The Cham 107 is a damp ski that makes big turns off-piste. It's a hard-charger that excels in big lines."

—MIKE SULLIVAN,
GSTAAD, SWITZERLAND

SPECIALTY SKIS

Cham 107

The all-new Cham 107 is the next generation of freeride performance; built to push the boundaries of big-mountain skiing. The all-new Levitation Profile* is an evolution in 5-point sidecuts, featuring a long rocker tip, classic camber underfoot, and flat pintail to deliver reliable, versatile, and powerful performance that redefines "freeride."

MSRP: \$850

Dimensions: 130/137/107/122/98

Radius: 20m

Lengths: 175, 184, 190cm

*Levitation Profile:

- Progressive 5-Point Sidecut
- Long Rocker Tip
- Classic Camber Underfoot
- Flat Pintail
- Sandwich Laminate Construction
- Full-Length Vertical Sidewalls

6th Sense Slicer

The 6th Sense Slicer is a surfy, all-mountain twin with playful, freestyle versatility. Twin Rocker provides easy steering, speed control, and flotation in powder and heavy snow. Spring Blade technology delivers increased energy and shock absorption for incredible "load up and pop" capability on natural and man-made features.

MSRP: \$600

Dimensions: 132/98/120

Radius: 23m

Lengths: 161, 169, 175, 181, 187cm

Features:

- Twin Rocker
- Spring Blade
- Sandwich Laminate Construction
- Vertical Sidewalls Dual Density
- Torsion Box

Aspirational

Specialty



OUTLAND 80

EXCLUSIVE
ACTIVE LX

CHAM 107

6TH SENSE
SLICER

elan

elansports.com

Elan's history is full of remarkable innovations, powerful enough to revolutionize skiing and the way we're enjoying the sport. Skiing is continually evolving and our vision and goal is to lead the evolution by creating products that meet the demands of every participant. So whether your passion is corduroy carpet, shredding freestyle, backcountry, jumping, or bumping, Elan has the product to make even the last turn just as enjoyable as the first.

PROFESSIONAL SKIER SKIS

Elan Amphibio WaveFlex 14

The Elan Amphibio WaveFlex 14 on-piste speed machine is the weapon of choice for dynamic, advanced-to-expert skiers who enjoy carving radical lines through short and long turns. With the Amphibio technology enhancing further the already proven benefits of the WaveFlex technology, skiers will find they can perform at their best, but with less effort. The RST sidewalls and Power wood core enhance edge control and responsiveness, while the lightweight DualTi reinforcement delivers an explosive carving experience.

MSRP: \$999.95

Dimensions: 125/74/104

Radius: 15.7m (at 176-cm length)

Lengths: 152, 160, 168, 176cm

Elan Insomnia Amphibio

The Elan Insomnia Amphibio is the ultimate proof of Elan's commitment to female skiers. Featuring the latest revolutionary Amphibio technology, Insomnia is packed full with women's-specific technologies: Built asymmetrically (there's a left and a right ski), the downhill ski features a cambered profile, ensuring massive grip and power, while the uphill ski features a rockered profile, bringing superb control and easy turning capabilities into the game. Combined with women's-specific WaveFlex technology, these skis make every advanced-to-expert female skier smile through every turn.

MSRP: \$849.95

Dimensions: 125/74/104

Radius: 12.1m (at 166-cm length)

Lengths: 152, 158, 166cm

ASPIRATIONAL SKI

Intensia QT

One of the lightest skis on the market, the Intensia uses a new version of Waveflex to reduce the weight, which allows the ski to be soft for easy turning yet still have great torsional stability for much-needed edge grip. The weight of this ski greatly enhances the experience for an intermediate trying to get to the next level—in particular it will be much easier to control on steeper terrain and in the bumps. To learn more, visit wstudio.elanskis.com.

MSRP: \$599.95

Dimensions: 125/74/104

Radius: 12.1m (at 152-cm length)

Lengths: 140, 146, 152, 158cm

SPECIALTY SKIS

999 Alu

The Elan 999 is the freeriding ticket to ride. Developed with advanced-to-expert freeriders in mind, these skis deliver optimum strength-to-weight ratio. The lightweight and durable Dual Titanium technology is combined with the proven laminated wood core and aluminum top, while SST sidewalls ensure the ski's longevity even after all the backcountry knocks and bruises. The mountain rocker profile ensures better handling and, overall, an unforgettable freeriding experience.

MSRP: \$699.95

Dimensions: 130/98/120

Radius: 24.2m (at 181-cm length)

Lengths: 175, 181, 187cm

Puzzle TBT

TBT (Triple Base Technology) represents no compromise in the park. The base has three sections: flat in the middle, and cambered and V-shaped at the front and back thirds. The ski is cambered, which allows for greater pop and energy and gives a new twist on rocker front and back; instead of lifting the tip and tail to avoid edge catch, the edges are lifted laterally. Once on the ski it feels loaded but totally catch-free for takeoffs and landings. The end result is a ski that performs perfectly for the park and skis like a normal cambered ski outside the park.

MSRP: \$449.95

Dimensions: 119/85/111 (166-cm length), 120/86/112 (171-cm length), 121/87/113 (176-cm length), 122/88/114 (181-cm length)

Radius: 17.3m (at 176-cm length)

Lengths: 166, 171, 176, 181cm

Boomerang

The twin-tip Elan Boomerang is the backcountry freestyle king—the ski of choice for all aficionados out there who've got a taste for gigantic cheese-wedge kickers and effortless deep-powder landings. The BC rocker profile in the tip and tail ensures better maneuverability, as do the SST sidewalls and laminated wood core. The fiberglass reinforcement, on the other hand, makes these skis extremely durable for what lurks beneath.

MSRP: \$649.95

Dimensions: 140/120/130

Radius: 21m (at 181-cm length)

Lengths: 168, 181, 190cm

Professional Skier



ELAN AMPHIBIO
WAVEFLEX 14

ELAN INSOMNIA
AMPHIBIO

Aspirational

INTENSIA QT



Specialty

999 ALU



PUZZLE TBT



BOOMERANG





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NALLY



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- ◆ 360° stretch for maximum flexibility and optimum fit



- ◆ Bi-ply that combines the softness of cotton with the natural insulation of Merino wool
- ◆ Sized for a smooth, close-to-body fit



- ◆ Moisture control to stay dry
- ◆ Sized for a smooth, close-to-body fit



Look for Duofold® baselayer products in the PSIA-AASI Accessories catalog or at www.psia.org or www.aasi.org

www.duofold.com

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flow.com

Over the past 15 years, Flow, the originator of "Speed Entry," has expanded from its unique binding technology into an innovative offering that includes boards, boots, and bindings. Flow's progressive team of athletes help push product design to new heights of functional aesthetic and on-hill superiority, and, in doing so, have amassed numerous top finishes in events such as the 2010 Winter Olympics, Winter X Games, U.S. Open, Dew Tour, Tailgate Alaska, and New Zealand Heli-Challenge, just to name a few. The winning combination of talented athletes and cutting-edge technology continues to keep Flow "Sick since 96." Flow is original, innovative, and different-by-design. Our sole mission is to push the limits of design in order to maximize performance, comfort, convenience, and—most of all—FUN for snowboarders worldwide.

Maverick ABT

Not your ordinary pow stick, this revolutionary powder board has the smoothest ride ever and rallies through ice like no other. With Whiskey X and PDT sidecut that tapers to the tail and Pow-Cam camber, you get a floating ride with pop loaded where you want it. As if that weren't enough, we've added A.B.T. (Augmented Base Technology), with a silicone insert that absorbs impact and reduces vibration, putting it over the top by having a ride that kills ice and chatter for the ultimate surf feel.

MSRP: \$649.99

Lengths: 160, 164, 169cm

Technology: A.B.T., Whiskey X, Whiskey Shooter, Pow-Cam camber, Graphite Sintered 4000 base, Quadrax Glass topsheet, directional shape, PDT Sidecut, ReFlex Core

NX2-RS

The NX2-RS binding lets you rally on the groomers, off the beaten track, and anywhere in between. If you're looking for the ultimate in responsiveness, the RS is your weapon of choice. It features lightweight aluminum alloy parts, and our trusted Active A-FUSION PowerStrap transfers energy immediately along the PowerTriangle cable and the EVO-C6 Support Panel, so you will stay in control of any situation.

MSRP: \$349.99

Sizes: L, XL

Technology: N.A.S.T.Y., Fusion Powerstrap, LSR Buckles, Mod Hiback, Rocker Baseplate, OC Kush basepad

Talon

Introducing our brand new all-mountain freeride boot, the Talon ZipFit-Lacing. These boots are made for all conditions in any weather and feature a waterproof shell. Not only do these boots keep your feet dry, they also come with the new B.F.T. (Bare Foot Technology) outsole that fits, grips, and rips!

MSRP: \$379.99

Sizes: 7-13

Technology: B.F.T., Focus Boa Kush STR8-JKT inner lacing, heat moldable liners with a dual density insole, rating of 4 for flex, new waterproof bladder that is 100 percent waterproof

Rush ABT

Going huge, hitting a kinked rail and rallying carves is all the Rush wants. The A.B.T. on an I-Rock rocker smoothes out the gnarliest features, cushions icy landings and just wants to go fast for the smoothest rocker board ever. Equipped with the 3D-Transitional Sidecut, Whiskey Rocks and Whiskey Shooter, it boosts off anything while allowing the most fun while you push yourself to the max.

MSRP: \$549.99

Lengths: 153, 156, 159, 159W, 163W

Technology: Whiskey Rocks, Whiskey Shooter, I-Rock camber, Sintered 4000 base, Quadrax Glass topsheet, TruTwin shape, 3D-Transitional Sidecut, ReFlex Core

NX2-SE

Change the way the game is played, by bending all the rules. Flow performance and ease of use just got enhanced with a lick of N.A.S.T.Y. (New Active Strap Technology) and a splash of Active HYBRID PowerCapStrap. Entry and exit has never been faster and you get to choose between SpeedEntry or SideEntry style. Drop in first, charge, steez tricks, take shortcuts—with the NX2-SE you can now play the game any which way you like.

MSRP: \$319.99

Sizes: M, L, XL

Technology: N.A.S.T.Y., Hybrid Powerstrap, LSR Buckles, Mod Hiback, Rocker Baseplate, OC Kush basepad

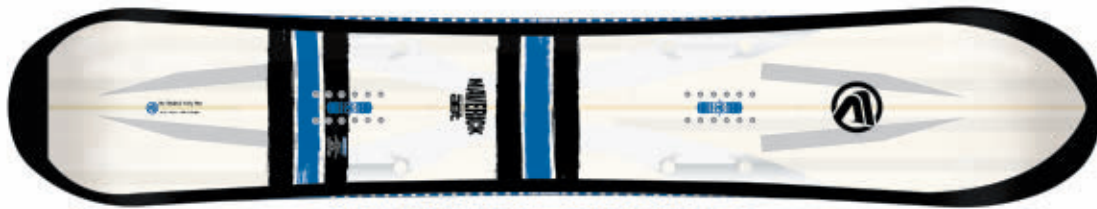
HyLite

The updated Flow HyLite ZipFit-Lacing now comes with the new B.F.T. outsole, updated ZipFit-Lacing system and proven success of customizable fit and lightweight components. We've improved overall fit and function of the ZipFit-Lacing harness and updated the OC Kush for even better heel hold and ease of use.

MSRP: \$359.99

Sizes: 7-13

Technology: B.F.T., Focus Boa Kush STR8-JKT inner lacing, heat moldable liners and self-molding insoles, rating of 5 for flex



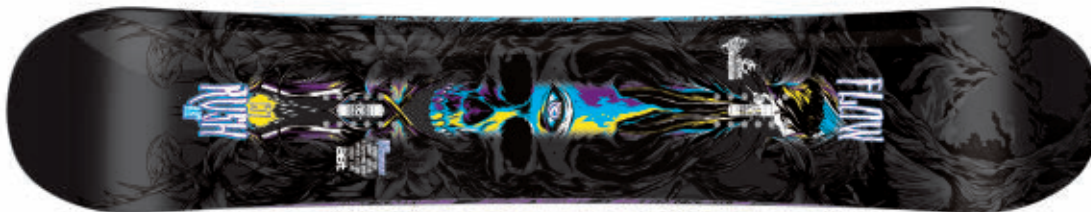
MAVERICK ABT



NX2-RS



TALON



RUSH ABT



NX2-SE



HYLITE

Snow Pro

GEAR

Preview

HEAD[®]

head.com

It has been a busy and exciting time for HEAD Wintersports. Not only have we moved our U.S. headquarters to the heart of ski country in Boulder, Colorado, but we also launched our most technologically advanced line of skis in company history. Our men's and women's all-mountain skis have been completely redesigned and feature our groundbreaking ERA 3.0 technology. ERA 3.0 blends rocker with our turn-enhancing Progressive Radius and rattle-killing Intellirise Rebound to create one extraordinary "REvolution." To top it off, we have added new models and technologies to make our Big Mountain Freestyle lines the best we've made yet. We are proud to re-join forces with PSIA as a full-fledged sponsor. We will continue to build the best gear for skiers and riders of all ability levels, and with your help, we will convert more into being lifelong participants.

Professional Skier

Aspirational

Specialty



REV 85 PRO

MYA NO. 8

REV 80 PRO

MYA NO. 6

REV 105

OBLIVION

PROFESSIONAL SKIER SKIS

Rev 85 Pro

Teaching professionals know the importance of explaining and demonstrating technique in a clear, non-intimidating manner. This is not an easy task, but our brand-new Rev 85 Pro will make the job easier. The blending of Allride Rocker, Progressive Radius, and Intellirise Rebound give you a stable and smooth ride no matter what conditions you ski. More important, it will improve how you demonstrate technique to students. Allride Rocker and Progressive Radius combine to allow you to maintain a much lower edge angle while engaging the full sidecut and effective edge of the ski.

MSRP: \$800 (flat), \$1,050 (w/PRD 12 Binding)

Dimensions: 131/85/113 (at 170-cm length)

Radius: 14.7m (at 170-cm length)

Lengths: 163, 170, 177, 184cm

Mya No. 8

Athletic, technologically savvy, and stylish are all terms that can be used to describe today's female teaching pro. The same terms can be applied to the Mya No. 8. Though the name Mya is the same, these skis are completely new. This year's lineup features game-changing ERA 3.0 technology and attention-grabbing graphics created by BMW Designworks USA. The Mya 8 features a lighter, vertically laminated wood core built with denser wood over the edges for direct energy transfer and lighter wood in the center of the core. Combine this core technology with the lower edge angles provided by ERA 3.0 and you have the benchmark ski for today's female teaching professional.

MSRP: \$625

Dimensions: 130/84/112 (at 163-cm length)

Radius: 13.3m (at 163-cm length)

Lengths: 149, 156, 163, 170cm

ASPIRATIONAL SKIS

Rev 80 with PR 11 binding

You know the student: They listen to your instruction, have a sound stance, and came to you because they want to get better. Yet their equipment is holding them back. In comes the Rev 80. Affordably priced and chock full of technology, it's easy to ski while inspiring confidence. Let's face it, the majority of skiers still spend most of their time on groomed terrain, but want a ski that can take them outside their comfort zone. The Rev 80 gives them this option. ERA 3.0 technology allows them to initiate turns with ease and maintain lower edge angles, all while providing a smooth, confidence-inspiring ride—no matter the condition.

MSRP: \$725 (w/PR 11 Binding)

Dimensions: 129/80/109 (at 170-cm length)

Radius: 13.7m (at 170-cm length)

Lengths: 149, 156, 163, 170, 177, 184cm

Mya No. 6 with Mya 10 PR binding

Matching a student up with the proper equipment to achieve that next level of skiing ability can be a challenge. However, taking skiers to the next level should be the primary goal of both the manufacturer and the teaching pro. After all, this is how we create lifers. Let the Mya No. 6 take that "terminal intermediate" to the next level. With our women's-specific wood core, ERA 3.0 technology, and BMW Designworks USA graphics, you can confidently place this ski in your students' hand knowing they will improve. The blend of effortless initiation with performance and stability create the ultimate learning tool to take your students' skiing to new heights.

MSRP: \$750 (w/Mya 10 PR Binding)

Dimensions: 127/79/109 (at 156-cm length)

Radius: 11.2m (at 156-cm length)

Lengths: 142, 149, 156, 163, 170cm

Snow Pros Say:

"The Rev Pro is a great performer in all terrain. It's predictable in the groomed and stable in variable snow. I bought the ski!"

—WALTER WHITE, SUNRISE, AZ

SPECIALTY SKIS

Rev 105

Get on a pair of Rev 105s and join the REVolution. Bred in North America, the Rev 105 raises the bar for how versatile a ski this wide can be. The Rev 105 features ERA 3.0 technology—the perfect blend of a healthy dose of rocker, radius, and rebound—to allow the ski to feel at home, no matter the conditions. The 16-meter turn radius is surprisingly versatile and allows the skier, not the ski, to determine the turn shape. Those in the East and Midwest will be shocked at how well these skis perform on hard snow. For those of you in the West, you just found your new all-mountain ski.

MSRP: \$800

Dimensions: 144/105/131 (at 181-cm length)

Radius: 16m (at 181-cm length)

Lengths: 171, 181, 191cm

Oblivion

Why does Simon Dumont ski on the Oblivion? Simple: every other ski like it was blown into . . . oblivion. This may be the most versatile all-country twin on the market. Steep, deep, gap, huck, whatever: this Red Bull Creative-designed ski slays everything in its way. With the rattle-killing Independent Suspension System built into the tip and tail, this PNP-rockered ski has the guts to take you to new heights, landings, and gnarl.

MSRP: \$575

Dimensions: 132/90/119 (at 181-cm length)

Radius: 18.0 (at 181-cm length)

Lengths: 171, 176, 181cm

Snow Pros Say:

"The Mya No. 8 (163cm) is really a great all-terrain ski. It turns itself on the groomed."

—REBECCA SHIFFMAN, KILLINGTON, VT



neversummer.com

Never Summer's reputation of quality and durability began in the early years of snowboarding. Designing and building snowboards since 1983 has given us years of experience testing and perfecting our snowboard designs and construction methods. Each board is carefully handcrafted in our factory in Denver, Colorado, using the highest-quality materials and craftsmanship. The end result of our experience, coupled with a close working relationship with the world's leading raw-materials manufacturers, allows us to bring you the most durable, high performance boards on the planet. While each board is designed with the ability to be ridden anywhere on the mountain, Never Summer manipulates shapes, sidecuts, and flex patterns to ensure that each board will excel in a specific area.

Cobra/Cobra X

Equipped with blunted ends for reduced swing weight, a drawn-out nose that knifes through soft snow, and a blunted, quick spade tail to enhance powder flotation, the Cobra is the highest performance and most versatile all-mountain board Never Summer has ever made. Slightly setback for a more directional ride, the Cobra is outfitted with a dual top and bottom carbon matrix to provide incredible power underfoot. With its innovative shape and time-tested edge hold of Vario Power Grip Sidecut, this new addition to the Never Summer Carbonium series gives you the ability to strike any terrain with deadly force.

MSRP: \$559.99

Sizes/Cobra: 153, 155, 158, 161, 164cm

Sizes/Cobra X*: 159, 161, 163cm

Features:

- Carbonium Top Sheet
- Carbonium Laminate Technology
- Bi-Directional Rocker Camber Profile
- NS Superlight Wood Core

*"X" designations in Never Summer sizes denote boards for bigger feet.



COBRA

Proto CT/Proto CTX

Blended from the best boards in the Never Summer lineup, the Proto CT is the ultimate all-mountain true twin with powerful flex and responsive dampening. With the new Superlight wood core and graphite impregnated Sintered 5501 base, this all-mountain freestyle board adds a whole new element into the proven Never Summer Carbonium Series of boards. The new blunted, true twin shape cuts down material in the tip and tail for a reduced, more balanced swing weight, while increasing effective edge for on-snow stability. The Carbonium Proto CT will continue to dominate whether you're whipping around in lessons or tearing up the mountain on break.

MSRP: \$549.99

Sizes Proto CT: 152, 154, 157, 160cm

Sizes/Proto CTX: 152, 155, 158, 160cm

Features:

- Carbonium Topsheet
- Carbonium Laminate Tech
- Bi-Directional Rocker Camber Profile
- NS Superlight Wood Core



PROTO CT



SL



LEGACY



EVO



REVOLVER



INFINITY
(WOMEN'S)

SL/Legacy

Suitable for riders of all levels—beginner through advanced—this all-terrain, all-condition ride is the most popular and versatile model in the Never Summer lineup. With the newly added CarbonVXR Technology and the Custom Flight Core, the SL delivers unmatched edge response and control coupled with reduced weight and increased pop. This hand-crafted board provides the perfect balance of freeride vibration absorption and freestyle liveliness with the lightweight RDS 2 Dampening System. Slightly set back for powder flotation but centered enough for spinning and carving, this one-board quiver excels on hardpack, in the park, on natural features, and for all-around freeriding.

MSRP: \$509.99

Sizes/SL: 151, 153, 155, 158, 161cm

Sizes/Legacy: 156, 159, 161, 163, 168, 170cm

Features:

- Carbonium VXR Laminate Technology
- NS Customer Flightcore
- RDS 2 Dampening System

Evo/Revolver

Designed for optimum freestyle control, the new twin blunt shape of the Evo reduces material for a lower, more balanced swing weight while extending effective edge for more stability on takeoff and landing on your favorite park features. Carbon VXR Laminate Technology extends carbon to the ends of the board for maximum pop and boost. The Evo features the Press Flex Core, allowing riders to easily manipulate the board for a buttery, fun, and playful ride. The EDS Dampening system provides high-speed stability not usually found in a park/pipe board, while maintaining a light and lively ride perfect for parks rats and beginner riders alike.

MSRP: \$499.99

Sizes/Evo: 147, 150, 152, 154, 157cm

Sizes/Revolver: 149, 152, 155, 158, 160cm

Features:

- Carbon VXR Laminate Technology
- Bi-Directional Rocker Camber Profile
- EDS Dampening System

Women's Infinity

This award-winning, high performance board is the go-anywhere, do-anything choice designed specifically for women. An all-terrain deck handles hardpack, powder, natural features, and the park effortlessly. The Infinity also delivers the quality and durability expected from Never Summer. Equipped with Carbon VXR Laminate Technology and Custom Flightcore, this is hands-down the best woman's specific, all-mountain freestyle snowboard money can buy.

MSRP: \$459.99

Sizes: 142, 145, 147, 149, 151, 154cm

Features:

- Carbon VXR Laminate Technology
- NS Customer Flightcore
- RDS 2 Dampening System



Members can access their discounted pro offer at TheSnowPros.org



Bollé rider Seth Wescott



bollé[®]

THE LIFE, SINCE 1888



Since 1888, we've taken pride in pioneering adventure technology. In 2012, we roll out our newest helmet and goggle innovations in North America. Fit for any landscape. Fit for all shapes. Fit for life.



B-STYLE SOFT WHITE & BLUE - 30539



B-STYLE BLACK GRAFFITI - 30373



SIMMER WHITE AURORA - 20774



GRAVITY BLACK MOSAIC - 20811



QUASAR BLACK GRAFFITI - 20737



NOVA TIKI MODULATOR - 20835

NORDICA

nordicausa.com

For over 70 years, Nordica has built the best performing, highest quality products in skiing. Everything we design starts with the understanding that the final product will perform better, fit more comfortably, and enhance the skiing experience more than any other product on the market. Performance, innovation, and passion for the sport of skiing are in our DNA.

PROFESSIONAL SKIER SKIS

Fire Arrow 84

The Fire Arrow 84 EDT is the new flagship of the Fire Arrow line and is absolutely dripping with cutting-edge technology. This ski was designed to meet the expectations of the most demanding skiers and specifically targeted to offer the most modern frontside skiing performance. The full wood-core sandwich construction is reinforced with two sheets of Titanal to provide unparalleled grip on hard snow. The 84 EDT also features Nordica's new Rapid Racing Profile, which gives the ski its unique shovel profile. This design comes straight from Nordica's World Cup R&D department and provides very easy turn initiation while also reducing chatter and instability at the end of the turn. The icing on the cake is Nordica's proprietary EDT technology, which reduces torsional twisting of the ski, making for an incredibly predictable and stable ride.

MSRP: \$1,499

Dimensions: 127/84/111

Radius: 18m (at 176-cm length)

Lengths: 160, 168, 176, 184cm

Hell & Back

Unbelievable performance packed into a super-light ski will make the Hell & Back your favorite ski whether you are skiing in the front, side, or back country. With an I-core sandwich construction and an Early Rise Tip, this is your all-mountain, one-ski dominator.

MSRP: \$899

Dimensions: 135/98/125

Radius: 17m (at 169-cm length)

Lengths: 161, 169, 177, 185cm

ASPIRATIONAL SKIS

Steadfast

The Steadfast is made for expert-level skiers in need of a ski that offers great flexibility in soft snow and versatile conditions with a lively response and predictable rebound. It is effortless in powder or crud, and will hold a solid edge on groomers. Lightweight, full wood core construction offers perfect performance in all conditions. Featuring I-Core, the Steadfast is 20 percent lighter, allowing you to go on any adventure and explore the sidecountry.

MSRP: \$799

Dimensions: 132/90/118

Radius: 18m (at 178-cm length)

Lengths: 170, 178, 186cm

SPECIALTY SKIS

Helldorado

A completely new ski from Nordica, the Helldorado takes the recognized features of the fan-favorite Patron and reinforces its big mountain freeride potential with a full wood core and two sheets of metal. Featuring our "High Rise" CamROCK rocker technology, which includes a rockered tip and tail and solid camber underfoot for stability, the Helldorado features a very low tip and tail profile that, when combined with the ski's progressive sidecut, prevents the rockered areas of the ski from vibrating on hard pack.

MSRP: \$999

Dimensions: 143/113/132

Radius: 18.5m (at 185-cm length)

Lengths: 177, 185, 193cm

Patron

The Patron is a rocker-camber-rocker design, with a wood-fiberglass core (no metal) and a moderate sidecut (not too straight and not too curvy) for the perfect blend of handling traits. The Patron is easy turning, and the degree of rocker front and rear does the job of preventing any hookiness or catching tips or tails. The Patron can make short, little choppy turns or bigger, GS turns without any real effort. Grip and behavior on groomed surfaces is solid and predictable with a lively pop. Performance in the powder is easy and fun with a "surfy" feel, and it makes transitions between powder and cut-up snow without any problem. A true all-mountain fun stick.

MSRP: \$949

Dimensions: 143/113/132

Radius: 18.5 (at 185-cm length)

Lengths: 177, 185, 193cm

La Niña

Finally, a 113-millimeter underfoot, ripping, powder/all-mountain ski for women who charge. The women's-specific La Niña is extremely versatile for any conditions. Whether skiing on hardpack, crud, or pow, the La Niña is super stable and floats effortlessly. Built with Nordica's new wii-core technology, the core consists of two strips of wood and two strips of polyurethane, making the ski ultra light without compromising torsional stability or flex. Featuring Highrise CamRocker tip and tail with camber underfoot, the La Niña can make short choppy turns or bigger, swoopier turns with ease. This is going to be the only girlfriend you need on the hill.

MSRP: \$949

Dimensions: 143/113/132

Radius: 16.5 (at 177-cm length)

Lengths: 169, 177, 185cm

Snow Pros Say:

"The Fire Arrow excels at high-speed GS turns. It's very stable at high speeds and handles like a rocket on the groomed."

—ALEX HEYMAN, SUGAR BOWL, CA

Professional Skier



FIRE ARROW 84



HELL & BACK



Aspirational



STEADFAST



Specialty



HELLDORADO



PATRON



LA NIÑA





rampsports.com

Now handmade in the U.S., RAMP is transforming the way skis are manufactured. Based in Park City, Utah, the company uses a revolutionary patent-pending process that makes use of the most advanced, environmentally friendly materials available to produce the most technical products on the market. A new RAMP factory uses a vacuum-molding process that lets the layers and materials in the ski seek their natural state—versus being compressed into an unnatural shape. This creates skis with higher energy, a more solid feel, and a bigger sweet spot. Now *that's* innovation and creativity.



PEACEPIPE



CHICKADEE



FRENZY



SKIS

Peacepipe (Unisex)

The Peacepipe is a blend of war and peace. It is a big-mountain, powder ski made for the out-of-bounds warrior who lives for charging big, open slopes in the deep white, yet has a proclivity for the peacefulness of the white room. The most versatile wide ski out there—strong and solid on windblown hard sections and fast and furious on groomers.

MSRP: \$999

Dimensions: 146/115/134

Radius: 17.5m

Lengths: 169, 179, 189 cm

Features:

- FCS-certified vertical bamboo core
- Vacuum molding
- Razorcut sidecut
- Early rise and reverse sidecut in the tip

Chickadee (Women's)

For the speedy all-mountain girl whose favorite place to fly is on groomers, but who likes to spread her wings in the trees and pow as well. Even bumps don't ruffle this chick's feathers.

MSRP: \$855

Dimensions: 123/90/111

Radius: 18.3m

Lengths: 149, 159, 169, 179 cm

Features:

- FCS-certified vertical bamboo core
- Vacuum molding
- Razorcut sidecut
- Early rise and reverse sidecut in the tip

Frenzy (Unisex)

If virgin corduroy or icy hardpack get you all frenzied to go fast, then get on this ski. The Frenzy is an expert carving ski for the skier who wants a fast-paced ride down the hill, or the instructor who wants to show off the perfect arc. This isn't a kiddie ride, it's a roller coaster—a speedy adventure for the racer at heart.

MSRP: \$855

Dimensions: 126/80/110

Radius: 14.9m

Lengths: 149, 159, 169, 179 cm

Features:

- FCS-certified vertical bamboo core
- Vacuum molding
- Razorcut sidecut
- Traditional camber for maximum performance at high speeds on hard snow



TUMBLEWEED



MUSSEL



SAGEBRUSH

SNOWBOARDS

Tumbleweed (Unisex)

Every rider wants the quiver board, and the Tumbleweed is it. Shred the mountain in bounds and out. Float in the pow. Rip the groomers. Fly big air in the park. Now it's possible.

MSRP: \$620

Dimensions: 28.9/25/28.9mm

Lengths: 149, 152, 156, 161, 162(wide) cm

Features:

- Early rise rocker in the nose and tail with flat mid-body
- Constructed to be catch-free and effortless in all snow
- Wood core sandwich, sidewall construction creates a lively feel with rebound and energy

Mussel (Unisex)

Get some muscle, ride the Mussel. Strong and durable, this traditional camber board is perfect for the advanced pipe and park rider and the shredder who wants to carve turns all over the mountain. And for those adventures, traditional camber still works best. Strap on the Mussel, and ride strong.

MSRP: \$498

Dimensions: 29/24.7/29mm

Lengths: 151, 156, 157 (wide), 162 (wide) cm

Features:

- Traditional shape for the most rebound possible
- Shape offers max carving when riding the mountain at speed
- Wood core sandwich, sidewall construction creates a lively feel with rebound and energy

Sagebrush (Women's)

This board opens up a world for the woman who enjoys exploring the wide-open. The Sagebrush is the ride, and it's been known to make girls all giddy and giggly after just one run. Be confident with a board that can handle all-mountain and pipe/park terrain but doesn't compromise fun. Now go explore.

MSRP: \$498

Dimensions: 28.7/24.7/28.7mm

Lengths: 148, 152, 156 cm

Features:

- Early rise-rocker in the nose and tail with flat mid-body
- Designed for catch-free and effortless turns in all snow
- Wood-core sandwich, sidewall construction creates a lively feel with rebound and energy



rossignol.com

Rossignol's award-winning Experience and Temptation all-mountain skis are delivering more versatility, ease of use, and progressive all-mountain performance in all conditions, for all skier levels. For 2012-13, the introduction of new Rossignol Experience Centers will help make learning to ski easier and more accessible, while delivering a more enjoyable, progressive ski experience for first-time skiers to all-mountain experts. Featuring the new Experience Rental ski, with the same Auto Turn Rocker and Extended Sidecut technology as retail versions, beginners quickly gain more control and confidence, intermediates learn to maneuver and carve more easily, and advanced-to-expert skiers can excel in all snow conditions.

PROFESSIONAL SKIER SKIS

Pursuit HP Ti

The new Pursuit HP Ti is a hard-charging, high-performance carving ski loaded with horsepower for technical expert skiers. World Cup construction and Power Turn Rocker deliver explosive race-ski-power combined with more versatile and playful carving.

MSRP: \$1,050 (w/Axial2 140 Ti Binding)

Dimensions: 125/81/111

Radius: 16.8m (at 170-cm length)

Lengths: 163, 170, 177cm

Features:

- Power Turn Rocker
- Oversize Sidecut
- Diamond Tip
- Sandwich Laminate Construction
- Titanal Laminate

Experience 88

The Experience 88 has the heart of a high-performance carving machine with a freeride touch and feel for expert skiers. Auto Turn Rocker, Extended Sidecut, and Cascade Tip provide easy maneuverability and playfulness with powerful edge grip and stability for all snow conditions.

MSRP: \$700 (flat), \$900 (w/Axium 120 Binding)

Dimensions: 135/88/124

Radius: 16.4 (at 178-cm length)

Lengths: 162, 170, 178, 186cm

Features:

- Auto Turn Rocker
- Extended Sidecut
- Cascade Tip
- Sandwich Laminate Construction
- Basalt Laminate

ASPIRATIONAL SKIS

Experience 83

The Experience 83 is an incredibly versatile all-mountain ski. With the heart of a high-performance carving machine and a freeride touch and feel, this powerful one-ski quiver delivers amplified performance in all snow conditions.

MSRP: \$600 (flat), \$800 (w/Axium 120 Binding)

Dimensions: 132/83/120

Radius: 15.5m (at 176-cm length)

Lengths: 152, 160, 168, 176, 184cm

Features:

- Auto Turn Rocker
- Extended Sidecut
- Cascade Tip
- Central Sidewall Construction
- Basalt Laminate



PURSUIT HP TI



EXPERIENCE 88



EXPERIENCE 83



Temptation 82

The Temptation 82 is an incredibly versatile women's all-mountain ski, built with the same attributes as the Experience 83. It combines the heart of a high-performance carving machine with the touch and feel of a freeride ski to create a powerful one-quiver ski that delivers in all conditions.

MSRP: \$600 (flat), \$800 (w/Saphir 110 Binding)

Dimensions: 132/82/120

Radius: 14m (at 168-cm length)

Lengths: 144, 152, 160, 168cm

Features:

- AutoTurn Rocker
- Extended Sidecut
- Cascade Tip
- Central Sidewall Construction
- Basalt/Fiberglass Laminate

Super 7

The Super 7 is a hard-charging, powder-slayer with an award-winning blend of versatility and float. Powder Turn Rocker, Centered Sidecut, and two-layers of Titanal deliver effortless flotation, speed control, and all-terrain versatility with increased stability and liveliness for committed hard-chargers.

MSRP: \$850

Dimensions: 146/117/127

Radius: 22.5m (at 195-cm length)

Lengths: 188, 195cm

Features:

- Powder Turn Rocker
- Centered Sidecut
- Spoon Tip
- Sandwich Laminate Construction
- Titanal Laminate

S7 W

The S7 W is a game-changing women's powder ski with an award-winning blend of versatility and float. Power Turn Rocker and Centered Sidecut deliver incredible ease of use with fatigue-free maneuverability, effortless steering, and instant speed control for hard-chargers to intermediates.

MSRP: \$800

Dimensions: 140/110/118

Radius: 14.8m (at 178-cm length)

Lengths: 168, 178cm

Features:

- Powder Turn Rocker
- Centered Sidecut
- Spoon Tip
- Sandwich Laminate Construction



TEMPTATION 82



SUPER 7



S7 W

Snow Pros Say:

"The Experience 83 was easy to ski, especially in powder and variable snow. It's most ideally suited for intermediate to expert skiers on the East or West Coast."

—LISA SEGAL, CANNON MOUNTAIN, NH

Snow Pros Say:

"The Super 7 is nice and stable and easy turning in the junk. It's a wonderful ski for the big-mountain skier."

—BEN WHITFIELD,
JACKSON HOLE MOUNTAIN RESORT, WY



volkl.com

When it comes to creating a direct link from innovative technology to on-hill performance, Völkl has always been second to none. The company first began ski production in the Bavarian town of Straubing, Germany in 1923, making 2012 its 89th anniversary. A rich heritage marked by a tradition of exciting technical innovations has given the company a well-deserved place in the hearts of committed enthusiasts and weekend warriors alike. Here are major highlights for 2012-13.

PROFESSIONAL SKIER SKIS

V-Werks RTM 84

When Völkl engineers are given free rein to produce the ultimate performance, they often come up with some staggering ideas for premium product. For the 2012-13 season, one such concept is "V-Werks." Völkl's very own design group has come up with two new ski models that are truly incredible in every aspect, from appearance to performance, and each is a testament to the exacting design standards for which Völkl is known. The special V-Werks RTM 84 forges new territory in ski performance. Imagine taking the award-winning characteristics of the RTM 84 and applying them to a ski that is 15 percent lighter, and even more stable at high speeds, and you have the V-Werks. This super-premium series relies on three key new construction technologies:

- A Metal-Tex Hybrid construction featuring a combination of Titanal fused with carbon fiber.
- A Motion IPT "Hollow-Tech" binding interface area created to deliver the ultimate power transmission and weight savings.
- A new Xtra-Light Wood Core that features new materials for weight reduction and resilience.

MSRP: \$1,575

Dimensions: 129/84/111

Radius: 18m (at 176-cm length)

Lengths: 171, 176, 181cm

Essenza Charisma

When Völkl introduced Bio-Logic, we created a completely new design paradigm for women's skis, focusing on performance and skier comfort and well-being. By focusing on the three attributes of stance, geometry, and flex, we created better performing skis that also reduce the stress on leg muscles and knee joints for less fatigue and a decreased chance of injury. In the all-new Essenza series, we've added a fourth attribute, tip rocker, which takes Bio-Logic one step further, creating the smoothest, silkiest women's skis we've ever produced. In the Charisma, a frontside ripper that can also tackle softer snow on a whim, the new construction adjusts the skier's stance by leveling out the profile at the center of the ski. The new xtraLIGHT Pawlonia wood core saves weight, and a belt of spring steel provides liveliness and added stability.

MSRP: \$1,065

Dimensions: 127/79/100

Radius: 15.2m (at 156-cm length)

Lengths: 142, 149, 156, 163cm

Snow Pros Say:

"The RTM is easy to turn and find an edge, especially on groomed and variable snow."

—BILL SCHORLING, KEYSTONE, CO



V-WERKS
RTM 84

ESSENZA
CHARISMA

Shiro

The Shiro has a shape of 151/119/135. Its blend of playful, easy powder skiing and solid, stable ride quality won it Ski of the Year honors, representing yet another pinnacle in Völkl's long history of building big-mountain skis that offer incredible float combined with groomed-surface performance. Powered by Völkl's Extended Low Profile (ELP) Full Rocker design, it gives the skier all the benefits of added maneuverability in soft snow while also delivering smooth, graceful arcs on groomed terrain. How? By matching the flex and sidecut with the full rocker profile (long, gradual bend from tip to tail), the skier gains full, uninterrupted edge contact. The more you put the ski on edge, the more effective the edge becomes.

MSRP: \$825

Dimensions: 151/119/135

Radius: 26.4m (at 183-cm length)

Lengths: 173, 183, 193, 203cm

Eszenza Viola

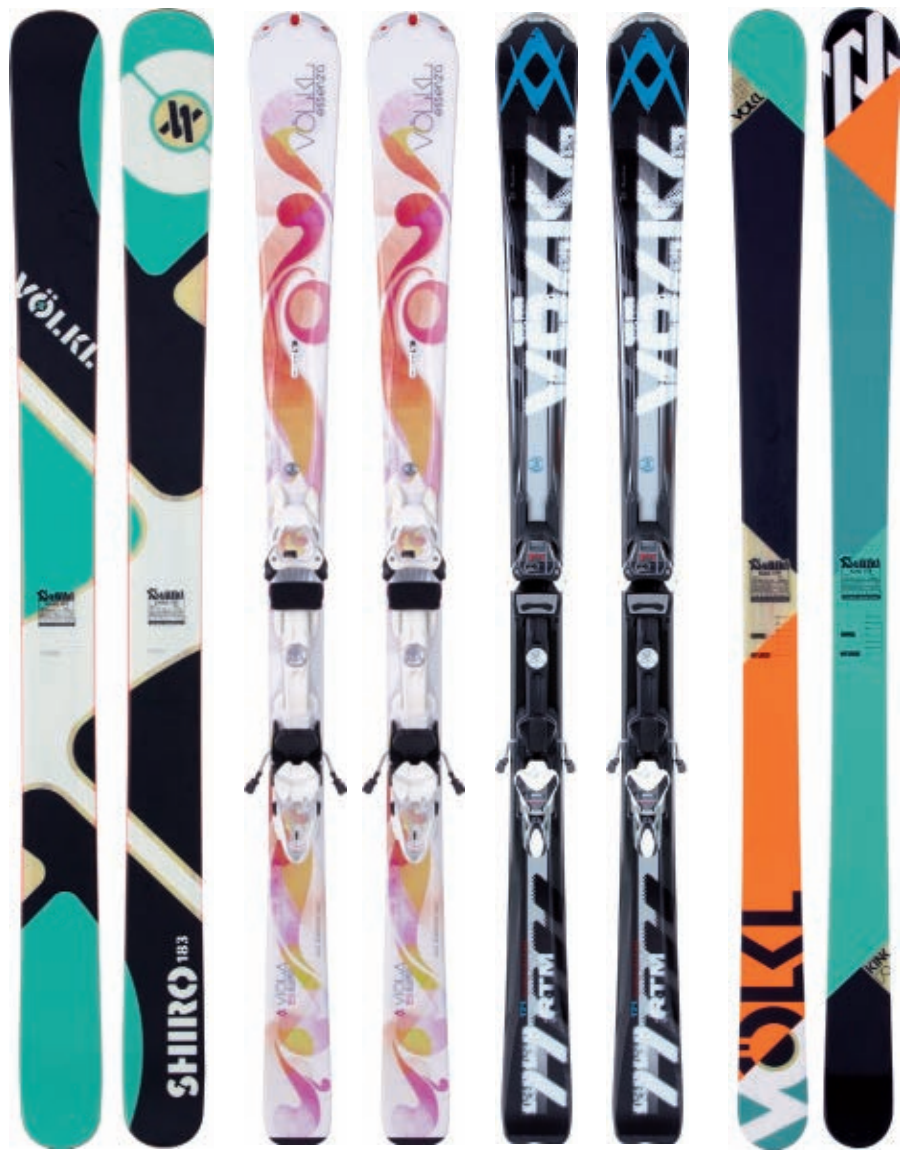
While known for its high-performance wares, Völkl also engineers products for improving skiers. An example is the new Eszenza Viola, with its Progressive Technology, Völkl's game-improvement rocker design. It features an early rise in the tip combined with a softer tail section. Progressive technology gives the intermediate-to-advanced skier the best of both worlds: ease of turn entry and smooth ride quality from the rockered tip; plus easy, comfortable turn exit thanks to the softer tail section. With 4Motion, a new construction, and a new shape, the Viola offers an incredible combination of game improvement and performance all rolled into one.

MSRP: \$825

Dimensions: 123/74/95

Radius: 14.8m (at 155-cm length)

Lengths: 141, 148, 155, 162cm



SHIRO

ESSENZA
VIOLA

RTM 77

KINK

RTM 77

Yet another hot ride in the RTM series is the RTM 77. For advanced skiers who want a frontside ski that can handle some soft snow on a whim, the RTM 77 over-delivers. Our Full Rocker design makes it smooth, silky, and forgiving all at once. Optimized for ambitious intermediates, the ski's construction provides plenty of power transmission, allowing the skier to rise to the next level of speed and confidence.

MSRP: \$950

Dimensions: 122/77/107

Radius: 15.1m (at 166-cm length)

Lengths: 161, 166, 171, 176cm

Kink

Taking what we learned about rocker designs in the past few years to create the most versatile all-mountain twin tip on the hill, the new Kink features tip and tail rocker combined with a classic camber profile under the foot, and a directional shape of 122/89/112. Bolstered by a Multi-Layer wood core and our bomber-tough box construction, it's as at home in the pipe and park as it is blistering groomers and even in the trees. It's a great second or teaching ski for working with younger skiers or on mountains where you can ski park and all-mountain conditions in the same run.

MSRP: \$600

Dimensions: 122/89/112

Radius: 21.3m (at 171-cm length)

Lengths: 147, 155, 163, 171, 179cm

Then and Now

How Equipment Innovation Changed My Skiing—and My Teaching

When I was a brand-new instructor starting my ski-teaching life back in 1993 I used “straight” skis and taught beginner- and novice-level students on similar gear. The school at Big Powderhorn Mountain, in Bessemer, Michigan, focused on teaching students to utilize rotary movements to turn the skis, with edging and pressure control movements taking a secondary focus. The job of teaching skiing seemed pretty straightforward and fun—I was hooked.

Within two years, the Elan SCX and other “shaped skis” like the K2 Four had been around and instructors in my ski school started using the “new skis.” I taught the same moves on this gear and was excited to find that the learning curve was steeper on the new skis. In 1997, I reluctantly downsized to 183cm skis with more sidecut than I had ever skied before. That reluctance soon melted away when I realized they were easier to use and much more fun than skis I had previously used.

I was still a green ski pro, ready to blindly share the content from clinics I attended with the guests I taught. Many clinics I attended included information on how to carve, with most emphasizing the use of hip angulation and counter to engage the skis’ edges in the snow, then ride the ski around the turn arc. (Oh, I would also like to apologize to those that I taught during that time!) My teaching began to emphasize more use of ski design plus edge and pressure movements to teach students how to arc and carve.

Somewhere in there college happened, and between teaching ski lessons and pretending to study, I discovered the joy of truly carving on an alpine snowboard with hardboots—wow! I began looking for this feeling on my skis as well, which further fueled my desire to arc and carve.



In 2000 I started teaching at Hyland Hills Ski and Snowboard Area, in Bloomington, Minnesota. Students were using shorter skis with more sidecut than in the past. The ski school was transitioning from teaching beginning skiers’ wedge-based movements to teaching parallel-based movements for their first turns. I was exposed to teaching edging movements focused on more subtle, refined movements of the feet and legs to achieve the desired ski performance.

By this time my ski length reached an embarrassingly short 163cm, and my skis had a 14-meter turn radius. I was sold, and let go of my “longer skis mean you are better” baggage.

I began skiing and teaching in Colorado more often in 2004, which was also when ski companies began to play with different widths of skis to assist skiers with managing off-piste conditions. That is when I got my first concussion, and quickly learned it was not a great idea to try to carve all the time in the mountains, and it became apparent that revisiting the skills concept and dipping into all the skill pools would be required. Welcome back, rotary movements!

Then, suddenly, the skis started to look funny. Again.

Ski shops were filled with a variety of gear, including rocker, early rise, tip and tail rocker, and traditional camber in all different combinations, widths, and lengths. There are currently more options of what people want to ride on, look like, and do while on the slopes, in the park, or in the sidecountry or backcountry. What an opportunity—for both skiers and ski instructors!

Today’s gear can fit everyone’s needs and desires. The diversity of gear has reopened the door to truly tailoring what and how I teach to meet the student’s specific goals and individual movement needs. As a ski pro, I am faced with the challenge and opportunity now, more than ever, to work with each guest to find the right blend of skills and movements to help them achieve their goals as quickly and safely as possible. And that’s a goal that will never go out of style. ☒

A returning member of the PSIA Alpine Team, Jennifer Simpson teaches skiing in Colorado at the Vail Snowsports School. She was an examiner for PSIA-AASI Central Division from 2001 to 2011.



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The new Outland 87 is the ultimate blend of powerful, on-trail performance and "crossover" versatility for expert skiers. All-Mountain Rocker, 3D wood core construction and lightweight Super Fiber laminate delivers easier turn initiation, vibration-free stability and full-length edge grip for enhanced carving on groomers. Crossover into softer snow and the All-Mountain Rocker and 87mm waist provide effortless off-trail maneuverability.



"The ski I used to earn my 3rd consecutive Alpine Team term!"
- Jeb Boyd

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Better Skis = Better Lessons

How the Fast Pace of Ski Innovation Could Turn Up More Business for Instructors

The past 20 years of ski and snowboard design are beginning to resemble snowsports' version of the space race, when the level of innovation only accelerated with each succeeding breakthrough. From the rise of shaped skis such as the Elan SCX and HEAD Cyber in the early '90s, to fat skis, 'Pontoon'-sized powder boards, and the exploding use of rocker in everything from park and pipe boards to backcountry gear, it's hard to imagine that any other sport has undergone so many evolutionary leaps so quickly.

But have ski and snowboard instructors benefited from all of that equipment-based ingenuity? They certainly could, according to former PSIA Alpine Team Coach Mike Porter, who delivered a presentation titled, "Are We Keeping Up with the Constant Changes in Ski Technology?" at the PSIA 2012 National Academy in Snowbird, Utah, this past April. "This is an exciting time, as the equipment innovations have opened up the playing field," Porter said. "It's a time for innovation and playfulness, and we have the teaching system to lead this transition."

Porter provided a mini history lesson on ski design to an audience of more than 100 attendees at the academy, joking that rocker has actually been around ever since skiers started bending the shovels of their metal GS skis in the bumps in the '70s and found that those skis performed better in powder. From that accident of innovation, to the influence of snowboarding on ski design, and the way everyone from intermediates to experts are now benefiting from the application of rocker, Porter said that technology is continually evolving to help people ski and ride in places and ways they never have before.

"We need to promote the various ski



Porter



Lipton

Photos by Grant Nakamura

types and how they can provide new feelings and experiences," he said. "And make sure we are training and teaching a broad range of skill blending."

With so many ways for people to express themselves—from straightlining to slashing gates to throwing flips in a halfpipe—it may seem impossible to meet the needs of so many personal preferences and styles. But that is what makes PSIA's skill concept as relevant today as it was when it was first introduced 40 years ago.

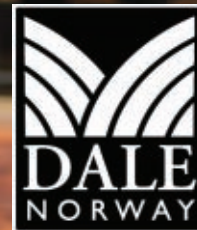
"One of the foundations of our teaching system is the skills concept," Porter said, adding that good technical instruction is still about finding the best mix of rotary, pressure control and edging movements for each consumer. "Finding the appropriate skill blend for the customer and their choice of equipment will be our desired outcome," Porter said.

He cautions, however, that instructors also have to be ready to provide a filter for the consumer in terms of the real impact of what each new aspect of new technology can really do. "Just because it's new doesn't always mean it's good," he said, adding that all of the

new categories of skis and snowboards don't always match the personal needs of the consumer. This, he said, presents a key opportunity for instructors. "Our challenge as teachers is to be able to meet the needs of our guests and match them with the equipment that can meet their needs and abilities," said Porter. "We can guide the customers to best match their equipment to their desired outcomes."

Whether it's helping students better utilize the gear that they are already on, or helping them find new skis that are best suited to their abilities, properly educating people about current technology is yet one more role of the modern instructor.

For example, PSIA Alpine Team member Eric Lipton, who was leading Academy ski groups at Snowbird, said he actually taught a lesson at Beaver Creek, Colorado, last season where students were encouraged to cycle through new gear. "It really helped them understand just what some of the new technology does, and also gain a better understanding of their own skiing," said Lipton. "It's the kind of thing I look forward to doing more." ❄️



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The Science of Skiing

USSA's Kipp Sheds Light on How Anatomy, Physics and Biomechanics Relate to Ski Instruction

One of the off-snow highlights of the 2012 PSIA National Academy was a presentation on "The Science of Skiing" by Ron Kipp, the alpine sport education manager for the United States Ski and Snowboard Association. Here Kipp talks about the benefits of developing a deeper understanding of anatomy, physics, and biomechanics.

Why did you feel this presentation was important for Academy attendees?

My presentation helps demonstrate that ski coaches and instructors have similar jobs. From the scientific side, ski coaches and ski instructors both deal with anatomy and physics, and, therefore, biomechanics are the same. We need to look to the sciences to gain a true understanding of what is happening with regard to physics, anatomy, and biomechanics.

For example, the ski instructor can say, "turn your foot." This is good "methodology," but is not what is really happening. The foot doesn't turn. The head of the femur turns in the acetabulum with slight internal and external rotation from a flexed knee. We need to keep methodology that works with our students, but to truly comprehend what is happening when the skier rotates the ski, we need to understand anatomy and the biomechanics that move the human body.

You go into a lot of detail about balance, equilibrium, and internal versus external forces. Why is this relevant to ski instructors?

"Equilibrium," or "equal balance" may be a better descriptor for what we are doing when we ski, because we are constantly attempting to balance forces. Those are both the forces (or perceived forces) of the ski turn, and the forces we create with our body.



Megan Harvey

The external forces occur in three dimensions: fore/aft, side-to-side, and rotation. When balance—or equilibrium—is disrupted, it is because the force externally (or internally) does not match the internal (or external) force. For example, if the skis are rotated to the right, something has to check this rotation or the skier will do a 360. Countering this rotation with the upper body leaves the skier in equilibrium with regard to rotation or motion in the horizontal plane.

With skiing being so dynamic, there can be a lot to think about in terms of balance. What are the main takeaways of your presentation?

A skier can never think fast enough for a desired response, but by knowing what to do, he can give himself feedback for upcoming turns. For example, if the skier starts the turn slightly in the backseat, he cannot recover the turn by thinking, "I need to have my hips more over my toe pieces." This turn is history. But he can use this information in the upcoming turns, and search for the forward position.

The three main takeaways are:

- What is balance? As ski instructors, we treat balance as a skill along with rotary, edging, and pressure movements. This concept needs to be challenged. Balance, or

equilibrium, is the result of performing rotary, edging, and pressure movements to accomplish ski actions and resist the resulting external forces.

- Small movements and their results have consequences to the skier. Moving a hand affects the skier's center of mass (CM), and subtalar [i.e., rear of the foot] movements, while not seen by the observer, are critical for high-level skiing.
- Regarding fore/aft balance, flexing the knees and smashing the front of the ski boots does affect the tip of the ski. Moving the CM forward via the ankles creates tip pressure.

You also talk about re-centering, and the "most important part of the turn."

Re-centering, yes, but also starting to edge, and in a position to rotate the ski. Again, covering the three cardinal planes of motion . . . therefore in equilibrium, all is coincident with this re-centering. If the ski racer or recreational skier can time the performance of these three movements into one motion, life will be good.

How many times have we heard recreational mogul skiers say: "Those moguls are not well timed, or spaced?" These skiers' limitation is the fact that they cannot start their turn in the desired place. If their timing were more efficient, they would not have this problem.

Mogul skiers may take only a couple tenths of a second to move forward a ski length. This one ski length is a tremendous distance when it comes to the tactics in the moguls. If mogul skiers take an extra tenth of a second, their tactics, or where they wanted to turn, would be altered, leaving the mogul "not well timed or spaced." When the skier can adjust this "re-centering," the moguls will always end up in the right place! ❧



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Rocker Hits the Hardpack in Ski Design

More Frontside Models Focus on Ease of Turn Initiation

Rocker technology isn't just for powderhounds and park rats anymore. A number of ski brands are introducing frontside skis featuring rocker this season, offering up the technology's ease of turn initiation on some high performance frontside models.

"We've found that a little bit of rocker goes a long way in how much easier it can make a ski to turn," says Tait Wardlaw, Rossignol vice president of marketing and communications. Wardlaw said that in the brand's hard-snow-focused Pursuit Series, Rossi's Power Turn Rocker adds just enough tip rise "to really improve that perfect corduroy experience," adding that groomed snow is the kind of terrain the majority of skiers are skiing anyway.

Elan adds three new slimmer-waisted skis to its Amphibio line, which features a unique mix of rocker and camber in the shovel of the ski, including the Amphibio 88XTi, 78XTi and 78. While Volkl introduces something it is calling V-Werks Technology, which is a Metal-Tex hybrid construction with titanal and carbon fiber for edge hold and all-mountain capability and Nordica offers up the Transfire line with early rise in the top and slight rise in the tail, as well as a new wide-sized Evo binding plate for easier handling.

Blizzard's rockered Flipcore Technology was one of the biggest stories on snow this past season, with *Skiing Magazine* naming the brand's all-mountain Flipcore-enabled Cochise as the Ski of the Year. This year, Flipcore appears in the existing all-mountain Magnum Series, with two new skis that are 85mm and 80mm underfoot. "With the expansion of Flipcore Technology into the all-mountain category, we will be able to deliver the fun and excitement



of rocker to all skier types, from the big mountain athlete to the average weekend intermediate skier," said Blizzard Product Director Jed Duke.

K2, which was the first brand to offer some level of rocker in all of its skis, introduces the new Bolt (125/72/99), a hard-snow-specific ski built with a combination of Speed Rocker, MOD shape and a new Carbon Web placement in what the brand has labeled RoX Technology. "Speed Rocker allows us to create a level of turn initiation that wouldn't otherwise be possible with a ski this torsionally rigid," said Mike Gutt, K2 global marketing manager. HEAD

breaks out its all-new unisex Rev series; blending a mix of rocker, radius and rebound in six different waist widths from 70 to 105mm. Fischer's Hybrid actually features an adjustable rocker system, with an aluminum band that allows skiers to dial in the amount of rocker the ski has, raising the tip as they tighten it.

And Atomic goes all-in on incorporating rocker into high-performance skis by adding 10 percent Piste Rocker to the tips of its Redster Double Deck GS and Redster Doubledeck SL Red, as well as 15- to 20-percent All Mountain Rocker in its new Vantage Series. 32°

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skier: Doug Pfeirini - PSIA Demo Team photo: Jonathan Selkowitz



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INDUSTRIAL STRENGTH: SAVING A SEASON WITH LOW-SNOW SOLUTIONS

By **PETER KRAY**

Last winter will hopefully go down as one of the biggest duds in the history of snowsports. Following the firecracker of a winter that was the 2010–11 season, when U.S. skier visits blasted to a record high of 60.54 million, 2011–12 completely fizzled, registering only 50.8 million visits—a drop of nearly 10 million skier and snowboarder days!—once all the lifts had shut down.

Remarkably poor snow from California to Colorado to Minnesota to Vermont was the reason. It seemed as if only ski areas in Alaska and the Pacific Northwest, which got absolutely hammered with snowfall, were consistently able to get and keep prime terrain open. According to the 2011–12 *Kottke National End of Season Survey*, which tracks everything from skier visits to ticket prices for the 2011–12 National Ski Areas Association, marked the lowest national average resort snowfall since 1991–92.

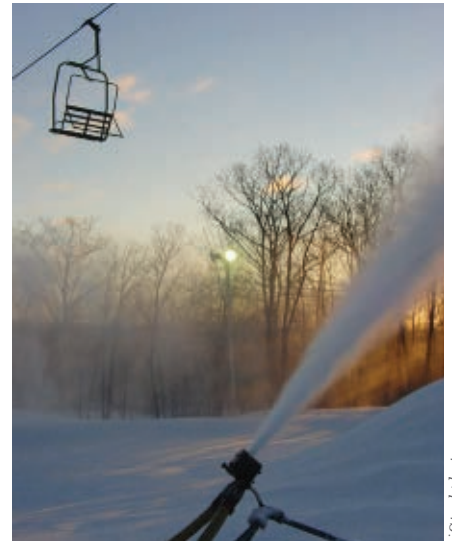
There were, however, some encouraging stories of hard work and season-saving snowmaking, particularly at areas such as Northstar, California, which opened its 22-foot Shaun White-signature superpipe in time for the New Year despite a paucity of measurable precipitation. And at Stratton, Vermont, where crews worked day and night making and moving snow in March in order to host both the 2012 US Burton Open and the U.S. Freestyle Championships, which earned the

area a Silver Award for exemplary event organization from the U.S. Ski & Snowboard Association.

According to Sarah Neith, director of public affairs for Ski Vermont, “Craftsbury Outdoor Center also pulled off the impossible, preparing a course for the Super Tour at the end of March during record high temps.” The secret? Probably the 300 truck loads of snow the center brought in to patch the many areas where its nordic track was melting.

The fact that all of this occurred in the spring, when areas typically have their highest snowpack, speaks to how many regions really did feel as if they were experiencing early season conditions all season long. “No doubt the snow conditions were challenging this year at many resorts in Colorado,” said Jennifer Rudolph, Colorado Ski Country USA communications director. “As the season went on, and the situation presented itself, resorts turned to their snowmakers and slope groomers and that’s when things really got creative.”

Rudolph said areas made as much snow as they could, then moved that snow around. They also got inventive with grooming strategies, sometimes closing trails to move snow to more highly trafficked areas, or grooming bumped runs that normally wouldn’t be groomed. “It’s important to remember that it’s really only about the top four to five inches of the snow surface that most people are experiencing,” said



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Rudolph. “As long as the surface is soft and easy to carve, it’s all good.”

Maybe not for powder, but definitely for lessons, which were only down 8.6 percent for the season. Compared to the 14.6 percent loss in skier visits, lesson participation actually increased 7 percent, according to the Kottke report, which included the statement that, “The fact that lesson volume held up better than visitation (albeit still trending down) should help soften the revenue impacts of decreased visitation.”

Learn to Ski and Snowboard Month (LSSM), the annual January initiative created to get more people skiing and snowboarding, also reported that it helped generate nearly 100,000 beginner lessons during the month, up from 75,000 the previous season. Of particular note

was the fact that “Many resorts focused attention on their snowmaking expertise to help create awareness that snow was plentiful on learning terrain,” according to a statement from LSSM.

Of course, any season spent working in the snowsports industry entails working with changing conditions. “We did do our fair share of adapting to the conditions, but we always need to juggle something, even in a really great snow season,” said Peter Weber, the manager of New Hampshire’s Waterville Valley Resort Snowsports School. “There are times [when] the conditions are a little ‘glazed,’ and other times there might be seven or eight inches of new, ungroomed snow on one of our beginner hills. Both present challenges in how we go about lessons for the day. It’s part of the daily evaluation of the mountain.”

Weber added that last season “did push us,” especially in the early and late season, and also with regard to lower-mountain intermediate and novice terrain. He said one of the biggest adjustments was finding appropriate

terrain for teaching kids, while keeping them out of congested areas. “We ended up keeping most of the (kids’) program on the lower-mountain beginner slope, due to safety concerns, doing laps getting their ski and snowboard legs back, doing basic drills and exercises,” Weber said. “Most parents understood our decisions and many parents thanked us for taking the safety considerations we did.”

In Aspen, there was a similar re-adjustment of expectations. Katie Ertl, managing director of the Ski & Snowboard Schools of Aspen/Snowmass, and former manager of the PSIA-AASI Teams, said, “Low snow is a great opportunity to work with the guest on a number of areas,” including hard-snow safety and edging, as well as obstacle identification, tempo, and timing.

Ertl said one of the other things Aspen instructors focused on was following where the sun was hitting throughout the day in order to access optimal conditions, and also constantly evaluating terrain options. “The message that came out this past season was that it was safer, more fun, and

easier to go with a pro,” Ertl said. “The guest would have a great time despite conditions and come out for another day of fun with the pro and the group.”

As for what this season will bring, only time will tell. But history shows that the industry can be remarkably resilient. After a precipitous 17.6 percent drop in visits during the 1980–81 season (also the result of poor snow), visits fully recovered with a 22 percent increase in the 1981–82 season. And we are still only one season removed from the busiest winter in U.S. history. Combine all of the insight, experience, and hard work of the past year with a little more snow in the coming season, and who knows how far we can go. ☒

Peter Kray is the special projects editor for 32 Degrees, focusing on emerging snowsports trends and on-snow innovations. Kray skis, telemarks, and snowboards out of Santa Fe, New Mexico, and is a co-founder of the Gear Institute (www.gearinstitute.com) a website founded with the purpose of professionalizing the testing of outdoor equipment.

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UNDERGROUND TEACHING: YOU DON'T WANT TO GO THERE

By **DAVE BYRD**

If you've thought about giving private lessons on the side, circumventing the resort altogether to earn more money—you might want to reconsider. Often characterized as the harmless “underground lesson” or “teaching in the black,” the practice still amounts to providing illegal, unauthorized private instruction at a resort. Giving a bootleg lesson might seem like an easy, risk-free way to supplement your teaching income, but the truth is you're the one that could end up paying a price, and it could be substantial.

ILLEGAL AND ILL-GOTTEN

When instructors engage in this practice they aren't just ripping off the snowsports area, they're also putting themselves at risk, both legally and financially. Not only could they be fired, they also could lose their season pass, get a lifetime ban from their home resort (and neighboring resorts as well), and even be criminally prosecuted—facing civil and criminal fines—since the activity may be against both state and federal laws.

In addition, bootleg instructors are not covered by the snowsports area's liability insurance or workers' compensation. If a “client” is injured, that person could come after the instructor personally (e.g., under the instructor's homeowners insurance policy). And teaching at another resort doesn't exempt the instructor from the same risks.



Kevin Horvathshell

Instructors who teach bootleg lessons risk a lifetime ban from their home resort—and potential criminal prosecution.

The loss of revenue is bad not only for resorts overall but also for ski and snowboard schools specifically. And when revenue goes down, salaries and staffing levels tend to follow suit. This brings to mind another significant consequence of the underground lesson: the effect

on other instructors. Bootleggers take business away from fellow teachers, those who rely solely on the resort structure to earn their wages.

Former instructors as well as current employees are engaging in this practice. While underground lessons are not new,

the explosion of the Internet, electronic media, and guerilla marketing through Craigslist and other social media outlets has made it far easier for unauthorized private instructors to promote these illegal services to guests looking for bargains.

Bootlegging seems to be more prevalent in the West due to the larger sprawl of destination resorts, said Craig Panarisi, the snowsports school director at Vermont's Stratton Mountain (who previously managed recreation programs at Tamarack Resort in Idaho). "Also, in the West the opportunity is greater to poach a full-day private lesson, whereas in the East lessons tend to be hourly," he added.

Notably, at western ski resorts—where most snowsports areas are located on U.S. Forest Service (USFS) land—it is illegal to operate "commercial activities" on public land without a Forest Service permit and without paying the federal government a fee for the commercial operation (unauthorized ski lessons, snowmobile tours, horseback riding, and

guided hunting are all illegal without a USFS permit). The Forest Service often cites instructors conducting bootleg lessons without a permit, punishing bootleggers with both civil fines and criminal convictions. Most recently, the USFS obtained a criminal conviction against a local instructor in Telluride, Colorado, for conducting bootleg lessons without a permit at the ski area.

And for those resorts operating on private land, like most areas east of the Mississippi River, snowsports areas can, and often do, sue bootleg instructors for theft of services (i.e., stealing a commercial property from the private landowner) or even trespass.

DETECTION AND PREVENTION

The occurrence of under-the-table lessons is growing, prompting snowsports areas to develop more sophisticated approaches to detection and prevention. As the extent of the problem varies regionally, approaches to combating illegal ski/snowboard lessons differ widely as well, depending on whether resorts operate on

public versus private land, how resorts structure their ski/snowboard school business models, and how aggressively resorts want to fight the issue.

While unauthorized lessons primarily impact ski/snowboard schools by cutting into their revenues and taking business away from employees, the problem is one that crosses numerous resort departments—not only sales and marketing but also risk management, security, human resources, and information technology (IT). Resorts have developed a number of policies and best practices, on a department-by-department basis, designed to educate, discourage, and prevent unauthorized ski and snowboard lessons.

For example, some resorts encourage employees themselves to alert their supervisors when they suspect an underground lesson is taking place. "We tell them, 'let us know—they are only taking money out of your pocket and stealing potential clients,'" said Maggie Loring, who directs the mountain school at Utah's Snowbird Ski and Summer Resort. Many areas set up Google Alerts to discover private

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lessons advertised on blogs or other sites, and assign their IT department to periodically scour websites like Craigslist to find advertisements promoting private lessons at the resort.

Some resorts require instructors to sign non-compete agreements, where they acknowledge that they are prohibited from conducting unauthorized lessons, even after they are no longer employed by the resort. (States differ in terms of whether such non-compete agreements are legally enforceable, but they may be useful in establishing the instructor's awareness of the resort's prohibition against unauthorized or bootleg lessons in civil lawsuits against former instructors for theft of services.)

Another common practice is to maintain a red-flag list of names of suspected bootleg instructors and those

who have received a warning. (The list is critical when the resort seeks assistance from the USFS or local sheriff in theft-of-services cases, especially with repeat offenders.) HR departments review the list when making hiring decisions at the start of each season.

Ski/snowboard school managers at many areas within a broader regional group of resorts periodically compare notes on recent bootleg activity and newly discovered websites promoting illegal lesson providers. Also, some managers routinely share and compare their red-flag lists with other nearby resorts to compile a broader list of offenders to look out for.

Some resorts go so far as to conduct sting operations, often in conjunction with the Forest Service law enforcement (which typically fines first-time offenders several hundred dollars) or the local sheriff's department. Resorts have also sent undercover employees into private rental shops in town, covertly seeking private ski lessons, which not only gauges how often this may be

occurring but also acts to deter such illegal activity. Mammoth Mountain in California, for example, visits local rental and demo shops to ask managers and supervisors to inform their employees that underground ski lessons are illegal and will result in season pass revocation, lifetime bans, and prosecution.

BOTTOM LINE: DON'T DO IT

Clearly, resorts are becoming smarter and more tenacious in their efforts to quell the occurrence of underground ski/snowboard lessons, and the likelihood of getting caught in this activity is increasing. The risks of bootleg instructing—including loss of resort privileges, termination, bans at neighboring resorts, individual liability exposure, and criminal and civil fines—hardly seem worth the extra cash in your pocket. ☒

Dave Byrd is the director of Risk and Regulatory Affairs for the National Ski Areas Association.

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Sherri Harbin

Tune for Success With Basic Beveling

By GEOFF KRILL

One of the most commonly overlooked pieces of adaptive ski equipment is the ski we all ride. Whenever I bring up the topic of base and edge bevel ski tuning, the general response is, “That’s just for racers.”

That statement just isn’t accurate, because the right amount of bevel on your ski can enhance your skiing. It’s true that racers and their technicians spend a tremendous amount of time trying to unlock the right combination of glide and edge hold for success, while the majority of adaptive skiers are just satisfied with the way their ski performs without all that extra work. And it is also true that equipment manufacturers produce skis and send them into the marketplace with a general tune that will suit the needs of most—but not all—who ride on them.

The way a ski is tuned can have dramatic effects on the performance of the skis that we are asking our students to ride on. Tuning a ski to meet the needs of compromised muscle groups and adaptive equipment will not only enhance performance, but

also produce positive effects in the learning process

GOING BEYOND ZERO

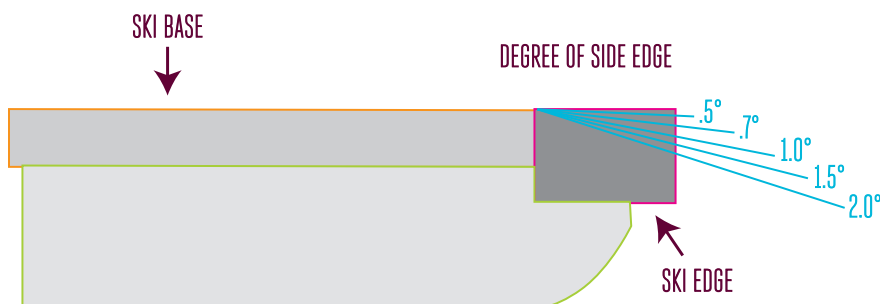
Many of the skis used by our adaptive programs are donated single race skis originally provided by the various ski manufacturers through their warranty programs. What does that mean to you? It means that many of these skis have been used by a variety of high-performance athletes who tune their skis to be extremely reactive to the slightest movements and forces acted upon them. For instance, many racers prefer a flat base bevel or what is known as zero degree. This creates a ski that is very quick to hook up with the snow, yet requires finite yet strong muscle control to keep it on its desired path. The end result is that many times we

are left with a ski that, when mounted for a monoski, may be very difficult to control with limited or nonexistent core strength.

The flatter the edge base, the more quickly the ski will engage the snow and seek the fall line, making it very difficult for our skiers trying to learn flat-ski rotary skills. I have found that a base bevel of 2 degrees has been most favorable in the learning process, and allows for a more forgiving edge engagement. You may also find that as wider skis are used, the base-edge bevel may need to be increased as the width increases.

Including a ski tune as part of the monoskier set-up can have positive effects on the outcome of your lesson and the overall performance of the skier. Sometimes the smallest tweaks can have the greatest success—and this is commonly overlooked. Take a moment and ask your program equipment manager and ski technician how the skis are tuned and become familiar with how base beveling can have a variety of effects on how a ski performs. It could bring about more on-snow success. ❧

Geoff Krill is a member of the PSIA-AASI Adaptive Team and is the snowsports director of New England Disabled Sports at Loon Mountain, New Hampshire. This is his second term on the Adaptive Team.



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Collective Good: The Making of the AASI Adaptive Snowboard Guide

By MIKE HORN

In May 2012, the International Paralympic Committee (IPC) announced that men's and women's para-snowboarding would make its debut as part of the 2014 Paralympics Winter Games in Sochi, Russia.

Para-snowboarding events have already taken hold at the X Games and on the World Cup, and there is a growing air of excitement around the sport, as it's come a long way in terms of product development, instruction, and gaining the international-level recognition it deserves.

On the education side of things, that energy is driving the development of new and more comprehensive resources for competitive and recreational para-snowboarders alike, and also their instructors. The culmination of years of collaboration and educational program development by several organizations—the new online *AASI Adaptive Snowboard Guide (ASB Guide)*—was completed early this year. It's not an all-inclusive "bible" for adaptive snowboarding, but, rather, demonstrates how established concepts used by AASI can provide practical insight when working with adaptive participants. In June, the PSIA-AASI Board of Directors approved national certification standards for adaptive snowboard instructors (see page 14).

THE GUIDE'S BEGINNINGS

Former PSIA-AASI Education Manager Ben Roberts provided some background on how the guide—available as a free download on the PSIA-AASI website (TheSnowPros.org)—came to be. "The *ASB Guide* is ultimately the compilation of a number of resources that had been created over the last 10 years

or so," he said. "The roots of adaptive snowboarding and the AASI adaptive community definitely go back farther than that, but things really kicked into gear in the early 2000s."

According to Roberts, several PSIA-AASI divisions—primarily Eastern, Rocky Mountain, and Western—began developing more robust training programs and dabbling in offering certification. This dovetailed with requests from adaptive snowsports schools and organizations for more training resources for snowboarders and snowboard instructors working with adaptive students. In 2004, the national board approved basic recognition of adaptive snowboard certification standards. Starting about four years ago, the Rocky Mountain Division had a fairly comprehensive handbook and an emerging exam process, and Western and Eastern Divisions both had an accumulation of resources as well as early exam processes.

"At about the same time," said Roberts, "demand was growing quickly for training resources and certification from many of the other divisions, and the demand for adaptive snowboard lessons was growing as well."

It all pointed to the need for a more comprehensive guide that could be used by all divisions—and beyond. An adaptive education meeting in fall 2008 paved the way for compiling resources into a single guide. According to Roberts, the process

took much longer than anyone expected, but is what ultimately led to the online resource now available.

Said PSIA-AASI Professional Development Manager Earl Saline, "This creates a common resource, and provides consistent information that's available across the country. The *ASB Guide* really brings the whole package together, and this is an important part of what we do. It's about helping people do what they want to do versus trying to push them into a different mold."

Grant monies awarded to PSIA-AASI will help develop similar resources. "The grant we received to produce these materials is a key piece of this," explained Saline. "We're looking at applying this model to other adaptive disciplines."

ASB GUIDE OBJECTIVES

Released in March, the *ASB Guide* aims to meet the following objectives:

- ◆ Provide useful information to readers who haven't taught snowboarding and who aren't familiar with PSIA-AASI concepts.
- ◆ Provide useful information to readers who *are* familiar with PSIA-AASI and who are coming over from either an able-bodied snowboard instruction perspective or from an adaptive alpine instruction perspective.



- ◆ Represent the variety of resources it draws from—adaptive snowboard instruction techniques in regular use, students and scenarios encountered regularly, and, to the extent possible, existing divisional certification and in-person training programs.
- ◆ Support programmatic needs of adaptive schools and organizations related to in-house training, equipment availability, and the range of risk management practices and protocols.

According to Saline, in creating the *ASB Guide* many thanks are due to the adaptive snowboard community as a whole, and the following key contributors: Holly Anderson, Kim SeEVERS, Ben Roberts, Barbara Szwebel, Karen Frei, Bobby Palm, K.C. Gandee, Josh Spoelstra, and Rob Bevier. ❧

Mike Horn lives, rides, and writes in Crested Butte, Colorado. He is the cofounder of StokeLab Magazine (stokelab.com), editor of Kronicle Magazine, and freelances for a number of other clients.

HARD WORK PAYS OFF

The inclusion of para-snowboarding in the 2014 Winter Paralympics in Sochi, Russia, is thanks, in no small measure, to the persistence of organizations like Adaptive Action Sports, Adaptive Sports Center, the World Snowboard Federation (WSF), the United States of America Snowboard Association, and the athletes and their coaches.

In the official announcement, World Snowboard Federation President Gunnar Tveit said: “The WSF are thrilled by the decision to include para-snowboard in the Paralympics program of the Sochi 2014 Winter Games. Together with the IPC, the WSF National Snowboard Associations, and riders, we have been working toward this goal for the last six years.

“Knowing that the riders will have the chance to compete in 2014 in the sport they love is rewarding not only because the athletes will be recognized for their hard work, but also because the inclusion of para-snowboard in the Sochi 2014 Winter Games will provide an unprecedented level of exposure to the sport,” said Tveit.

—Mike Horn



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Julie Shipman

Pursuit of Simplicity Promotes Perfection

By HEIDI ETTLINGER

A challenge for anyone learning to develop the skills that create solid performance skiing in all conditions is avoiding the insignificant details or lofty words that don't translate into easy movements.

For instructors who seek to improve, this means not getting confused or lost in the depths of manuals and self-inflicted movement paralysis. For trainers, practicing the mantra “know a lot so you can say a little” allows your instructions to be easily understood, especially when used with complementary exercises.

To link these principles of simplicity to skiing we can begin by considering the movements of all great athletes. One foundation of performance in many sports is how quickly and accurately athletes change direction. If you watch

a tennis player nimbly race to the corners of the court, or a soccer player dodging and weaving around a field, you can draw some similarities to the way skiers use their outside foot to create a platform to balance on as they change direction. Both athletes create a stable platform over their outside foot to generate power and accuracy.

Developing greater versatility in *how* we move from foot to foot can enhance our overall performance and fix common problems. Situations like losing edge grip part way through the turn, or being

unable to separate strong leg turning from upper body movements, can originate in the lack of balance over the outside foot. Practicing this basic skill will stabilize your core and teach you to balance over, not brace against the outside foot.

Here are some exercises you can include in your dryland training program to build an awareness of fundamental movements that can be directly transferred to your skiing.

- ◆ Warm up using an obstacle course that challenges your lateral movements. Notice when moving from cone to cone you generate more power by keeping your upper body balanced over the outside foot rather than tipping to the inside as you begin to change direction.
- ◆ Try a shuffling exercise, moving forward in diagonal traverses (simulating



Warm up with an obstacle course that challenges lateral movements.



Next, do a shuffling exercise while moving forward in diagonal traverses.

Photos by Richard Jameson

the direction changes you would make while skiing). Using a mirror is helpful to continually correct how you are balancing over and then launching off of your outside foot.

- ◆ Practice these movements in a sprinting exercise that simulates linking turns. Keep your core balanced over the outside foot as you transition from turn to turn.

- ◆ Avoid undisciplined movements that weaken the power and accuracy of directions changes, like following your feet or tipping to the inside.

Ultimately, you are only as good as your training. Begin by observing the movements of other athletes to develop a good visual picture. Then practice these simple foot to foot exercises to build

quickness, power, and performance into your skiing. 32°

A new member of the PSIA Alpine Team, Heidi Ettlinger serves PSIA-AASI's Western Division as an examiner and member on its board of directors. She also produces gearingtogo.com, a resource that combines her passion for promoting professional instruction to the public and retention of new skiers and riders.



Now try a sprinting exercise that simulates linked turns.



Avoid undisciplined movements like following your feet or tipping to the inside.

Photos by Richard Jameson

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Set Your Pole and Bring your Body To It!

By MEGAN SPURKLAND

On one of our first ski days in Homer, Alaska, last winter, I set out to teach classical technique. Instead, we found a trackless trail with alder bushes and dried grass sticking up. I threw out my plan for the day and created a very slow-moving lesson that ended up being one of the most effective I have ever taught on body position in the diagonal stride.

It has three simple steps, and in the end my students all said, "Oh! I get it now!"

SET THE POLE ANGLE

Start by having students drag their poles as they walk forward on their skis. It is important to slow your skiers down if they are trying to kick and

glide down the trail. They need to slow down and just walk on their skis . . . no gliding allowed. As they do this, they move their hand forward in the diagonal stride rhythm, but they are not allowed to hold onto the grips of the poles. The poles should just be dangling from their wrists by the straps.

Once you have gotten everyone to walk on their skis and drag their poles by their straps, you then make sure they are dragging their poles forward until the basket ends up far enough ahead to be even with the toe of the opposite foot. Once they do this, their pole is in the perfect position. The basket is across from the opposite toe, and because they have been forced to drag their pole, their hand is in front of their basket. Okay, they have set the pole angle!

ANALYZE THE ELBOW ANGLE

When the students have their pole up to the perfect angle and position, have them freeze. Ask them to describe what angle their elbow joint is at. It is usually straight or just slightly bent.



Julie Shipman

Explain that a straight arm is much weaker than a bent arm. We don't knead dough, arm wrestle, or punch with a straight arm. A 90-degree elbow bend is our most powerful arm position. When your clients agree that a 90-degree bend in the elbow is best, ask them how they would achieve that. Keep in mind that they are still frozen on the trail in front of you. Demonstrate how they *could* bring their hand back in toward their body to achieve the elbow bend, but that ruins the perfect pole angle they have created.

BRING THE BODY TO THE POLE

With the skiers holding their pole in its perfect place, have them lean forward enough at the ankle that their elbow angle becomes 90 degrees. They should feel their body weight roll onto the ball of their foot.

Voilà! By slowly learning what the perfect pole angle is and then learning to bring their body toward to pole to create a properly bent elbow, skiers end up in the desired forward-leaning body position. It works! **32**

Megan Spurkland raced for Whitman College, and now says that her passion for nordic skiing (and coaching) is stronger than ever. This season will be her sixth season with the Homer (Alaska) Women's Nordic—where she is the coach and club organizer. She believes that the education of coaches is the basic element of building a ski community. She was named this year to the PSIA Nordic Team.



Craig Panarisi



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Selection Shift Signals Evolution of Cross-Country, Telemark Skiing

By EUGENE BUCHANAN

While telemark and cross-country skiing still have free heels in common, that's as far as the similarities go anymore as far as the PSIA Nordic Team is concerned. As an integral aspect of their ongoing effort to embrace the future of both types of nordic skiing, the team selection event in Snowbird, Utah, this past April made a concerted effort to give the two long-standing siblings their own shine.

In the past, instructors were expected to be equally proficient in each discipline. Now, those earning a four-year term on the team can specialize in either telemark or cross-country.

"It's a nod to the evolution of both sports," said PSIA-AASI Professional Development Manager Earl Saline. "Each discipline has become more specialized. This will allow us to better focus on what each team member's true strength is, rather than his or her weaknesses."

The intent previously, he adds, was to find people who could do both disciplines well. "Now, we realize that they are, in fact, different disciplines," he added. "This allows us to focus on people who are at the top of their game in each."

Making this year's team are returnees David Lawrence and Ross Matlock and newcomer Megan Spurkland as cross-country specialists, as well as new team member Jim Shaw as a telemark specialist. According to Saline, they're all still equal-standing PSIA Nordic Team members, but rather than being jacks-

of-all-trades as in the past, they can now focus on what they do best. "Our team now has three people who really stand out as nordic/cross-country specialists, and one person specializing on the telemark side," Saline said. "There's a huge amount of outreach we can do in nordic now with three dedicated cross-country team members, and the same holds true on the tele side."

The separation is based on telemarking being more descent-oriented and nordic more touring based. It also follows recent changes in equipment that have made telemarking more alpine-oriented, with boots and skis offering more support than ever, and nordic gear becoming lighter and more specialized.

Saline likens the split to what happened to the freestyle and racing sides of alpine skiing. While the two were first lumped together, there are now separate selection events for each. "It made sense to divide those two disciplines as well," he said. "One was more focused on turning left and right, and the other was up,



Sherril Harkin

down, and all around. It's just a natural instruction evolution."

Instructors, and end consumers, will be the first ones to benefit from the new system. "A lot of people still do both, but people usually just want lessons in one or the other," said PSIA nordic and telemark examiner Barry Smith, a former member of the PSIA Nordic Team (1988-92). "It's getting harder and harder to be well-versed in both. It seems to make sense to differentiate them."



Grant Nakamura

Changes in equipment have as much to do with it as technique. "It's a natural split," said Reese Brown, nordic director for SnowSports Industries America (SIA), who attended this year's team selection event. "Telemark is a gravity event and nordic isn't. The heel is free in each, but that's where the similarities end. Most of today's telemark instructors these days are also alpine instructors."

Brown adds that he's looking for ways to integrate what PSIA is doing with its

teams into his marketing efforts for SIA, and that this should make it easier.

Nordic Team Coach Scott McGee, of Jackson, Wyoming, also applauds the move. "When equipment started to get more specialized, certification processes began diverging as well," he said, adding that people used to get certified in cross-country and telemark on the same pair of skis. "This is just a natural progression of that."

With regard to this being the first time that PSIA's Nordic Team selection event featured specialist "tryouts," McGee said that, so far, it appears to be well received. "If you're really looking for the best in the nation, you need to have someone who specializes in using that kind of equipment," he said. "Specialists probably won't have examiner skills in other areas, but that doesn't matter anymore."

McGee adds that the move will also likely build PSIA's on-snow credibility with U.S. Ski and Snowboard Association (USSA) coaches. "USSA has always held our experience base in high regard, and

this should help even more," said McGee, who served four terms on the Nordic Team and is entering his second term as coach.

The new free-heel future could also result in the adoption of teaching manuals specifically suited for each discipline. "That's certainly a direction we're looking," said Saline. "We want to give telemark the attention it deserves, and also do the same for cross-country." McGee agreed, adding that the methodology for each might differentiate even more moving forward.

"It's a great step in the right direction," said McGee. "Our specialists will be able to focus on one discipline and its needs, whether it's instruction, writing manuals, updating the website, and more. It also better mirrors the specialization practices of PSIA as a whole." ❧

Eugene Buchanan's passion for the outdoors has taken him to 30 countries on six of the seven continents. When he's not roaming the world (and writing about it), he's with his family in Steamboat Springs, Colorado.

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Dann Coffey

The Importance of Decision Making

By **TONY MARCI**

As I stood atop a double-black diamond chute, my student and I took notice of the narrow patch of snow surrounded by rock walls. I also made note of the double fall-line pulling to the right. I asked my student what he thought were some smart options to get down the run.

He replied, “I was hoping you were going to tell me.” I proceeded to give him a good, safe option and he got down the chute, which ended in an excited “Yay!”

TYPES OF DECISIONS

This experience highlighted the importance of decision-making and teaching people *how* to make decisions. When riding down the mountain, we make decisions frequently and for multiple reasons. Some are made for safety, for fun, for a challenge, or being creative, and some may simply be based on getting to a certain location.

THE FACTORS

There are several factors that go into the decision-making process. One is how quickly we need to make that decision. The speed with which we decide can

be impacted by whether we have made similar decisions in the past. Another factor is whether others are affected or involved in that decision. For example, if you’re about to drop a cliff, you may stand there a bit and really take your time with your decision. However, if you have dropped several cliffs that day of similar size, or your friend has just hit it and has similar abilities, you may just charge off it.

As an instructor, I tell students to take in the different factors. A few to consider are speed, line, snow condition, landing zone, and space to slow your speed. We’ve created many great acronyms to help us remember what to take into consideration. But we still don’t always give our students the ability to make decisions.

Practicing decision making with your students allows them to improve. You can describe the result of a decision before they do it to avoid harmful results.

LET YOUR STUDENTS TALK

Look to create an open dialogue with your students from the start. They may not know all the options available to them; this is generally the case when introduced to a new environment. After telling them the options, take some time to talk through them. Even better, help them experience how to make better decisions on their own next time. Another approach you can take is to step back; let your clients lead and compare line choices.

The next time you’re with a client at the top of a run, chute, or park lap—or even their first run off the beginner slope—ask them a few questions. Take note of how quickly they reply and the content of their reply. This could be a great indicator if your student is ready to take that plunge—or not. ☑



Sherri Harkin

Tony Macri, a new member of the AASI Snowboard Team, is a year-round snowboarder, spending the last 14 years commuting between the U.S. and New Zealand. He is currently the examiner’s coach for the Rocky Mountain Division, and has helped write manuals and created standards in the U.S. and New Zealand.



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Dann Coffey

Keys for Teaching 3- to 6-Year-Olds to Snowboard

By TOMMY MORSCH

When it comes to teaching little kids to ride, making use of small terrain features will really help your students progress and keep things fun for both the child and you. And the learning can happen outdoors and in. The bare minimum to get started is having a small roller about two-feet high with a natural runout.



If there is additional space, a dished-out area (mini-pipe), banked turns, rollers, and a box at ground level are other features that could help you introduce the skills needed to make those first turns.

Let's talk a little about the tools. A Riglet Reel is essential (it's a retractable tether that allows you to pull young rider across the flats) and is attached to the appropriate-sized snowboard for the child. Having some tools inside to work on their skill development will be a key. For example, some round squishy insulation (typically used to protect vulnerable pipes in winter) and a balance board are a few tools that will help you teach the skills needed while making it engaging for the child.

THE OUT-AND-IN APPROACH

Teaching kids is tricky! Common words of wisdom are to "play games," "approach children at their height," and "use fewer words but show more actions." This is all good advice, but there is a lot more to it. First, find what the expectations of the parents are—then make sure the parent's goals are realistic for this age group. You always need to pay close attention to the feelings of the child. Once the child isn't having fun anymore, it is time to get more creative!

That's when those extra indoor tools come in handy. With simple and

Eric Schweink



Eric Schrank

Teaching kids is tricky! Common words of wisdom are to “play games,” “approach children at their height,” and “use fewer words but show more actions.”

inexpensive tools, you can go inside and play a few games! Doing so, you can continue to build the necessary skills needed for a child to snowboard. For example, a lesson with a 3-year-old may go something like this: “Let’s go play on a balance board before going outside.”

Then, after 15 to 30 minutes being buckled in, towed around on snow and over terrain features, the child begins to lose interest. You play Simon Says to build balance, and then the child is likely cold. That’s the time to bring them back inside and introduce them (or reconnect them) to the movements for a heelside turn. Here’s when you place their board on two pieces of foam and buckle them in. The foam underneath the board will give some resistance, yet it will let the board go on edge. If they’re ready to head out again, take them back on snow. My experience is that the kids are more

stable on this second outing and they start turning because of developing those skills indoors.

So, with a little creativity, the right tools, the right terrain, and a good approach, lessons for 3- to 6-year-olds lessons will be effective! ☺

Tommy Morsch returns this season for his second term on the AASI Snowboard Team. He is a member of Eastern Division’s board of examiners and is credentialed as a Children’s Specialist 2. He is the terrain park manager and snowboard school director at New York’s Bristol Mountain.

Closing Kids' Lessons: Put an Exclamation Mark On A Great Day!

By MARK AIKEN

Davey Johnston had a plan. Knowing the importance of summarizing children's lessons, he prepared to lead his group of 9-year-olds into the kids corral area at his home resort. Once there, he wanted a quiet corner where he could huddle with his group, sum up, check for understanding, and cover topics for future lessons.



Pause periodically throughout a lesson to review, check for understanding, and summarize.

Then he was going to fill out a written progress card for each student and talk to each child's parent.

The plan didn't work. First off, a "quiet corner" simply did not exist in the children's area at pickup time. Meanwhile, when kids saw parents, they rushed after them, so he was challenged with simply keeping his group together—forget having a meaningful wrap-up! Finally, parents came all at once, so he scrambled; trying to scribble progress cards and talk. He missed some parents, and, when it was over, he was left holding several completed progress cards that would go forever unread. Davey felt deflated; what had been a stellar lesson and a great day totally fell apart at the end.

How can instructors effectively wrap up kids' lessons? For starters, know that the end of the day—particularly during busy holidays and weekends—will be chaotic. Next, consider the three components in wrapping up children's lessons: summing up for students, talking to parents, and filling out progress cards. Here are strategies for successfully executing each.

WRAPPING UP WITH STUDENTS

"Your summary shouldn't be a surprise at the end of a lesson," said Burleigh Sunflower, ski and snowboard school

Sherri Harkin

director at Bromley Mountain in Vermont and an AASI examiner. Not only is it possible to gather everyone's attention at day's end, you'll have them nodding in agreement when you wrap up. Read on:

Check in often. Pausing periodically throughout a lesson to review, check for understanding, and summarize gives students a chance to process what you've covered thus far. In fact, don't think of a lesson as going through a giant PSIA-AASI Teaching Cycle where the early going is time for introductions, assessments, and determining goals; where the middle means presenting information and guided practice; and where the end means checking for understanding and summarizing. Rather, good instructors run through components of the Teaching Cycle repeatedly as they cover skills and material.

For example, a ski instructor might stop to summarize the movements covered in boot games before moving on to one-ski activities. Likewise, a snowboard coach might gather a group after hitting a jump

to talk about the balancing movements that made them successful through the phases of ATML (approach, takeoff, movement, and landing).

When an instructor checks in, reviews, or summarizes material, he or she adds another brick in the foundation of understanding and owning material. But how does this help at the end of a lesson? Having held "mini-summaries" throughout your day, your final chat covers information you already wrapped up and tied with nice bows. Your periodic summaries reminded students in the midst of games, fun, and adventures that learning was happening. And you primed them for an effective end-of-lesson wrap-up.

Involve students in your summary. Keja MacEwan is a PSIA Level II alpine and Level I adaptive instructor who supervises in the children's program at Stowe, Vermont, and who has worked in experiential, indoor, and outdoor educational and teambuilding settings. "Dictating makes kids tune out," she said. "I like the summary to come from my students."

MacEwan uses association activities at the end of lessons. For example, ask each student for one word to describe the day. Or with older children, ask them for one skill they associate with skiing or riding. Another approach might be to have each student silently act out his or her day or to strike a stationary pose that best describes what he or she learned. (MacEwan calls this a "Kodak moment.")

Encouraging discussion and getting them to talk about the day also preps children for upcoming question-and-answer sessions with parents. Ever heard this conversation?

Parent: "How was your day?"

Student: "Fine."

Parent: "What did you do?"

Student: "I don't know."

Children, have short attention spans. You taught a great lesson; prep your students to pass along how great it was! Parents will have questions for kids at the pick-up area, at the dinner table, and at bedtime. A lesson wrap-up that involves students has the added



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bonus of preparing them for singing your praises.

Location, location, location. Poor Davey Johnston was doomed the second he led his group into his resort's kid corral. "They can't think in the pick-up area," advises MacEwan. Rather, instructors should hold the final wrap-up in the middle of the last run. Pull over someplace on the trail—away from parents, chaos, and other groups. Why try to talk in an area you know is going to be a madhouse?

MacEwan likes to stop every now and then during lessons at a "secret" location. It can be anywhere—under a canopy of pines in the woods, off to the side of the Magic Carpet where the group built a snowman, or next to a trail sign on a favorite run. "It's a place to which the group has given some sense of importance," she said. Having a place

where the group can step back for a moment of reflection can be a powerful teaching—and class management—tool. Here, instructors can touch bases with students, summarize what has happened and what's next, talk about what you covered since the last check-in—and hold that final end-of-the-lesson wrap-up away from the chaos.

TALKING TO PARENTS

Yes, parents are busy, and yes, they are in a rush. But they also have questions. You've already wrapped up with students; now speak confidently to parents. "They want to hear that it was a great day," said MacEwan. "They appreciate that there was purpose behind what you did, and they want to know that the lesson was worth their investment." Introduce yourself, and don't waste time. If one parent wants more detail, let him or her know that you need to talk to everyone, but that you are available once you've caught up with the rest of the parents.

Express enthusiasm. If a child had a great time—and if *you* had a great

time—let parents know. Meanwhile, parents should also know about mishaps or behavioral issues, if they occurred. Just like us, the blowouts stick out for kids and they will come up in car-ride conversations or at the dinner table. Better that parents hear first from us about disagreements with another student, minor injuries, or a situation where you gave the student a "time out." Still, these disclosures should be balanced—if not overshadowed—by examples of skills learned and fun and adventures had.

Tell parents why you did what you did. There is method to our madness! For example, you traversed across the hill to demonstrate how a countered stance lends itself to better balance. Also, according to Sunflower, parents need to know what's realistic. "We teach what we think is important," said Sunflower. "But parents want their kids to be challenged. Why is it a failure if a 4-year-old beginner doesn't make it up the chair?" In this age of Burton Riglet Parks and Magic Carpets, instructors

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Show parents the value of the lesson by talking about their child's performance and the day's highlights.

should let parents know why a child isn't riding the chair and clue them in about the many successes they *did* achieve. "Setting realistic expectations at the beginning of lessons also helps," Sunflower said.

Show them the value. Lessons are not cheap, and parents want (and deserve) confirmation that there is value in their investment. "Be specific," said MacEwan. Talk about their child's strengths, weaknesses, and highlights of the day. Advice as to what trail to ski or ride with their child—and even verbal cues that might help—add takeaway value to lessons. Enrolling in lessons does have great value—especially when you're the instructor.

PROGRESS CARDS

Snowsports schools that require instructors to fill out student report cards do you a favor: it's one more point of contact between instructor and parent. If your school doesn't provide you with report cards, have no fear: just order yourself a stack of *Tip of the Day* cards free of

Sherril Harkin

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Now that you have a pocketful of progress cards, heed this advice: fill them out *ahead of time*. Breaks, lunchtime, or lift rides are opportunities to jot what information you can: student names, your name, and the date. As the lesson progresses, you can get more information down. You'll know what you need for the purposes of filling out the card before lesson's end. Don't try to write cards when you should be talking to parents.

Filling out a snowsports progress card is an art form. Here are some things

progress cards list skills with a space for a check mark. Be clear as to whether or not your check mark indicates mastery. Some cards specify whether the box gets a check or a "W," for example—for "working on it."

Clarity is vital to avoid questions at the end of future lessons with instructors with slightly different check-mark systems. Why are there fewer boxes checked today, parents will ask? And they would be correct to wonder.

Be accurate. Accuracy is critical, especially when levels within a children's program are involved. If your check marks affect which level group the student is assigned for the next lesson, it is important that you get it right. Otherwise, future instructors will have ability splits, uneven groups, and switches to administer. Note what students did, what's next, and that they did a great job.

THE WRAP-UP

There is nothing worse than playing a good game and then losing in the final seconds. It's unnerving to teach good

Strong wrap-ups, meaningful parent conversations, and thoughtful progress cards turn endings into exclamation marks that punctuate great lessons.

to keep in mind:

Be positive. These are not school report cards. They serve as souvenirs and mementos for scrapbooks and refrigerators as much as they are feedback tools. Make sure your progress-card notes express fun and good nature. Most cards have a space for comments. "This space should be filled out every time," said Sunflower. "Even if it's just to say 'Great job!'"

If problems arose in your lesson, the progress card is not the place to cover them. The place to address problems is in verbal communications with parents. Make the progress card a reminder of what went well.

Know the difference between "Done" and "Working on it." Most

lessons but have them peter out at the end. Wrapping up kids' lessons is more involved than adult lessons because there is more to do. "Summarizing comes back to everything we do throughout the lesson," said Sunflower. Strong wrap-ups, meaningful parent conversations, and thoughtful progress cards turn endings into exclamation marks that punctuate great lessons. 32°

Mark Aiken's PSIA-AASI credentials include Alpine III, Snowboard I, Telemark I, and Children's Specialist 2. When he isn't supervising classes at Stowe or skiing in Vermont's backcountry, he is at his writing desk working on articles for 32 Degrees, Vermont magazine, The New York Times, and others.



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Ryan Bregante

Ride On! How to Slide a Funbox on Skis

By KELLY COFFEY

Always wanted to jib like the pros, but never dared to huck and hope? Try this smart four-step progression to slide a funbox sideways with style. Then share the progression with your students!



Step 1: THE GORILLA STANCE

Start by clicking out of your skis in a flat area away from traffic. Standing motionless on the snow, flex your ankles, knees, and hips low with your boots slightly wider than shoulder-width apart—feel like a gorilla (photo 1). Focus on “low and wide” here: it will give you extra stability when you’re sliding the funbox. In this low and wide gorilla stance, practice popping and rotating 90-degrees. Feel the spin coming from your core, with your feet, hips, and shoulders all spinning together at the same time.

Step 2: FEEL IT OUT

With your skis back on, sidestep onto that small funbox. Get into your gorilla stance and shuffle your way sideways down the box (photo 2). Don’t forget “low and wide” through the whole

Ryan Bregante

maneuver. This slow-mo slide will let you feel the sensations of a real slide. Feel free to hike back to the top of the funbox and try this a few times. The more confident you are with the early steps in this progression, the more success you’ll have in later steps.

Step 3: ADD THE POP

Shuffle up onto the funbox and position yourself facing forward at the starting edge. Pop and spin 90-degrees (just like you did in the snow during step 1). Absorb your landing (think squishy marshmallow) by flexing down into the low and wide gorilla stance (photo 3). Can’t make it all the way to 90-degrees? If not, that’s okay. Thanks to the forgiving width of the funbox, you can land at 25-degrees, 45-degrees, 60-degrees, or anything in between . . . still getting the desired sensations and working on that side-to-side balance.

Step 4: PUT IT ALL TOGETHER

Now add a touch of speed to tie the whole trick together. Approach the funbox straight on with just enough speed to slide it to the end. At takeoff,



2



3

Photos by Ryan Bregante

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focus on generating that pop and spin from your core. During the maneuver, squish down in your low and wide gorilla stance. Keep your core moving in your direction of travel and stay over your feet (photo 4). As you slide off the end of the funbox, landing in the snow, simply allow yourself to come off sideways. Stomp the trick and enter the world of Jibberdom. 

Kelly Coffey is a newly selected freestyle specialist on the PSIA Alpine Team and the training manager for Colorado's Breckenridge Ski and Ride School. Follow his Alpine Team adventures at [Twitter.com/KellyRCoffey](https://twitter.com/KellyRCoffey) and [Facebook.com/KellyRCoffey](https://facebook.com/KellyRCoffey). (He wishes to thank Colorado's Copper Mountain Resort for the pre-season photo opportunity at the Woodward at Copper terrain park.)

WHAT'S SO FUN ABOUT A FUNBOX?

Set yourself up for success by scouting out the best feature for your needs. Forget those rails that look like Dr. Seuss designs. Instead, find the least-intimidating funbox at your mountain. A funbox is a rail-like feature that looks more or less like a coffee table buried in the snow. A small-level funbox will be built low to the ground, have little or no gap between the snow ramp and the front of the box, and will be wide enough to give you more room for error. Funboxes give you similar sensations as metal rails, but are less intimidating and more forgiving.

— Kelly Coffey

continued from page 4

I relied on my gut—rather than my experiences—to answer questions and tell my body how to respond. I didn't pass.

By the second attempt, I found myself concentrating on the real purpose for the tasks and the technical reasons for what I was doing. I honed my senses to really feel the differences in various movement patterns and did this by fitting in as much repetition as I could. I would have days where it felt horrible and didn't make any sense. When those days happened I

best course of action when there isn't one clear answer.

When faced with these decisions, we need to rely on the collective experience of the board and a willingness to challenge our assumptions and take a look at problems with a fresh perspective. It is often easy to rush to a decision because it feels like the right one. In other words, our gut tells us it is the best answer.

At the national level, we try to resist rushing to a decision, before we have had a chance to accurately define the

As you head into the upcoming season, give some thought to the role your senses, experiences, changing perspective, and gut instinct play in achieving your goals and helping your students be more successful.

would go free-skiing and let it go, then come back to it with a fresh perspective. I would discuss my thoughts with other instructors, gradually developing a solid understanding of what I was trying to achieve. All of this work paid off on exam day, as I was able to fall back on my experiences and rely on my gut to provide the answers about what I was doing (even if my head wasn't quite sure).

RESOURCES TO RELY ON

These lessons also apply to leadership, specifically to the volunteer leaders at every level of this association. Strategic decisions must be made if we are to move this association forward and evolve to meet the diverse demands of our membership and the industry. As leaders, we try to rely on feedback from members, survey data, and the expertise of our paid staff. This will get us headed in the right direction, but it can sometimes be difficult to determine the

problem to be solved and the potential ramifications of each of the solutions. This can be a difficult process as there are often many different viewpoints and a desire to react quickly. It takes perseverance to take a more thoughtful approach and consider all angles.

After going through this process, the right decision, even if it is not the most popular decision, will generally surface. Once things have been thoughtfully analyzed and considered, the gut can be a tool for making the final decision. In geocaching circles, it means finding what you seek . . . and it's really no different in the context of leadership.

As you head into the upcoming season, give some thought to the role your senses, experiences, changing perspective, and gut instinct play in achieving your goals and helping your students be more successful. Who knows, you may find that something you have been searching for has been right there in front of you all along. ☺



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Through The Lens

Sixteen-year-old Kieren Mottau makes it look easy as he slices through the fluff on Red Mountain, near Rossland, British Columbia. His dad, Glenn, enjoyed the trip too—though a broken leg wasn't on the itinerary. The Mottau's regular snow spot is Stratton, Vermont, where Glenn is a Level III alpine instructor.



Kenny Blum



Courtesy of Stan Knight

Lesson Learned

I had the good fortune to be in Israel during its brief ski season, so I diverted from the usual tourist sights to ski 6,000-ft Mount Hermon. The road meanders up through green, rugged scenery of the Golan Heights. It looked like the Sierra foothills back home, except for one sign on a roadside fence saying, "Danger: Landmines!"

Mount Hermon's fixed-grip, wooden-slat chairlifts reminded me of ski lessons

as a kid in New England. One lift took locals in street clothes up for the novelty of playing in snow they rarely see. On the slopes, a choo-choo train of kids chasing behind their instructor could have been anywhere. From the summit I could see neighboring Syria.

The camaraderie of snowsports broke the language barrier when the ski school director and Israeli instructors warmly welcomed this wayward Californian. Even in the turbulent Middle East, there are friendly, professional instructors who love the sport!

—Stan Knight, Sugar Bowl, CA

INQUIRING MINDS

In the Spring 2012 issue, we asked what the one bit of information was that you wish someone had told you about teaching snowsports on your first day. Tammi Sjoden (Alpine II) instructs at Colorado's Loveland Ski Area, and shared her thoughts:

"I wish someone had told me to spend less time talking and more time moving. Skiing is all about moving, sliding, and gliding. Our students learn primarily by watching us. Explaining why we move the way we do and how it feels is important too, but we need to keep it simple. Accurate demonstrations of movement patterns are essential to a successful lesson. Whether it is boot work on the flats or a pressure-control exercise in the bumps, keep moving. Adults get bored and children get tired when we stand around and talk. One of my favorite ski mantras is 'learn to move, move to learn.'"

Our next "Inquiring Minds" question is:

Coming out of the off-season, what are you focusing on to be mentally ready for the upcoming snow season?

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