



# Three Premier Events to Choose From!

**Snowsports Management Seminar**

**Children's Academy**

**Alpine Eastern Trainers Academy**

**Mount Snow, Vermont – December 2-4, 2024**



## Keynote Presentation

**Monday, December 2nd, 7:00pm**

**Effectively Communicating with Generation Z**

**Betsy Butterick**



Young people we are teaching today have never known life without the internet. That unique context translates into both opportunities and challenges for instructors and trainers everywhere. In this year's keynote, Betsy Butterick will help us discover who these students are, and how they interact for more effective teaching. Gain insights to operate in their conversational comfort zone and develop tactics to connect in meaningful ways. Experience greater engagement, enjoyment and partnership with Gen Z!



## Overview

The 2024 Snowsports Management Seminar has been a team effort of your regional snowsports representatives and the PSIA-AASI Eastern Office staff. This year's focus is on communication skills, particularly your younger team members. We have several sessions on risk management, developing leadership skills and creating a vibrant training community. New this year - we are offering a one-day Cross Country track to encourage more of our cross-country resorts to join the discussions. It is recommended for those in the snowboard trainers track that they attend all three assessment module sessions. We encourage you to create a custom track for each member of your team to get the most value out of this event for YOUR resort. This is a great opportunity for you to travel with your supervisors, trainers and other support staff to participate in our indoor presentations, our outdoor training sessions, or a combination of both.

## PSIA-AASI Member School

Our PSIA-AASI Member School Program is a great way for you gain access to education, tools to recruit new instructors, and resources to train and retain your snowsports school instructors, helping you deliver great experiences for your guests. If you have not yet signed up to be a PSIA-AASI Member School, remember that the Tier 2 and 3 memberships include at least one free registration to the Snowsports Management Seminar, the Children's Academy, or the Alpine Eastern Trainer Academy. In addition, Tier 2 and Tier 3 Member Schools receive at least one day of on-site training from an Eastern Education Staff member! Click [here](#) for more information and to join or renew as a member school.

## Lodging Info

Discounted lodging rates are available at the Mount Snow Grand Summit Hotel and Conference Center. Attendees should call (855) 948-0698 and refer to the PSIA-AASI Snowsports Management Group or use code BSNSIA24 to make reservations. **Discounted rates end on Friday, November 1st, and after that, rooms will be available first come first served.** Reserve early!

## Registration Information

All registrations are completely online; **please make sure you are logged into your personal PSIA-AASI Member account and NOT your Member School account.** Go to our Feature Events page to register for **all three events** or click [here](#).

## Monday Epic Pass

If you plan to arrive early on Monday, you have the option to purchase an Epic Day Pass in advance which allows for additional discounts on food, lodging, rentals and more. Click [here](#) for more information.

## Social Hour

Join other Snowsports School Directors and Trainers in the Deerfield Conference Room from 5:30pm to 6:30pm on Tuesday evening. This is a great networking opportunity to learn from your peers, get ideas and learn how others solve common issues specific to Snowsports School lessons and guest experiences.



## Town Hall Meeting

Join us for an Eastern Region update and insight into the National effort for alignment targeted for the 2026-27 season. In this session, engage in a discussion to elevate the value of a certified snowsports professional and explore new offerings from the Eastern Region. Participants will learn more about:

- New events, namely, to support certification prep, and January pricing incentives.
- Eastern Region scholarship updates.
- Education Leaders recommendations for assessment process unification.
- Professional development from Level I to Level III certification pathways.
- Three phase approach to strategic alignment and the premier member experience.

This is your opportunity to ask questions and get answers from leaders in the Eastern Region including Kathy Brennan, Keri Reid, Angelo Ross, Brian Donovan, Karen Haringa.

## Awards Banquet

Included with your registration is the awards banquet for all attendees. Join us on Tuesday, December 3rd at 6:30pm in the Somerset Ballroom. If you are bringing a guest, we do have a limited number of guest banquet tickets available for purchase online. The 2024 Snowsports Leader of the Year Award, the Double Diamond Award and the Area Rep Awards will be announced. Come congratulate the deserving recipients!

## Basecamp

Basecamp, our online communication forum, is a great resource for Snowsports Schools Directors to ask questions, support each other and share resources all season long. If you are not part of this Basecamp program, give the Albany Office a call and we will add your email to our Snowsports Management group. We use Basecamp quite often for announcements and opportunities that become available throughout the season.



# General Agenda

## **Monday, December 2, 2024**

5:00pm – 7:00pm	Early Check-in for all events in Mount Snow Grand Summit, Deerfield Room
7:00pm	Keynote Speaker in Mount Snow Grand Summit, Somerset Ballroom
Following Keynote	Area Rep meeting in Mount Snow Grand Summit, Somerset Ballroom

## **Tuesday, December 3, 2024**

8:00am – 9:00am	Check-in for all events in Mount Snow Grand Summit, Deerfield Room
9:00am – 11:30am	Indoor or On-Snow Session – See Agenda below.
11:30am – 12:30pm	Lunch on your own
12:30pm – 3:00pm	Indoor or On-Snow Session – See Agenda below.
4:00pm – 5:30pm	Town Hall Meeting in Mount Snow Grand Summit, Somerset Ballroom
5:30pm – 6:30pm	Cocktail Hour in Mount Snow Grand Summit, Deerfield Room
6:30pm	Banquet and Awards in Mount Snow Grand Summit, Somerset Ballroom

## **Wednesday, December 4, 2024**

9:00am – 11:30am	Indoor or On-Snow Session – See Agenda below.
11:30am – 12:30pm	Lunch on your own
12:30pm – 3:00pm	Indoor or On-Snow Session – See Agenda below.



# Snowsports Management Seminar

## Indoor Session Descriptions

### What is the Risk?

This session will take a hard look at what the risk of exposure is during day-to-day operations of snowsports schools. Focus will be on guest and employee safety, policy, and procedure and what to look out for while on the hill. From signing up online, checking in at the guest services desk to après ski, join David Byrd from NSAA and Ryan Lavoie from Mountain Guard insurance for this enlightening session.

### Training Generation Z Instructors

Dovetailing with the keynote speech, dive into strategies to help you connect with your Generation Z staff. In this interactive session, Betsy Butterick will lead groups in better understanding the context in which staff of this age group have developed, and their preferred communication styles and methods. This will be the launch pad for creating meaningful opportunities to connect with, support and train your younger team members.

### Creating a Vibrant Training Community

In this session, we'll dive into methods to keep your snowsports staff excited and engaged all year long. Beginning with "Tech Talks," we'll chat about the latest industry trends and how to keep those conversations going even in the off-season. Then, we'll explore "Cultural Touchstones," the key moments and values that really bring your team together. We'll also talk about the power of regular staff get-togethers—whether it's a summer BBQ or a virtual hangout—to keep that sense of community alive. Finally, we'll share some creative ways to keep your team connected and motivated, so they're pumped and ready for the next season.

### XC Best Practices Roundtable

Join us for the inaugural XC roundtable! Lead by Eastern Region and [CCSAA](#) leadership, be a part of a generative discussion on topics including the beginner experience, promoting return guests and designing programming for a sustainable operation. This session is an opportunity to share learnings, ask questions, and collaborate on best practices.

### The Nuts & Bolts: Alpine Movement Analysis

This afternoon indoor movement analysis (MA) session will follow up on the information reviewed during the on-snow morning MA session; those that did not attend the on-snow session are welcome! Learn how to apply the nuts and bolts of MA, while also developing lessons that are more tailored toward student goals and performance. Learn how to help your staff develop their eye for performance, and follow-up with prescriptions for students. Grow the skills to lead your staff from the often used "one lesson fits all" style to a more personalized experience, even in group lessons.

### Panel Discussion: The Goldilocks Zone for Staff Management

Join this engaging panel discussion and presentation on best practices for hiring, managing, and optimizing your staff. We'll delve into finding the balance in business demands, the needs of the staff, and your needs as a leader. Whether you represent a small ski area or a large resort, you'll leave this session well equipped to take on winter.





### **Developing Leadership Skills**

In this indoor clinic, we'll focus on integrating PSIA-AASI's People Skills Fundamentals into your management approach. You'll learn practical strategies to enhance communication, build trust, and provide effective feedback within your team. By aligning your management practices with these core principles, you'll foster a more cohesive, motivated workforce, ultimately leading to better team dynamics and an improved guest experience. There will be a soft focus on developing new leadership in this session.

### **Building an Engaging Environment for Littles and Instructors at the Beginner Level**

In this multi-discipline session we'll explore ways to support instructors to not only keep their 3 to 6-year-old students engaged, but themselves as well. We'll discuss the psychological and developmental needs of this age group and investigate options for developing terrain and tools to maximize fun and learning, as well as how to pace and structure lessons for littles to contribute to a positive experience. Lessons should be fun, both for the students and the instructors!

### **Snowsports School Leaders Roundtable**

Hosted by Eastern Snowsports Management Seminar Committee Chair, Gail Setlock, this session invites you to engage in a generative discussion to conclude your seminar experience. We'll explore ways to keep the snowsports culture alive, key takeaways from the seminar, delve into the latest trends in snowsports management, and discuss strategies for implementing People Skills Fundamentals within your teams. This wrap-up is your opportunity to share insights, ask questions, and collaborate on best practices.

### **AASI Snowboard Best Practices Roundtable**

Hosted by the AASI-E Snowboard Coordinator, Brian Donovan, this session will explore new developments in PSIA-AASI, the Snowboarding Technical Fundamentals and how they apply to our education and certification, Snowboard Performance Guides, the new AASI-E Assessment Guides, and anything else that can help the attendees to be prepared for the season. Please email Brian at <mailto:mrbrandonovan@hotmail.com> with specific topic suggestions or topics that you'd like discussed and he will do his best to accommodate.

### **Adaptive Assessment Q & A Session**

Learn to communicate to your staff what they can expect when attending an Adaptive Assessment or Specialist Track. We will cover the information you need to send someone for assessments, specifically the Adaptive Standards for all three levels of assessments and Specialist tracks. Find out what the National Adaptive Task Force has been up to and become familiar with updates that impact the assessment process. Come with any questions you may have!



# Outdoor Session Descriptions

## **Teachings Skills: Be Concise and Precise**

Learn the art of delivering clear and impactful messages using both verbal and visual communication. Through interactive exercises and real-world examples, participants will practice crafting concise lesson plans, using words sparingly, and employing strategies to maintain student engagement. Join us to refine your teaching skills and make every word count!

## **The Nuts and Bolts: Alpine Movement Analysis**

This on-snow presentation will review the essentials of Movement Assessment. You'll learn about the specific process of performing MA, and bring that information home to share with your staff. In addition, learn about coaching relative to MA, for beginner, intermediate, and advanced level students.

## **The Beginner XC Experience**

Dive into the beginner experience on XC skis! Open to all Snowsports Management Seminar participants, uncover strategies to support beginners in their learning journey. Set to take place in the base area near the Discovery Center, snow permitting, slide through entry level activities that promote fun and learning. All participants should arrive with their own classic XC equipment.

## **Intro to Sit-Down Equipment and Programming**

Curious about this adaptive discipline? Learn the basics of sit-down equipment, with opportunities to discuss the differences between the mono-ski and bi-ski and discover how the Fundamentals apply to sit-down equipment. Demonstrations will provide opportunities to know what to look for. This will be an interactive, hands-on experience, including discussions on implementing programming at your resort.

## **Understanding the AASI Level 2 and 3 Movement Analysis and Technical Understanding Assessments**

This session is focused on helping trainers better understand the Movement Analysis and Technical Understanding portion of the Level 2 and 3 Assessment. Spend the morning establishing an understanding of how we can utilize the Snowboarding Technical Fundamentals to perform movement analysis of riders. This session will help trainers to understand how to train candidates to use MA to identify what riders are doing using the Observe, Evaluate, and Prescribe Movement Analysis model. The Examiners will give an overview of Assessment Activities that candidates can expect to participate in during Level 2 and Level 3 Assessments.

## **Intro to Freestyle**

This session will explore the expectations of the Freestyle Specialist program, specifically the Freestyle Specialist 1. This session is intended for those managers and trainers looking to get insight on how to best prepare their staff members seeking this credential. Participants do not need to have freestyle background or abilities, nor will any attendee need to perform freestyle maneuvers. Any opportunity for freestyle performance will be "challenge by choice."

## **Intermediate Sit-Down Equipment and Tethering Skills**

In this session, we will cover the skills needed to tether bi-skis; and help you to learn how to navigate and read the trails' contours for best tethering practices. We will be covering the skills that someone needs to perform safely. Bring your curiosity as this clinic will be interactive for a great hands-on experience. Designed as an opportunity for snowsports schools leaders to get more involved, expand your knowledge of sit-down equipment and tethering.



### **Understanding the AASI Level 2 and 3 Teaching Assessments**

This session is focused on helping trainers better understand the Teaching portion of the Level 2 and 3 Assessment. We will build off of the Movement Analysis and Technical Understanding session as we explore how to train instructors on teaching in ways that help instructors connect with their students and promote the best learning opportunities and environments possible for those students. We will explore tactics for creating organic learning experiences in lessons, highlight key components of a teaching segment, and make sure that trainers in attendance have a grasp on how to help instructors train towards continuing certifications. The Examiners will give an overview of Assessment Activities that candidates can expect to participate in during Level 2 and Level 3 Assessments.

### **Strategic Alignment Update**

Curious about the progress of the Strategic Alignment Initiative? With the 2026 deadline ahead, spend some time on snow with folks in the know. Discover key updates from discipline taskforces, agreed upon strategies from leaders across the country and the ultimate benefits to members and their students in a "slide and chat" format. This session will allow you to help prepare your staff for the adjustments ahead.

### **Preparing Staff for the Alpine Level I Assessment**

Join us for an informative session designed to equip leaders with the knowledge and tools necessary to excel in the Level I Assessment. This workshop will focus on understanding the assessment criteria and prerequisites, ensuring all participants feel confident and prepared. We will cover key readiness strategies and best practices for meeting assessment standards. By the end of the session, leave with a clear roadmap to help your team members meet the expectations of the Level I Assessment with confidence.

### **Running Multi-Discipline Clinics**

In this on-snow learning session, instructors will be equipped with the skills needed to effectively teach multi-discipline clinics across the learning connection model. The session will cover the shared technical fundamentals across disciplines, focusing on how key skills can translate between them, and leverage our people skill and teaching skill fundamentals to tie all concepts together. Participants will practice adapting their teaching methods for different disciplines, partake in drills that develop transferable skills, and discuss strategies for overcoming common challenges like varying skill levels and equipment differences.

### **Integrating Cognitive Adaptive Approaches to Children's Lessons**

This session will dive into similarities between teaching children and teaching people with a cognitive diagnosis. It is quite common to encounter students who learn differently. The approach using the CAP model that Children's instructors have used for years can help provide a successful and enriching experience for all students. Come ski and ride with some of the top ACE and Adaptive instructors and share strategies of inclusion and ideas concerning behavior management while sliding on snow.

### **Building an Engaging Environment for Littles and Instructors at the Beginner Level**

In this session we'll workshop ways to support instructors to not only keep their 3 to 6-year-old students engaged, but themselves as well. We'll address the psychological and developmental needs of this age group and explore options for developing terrain and tools to maximize on-snow fun and learning, as well as how to pace and structure lessons for littles to contribute to a positive experience. Lessons should be fun, both for the kids and the instructors!





### **Understanding the AASI Level 2 and 3 Riding Assessments**

This session is focused on helping trainers better understand the Riding portion of the Level 2 and 3 Assessment. The Examiners will give an overview of Assessment Activities that candidates can expect to participate in during Level 2 and Level 3 Assessments so that trainers can better understand how the Integrated, Highlighted, and Versatility Assessment Criteria are scored. Sample Assessment Activities will be demonstrated with the goal of helping the trainers to better understand the Assessment so that they can help prepare candidates in their Snowsports School.

### **Ride with the Eastern Region AASI Education Staff**

This afternoon session is all about you! Spend the afternoon riding with members of the AASI Ed Staff, work on your personal riding, dive deep into technical understanding discussions and conversations, or expand upon the 3 previous sessions. Come prepared to get a bunch of early season mileage on your snowboard and have the early season discussions that will set you up for personal success this season!

### **Ski with the Eastern Region Alpine Education Staff**

This afternoon session is all about you! Spend the afternoon skiing with members of the PSIA Ed Staff, work on your personal skiing, dive deep into technical understanding discussions and conversations, or come with questions about other sessions you experienced. Come prepared to get a bunch of early season mileage on your skis and have the early season discussions that will set you up for personal success this season!

**This event is made possible in part through a grant from the PSIA-AASI Education Foundation**



# 2024 Snowsports Management Seminar

**Tuesday, December 3, 2024 - AM Sessions: 9:00 – 11:30 AM**  
**Select one Indoor OR Outdoor Session**

Indoor	Outdoor
What is the Risk?	The Nuts & Bolts: Alpine Movement Analysis
Training Generation Z Instructors	The Beginner XC Experience
Creating a Vibrant Training Community	Running Multi-Discipline Clinics
	Teachings Skills: Be Concise and Precise
	Intro to Sit-Down Equipment and Programming
	Understanding the AASI Level 2 and 3 Movement Analysis and Technical Understanding Assessments

**Tuesday, December 3, 2024 - PM Sessions: 12:30 – 3:00 PM**  
**Select one Indoor OR Outdoor Session**

Indoor	Outdoor
What is the Risk?	Building an Engaging Environment for Littles and Instructors at the Beginner Level
XC Best Practices Roundtable	Strategic Alignment Update
The Nuts & Bolts: Alpine Movement Analysis	Intro to Freestyle
Training Generation Z Instructors	Intermediate Sit-Down Equipment and Tethering Skills
	Preparing Staff for the Alpine Level I Assessment
	Understanding the AASI Level 2 and 3 Teaching Assessments

**Wednesday, December 4, 2024 - AM Sessions: 9:00 – 11:30 AM**  
**Select one Indoor OR Outdoor Session**

Indoor	Outdoor
Panel Discussion: The Goldilocks Zone for Staff Management	The Nuts & Bolts: Alpine Movement Analysis
Developing Leadership Skills	Preparing Staff for the Alpine Level I Assessment
Building an Engaging Environment for Littles and Instructors at the Beginner Level	Integrating Cognitive Adaptive Approaches to Children's Lessons
	Teachings Skills: Be Concise and Precise
	Understanding the AASI Level 2 and 3 Riding Assessments
	Strategic Alignment Update

**Wednesday, December 4, 2024 - PM SESSIONS: 12:30 – 3:00 PM**  
**Select one Indoor OR Outdoor Session**

Indoor	Outdoor
Snowsports School Leaders Roundtable	Ski with the Eastern Region Alpine Education Staff
AASI Snowboard Best Practices Roundtable	Ride with the Eastern Region AASI Education Staff
Adaptive Assessment Q & A Session	

**[Register Here for the Snowsports Management Seminar](#)**



# 2024 Children's Academy Instructor for a Day - Coach for Life



Children's instructors make a profound impact on students – perhaps more so than they even realize. Consider the idea that a ski or snowboard lesson turns into an introduction to a pursuit (or even a way of life) that can last a lifetime. This year's Children's Academy explores the little things that snow pros do – and could be doing – in lessons that can have profound impacts on students. An instructor's attitude towards each day, explanations of activities and rules, and approach towards team building and group dynamics can profoundly affect each student's (and the instructor's own) experience. Drills, activities, progressions, and even the tiniest nuggets of feedback can pay huge dividends in skill development. And the way coaches manage their time in lessons (and outline a season in the case of longer-range, recurring, or seasonal programs) can impact everyone's experience as well.

Ski and ride with members of the PSIA-AASI Eastern Region ACE Team at this year's Children's Academy on December 2-4 at Mount Snow to explore the amazing impact children's instructors can have on students. Learn to integrate the little things that can make a huge impact into your teaching repertoire, and jump start your 2024-25 season.

**[Register here for the Children's Academy](#)**



# Alpine Eastern Trainer Academy



Are you Alpine Level II or Alpine Level III Certified? Are you leading staff training at your resort, or are you looking to break into that crew? Want to sharpen your understanding of the Level I and II Assessments? Become familiar with how the Fundamentals apply in the assessment environment with the Eastern Trainers Academy. Through an exploration of the National Standards at each level of certification, you will gain some insights on how to best lead others through training for success.

**Participants can expect the following format:**

- Day 1: An exploration of the Alpine Technical Fundamentals through movement assessment and personal ski improvement.
- Day 2: A review of the Assessment Activities, Unified Assessment Forms, and assessment format at the Level I and II standards.

Participants should arrive prepared to be on snow for 2 days and able to ski safely on all groomed terrain. Depending on trail availability and snow conditions, some groups may elect to venture into ungroomed terrain, including moguls and glades.

**[Register here for the Alpine Eastern Trainer Academy](#)**