



# NEWS RELEASE

American Association of Snowboard Instructors  
And  
Professional Ski Instructors of America



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## NEW PSIA/AASI EDUCATION MATERIALS CREATE MULTI-DIMENSIONAL TEACHING AND LEARNING OPPORTUNITIES

**October 26, 2007 – Lakewood, Colorado –**

### **PSIA/AASI Enters the Matrix**

PSIA instructors can now plug in, tune in and turn on to the Movement Matrix, a multi-dimensional teaching and learning tool developed to enhance both the instructor's teaching skills and provide a new method of communicating with students and clients. The creation of this interactive, multi-layered website is the beginning of an ambitious long-term plan designed to revolutionize how PSIA-AASI delivers content to its members and provide improved service to clients. The Matrix uses online videos to illustrate alpine skiing concepts such as balance, stance, edging, rotary and pressure movements; how those concepts are applied to situational skiing; in bumps, crud, powder, ice and steeps; and drills for teaching success. Instructors will be able to work with students to compare over 250 instructional scenarios visually on a computer screen before and after actual lessons. That's not all. In the future PSIA-AASI will add snowboard, Nordic, adaptive and children's education to the website, making it a complete resource for all members. Who knows, it may even change life as we know it.

### **New Cue Card Set Guides Instructors Toward More Effective Teaching**

Following up on its highly successful "Visual Cues to Effective Skiing" pocket-sized card set, which helps instructors identify and correct their students movements, balance and stance on snow; PSIA-AASI has developed a cue card set providing instructors quick tips on the art and science of effective teaching to help improve their instruction skills. This card set provides instructors with a compass for providing more effective lessons and better client service through proper knowledge, communication, process and creative expression. By providing effective and ineffective examples instructors are able to practice in clinics before ever getting on-snow with students.

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## Page 2 – New PSIA-AASI Education Materials

### **AASI Snowboard Teaching System (STS) Guide Refined**

This second-edition text presents AASI's Snowboard Teaching System (STS), a contemporary picture of educational necessities. The STS includes three main concepts—riding, teaching, and service—all of which are integral to the instructor's profession, as well as supporting concepts addressing board performance, movement, and the learning process. Numerous photos and accompanying descriptions of movement and performance show the key elements of efficient riding. The guide includes methods for setting up stance, an extensive glossary of snowboarding terms, and sample lesson plans that can be customized for great results. This updated guide will help instructors prepare to teach their students, attain higher certification, and further their own education.

### **Teaching Elements of SIA Winter Feels Good Modules Available to PSIA-AASI Member Schools**

The Winter Feels Good Program initiated by Snowsports Industries America (SIA), is designed to reach out and get children interested and involved in winter sports. PSIA-AASI is contributing to the program through the creation and distribution of a director's packet. This packet supports outreach by snowsports school management to their local educators and school-aged children. The PSIA-AASI children's task force will help design the materials which will include suggestions on how to identify adult influencers, a physical education program designed at getting children ready to ski/ride, and a PowerPoint presentation schools can use in the fall to show children the excitement of participating in snowsports.

### **Go With a Pro DVD and TV Tips**

PSIA alpine and Nordic team members, and AASI snowboard team members will appear on TV for the second season of Go With A Pro. Produced by PSIA-AASI and Egan Entertainment, the half hour show will air on major network and cable stations around the country between November 2007 and March 2008. In addition to the half hour show, individual ski and snowboard tips will appear on RSN, SkiPress TV and other cable and on-line outlets. Seasons one and two will be packaged as a one-hour DVD with over 30 tips and special feature scenes. The success of this program as a consumer entertainment and educational piece as well as a PSIA-AASI member recruiting tool has prompted PSIA-AASI to approve funding for season three. Next season will include not only tips and profiles from team members, but a day-in-the-life of a snowsports instructor and the added drama of the grueling week-long on-snow tryouts and intense interview process to become members of the PSIA and AASI national teams...the best of the best world class ski and snowboard instructors.

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## **About PSIA and AASI**

PSIA and AASI are educational organizations of the nonprofit American Snowsports Education Association (ASEA) with a combined membership of more than 29,000 men and women who are dedicated to promoting snowsports through instruction. The organizations establish certification standards for ski and snowboard instructors and develop education materials to be used as the core components of most ski and snowboard school training. PSIA and AASI support the membership through research and development of instructional programs in alpine and Nordic skiing, snowboarding, adaptive skiing, and children's skiing. Visit [www.psia.org](http://www.psia.org) or [www.aasi.org](http://www.aasi.org).

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