

Memo

The Movement Matrix: Bringing PSIA to Life

The fast-paced, technology-driven world we live in demands that successful organizations make information accessible 24/7. Accordingly, we have developed The Movement Matrix, a proprietary web-based application that brings our PSIA educational materials to life in an innovative, convenient, multimedia format.

Here's what you need to know . . .

The matrix is a collection of over 300 short video clips and accompanying details that describe skills concepts and the application of those concepts in a variety of real life skiing conditions. Features include:

- Selection filter (combine any of the following)
 - o Alpine Categories: Skills Concept, National Standards, Situational Skiing
 - o Skiing Skills: Balancing, Edging, Rotary, Pressure Control
 - o Snow Conditions: Powder, Steeps, Crud, Carving, Bumps, Ice
- Video comparison tool
- Options for all learning types
 - o Visual demonstrations
 - o Auditory feedback
 - o Simple cue statements
 - o Technical explanations
 - o Conversational voiceover
 - o Downloadable PDF documents
- Dynamic content that can be updated as industry dictates
- Easy-to-use, intuitive web format

The matrix, an indispensable supplement to our other educational materials, is available for an annual fee of \$14.95. Members at all levels will be able to use the various tools for professional development, instruction and personal improvement. Subscription information is available at www.PSIA.org.

Managers of member snowsports schools are invited to receive a free 10-day trial of The Movement Matrix beginning on Dec. 14. This is an exclusive opportunity to explore all that the matrix has to offer and to share it with staff and instructors.

Eligible managers will receive an email from PSIA with details of the trial offer.

Spread the word throughout your division! We've included a newsflash for your website as well as an article for your newsletter. Please attach a byline and publish this information as soon as possible.

Email Blast

Warning: What you are about to discover might result in many hours spent online. We suggest you get cozy in your favorite flannel jammies, throw a couple of logs on the fire and make sure there's a surplus of hot cocoa and popcorn.

Get ready for what will forever change the way you view educational materials from PSIA . . .

Introducing, The Movement Matrix, an innovative multimedia application that is revolutionizing how we achieve our skiing goals, with up-to-date, action-packed interactive tools in a convenient, user-friendly format.

Need powder tips? Ideas on managing force in the bumps? Drill demonstrations for carving? A visual aid to share with your clients over lunch or après? Choose from over 300 video clips using our sophisticated filter that allows you to combine various skiing situations, skills concepts and conditions to find the perfect solution.

No matter your learning style, the matrix delivers everything you need, at the click of a mouse. Features include visual demonstrations, auditory feedback, simple cue statement, technical explanations, conversational voiceover and downloadable PDF documents.

Let's explore – visit PSIA.org to discover the innovation behind the matrix and learn more about how this one-of-a-kind application can inspire your skiing.

News Brief

You've got a library full of PSIA manuals, a subscription to *The Professional Skier*, stacks of division newsletters and an impressive history of clinic participation. As a PSIA member, the most advanced information is constantly being delivered to you and is at your fingertips 24/7. But unless you're on the snow, sometimes the material comes across a little flat.

What do you do when you're training for cert and you wish you could see the pivot slip in action just one more time? Or do you wish you had visual clarification for that explanation about managing pressure in bumps that you've been struggling to communicate in words?

Find the nearest computer and logon to The Movement Matrix, the new online learning tool that is revolutionizing the way we study PSIA standards for skiing improvement, professional development and instruction.

With over 300 short video clips with voiceover describing the skills concept and the application of that concept in a variety of real life skiing conditions, the matrix brings familiar, and not so familiar, words and ideas to life – providing a way for explanations to jump off the page in those situations that require an accurate visual aid.

Perfect for all learning types, the matrix has visual impact, offers auditory feedback, provides simple cue statements, gives a technical explanation, has a conversational voiceover, and includes a downloadable PDF document for each situation. And the content is dynamic, meaning that it can be updated constantly, guaranteeing access to the industry's most contemporary thinking and innovations.

Featuring learning modules for skills concepts, situational skiing, drills, national standards and certification, the matrix is a one-stop shop for all skiing improvement endeavors, be they personal or professional. This interactive application is designed to provide something for everyone and is proving to be an indispensable supplement to other PSIA training.

Simply logon and make choices in the selection filter from main alpine category, skill set, and conditions and you'll be presented with the matching clips, drill demonstrations and accompanying written information. Videos can even be marked for comparison.

Brought to you by the PSIA/AASI Education Department and starring the PSIA Alpine Team, the matrix currently features alpine information, with development beginning soon on Nordic, adaptive, snowboard and children's education sections.

To learn more about The Movement Matrix, see a demonstration or subscribe to the program for a \$14.95 annual fee, contact your training manager or visit PSIA.org.

Division Newsletter

Rise and shine! The forecast was calling for a storm and dawn is breaking to reveal a foot of fresh powder. Finally – you’ve been skiing with the same clients all week on ice and crud. They’re sure to appreciate the snow and will be anxious to absorb all you can teach them about staying afloat in the deep stuff.

As you rack your brain for some drills to share, it occurs to you that in the last few weeks of blue sky and sun, your powder instruction repertoire has gone by the wayside. You could pull a few volumes from your PSIA library to come up with some ideas. Or you could shuffle through your stack of division newsletters and glance over the latest issue of *The Professional Skier* for a few tips. Or not . . . the clock is ticking and first chair won’t wait for you to review pages of one-dimensional material.

You need a one-stop resource – and fast! Enter The Movement Matrix, the innovative multimedia tool that brings all things PSIA to life, infusing maneuvers and tips with action and energy in a convenient, user-friendly format.

With over 300 short video clips with voiceover describing the skills concept and the application of that concept in a variety of real life skiing conditions, the matrix provides a way for explanations to jump off the page, offering interactive solutions for numerous situations in a snap.

You say you need drills to help you guide a lesson in powder conditions? Simply logon to the matrix and make your choices in the selection filter. Since you want to explore a specific skiing situation, you’ll select *Situational Skiing* from the Alpine Category menu. From there, let’s say you want to explore balance, so you’ll choose *Balancing Movements* from the Skiing Skills menu. With each selection, the choices will narrow until you finally mark *Powder* from the Snow Conditions menu. (It’s kind of like online shopping – a process of isolating preferences until you get exactly what you need.)

What you’re left with is a choice of videos that match your search criteria. You can play the main video and then click on the Drills tab to see additional footage of various exercises in action. And if you decide you want to explore other modules, save the current video to the comparison box and make new selections. You have a choice of three Alpine Categories: Skills Concept, National Standards and Situational Skiing; four Skiing Skills: Balancing, Edging, Rotary and Pressure Control; and six Snow Conditions: Powder, Steeps, Crud, Carving, Bumps and Ice.

The combinations are practically endless and the application provides opportunities for every learning type with features that include visual demonstrations, auditory feedback, simple cue statements, technical explanations, conversational voiceover, and downloadable PDF documents for each situation. And the content is dynamic, meaning that it can be updated constantly, guaranteeing access to the industry’s most contemporary thinking and innovations.

What used to require time-consuming research and preparation – luxuries not always available in changing conditions – can now be accomplished with a few clicks of the mouse. Just a couple of minutes online can significantly improve the quality of your product. And with your subscription to the application, you can share the interactive tools with your clients during lunch or après.

Beyond the obvious instructional applications, the matrix is the perfect supplement to professional development and personal skiing improvement. It's like having your own personal trainer 24/7. So, if it's 11 p.m. the night before an exam and you can't find anyone to demonstrate wedge-christies in the dark, you can access National Standards online and visually review certification concepts to your heart's content.

Or maybe you've got a day off and the conditions are ideal for perfecting your bump skiing. No clinic available? Make selections from the matrix and design a personalized training program.

"This application has revolutionized the way we present topics to instructors. Because we can easily make changes, we have a way to keep information up-to-date in conjunction with our established printed materials. Between the resources, instructors of all learning types, at every level can find information suited to their skiing goals," said Kim Seevers, PSIA/AASI Education Director.

Brought to you by the PSIA/AASI Education Department and starring the PSIA Alpine Team, the matrix currently features alpine information, with development beginning soon on Nordic, adaptive, snowboard and children's education sections.

So, what will you do next time you need access to a definitive, comprehensive skiing resource in a hurry? Logon to the matrix. You can plan a lesson, review cert concepts or grab a few tips for a day of freeskiing all before the coffee is done brewing.

To learn more about The Movement Matrix, see a demonstration or subscribe to the program for a \$14.95 annual fee, contact your training manager or visit PSIA.org.

Division Website

WWW . . . these three little letters are the gateway to the outside world for ski town dwellers, often the only means by which we can access many of the luxuries, and some of the necessities, available to our city cousins. How else can you secure DVD box sets, socks and even dates? Maybe you even score pro deals online. And if you're reading this, you rely on the Internet to explore all that PSIA has to offer.

Our various sites provide access to basic information, educational materials, clinic calendars and membership benefits. But what do you do once you've signed up for your clinic, ordered that book you've been wanting and read the latest news? If it's late in the evening, you can't test the tips you've gathered online on the snow. Chances are, you sadly close your browser or reluctantly find another site to keep you entertained.

But now, pajama-clad web surfers everywhere can eliminate PSIA and skiing withdrawal – 24 hours a day, seven days a week, 365 days a year.

Introducing The Movement Matrix, an innovative multimedia application that is revolutionizing the way we deliver information, with up-to-date, action-packed interactive tools in the convenient, user-friendly format you crave, and have come to expect from your favorite websites.

You'll never have to venture to other virtual destinations now that we offer a one-stop shop for all things PSIA. From personal skiing improvement to professional development and instruction, everything you need to study skiing standards is right here.

With over 300 short video clips with voiceover describing the skills concept and the application of that concept in a variety of real life skiing conditions, the matrix brings explanations to life. Featuring learning modules for skills concepts, situational skiing, drills, national standards and certification, this engaging program is designed to provide something for everyone and is proving to be an indispensable supplement to other PSIA training.

Simply logon and make choices in the selection filter from main alpine category, skill set, and conditions and you'll be presented with the matching clips, drill demonstrations and accompanying written information. Videos can even be marked for comparison. It's kind of like shopping online – you isolate your preferences until the application delivers an exact match.

So next time your searching for shoes, CDs or sweaters, stay online and continue shopping from hundreds of ski formulas for the perfect solution to your every snow-related situation.

To learn more about The Movement Matrix, see a demonstration or subscribe to the program for a \$14.95 annual fee, contact your training manager or visit PSIA.org.

FOR IMMEDIATE RELEASE:
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PSIA Launches Interactive Online Learning Tool

Lakewood, COLO. – Dec. 14, 2007 – The Professional Ski Instructors of America is proud to announce the launch of The Movement Matrix, an innovative multimedia tool that revolutionizes the way instructional information is delivered to instructors. The online application features over 300 video clips that present an interactive format for members to study skiing standards for professional development, instruction and personal improvement.

“This web-based supplement to our standard materials could not have come at a better time,” said Kim Seevers, PSIA education director, stressing the timeliness of the program’s launch. “Our members, like the general public, crave information that’s engaging and convenient, and now they have that available in PSIA.”

Not unlike shopping online, the application features a process of isolating preferences until the user finds exactly what they need. With a choice of three *Alpine Categories*, four *Skiing Skills* and six *Snow Conditions*, users can filter through hundreds of selections to find clips that address particular situations.

The combinations are practically endless and the application provides opportunities for every learning type with features that include visual demonstrations, auditory feedback, simple cue statements, technical explanations, conversational voiceover, and downloadable PDF documents for each situation. And the content management is dynamic, meaning that it can be updated constantly, guaranteeing access to the industry’s most contemporary thinking and innovations.

“I’m really impressed with the quality of the information available on the matrix,” said _____ from _____ Ski and Snowboard School. “There are so many functions associated with this tool. I have used, and will continue to use it not only professionally, but for my personal skiing goals as well.”

Featuring learning modules for skills concepts, situational skiing, drills and certification, the matrix is a one-stop shop for all skiing improvement endeavors, be they personal or professional. This versatile application is designed to provide something for everyone, clients included, as subscribers to the program are encouraged to share the visual aids with their students over lunch or après.

The matrix, produced by the PSIA/AASI Education Department, currently features alpine information, with development beginning soon on Nordic, adaptive, snowboard and children's education sections.

To learn more about PSIA and The Movement Matrix, visit www.PSIA.org.

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 educational 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 or www.aasi.org.