



For Immediate Release

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LOCAL BROTHERS SUCCESSFUL AT PSIA NATIONAL SKIING COMPETITION

Mammoth Mountain, CA: In what could best be described as a combination of *Survivor*, *The Apprentice*, and *American Idol* compressed into a five-day, real world job interview, the Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) held a tryout for the Alpine, Nordic and Snowboard National Teams from April 28nd to May 2nd at Mammoth Mountain, CA . Of the nearly 147 elite instructors who assembled from across the nation to vie for a slot on the National Team, only 14 were chosen, including local brothers Jeb & Matt Boyd, from Thornton NH. This is the ultimate achievement in the profession, as the team represents American Ski Instruction on a national and global stage.



Jeb Boyd – PSIA National Alpine Team Member



Matt Boyd – PSIA National Alpine Team Member

PSIA has approximately 29,000 members from coast to coast. The PSIA National Alpine Team is chosen from the best instructors in the country in a grueling 5 day tryout at Mammoth Mountain, California. Here, the best instructors from across the country had to contend with variable and challenging conditions, including frozen “coral” in the off piste reaches, high winds, and deep slush. Nonetheless, candidates for all four teams—alpine, snowboard, nordic, and the first-ever adaptive team used the opportunity to showcase the top level of expertise that characterizes all of this year’s contenders as truly the best-of-the-best in snowsports instruction. The week started with tasks on and off piste and in the terrain park before two cuts narrowed the original field of 147 to 51 people for the final two days of the selection process. On Thursday and Friday, the remaining candidates took part in teaching and learning activities, an in-depth interview process, indoor presentations and group project assessments. The final 14 who were selected will represent PSIA as National Team members for the next four years.

The Purpose of the PSIA and AASI (American Association of Snowboard Instructors) is to promote, support and assist in the development of PSIA & AASI education programs and activities at all levels. Team members have many responsibilities and even more opportunities. It can be difficult to distinguish between the two, as a team member’s opinion will be sought by many. Specifically, Team Member responsibilities are to provide educational support to PSIA / AASI, Support Marketing and Sponsor activities, Participate in PSIA educational development and member communications, participate in national ski events, support skiing and snowboarding industry partners and represent PSIA/AASI at international events.

Jeb & Matt Boyd are the first brother team to serve on the PSIA National Alpine Team in the history of the organization. “Being a member of the PSIA National Alpine Team is an achievement that few in the world of skiing will ever attain – sharing the experience with my brother is simply amazing” said Matt Boyd.

Both Jeb & Matt teach and train at Cannon Mountain Snowsports School in Franconia, NH when not working for their own unique training and consulting company – Arc2Arc or for PSIA with local teammate – Geoff Krill who was recently named to the PSIA National Adaptive Team. For more information, go to www.psia.org and www.arc2arc.com Additional photos and information can be obtained through the contact information above.