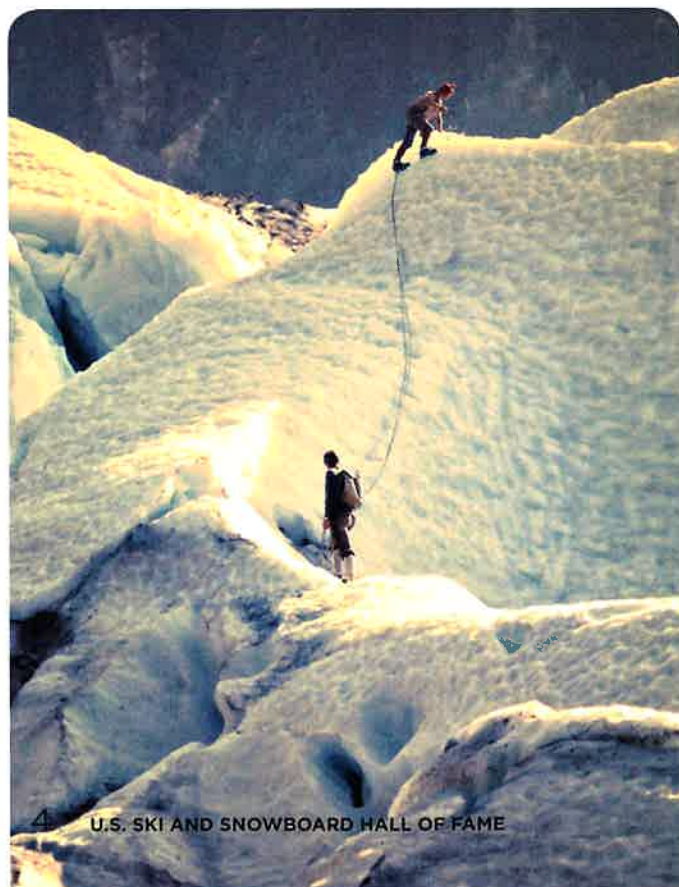




2013 HONOREES

Horst Abraham

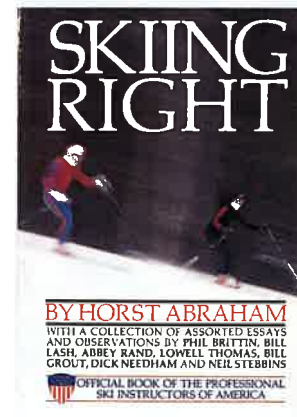
Visionary, Instructor, Writer



U.S. SKI AND SNOWBOARD HALL OF FAME



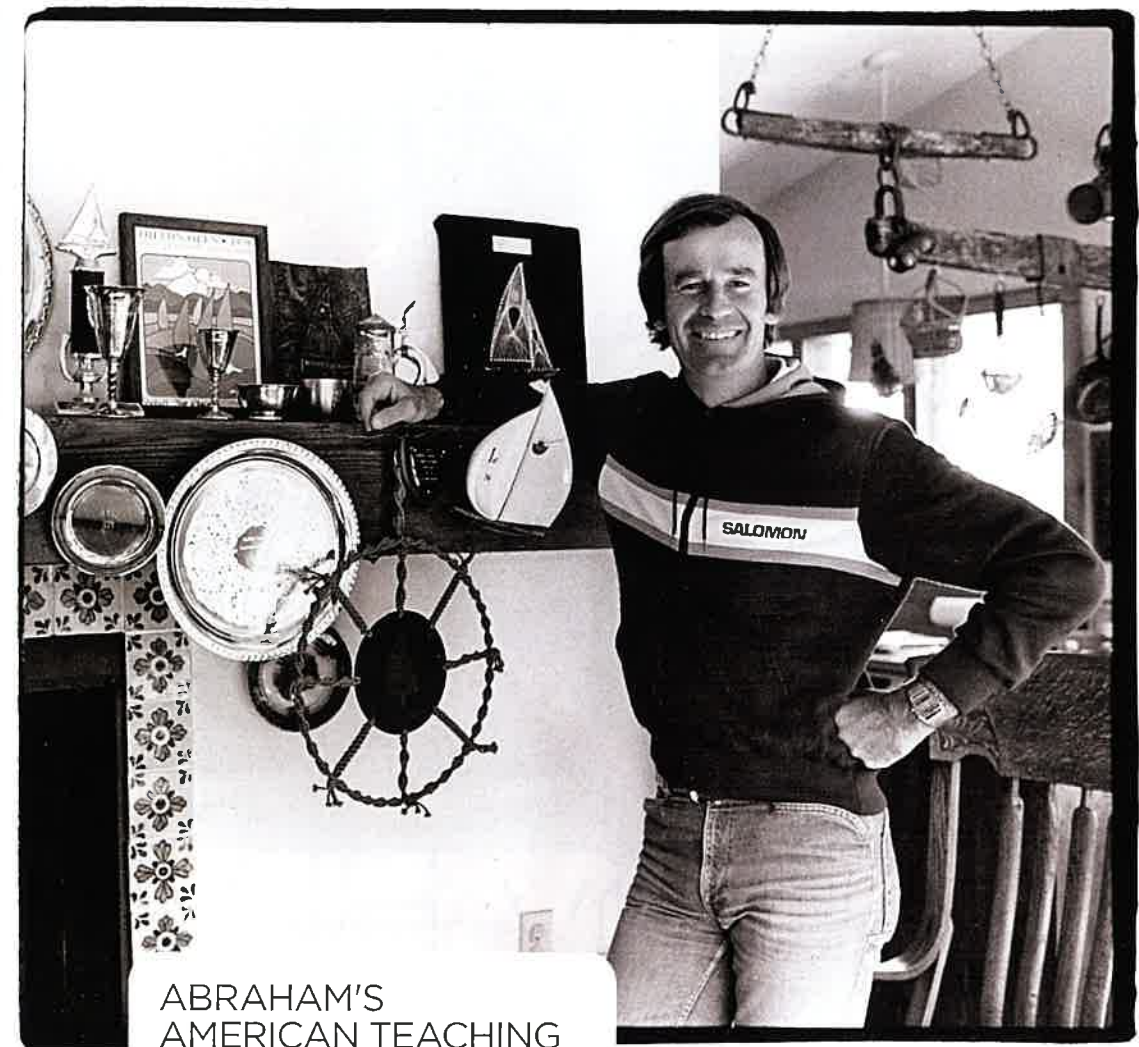
COURTESY OF HORST ABRAHAM (5)



By focusing on the individual, Abraham changed the way the world taught skiing.

SKI AWARDS & ACHIEVEMENTS

- › NATIONAL CERTIFICATION OF AUSTRIAN SKI AND ALPINE GUIDE CERTIFICATION (1959)
- › GRADUATED AT THE "ECOLE NATIONALE DU SKI E ALPINISM" IN CHAMONIX WITH "SPECIAL MENTION," THE HIGHEST AWARD GIVEN BY THE FRENCH MINISTRY OF SPORTS; SERVED AS THE TECHNICAL DIRECTOR OF PSIA-RM
- › DIRECTOR OF TRAINING AND DEVELOPMENT FOR PSIA NATIONAL
- › INDUCTED INTO THE COLORADO SKI AND SNOWBOARD HALL OF FAME, DECEMBER 2010.



ABRAHAM'S AMERICAN TEACHING METHOD HAD AN IMMEDIATE IMPACT UPON ALL SKI NATIONS AND MARKED A GLOBAL SHIFT TO A GUEST-CENTERED PROCESS.

approach to ski instruction, preferring a "one-size-fits-all" technique approach. With the mentorship of Curt Chase and Jerry Muth, along with his appointment to serve as the technical director at Vail, Horst gained national visibility and influence.

He was appointed to serve as the technical vice president of the Rocky Mountain Ski Instructors Association, and in 1971 was asked to fill the position of director of training and development of the Professional Ski Instructors of America.

Horst presented his ideas not only to U.S. ski centers, but also to the international ski community through the forum of Inter-ski in Sesto, Italy and later Zao, Japan in 1976

and 1980. The U.S. teaching methodology had an immediate impact upon all ski nations and marked a clear global shift away from "teaching technique" to a "guest centered" instructional process. This influence moved the U.S. from being a follower of European practices to becoming a pacesetter in the development of ski instructional pedagogy. Ski instruction now focuses upon customer needs, gender and age differences, learning styles and personalized performance management.

In 1983 Horst authored "Skiing Right," PSIA's official instructional guide. For many years he promoted instruction by writing articles in SKI and Skiing magazines. He continues to provide articles to the national organization's "32 Degrees" magazine and is currently putting the finishing touches on a new book of effective coaching, "Coaching Right." He is the recipient of the PSIA Educational Excellence Award.