

Press Release
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**John Clendenin's Ski and Board Doctors:
Addressing the needs of skiing's forgotten majority – the Boomers**

With the ski industry struggling to reinvigorate its market with younger participants, the demographic of skiers that fueled the rise of skiing for the last 40 years is being neglected. Numerous editorials in *Ski* magazine and the *Professional Skier* have focused on the need for the ski industry to continue to support and cater to the older generations who have no desire to give up the sport they love. These are also the people who now have the time and money to spend on skiing and invest in growing resort real estate opportunities. John Clendenin's Ski and Board Doctors has operated for the last 15 years with the primary goal of not only keeping the Baby Boom generation skiing, but also making them more adept than they were in their youth.

Through a lifetime of skiing with over a decade of successful instruction, Clendenin has developed the "Clendenin Ski Method" (CSM) to meet the needs of this majority of skiers. Utilizing a versatile approach to skiing, CSM focuses on giving skiers control and confidence in a variety of terrain (even the terrifying moguls). To simplify the learning process, CSM uses a commonplace, "four words" to describe a skier's actions from one turn to the next. The skier employing the "four words" of CSM improves quickly and is soon on the path to master a great variety of terrain. The theory behind CSM is that modern technique and equipment should not be limited to high-speed carving, big air, and terrain parks. **All skiers**, including less athletic and those less courageous, will enjoy effortless and safer skiing with speed control anywhere on the mountain. CSM is employed in all Ski Doctors programs. The CSM is described in the book *Clendenin Ski Method: Four Words for Great Skiing* released in 2007 and the new DVD released November 12, 2009 titled *Clendenin Ski Method: Finding the Love Spot*. The DVD focuses on the keys that open the door to confidence and the pure joy of great skiing. Each of the first six segments addresses a unique aspect of great skiing and the simple CSM keys enabling "ownership" of the mountain. The final segment, the *One-Day Lesson*, shows how two clients went from groomers to black diamond bumps in one enchanting day. Both the book and the DVD are available at: www.skidoctors.com

Based in Aspen, CO, two-time world freestyle champion, John Clendenin, continues to share his love of mogul and all-mountain skiing with skiers of all ages. "Groomed runs are skiing 101. Anyone can look good there. The real challenge is to take it off-piste, to the whole mountain and off the groomed highways crowding most ski areas." says Clendenin. John's formula is to tap into an individual's true goals, using them to custom-tailor the lesson experience. His Ski Doctors offers three unique programs to do just that: the indoor ski simulator, private Gold Plans, and his Bump School Camps.

The most basic program is offered on an indoor simulator for all levels of skiing and snowboarding. He calls his indoor ski simulator his “secret weapon”. Fundamental skills of movement and balance are best taught here. The simulator is an instructor’s dream allowing continuous feedback and interaction between students and pro; something impossible during a normal on-snow ski class. The simulator provides a safe ‘no fall’ environment in which a student is free of fear and distractions, concentrating entirely on developing proper movements, sensations, and understanding. For this reason, an hour simulator lesson can be equivalent to an all-day on-snow lesson.

The Gold Plan lesson package is designed to offer all the tools a student needs to improve in the least amount of time. “Vacation time is precious. We plan and take care of every need so our clients never wait for a service and therefore have more time to enjoy their mountain experience.” says Clendenin. The Gold Plan includes a simulator lesson, an all-day private lesson on any of Aspen’s four mountains, one of Clendenin’s handpicked CSM-trained pros, video analysis, new performance demo skis, and same-day use of the Aspen Club and Spa. Clendenin started the Gold Plan to save skiers time and money in the process of finding a good ski instructor who can provide the individual with an unforgettable and uncomplicated ski experience. Clendenin says, “Look at our testimonials – some say they have learned more in one day with us than in the last 20 years.” Beginners to advanced skiers learn ease and efficiency through a practical format that focuses on the fundamentals of all-mountain skiing. The Gold Plan is designed to take any level of skier to new heights in the shortest amount of time. Clendenin’s pros are adamant about making their clients set their own goals, not imposing their own desires for skiing performance on them.

Clendenin Ski Method camps are 2- and 3-day clinics offered throughout Aspen’s ski season. These Bump School Camps are specifically geared for mature skiers wanting to ski bumps, crud, powder, and any expert-level terrain with as little effort as possible. “So much of the ski industry has been focused on carving and cliff jumping with the advent of shaped skis that we have forgotten the majority of skiers just want a safe, enjoyable experience, but still not be intimidated by more challenging terrain,” says Clendenin. The Camp takes intermediate to advanced skiers to all corners of Aspen Mountain allowing them to develop at their own pace with like-minded skiers. Clendenin adds, “Our simple requirement for the camp is that you are comfortable skiing on all groomed terrain but want a little more excitement.” Using the Clendenin Ski Method, video analysis and limited group size, the Camp encourages skiers to work closely with their coaches and each other to change basic movement patterns to achieve their goals.

In an industry too-often caught up in extreme athletics, John Clendenin’s Ski and Board Doctors prides itself on making skiing accessible to those who wish for an energizing experience with reduced risk. Through comprehensive, distinctive instruction programs and an approachable, universal teaching methodology, **John Clendenin and his Ski Doctors Team** employing the consistency of the Clendenin Ski Method are not only keeping the boomer generation on skis but is taking them to new levels of enjoyment. Now the whole family is joining in as Clendenin expands his programs for the entire family to participate, with parents becoming life-long coaches.

Now the Family Skis Moguls Together...

After skiing privately with you for the last few years I knew this trip was going to be great for my family but it exceeded even my expectations. The kids and Lori loved Mark and they learned a tremendous amount. By the time we left, my 6-year old was blazing down blues with moguls with ease, my wife had been able to put it all together with Mark's help and really elevate her skiing and my 10-year old was skiing the entire mountain with me including as many double black and 2 black extremes in the cirque and headwall as we could get to. She even made me take a trip over to Aspen to do some of the harder runs including Silver Queen.

With the fundamentals in place there was nothing we couldn't do. I thank you and your staff for giving my family and me the gift of being able to ski together for the rest of our lives. It is priceless. There is no doubt in my mind that the methods you teach and strategies you employ are the best, fastest and most scalable way for anyone to learn how to ski the whole mountain. It is a practical, methodical and easily understandable sequence that builds on itself. Thank you again for your good work.

Brian Askew, April 2009

Camp dates for the 2009-10 season are: Dec. 14-16, Jan. 13-14, Jan. 30-31, Feb. 10-11, Feb. 20-21, Mar. 1-2, and Mar. 9-11.

The Ski and Board Doctors can be reached at 970-544-0300 or Mailing address is P.O. Box 1092, Aspen, CO 81612. E-mail: john@skidoctors.com.

For more information, visit www.skidoctors.com.

The indoor simulator studio is located:

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