



NEWS RELEASE

Professional Ski Instructors of America
American Association of Snowboard Instructors



Anderson Receives PSIA-AASI Lifetime Achievement Award

March 10, 2011 – Lakewood, Colorado – The Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) are pleased to bestow the award for Lifetime Achievement on Mark Anderson.

Anderson, who joined PSIA in 1969, was awarded lifetime membership in PSIA-AASI in 2000. He began his service to the association as the president of Central Division during a time of financial uncertainty for the division. As a result of a rapid two-year turnaround, Anderson was asked to represent Central Division on PSIA's national board of directors. He served on the board from 1980 until 1994, when he was elected board president. During his service as PSIA president (1994 to 2000) Anderson guided the formation of AASI in 1997.

“Mark's contributions to the evolution of our organization were exceptionally forward-thinking,” said PSIA-AASI Chairman Eric Sheckleton. “His relentless focus on doing what is best for the member—including the groundbreaking formation of AASI— led to dramatic increases in membership growth. Mark's service to PSIA-AASI will certainly have long-lasting impact.”

Anderson will be honored alongside PSIA co-founder Curt Chase, who is also receiving the Lifetime Achievement Award, on April 6 during the PSIA-AASI 50/50 Celebration Banquet in Snowmass, Colorado. Part of a week-long 50/50 Celebration, the event will honor the association's founders and 50-year members, as well as provide historical reflections on the first 50 years of PSIA and insights on the exciting future in store for PSIA-AASI in the *next* 50 years.

For more information about the PSIA-AASI 50/50 Celebration—taking place April 4–9, 2011, in Snowmass, Colorado—please visit www.TheSnowPros.org.

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 30,000 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 riding, and children's skiing and riding. Visit www.TheSnowPros.org.

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