



NEWS RELEASE

Professional Ski Instructors of America
American Association of Snowboard Instructors



PSIA-AASI Releases E-Learning Module for Entry Level Instructors

January 13, 2012 — Lakewood, CO — In an effort to expand resources for those looking to become snowsports instructors, the Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) has launched the *Entry Level Instructor's Guide*. This new e-learning tool details in easy-to-understand language what to expect in becoming a professional snowsports instructor.

The *Entry Level Instructor's Guide* is the first in a series of online e-courses produced by PSIA-AASI that introduces the basics of teaching snowsports, PSIA-AASI as an organization, and PSIA-AASI models and concepts to prospective instructors or newly hired instructors. Each course integrates on-snow video content of snowsports classes in action, as well as downloadable attachments and links for additional research and learning.

"We're always excited when we launch a new education product, and this one is at the start of a whole new range," said Earl Saline, PSIA-AASI Professional Development Manager. "As technology has evolved, we are looking at how PSIA-AASI can evolve it's delivery of education content and we're excited to improve our online resources with the addition of these e-courses."

The *Entry Level Instructor's Guide* is a 14-minute online course that guides the viewer through a slide show providing an overview of what to expect as a new instructor. With voice-over and video content included, the course is an interactive experience that extends well beyond simply reading text on a screen. This free resource is available to anyone interested in learning more about snowsports instruction through the PSIA-AASI website, TheSnowPros.org.

"Our extension into e-learning came from a desire to provide valuable information for new instructors in a whole new way," says Saline. "Rather than replace instructor training that a school might provide, the *Entry Level Instructor's Guide* is meant to compliment that training for new staff. This piece was developed with members, trainers, and school director input, whose combination of knowledge and experience allowed us to create a great introduction to teaching snowsports that will translate regardless of where an instructor might be working or volunteering."

About PSIA and AASI

PSIA-AASI is an educational organization of the nonprofit American Snowsports Education Association (ASEA), with a combined membership of more than 31,500 men and women who are dedicated to promoting snowsports through instruction. The organization establishes certification standards for ski and snowboard instructors and develops education materials to be used as the core components of most ski and snowboard school training. PSIA-AASI supports 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 TheSnowPros.org for more information.

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