



NEWS RELEASE

Professional Ski Instructors of America American Association of Snowboard Instructors



Harlacher Receives PSIA-AASI Lifetime Achievement Award

March 14, 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 Joe Harlacher.

Harlacher, a PSIA member for more than 50 years, was certification recipient #55 in what would later become the Northwest Division. In addition to 35 years of service to the Northwest Division Board of Directors, including leadership terms as president, financial vice president, and member ski school representative, he also served as a clinic leader and examiner.

“Joe was greatly involved in the early years of PSIA, and is one of the first and most instrumental early leaders of the Northwest Division,” said Ed Younglove, who serves as the Northwest Division representative to the PSIA-AASI Board of Directors and is the association’s treasurer.

On the national level, Harlacher represented the Northwest Division at the May 1958 meeting in Alta, Utah, one of the first attempts to establish a national instructor’s association with regional affiliates. Harlacher was the Technical Committee Chair for selection of the PSIA demonstration team that participated in the only American-hosted Interski, held in Aspen in 1968.

“Recognition through the Lifetime Achievement Award is a testament to an individual’s commitment to PSIA-AASI at both the division and national levels,” said PSIA-AASI Chairman Eric Sheckleton. “Joe’s service and dedication have been incredibly influential in shaping the organization we are today. We thank Joe for his service, and congratulate him on this achievement.”

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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