



# NEWS RELEASE

Professional Ski Instructors of America  
&  
American Association of Snowboard Instructors

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## PSIA-AASI Welcomes New Staff Members

**August 30, 2010 – Lakewood, Colo.** – Preparations for the 2010–11 snowsports season are in full swing at the Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI), as evidenced by the recent hiring of four staffers to fill positions in the membership services, communications, and marketing departments.

Sara Nakon joins the staff as membership services director, Kyle Hamley as membership services coordinator, Tim Johnson as assistant editor, and Erin Tulley as marketing coordinator.

Nakon comes to PSIA-AASI with significant experience in association management, gained through positions with the Association Management Center in Glenview, Illinois, and Denver's Competency & Credentialing Institute. A graduate of Miami University of Ohio with a degree in Business Management, she also has considerable knowledge of association management software systems. Nakon enjoys spending time outdoors and is a new skier. She looks forward to also learning to snowboard.

Hamley is a Houston, Texas, native who learned to ski on family trips to Colorado. A graduate of the University of Texas (with a degree in Radio/Television/Film and History), Hamley learned the nuances of non-profit organizations during time spent working for the Austin Film Society and volunteering for the Denver Film Society. As a skier and snowboarder, she is stoked for the opportunity to interact with fellow snowsport enthusiasts in her position as membership services coordinator.

Johnson, a native of Casselton, North Dakota, brings to his new position many years of editorial and association experience, along with knowledge of the snowsports industry. A University of North Dakota graduate in Journalism, he has held senior editing positions at AAA Colorado and the Financial Planning Association, as well as at *VeloNews* and *Cross Country Skier* magazines. In addition, he served as a volunteer ski patroller at Colorado's now-defunct Hidden Valley Ski Area. Johnson enjoys alpine and cross-country skiing, cycling, hiking, and fly fishing.

Tulley hails from Farmington, New Mexico, and relocated to Denver after earning a degree in Communications: Public Relations from Indiana's Purdue University and working in Indianapolis. Before joining the staff at PSIA-AASI, Tulley worked in publishing for a parenting magazine and served as a communication assistant for the Purdue Sports Information Department. A skier since the age of four, she is excited to be back out West and looks forward to immersing herself in the snowsports industry.

For more information about PSIA-AASI and to read staff bios, visit [www.thesnowpros.org](http://www.thesnowpros.org).

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