



PSIA-AASI Fast Facts

August 2009



Thanks for your interest in PSIA-AASI! We have a lengthy history and rich heritage, which you can read all about at www.TheSnowPros.org, but if you're just looking for a quick rundown of the association, here are a few fast facts:

PSIA – Professional Ski Instructors of America

AASI – American Association of Snowboard Instructors

PSIA-AASI Teams – 30 instructors from around the country who promote, support, and assist in the development of PSIA and AASI education programs, events, and activities

1961 – The year PSIA was founded

1996 – The year AASI was founded

29,000+ – Members in our association

Vision: Inspiring lifelong passion for the mountain experience.

Mission: We support our members as a part of the snowsports industry to:

- Develop personally and professionally (*education and credentialing*)
- Create positive learning experiences (*provide outstanding ski and snowboard lessons*)
- Have more fun—*in other words we:*

GET PEOPLE FIRED UP ABOUT SKIING AND SNOWBOARDING!

Website – www.TheSnowPros.org

Publication – *32 Degrees: The Journal of Professional Snowsports Instruction* (published three times/season)

Go With a Pro – PSIA-AASI consumer campaign that encourages skier and riders of all abilities to take a lesson with a professional instructor

Divisions (9) – Alaska, Central, Eastern, Intermountain, Northern Intermountain, Northern Rocky Mountain, Northwest, Rocky Mountain, Western

Disciplines – Adaptive, Alpine, Nordic and Snowboard

35 – Official Suppliers in our pool

Annual events

- Team Training: PSIA-AASI Team members gather for training each fall
- AASI Rider Rally: Annual member snowboard event each spring
- PSIA National Academy: Annual member ski event each spring

Social media – Connect with us on **Facebook** (The Snow Pros) and **Twitter** (@thesnowpros)

Press Contact: 303.987.9390, press@thesnowpros.org