



## PSIA-AASI Fast Facts

October 2010



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](http://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

**30,000+** – 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](http://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

**45** – 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

\*In 2011 PSIA-AASI will host their [50/50 Celebration](#) in place of the Rider Rally and National Academy

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

**Press Contact:** 303.987.9390, [press@thesnowpros.org](mailto:press@thesnowpros.org)