



NEWS RELEASE

Professional Ski Instructors of America
American Association of Snowboard Instructors



Daron Rahlves Becomes a Member of PSIA-AASI

November 30, 2010 – Lakewood, Colo. – The most decorated male American downhill and Super G skier in history is adding another credential to his impressive snowsports resume. Former U.S. Alpine Ski Team member, Daron Rahlves, is now a member of the Professional Ski Instructors of America-American Association of Snowboard Instructors (PSIA-AASI).

Rahlves, a freestyle skier, former alpine ski racer, and Olympian plans to participate in PSIA clinics and obtain PSIA alpine certification this winter.

“It is pretty sweet that a skier as successful as Daron is seeking PSIA-AASI’s guidance as he moves into the next phase of his career; it is a great testament to the evolution of our organization,” said PSIA-AASI Marketing Director Andy Hawk. “Daron shares our passion for snowsports, and supports the value of professional coaching and instruction that resonates throughout our membership. We’re thrilled to have him on board.”

Rahlves’ racing career includes 12 World Cup victories, 7 U.S. National Championships, and a World Championship. He recently represented America in the ski cross event at the 2010 Winter Olympic Games in Vancouver, Canada. In the off-season Rahlves stays competitive with motocross and jet skiing and was named the World Jet Ski champion in 1993. In addition, he shares his ski racing knowledge with the ski academy and ski team at California’s Sugar Bowl Resort, where he serves as an ambassador.

“As I continue to evolve my career as a professional skier, I’m often asked for tips from the people I ski with. PSIA clinics and certification offer the opportunity to reinforce my foundation of instruction knowledge, and I can’t wait to get started,” said Rahlves. “Looking back at my accomplishments as a ski racer, the coaching I received was crucial to my success and I look forward to passing that knowledge along to others.”

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.

###

CONTACT:

Andy Hawk, Marketing Director • EXT 4834 • EMAIL AHAWK@THESNOWPROS.ORG
Professional Ski Instructors of America • American Association of Snowboard Instructors
133 South Van Gordon Street, Suite 200 • Lakewood, CO 80228-1703
TEL 303.987.9390 • FAX 303.987.9489