

FISCAL YEAR 2020-21

We filled our 2020-21 season with many firsts. It was our first year with a female chair of the Board of Directors, the first season of navigating a pandemic, and the first year your board approved national standards that incorporate consistent teaching and people skills across the snowsports disciplines. We planned for some firsts, like updates to our national standards developed around the Learning Connection Model that would align our processes to create a clearer pathway to certification. Others, like the COVID-19 pandemic, we clearly weren't expecting.

across the country to bring everyone closer together and to provide you increased value as a member. For example, it was important to find ways for us to safely come together while keeping a focus on education. So, PSIA-AASI created more digital learning resources. Other initiatives, like the creation of a Diversity, Equity, and Inclusion Task Force (now Equity and Inclusion Advisory Group), guided our efforts to use training and people skills to make snowsports a welcoming place for everyone.

Challenges we faced together highlighted our strengths as a community and an education association. One metric indicating our success is member retention, which dipped only .6% – a strong showing in a season full of unknowns.

helped our tight-knit community endure – and thrive – during a unique season. Thank you for being a member and part of our community – we're committed to your continued success.



Eliza/Kentz

PSLA-AASI

Board Chair

N. J. J.

PSLA-AASI

Chief Executive Officer

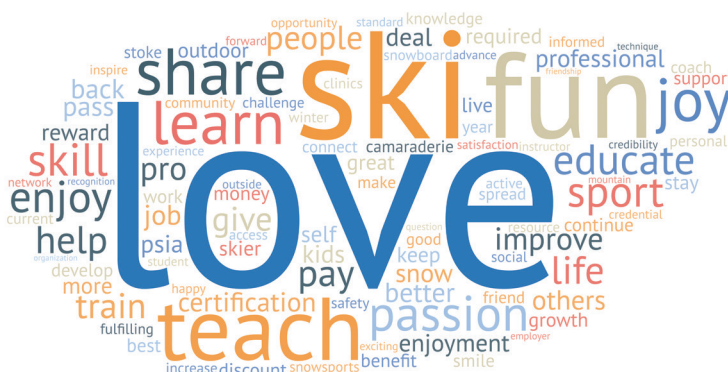
You're busy creating the future of skiing and snowboarding through engaging and effective lessons. PSIA-AASI gives you the platform and support to help ensure your success.

Watch Board Chair Eliza Kuntz talk about PSIA-AASI's commitment to creating lifelong adventures through education.

71%

**OF NEW MEMBERS LEARNED ABOUT
PSIA-AASI FROM ANOTHER INSTRUCTOR.**

WHY DO YOU TEACH SNOWSPORTS? HERE IS WHAT YOU HAD TO SAY...





FIRST CHAIR PODCASTS

PSIA-AASI produced over 80 podcasts, with more than 127,300 total plays.

The top tracks:

- ▶ **Part 1 – Family Group Lesson Strategies with Brian Smith (2,202 plays)**
- ▶ **Nick Herrin Chats COVID & Reopening the Ski Season (1,784 plays).**

Listen now!



TOMAS COHEN (VAIL RESORTS)

COVID-19 RESPONSE

In response to the COVID-19 pandemic, PSIA-AASI released *Navigating the 2020-21 Snowsports Season*. This is a resource that member schools and our community used to help keep instructors and guests healthy.



MANY OF YOU WERE HIGHLY SATISFIED WITH PSIA-AASI'S OVERALL RESPONSE TO THE COVID-19 PANDEMIC.

FAVORITE MEMBER BENEFITS:

- ▶ **32 Degrees magazine**
- ▶ **Pro Deals**
- ▶ **PSIA-AASI Catalog**
- ▶ **In-person educational events**

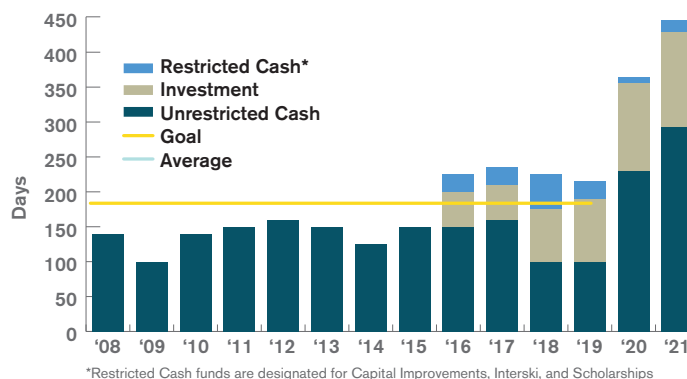
TREASURER'S REPORT



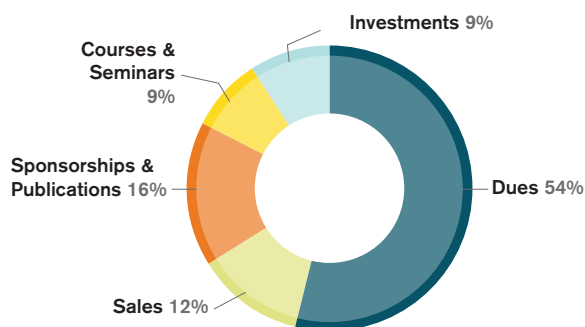
The organization navigated the 2020-21 fiscal year in an amazing way to provide ever-increasing services to our members AND improve its financial health! The graph below shows our continued commitment to building investments and reserves for the long-term fiscal health of the organization. The 2020-21 season kicked-off with an uncertain start due to the pandemic, but rallied toward the end of the season as more of the economy opened up, allowing many of the organization's events and programs to occur. PSIA-AASI remains poised for a healthy financial future, while continuing to develop exceptional education and certification resources.

John May
PSIA-AASI Treasurer

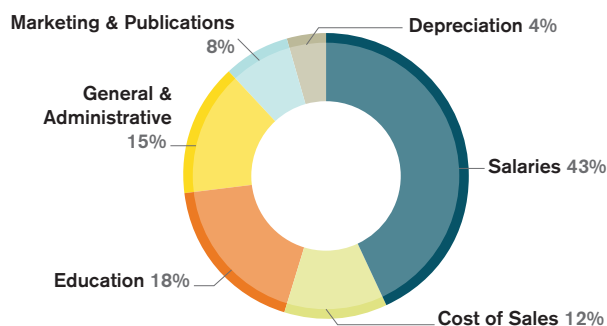
INVESTMENTS AND RESERVES



INCOME



EXPENDITURES



PROTECT OUR WINTERS PARTNERSHIP

PSIA-AASI partnered with Protect Our Winters (POW) to drive climate advocacy education initiatives. This means you have more access to POW's education programming that focuses on sustainability topics in the snowsports industry.



MOVE UNITED PARTNERSHIP



PSIA-AASI joined Move United as an Inclusion Champion. Move United is a leader in community adaptive sports. This partnership helps us provide more access and inspiration to adaptive athletes across the country. It also directly supports PSIA-AASI's commitment to equity and inclusion.

28% OF MEMBERS (2020-21) PREFER REMOTE/ONLINE EVENTS... A SIGNIFICANT INCREASE FROM 10% (2019-20).

WOMEN'S VIRTUAL SUMMIT TOOK PLACE FEBRUARY 28-MARCH 1, 2021, CONNECTING MORE THAN 417 PARTICIPANTS ONLINE.



PSIA-AASI SUCCESSFULLY HELD NATIONAL ACADEMY – ITS PREMIER EDUCATION EVENT – AS AN EXCLUSIVELY OUTDOOR EVENT AT COLORADO'S BRECKENRIDGE RESORT APRIL 12-16, 2021.



MAKING SNOWSPORTS MORE INCLUSIVE AND WELCOMING

Diversity, Equity, and Inclusion Task Force

As an organization, employer, and leader in the snowsports industry, it's imperative PSIA-AASI lead the way in fostering a safe, joyful, and accessible mountain environment. We created a DEI Task Force (now named the Equity and Inclusion Advisory Group), which is committed to addressing barriers to access, inclusion, and leadership. Efforts on this front are ongoing with continued education for leaders and staff through webinars and follow-up training opportunities.

Visit tiny.cc/DiversityEquityInclusion to learn more about:

- ▶ PSIA-AASI's Commitment Statement
- ▶ Actions Taken
- ▶ Plans Underway
- ▶ Education Resources
- ▶ How to Get Involved

Women Belong on the Mountain Report

The *Women Belong on the Mountain Report* was released in Spring 2021 and details how the snowsports industry can support women's professional development.



OFFICIAL SUPPLIERS WHO JOINED LAST SEASON



PSIA-AASI OFFICIAL SUPPLIERS

PSIA-AASI worked with 50 Official Suppliers, who represent more than 70 brands.

THE NORTH FACE: NEW OUTERWEAR/BASELAYER OFFICIAL SUPPLIER

The partnership gives you – and your family – access to member-specific pricing on our industry's most innovative performance apparel and gear. The North Face is committed to introducing the next generation of athletes to snowsports safely and responsibly, and the partnership supports PSIA-AASI's education initiatives.



The Education Foundation awarded \$45,000 in scholarships – this includes the \$10,000 the Nancy Oakes Hall Women's Scholarship gifted to sponsor the Women's Virtual Summit.

THANK YOU THOSE WHO GAVE A GIFT!

Thank you to everyone who gave a gift to help instructors achieve their personal and professional goals! This is a list of individuals contributed \$100 or more (July 1, 2020 through June 30, 2021). See the full list at tiny.cc/EdFoundationGifts.

\$10,000 +

Eric Sheckleton

\$1,000 - 9,999

Mark A. Anderson
Kathy Copeland
William Irwin
Eliza J. Kuntz
Lisa Mattis
John I. May

\$500 - \$999

Payson Coleman
Chris Coseglia
Margaret Loring
Caroline W. MacLeod
Martha W. Sears

\$100 - \$499

Patti J. Banks	Laurence B. Lewis
Patrick Bettin	Mark I. Little
Ross Boisvert	W. Sheehan Marilyn
Jennifer L. Brown	Lisa Marquis
Arthur A. Castro	Lucas H. Martin
Linda Crockett	Julie Matises
Alison Cummings	Mary L. McDonnell
Ryan C. DeLena	Mike McEnaney
Matt Dirks	Stephen J. McGrath
John M. Eason	Susan Meckel
Doreen R. Eng	Jennifer L. Metz
Katharine L. Ertl	Stephen D. Moore
Cindy Farny	Deborah Moore
Deborah L. Fergus	Julie Nitzsche
Jordan P. Fylling	Raelene Olson Smith
Daniel W. Golden	John Peppler
Brent R. Guier	Thomas Powell
Rory F. Hayden	Wayne Raterink
William S. Hoge	Pierre Redmond
Leonard Hurrell	Emily W. Spiker
Karey L. Jensen	Christine
Kirk E. Jordan	Van Tongeren
David Kaloyanides	Sandra B. VanderPol
Joshua Kinnett	Allan S. Williams

You can make a gift to the Education Foundation general fund or specific scholarships: The Certification Specialist Track Scholarship, The Nancy Oakes Hall Women's Scholarship, the Small Schools Scholarship, the Veterans Workforce, and the Women of Winter Scholarship. Learn more at tiny.cc/EdFoundation.



UPHILL TRAVEL VIDEOS

PSIA-AASI partnered with REI Co-op to create a series of videos on uphill travel that featured alumni team members Grant Bishop (telemark) and Brennan Metzler (snowboard).



Watch videos on the Uphill Travel Tips page!



THE PSIA-AASI YOUTUBE VIDEOS WERE VIEWED MORE THAN **958,000** TIMES IN THE LAST YEAR.

2,721 NEW SUBSCRIBERS TO THE PSIA-AASI YOUTUBE CHANNEL
– A 29% INCREASE FROM THE PREVIOUS SEASON.

NEW EDUCATION RESOURCES

Certification Standards Update



PSIA-AASI rolled out new certification standards for the alpine, cross country, and snowboard disciplines and Children's Specialist credential standards. Updated certification standards assess for the same teaching and people skills fundamentals for increased consistency and alignment across disciplines.

Webinars

Online learning – including webinars, online clinics, and e-learning courses – took off and many instructors shifted to digital learning last season. In addition to division webinars – PSIA-AASI National hosted over 75 webinars.

Kids' Activity and Coloring Book

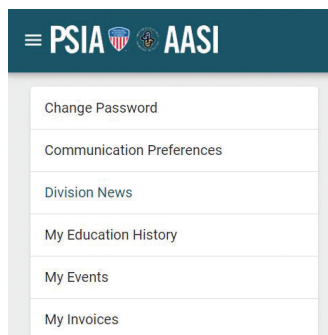
PSIA-AASI released the Kids' Activity and Coloring Book to help you teach kids how to be safe and have fun learning to ski and snowboard AND provide families tips to show them the value of signing their kids up for a lesson. PSIA-AASI sold over 1,700 copies of the book.



NEW WEBSITE (MAY 2020) MAKES IT EASIER FOR YOU TO FIND EDUCATION EVENTS AND WEBINARS TO MEET YOUR EDUCATION GOALS.

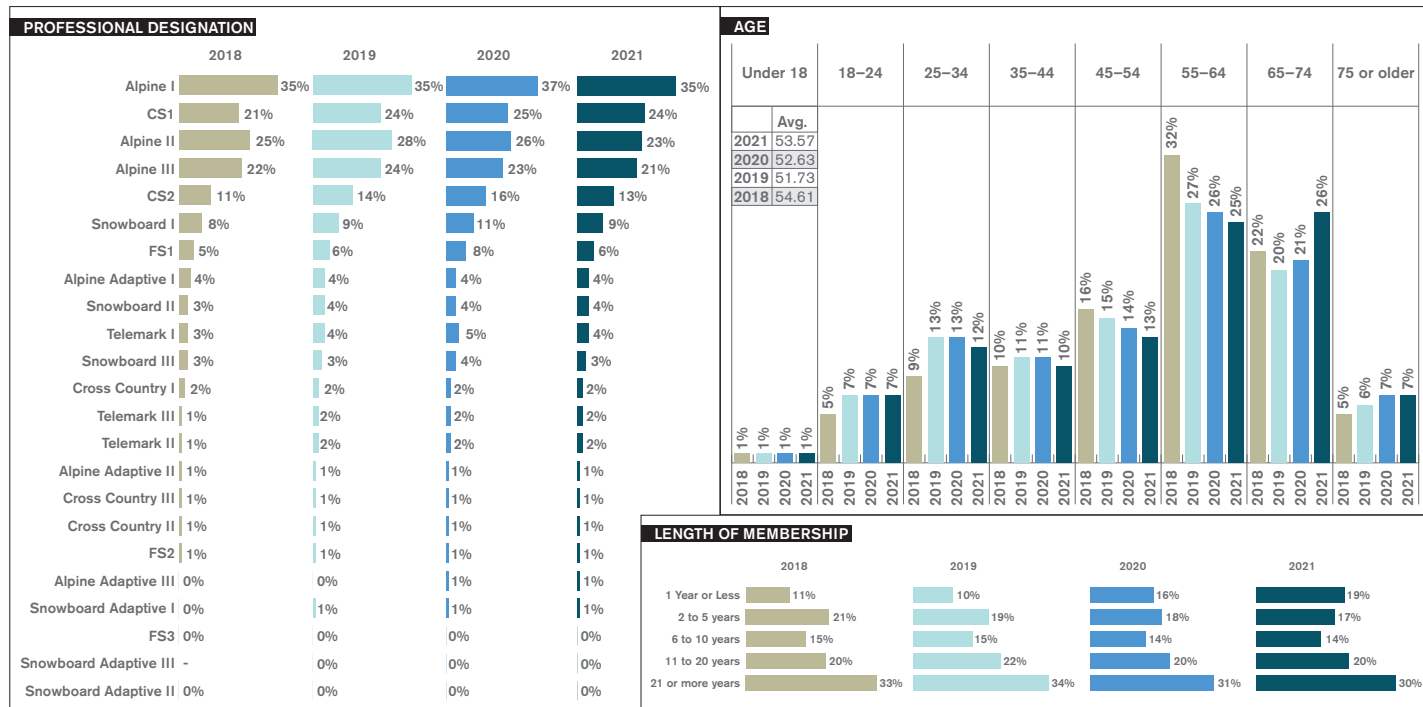
NEW MEMBER PORTAL

Your new member portal makes it easy for you to view your education and event history, invoices, and digital membership card. You can also update your contact information including email, phone number, or mailing address, and change your communication preferences.



MEMBER DEMOGRAPHICS

Learn more about other members to see who makes up the PSIA-AASI community.



CONNECTING WITH PSIA-AASI

PSIA-AASI continues to engage members through many communication channels. Here are how many people followed PSIA-AASI on social media in the 2020-21 season... if you don't already follow PSIA-AASI on social, follow to get real time updates and giveaways! And thank you for following.

- Instagram 6,697 (11% ↑ from last season)
- YouTube 12,051 (29% ↑ from last season)
- Facebook 16,586
- Twitter 5,013



NEW PSIA-AASI NATIONAL TEAM!

After a one-year delay due to COVID-19 restrictions, PSIA-AASI selected a new national team. These members represent our association at the highest level and serve you and member school's educational goals. Use this code to meet the team.

