

PSIA-AASI Annual Report

FISCAL YEAR 2019-20



LINDA GUERRETTE

MESSAGE FROM CHAIR AND CEO

P SIA-AASI leaders continue to use a collaborative approach to drive our association's governance and educational operations, and we're extremely proud to highlight in this report the efforts and success we've seen over the last year. Our educators remain committed to creating a community that fosters and inspires snowsports education – a community that makes each member feel part of the industry and the sports they love.

PSIA-AASI's leadership is comprised of three groups, the Board of Directors, the Operational Leaders, and the

Educational Leadership Council, who work closely together to drive education initiatives for the association. The PSIA-AASI Board of Directors uses a Policy Governance model, an approach that uses "Ends" (i.e., strategic goals), to support members by increasing accountability and improving collaboration to meet PSIA-AASI's ends. The ends are the desired outcomes that PSIA-AASI wants to produce to support our members. You can learn more PSIA-AASI's Policy Governance at thesnowpros.org/who-we-are/how-we-operate.

We define success by measuring our members' satisfaction and the stable financial health of the organization so that we can continue to develop timely and innovative education resources for our members and member schools. While our season ended abruptly last

March due to the emergence of COVID-19, we saw many successes and are committed to carrying these successes through this coming year even with the unprecedented times in which we're living.



Linda Guerrette

PSIA-AASI
Board Chair



Nicky Hertz

PSIA-AASI
Chief Executive Officer

PSIA-AASI HAD 32,536 MEMBERS IN THE 2019-20 SEASON.



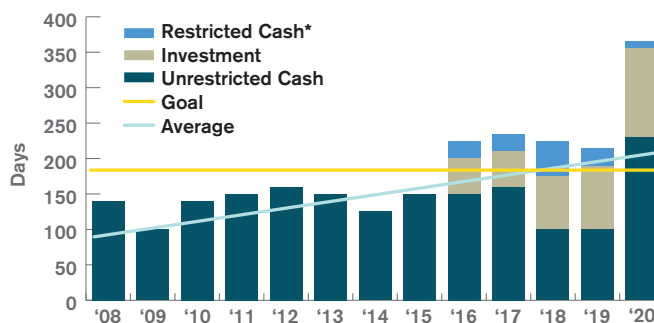
TREASURER'S REPORT



Over the last few years, we've evolved our saving and investing approach, all while continuing to deliver great programming for our members. The Investment and Reserves graph tells a great story about our growth and commitment to taking care of our members' investment in the organization. We're not only meeting, but exceeding, our reserve and investment goals. Your investment in the organization is funding programming across all levels of the association so you can have resources for years to come. Poised for the future – our focus on investing helps us with long term financial health.

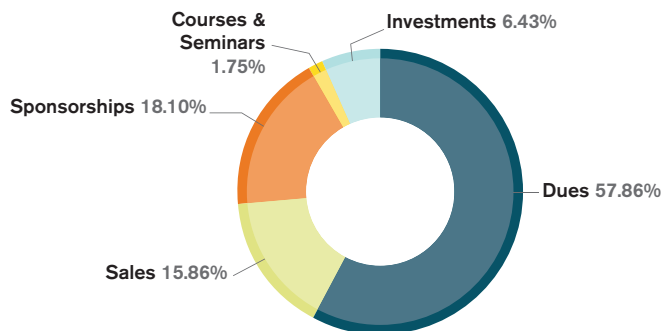
John May
PSIA-AASI Treasurer

INVESTMENTS AND RESERVES

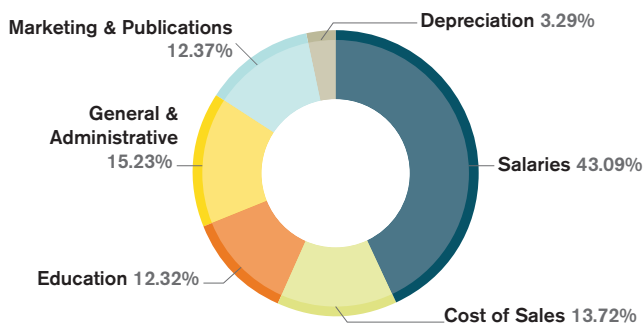


*Restricted Cash funds are designated for Capital Improvements, Interski, and Scholarships

INCOME



EXPENDITURES



WHAT WE ACCOMPLISH TOGETHER

As a member of PSIA-AASI's close-knit community of snowsports professionals, you are busy creating the future of skiing and snowboarding – through engaging and effective lessons built on the people-, teaching-, and technical-skill fundamentals of the Learning ConnectionSM. As the non-profit education association for snowsports instructors in the United States, PSIA-AASI helps make that job easier by providing the platform and support to ensure your success.



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MEMBERSHIP SURVEY HIGHLIGHTS

PSIA-AASI's annual membership survey provides an update that helps the association learn how it's doing to help support your education as a ski and/or snowboard instructor. Overall, members feel they have the resources they need to be successful in their roles and are proud to be part of the snowsports community.

Key highlights:

- Satisfaction scores are up across the board in 2020. Our Net Promoter Score (the percentage of members who would recommend joining PSIA-AASI) is 41 nationally, up from 38 last year, and is up in every division. Our goal is to increase this number to 50.
- Members are highly satisfied with their jobs, including the meaning they find in their work, their relationship with co-workers, and their relations with guests.
- Snowsports school directors and managers agree that PSIA-AASI provides value to their school.

93% OF MEMBERS ARE PROUD TO BE PART OF THE SNOWSPORTS COMMUNITY.

79% OF MEMBERS SAID THEIR SNOWSPORTS SCHOOL VALUES THEIR CERTIFICATIONS AND CREDENTIALS.

52% OF MEMBERS SEEK MENTORS THROUGH THE ASSOCIATION.

78% OF MEMBERS SEE PSIA-AASI AS THE STANDARD FOR SNOWSPORTS EDUCATION AND CERTIFICATION.

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OFFICIAL SUPPLIERS WHO JOINED IN 2019-20



PSIA-AASI OFFICIAL SUPPLIERS 2019-20 SEASON



In 2019-20, PSIA-AASI worked with 52 Official Suppliers, who represent 71 brands.

77% of PSIA-AASI members agree that partnerships with Official Suppliers add value to their membership.



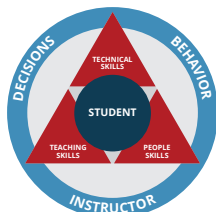
PMBIA PARTNERSHIP GIVES YOU NEW EDUCATION OPPORTUNITIES

PSIA-AASI partnered with the Professional Mountain Bike Instructors Association to let you earn and transfer Continuing Education Units (CEUs) between the associations. Visit tiny.cc/PMBIA to learn more.



CERTIFICATION STANDARDS UPDATE

At its spring 2020 meeting, the PSIA-AASI Board of Directors approved new certification standards for the alpine and snowboard disciplines – which will be implemented in the 2021-22 season but are available for preview by instructors, division education staff, and resort trainers tiny.cc/NationalCertStandards.



The Education Leadership Council and the PSIA-AASI task forces developed the new standards using the people-skill, teaching-skill, and technical-skill fundamentals of the Learning Connection to drive learning outcomes and assessment criteria for Level I, Level II, and Level III exam candidates. This will help ensure that PSIA-AASI certifications and credentials are consistent across the country.

At the end of last season, **63%** of division leaders strongly agree that PSIA-AASI's **strategic goals align**, an increase from 38% in 2018-19. PSIA-AASI's goal is for at least 85% of division leaders to agree that associations' goals align. PSIA-AASI plans to accomplish this through the implementation of the new PSIA-AASI Certification Standards.

PSIA-AASI Created the Diversity, Equity, and Inclusion Task Force

As an education association, PSIA-AASI is committed to educating our leaders and members about how pursuing greater diversity, equity, and inclusion within the association benefits all. To learn more, visit PSIA-AASI's DEI page at tiny.cc/DiversityEquityInclusion.



88% OF MEMBERS HAVE THE RESOURCES THEY NEED FOR PROFESSIONAL DEVELOPMENT.

EDUCATION HIGHLIGHTS

Education Products Released Last Season

PSIA-AASI supports members' professional development through a wide range of educational resources, including *32 Degrees* magazine; manuals, handbooks, and other publications available in various formats; e-learning courses, podcasts, webinars, and snowsports industry partnerships that drive snowsports education and community outreach.

Audio Books

Audio books let you take your learning on the road. You can access all PSIA-AASI audio books at tiny.cc/DigitalManualsDisciplines.

- ▶ *Adaptive Alpine Technical Manual*
- ▶ *Snowboard Technical Manual*
- ▶ *Alpine Technical Manual*
- ▶ *Teaching Snowsports Manual*

E-Learning Courses

Log in at lms.thesnowpros.org to find a complete list of e-learning courses.

- ▶ Alpine Skiing Fundamentals
- ▶ Children's Specialist 1
- ▶ Delivering the Beginner Experience – Cross Country
- ▶ Introduction to Working with Children
- ▶ Junior Instructor Program
- ▶ Sno-Go

15,649 INDIVIDUALS TOOK AN E-LEARNING COURSE FROM PSIA-AASI LAST SEASON.

The Junior Instructor Program

PSIA-AASI's Junior Instructor Program helps young adults learn about – and gain – the skills they'll need to work as ski and snowboard instructors. Learn more at tiny.cc/JuniorInstructors



SKI Magazine Courses

PSIA-AASI continued its collaboration with *SKI Magazine* to offer instructors and guests video-based online learning courses. Last season, we released "Earn Your Turns: Uphill Skiing 101" featuring Charlie MacArthur and "How to Raise a Skier" featuring Brian and Aleks Smith.



tiny.cc/SKIMagCourses

Fitness for Skiing and Snowboarding Guide

This guide presents exercises that help you build endurance and strength. Members can access the guide for free at tiny.cc/DigitalManuals or purchase the print version.

Adaptive Instruction Supplement: Diagnoses & Medication Classifications

This resource provides additional content on common diagnoses and medication classifications that may factor into the decisions you make with your students. Visit tiny.cc/DigitalManuals to access the free digital version.



CONNECTING WITH PSIA-AASI

PSIA-AASI is actively engaged in connecting with you, our members, and also promoting the value of a lesson to guests.

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PSIA-AASI RELEASES NEW MEMBER PORTAL

The online portal lets you easily review your member profile so you don't miss out on any key member benefits. Use it to:

- ▶ Update your contact information and communication preferences.
- ▶ Download your membership card.
- ▶ See a list of your attended events, and future registered events.
- ▶ Review invoices.



At the end of 2019-20 season, PSIA-AASI published over 385 FIRST CHAIR PODCASTS with more than 110,266 plays total. The top track was: Fitness for Skiing & Snowboarding with Chris Fellows and Doug Kechijian (with over 2,000 plays!)



32 DEGREES

remains the top-ranked member benefit! The cover photos for the spring issue were solicited from members during the 32 Degrees cover photo contest.

PSIA-AASI's Member Services department mailed 2,068 membership pins to our 10-, 20-, 30-, 40-, and 50-year members. Congratulations on your commitment and dedication to the association and teaching snowports!

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PSIA-AASI YOUTUBE VIDEOS



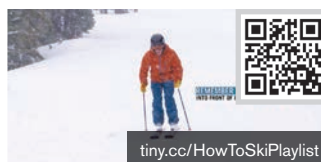
PSIA-AASI creates videos to help skiers and riders learn more about the benefits of taking a professional lesson – and give ski and ride schools a resource for helping guests prepare for their ski and snowboarding experiences.

THE PSIA-AASI YOUTUBE CHANNEL

is home to an online collection of videos ranging from instructional tips for beginners to webinar courses for seasoned instructors, all easily accessible to the public and members.

PSIA-AASI's YouTube channel had **3,096** new subscribers from May 2019 to May 2020, a 89% percent increase in subscribers.

PSIA-AASI created the beginner's guide videos to help get guests started, and to encourage more people to take lessons. As of May 2020, these videos had over 90,000 combined views.



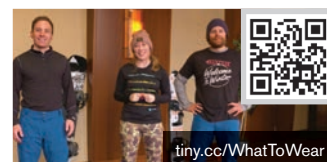
How to Ski:
A Beginner's Guide videos



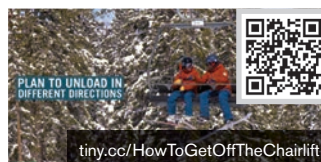
How to Snowboard:
A Beginner's Guide videos



How to Cross Country Ski:
A Beginner's Guide videos



What to Wear Skiing
and Snowboarding



How to Get Off the Chairlift

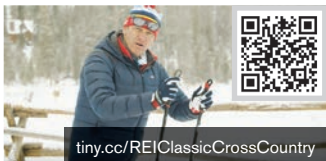
PSIA-AASI CONTINUES PARTNERSHIP WITH REI



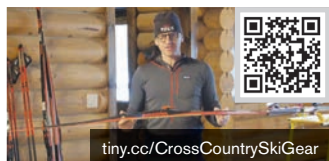
PSIA-AASI continued our partnership with REI to create videos with tips for new to advanced skiers and riders to show guests the value in taking a professional lesson. Click the QR codes below to see the five videos produced together last season.



tiny.cc/5BeginnerSnowboardTricks



tiny.cc/REIClassicCrossCountry



tiny.cc/CrossCountrySkiGear



tiny.cc/REIIntermediateSnowboard



tiny.cc/REIIntermediateSki



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PSIA-AASI AWARDED MORE THAN \$60,000 IN SCHOLARSHIPS IN THE 2019-20 SEASON, BENEFITING 10 SCHOOLS AND ALMOST 100 INDIVIDUALS.

THANK YOU TO THOSE WHO GAVE A GIFT!

We thank everyone who donated to help instructors achieve their personal and professional goals. This list of donors recognizes individuals who contributed \$100 or more. You can see a full donor list at tiny.cc/2019-20EdFoundationGifts. All gifts were provided from July 1, 2019 through June 30, 2020.

Donations can be made to the Education Foundation general fund or specific scholarships. For more information, visit the Education Foundation page at tiny.cc/EdFoundation.

\$1,000+

Mark A. Anderson
Pinar A. Gnepp
William Irwin
Eliza J. Kuntz
Rodney Rotman
Ed Younglove

\$500-\$999

Albert H. Clough
Stephen J. Murphy
Martha W. Sears
Robert Kimberlin

\$100-\$499

Ned Abelson
Patrick Bettin
Grant A. Bishop
Eva Bogart
Kent Bogart
Ross Boisvert
Sean Breen
Dee Byrne

Russell Carr
Brian Cherry
Kathy Copeland
Linda Crockett
Gordon G. England
Daniel W. Golden
Hugh H. Gwin
Kirk E. Jordan
Forrest King-Shaw

Laurence B. Lewis
Mark I. Little
Jim Markey
Kevin Mitchell
Rebecca Norlander
Smith Raelene Olson
Dolores Orosco
John Peppler
Gene Pierson

Lezlie Pinske
Wayne Raterink
Samuel J. Rosengarten
Evelyn Trebilcock
Dominique B. Vetromile
Kristi Vine
Bruce Yanke
Frederick A. Yost