

# PSIA-AASI Annual Report

FISCAL YEAR 2021-22

## MESSAGE FROM CHAIR AND INTERIM CEO

In August 2021, PSIA-AASI hit the monumental achievement of celebrating its 60<sup>th</sup> anniversary of incorporation as a national education association. Unifying as one organization was the first step our leaders took to consolidate several teaching styles to develop a distinctly American approach to teaching skiing, and, later, snowboarding. In addition to celebrating 60 years of sharing the joy of sliding on snow, PSIA-AASI reached another significant milestone. We implemented updated certification standards for alpine, cross country, snowboard, and telemark disciplines.

The new standards use common language, resources, and procedures across disciplines to bring more clarity to how you teach and succeed in your instructor role. Also, the updated standards meet the needs of the modern professional instructor by emphasizing the importance of professionalism and

self-management skills. PSIA-AASI certification indicates the individual is more than a great skier or rider, they're also a trained teacher who uses various techniques to help their students learn and grow their skillsets. The steadfast work and commitment of our Educational Leadership Council and task forces helped create the new standards. Thank you to our volunteers for all your dedication and hard work!

We also continued a commitment to helping make snowsports a more welcoming and inclusive place for all – notably by entering into partnerships with the National Brotherhood of Skiers (NBS) and Women of Winter. The partnerships offer scholarships for NBS members to attend PSIA-AASI certification events and provide opportunities for Black, Indigenous, and Women of Color to attend alpine and snowboard Level I events created specifically for them – these are in addition to the five scholarships we already offer members. Articles in *32 Degrees* magazine as well as First Chair podcasts continue to help educate members on the value of inclusivity and how to build a more welcoming snowsports culture. We want everyone who

is interested in teaching snowsports, or taking a lesson, to have equal access to the mountain environment.

We're committed to your continued success by offering you the tools and resources to help you deliver exceptional guest experiences and inspire a love for snowsports. As a trained and dedicated professional who provides guests the skills and enthusiasm to become lifelong snowsports participants, you're their gateway into the mountain culture and our community – so thank you for all that you do to make everyone feel welcomed.



PSIA-AASI  
Board Chair



PSIA-AASI  
Interim CEO



WOMEN OF WINTER

## ABOUT PSIA-AASI

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

## TREASURER'S REPORT



### FAVORITE MEMBER BENEFITS:

1. *32 Degrees* magazine
2. Pro Deals
3. PSIA-AASI Catalog (the online Shop)
4. Digital communications (e-newsletters and digital publications)



NEW MEMBERS WERE MOST LIKELY TO HEAR ABOUT PSIA-AASI FROM THEIR SNOWSPORTS DIRECTOR OR MANAGER OR ANOTHER INSTRUCTOR.

### WHY YOU'RE A PSIA-AASI MEMBER:

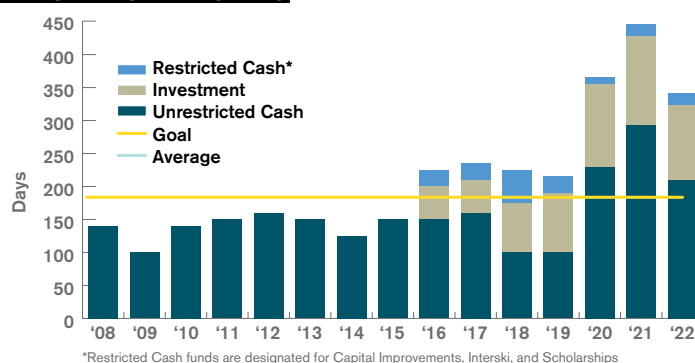
- ▶ To enhance your teaching skills.
- ▶ To enhance your skiing or riding skills.
- ▶ To access career development and education events, tools, and resources.
- ▶ To maintain PSIA-AASI certification.

PSIA-AASI's financial position remains strong and exceeds the fiscal goals of the Board of Directors. Similar to many organizations, we were not immune to the dynamics of the economy; we did see a retraction in our investment value due to the market downturn. However, the effects were mitigated with our conservative risk strategy for investing. Overall – and as shown in the accompanying charts – we continue to surpass our fiscal goal of retaining funds to cover more than 180 days of operating expenses (if ever needed) AND additional holdings in reserves. Our approach culminates in a healthy fiscal position. The 2021-22 season's decrease in unrestricted cash is primarily due to the decrease in investment values.

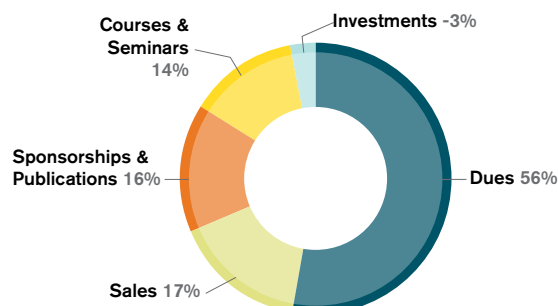
For the 2022-23 season, we'll continue to apply a conservative investment strategy to maintain or exceed fiscal targets as we continue to improve and deliver value for your member experience.

John May  
PSIA-AASI Treasurer

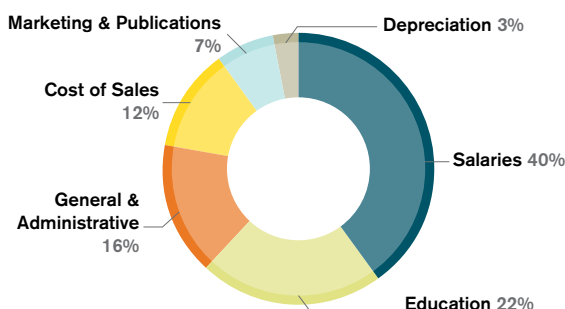
#### INVESTMENTS AND RESERVES



#### INCOME



#### EXPENDITURES



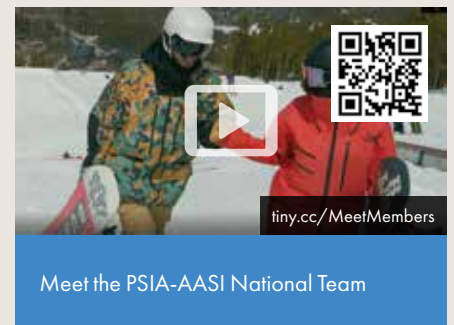
## PSIA-AASI'S 60TH ANNIVERSARY!

PSIA-AASI celebrated by reflecting on these 6 instruction breakthroughs:

1. The Skills Concept
2. Opportunities for Women in Snowsports
3. The Junior Education Team
4. The Creation of AASI
5. Pioneering Adaptive Instruction
6. Building the Learning Connection



## 2021-22 SEASON VIDEOS



PSIA-AASI YOUTUBE VIDEOS WERE VIEWED OVER  
**776,366** TIMES IN THE LAST YEAR.



79 FIRST CHAIR PODCASTS WERE  
PUBLISHED JULY 2021- JUNE 2022.



The Education Foundation awarded over \$60,000 in scholarships, including the \$22,000 awarded by the Nancy Oakes Hall Women's Scholarship. Over 140 people received a scholarship.

## 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, 2021 through June 30, 2022). Use this code to see the full list.



### \$10,000 +

Eric Sheckleton

### \$1,000 - 9,999

Mark Anderson

Artie Castro

Kathy Copeland

William Irwin

Baird Foundation

Eliza Kuntz

Ed Younglove

### \$500 - \$999

PSIA-AASI Eastern Region

### \$100 - \$499

Robert Bacon

David Ballou

John Beesley

Mark Boitano

Ben Brosseau

Kyle Buxton

Melina Cherry

Kathryn Cowdery

Linda Crockett

Milo Devries

Patrick Dougherty

Deborah Fergus

Brian Feucht

Daniel Golden

David Greenleaf

Brent Guier

Alison Hagan

Rory Hayden

Alejandro Hernandez

Kirk Jordan

Deanna Karafiath

Timothy Kawcak

Steven Lehr

Carol Levine

Mark Little

Karl Loh

Margaret Loring

Chris MacInnes

Julie Matises

Lisa Mattis

Jennifer Metz

Rudy Miick

Donald O'Connor

Raelene Olson Smith

John Peppler

Gene Pierson

Lezlie Pinske

Wayne Raterink

Aaron Rosen

Howard Seares

Jerry Sorensen

Catherine Sweetser

Sandra VanderPol



LINDA GUERRETTE

Members attend National Academy 2022.

National Academy, PSIA-AASI's premier educational event, took place at Big Sky, Montana April 17 through April 22, 2022. The event welcomed Adaptive Academy, Telemark Academy, and Rider Rally April 19 through April 22.

- ▶ More than 25 Official Suppliers attended.
- ▶ Over 460 participants and coaches attended, making it the largest academy ever.

## PSIA-AASI HOSTED 49 WEBINARS AND 6,484 MEMBERS ATTENDED LIVE WEBINARS.

## NEW E-LEARNING COURSES

- ▶ Teaching Families and Groups (6 CEUs)
- ▶ Skate-to-Ski (6 CEUs)

## NEW MANUAL RELEASED: TEACHING CHILDREN SNOWSPORTS

This new manual builds on PSIA-AASI's Learning Connection Model and covers learning theory and developmental milestones to help you engage kids in the joy of sliding on snow.



## CERTIFICATION STANDARDS UPDATE

PSIA-AASI rolled out new certification standards for alpine, cross country, snowboard, and telemark instruction. The standards follow the same teaching and people skills fundamentals for increased consistency and alignment across disciplines. Use this code to read the standards.



Make a gift to the Education Foundation general fund or specific scholarships. Learn more at [tiny.cc/EdFoundation](https://tiny.cc/EdFoundation).



**56%** OF MEMBERS AGREE THAT THE UPDATED CERTIFICATION STANDARDS MEET THEIR NEEDS.

## PSIA-AASI OFFICIAL SUPPLIERS (2021-22)



STEPHANIE WILKERSON



@THESNOWPROS AND #SNOWPROS

### CONNECTING WITH PSIA-AASI

Here are how many people followed PSIA-AASI on social media in the 2021-22 season. Follow PSIA-AASI on social to get real time updates and giveaways!

- 17,526 (5.66% ↑ from last season)
- 7,517 (12.24% ↑ from last season)
- 5,023
- 12,051

USE THIS CODE TO FOLLOW PSIA-AASI ON SOCIAL.



CARY



[illegible]

**OF MEMBERS ARE FULL-TIME INSTRUCTORS.**

**OF MEMBERS HAVE BEEN  
PART OF PSIA-AASI FOR  
21 YEARS OR MORE.**

**88%** OF MEMBERS ARE HIGHLY SATISFIED WITH THEIR JOB AS AN INSTRUCTOR – INCLUDING THE LEVEL OF JOY AND MEANING IN THE JOB.



PSIA-AASI collaborated with Women of Winter to host five Level I certification events (alpine and snowboard) for Black Indigenous Women of Color. PSIA-AASI Official Suppliers supported the event and women received ski and snowboard gear from Rossignol, Giro, Hestra, Leki, Phunkshun, Terramar, and The North Face and additional support from Head, Powerbar, and onX backcountry.



PSIA-AASI partnered with the National Brotherhood of Skiers (NBS) to provide scholarships for NBS members to pursue PSIA-AASI certification in the 2022-23 season.

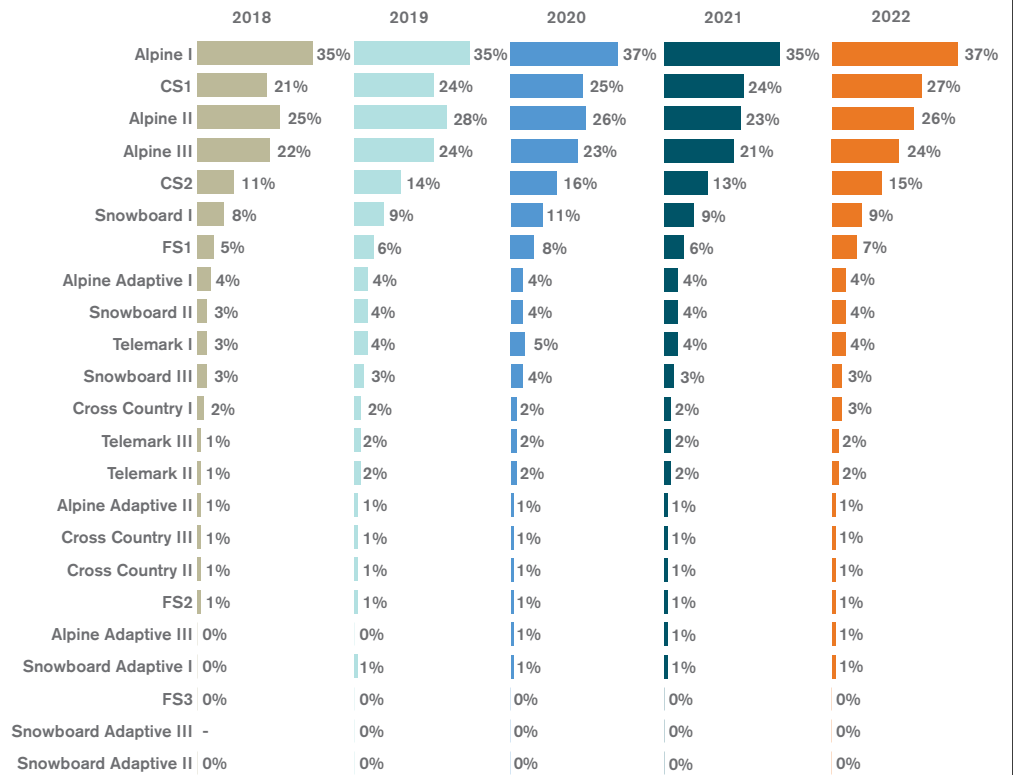


## MEMBER DEMOGRAPHICS

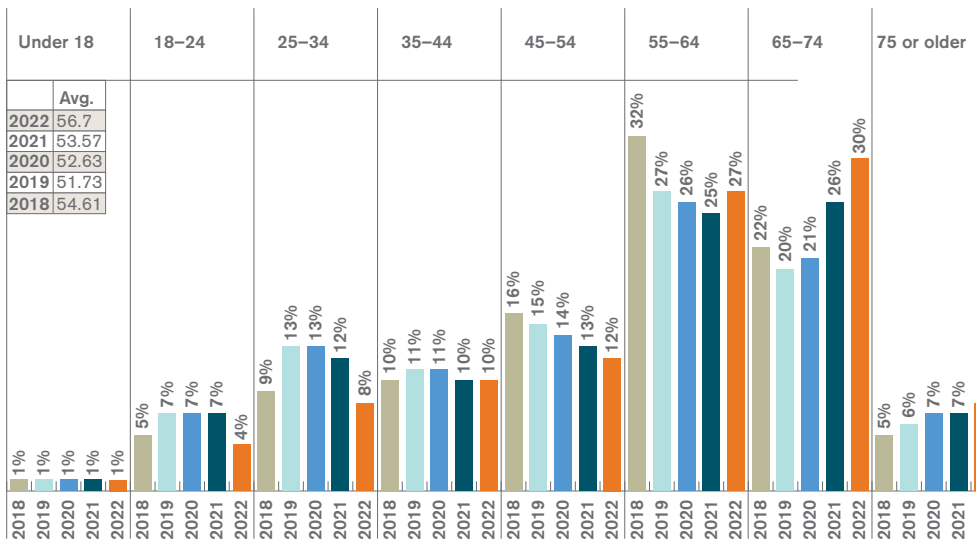
See who makes up the PSIA-AASI community.



### PROFESSIONAL DESIGNATION



### AGE



### LENGTH OF MEMBERSHIP

