



Divisional Style Guide

Goals & Communications

The Professional Ski Instructors of America and American Association of Snowboard Instructors (PSIA-AASI) *Style Guide* helps achieve the following organizational goals:

- To establish consistency throughout all national and divisional communication with members, media, and the public
- To maintain a professional image that communicates a progressive, industry-leading membership association

Adhering to these standards (though not mandatory) will help assure that national and division content projects the professional integrity that the ski and snowboarding community has come to expect from PSIA-AASI.

One of the most recognizable means of establishing consistency is through typography. In all emails and documents, PSIA-AASI recommends using Calibri 11-point font. For logo and color rules, please refer to the PSIA-AASI [brand standards guide](#).

If in doubt, feel free to seek clarification from the PSIA-AASI marketing and communications staff (you can email Katrina at kbrinkerhoff@thesnowpros.org).

In-House Style Rules

Titles

When referring to PSIA-AASI leaders, include PSIA-AASI before their title. Example: PSIA-AASI Eastern Division Executive Director **Kathy Brennan** Alternatively, place the title after the name and make it lower case. Example: **Kathy Brennan**, Eastern Division executive director.

Style, Terms & Definitions

AASI: The acronym for the American Association of Snowboard Instructors. This should be used with PSIA (example: **PSIA-AASI**) unless specifically referring to AASI-only events, educational materials, and the AASI Snowboard Team.

ASEA: American Snowsports Education Association (ASEA) is the legal name of the corporation, as used in legal documents. The Doing Business As (DBA) PSIA and/or AASI is used in all other instances. Example of a legal context: **This Endorsement Agreement ("Agreement") is made as of January 1, 2014, by and between American Snowsports Education Association, a Colorado non-profit corporation with its principal place of business at 133 S. Van Gordon Street, Suite 200, Lakewood, CO 80228 ("ASEA"), and Supplier, a corporation with its principal place of business at 1234 Everyroad, Anywhere, State, ZIP. ("Supplier").** Example of a DBA context: **The American Snowsports Education Association (ASEA), a Colorado non-profit corporation; d/b/a PSIA-AASI.** In addition, the association owns, protects, uses and allows others to use certain trademarks, service marks and collective membership marks (collectively "Marks"). View the [brand standards guide](#) to learn about the Registration Marks and their use.

ASEA-EF: The acronym for the American Snowsports Education Association Education Foundation, which is a separate, charitable foundation within ASEA. ASEA-EF is a 501 (c)(3) tax-exempt corporation. In all but formal and legal contexts, use PSIA-AASI when referring to the association.

Certified: Upper case when referring to the PSIA-AASI member category. Example: **Joe is a Certified Member of PSIA-AASI, and his wife, Amy, is a Registered Member.**

When referencing certification in a specific discipline at a specific level, indicate that PSIA-AASI conferred the certification, capitalize the level, and lowercase the discipline. Example: **Cindy is an AASI-certified Level III snowboard instructor.** When communicating with PSIA-AASI members, you may eliminate "AASI certified" and write this as **"Cindy is a Level III snowboard instructor."** Also acceptable: **"Cindy is a certified Level III snowboard instructor."**

When multiple certifications are referenced, opt for a structure similar to this: **Carl is a Level II alpine and Level I adaptive instructor with a Children's Specialist 2 credential.**

List of PSIA-AASI Certifications:

Note that abbreviation before the dash indicates how certification are written in the database (ex: A1), do not use in writing. When writing, spell out the certification like how it appears after the dash (ex: Alpine Level I).

A1 – Alpine Level I	FS1 – Freestyle Specialist 1*	TM1 – Telemark Level I
A2 – Alpine Level II	FS2 – Freestyle Specialist 2*	TM2 – Telemark Level II
A3 – Alpine Level III	FS3 – Freestyle Specialist 3*	TM3 – Telemark Level III
CC1 – Cross Country Level I	H1 – Adaptive Level I	X1 – Adaptive Snowboard Level I
CC2 – Cross Country Level II	H2 – Adaptive Level II	X2 – Adaptive Snowboard Level II
CC3 – Cross Country Level III	H3 – Adaptive Level III	X3 – Adaptive Snowboard Level III
CS1 – Children’s Specialist 1*	S1 – Snowboard Level I	N1 – Nordic Level I**
CS2 – Children’s Specialist 2*	S2 – Snowboard Level II	N2 – Nordic Level II**
	S3 – Snowboard Level III	N3 – Nordic Level III**

**These are certificates and not certifications. One must first have a primary certification in order to take and earn one of these certificates.*

***These certifications are no longer used. Instead, members can be certified as cross country and telemark individually.*

Certification Standards: PSIA-AASI Certification Standards measure learning outcomes – statements that specify what instructors will know and be able to demonstrate after achieving certification. Certifications represent a standard of consistent competency through three zones; beginner/novice, intermediate, and advanced/expert. Alpine, snowboard, and cross country certification standard were updated fall 2021, with adaptive and telemark standards to follow. Capitalize when a proper noun. Examples: **PSIA-AASI Certification Standards, Alpine Certification Standards**. Otherwise, lowercase: **the PSIA-AASI Board of Directors has approved new certification standards for alpine, cross country, and snowboard instructors – as well as those seeking Children's Specialist 1 or 2 credentials.**

Disciplines: Includes adaptive, alpine, cross country, telemark, and snowboard. These disciplines should always be lowercase, unless being included in a title. Example: **PSIA-AASI Alpine Technical Manual**.

Division: PSIA-AASI is made up of a headquarters office and the following eight geographically-based divisional offices: Central, Eastern, Intermountain, Northern Intermountain, Northern Rocky Mountain, Northwest, Rocky Mountain, and Western. Lowercase when used alone. Example: **I plan to pursue a leadership position within my division**. Capitalize when including the division name. Example: **Gillian is a member of Eastern Division**. Don't abbreviate in text unless space constraints exist. In this scenario use the following abbreviations:

PSIA-AASI C	PSIA-AASI NI	PSIA-AASI RM
PSIA-AASI E	PSIA-AASI NRM	PSIA-AASI W

PSIA-AASI I	PSIA-AASI NW	
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Division clinic leader: Use **education staff** instead.

Division office: The office or centralized point of contact by which each of PSIA-AASI divisions conduct their business and provide services for members on a local level.

Education staff: An instructor who teaches clinics. The term should not be capitalized. Example: **Carol is a on the Western Division education staff.**

Examiner: An instructor who assesses instructors in the learning outcomes that make up the national Certification Standards. Do not capitalize. The discipline and division may be added. Example: **The examiner, the snowboard examiner, the Rocky Mountain Division snowboard examiner.** All are acceptable. Examiners assess if instructors have met the learning outcomes defined in the certification standards.

Headquarters office: Denotes the headquarters for PSIA-AASI, based in Lakewood, Colorado. Use **“PSIA-AASI national office”** on first reference. **“PSIA-AASI headquarters”** is also acceptable. If this term is used, it should be lowercase. Example: **We called the headquarters office to see if new member cards had been mailed.**

Interski: The International Ski Instructors Congress, which takes place every four years. One word.

ISIA: The acronym for the International Ski Instructors Association, which represents 37 member nations in ski instruction around the world. ISIA promotes collaboration with respect to ski technique, methodology, didactics, and safety, seeking to ensure the highest standards of professional practice.

Learning ConnectionSM: The framework upon which successful, student-centered lessons are built, based on integration of people skills, technical skills, and teaching skills. The Learning Connection emphasizes a balanced focus on people skills (which tie into the culture of snowsports), technical skills (which are at the core of good technique), and teaching skills (which strengthen the student’s connection to snowsports). (Note: Learning Connection is a two-word, proprietary term, which gets a service mark [SM] on first reference.) Can be referred to the Learning ConnectionSM model OR Learning ConnectionSM framework.)

National office: Denotes the national headquarters for PSIA-AASI, based in Lakewood, Colorado. Use **“PSIA-AASI national office”** on first reference. **“PSIA-AASI headquarters”** is also acceptable. If this term is used, it should be lowercase. Example: **We called the national office to see if new member cards had been mailed.**

NSAA: The acronym for the National Ski Areas Association.

NSP: The acronym for the National Ski Patrol.

Official Supplier: The term used to designate manufacturers who contractually support PSIA-AASI, most typically through member-specific discounts and services. This term is preferred to “official sponsor” or “sponsor.” Preference is to capitalize when using as an official reference. Example: **The North Face is PSIA-AASI’s outdoor Official Supplier.**

ONEteam: The PSIA-AASI National Team approach that focuses on cross-discipline communication, collaboration, and consolidation to support greater consistency and enhance the member experience. Used in editorial content or web stories to demonstrate collaboration between disciplines. Not a product, marketing, or branding term. Example: **Built around the idea that great instructing goes beyond technical skills, the ONEteam concept encourages team members to work together, share ideas, and collaborate for the benefit of all members.**

Pro Offers: Professional or promotional discounts offered to PSIA-AASI members on equipment, clothing, and accessories offered by virtue of the association’s partnership with various sponsors and official suppliers. Capitalize. Two words. No hyphen. Example: **“As a PSIA-AASI member you receive access to PSIA-AASI exclusive Pro Offers.”**

PSIA: The acronym for the Professional Ski Instructors of America. PSIA should be combined with AASI (**PSIA-AASI**) unless specifically referring to PSIA-only events and educational materials.

PSIA-AASI: The acronym used when referring to both the Professional Ski Instructors of America and American Association of Snowboard Instructors. Always hyphenate. Always list PSIA before AASI when including both acronyms because PSIA was created before AASI. In most instances, both acronyms should be included to create less separation of the disciplines. Do not refer to as “PSIA/AASI,” or “national” (and only use “ASEA” in legal, formal references to the association’s corporate name, American Snowsports Education Association.) **Please note that the PSIA-AASI name and logos are registered marks and should not be used outside of the organization without approval. See PSIA-AASI Brand Standards Guide for registered mark information.*

On first reference to the public, refer to PSIA-AASI as the Professional Ski Instructors of America and American Association of Snowboard Instructors (PSIA-AASI). For example: contexts when official terminology is warranted (i.e., letterhead, press releases).

PSIA-AASI committees: As the country’s leading education association for professional ski and snowboard instructors, PSIA-AASI is served by several advisory committees who strategically plan operations and certification and discipline-specific education programs. The committees are: Awards and Recognition Committee, Audit and Investment Committee, Education Foundation Advisory Committee, Executive Compensation, and Governance and Leadership Development Committee.

List of PSIA-AASI task forces:

PSIA-AASI Adaptive Task Force	PSIA-AASI Snowboard Task Force
PSIA-AASI Alpine Task Force	PSIA-AASI Snowsports Managers Task Force
PSIA-AASI Children’s Specialist Task Force	PSIA-AASI Telemark Task Force
PSIA-AASI Cross Country Task Force	

PSIA-AASI Freestyle Specialist Task Force	
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PSIA-AASI National Team: Preferred term over “demonstration team” or “D-team,” which is a reference that should not be used. As part of a PSIA-AASI National Team member’s title for business cards, email signatures, etc., use **PSIA-AASI National Team** or the discipline-specific team name (**AASI Snowboard Team**). Examples: **The PSIA-AASI National Team will represent members and the association’s teaching methodology at Interski.** Include “PSIA-AASI”, “PSIA” or “AASI” when referring to a specific discipline. Examples: **PSIA Alpine Team, AASI Snowboard Team.** Always use the proper noun, with PSIA-AASI, PSIA, or AASI preceding the sub-team name. Examples: **Katie Ertl was a member of the PSIA Alpine Team. Lane Clegg is a former coach of the AASI Snowboard Team. The PSIA-AASI National Team will gather at Colorado’s Breckenridge Resort for the annual Fall Workshop.** The term “national team” is lower-case when not preceded by “PSIA-AASI” as part of the proper noun, but take care not to introduce language that confuses PSIA-AASI’s national team with the national team of the United States, i.e., the U.S. Ski Team. Examples: **PSIA-AASI National Team, PSIA Alpine Team, AASI Snowboard Team. PSIA-AASI’s national team is preparing for the upcoming Interski.**

Teams according to discipline: PSIA-AASI Adaptive Team, PSIA Alpine Team, PSIA Cross Country Team, AASI Snowboard Team, PSIA Telemark Team. Use these in the title under a video, title after a quote, or email signature line.

PSIA-AASI National Team Coach: When referring to a team coach, the proper format is: **PSIA-AASI National Team Coach Matt Boyd, or PSIA Alpine Team Coach Michael Rogan or AASI Team Coach Eric Rolls.** The title should only be capitalized if it precedes the coach’s name. The word “coach” should be capitalized in this scenario. If the title does not precede the coach’s name, it should not be capitalized. Examples: **Michael Rogan is the coach of the PSIA Alpine Team. Rogan was a member of the alpine team before becoming its coach.**

PSIA-AASI National Team Member: When referring to a team member, the proper format is: **PSIA-AASI National Team member Ann Schorling.** The word “member” should not be capitalized. Note that PSIA-AASI National Team members can also be identified in terms of the discipline-specific team of which the PSIA-AASI National Team is comprised. Examples: **PSIA-AASI Adaptive Team member Mike Ma, PSIA Alpine Team member Brian Smith, and AASI Snowboard Team member Amy Gan.** Note that the PSIA Alpine Team typically includes a member whose specialty is freestyle skiing, who may be referred to as “Alpine Team Freestyle Specialist.” Example: **PSIA Alpine Team Freestyle Specialist Ryan Christofferson.**

PSIA-AASI Team Selection: National event, held every four years, to select members of the PSIA-AASI National Teams. This term is preferred to “Team Tryouts.”

Snowsports: One word. Because some might construe snowsports to include such activities as snowmobiling, our preference is to use "skiing and riding" instead. However, "snowsports" is acceptable in direct quotes as well as to avoid redundancy.

Sponsors: PSIA-AASI has many official sponsors who give Pro Offers to association members. These brands, such as Volkswagen and The North Face, should preferably be referred to as Official Suppliers.

thesnowpros.org: The PSIA-AASI website. No need to precede it with [www.](http://www.thesnowpros.org) Example: Check out the latest poll of the homepage of thesnowpros.org.

Three C's philosophy: Communication, Collaboration and Consolidation. (Note: different from the **3 C's Award** which is Collaboration, Communication, and Cooperation.) This is a decision-making approach to consider when planning.

USASA: The acronym for the United States of America Snowboard Association.

USSS: The acronym for United States Ski & Snowboard, which is the national governing body of Olympic skiing and snowboarding. It is the parent organization of the U.S. Ski Team, U.S. Snowboarding, and U.S. Freeskiing.

U.S. Ski Team: An organization that develops and supports athletes within the disciplines of alpine, adaptive, and nordic. Use U.S. Ski Team on first reference. "USST" (no periods) is acceptable on subsequent reference.