

ANNUAL REPORT 2013-2014





Skiing and snowboarding are life-changing activities, and connect people to a deep community, improved health benefits, and an appreciation of nature that few other sports can match. PSIA-AASI members are the touchstones of that snowsports experience. As guides, teachers, friends, and colleagues they provide enthusiasts with the access and expertise to reach physical and emotional summits. The deep passion for skiing and snowboarding that each member possesses is essential to creating such a positive environment, where every person – regardless of physical skill or socioeconomic background – can achieve their own definition of success.

—Eric Sheckleton, PSIA-AASI Chairman of the Board 2013-14



For more than 50 years, PSIA-AASI has sought to innovate and improve ski and snowboard instruction. Whether it's a person's first time on the snow or an ongoing quest to discover new possibilities, PSIA-AASI members and programs help change people's lives – one person and one family at a time. This includes every child who wants to slide down a snow-covered hill, every athlete who dreams of standing on an Olympic podium, every wounded warrior defining a new sense of freedom, every vacationer who just wants to spend the weekend on the slopes, and every individual who makes a living from the sport. Our membership reflects the diversity of all those desires, and resources in print, online, and in person help make it as easy and effective as possible for them to perform the great work they do so well.

—Mark Dorsey, PSIA-AASI CEO



TheSnowPros.org • 303.987.9390

©2014 PSIA-AASI. All rights reserved.

MISSION



Sherri Harkin



Sherri Harkin

The Professional Ski Instructors of America and American Association of Snowboard Instructors (PSIA-AASI) is a nonprofit education association – and close-knit community – of 31,748 snowsports professionals dedicated to creating life-affirming experiences for others through snowsports instruction. PSIA-AASI members give people the gifts of freedom, enhanced health, and the ability to enjoy sports that will reward them for life. Members of PSIA-AASI are busy creating the future of skiing and snowboarding – and the association is here to help make that job easier, providing the platform and support to ensure their success.

PSIA-AASI supports its members, as a part of the ski and snowboard industry, to:

- Develop personally and professionally
- Create positive learning experiences
- Have more fun

What we do	Get people excited about skiing and snowboarding.
Culture	Connection to people and ideas in unexpected ways and places.
Direction	To be the first place people come for information about snowsports, instructing, and the industry.
The value of membership	Access to people, resources, and more of the slopes.

31,748 MEMBERS



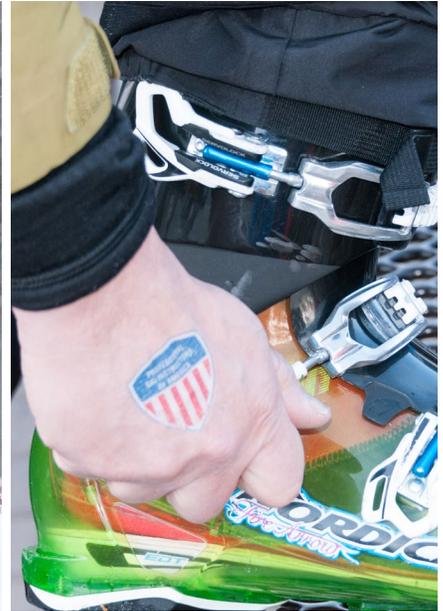
From the age of 2, a snow-covered slope has been my Zen place. Skiing and riding is movement and music. When in the cold and snow I am at peace. All year, I live for the next season, waiting for the snow to fall so I can start to share my love and life's passion with ski and snowboard students.

—Emily Newland, Level II Snowboard, Level I Alpine, Children's Specialist 2; Valley Kids Snow Sports Director, Swiss Valley Ski and Snowboard Area, MI

FOUNDATION



Joe Kusumoto

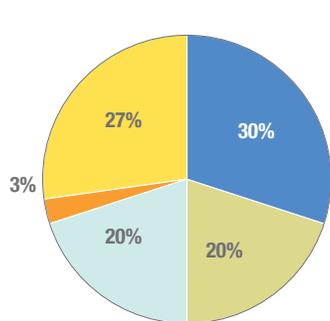


Grant Nakamura

The PSIA-AASI Education Foundation is a 501(c)(3) nonprofit corporation focused on providing valuable resources and training for professional instructors and volunteers who teach the skiing and snowboarding public; especially those who teach people with disabilities. The funds donated to the Foundation demonstrate tremendous public support for the resources PSIA-AASI produces for its members and the snowsports community.

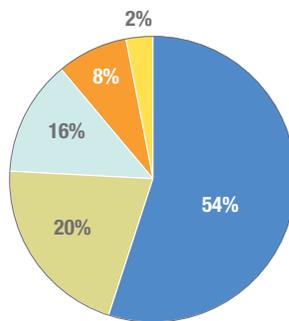
The Foundation's goals are related to producing materials that:

- Provide high-quality free (or low cost) ski and snowboard education to 501(c)(3) programs and their volunteers, instructors, and students
- Increase ski and snowboard opportunities in the workforce
- Improve health and wellness by increasing participation in skiing and snowboarding



PSIA-AASI Education Foundation Support

■ Events	\$311,749
■ Grants & Individual Gifts	211,246
■ Sponsorships, Publications, Royalties	204,981
■ Tenant Income	28,095
■ From PSIA-AASI	276,882
Total	\$1,032,953



PSIA-AASI Education Foundation Expenditures

■ Education Seminars & Projects	\$559,920
■ Publications	213,486
■ Marketing & Publicity	164,458
■ General and Administrative	78,748
■ Merchandise & Warehouse Operations	16,341
Total	\$1,032,953



When I lost my leg to cancer at 23 the most comforting and motivational thought I had was that at least I

could learn to ski again. I'm super lucky in that I got to learn to ski twice! (Actually three times because I'm a beginner monoskier too!) It's been an amazing journey and I'm excited and honored to be able to give back to the world by becoming an instructor. Blessed and stoked!!!

—Sherene "Lefty" Ricci, Adaptive instructor; Lookout Pass, ID

The Foundation's work is built upon the generosity of donors. If you're interested in contributing to the Foundation, please click the link below. Thank you for your support.

[Donate Here](#)

FOUNDATION



Michael J. MacLeod

Adaptive Outreach Earns Highest Honor

PSIA-AASI's education outreach to adaptive programs helped PSIA-AASI earn the "Power of A Summit Award," the highest industry honor given by the American Society of Association Executives (ASAE).

The award recognized PSIA-AASI for its initiative to provide free training resources and materials to volunteers and professionals who teach snowboarding, alpine skiing and nordic skiing to people with different developmental and physical abilities.

From June 2012 to April 2014, PSIA-AASI reached:

- 70 organizations in 21 states
- 30,853 people, including more than 20,000 students
- 10,000 instructors (majority are volunteers)

THE INSTRUCTORS PROVIDED MORE THAN **68,000** LESSONS TO ADAPTIVE STUDENTS AND MORE THAN **204,678** ON-SNOW HOURS.



THE FOUNDATION RECEIVED GRANTS AND GIFTS THAT EQUALED

\$211,246

SURPASSING ITS GOAL AND ACCOUNTING FOR OVER

5%

OF PSIA-AASI COMBINED REVENUE.



I can confidently say that without the free materials, my concentration and personal interest in the adaptive

discipline would not be as high as it is today.

—Billy Donovan, Level I Adaptive;

National Sports Center for the Disabled, CO



Skiing was the first sport I excelled at, providing confidence to a kid who needed it. It even drove my college

selection. As a wounded warrior, returning with an injured back and PTSD, skiing and teaching have provided me with an anchor and a focus on what I can still do, and a reference for how far I have come. [It also provides an activity for the whole family.]

—Ray Gilmore, Level I Alpine;

Cranmore Snowsports School, NH

EDUCATION RESOURCES



Scott D.W. Smith



Scott D.W. Smith

Education is the core of PSIA-AASI. Fiscal year 2013-14 proved to be a banner year for producing quality materials and enhancing online resources for members and volunteers.



New Vision for Education Materials

In fiscal year 2014, development began on print and digital editions of alpine, snowboard, and technical manuals (released in October 2014) that integrate video easily viewed on a PC – and smartphone or tablet as part of a free *Snow Pro Library* application for Apple, Android, and Kindle Fire users.



Movement Matrix

The *Movement Matrix* is PSIA-AASI's unique online video training tool that is free to members and qualifying 501 (c) (3) programs. It captures visual examples of skillful skiing and riding techniques for every level. With such a great training tool readily available to members, the *Movement Matrix* enhances the end experience for students of all abilities.



32 Degrees: The Journal of Professional Snowsports Instruction

32 Degrees provides leading industry information, educational content, and entertainment for members. Published three times a year – in fall, winter, and spring – this publication is a free member resource and is also distributed to area managers, industry partners, and ski and snowboard media, creating a circulation of more than 30,000. The content in *32 Degrees* corners a market, providing information for ski and snowboard instructors that is written by members and staff who live and breathe snowsports.



I just purchased the new *Alpine Technical Manual* and, after a short look through, all I can say is WOW! I have not bought any educational info from PSIA in a long time because I didn't enjoy trying to decipher it. This is totally different; very clear, readable, and very well illustrated. I am excited to study it.

—Michael Higgins, Level II Alpine;
Crystal Mountain, WA



Wow! The new *Alpine Technical Manual* is the best version yet. The use of the QR codes to link video clips is awesome. What a great use of technology! The video clips should really help new instructors see the movements as they read.

I have read every manual since 1966 and this one is really a standout. Great job and congratulations to everyone involved in the development of this manual.

—Thomas Hanske, Level III Alpine, Children's Specialist 2; Blizzard Ski & Snowboard School, MN

EDUCATION RESOURCES



42
MILLION HOMES
WITH AN ESTIMATED
REACH OF
123
MILLION VIEWERS

Doug Usher

Go With a Pro Television Show

The *Go With a Pro* (GWAP) television show is a nationally aired television program that, in 2013-14, focused on sharing an amazing story of a visually impaired skier on her journey to the Winter Paralympics, and showcased the connections made through skiing, snowboarding, and the resort experience.

View the “*Partially Sighted. Wicked Fast. A Girl, Her Guide, and Her Dream*” video series now, as told by visually impaired ski racer Staci Mannella and her guide, PSIA-AASI Adaptive Team Coach Kim SeEVERS. Presented by PSIA-AASI and Subaru USA.

Go With a Pro YouTube Channel

The PSIA-AASI *Go With a Pro* YouTube Channel is home to an online collection of videos ranging from instructional tips to clips from the GWAP TV show – all easily accessible to the public and members alike. The 101 educational videos drew more than 350,347 individual video views and 1,500 subscribers – an increase from prior year results of 201,500 views and 903 subscribers.



After becoming an instructor in 2009, and earning Level III Alpine, Level I Adaptive, Level I Cross Country, Senior

Specialist 2, and Children's Specialist 2 credentials within five years, I am deeply impressed by the tireless devotion, commitment, and personal sacrifice shown by every examiner, clinic leader, tech teamer, and division clinic leader that I have been fortunate to interact with.

—Greg DeHaven, Mt. Hood Meadows, OR

201,500

INDIVIDUAL YOUTUBE
VIDEO VIEWS

903 SUBSCRIBERS

IN 2013

MORE THAN
57%
INCREASE

350,347

INDIVIDUAL YOUTUBE
VIDEO VIEWS

1,500 SUBSCRIBERS

IN 2014

EVENTS



Dann Coffey



Scott D.W. Smith

PSIA-AASI National Academy

This annual event held in April in Snowbird, UT, connects members with the current PSIA-AASI Teams for the ultimate learning opportunity and spring skiing session. The 2014 event drew 177 participants, up from the 175 instructors who took part in 2013 and representing a 1.1% increase. These attendees walked away as better skiers, snowboarders, and teachers as a result of the unmatched on-snow and indoor education they received.

On-snow learning included freestyle rail sessions, gate training, and clinics in the steeps and powder. Indoor sessions focused on presentations by subject matter experts on learning theory, the evolution of education, tuning, and Skills Quest training with the U.S. Ski Team. Attendees also broadened their knowledge of equipment by connecting onsite with PSIA-AASI's hardgoods and other official suppliers.

PSIA-AASI National Adaptive Academy at The Hartford Ski Spectacular hosted by Disabled Sports USA

The goal of this annual event is to provide top-notch training to adaptive ski and snowboard instructors. Skiing and snowboarding can change the lives of disabled individuals; educating more instructors to accommodate their students' unique needs benefits the disabled community by creating greater awareness and access to adaptive snowsports.

The event took place in Breckenridge, CO, in December 2013 and attracted 152 instructors. PSIA-AASI Team representatives provided 35 hours of clinician and clinic support for the NAA, and 1,945 PSIA-AASI Continuing Education Units were awarded. NAA attendees grew more competent in the adaptive realm, networked within the adaptive community, and enhanced their awareness of adaptive programs throughout the United States.



What impressed me the most at National Academy was being able to ski with seven Alpine Team members from whom I kept hearing the same messages over and over. There had been times in the past when, after an event, I would be a bit confused reconciling instruction from one examiner versus instruction from another. This time there was clarity and consistent reinforcement of the same simple principles... which, in my mind, meant that all the team members were on the same page. How refreshing!

—Joe Moore, Level III Alpine; Liberty Mountain Snowsports School, PA, Deer Valley Ski School, UT

EVENTS



Dann Coffey



Doug Usher

PSIA-AASI Fall Conference

This national standards training event held in Copper Mountain, CO, gathered 110 participants representing all eight skiing/snowboarding national standard disciplines and all nine geographic PSIA-AASI divisions. The participant total was up 35.8% from the 81 attendees in 2012, the first year the event was held. The focus of this event is to refine national certification standards to continually increase the skill and credibility of PSIA-AASI members, as well as develop the quality of education across divisions, enabling PSIA-AASI members to provide a better experience for resort guests and students. The conference helps establish greater national consistency across instructional standards, producing more effective snowsports instructors throughout the United States.

The 2013 Fall Conference featured a first-ever Director's Seminar with 12 participants who engaged in far-reaching sessions on ski and ride school demographics, management, and finances.



This was my third Fall Conference as a representative for snowboard education; I feel every year our group's esprit de corps intensifies, we increase our deftness at coming to consensus, and our productivity soars!! Thank you for another incredibly successful event; I truly appreciate being invited back!

—Ben Daniel, Level III Snowboard, Level I Alpine, Children's Specialist 2, Freestyle Specialist 2, Northern Rocky Mountain Division Education Representative

35.8%
increase
IN ATTENDANCE

SOCIAL MEDIA



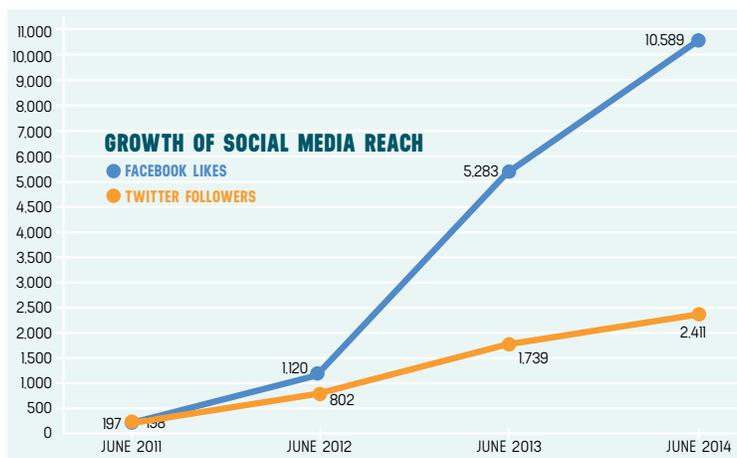
Grant Nakamura



Sherri Harkin

PSIA-AASI continued to engage with the ski and snowboard community using its social media platforms in 2013–14. PSIA-AASI maintains an actively managed and monitored presence on all major social media sites, including [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [LinkedIn](#), [YouTube](#), and [Pinterest](#). A bi-weekly e-newsletter is produced and PSIA-AASI continually evaluates the open and click-through rates and the performance of individual web links and stories. Every weekday you can find industry news and new information for snow enthusiasts posted to [TheSnowPros.org](#) under [News & Announcements](#).

PSIA-AASI's social media followers continue to increase, as does as the quality of engagement and shareable content. Be sure to check us out the following platforms and join in on the conversation.



I can't say enough about how impressed I was by PSIA-AASI's Fall Conference.

The association is destined to continue charging forward, and its commitment to social media and technology is moving us in the right direction. I can't wait to start sharing with the ski school I work with the new manuals and online instructor information in the next few weeks.

—Stewart Hoyt, Level III Telemark, Children's Specialist 2; Northern Rocky Mountain Division Education Representative

MEMBERSHIP



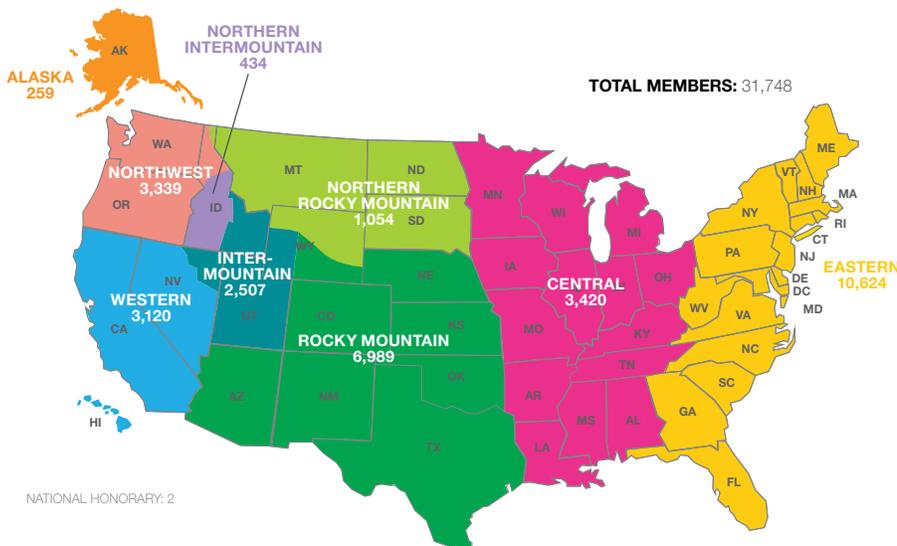
Karen Earley



Grant Nakamura

PSIA-AASI's 31,748 members are the backbone of the association and true professionals in the ski and snowboard field. They take their passion for their sport to a higher level by committing to stringent standards and meeting certification requirements that make them expert skiers and riders as well as skilled teachers and on-mountain companions who shape extraordinary skiing and snowboarding experiences for students – possibly changing their lives, too.

It's estimated that PSIA-AASI members delivered 5 million lessons in 2013-14. Those millions of students were influenced in numerous ways – from how to have more fun on snow to what gear to buy and where to go for après – by a PSIA-AASI certified instructor. Think about what an impact the PSIA-AASI membership has on the ski and snowboard industry – it's unmatched.



PSIA-AASI has changed my life for the better by giving me the knowledge, experience, and training to make a significant impact upon the lives of others, both on and off the slopes. Throughout the years, I've made great friendships, stayed fit, achieved many of my goals, learned how to make children laugh and enjoy their lessons, and stayed excited about my skiing and teaching. It's been a great journey so far.

—Gary Evans, Alpine Level III, Children's Specialist 2; Children's Instructor-Trainer, Blizzard Ski and Snowboard School, MI, Instructor and clinic leader, Pine Knob Ski and Snowboard School, MI

MEMBERSHIP

P SIA-AASI works to ensure its members receive the most from their membership, and sets them up for success through career-enhancing resources at a tremendous value. This helps members carry out the mission one lesson and one student at a time.

Membership deepens your knowledge and credibility through:

- Nationally recognized certifications for adaptive, nordic, alpine, and snowboard disciplines, as well as children's and freestyle specialist certificates
- Thousands of educational clinics and exams available across the country from each member's division, which will improve your skiing, riding, and instruction
- Industry-leading division events, as well as PSIA-AASI National Academy and PSIA-AASI National Adaptive Academy

Membership pays for itself with:

- Hundreds of members-only discounted products from PSIA-AASI Official Suppliers and the [PSIA-AASI Accessories Catalog](#)
- Free online teaching resources, like the *Movement Matrix* to aid your learning and your teaching
- Access to more than 20 different teaching and technical manuals that help you hone your craft
- Free subscription to *32 Degrees: The Journal of Professional Snowsports Instruction*, featuring the latest teaching tactics and industry trends

Membership keeps you connected to:

- More than 31,700 instructors through the PSIA-AASI Community, a social networking resource specifically for members
- Other instructors in your area and local benefits through nine geographic divisions
- Other organizations that strengthen the industry as a whole:
 - National Ski Areas Association (NSAA)
 - National Ski Patrol (NSP)
 - SnowSports Industries America (SIA)
- Leadership and volunteer opportunities

Membership promotes your passion by:

- Providing platforms to promote yourself and make powerful connections to other instructors and the public through [Facebook](#), [LinkedIn](#), [Twitter](#), [YouTube](#), and other social media channels
- Educating the public on the benefits of instruction through such programs as [Learn to Ski and Snowboard Month](#) and the [Bring a Friend Challenge](#)
- Increased public recognition through the [Go With a Pro](#) television show, reaching 42 million households a year



Grant Nakamura



PSIA-AASI is a great organization that helps standardize snowsports teaching, allowing us to compete on a world-wide level with regard to our services and guest relations during lessons and when coaching. It helps set a verifiable standard of skill and knowledge, and offers ski and snowboard instructors not only certifications but the education and professional development that can propel them into a successful career in the snowsports industry.

—Bradley Robinson, Level II Alpine, Level I Telemark, Children's Specialist I; Belleayre Mountain Snowsports, NY

THE NUMBERS

The association continues to make big strides and maintain a positive financial outlook. PSIA-AASI operations generated positive cash flow of \$57,663 and ended the fiscal year with cash losses of \$64,515.

Revenue

Revenue for the 2013-14 fiscal year was up 2.9% from the previous year: \$3,774,877 in 2012-13 compared to \$3,885,924 in 2013-14.

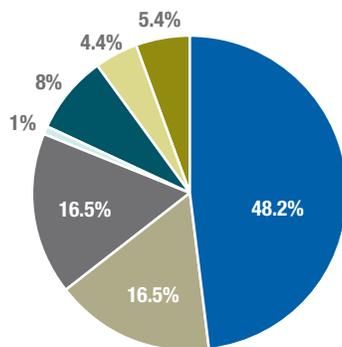
Non-dues revenue accounted for 52 percent of PSIA-AASI's total income. This means the membership contributed 48 cents for every dollar of the associations' income. The remaining 52 cents was generated through sales of catalog items (16.5 cents), sponsorship revenue (16.5 cents), advertising (1 cent), and education seminars (8 cents). Interest and miscellaneous revenue represented 4.4 cents. Grant funds released from restriction accounted for 5.4 cents.

Expenses

Out-of-pocket expenses in 2013-14 included general operating costs and the costs of publications, marketing, the cost of catalog goods sold, insurance, committees and education programs, training programs, teams, research and development, legal and accounting activities, and member services. Expenses increased 6.93 percent (excluding depreciation) – \$3,617,396 in 2012-13 to \$3,868,022 in 2013-14 – as PSIA-AASI increased education programs and products, addressed governance, fulfilled more catalog orders, and expanded information technology services.

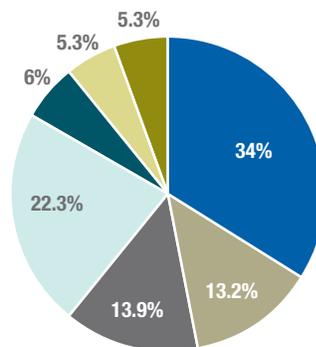


Scott D.W. Smith



INCOME

Dues	\$1,871,650
Catalog sales	642,077
Sponsorships	641,270
Publications	38,855
Courses/Seminars	311,749
Interest/Misc.	169,077
Grant funds released from restriction	211,246
Total	\$3,885,924



EXPENSE

Personnel	\$1,375,654
Cost of goods sold	533,641
Education seminars/Projects	559,921
General/Administrative	902,896
Marketing/Meetings	241,698
Magazine	213,486
Depreciation (non-cash)/Misc.	214,101
Total	\$4,041,397

Audited financial statements are [available online](#).



One reason I wanted to teach skiing comes from a business standpoint. Ski areas need more customers, now and in the future, if we want to continue to use them for recreation. The kids learning to ski and ride today are tomorrow's lift ticket- and season pass-buying customers. As enjoyable as it is to have the hill to yourself, it isn't good for business. The future of a healthy ski industry is dependent on introducing new people to the sport and to making sure they come back season after season. I'm hopeful that I was able to turn a few kids on to the sport of skiing and that they will continue to participate in the future.

—Dave Belin, Level I Alpine, Children's Specialist I, Freestyle Specialist I

SPONSORS



Grant Nakamura



Cesar Pietro

P SIA-AASI's trusted sponsors provide support to the membership and the education foundation. These partnerships were crucial in offering a wide range of education programs and resources, as well as high-quality products and services, to the membership in 2013-14.

Alpina	Eurosock	Marker	Subaru of America
Anon	Fischer	Mountain Khakis	Swany
Apex	Flow	Never Summer	Swix
Blizzard	Gibbon	Nordica	Tecnica
Bollé	GoPro	Ortovox	Toko
Booster Strap	Grabber	Osprey	Transpack
Burton	Granger's	Patagonia	TwentyTwo Designs
Bushnell	Head	POC	Völkl
CMH Heli-Skiing	Hestra	RAMP	Yakima
Dale of Norway	Icebreaker	Rossignol	Yaktrax
Duofold	K2	Serengeti	
Dynastar	Lange	Slingshot	
Elan	Leki	Smith	



In 2002, I signed up for Hunter Mountain's Instructor Training Course, purely on a lark. When I was invited to

join the ski school, I accepted without any expectations. Well, I'm still there. Turned out that I enjoy teaching, as well as learning.

Hunter encouraged us to get PSIA-AASI certified, trained us for our tests, and I've never stopped improving. The PSIA-AASI tests are, without exception, excellent learning experiences. I love the range and quality of its clinics, and PSIA-AASI's trainers are super. I look at old films of myself skiing, and I cannot understand how I could turn 'em, knowing what I know now.

—Ralph Perlberger, Level II Alpine; Hunter Mountain, NY

View what some of PSIA-AASI's sponsors have to say about working with the association.

BOARD MEMBERS

The PSIA-AASI Board of Directors is committed to providing association members with the most comprehensive, compelling, and up-to-date resources for improving the on-snow experience for skiers and snowboarders of every age and ability. The 2013-14 board was made up of the following dedicated PSIA-AASI members.



Eric Sheckleton
Chairman of the Board



John Pepler
Vice Chair and
Central Division Board
Representative



Ed Younglove
Treasurer and
Northwest Division Board
Representative



Peter Donahue
Secretary and Rocky
Mountain Division Board
Representative



Warren Souther
Alaska Division Board
Representative



Bill Beerman
Eastern Division Board
Representative



Kent Lundell
Intermountain Division
Board Representative



Walt Coiner
Northern Intermountain
Division Board
Representative



Eliza Kuntz
Northern Rocky
Mountain Division Board
Representative



Neil Bussiere
Western Division Board
Representative



Bill King
Chair, Divisional
President's Advisory
Council
(Ex-Officio)

INSTRUCTORS PROVIDED
MORE THAN

68,000

LESSONS TO ADAPTIVE STUDENTS
AND MORE THAN

204,678

ON-SNOW HOURS.



I have loved the thrill of skiing from my first time down the hill with my grandfather on a Christmas morning many years ago. As a result, I just love sharing this wonderful lifestyle with anyone who shows an interest. PSIA-AASI training certainly has made all this sharing easier. Attending events, skiing with the Alpine Team, and sharing the joy of skiing just seems right.
—John Pepler, PSIA-AASI Vice Chairman

DONORS

We thank the following donors and snow pros for their gifts that allow us to continue providing quality educational materials and resources that promote the ski and snowboard industry and deliver valuable membership benefits. All gifts provided between July 1, 2013 through June 30, 2014.

\$2,500+

Anonymous
Baird Foundation
Kevin Ashley + #
Mark N. Dorsey +
Bruce McCurtain
Eric Sheckleton *+

Brandon Bowlby
Deborah J. Bradley-
Dunlop
Sean Breen
Beverly Buckway-
Rosales
William T. Caton
Jean Christ

Deborah Kaufman
Sarah A. Kerr
Harry L. King
Grant Kinney
Brent Kusuhara
Brad Leonard +
Christopher M.
Leuth

Andrew J. Sherry
Heidi D. Shinn Aga
Steve D. Shrader
Robert F. Shuck
Elizabeth Simpson
Thomas W. Slomka
Gerald R. Smart
Rachael K. Smith
David Stephenson

\$100-999

Nisha Baxi
Neil E. Bussiere *
Peter W. Donahue *
Arthur N. Dorsey
Victor Gerdin
Randy Guthrie
Bill King *
Eliza J. Kuntz *
Kent Lundell *
Ruth A. McClelland
Mary L. McDonnell
John Peppler *
Lewis Spade
Robert S. Steinberg
Ed Younglove *

Robert S. Christman
Paul D. Collins
Charlotte Cooper
Kathryn Y. Cowdery
Gregory Cuddy
Jeffrey P. Cunningham
Robert J. Deutsch
Brian Dorsey
James L. Dunn
Ralph O. Eberhardt
Katharine L. Ertl
Kent Flaherty
Thomas L. Fontana
Thomas A. Forti
Jacob J. Friedman
Frank J. Giblin
Todd R. Gill
Daniel W. Golden
Kristin Griffin
Robert A. Grom
Hugh H. Gwin
Thomas F. Hart
Dusan Henigman
Scott Hepner +
Frank T. Hirai
Suzanne L. Hoffman
Dwight Holland
Michael S. Holt
Lynne Hyland
Jeff A. Johnson
Tom Jones
Kirk E. Jordan
Peter U. Jucker

Harris Levine
Alex Macintyre
Dave Malhiot
Dana Marcellus +
Jim Markey
Paul C. Markey
Yousef Master
John I. May
Thomas McClain
A.B. McClaran
Neil R. McCleary
Anne Meixner
Jean Messner
David A. Michael
Randall Moles
Richard J. Moran
Gregory E. Moss
Jonathan Naughton
Donald A. Nesmith
Rebecca Norlander
Ric Norton
Peter J. Novembre
Brandon Orstad
Jerry Pearson
Wayne D. Remington
Alex Risley
Corey L. Robinson
Diann Roffe
Jeffrey S. Romley
Chad F. Rosenstine
John G. Schanck
Robert J. Shanahan
Frances C. Shepard

Lynn Stevens
Kate Supplee
Taylor Surface
James S. Takara
Richard Tarrel
Maryann Teri
Robert Thomas
John E. Thompson
Kevin Thompson
Jack W. Tucker
Brooks Tuttle
Terry R. Walls
William T. White
Thomas H. Williams
James A. Wood
Thomas R. Wurst

\$1-99

Craig Albright
Jeffery R. Alger
Catherine C. Allen
William B. Allen
Robert Amann
John Andras
Russell Arsenaault
Michael Atwater
George Barnes
Eric Barron
Nancy Benjamin
William Blume
Alastair Boake
Werner P. Born
Pete Borowski

Daniel W. Golden
Kristin Griffin
Robert A. Grom
Hugh H. Gwin
Thomas F. Hart
Dusan Henigman
Scott Hepner +
Frank T. Hirai
Suzanne L. Hoffman
Dwight Holland
Michael S. Holt
Lynne Hyland
Jeff A. Johnson
Tom Jones
Kirk E. Jordan
Peter U. Jucker

Jonathan Naughton
Donald A. Nesmith
Rebecca Norlander
Ric Norton
Peter J. Novembre
Brandon Orstad
Jerry Pearson
Wayne D. Remington
Alex Risley
Corey L. Robinson
Diann Roffe
Jeffrey S. Romley
Chad F. Rosenstine
John G. Schanck
Robert J. Shanahan
Frances C. Shepard

Key

* Indicates donor is a member of the PSIA-AASI Board of Directors
+ Indicates donor made multiple gifts during the year
Indicates a matching corporate gift was made



PSIA-AASI represents the very best in snowsports instruction and snowsports education. However, more than this, the organization has directly (and indirectly) contributed to some of the great friendships and experiences in my life, and for that I remain incredibly thankful and proud. Thank you all.

—George Fish, Level III Alpine, Children's Specialist 2, Freestyle Specialist 1, Adult and Group Lesson Manager, Northstar at Tahoe, CA



I have never had a "bad" PSIA clinic and the best clinic ever still stands out: Two days at Mammoth in the mid-70s with Stu Campbell teaching a Zen-like approach on how to make guests relax and enjoy the beauty of the mountains. I still pull it out of the "tool box."

Forty years after starting out at Greek Peak – and stints at Mt. Snow, Mammoth Mountain, Sugarbush, Trysil in Norway, and now Deer Valley – I still love that peculiar smell in the morning locker room, the guests, the instructors, the teaching, the clinics, and appreciating all the doors PSIA-AASI has opened. What a ride. If you feel the same, I've got some advice for you: Don't you ever give it up. —Ole Retlev, Level III Alpine; Deer Valley, UT

The Foundation's work is built upon the generosity of donors. If you're interested in contributing to the Foundation, please click the link below. Thank you for your support.

[Donate Here](#)