



# 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

It is encouraged that these standards should be upheld throughout all national and divisional communications with members of PSIA-AASI, as well as the media and public.

In all emails and documents, PSIA-AASI recommends using Calibri 11-point font. For logo and color rules, refer to the PSIA-AASI Brand Standards Guide.

If in doubt, feel free to seek clarification from the [PSIA-AASI marketing and communications staff](#), which is happy to help in any way it can.

## In-House Style Rules

### Titles

When referring to PSIA-AASI employees, include PSIA-AASI before their title. Example: **Michael Mendrick, PSIA-AASI Eastern Division Executive Director**. This causes the title to become a proper noun that will be capitalized. Alternatively, place the title before the name. Ex: **PSIA-AASI Eastern Division Executive Director Michael Mendrick**.

## 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 and educational materials.

**ASEA:** The acronym for the American Snowsports Education Association, the corporate name of PSIA-AASI. ASEA is a 501(c)(6) tax-exempt corporation. In all but formal and legal contexts, use PSIA-AASI when referring to the association. Example of a formal and 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").**

**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 a PSIA-AASI certified Level III snowboard instructor.** When communicating with PSIA-AASI members, you may eliminate "PSIA-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.**

When including the discipline, the certification should precede the discipline, which should be lowercase. Example: **Joe is a certified Level I alpine instructor.**

The following is a list of PSIA-AASI certifications as noted on member cards and within the association's database. (Note that database nomenclature doesn't necessarily match the Roman numerals used in the certification designation.) Acronyms and roman numerals/ numbers should follow this example:

### List of PSIA-AASI Certifications:

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. Also, note that no pins are given when one earns this type of certificate.*

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

**Division:** PSIA-AASI is made up of a headquarters office and nine geographically-based divisional offices: Alaska, 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 AK	PSIA-AASI I	PSIA-AASI NW
PSIA-AASI C	PSIA-AASI NI	PSIA-AASI RM
PSIA-AASI E	PSIA-AASI NRM	PSIA-AASI W

**Division clinic leader:** An instructor who teaches clinics but is not certified as an examiner. The term should not be capitalized. Example: **Carole is a division clinic leader. Eddie is a clinic leader in PSIA-AASI's Western Division.** On second reference, the term may be referred to as "DCL."

**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.**

**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 the 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." *\*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 the American Association of Snowboard Instructors (PSIA-AASI). For example: contexts when official terminology is warranted (i.e., letterhead, press releases).

**PSIA-AASI Teams:** Preferred term over "demonstration teams" or "D-teams", which is reference that should not be used. National teams may also be used to avoid redundancy, but do not capitalize. Example: **PSIA-AASI's national teams will represent members and the association's**

teaching methodology at Interski. Include “PSIA-AASI”, “PSIA” or “AASI” when referring to any discipline. Example: **PSIA-AASI national teams, PSIA Alpine Team, AASI Snowboard Team**. Lower case informal references not preceded by “PSIA-AASI.” Examples: **Katie Ertl was a member of the alpine team. Lane Clegg is coach of the snowboard team. The teams will gather at Copper Mountain for the annual Fall Workshop.**

**PSIA-AASI Team Coach:** When referring to a team coach, the proper format is: **PSIA-AASI Team Coach, or PSIA Alpine Team Coach Rob Sogard or AASI Team Coach Lane Clegg**. 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: **Rob Sogard is the coach of the PSIA Alpine Team. Sogard was a member of the alpine team before becoming its coach.**

**PSIA-AASI Team member:** When referring to a team member, the proper format is: **PSIA-AASI team member or AASI Snowboard Team member Seth Johns**. Or, as a whole, **Seth John is a member of the team**. The title should only be capitalized if it precedes the members’ name. The word “member” should not be capitalized.

There is special designation for the following people:

<p><b>David Oliver:</b> Alpine Team Freestyle Specialist  <b>Jim Shaw:</b> Nordic Team Telemark Specialist  <b>Kelly Coffey:</b> Alpine Team Freestyle Specialist  <b>Ryan Christofferson:</b> Alpine Team Freestyle Specialist</p>
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**TheSnowPros.org:** The PSIA-AASI website. The T, S, and P should be capitalized when referring to the website. As with any website URL, no need to precede it with [www](http://www). Example: Check out the latest poll of the homepage of **TheSnowPros.org**.