



Dear Snowsports School Director:

As we look forward to the 2011–2012 snowsports season, we remain focused on our core purpose: **Getting people excited about skiing and snowboarding!** We ask your help to continue spreading this message by renewing (or initiating) your status as a PSIA or AASI member school this season by filling out the enclosed forms.

You can continue to verify your new or current employee's membership status and certification level online. To maximize this benefit, we ask that you identify a Roster Manager on your membership application. We will contact the Roster Manager and help them take advantage of this great feature.

As a PSIA-AASI Member school you receive a bulk discount on all educational resources. Here are a few examples of new educational resources that have been developed and/or improved:

- The new *PSIA Adult Alpine Teaching handbook*: Available this fall.
- Adaptive Snowboard Guide: Downloadable through the website for free.
- Entry Level Instructor Guide: Available through the website for free. It introduces basic teaching models and concepts to new and potential instructors.
- Movement Matrix. This is being updated with new videos related to teaching and movement analysis.

We are excited to be the hub for snowsports teaching resources. As always, PSIA-AASI's goal is to support you within your school, resort, division, and industry by providing industry-leading education resources that help you and your staff deliver great guest experiences. We constantly work to provide you and your division with the right tools to help train your staff. At the same time, we continue to ensure our nationally-recognized credentials meet the needs of your schools and areas. Some of the updates we are working on include:

- Revising the PSIA Adaptive and Adaptive Snowboard certification standards.
- Development of an online test bank for use with PSIA-AASI certification programs.

Please take the time to contact member services with your opinions, concerns, and suggestions by emailing [mist@thesnowpros.org](mailto:mist@thesnowpros.org).

Here's looking forward to a great winter, and thank you for your commitment to creating excitement about snowsports and your continued support of PSIA and AASI!

Sincerely,

PSIA-AASI



PROFESSIONAL SKI INSTRUCTORS OF AMERICA

AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS



# Plaque Order Form

For Authorized Member Schools

Please indicate the type of plaque you would like to order.

PSIA \_\_\_\_\_ AASI \_\_\_\_\_ (Both could be selected)

Snowsport School Name as it should appear on the plaque:

\_\_\_\_\_  
(Please type or print clearly)

### SHIP ORDER TO:

Snowsport School: \_\_\_\_\_

Ordered By: \_\_\_\_\_

Shipping Address (NO P.O. Box Please): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Daytime Phone Number: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Email Address: \_\_\_\_\_

_____ Plaque(s) @ \$55.00 each =	\$ _____ . ____
Shipping & Handling ( <i>see below</i> )	\$ _____ . ____
Sales Tax (5.6% ~ <i>State of Wisconsin Only</i> )	\$ _____ . ____
<b>Total</b>	<b>\$ _____ . ____</b>

Check Enclosed \_\_\_\_\_ Credit Card: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp: \_\_/ \_\_

Please make your check payable to: **ERFFMEYER & SON CO., INC.**

#### Shipping & Handling Charges

Standard (10-15 working days): \$ 15.00 (Add \$5.00 for each additional plaque)  
Expedited ( 5-7 working days): \$ 32.00 (Add \$7.00 for each additional plaque)

Please Mail, Phone, Fax or Email your order to:

**ERFFMEYER & SON CO., INC.**  
**P.O. Box 240047**  
**Milwaukee, WI 53224-9002**

Phone: **414-354-7800**  
Fax: **414-362-7287**  
Email: **info@escoinc.com**  
WebSite: **www.escoinc.com**



