



**Professional Ski Instructors of America**  
**American Association of Snowboard Instructors**

133 S. Van Gordon St., #200, Lakewood, CO 80228



September 2009

Dear Snowsports School Director:

In a recent process of reviewing our purpose, we determined it can be stated very simply: **We get people excited about snowsports!** We do that by embracing a culture in which a seemingly diverse group of people are connected by a common love of skiing/riding. We strive to boost the value of membership by providing access to people, resources and an environment that you just can't get anywhere else. We want to be the first place members come for information about snowsports and be a resource for our guests and prospective members. Please help us spread this message.

We've been working on several fronts during the off-season to assist you and your staff during the upcoming season. There are many projects and materials completed or in process. The largest project ever undertaken by PSIA-AASI, in terms of cost and time, has been the development and implementation of a new web-based association management software system. Member services for all nine divisions, plus the national office, are now being managed through one computer system. This will result in powerful management tools being made available to you through a long-promised Snowsports Management section of our website. We'll email you once this new feature is live.

On a broader scale, our Education Advisory Council has stated the following objectives as we move forward:

- Increase ease of member access to all PSIA/AASI products, programs, and services.
- Develop and communicate clear paths to success in our educational system.
- Develop a **quality assurance system** to uphold standards for all the above.
- Implement a leadership development program to ensure a broad pool of volunteers to provide new ideas and energy.

We will be working closely with school directors to achieve these objectives.

We have also been busy working on education and credentialing projects. The Movement Matrix is being updated with movement analysis clips. Adaptive and Children's sections of the Movement Matrix are in the planning process. A new Adaptive Snowboard guide is in review and will be released this season. National Adaptive and Snowboard exam standards are in development, and we have broadened the scope of reviewing Alpine standards to include all levels. We hope to have a nationally accepted standard for a Children's credential by next season. The Internet Learning Center is also being updated.

The National Ski Areas Association (NSAA) has looked to PSIA-AASI as a key partner in their ongoing Growth and Retention initiative. While some resorts have greatly improved in these areas over the last decade, the needle has barely moved for the country as a whole. The initiative's success requires more than just a strong beginners' program; you can help by being an active advocate for area-wide involvement at your mountain. We are working with NSAA to highlight the need for area-wide partnerships between departments as well as to highlight the positive impact snowsports schools have in growth and retention.

As always, PSIA-AASI wants to support you within your school, resort, division, and industry. Please take the time to contact me, your divisional president, or your national board representative with your opinions, concerns, and suggestions. Go to [www.thesnowpros.org](http://www.thesnowpros.org).

I would like to ask you to renew (or initiate) your status as a PSIA or AASI member school this season. 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,

Ray Allard, President



**09-10 APPLICATION FOR AASI/PSIA MEMBER SCHOOLS**  
 (this form must be returned to the divisional office for verification)  
 1-A Lincoln Ave, Albany, NY 12205 Fax (518) 452-6099



PLEASE:

- Print or type
- Sign completed application
- Return form to division with \$40 fee (check made payable to PSIA)

**SNOWSPORT SCHOOL CLASSIFICATION:**

CERTIFIED

REGISTERED

Renewing Member

New Member

School

Name: \_\_\_\_\_

office use only

Resort Name: \_\_\_\_\_

office use only

street address

city

state

zip

Resort Phone: ( ) \_\_\_\_\_ Member School Phone (winter) ( ) \_\_\_\_\_

Member School Phone (summer): ( ) \_\_\_\_\_ FAX: ( ) \_\_\_\_\_

Resort Web Address: \_\_\_\_\_ Member School Web Address: \_\_\_\_\_

\*Member School Email Address: \_\_\_\_\_

**Permanent** mailing address where *all* AASI/PSIA mail should be sent:

street address

city

state

zip

Resort Manager: \_\_\_\_\_

Member School Director: \_\_\_\_\_

\*Director's Email Address: \_\_\_\_\_

Director's Phone ( ) \_\_\_\_\_ Ext. \_\_\_\_\_

(AASI Certified School) AASI Certified Level III \_\_\_ Yes \_\_\_ No

(PSIA Certified School) PSIA Certified Level III \_\_\_ Yes \_\_\_ No

\*A permanent email address to be used for broadcast email messages: \_\_\_\_\_

**NOTE: The person in charge of training for a CERTIFIED member school, on-staff or contracted, is required to be Certified Level III PSIA or AASI .**

name of staff or contracted person

My school last fulfilled the educational requirement at:

National Event: \_\_\_\_\_

Event Name

Location

Date

**Eastern Division events that fulfill the requirement are the Snowsports Management Seminar or ART Program (for region 7 schools)**

Divisional Event: \_\_\_\_\_

Event Name

Location

Date

**I have read and understand the member school standards as established by AASI/PSIA and agree to adhere to these standards:**

Director's Signature  
 (Required for application acceptance)

Division Executive's Signature  
 (Verifies member school's compliance with standards)



# Standards for AASI/PSIA Member Schools

There are two classes of AASI/PSIA snowsports member schools; (1) Certified Member Schools, and (2) Registered Member Schools. The standards for each class have been ratified by the ASEA Board of Directors.

## Certified Member School Standards

- 1) Teach skiing and/or snowboarding as a primary business and operate under an IRS Employer Identification Number (EIN).
- 2) Produce verification of an approved venue of operation.
- 3) The person in charge of training instructors for the school, on-staff or contracted, shall hold Level III PSIA or AASI certification in good standing.
- 4) The school accepts and incorporates into its training and programs the fundamental teaching philosophies as contained in educational materials developed and distributed by AASI/PSIA.
- 5) The school is required to provide in-service training for all instructor staff. The Director or other person designated to be in charge of training is required to attend a national or divisional educational event on an annual basis (Snowsports Management Seminar is the designated event for the Eastern Division).

## Registered Member School Standards

- 1) Teach skiing and/or snowboarding as a primary business and operate under and IRS Employer Identification Number (EIN).
- 2) Produce verification of an approved venue of operation.
- 3) The school accepts and incorporates into its training and programs the fundamental teaching philosophies as contained in educational materials developed and distributed by AASI/PSIA.
- 4) The school is required to provide in-service training for all instructor staff.
- 5) The Director or other person designated to be in charge of training is required to attend a national or divisional educational event on an annual basis. (Snowsports Management Seminar is the designated event for the Eastern Division).

## Process

Division offices will receive all applications for membership and will clear qualifications. Applicants are required to meet any division requirements that are in addition to the national standards before acceptance for national membership. All applicants for both member school classes are required to become both division and national member schools, and to pay required dues for both organizations. The division offices will collect the total dues required, assure proper completion of all necessary forms, and forward AASI/PSIA dues to the national office on a regular basis.



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)*

Authorized School Name as it would appear on the plaque:

\_\_\_\_\_

*(Please type or print clearly)*

**SHIP ORDER TO:**

Authorized Ski School: \_\_\_\_\_

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

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

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

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

_____ Plaque(s) @ \$50.00 each =	\$ _____ . ____
Shipping & Handling <i>(see below)</i>	\$ _____ . ____
Sales Tax <i>(5.6% ~ 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): \$ 7.00 (Add \$2.00 for each additional plaque)  
 Expedited ( 5-7 working days): \$ 15.00 (Add \$3.00 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**