



PROFESSIONAL SKI INSTRUCTORS OF AMERICA  
EASTERN DIVISION



**AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS**

A DIVISION OF THE AMERICAN SNOWSPORTS EDUCATION ASSOCIATION

Dear Snowsports School Director,

The **PSIA-E/AASI Area Representative Program** is now entering its seventh season in full operation. We have established contact with 117 snowsports schools. Many of you have appointed a person from your snowsports school to be your school's representative. Since you made that appointment that person has been serving as a part of this program by being the person who is "ready, willing, and able to be of assistance to you in your efforts to keep your staff informed." Hopefully, you are finding the program to be helpful to you.

With the establishment of this program, we have also formed a remarkable network with these representatives that is offering endless possibilities for communication.

If you are a part of this program, it would be greatly appreciated if you would kindly acknowledge your representative by making sure your staff is aware of whom your PSIA-E/AASI Area Representative is and what your staff can expect from the efforts of this program and your representative.

**If you are not yet a part of this program, would you please read the following information and take the necessary steps to become a part of the program?**

In a continuing effort to open lines of communication between the instructors in your snowsports school and the information disseminated by the PSIA-E/AASI office, may I encourage you to participate in the successful, on-going program: **PSIA-E/AASI AREA REPRESENTATIVE PROGRAM**. The program calls for the appointment by you of an instructor who has demonstrated regular and consistent attendance and has a special interest in matters of education, training, and the association. This person would assist you by serving as an additional line of communication between your school and PSIA-E/AASI. **It is necessary that the person you appoint have an E-MAIL address. It makes contact so much easier.**

**Area Representatives must also be current PSIA members in good standing.**

Any suggestions for PSIA-E/AASI gathered from your instructors by your **Area Representative** would be shared with you and your Technical Director before being passed on to me.

The **AREA REPRESENTATIVE PROGRAM** provides PSIA-E/AASI an opportunity to assist you in disseminating information on a timely basis and to continue to support your snowsports school and your instructors with timely information about education, certification, and issues within the industry and the association.

Thank you for your cooperation.  
Sincerely,

Joan Heaton  
PSIA-E/AASI Area Representative Program Coordinator

**FOR NEW** appointments, please fill out the application on the back of this letter.  
If your new area rep is replacing someone, please write his/her name below.

Former area rep: \_\_\_\_\_



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In the space provided, kindly have your chosen **PSIA-E/AASI AREA REPRESENTATIVE** fill in the requested information. Please return this portion to the PSIA-E/AASI office.

**PART 1** (Please print)

Area Rep's Name \_\_\_\_\_

Area Rep's Home Address \_\_\_\_\_  
\_\_\_\_\_

Area Rep's Home Telephone # \_\_\_\_\_

Area Rep's E-Mail Address \_\_\_\_\_

Would the Area Rep. prefer to have mailings sent to his/her home address \_\_\_\_\_?

Would the Area Rep. prefer to have mailings sent to her/him at the mountain address \_\_\_\_\_?

**PART 2** (Please print)

Ski Area's Name \_\_\_\_\_

Ski Area's Address \_\_\_\_\_  
\_\_\_\_\_

Telephone # \_\_\_\_\_

Fax # \_\_\_\_\_

Please mail form back to: **PSIA-E/AASI Area Representative Program**  
**1-A Lincoln Ave.**  
**Albany, NY 12205** or Fax to: **(518)452-6099**