



EXECUTIVE UPDATE | JUNE 20, 2022



Membership Highlights

Related to End Section 1: 1.0, 1.1

MEMBERS	4/21/22	4/29/21	20 Year Average
New Members	1,235	1,026	1,161
Renew	8,616	8,624	
Total	9,851	9,736	10,580
Retention Rate	88.5%	89.5%	88.3%

DEMOGRAPHICS	New Members	Renewing
Age <30	49.3%	13.5%
Non-white	19.3%	4.4%
Female	36.7%	30.1%



Event Highlights

Related to End Section 1: 1.0, 1.1

EVENTS	6/1/2022	6/1/2021	20 Year Average
Events	456	476	441
Participants	5,326	3,817	5,841
Assessment Events	41%	(42% level 1s)	
Educational Events	59%		
Cancelled Events	32%		

FEEDBACK	Eastern NPS	National NPS
Overall	79	65
Educational Events	83	80
Assessments	73	66
Masters Academy	100	



Financial Highlights

Related to Ends Section 1: 1.0, 2.1 & Section 2: 2.3, 2.4

	6/1/2022	Budget	6/1/2021
Total Income	2,150,615	1,914,267	1,598,651
Total Expenses	1,962,830	1,851,363	1,333,048
NET OPERATING	187,785	62,904	265,603



Scholarships

# AWARDS	AMOUNT AWARDED	SCHOLARSHIP
110	\$12,725	Member Scholarship
37	\$4,820	NextCore Next Steps
11	\$1,155	Terry Fund
9	\$1,000	James Leader Memorial
6	\$640	James Kapp Telemark
5	\$1000	Russell Fleming Memorial
5	\$500	Burbridge Memorial
4	\$1,080	Ed Staff Scholarship
2	\$400	Promising SnowPro
1	\$165	Hetrick Scholarship



Listening Tour – They Said / We Listened

Related to End Section 1: 2.2

- Event Poster: (premier events / assessments / development pathway)
- Registration and Certification for 14 years of age and above
- Website Revamp
- Level 200 events in southern zone
- Clinician variety
- Feedback training for Ed Staff
- New event text message service



Women's Summit



2022 PSIA-AASI WOMEN'S SUMMIT

<https://vimeo.com/687501316/c836ac372d>



Relationship Building

- Services Providers – Bank, Accountant, Attorney, Investments
- Kelly Pawlak, President/CEO, NSAA – Industry Partner
- Pat Campbell, Senior Advisor Mountain Division, Vail – Industry Partner
- Jessyca Keeler, President, SkiNH – Industry Partner
- Nathan Reigner, Director of Outdoor Recreation – PA – Industry Partner
- Fellow operational leaders at other regions and the national office
- Countless GMs, NSP, Directors, trainers, members and instructors



General Observations

- Most people report a positive buzz about the organization.
- Despite most resorts reporting staff levels at 50% of optimum, we had a good year.
- Member schools in adaptive and upselling tiers has potential.
- Ed staff moving into the associative stage of development using the new forms and are identifying best practices.
- Added new Dev Teamers in all disciplines to support members.



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