



Announcing the PSIA-AASI Member School Program for 2020-2021

Last year for the 2019-20 season, we invited you to become a National-Eastern PSIA-AASI Member School with a “three tier” option for membership. Each tier added more benefits (e.g. Snowsports Seminar registration, Eastern Ed Staff training days) for your school and your instructors. Your response was awesome! **We had 72 schools and resorts take advantage of this new tiered school membership program (including 9 Tier 2 and 11 Tier 3 schools)!** Then, as a result of the early end to the season due to the COVID-19 health crisis, we were unable in some cases to deliver all the benefits you earned.

With all the uncertainty going into the 2020-2021 season, we remain in the position of having far more variables and questions than answers and commitments. We will still offer the National and Eastern Member School Program, however this season we will forego the tiered membership levels, provide the basic membership option and invite you to consider additional services and programs “a la carte.” For example, your Snowsports School can order training days individually based your specific needs.

Our goal with this program is to continue to support you as our key partners -- the resorts and schools throughout the Eastern Division. When you join or renew your partnership investment this year, you’ll gain access to more education and training tools than ever before – all geared to help you recruit, retain, and train snowsports instructors who will be able to deliver that great guest experience to the folks who visit your area.

PSIA-AASI Eastern Division Member School

Cost: \$150 Adaptive schools only: \$125

- **“50 for 50” Education Dollars Reward Program** for Hosting Events: For every 50 lift tickets we use from your school and resort for Eastern events, we will reward you with \$50 in “education bucks” that you can redeem in the following season for distribution to members of your school staff. This will help in subsidizing their Snowsports education development via attendance at Level II preps, pre-reqs and exams. Other event types need approval from Eastern Director of Education.
- **Digital Subscription Access to All Educational Materials** for the School Director. You may view content and video from our collection of nearly 20 manuals and guides pertaining to all disciplines. A \$200-plus value alone!
- In addition, your connection with the PSIA-AASI national office provides **access to bulk purchases and a 30% discount for PSIA-AASI’s Teaching Snowsports Manual** (new in 2018-19) which represents a core training resource to help your instructor team enhance the service your school provides to guests.
- Your school can also post **unlimited job postings at no charge** on PSIA-AASI’s Job Board.
- A diverse (and ever-expanding) slate of **e-learning courses** are among PSIA-AASI’s newest educational offerings, some of which are designed specifically to help your new hires and first-year instructors get an edge on how to succeed.
- Instantly verify your **Employee’s Membership and Certification Status**
- Receive up to a **30% bulk discount on Education Materials**
- Use **PSIA-AASI Job Board** to fill open positions (Unlimited Postings!)
- **Guide for New Instructors E-Learning Course**
- Align your education training with **PSIA-AASI National Standards**
- Use Marketing Toolkit to Recruit New Hires & Benefits of Professional Lessons
- “Find a Snowsports School” Listing, Web Links & Map Location on Consumer-Oriented www.MakeWinterMoreFun.com

To join or renew your National-Eastern 2020-2021 Member School go to www.psia-e.org/memberschoolprogram or scan with your mobile device here:

