



**Professional Ski Instructors of America
American Association of Snowboard Instructors
Northern Rocky Mountain Division**



**AMERICAN ASSOCIATION
OF SNOWBOARD
INSTRUCTORS**

PSIA/AASI-NRM - P.O. Box 11392, Bozeman, MT 59719

www.psia.org

406-581-6139

www.psia-nrm.org

director@psia-nrm.org

www.aasi.org

OFFICERS:

September 24, 2009

President

Michael Hickey

Vice President

Steve Hill

Secretary

Jennifer Guenther

Treasurer

Sara Smith

National Rep.

Eric Sheckleton

Dear Northern Rocky Mountain Snowsports School Director,

As you prepare for the 2009-2010 season I hope you will take this opportunity to renew your school's membership with PSIA/AASI-NRM. The following documents contain everything you need to complete the process.

This season's event calendar is nearing completion and will be posted on our website www.psia-nrm.org in early October. Until then, here is a list of some early season events:

- Ski School Management Meeting – December 10
- FREE Alpine & Snowboard Train the Trainers – December 11
- Masters Clinic – Friday, December 11
- Fall Festival at Big Sky Resort – December 11-13
- Alpine DCE training at Big Sky – December 7-11
- Snowboard DCE training – December 5-6
- Nordic NES training – December 7

DIRECTORS

Barbara Burbridge

Steve Hill

Michele Seaman

Sara Smith

Jennifer Guenther

Shannon Griffin

Neil Johnson

Fall Fest is a great way for your instructors to start off their season with new information and education, strengthening their skills as instructors. Event details will be posted online as well as in the fall NRM newsletter which is slated to be in the mail late October. Event registration will be online via the NRM website.

CHAIRS

Alpine

Steve Hill

Asst Alpine

Jim Anderson

Adaptive

Bill Burbridge

Childrens

Jill Imsand

Nordic

Stew Chumbley

Snowboard

Stephen Craig

Ski School Management

Bonnie Hickey

If you are planning "in-house" Level I Exams for this season, please notify the NRM office at least two weeks in advance to ensure that appropriate materials arrive at your school on time.

Thank you for your continued membership. We look forward to working with you to ensure the best possible instruction is provided at all PSIA/AASI-NRM Member Schools.

Kind Regards,

Turi Hetherington
Executive Director PSIA/AASI-NRM

PSIA/AASI-NRM

To inspire a life long passion for the mountain experience.



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 <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,

A handwritten signature in cursive script that reads "Ray Allard". The signature is written in black ink and has a long, sweeping horizontal line extending to the right.

Ray Allard, President



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.
- 6) 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.

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.

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.



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2009-2010 APPLICATION FOR
PSIA/AASI MEMBER SCHOOLS

(This form must be returned to the divisional office for verification by Nov. 15, 2009)

APPLICATION INSTRUCTIONS:

- Print or type
Sign completed application
Return it to division with \$80 fee by 11/15/09
(check made payable to PSIA-NRM)
PSIA-NRM
P.O. Box 11392
Bozeman, MT 59719

SNOWSPORT SCHOOL CLASSIFICATION:

CERTIFIED []
REGISTERED []

Renewing Member [] New Member []

Member School Name: _____ office use only

Resort Name: _____ office use only

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:

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*

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)



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:

SHIP ORDER TO:

Authorized Ski School: _____

Ordered By: _____

Shipping Address (NO P.O. Box Please): _____

City: _____ State: _____ Zip Code: _____

____ Plaque(s) @ \$50.00 each =	\$ ____ . ____
Shipping & Handling (see below)	\$ ____ . ____
Sales Tax (5.6% ~ State of Wisconsin Only)	\$ ____ . ____
Total	\$ ____ . ____

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