

**ASEA National Board of Directors
Fall Meeting Report
Submitted by Eric Sheckleton, NRM Representative**

The ASEA Board of Directors met in Lakewood, Colorado on January 27-28, 2010. This meeting was held in conjunction with the annual SIA show, which has moved from Las Vegas to Denver.

NSAA Presentation

The meeting began with a presentation from the National Ski Areas Association Executive Director, Michael Berry. Michael reported on the state of the industry and the outlook for the future with the eventual loss of the baby boomer clients. His overall message centered on the need for resorts to focus on attracting and retaining new snowsports enthusiasts. In order to be successful, resort departments will have to work together to make the beginner process as attractive, stress-free, and enjoyable as possible. This includes marketing, guest services, rentals, lifts, and perhaps most importantly, the snowsports school.

The challenge is for instructors to convert more first-time lesson takers into avid enthusiasts. Around 3% of the total number of skiers and riders is a beginner. A pathway to industry growth will include growing the number of beginner skiers/riders to 6% of the total over the next 5 years and then double it again over the following 5 years. Add to this an increase in the conversion rate and our industry will grow.

Nobody thinks instructors can do this alone. It is going to take the commitment of resort management to dedicate the resources necessary to improve the beginner experience. This may mean terrain alterations, lift investment, and additional training.

Here is one additional point that I found interesting. NSAA originally felt that it was a good practice to put Level III instructors with beginner lessons. This was based on the premise that highly certified instructors give better lessons. Though this may be true in most cases, it is not the case with beginner lessons. The real recipe for success involves putting fun, passionate instructors in beginner lessons. These individuals, no matter what level of certification, tended to draw more people back for additional lessons.

Financial

A review of our year to date financials looks favorable. In fact, we appear to be up close to 1200 new members over last year.

Association Management Software

The association management software implementation continues. Most divisions now use the system for their operations. Members can now update their profiles and pay dues online. Additional services will be offered in the near future. These include online registration for clinics nationwide, members' ability to affiliate with a particular school online, and further enhancements to the member profile pages. Additional improvements will be made to the web site very soon.

Education

Progress continues on the development and implementation of a standardized Accredited Children's Educator (ACE) process. This should be finalized in June.

Revised standards are being completed for snowboard, adaptive, and alpine certification programs.

All of this work is being done with our new Quality Assurance initiative in mind. The Education Department continues to identify best practices in credentialing programs. These practices include such concerns as ensuring accountability, broadening the feedback pool, and verifying education and certification programs train members in the skills necessary to succeed.

ASEA was also able to secure a grant that paid for up to 3000 Adaptive Manuals to be given to schools.

Marketing

ASEA has been administering recruiting clinics around the country. This involves national team members giving clinics to new instructors in the hopes of hooking the participants on the excitement of learning and the benefits of our association.

Bylaws and Articles of Incorporation

The Articles of Incorporation were very outdated and needed to be revised to remain compliant in the state of Colorado. The Board approved the proposed revision and is recommending that it pass a vote of the membership. A vote of the membership is required to make a change to the Articles. Please keep an eye out for a mailing requesting your vote.

The Bylaws were also in need of updating. Several changes were made to better clarify what we do and how we do it. Some operational details were removed from the Bylaws and added to the Policies and Procedures, which is a more appropriate place for this type of information. The Board passed the 1st reading of the Bylaws and will be sending them to divisions for comment before a final vote in June.

PSIA 50th Anniversary

PSIA turns 50 in 2011. We will be celebrating in April, 2011 with the party of the century in Snowmass, CO. This will replace National Academy that year and our hope is that many divisions will choose to bring their divisional event to Snowmass as well. There will be plenty happening both on and off the mountain, so please plan to attend. More information will be available in upcoming issues of *32 Degrees*.

Interski 2011

Interski will be held in St. Anton, Austria January 15-22, 2011. This will bring most skiing and riding nations together to share teaching methodology and cutting edge techniques. PSIA will be offering a pre-event for members that will involve clinics with national team members. More information will be available in upcoming issues of *32 Degrees*.

Summary

What does PSIA/AASI do? We get people stoked on snowsports!

What is our culture? We bring people from all walks of life together to share their love of snowsports!

Where is PSIA/AASI headed? We strive to be the hub for all information related to snowsports and teaching snowsports!

Why join PSIA/AASI? To gain access to talented people and useful information that will help you improve and enjoy more of the mountain!

Thanks for letting me represent Northern Rocky Mountain. I continue to find it challenging and rewarding. I can assure you that your Board of Directors is dedicated to improving this association and the value of membership.