



**PSIA/AASI-Western Division
ANNUAL REPORT**
FISCAL YEAR June 30, 2012- June 30 2013



The Season in review 2012/13:

This was a challenging season for PSIA/AASI-W as well as our member schools. Skier visits in the Western Region did increase by 11.6% over 2011/12 but were down roughly 7.5% from the peak season of 2010/11 (source, National Ski Areas Association.) Drought conditions continue to impact the industry in our region, which carries over to attendance at our education and certification events.

1. Membership held steady, ending up the year with 3180 members.
2. Certification and Accreditation: During the season over 400 members achieved a Level 1, 2 or 3 Certification. In addition, Accreditations were awarded to
 - Children's Specialist (51)
 - Senior's Specialist (21) and,
 - Freestyle Specialist (8)
3. Education: We served over 900 members at our offered education events at resorts from Las Vegas to Snow Valley to Mt. Shasta. Our Spring Convention drew over 350 members to Mammoth in April. Our specialty events, such as Fall Rally, Women's Summit and Nordic Symposium gave our members and opportunity to enhance their skills and professionalism in their specific area of interest. Our education staff traveled the state to provide top quality training at Member School Clinics held at each resort's location. This season we initiated a two-day Adaptive training held at interested resorts to provide an introduction providing adaptive lessons, as well as recognition and accommodation of disabilities in the general public.

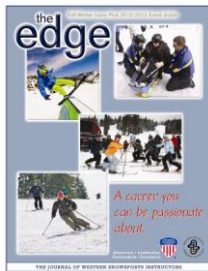


Meetings

Key partners in serving our membership are our 28 member schools. We hold two annual meetings with key staff from our member schools, providing an opportunity for sharing ideas and promoting best practices in the industry.

The Annual Meeting of the Membership was held April 27, 2013 at Mammoth and was attended by over 80 members. Directors made presentations on their respective disciplines, and members were given an opportunity to ask questions. Topics of discussion included:

- New Sponsorship opportunities / Member benefits
- Education Materials in Spanish
- In House policies and procedures.



Communications with Members

In addition to our on-snow activities, the Association provided our members the Fall and Spring issues of "The Edge" with articles and professional information. We also provide our website, www.psia-w.org. The website acts as a reference library for our membership to access education materials such as technical manuals, video and study guides. These resources help our members to improve their knowledge and professionalism as instructors.

Finances

Financially, the Association strives to provide our services at the lowest possible cost to members, while operating in a financial responsible and sustainable manner. In the 2012/13 we had to overcome two significant challenges:

Low snow year affects the industry, the number of instructors and their ability to seek certification and education.

- Conversion of our staff of over 100 seasonal part-time examiners to employee status.

As this decision was made after the normal budgeting process, we saw an unanticipated rise in the cost of putting on our events. This includes additional payroll taxes of over \$15,000 and additional payroll expense of another \$ 15,000 to cover employee travel and overtime that was not paid prior.

These factors combined create an operating deficit of \$ 34,786.

We look forward to serving our membership in the 2013/14 season.

Prepared by Mitch Dion, Executive Director.

Professional Ski Instructors of America- Western Division
Statement of Functional Expenses
For the Years Ended June 30, 2013 and 2012

			2013		2012	
			Total	Total	Total	Total
	<u>Program Services</u>	<u>Supporting Services</u>				
		<u>Management and General</u>	<u>Fundraising</u>			
Accounting	\$	\$	4,375	\$	4,375	\$ 5,509
Auto expense				0	108	
Bank charges			24	24	(40)	
Business property tax			59	59	0	
Clinics/ exams/demos	125,071			125,071	177,722	
Credit card fees	9,950			9,950	9,355	
Depreciation and amortization			691	691	322	
Election expense			283	283	786	
Employee benefits	4,837		1,613	6,450	6,550	
Insurance	8,561		2,854	11,415	11,307	
Manuals & pins	11,644			11,644	10,910	
Meals & entertainment				0	197	
Meetings			9,252	9,252	8,405	
Members' school expense	9,299			9,299	12,099	
National AMS expense	4,845		1,615	6,460	7,073	
National standard meeting	5,346		1,782	7,128	0	
Newsletter	14,578			14,578	14,874	
Office equipment	3,631		1,210	4,841	4,402	
Office expense	2,950		983	3,933	7,534	
Payments to affiliates				0	5,000	
Payroll taxes	16,671		5,557	22,228	7,116	
Penalties			13	13	0	
Postage	1,460		487	1,947	1,756	
Publicity	4,548		1,516	6,064	6,284	
Rent	9,262		3,088	12,350	10,451	
Returned Checks				0	295	
Telephone/fax	2,472		824	3,296	2,788	
Wages	135,731		45,244	180,975	73,033	
Web e-commerce	2,134		711	2,845	4,868	
Workers' comp insurance	15,241		1,693	16,934	23,348	
Total Functional Expenses	\$	\$	\$	\$	\$	\$
	<u>388,231</u>	<u>83,874</u>	<u>0</u>	<u>472,105</u>	<u>412,052</u>	

See Accountant's Compilation Report.