



**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.

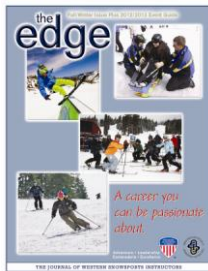


Meetings

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	\$	\$	83,874	\$	472,105	\$	412,052

See Accountant's Compilation Report.