



## PSIA/AASI-Western Division ANNUAL REPORT

FISCAL YEAR June 30, 2014- June 30 2015



### The Season in review 2014/15:



#### **PSIA-AASI West Mission Statement**

Promote exceptional standards at all levels and disciplines of snow sport instruction. Build leadership in individuals through education, training and adventure. Inspire a lifelong passion for snowsports, adventure, and the mountain experience. Connect snowsport instructors of the world together in order to share, learn and grow.

#### **President's Message**

By Carl Underkoffler

This was a challenging season for PSIA/AASI-W as well as our member schools. Drought conditions continue to impact the industry in our region, which carries over to attendance at our education and certification events. Most of us were scrambling to find innovative ways to run our businesses and provide a great experience for our guests on snowpack that was barely 10% of normal through most of the year.

Not surprisingly, statistics from The National Ski Areas Association (NSAA) show that skier visits in our region (Pacific Southwest) were down 6.4 percent. Nationally, however, skier visits are setting records. These statistics give us a reason to hope: whenever and wherever the snow is good, people will come out.

Overall, PSIA/AASI has never been stronger. All of the 9 Divisions of PSIA/AASI have signed on to a National Affiliation Agreement that allow each region a high degree of autonomy as to how they run their programs, while creating a structure for us to work together. Record membership was recorded with over 35,000 members last season. Our buying power has never been better, and members are taking advantage of some amazing Pro Deals with Subaru, Patagonia, Burton, GoPro and Osprey packs just to name a few. Locally our Division has set up discounts for OARS river trips, Calstar air ambulance evacuation service and ProMotive.com.

This year has been one of commitment and hard work by your Board of Directors and office staff. Here are just a few of the projects:

- Education offerings. Special thanks to Heidi Ettlinger and Lynnea Anderson, who have worked tirelessly to provide some great education topics.
- Education delinquency- We have directed our office to stricter enforcement of our education policies. This is about consistency and fairness, and brings us into alignment with what other divisions are doing. We are looking for ‘compassionate firmness’ in how we approach this.

## Executive Director Report

By Mitch Dion

1. Membership Western Division ended the 2014-15 year with 3120 members. The chart below shows the membership by percentage of all Divisions of PSIA-AASI.

Division	Current	Prior YE 2013/2014	Number + / (-)	% + / -
Alaska Division	258	259	(1)	-0.4%
Central Division	3,461	3,420	41	1.2%
Eastern Division	10,781	10,624	157	1.5%
Intermountain Division	2,649	2,507	142	5.7%
National	2	2	-	0.0%
Northern Intermountain Division	446	434	12	2.8%
Northern Rocky Mountain Division	1,162	1,054	108	10.2%
Northwest Division	3,069	3,339	(270)	-8.1%
Rocky Mountain Division	7,331	6,989	342	4.9%
Western Division	3,084	3,120	(36)	-1.2%
Grand Total	32,243	31,748	495	1.6%

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 200 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. Adaptive trainings were held to provide assistance to resorts for accommodation of disabilities in snowsport lessons.

### **Meetings**

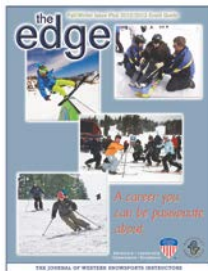
Key partners in serving our membership are our 28 member schools. We hold two annual meetings with key staff from our member schools, providing an opportunity for sharing ideas and promoting best practices in the industry.

The Annual Meeting of the Membership was held April 18, 2015 at Mammoth and was attended by over 50 members. Directors made presentations on their respective disciplines, and members were given an opportunity to ask questions. Topics of discussion included:

- The proper mix of publications, providing content online vs. Internet.
- Education delinquency in the membership

### **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](http://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. Regular communications with members also include email newsletters, social media interactions. These resources help our members to improve their knowledge and professionalism as instructors.

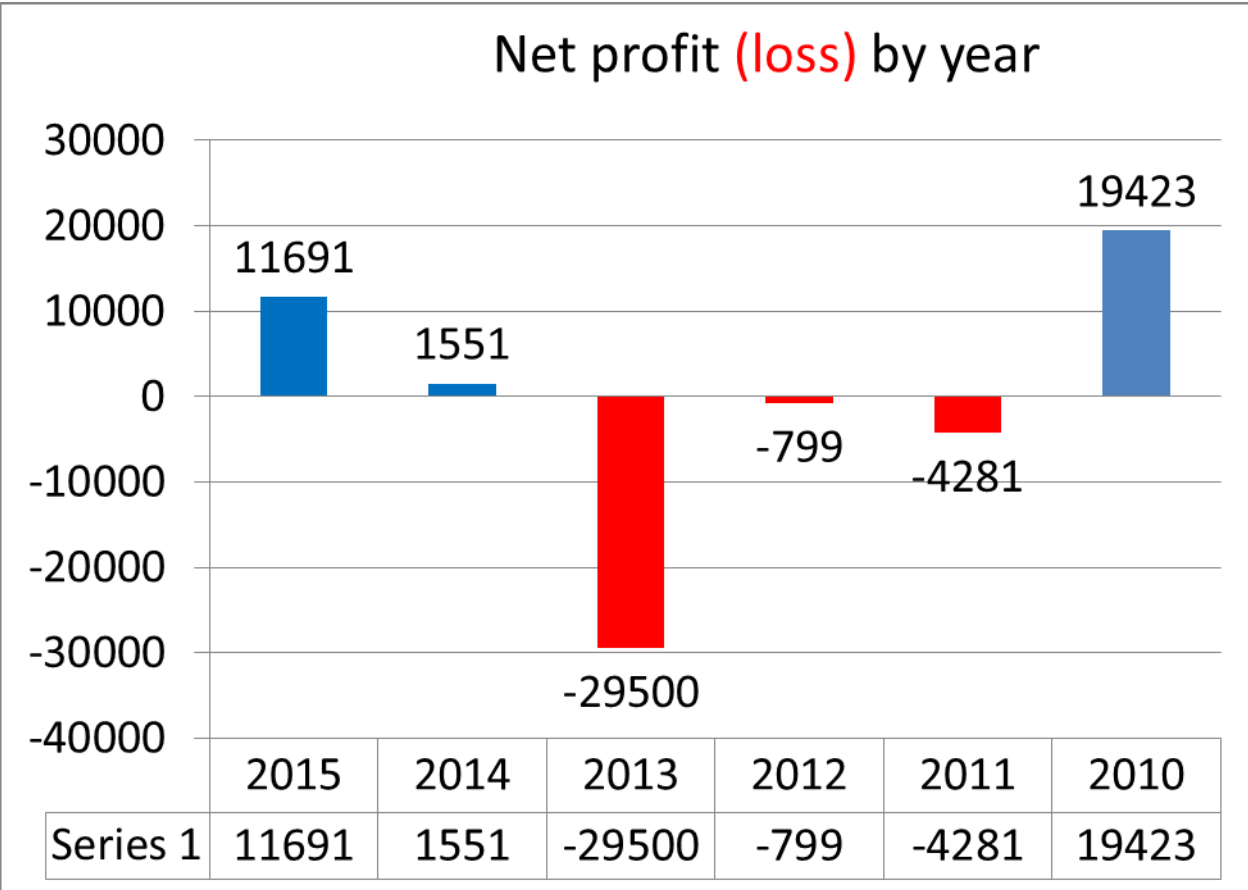


### **Financial Performance**

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 2014/15 season, in spite of continued low snow, we were able to get back on solid financial ground. We were able to make a small contribution to reserve of almost \$ 14,000. This was made possible by:

- price increases for events and Western Dues to reflect the true cost of providing these services.
- Responsible budgeting by the Board of Directors
- Close attention to expenses by staff and discipline chairs.



We look forward to serving our membership in the 2015/16 season.

Prepared by Mitch Dion, Executive Director.