

W W E L C O M E T O

PSIA



AASI

MEMBER FORUM | 8.1.2024



WELCOME TO THE MEMBER FORUM

1. Please ensure that your zoom profile shows your name.
2. Please enter your **name and member number in the chat** when you arrive.
3. If you would like to speak or ask a question, you may **raise your hand, submit your comment** in the chat, or **ask to speak** in the chat.
4. Questions and comments should be **limited to 2 minutes** per member to allow time for everyone.

We kindly ask that everyone contribute their thoughts and concerns in a respectful and professional manner, individuals struggling to adhere to this, or providing comments that disparage other members and staff, will be muted.



AGENDA

- 5:00 pm | Arrival + Housekeeping
- 5:05 pm | 23/34 Season in Review
- 5:15 pm | New Events and Initiatives
- 5:25 pm | Ownership Linkage
- 5:35 pm | Board Member Spotlight
- 5:45 pm | Open Discussion
- 6:00 pm | Meeting Close

All questions and suggestions are welcome.



23/24 SEASON IN REVIEW

- + 23/24 Calendar was live on the website **Sept 1, 2023**.
- + Largest Western Membership Ever: **3,716** members (steady growth, up from 3,588 in 22/23)
- + **8** Brand New Education Series supporting leadership, families, unaffiliated members, and advanced skiers and riders. Read more [HERE](#).
- + Most Events Delivered in a Season: **272** Calendar Events with 80 event (or **29%**) non-exam focused education clinics, up from 203 events and 57 (or 27%) non-exam focused education clinics.
- + Record Event Participation: **3,206** individual event registrations, a total of 72 individuals were put on event waitlists and 17 of those were unable to be resolved.

[**ACCESS THE FY24 IMPACT REPORT**](#)



23/24 SEASON IN REVIEW

Alpine Level 1 passing rates for the season rose by nearly **9 points** (from 79.5% to **88.2%**) while the Snowboard Level 1 passing dipped slightly (to 87.8%). We see the narrowing of the gap between these two passing rates as a positive sign of consistent training and assessment.

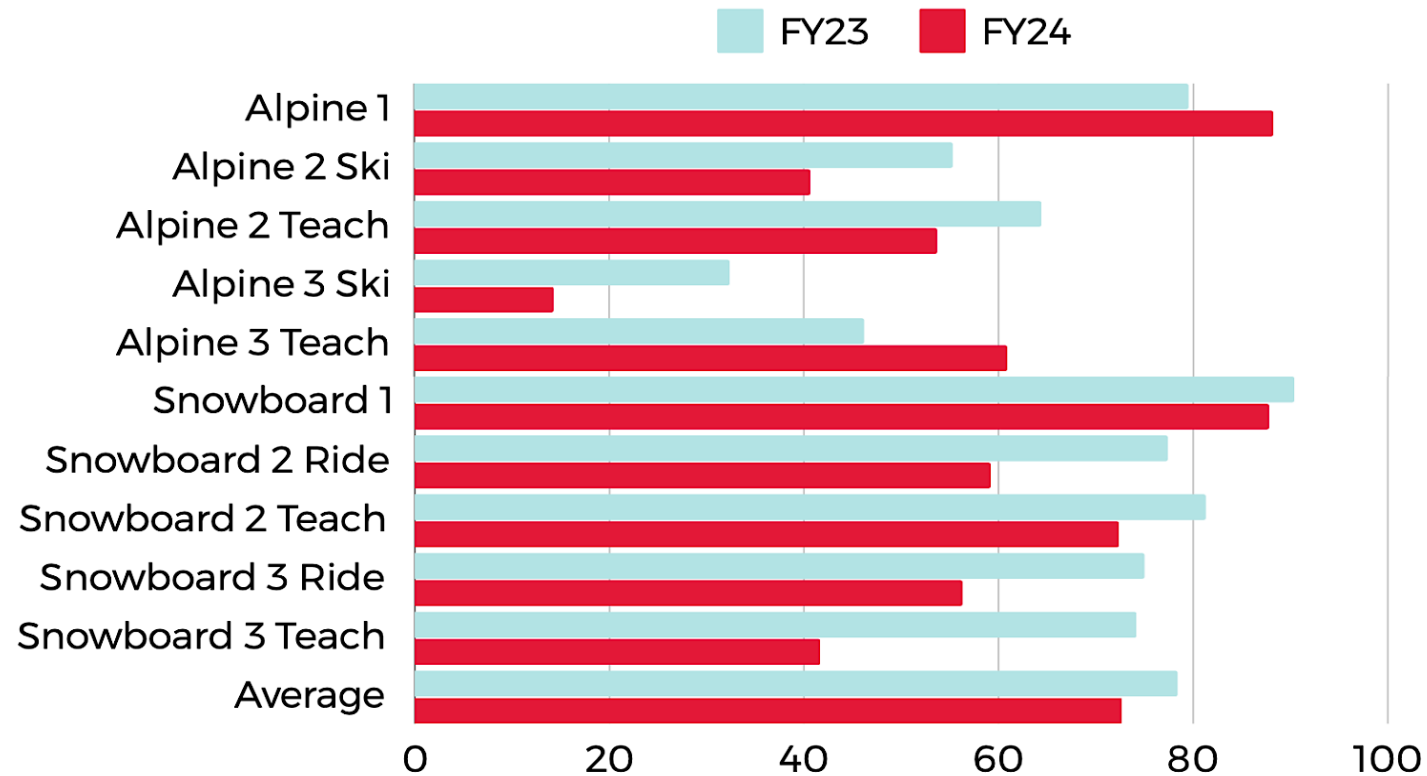
EXAMINER
TRAINING



RESORT
TRAINERS
TRAINING

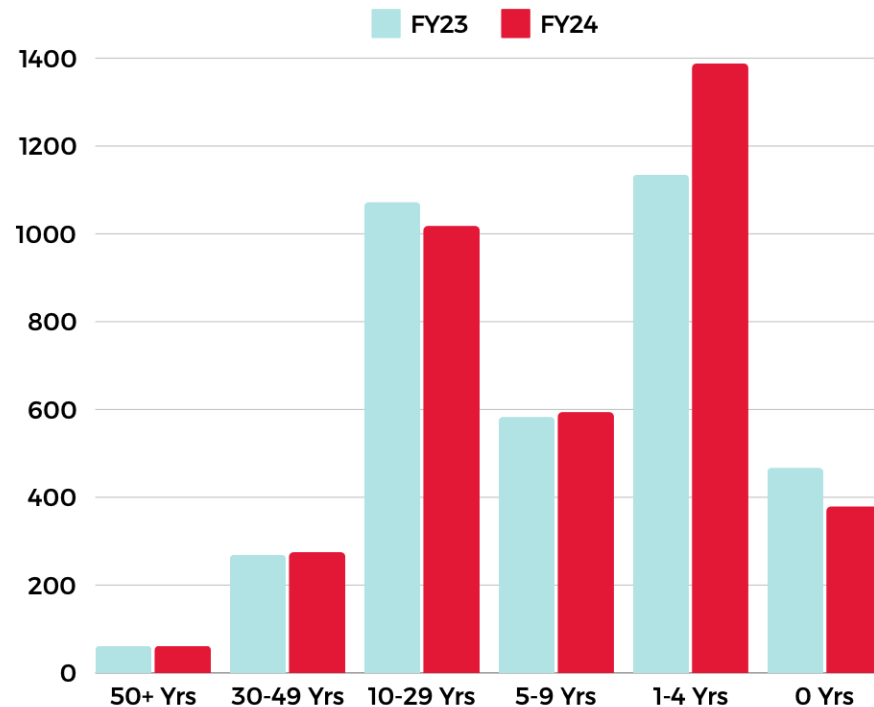


INCREASED
PASSING RATES

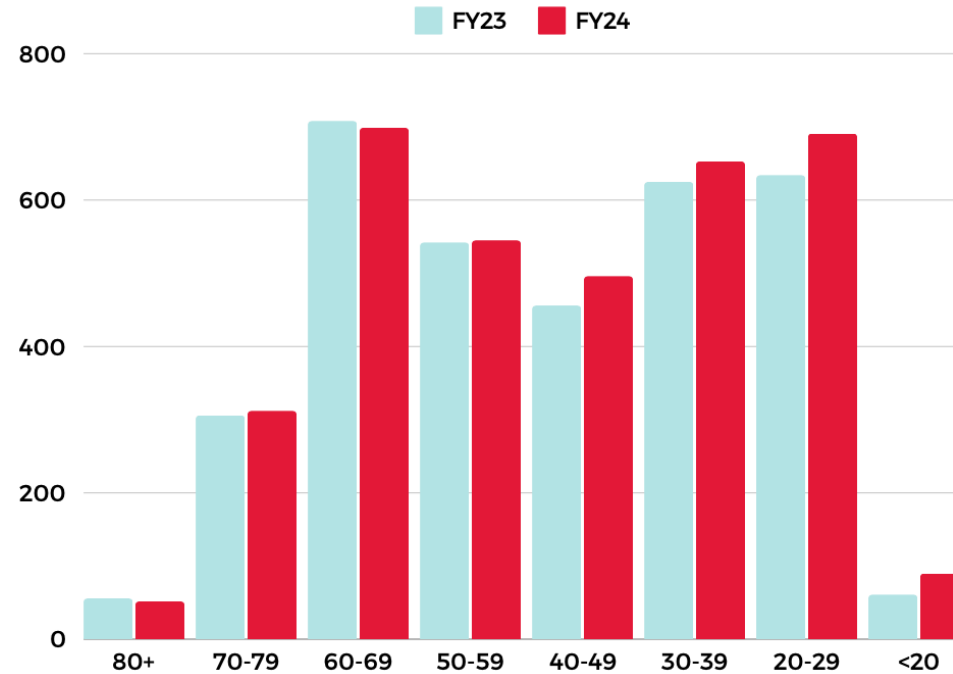


23/24 SEASON IN REVIEW

Length of Membership



Age Distribution



NEW EVENTS + INITIATIVES

NEW PRO RALLIES

We want to welcome our newest members to PSIA-AASI! New Pro Rallies are free, one-day clinics offered to all new members welcoming them to the industry.

New members will get the opportunity to meet local and traveling examiners, connect with other new members, learn the basics of professional skills and decision making, and discover the professional development pathways PSIA-AASI supports.

New members must be first time registered members with no certifications.

(Credit to Dave Sutherland)

[REGISTER HERE](#)



NEW EVENTS + INITIATIVES

AMBASSADOR CLINICS

The Ambassador clinics are geared towards our highly experienced, veteran Level 2 Instructors who know our home resorts better than anyone.

Join us for a day of exploration, learn about the secret corners and prime teaching terrain, while experimenting with the best applications of the learning connection model.

Collaborate with veteran peers and examiners to build and develop your bag of tricks, adding to your already deep quiver for engaging different learners, terrain, situations, and topics.

Get access to process and alignment updates from our Western Examiners who will facilitate a day of professional and personal technical development tailored especially for you.

(Credit to Western Examiner Dan Ray)

[REGISTER HERE](#)



NEW EVENTS + INITIATIVES

WESTERN NATIONAL TEAM CLINICS

Clinics brought you to by Josh Smith, PSIA-AASI National Snowboard Team, Western Region Examiner, and Snowboard Task Force Chair.

Trainers Master Class: Improve your skills in the art of clinicing. This is for lead trainers and those that train other trainers. [REGISTER HERE](#)

Early Season Freestyle: Bust the rust and set goals for the season. [REGISTER HERE](#)

SILVER SOCIALS

This event is designed to help senior instructors engage with other seniors and find opportunities to support, connect, and engage with one another. Come join us for a day of on-snow skiing and socializing.

(Credit to Western Examiner Randy Bell)

[REGISTER HERE](#)



NEW EVENTS + INITIATIVES

RESORT TRAINER ASSESSMENT CAMPS

One day boot camps on exam process and outlines for trainers at our Western Member Schools.

RESORT TRAINER OFFICIALLY MOVES TO MEMBER SCHOOL PROGRAMMING

Due to the dynamic nature of the industry, the feedback of our most engaged trainers, and the ongoing evolution of our national affiliation, we are excited to implement the next chapter of our Resort Trainers program.

Sign-up through your member school director for access to training and new events. Check the [website](#) for a full listing of course prerequisites.

If you are not yet on your schools training staff, or not employed at a Western Member School, we'd encourage you to check out our new Ambassador Series and Level 3 Master Series Courses.



NEW EVENTS + INITIATIVES

LESSON LOGS

Practice makes perfect. We consider the time delivering and reflecting on actual lessons to be an incredibly valuable professional development tool and want to encourage instructors to observe, record, and reflect on their own teaching. Any instructor who delivers and records 9 resort lessons in the log and completes the reflections in a single season will be awarded 6 FREE CEU's. This program is only open to Western Members. [DOWNLOAD A LESSON LOG](#)

FINANCIAL AID

Our favorite winter sports are expensive and living in resort towns can be a financial challenge, especially for new instructors. PSIA-AASI West is pleased to be piloting a program to provide Financial Aid to Western Members. In the 2024-2025 Season, there is dues assistance available to support up to 15 individuals. Financial Aid is awarded on a rolling basis, last chance to submit applications is January 15, 2025. [APPLY FOR FINANCIAL AID](#)

Next time you hear someone in the locker room concerned that they can't join because of the cost, please send them our way. These new initiatives help remove the cost barrier for our Western Instructors. We can ensure this organization is accessible for everyone.



OWNERSHIP LINKAGE: The Why?

Enable the board to create a strong and consistent two-way channel to **listen** to the membership and **action** to further amplify member-value

Contact the Ownership Linkage Committee: ownerslink@psia-w.org



OWNERSHIP LINKAGE: The What?

When done effectively, we will see:

- Increase in membership happiness in survey results
- Increase in membership participation in events & learning opportunities
- Increase in collaboration across member schools + ed staff + examiners + members

Our first priority focus is:

- Member Schools
- Ed Staff & Examiners
- Inclusive: women & family, XC, ski & riders



OWNERSHIP LINKAGE COMMITTEE: The How?

- Committee members representing the board and resorts from across the region (Tahoe, E Sierra, SoCal).
- Attend existing stakeholder forums to engage with Member School Directors, Resort Trainers, Ed Staff and General Western Membership.
- Provide quarterly updates to be published in the regional e-newsletter.
- Oversee agenda of Fall and Spring online Member Forum.
- Seek feedback, provide updates and gauge growth and need in representation, accessibility and inclusion.



OWNERSHIP LINKAGE COMMITTEE: Who is Who?



Julie Matises



Paul Mundy



John Lira



Marisa Cooper



Caleb Lee



Sowmya



greg felsch



Lynnea Anderson



OWNERSHIP LINKAGE COMMITTEE: The Where?

Stakeholder	Meeting Name	OLC Attendees
General Membership	Member Forum	Greg + Paul
Member School Directors	Member School Directors Meeting	Caleb + Greg + Paul
Ed Staff	Ed Staff Training	Julie + Greg
Resort Trainers	Resort Trainers - On-Hill + On-Line Training	Paul + John
Unaffiliated Members	Cohort Meeting	Caleb + Marisa + John
Disciplines	9 Taskforce Meetings - <i>Priority FY25: XC + WF</i>	Marisa + Lynnea
	XC	Lynnea + Marisa
	WF	Sowmya + Julie
New Members	New Pro Rally	Julie + Sowmya



Ownership Linkage: General Membership Updates

- Reviewed member surveys both national and western region specific

What is Going Well?

Western Region membership provides know snow non exam CEU credits community find options general learn help improving see communication examiners region sure person online need events good members work going instructor keep season attend based webinars focused education great exam ski increasing Psia variety much opportunities resorts new non-exam still certification Staff programs Senior resort trainer day courses taking things level online progra

Keep Working On?

information assessment Certificate experience anything support attend Western paying pin certificate staff represent really small Email date scheduled snowboard snowboarders organization area sent received want find programs instructors us members make standard Alpine together part time hard year PSIA ski going resources look convention fun seems people clinics far exam better day meetings summer senior certification help told Add Also opportunities trainers credits never even much take Division see continue season will said training exams educational events Possibly available new sure run courses leadership

- Expand Event Offerings
- Keep Improving Exam Consistency
- Keep Improving Communication



BOARD MEMBER SPOTLIGHT

New Season

New Board

Where are we going next?

Board Meetings



MEMBER COMMENTS

Member Requests For Discussion:

Dana: CEU's for outside events ([OEC FORM](#))

THANK YOU FOR PARTICIPATING!

Please join us for Fall Rally like you've never seen it!

[REGISTER NOW!](#)





STAY IN TOUCH

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