



**WESTERN
REGION**



WILDFIRE RELIEF RALLY EVENT REPORT



**MARCH
2 - 4**

SNOWSUMMIT

880 SUMMIT BLVD
BIG BEAR LAKE, CA
92315



EVENT OVERVIEW



Summary

We are pleased to share the details of the successful execution of a professional development and Continuing Education Unit (CEU) event held at Snow Summit, March 2-4. The event aimed to provide free resources and support to individuals impacted by recent wildfires in the region. Generously supported by the newly established PSIA-AASI Assistance Fund, the event offered 100 participants access to on-hill clinics and up to 18 CEUs over 3 days.

Target Audience

PSIA-AASI Western Snowsports Professionals impacted by the Southern California wildfires.

Purpose

- Provide free professional development and CEUs to support recovery and continued professional growth for a deeply impacted member community.
- Offer a platform for networking and community building, recognizing that good things happen when we are together on the snow.
- Demonstrate the impact of members supporting members through the PSIA-AASI Assistance Fund.

BY THE NUMBERS

SURVEY DATA

- **100%** of participants agreed this free rally helped reduce the stress and burden associated with maintaining their professional certifications this season.
- **100%** of participants rated the overall quality of the clinics provided at the Western Wildfire Relief Rally as **EXCELLENT**.
- **100%** of our teaching instructors agreed they would apply the skills covered at the rally to their professional snowsports instructing.
- **100%** of participants stated that attending the rally helped them feel more connected to the PSIA-AASI community, including those who faced similar challenges this season.

876 CEUs Awarded

93 Participants

17 Clinics

3 Days

1 Epic Cause



EVENT FEEDBACK



What does having access to free on-hill events mean for you as someone who was impacted by the situation in Southern California?

- “It truly means the world, to have this event available for free in general. But the hardship that the fires have brought to our doorsteps, being evacuated for several weeks, the financial burden was unreal and unexpected. I am truly thankful that my house was still standing but the realness is not lost on me as the fires were within a mile of me and some neighbors houses were burnt to the ground...**this event being free means the world thank you!**”
- “**No one has ever tried to do something like this to support so many instructors.** I think many of us would have quit this season without something to look forward to.”
- “It was definitely a **well deserving** event for everyone impacted this season. Most instructors I know have experienced a reduced workload resulting in less pay and ability to participate in fee related events.”
- “Without this Rally, this would have been it for me this season. I’m so glad I had a few days to ski with everyone, **it was a great reminder that PSIA supports us.**”

THANK YOU!

Thank you to the PSIA-AASI Membership nationwide whose generous donations to the Assistance Fund made this event possible.

We also thank the Alterra Mountain Community Foundation who acted quickly to provide a substantial gift to support its instructors, ensuring our ability to sustain our workforce.

We are grateful for the backing of Jeff Lifgren, John May, the Education Foundation, the Executive Leadership Council and the National and Western Region Boards of Directors who trusted us to do something radically different to benefit members.

Members supporting members, across regional boundaries, is the way forward!

“This is why we belong to an association; we can do more for each other than just give great lessons.”

“Thank you for making this event free. It is unheard of and very generous considering what happened with the fires and your willingness to do this for your membership. Thank you!”

“PSIA-AASI ROCKS”

Please consider a donation to the PSIA-AASI Assistance Fund.

We work in an industry where the unprecedented is becoming common. We look forward to supporting future initiatives that have the power to positively impact our members.



PSIA-AASI ASSISTANCE FUND