

## MEMBER-FIRST INNOVATION

### Western leads the nation in creating member-first programs.

Member-driven programs strengthen connection, surface diverse voices, recognize service, and respond to emerging needs with real solutions. These programs are not peripheral—they are part of how Western builds belonging, leadership, and responsiveness at scale.

Western's progress is built on what members repeatedly say they want: more visibility into professional pathways and programs that reflect the full diversity of members needs.

Western rebuilt member voice by creating the **Ownership Linkage Committee**, giving the organization a stronger and more representative system for listening and responding to members.

Western's **Ambassador Program** has already become a major engagement pipeline: **52** ambassadors, **23** member schools, **500** volunteer hours, and nearly **100** new members onboarded in year two alone.

The ambassador network is improving access, communication, and belonging across the region, including approximately **98%** waitlist fulfillment and stronger support for new instructors entering certification pathways.

Western conceived and built the **PSIA-AASI National Assistance Fund**, turning regional innovation into a national member-support resource. The fund proved its value immediately through the **Western Wildfire Relief Rally**, which helped members in Southern California respond to wildfire impacts.

Western is rethinking the leadership pipeline, co-leading a multi-region **Choosing to Lead** series, launching the **Leadership Seminar** featuring nationally recognized industry voices, now partnering with PSIA-AASI National, Western schools, and leading academics to pilot the organization's first **Leadership Development Academy** for the next generation of snowsports leaders.

## WHY THIS MATTERS

Western is increasingly offering a broader membership experience. These innovations make the organization more responsive, more human, and more useful. The organization is signaling that value is not limited to exams alone and that a strong professional association should also create belonging and leadership pathways.

**The momentum is not only about numbers; it's about building a region where more members can see a place for themselves and stay engaged longer.**