

# ANNUAL REPORT

2014-15



# MESSAGES FROM CHAIR AND CEO



SCOTT DW SMITH



PSIA-AASI members connect people to a mountain environment rich with fresh air, glorious views, exciting challenges, and opportunities to share rewarding experiences with others. Ski and snowboard instructors do much more than teach a sport. They open the great outdoors to people of all ages and abilities. PSIA-AASI members combine their technical, teaching, and people skills to provide a student-centered learning connection with guests so they can achieve personal success. What could be more fun and exciting?”



— Ed Younglove, PSIA-AASI Board Chair



PSIA-AASI members spread the love for skiing and snowboarding. Our wish as a national organization is to keep providing cutting-edge educational materials to help them be the best at their job. This year, PSIA-AASI’s digital-first strategy came to life with the release of three new technical manuals – with supplemental video – that are available in print as well as digital format. Other digital endeavors included the launch of the free Snow Pro Library app (which provides instant online and offline access to education materials and video), an enhanced member experience with *32 Degrees*, and the introduction of our online Career Center. PSIA-AASI will continue to make more instructional material accessible to members whenever and wherever they may need it – even on the chairlift.

—Tom Spiess, PSIA-AASI Interim CEO



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SCOTT MARKEWITZ

The Professional Ski Instructors of America and the American Association of Snowboard Instructors (PSIA-AASI) is a nonprofit education association – and close-knit community – of 32,241 snowsports professionals dedicated to creating life-affirming experiences for others through snowsports instruction. PSIA-AASI members give people the gifts of freedom, enhanced health, and the ability to enjoy sports that will reward them for life. Members of PSIA-AASI are busy creating the future of skiing and snowboarding – and the association is here to help make that job easier, providing the platform and support to ensure their success.

**PSIA-AASI SUPPORTS ITS MEMBERS, AS A PART OF THE SKI AND SNOWBOARD INDUSTRY, TO:**

- › Develop personally and professionally
- › Create positive learning experiences
- › Have more fun



SCOTT MARKEWITZ

**32,241**  
MEMBERS

<b>WHAT WE DO</b>	Get people excited about skiing and snowboarding.
<b>CULTURE</b>	Connection to people and ideas in unexpected ways and places.
<b>DIRECTION</b>	To be the first place people come for information about snowsports, instructing, and the industry.
<b>THE VALUE OF MEMBERSHIP</b>	Access to people, resources, and more of the slopes.



PSIA-AASI has given me so much that has translated to my “regular life.” I can’t think of another professional organization that blends so much opportunity, good times, and benefits for its members. For new members: you get out what you put in.

**Shannon Rucker**, Alpine Level II, Children’s Specialist  
I: Liberty Mountain, PA



DISABLED SPORTS USA

The PSIA-AASI Education Foundation is a 501(c)(3) nonprofit corporation focused on providing valuable resources and training for professional instructors and volunteers who teach the skiing and snowboarding public; especially those who teach people with disabilities. The funds donated to the Foundation demonstrate tremendous public support for the resources PSIA-AASI produces for its members and the snowsports community.

#### THE FOUNDATION'S GOALS HELP PRODUCE MATERIALS THAT:

- Provide high-quality free (or low cost) ski and snowboard education materials to 501(c)(3) programs and their volunteers, instructors, and students
- Increase ski and snowboard opportunities in the workforce
- Improve health and wellness by increasing participation in skiing and snowboarding

The Foundation's work is built upon the generosity of donors. If you're interested in contributing to the Foundation, please click the link below. Thank you for your support.

[DONATE](#)

THE FOUNDATION RECEIVED  
GRANTS AND GIFTS THAT EQUALED

# \$59,475



I can confidently say that without the free materials, my concentration and personal interest in the adaptive discipline would not be as

high as it is today.

**Billy Donovan**, Adaptive Level I: National Sports Center for the Disabled, CO



**GEOFF KRILL**  
Adaptive Team Member

Skiing is very personal to me because it showed me that I could do anything after my disability. Ten months after my injury I was skiing again. For me, being able to give that same gift to another person who thinks they're never going to be able to ski again will keep me doing this until the day I die.

**Geoff Krill**, PSIA-AASI Adaptive Team



SCOTT MARKIEWITZ



## INTERSKI FUNDRAISING

In September 2015, the PSIA-AASI Team – which comprises top-level instructors in the adaptive, alpine, cross country, snowboard, and telemark disciplines – represented association members and the United States at the world’s largest gathering of ski and instructors: [Interski 2015](#) in Ushuaia, Argentina. The Team presented the best of what America has to offer and brought back teaching perspectives from across the globe. Bringing Interski home to PSIA-AASI members – and supporting the [PSIA-AASI Team](#) in its efforts to represent the membership globally – was a pricey proposition. Ushuaia is near the end of the world, off the shores of Antarctica, making this the most expensive Interski ever.

Individual PSIA-AASI Team members and staff committed their own funds to attend, and members, sponsors, partners, and ski schools stepped up to pitch in. Every dollar raised was dedicated to sending the national team members to Interski and ensuring PSIA-AASI could bring content back to the membership.

Generous donations from individual PSIA-AASI members, Team members, board members, and ski and snowboard schools from across the country were key to offsetting the cost of attending the event.

The total amount raised was 99.2% of the original fundraising goal. The funds raised covered 89% of the total cost to send the Team to Interski! [Read some incredible stories of how members stepped up to make this possible.](#)



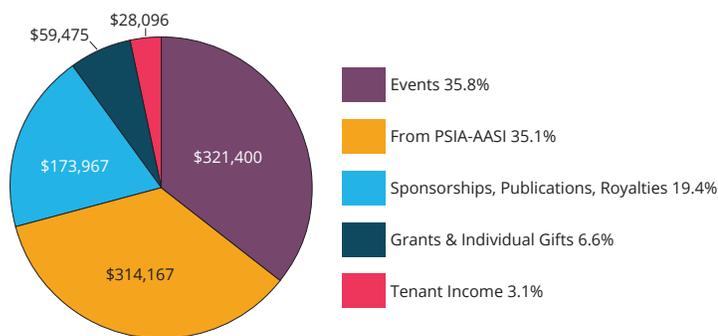
The best thing about Interski is the way it forces everything to come together. From new ideas, to how the teams work together, to techniques and best practices, it really does help us to clarify our message and drill down to the most effective ways to teach.

**Rob Sogard**, PSIA Alpine Team Coach

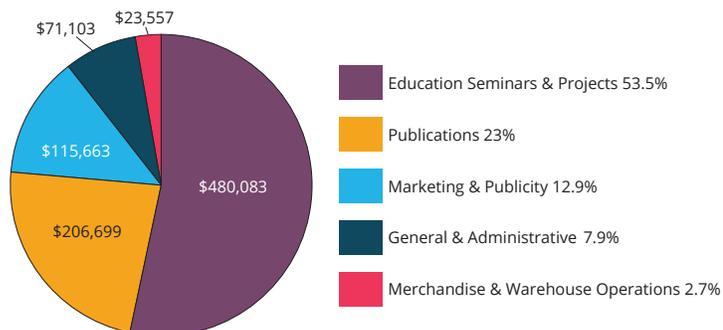
# 99.2%

OF THE INTERSKI FUNDRAISING GOAL WAS MET

## PSIA-AASI EDUCATION FOUNDATION SUPPORT



## PSIA-AASI EDUCATION FOUNDATION EXPENDITURES



Cynthia Miller with Alpine Team member David Oliver at Interski 2015

Friends and colleagues of PSIA-AASI Nordic Team member Jim Shaw organized a fundraiser in the Winter Park Ski and Ride locker room to help defray the costs of traveling to Argentina, netting \$1,125. The Ski and Ride School donated another \$500 on top of that. Cynthia Miller, a ski school colleague of Shaw’s at Winter Park, was instrumental in organizing the fundraiser. “All PSIA-AASI Team members work so hard for so long to make the team, and attending Interski is one part of the reward they receive for all that work. At Winter Park, we didn’t want Jim to worry about the cost,” she said.



SCOTT DW SMITH

Education is the core of PSIA-AASI. Fiscal year 2014-15 proved to be a banner year for producing quality materials and enhancing online resources for members and volunteers.

## NEW TECHNICAL MANUALS WITH EMBEDDED VIDEO

The new alpine, snowboard, and telemark technical manuals published in 2014 featured a more simplified approach to fundamental knowledge and tactics. PSIA-AASI took an innovative approach with the manuals, making concepts come to life with a digital strategy that incorporates instructional videos.



Information and visual cues are now available whenever and wherever members choose. Videos are embedded in digital editions and accessed by QR codes and URLs in print editions. Members can download the manuals on a computer – or a smartphone/tablet as part of a free Snow Pro Library app (described in more detail below).

## SNOW PRO LIBRARY MOBILE APP

In October 2014, PSIA-AASI launched a free Snow Pro Library app to give members an easy way to view educational resources that make teaching techniques come to life. Members can access *32 Degrees* magazine; the *Accessories Catalog*; any purchased edition of the alpine, snowboard, and telemark manuals; and more. Members can also download manuals (and/or the magazine and catalog) and then view embedded videos with or without an internet connection, expanding opportunities to share technical concepts with students on the hill.

The user-friendly app is compatible with Apple, Android, and Kindle Fire platforms. Members can log in with their current username and password.

Downloads of the app have grown steadily since its launch, and now total 3,830.

[Learn how to download the app here.](#)



NEARLY 16,000 COPIES OF PSIA-AASI MANUALS, HANDBOOKS, GUIDES, AND OTHER EDUCATIONAL MATERIALS WERE SOLD IN FISCAL YEAR 2015 – A

# 53% INCREASE

FROM 2014.



Wow! The new *Alpine Technical Manual* is the best version yet. The use of the QR codes to link video clips is awesome. What a great use of technology! The video clips should really benefit the new instructor to visually see the movements as you read.

I have read every manual since 1966 and this one is really a standout. Great job and congratulations to everyone involved in the development of this manual.

**Thomas Hanske**, Alpine Level III, Children's Specialist  
2: Blizzard Ski & Snowboard School, MN



I just purchased the new *Alpine Technical Manual* and, after a short look through, all I can say is WOW! I have not bought any educational info from PSIA in a long time because I didn't enjoy trying to decipher it. This is totally different; very clear, readable, and very well illustrated. I am excited to study it.

**Michael Higgins**, Alpine Level II: Crystal Mountain, WA



(The app) is amazing! I love it. The videos are awesome and so helpful. Very cool to watch (videos) from my phone on the chairlift, then go do what I just learned from the app. It's just what I've been looking for. The PDF files are very useful too. This is a great tool for studying for certification.

**Shawn C** (Online review of app)

## MOVEMENT MATRIX



The *Movement Matrix* is PSIA-AASI's unique online video training tool that is free to members and qualifying 501 (c)(3) programs. It captures visual examples of skillful skiing and riding techniques for every level. Covering several disciplines, the *Movement Matrix* enhances the end experience for students of all abilities.

## 32 DEGREES: THE JOURNAL OF PROFESSIONAL SNOWSPORTS INSTRUCTION



*32 Degrees* provides leading industry information, educational content, and entertainment for members. Published three times a year – in fall, winter, and spring – this publication is a free member resource and is also distributed to area managers, industry partners, and ski and snowboard media, creating a circulation of more than 32,000. The content in *32 Degrees* corners a market, providing information for ski and snowboard instructors that is written by members and staff who live and breathe snowsports. In 2014-15, *32 Degrees* began

incorporating embedded video and custom links in the digital edition, and using QR codes in the print edition to link to videos and more online content that make stories come to life.

## TIP OF THE DAY CARDS



Members can extend the learning partnership with their students by sharing PSIA-AASI's *Tip of the Day* cards (produced with support of PSIA-AASI Official Supplier [Subaru of America](#)). These 4x6 cards offer a great way to personalize a lesson. Each card provides helpful advice for skiing or riding in a variety of terrain, offers room for instructors to write custom tips for students, and has a slot for the instructor's business card. More than 1,250 packs of cards (50 cards in each pack) were distributed over the year.

## ACCESSORIES CATALOG



The PSIA-AASI *Accessories Catalog* was honored by the national Association Media and Publishing Association with an EXCEL Award. The EXCEL Awards serve as the largest and most prestigious award program that exclusively recognizes excellence and leadership in nonprofit association media, publishing, marketing, and communications. The PSIA-AASI *Accessories Catalog* received a bronze award in the Promotional Publications category. PSIA-AASI was just one of three associations to receive this award for the best clarity, design, and overall packaging of a catalog for a membership audience.



I can't thank PSIA-AASI enough for all the wonderful education resources it provides. They have allowed me to have the most wonderful

50 years of involvement in the ski industry!

**Bill Selvage** Member since 1966

32 DEGREES  
CIRCULATION

**32,000+**



SCOTT MARKWITZ



GRANT NAKAMURA

## LEARN TO SKI AND SNOWBOARD MONTH

In a research survey, members identified being involved with Learn to Ski and Snowboard Month (LSSM) as the number one marketing priority for PSIA-AASI, as it promotes a national initiative to increase lesson-taking. In response, PSIA-AASI launched cross-promotions about LSSM on its website, in the e-newsletter, and *32 Degrees* magazine. According to resort-based surveys conducted by the National Ski Areas Association – whose member areas host LSSM events – participation in “learn-to” programs increased nine percent from 2013 to 2014.

## CAREER CENTER

Launched in 2015, the PSIA-AASI Career Center helps instructors find their dream jobs, and helps resorts hire qualified ski and snowboard instructors to work at their ski and ride schools. [Get the scoop on new job listings– or make a listing – here.](#)

## THE SNOW PROS YOUTUBE CHANNEL

The PSIA-AASI YouTube Channel is home to an online collection of videos ranging from instructional tips to coverage of recent PSIA-AASI events – all easily accessible to the public and members alike. The 141 education videos added last year drew more than 189,798 individual video views and 760 new subscribers.

# 1 OF ONLY 3

ASSOCIATIONS TO RECEIVE A PRESTIGIOUS **EXCEL AWARD** FOR A PROMOTIONAL PUBLICATION  
(The PSIA-AASI *Accessories Catalog*)

View hundreds of educational and entertaining videos on PSIA-AASI's YouTube Channel.



YOUTUBE CHANNEL

IEWS

**189,798**

SUBSCRIBERS GAINED

**760**

VIDEOS ADDED

**141**

TOTAL SUBSCRIBERS FROM START OF YOUTUBE PAGE TO 6/30/15

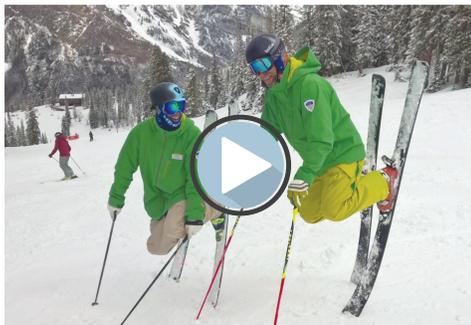
**2,328**



PSIA-AASI

**PSIA-AASI NATIONAL ACADEMY**

This annual event, typically held at Utah’s Snowbird Resort, connects members with the current PSIA-AASI Team for the ultimate learning opportunity and spring skiing and riding session. The 2015 event drew 179 participants, up from the 177 instructors who took part in 2014. Of those who attended, 98.53% said they would recommend the event to a friend. Participants walked away as better skiers, snowboarders, and teachers as a result of the unmatched on-snow and indoor education they received.



Watch National Academy attendees talk about why every instructor should attend this awesome event.

On-snow learning included freestyle rail sessions, gate training, and clinics in the steeps and powder. Indoor sessions focused on presentations by subject matter experts on learning theory, the evolution of education, and tuning. Attendees also benefited from broadening their knowledge of equipment by connecting onsite with PSIA-AASI’s hardgoods and other official suppliers. In 2015, members of the U.S. Ski Team National Training Group attended National Academy and obtained Level II certification – [read more here](#).



National Academy is a really special event. I think it’s by far the most important event that you can be a part of as a professional instructor here in the United States.

**Derek Althof**, Alpine Level III: Deer Valley, UT



On the way to National Academy I was a little nervous because I knew everybody there would be a wealth of knowledge and I only had my Level I certification, but all of the people I’ve been riding with have given me so much good instruction that I feel like I’m ready to move to Level II certification. I would definitely recommend National Academy; now I’m a part of a – I could almost say family – that loves doing the same thing that I do.

**Marie Wanless**, Snowboard Level I: Snowstar Snowsport School, WI



SCOTT MARKWITZ

**PSIA-AASI NATIONAL ADAPTIVE ACADEMY + THE HARTFORD SKI SPECTACULAR HOSTED BY DISABLED SPORTS USA**

The goal of this annual event is to provide top-notch training to adaptive ski and snowboard instructors. Skiing and snowboarding can change the lives of disabled individuals; educating more instructors to accommodate these guests' unique needs can only benefit the disabled community by creating greater awareness and access to adaptive snowsports.



DISABLED SPORTS USA

The event took place in Breckenridge, CO, in December 2014 and attracted 143 instructors. PSIA-AASI Team representatives provided 35 total hours of clinician and clinic support for the NAA, and 1,782 PSIA-AASI Continuing Education Units were awarded. As a result of attending NAA, instructors grew more competent in the adaptive realm, networked within the adaptive community, and enhanced their awareness of adaptive programs throughout the United States.

**PSIA-AASI FALL CONFERENCE**

This national standards training event held in Copper Mountain, CO, gathered 92 participants representing all eight skiing/snowboarding national-standard disciplines and all nine geographic PSIA-AASI divisions. The focus of this event is to refine national certification standards to continually increase the skill and credibility of PSIA-AASI members, as well as develop the quality of education across divisions. This enables PSIA-AASI members to provide a better experience for resort guests and students. The conference helps establish greater national consistency across instructional standards, producing more effective snowsports instructors throughout the United States.

The 2014 Fall Conference featured the second Director's Seminar – with 16 participants and speakers (up from 12 in 2013) – who engaged in far-reaching sessions on ski and ride school demographics, management, and finances.

**1,782**  
CONTINUING EDUCATION  
UNITS AWARDED



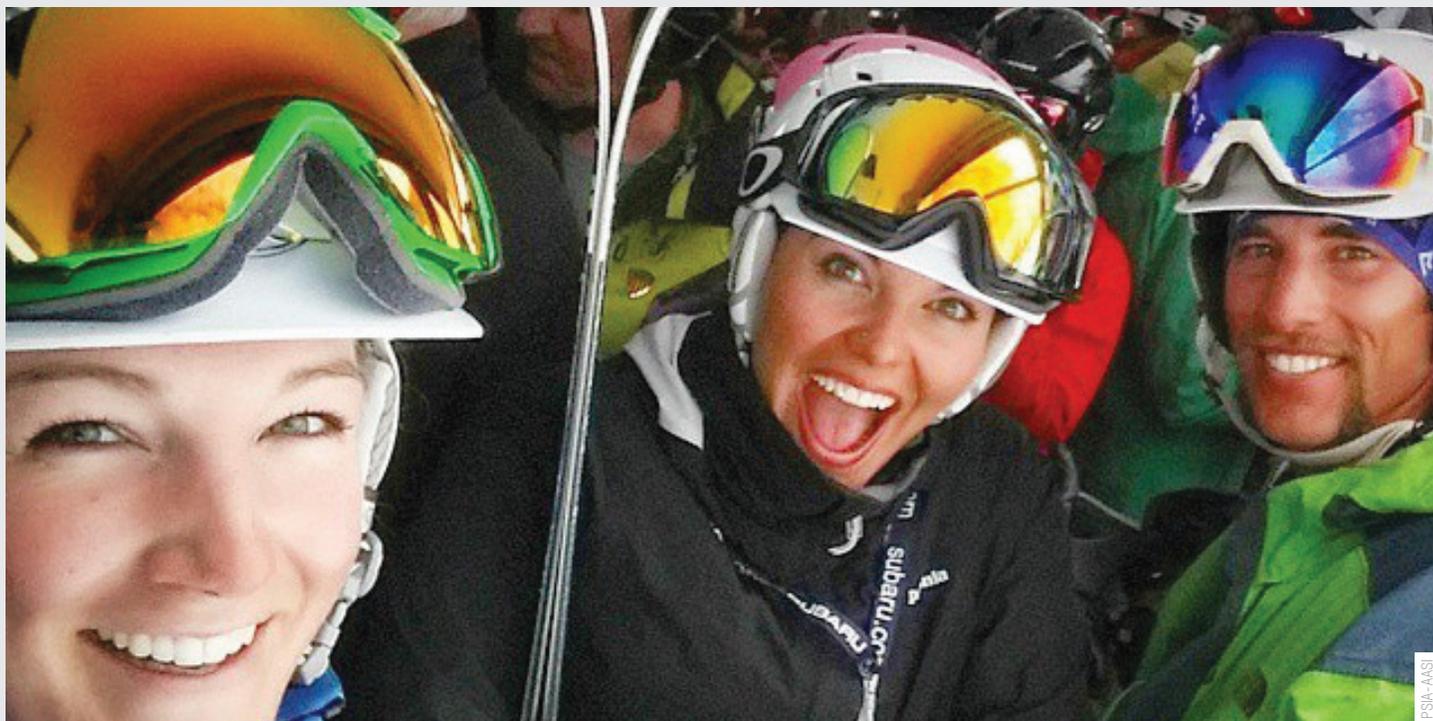
Having access to trainers, national team members, guest speakers, and the mountain playground – those things together really makes for a successful event.

**Kevin Jordan.** Alpine Level III, Children's Specialist 2, Freestyle Specialist 3; Ski & Snowboard Schools of Aspen, CO



Our focus as Team members at Fall Conference is to make instruction easier; so that when education and certification are taking place across the country, we're all singing off the same sheet of music.

**Scott McGee.** PSIA Nordic Team Coach



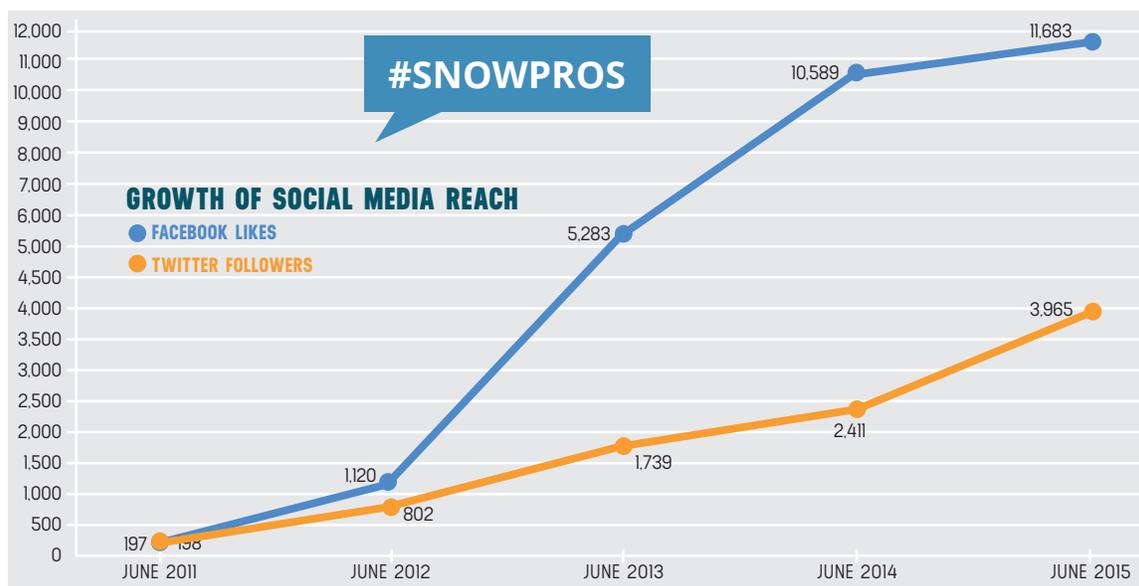
PSIA-AASI continued to engage with the ski and snowboard community using its social media platforms in 2014–15. PSIA-AASI maintains an actively managed and monitored presence on all major social media sites, including [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [LinkedIn](#), and [YouTube](#). A bi-weekly e-newsletter is produced and PSIA-AASI continually evaluates the open and click-through rates and the performance of individual web links and stories. Every weekday you can find industry news and new information for snow enthusiasts posted in “[News & Announcements](#)” at [TheSnowPros.org](#).

PSIA-AASI’s social media followers continue to increase, as does as the quality of engagement and shareable content. Be sure to check us out and join the conversations by clicking the links at the bottom of this page.



I now have friends all over the country from PSIA and AASI – I expect to see someone I know no matter what ski area I go to.

**Grant Nakamura**, Alpine Level III, Children’s Specialist  
2, Big Sky Snowsport School, MT





GRANT NAKAMURA

PSIA-AASI's 32,241 members are the backbone of the association and true professionals in the ski and snowboard field. They take their passion for their sport to a higher level by committing to stringent standards and meeting certification requirements that make them expert skiers and riders, skilled teachers, and committed on-mountain companions. These snowsports professionals create extraordinary skiing and snowboarding experiences – possibly changing their students' lives in the process.

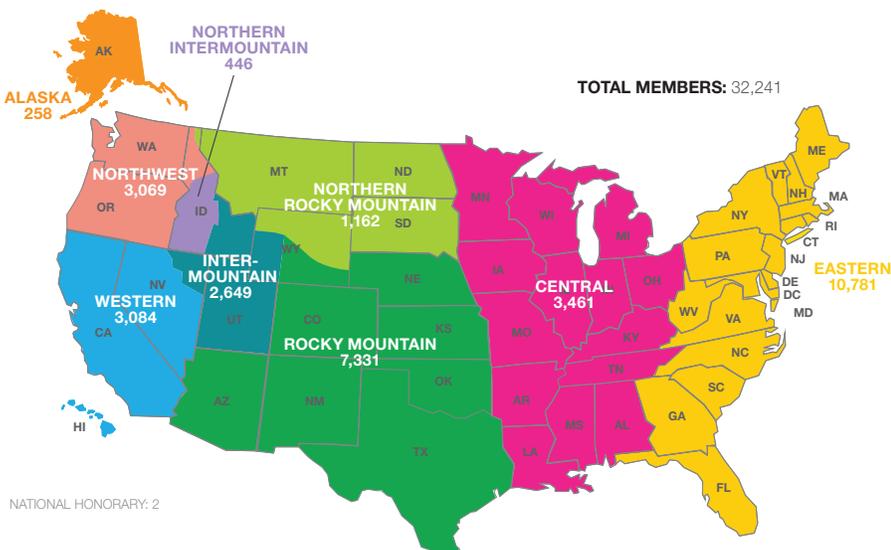
It's estimated that PSIA-AASI members delivered 5 million lessons in 2014-15. Those millions of students were influenced in numerous ways – from how to have more fun on snow to what gear to buy and where to go for après – by a PSIA-AASI certified instructor. Think about what an impact the PSIA-AASI membership has on the ski and snowboard industry – it's unmatched.



I've worked at eight ski areas in my life, and traveled to every skiing country in the world. The things I've seen and the places I've been – PSIA-AASI did that for me.

My advice? Take as many clinics as you can, find some mentors, and chip away at it. You're going to find that, before long, you're a Level III, skiing in Japan in the deepest snow of your life. It will happen.

**Craig Panarisi**, Alpine Level II, Telemark Level III, Cross Country Level III





PSIA-AASI



ERIC SCHWINK

PSIA-AASI works to ensure its members receive the most from their membership, and sets them up for success through career-enhancing resources at a tremendous value. This helps members carry out the mission one lesson and one student at a time.

## MEMBERSHIP DEEPENS YOUR KNOWLEDGE AND CREDIBILITY THROUGH:

- Nationally recognized certifications for adaptive, alpine, cross country, snowboard, and telemark disciplines, as well as specialist certificates for children's and freestyle instruction.
- Thousands of educational clinics and exams available across the country from each member's division, which will improve your skiing, riding, and teaching
- Industry-leading division events, as well as PSIA-AASI National Academy and PSIA-AASI National Adaptive Academy

## MEMBERSHIP PAYS FOR ITSELF WITH:

- Hundreds of members-only discounted products from PSIA-AASI Official Suppliers and the PSIA-AASI *Accessories Catalog*
- Free online teaching resources, like the *Movement Matrix* to aid your learning and your teaching
- Access to 29 different teaching resources and technical manuals that help you hone your craft
- Free subscription to *32 Degrees: The Journal of Professional Snowsports Instruction*, featuring the latest teaching tactics and industry trends

## MEMBERSHIP KEEPS YOU CONNECTED TO:

- More than 32,000 instructors through The Community, a social networking resource specifically for PSIA-AASI members
- Other instructors in your area and local benefits through nine geographic divisions
- Other organizations that strengthen the industry as a whole:
  - National Ski Areas Association (NSAA)
  - National Ski Patrol (NSP)
  - SnowSports Industries America (SIA)
- Leadership and volunteer opportunities

## MEMBERSHIP PROMOTES YOUR PASSION BY:

- Providing platforms to market yourself and make powerful connections with other instructors and the public through [Facebook](#), [LinkedIn](#), [Twitter](#), [YouTube](#), and other social media channels
- Educating the public on the benefits of instruction through such programs as [Learn to Ski and Snowboard Month](#) and the [Bring a Friend Challenge](#)

# 29+

TEACHING RESOURCES  
and  
TECHNICAL MANUALS



"PSIA-AASI is really about personal and professional growth. Involvement with PSIA-AASI and the skills that you develop are applicable in everything that you do. You

have the opportunity to make contacts across the country."

**Peter Donahue**, Telemark Level III, Alpine Level III, Freestyle Specialist 1, Children's Specialist 2; Ernie Blake Snowsports School, NM

The association continues to make big strides and maintain a positive financial outlook. PSIA-AASI operations generated positive cash flow of \$190,631 and ended the fiscal year with cash gains of \$82,339.

## REVENUE

Revenue for the 2014-15 fiscal year was down 1.65% from the previous year: \$3,885,924 in 2013-14 compared to \$3,821,777 in 2014-15.

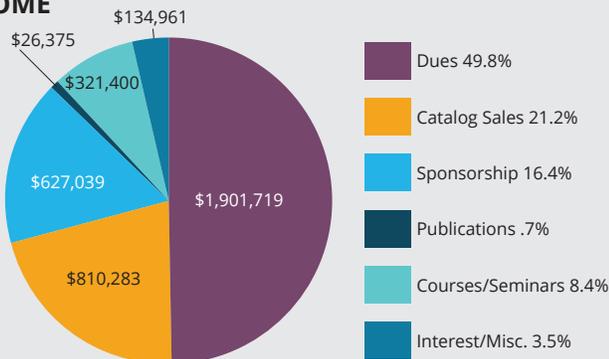
Non-dues revenue accounted for 50.2 percent of PSIA-AASI's total income. This means the membership contributed 49.8 cents for every dollar of the associations' income. The remaining 50.2 cents was generated through sales of catalog items (21.2 cents), sponsorship revenue (16.4 cents), advertising (.7 cents), and education seminars (8.4 cents). Interest and miscellaneous revenue represented 3.5 cents.

## EXPENSES

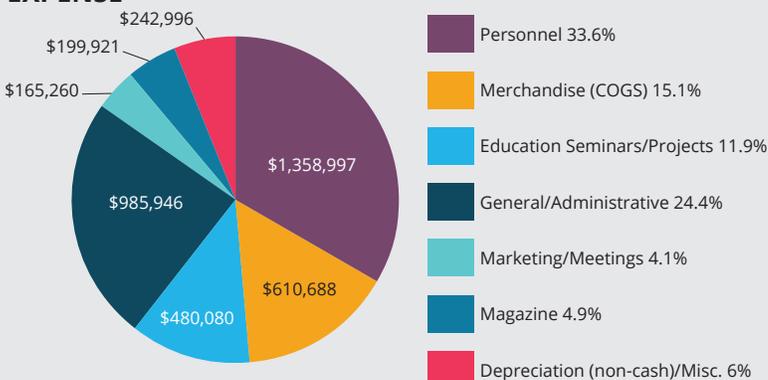
Out-of-pocket expenses in 2014-15 included general operating costs and the costs of publications, marketing, the cost of catalog goods sold, insurance, committees and education programs, training programs, teams, research and development, legal and accounting activities, and member services. Expenses decreased 0.56 percent (excluding depreciation) – \$3,868,022 in 2013-14 to \$3,846,179 in 2014-15 – as PSIA-AASI continued education programs and products, addressed governance, fulfilled catalog orders, and expanded information technology services.

[Audited Financial Statements are Available Online](#)

## INCOME



## EXPENSE



PSIA-AASI



I LOVE the process of certification. It has helped me in all areas of my professional life. My skills have increased so much that I am not the same skier that I was when I started eight years ago. Thanks PSIA for all the awesome clinics that challenge me and make me have fun on the snow!

**Lisa Wilkey**, Alpine Level II; Sundance, UT



This unique organization has challenged my riding and allowed me to improve, made me a better and more effective teacher, and introduced me to a wonderful group of friends along the way. It's great fun to train and help out fellow instructors, pushing each other for the next level of certification and making lifelong friendships in the process. It's so cool to see the PSIA or AASI pin on the jacket of a stranger and instantly be able to connect and share life-changing stories about what this organization has done for us. I wouldn't trade it for anything.

**Dave Iskwitz**, Snowboard Level III; Camelback Resort, PA

# SPONSORS

PSIA-AASI's trusted sponsors provide support to the membership and the education foundation. These partnerships are crucial in offering a wide range of education programs and resources, as well as high-quality products and services, to the membership.

22 Designs	Hestra	SkiA
Apex	Icebreaker	Slingshot/Moonshine/
BCA (Backcountry Access)	K2	Ride Engine
Bern Unlimited	Leki	Smith
Bridgedale	Marker-Völkl	Subaru
Burton/Anon	Mountain Khakis	Swany
Bushnell/Bollé/Serengeti	Never Summer	Swix-Toko
Dale of Norway	Nordica/Rollerblade/Level	Tecnica/Blizzard
Dynastar/Lange/Look	Ortovox	Terramar
Flow Snowboards	Osprey	Thermacell Heated Insoles
GEICO	Patagonia	Transpack
GoPro	POC	Yakima
Grabber	RAMP	YakTrax
Head	Rossignol	



KRIS "JAYMO" JAMIESON  
GoPro



MICHAEL STRACHAN  
Dynastar / Lange



Every instructor is authentic, they're committed, and they're passionate about what they're doing and sharing that with their clients and friends. If our camera can be along with that for the ride – boom. The sponsorship is a total no-brainer for GoPro.

Kris "Jaymo" Jamieson, GoPro



"PSIA-AASI has a major impact on how people get into the sport. It's an amazing program and a great group of people that'll be out there fighting the good fight for your brand."

Shaun Cattanach, Burton



At one point, someone had to teach us to ski or snowboard, and instructors are on that front line. They're teaching that beginner how to get on snow, how to build confidence. We really appreciate all the work they do to build the industry and get people enthused about snowsports.

Julia Blumenfeld, Head/Tyrolia

# BOARD MEMBERS

The PSIA-AASI Board of Directors is committed to providing association members with the most comprehensive, compelling, and up-to-date resources for improving the on-snow experience for skiers and snowboarders of every age and ability.

Everything you can learn through PSIA-AASI: the educational events, the friendships, and the camaraderie – they just take you to that next step.

**Eliza Kuntz**, Vice Chair and Northern Rocky Mountain Division Board Representative



**Ed Younglove**  
Board Chair



**Eliza Kuntz**  
Vice Chair and Northern Rocky Mountain Division Board Representative



**Eric Sheckleton**  
Past Chair



**Warren Souther**  
Alaska Division Board Representative



**Kent Lundell**  
Intermountain Division Board Representative



**Walt Coiner**  
Treasurer and Northern Intermountain Division Board Representative



**Neil Bussiere**  
Secretary and Western Division Board Representative



**Doug Carter**  
Central Division Board Representative



**John May**  
Northwest Division Board Representative



**Steve Kling**  
Eastern Board Representative



**Joel Munn**  
Rocky Mountain Board Representative



**Bill King**  
President's Council Chair (Ex-Officio)



We thank the following donors and snow pros for their gifts that allow us to continue providing quality educational materials and resources that promote the ski and snowboard industry and deliver valuable membership benefits. All gifts were provided from July 1, 2014 through June 30, 2015.

## \$5,000+

Baird Foundation (I)  
Jay P. Kenney (I)  
**\$2,500 - \$4,999**  
Academy 2015 Cash  
Donation (I)  
Snow Operating LLC (I)  
Mark N. Dorsey (I)  
Bruce McCurtain (I)  
Eric Sheckleton \* \*\* (I)

## \$1,000 - \$2,499

Steamboat Ski &  
Snowboard School (I)  
Kenneth Barkett (I)  
Thierry Doyen  
Sarah H. Everett (I)  
Arthur Kanzaki (I)  
Rick Lyons+ (I)  
Ed Younglove\* + (I)

## \$100 - \$999

Access Marketing &  
Events (I)  
Twenty Two Designs (I)  
Winter Park Ski & Ride  
School+ (I)  
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Cynthia Andersen (I)  
John Armstrong (I)  
Jonathan Ballou (I)  
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Constance Bay (I)  
Bruce G. Bennett (I)  
Patrick Bettin  
Emily Binnian  
Jeb Boyd\*\* (I)  
Matt Boyd\*\* (I)  
Darthea H. Brown (I)  
Neil E. Bussiere\* (I)  
Douglas Carter\* (I)  
Joe Cartier (I)  
William Claire (I)  
Charles F. Clark (I)  
Lonny Clark (I)  
Kelly R. Coffey\*\* (I)  
Walt Coiner\* (I)  
Nigel Connors (I)

Sally De Lange (I)  
Beth Anne Demeter (I)  
Peter W. Donahue\* (I)  
Michael L. Drake (I)  
John R. Droter (I)  
Karen M. Earley (I)  
Matthew Ellis (I)  
Heidi Ettlenger\*\* (I)  
James C. Ferguson (I)  
Stephanie Gebby (I)  
Ilaria Giansanti (I)  
Christy Graves (I)  
Nicholas Herrin\*\* (I)  
Layton M. Ives III (I)  
Charles A. Johnson (I)  
Mark B. Jones (I)  
Wilfred R. Keyser  
Bill King\* (I)  
Roy N. Koch (I)  
Thomas E. Koto  
Leo W. Kueper (I)  
Eliza J. Kuntz\*\* (I)  
Lloyd Lauffer  
David G. Lawrence\*\* (I)  
Elizabeth Limerick  
Eric Lipton\*\* (I)  
Kent Lundell\* (I)  
John May\* + (I)  
J. Scott McGee\*\* (I)  
Cynthia Miller+ (I)  
Grant Nakamura\*\* (I)  
John Peppler (I)  
Timothy M. Petrick\*\* (I)  
Doug Pierini\*\* (I)  
James J. Polaski (I)  
Michael P. Rogan\*\* (I)  
Walter B. Sappington (I)  
James Sarantinos (I)  
Christopher N. Saylor (I)  
Marc L. Schanfarber (I)  
Heidi Scherthanner (I)  
Dave W. Schuiling (I)  
Robert Sogard\*\*  
Scott Studer (I)  
Sherman W. White (I)  
Nelson Wingard \*\* (I)  
David Wisniewski (I)

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Catherine Bath  
Craig W. Baum  
John M. Benfatto (I)  
Nancy Benjamin  
Christopher Bettin  
Alastair Boake  
Alan T. Boase  
Michael Brady  
James S. Brinnen  
Mike Brizendine  
Lynne A. Brown  
Hoagy Carmichael  
Thomas D. Chase  
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Ruth Chiles  
Jean Christ  
Mary L. Cianciolo (I)  
Sandy Coleman (I)  
Daniel C. Cowdery  
Kathryn Y. Cowdery  
Graham Cunningham  
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