



EXECUTIVE UPDATE | JUNE 22, 2025

Membership Highlights

MEMBERS	3/28/25	3/31/24	3/30/23	4/21/22	20 Year Ave.
New Members	1,237	1,390	1,391	1,132	1,185
Reinstate / Transfer	113	74	107	103	
Total	10,043	10,378	10,233	9,851	10,497
Retention Rate	85.3%	87.9%	88.6%	88.3%	88.2%
Member schools	122	119	112	112	



Event Highlights

EVENTS	24-25	23-24	22-23	21-22	20 Year Ave.
Events Held	584	621	490	456	443
Event Participants	6069	6770	6086	5326	5708
Event Revenue	1,600,878	1,464,769	1,395,031	1,298,433	1,076,729
Days Per Member	1.2	1.3	1.19	1.08	1.08
Fees Per Member	\$159.40	\$141.14	\$137.52	\$131.81	\$105.09

Certification Highlights – 24/25

PASS RATES	Eastern	Nationally
L1 Alpine	86%	94%
L1 Snowboard	93%	94%
L2 Alpine	46%	54%
L2 Snowboard	40%	60%
L3 Alpine	27%	32%
L3 Snowboard	30%	47%
Children's Spec. 1	97%	96%
Children's Spec. 2	81%	77%
Freestyle Spec. 2	100%	100%

Level I Stats	24-25	23-24
Events	98	109
Weekend	30	40
Attendees	825	1009



Financial Highlights – unaudited – 24/25 as of 6/30

INCOME	6/30/2025	Budget	6/30/2024	
Total Income	2,555,391	2,398,949	2,577,162	Down 0.8%
Member Dues	697,887	731,791	717,035	Down 2.7%
School Dues	43,715	42,033	43,035	Up 1.6%
Program Fees	1,627,126	1,547,500	1,625,162	Down .1%
Elearning/Webinars	82,337	80,000	84,185	Down 2.2%
Investment Income	148,621	40,000	161,675	Down 8%
EXPENSE	6/30/2025	Budget	6/30/2024	
Total Expenses	2,383,904	2,357,904	2,483,589	Down 4%
Salaries/Pro Fees	1,032,023	994,933	1,074,821	Down 4%
Event Expenses	478,071	487,000	492,315	Down 2.89%
Training Sal & Exp	191,319	168,600	174,595	Up 9.58%
NET OPERATING	171,487	40,987	93,572	+ 83%
MEMBER EQUITY	2,512,343		1,872,096	Up 34%



1.0 Broadest End

Members receive innovative, inspirational, and accessible education and professional development to enhance their careers and leadership potential in the snowsports industry.

Interpretation Break down the barriers to learning to support teaching higher level lessons, promotion to trainer or management roles, and/or higher levels of certification.

Targets

- Members recommend membership. (NPS 51.2)
- Directors agree PSIA-AASI provides value to the school. (4.17 out of 5)
- Event participation grows. (6,069 participants, down from 22-23 but above 5 yr avg)
- Membership grows. (10,043 members down 3% - 1,237 new members)

Opportunities

- Retention: particularly of new, younger, and Level I members.
- Member schools: specifically, XC, adaptive, and smaller resorts.
- Membership diversity: attracting and developing to higher skill levels.



1.1 Perception & Value

Members, partners, and the public recognize PSIA-AASI education, training, and credentials as a nationally recognized and valued service.

Interpretation Perception of PSIA-AASI and its value: consistent/relevant, skills are beneficial, and it's part of a larger respected national organization.

Targets

- Schools confident Level I affirms prepared to teach in green zone. (4 out of 5)
- Eastern members likely promote assessment & education events. (NPS: 67 & 86)
- Directors agree PSIA-AASI gives employees more skills to be successful. (4.3 out of 5)

Opportunities

- More awareness of our structure and values
- Assess members/stakeholder's belief PSIA-AASI is nationally recognized & respected
- Continue outreach to change perceptions within resort Leadership
- National and Regional Partnerships/Sponsorships
- Identify Eastern members for national recognition



1.2 Who we are & What we do

Members experience meaningful personal and professional growth and participation in diverse communities.

Interpretation Welcoming, accessible, growth opportunities, as part of a lifelong community.

- Targets
- Members agree we are welcoming. (4.1 out of 5)
 - Members agree provided resources make it easier to be successful. (4.0 out of 5)
 - Satisfaction with face-to-face educational offerings is very good. (3.9 out of 5)
 - Members believe events are accessible (3.75 out of 5)

- Opportunities
- Welcome packet to new members
 - Teaching Seniors educational program Beta Test
 - Update/add more online education programs
 - 992 members not current in Ed credits – how to inspire to be active



1.3 Member Service Experience

Members consistently receive exceptional service, benefits, and value for their membership across the PSIA-AASI organization.

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| Interpretation | Decisions consider members, communication/technology add value, and opportunities/connections beyond our core education mission benefit members. |
| Targets | <ul style="list-style-type: none">• Input solicited: surveys, event evals, local & national meetings, tour, conferences.• Communication: Basecamp, 75 emails, 77 social posts, newsletter, website.• Non-dues Revenue: Online Auction, Freddie Fridays, T-shirts, We Crush Winter• Partnerships: Skida & Masterfit University |
| Opportunities | <ul style="list-style-type: none">• Meet communication targets – e.g. 80 emails, 100 posts.• Establish texting service to communicate event opportunities• Explore national fundraising opportunities through CFC Collective• Work with national on partnerships: Mazda• Ensure work on the AMS system adds value |



Strategy discussion

Mission: The mission of PSIA-AASI Eastern is to promote and support our member snowsports educators by providing excellence in educational programs, certification and member benefits and by providing opportunities for professional growth and recognition via promotion of our members, our brands and the value they bring to customers, resort management and the snow sports industry.

Broadest End: PSIA-AASI Eastern Members received innovative, inspiration, and accessible education and professional development to enhance their careers and leadership potential in the snowsports industry.

Bylaws: Any person of good moral character who, at the time of application, has an interest in snowsports instruction, is employed as a snowsports instructor, or intends to seek employment as a snowsports instructor, may apply for membership





My Vision

- Members **choose** to participate in more educational opportunities.
- All instructors (member & non-member) **desire** to belong to our community.
- Industry partners understand and **value** our education/certification programs.



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