



EXECUTIVE UPDATE | OCTOBER 22, 2023



Related Executive Limitations: 2.3, 2.4

## Financial Highlights – unaudited

INCOME	6/30/2023	Budget	6/30/2022	
<b>Total Income</b>	<b>2,369,490</b>	<b>1,981,042</b>	<b>2,157,361</b>	<b>Up 9.8%</b>
Member Dues	707,952	680,215	688,184	<b>Up 2.8%</b>
School Dues	33,865	30,177	29,570	<b>Up 14.5%</b>
Event Fees	1,377,564	1,150,000	1,298,698	<b>Up 6.0%</b>
Elearning/Webinars	82,616	70,000	96,057	<b>Down 14%</b>
Investment Income	97,615		(105,424)	<b>Up 192%</b>
EXPENSE	6/30/2023	Budget	6/30/2022	
<b>Total Expenses</b>	<b>2,165,425</b>	<b>1,934,352</b>	<b>2,009,421</b>	<b>Up 7.8%</b>
Salaries/Pro Fees	1,077,633	1,084,598	1,081,596	<b>Down .37%</b>
Event Expenses	407,950	327,381	387,237	<b>Up 5.3%</b>
Training Sal & Exp	161,417	128,500	81,152	<b>Up 99%</b>
<b>NET OPERATING</b>	<b>204,064</b>	<b>46,690</b>	<b>147,940</b>	<b>+ 38%</b>
<b>MEMBER EQUITY</b>	<b>2,549,471</b>		<b>2,038,078</b>	<b>Up 25%</b>



Related to End Section 1: 1.0, 1.1

## Membership Highlights

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MEMBERS	9/30/23	9/30/2022	9/30/2021	20 Year Ave.
New Members	147	92	58	1,177
Reinstate/Transfer	28	42	43	
<b>Total</b>	<b>8331</b>	<b>8408</b>	<b>7936</b>	<b>10,537</b>
Retention Rate	84%	84%	88.5*	88.2%*

\* Year End Retention rate



# Member School Highlights

**IMPORTANT:** In order to be approved as a PSIA-AASI Member School you must be based at, and affiliated with, a snowsports resort OR provide documentation that indicates you have permission to teach at that resort. No exceptions.

**BEST  
VALUE!!**

PSIA – AASI Eastern Region & National			
MEMBER SCHOOL BENEFITS	TIER 1 \$175 <sup>1</sup>	TIER 2 \$875 (\$1950 Value)	TIER 3 \$1,700 (\$3875 Value)
Employee Member and Certification Verification	★	★	★
"25 for 25" Education Bucks	★	★	★
Unlimited Job Postings	★	★	★
30% Bulk Discount on Education Materials	★	★	★
May Be Eligible for Member School Scholarship	★	★	★
Digital Subscription to Education Materials for School	★	★	★
Marketing, Member School & Recruiting Toolkits	★	★	★
Industry News & Tools Updates	★	★	★
Snowsports Management Seminar, Eastern Trainer's, or Children's Academy Registration		★ (1 person)	★ (2 people)
On-Site Training from Eastern Education Staff		★ (1 day)	★ (2 days)
Promotions on Eastern Social Media Outlets		★	★
Recognition in the Winter SnowPro		★	★

<sup>1</sup>Tier 1 is only \$150 for Adaptive Schools

MEMBERS SCHOOLS	9/30/23	10/8/2022	10/8/2021
Member Schools	48	43*	40
Tier 3	15	8	5
Tier 2	11	7	5
Tier 1	17	22	26
Adaptive	5	6	4
<b>Total Revenue</b>	<b>\$32,440</b>	<b>\$18,795</b>	<b>\$12,050</b>



# Industry Outreach

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## Industry Shows - Speaker (Snowsports Recruiting and Retention)

- SkiNH Expo – Waterville - June 6
- New England Summit – Portland – Sept 18
- SKINY/SKIPA Expo – Lake Placid – Sept 25
- XC Ski Areas Association – Great Glen – Nov 15

Snowbound Expo – Boston – Nov 3 – 4



# PSIA-AASI Certification – Investment in Your Guests

**Annual Dues:** \$141 (\$35.25/quarterly auto payment)

**Continuing Education Requirements:** \$145/1-day \$210/2-day (1 day (6 credit)/year)

## **LEVEL I - \$351**

\$210 - 2 day assessment

## **LEVEL II & III – Alpine - \$846**

\$205 – Children’s Specialist 1 or Prerequisite

\$250 – 1 day skiing

\$250 – 1 day teaching

## **LEVEL II & III Snowboard - \$656**

\$205 – Exam Prep

\$310 – 3 day inclusive exam

## **OTHER COSTS (\$661/day)**

- Travel \$65 (100 miles)
- Lodging \$120/night
- Meals \$58/day
- Lost Wages \$120/day
- Equipment ????

## **Total to Alpine LIII:**

Cost: \$2,043

Burden: \$5,218

## **Total to Snowboard LIII:**

Cost: \$1,663

Burden: \$5,434

## Other News

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- Swag - T-shirts and mouse pads
- Pro Jam / Academy registration issues
- Event Poster – customized per resort
- Next Core Mentorship Program – sign-up Monday 10/23
- Leader of the Year and Double Diamond Awards due 10/27
- Scholarship Deadline 10/31
- Freddie Fridays / Women Crush Winter Webinar Series
- Reinstatement & Member School Scholarships
- National Alignment – ELC Recommendations



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