



# PSIA-AASI Celebrates 60-Year Anniversary

## AND CHARTS COURSE FOR FUTURE SUCCESS

By Nicholas Herrin, PSIA-AASI Chief Executive Officer

This past August, PSIA-AASI hit a monumental achievement, celebrating its 60<sup>th</sup> anniversary of incorporation as a national education association. This was the first step our early leaders took to consolidate several ski associations scattered

throughout the country and start developing a distinctly American approach to teaching skiing (and, later, snowboarding). Until then, various teaching styles existed throughout the country, with one school teaching “the Austrian way” and others following a French, Swiss, or other system (often based on where the ski school director was from). This meant students going from one school to another might have to learn an entirely different set of skills. PSIA’s founders had the foresight to understand that teaching a consistent, *American* technique throughout the U.S. would give students a better learning experience.

### UNIFIED PURPOSE AND INNOVATION

The strength of our organization has always been the initiative of snowsports educators in different regions of the country coming together for the common good of the snowsports community. It started with the unification of regional associations that existed before our founding in 1961 and continues to this day, setting the stage for PSIA-AASI’s many successes.

For the past six decades, each generation has dedicated itself to a better understanding of our relevance as the leading snowsports education association in America. This was evident when the U.S. Demonstration Team caused a sensation with its debut of the “American Technique” at the 1975 Interski



The “American Technique” unveiled at the 1975 Interski was featured in *Sports Illustrated*.

in Strbske Pleso, Czechoslovakia, which also earned them a multi-page spread in *Sports Illustrated*. From there, our education leaders worked hard to develop student-centered teaching tenets – including the revolutionary “Skills Concept” that boiled fundamental movements down to rotation, edging, and pressure-control movements in support of enhanced balance. After the creation of AASI in 1997, we guided the emergence of snowboarding fundamentals by highlighting body movements of flexion, extension, and rotation in combination with snowboard performances of tilt, twist, pivot, and pressure.

These are just a few of PSIA-AASI’s historical contributions to snowsports education. Over the years, we’ve set important precedent in *all* snowsports teaching disciplines – adaptive, alpine, cross country, freestyle, snowboarding, and telemark. That continues with the association’s commitment to the future of snowsports, through its ongoing focus on children’s education.

### A COMMITMENT TO THE FUTURE

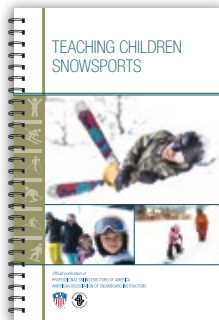
Which is why, on this, our 60<sup>th</sup> anniversary, I’m so excited to announce the publication of *Teaching Children Snowsports*, an indispensable manual that represents the continued evolution of delivering snowsports education. This resource updates theories and offers new ideas on how to work with children at *their* stage of development so they have fun and exciting experiences in the mountain environment. My thanks go out to the team of authors, reviewers, and members of the National Children’s Task Force for their commitment to this important publication.



*Teaching Children Snowsports* is a perfect example of how PSIA-AASI continues to invest in you and your students. Other examples include an emphasis on the Learning Connection’s blend of people skills, teaching skills, and technical skills; refinement of discipline-specific fundamentals; and our ever-expanding range of digital resources.

And now, as PSIA-AASI celebrates 60 years of sharing the love of snowsports with millions of people, new certification standards are being implemented to bring increased consistency and alignment to PSIA-AASI’s eight divisions, giving you and all our members more clarity for how you teach, turn, and succeed in your role as an instructor. Your association also remains steadfast in its commitment to equity and inclusion for everyone who wants to teach snowsports or take a lesson – working to ensure that everyone has equal access to the mountain environment, and that it’s a place to feel safe, welcome, and joyful.

PSIA-AASI’s success has always been tied to sharing a love of snowsports. Here’s to 60 years of success, and the next 60 years to come. Thank you for your commitment and dedication to being part of our community. **32**



### HISTORY LESSONS

For the quintessential account of PSIA-AASI’s history, pick up a copy of *American Snow*, by Peter Kray... available at [shop.thesnopro.org](http://shop.thesnopro.org).

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