



# MEMBERSHIP GUIDE



## HELLO!

Thank you for your interest in becoming a member of a member of the Professional Ski Instructors of America and American Association of Snowboard Instructors (PSIA-AASI), the world's largest organization dedicated to ski and snowboard teaching and education.

You are a part of a vital, close-knit community whose 32,000 members share your passion by enriching people's lives every day by teaching someone to ski or snowboard.

If you have any questions regarding membership, please contact us at [memberservices@thesnowpros.org](mailto:memberservices@thesnowpros.org) or 303.987.9390.


Again, thank you for your interest in becoming a PSIA-AASI member!

Best,

Eliza Kuntz

*PSIA-AASI Board Chair*



 In this video Eliza talks about the value of realizing there is always something new to learn and the comradery of the instructor community.



▶ Watch these videos and hear from Level I, II and III PSIA-AASI instructors on how they earned their certification and what it means to them.



## MAKE THE MOST OF YOUR MEMBERSHIP

You're busy creating the future of skiing and snowboarding. Check out all the ways PSIA-AASI will help make that job easier, and provide the support to help ensure your success.

### 1 Become a Better Teacher by Pursuing Certification

Prove your knowledge and achieve the standard for personal performance, teaching, professional knowledge, and technical skiing and riding skills.

#### Steps to Your PSIA-AASI Level I Certification!

Follow this trail map to achieve Level I certification.

##### Pick your pathway:

- Adaptive
- Alpine
- Cross Country
- Snowboard
- Telemark



1

##### Join PSIA-AASI.



3

Take the Level I e-learning course or complete the online workbook for your discipline.



5

Attend on-snow training through PSIA-AASI or your ski and ride school.



7

Crush your assessment and CELEBRATE! Share your success on social (#snowpros, @thesnowpros) and maybe even set your sights on Level II.



9

**Note:** You don't have to complete the steps in this order. Your certification journey is unique to you and your goals!



10

**Take these e-learning courses:**

- Course for New Instructors
- Delivering the Beginner Experience

**Explore these resources:**

- Manuals
- Digital Learning Hub (video, podcasts & more)
- Certification materials

Sign up for a regional assessment.

Practice, practice, practice (on your own or with training buddies).

Keep earning CEUs to maintain your certification!



There is no other way to remark about the value of the educational materials provided by PSIA-AASI and made so available to us teaching professionals in the *Shop*. Simply put, the more we learn, the better we teach. I challenge all instructors to make the coming season your best teaching season ever! Go for it. See you when the snow flies!

—Greg DeHaven, Alpine III, Adaptive I, Children's Specialist 2; Mt. Hood Meadows, OR



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

## 2 Deepen Your Knowledge by Attending an Event

Improve your skiing, riding, and teaching by participating in one of [thousands of national and regional educational events and clinics](#) taught by extraordinary clinicians.

## 3 Enhance Your Professional Development with World-class Education

Expand your knowledge and crush certification exams by using cutting-edge teaching and technical manuals available at great member prices through the [PSIA-AASI Shop](#).



 Watch this video to learn more about PSIA-AASI.



*The Matrix* has been an invaluable tool for me. I can sit for hours – 24/7, 365 days a year – and learn. I also use the PSIA-AASI YouTube Channel and refer it to others when they ask a

“how to” question.

–Deborah Fergus, Alpine Level III; Big Powderhorn Mountain, MI



The 32 Degrees magazine offers me a window into how the best instructors in the country, across disciplines, are teaching. The articles fundamentally challenge my thinking about teaching and riding on a philosophical level.

–Mike Ma, PSIA-AASI Adaptive Team; Mount Snow, VT

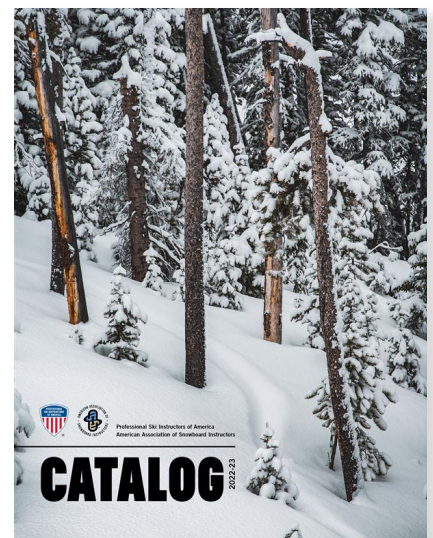
## 4 Learn the Latest Tips and Take Your Teaching to New Heights

Stay in tune with industry trends by reading *32 Degrees: The Journal of Professional Snowsports* and aid your learning by watching *The Matrix*, featuring 400 video clips of real-life skiing and riding situations.

Take the “E-Learning Course for New Instructors” that gives first-year and prospective instructors an early understanding of how to succeed on snow.

## 5 Save Money with Members-only Pricing

Your membership pays for itself through huge savings on skis, boards, apparel, and other gear you need to succeed. Get hard-to-find and hand-selected products from the *PSIA-AASI Catalog* and exclusive discounts from extraordinary partners via Pro Offers on [thesnowpros.org](https://thesnowpros.org).





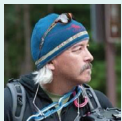
PSIA-AASI has given me so much that has translated to my "regular life." I can't think of another professional organization that blends so much opportunity, good times, and benefits for

its members. For new members: you get out what you put in.  
—Shannon Rucker, Alpine Level II, Snowboard Level I; Children's Specialist 2; Freestyle Specialist I; Liberty Mountain, PA



Social media is the easiest way to stay in touch with members I've worked with. I have been booked as a direct result of social media use and the visibility gained through PSIA-AASI.

Social media is important, both individually, and as a team.  
—Jonathan Ballou, PSIA Alpine Team



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

## 6 Join a Community of Friends

Start meeting instructors psyched to share their knowledge with you, when you participate in clinics and events. PSIA-AASI hosts a range of educational offerings throughout the season, both on-snow and online. Meet and network with other instructors from across the country.

## 7 Promote Yourself and Connect to Other Members and the Public

Get breaking industry news when you check out PSIA-AASI's active social media channels. Download the Snow Pro Library app.



▶ When you love teaching and love your sport, others love you for the energy and enthusiasm and skill you share with them. With PSIA-AASI, you're not just living life; you're creating a way of life that others share too.



I was a fast-footed rider with little teaching experience when I joined AASI. Moving up into the snowboard school seemed to be the thing to do. I quickly found out at my Level

I exam that I wasn't as good as I thought I was. Luckily my examiner ripped! We rode a lot, but he coached us on teaching and how to become a better instructor. That's when I found my direction in our industry. Since then, PSIA-AASI has opened many doors for me — as a supervisor, manager, school director, as well as with managing parks and consulting for resorts on park layouts and builds. PSIA-AASI can open more doors than you can even dream of. You will learn so much about this sport, get better at it, and, if you really want it, this organization can help you find a full-time career in this industry.

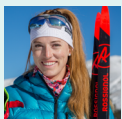
—Tommy Morsch, Former AASI Snowboard Team Member



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



PSIA-AASI education materials are part of a thoughtfully developed curriculum to help you achieve your goals in the snowsports industry while providing you a reliable way to

reflect on and evaluate your performance both as a skier and an instructor. Resources like performance guides and e-learning courses help prepare you for certification, and the assessment process prioritizes learning to set certification candidates up for success.

- Tulie Budiselich, PSIA Cross Country Team

## YOU'RE OUR #1 PRIORITY: PSIA-AASI IS YOUR ASSOCIATION

PSIA-AASI and its eight regions span across the United States. Take advantage of the endless possibilities your association provides to launch and enhance your career as a certified ski or snowboard instructor.

### PSIA-AASI Regions

When you join PSIA-AASI, you also become a member of your local PSIA-AASI region. PSIA-AASI and its eight regions are everywhere in the United States where snow falls and excited skiers and riders share the thrill of the slopes.

Each region offers professional development and continuing education events, certification training clinics for instructors and schools, leadership opportunities on a local level, networking with peers, instructor training workshops, scholarships and awards, and more!

- Central
- Eastern
- Intermountain
- Northern Intermountain
- Northern Rocky Mountain
- Northwest
- Rocky Mountain
- Western

Thanks for your interest in joining this tight-knit community of committed ski and snowboard instructors. Together, we're dedicated to helping you grow personally, develop professionally, and instill in your students a lifelong passion for skiing and snowboarding.

### Contact us

[memberservices@thesnowpros.org](mailto:memberservices@thesnowpros.org)

303.987.9390

[thesnowpros.org](http://thesnowpros.org)

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