

# Financial Growth Helps PSIA-AASI

## SUPPORT EDUCATION-RICH PROGRAMS FOR MEMBERS

By Walt Coiner, PSIA-AASI Treasurer

It was another productive year for PSIA-AASI as the organization closed out fiscal year 2019 in positive financial territory. This marks the fourth consecutive year of increased growth in the organization as a whole and underscores the enthusiasm and

commitment of an engaged membership. While slightly lower than last year, changes in net assets remained strong, helping to increase the reserves of the organization and provide for future growth and sustainability. Since taking the helm in 2016, Chief Executive Officer Nick Herrin, along with the national office staff, have shown an unprecedented dedication and commitment to serving the membership, manifested by the array of programs, benefits, and opportunities currently available to the membership.

Overall, the organization spent \$4,076,101 in fiscal year 2019, against revenues of \$4,325,193 for an increase to net assets of \$249,092. Revenue is generated primarily through courses and seminars, merchandise sales, membership dues, sponsorships, publications, and investments. Contributions are another source of revenue and included the Nancy Oakes Hall Memorial Woman's Scholarship fund established to award annual scholarships in three categories – Certification Track, Women's Summit, and National Academy – to support distinguished women in snowsports education by providing opportunities to engage with peers and advance their professional development. In 2018-19 – the fund's inaugural year – more than 20 scholarships were awarded.

### MONETARY SUPPORT FOR PROGRAMS

A key performance indicator for the organi-

zation is the percentage of net assets spent on program services. Over the past year, 72 percent of expenses went toward funding educational and publication programs.

Educational content is a crucial mission-driven program service, and it accounted for a main category of spending in 2018-19. These are expenses related to developing and launching various educational products and resources in a variety of formats – such as the *Teaching Snowsports Manual*, *32 Degrees*, First Chair podcasts, the Snow Pro Library platform for sharing digital publications, audiobooks for several technical manuals, and the diverse range of e-learn-

ing courses and exams made available on the Learning Management System platform. Notably, fiscal year 2019 saw the release of the ACL Strong and Alpine Movement Analysis courses, as well as Delivering the Beginner Experience courses for alpine skiing and snowboarding. PSIA-AASI's involvement in the Warren Miller film "Face of Winter," which featured a segment on PSIA-AASI instructors Brennan Metzler and Francesca Pavillard-Cain. Other program services include supporting PSIA-AASI National Team members at divisional events, division educational initiatives, scholarships, international exchanges, and driving awareness of the association's social media presence and education campaigns.

In addition, the association continued its collaborative efforts with outdoor equipment retailer REI and SNOW Operating on content that furthers the organization's commitment

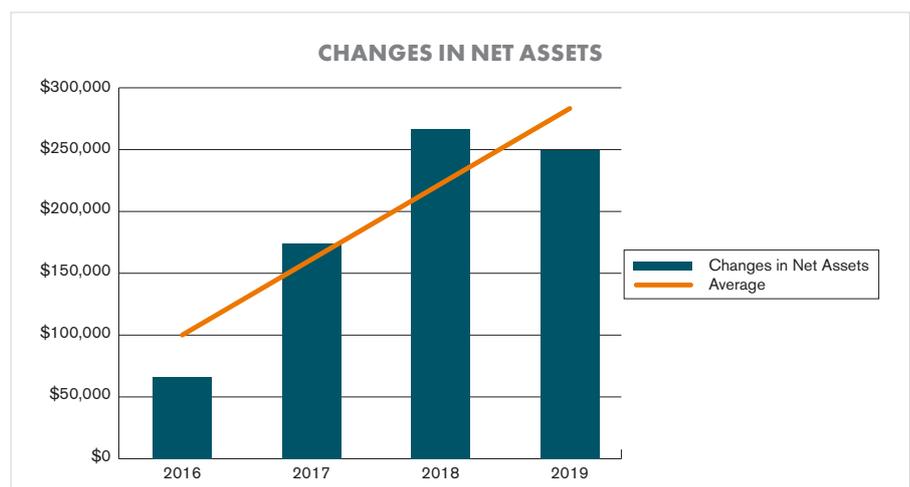


Figure 1: Changes in Net Assets – Fiscal Years 2016-2019



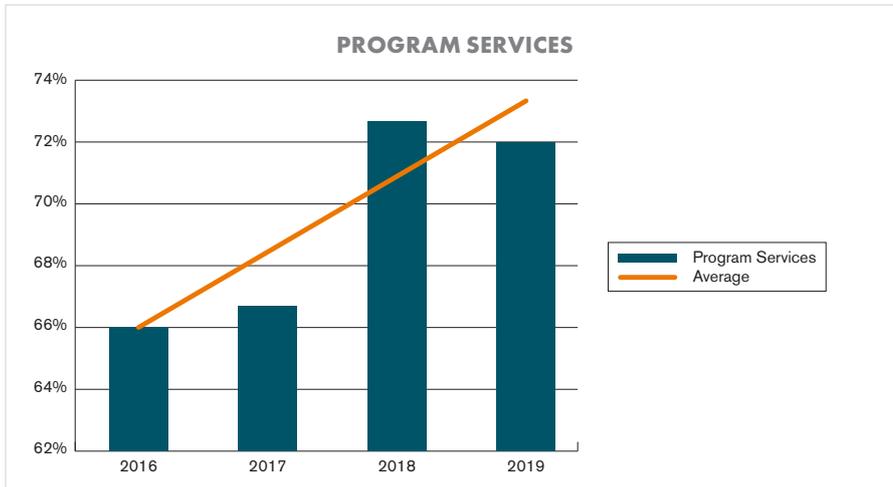


Figure 2: Program Services at a Percentage of Expenses – Fiscal Years 2016-2019

to promote snowsports participation and increase public awareness of the value of professional ski and snowboard instruction. In partnership with REI, we created videos for a learn-to-ski-and-snowboard series on YouTube. And PSIA-AASI teamed with SNOW Operating to produce a video series called “The Beginners’ Guide to Skiing and

Snowboarding” (also on YouTube). Use the QR codes and URLs at the bottom of page 84 for easy access to several of the resources mentioned above. Note that developing publications, e-learning courses, podcasts, and educational videos are ongoing initiatives, and more have been produced in the *current* fiscal year.

## PSIA-AASI WILL CONTINUE TO HELP YOU CREATE LIFELONG ADVENTURES THROUGH EDUCATION.

To further support professional development of members, PSIA-AASI also continues to invest in educational events, which include Cross Country Academy, National Academy, National Adaptive Academy, Telemark Academy, and Rider Rally. It should be noted that National Academy 2019 – held at Big Sky Resort in April – was the largest ever, with well over 300 participants in attendance. Other education events supported during the fiscal year include Interski 2019, held in Bulgaria, the National Snowsports Management Seminars held in conjunction with the National Ski Areas Association Winter Conferences, and PSIA-AASI’s



For PSIA-AASI member discounts on LINE Skis, log in at [TheSnowPros.org](http://TheSnowPros.org) and click the Pro Offers link.

**OVER THE PAST YEAR, 72 PERCENT OF EXPENSES WENT TOWARD FUNDING EDUCATIONAL AND PUBLICATION PROGRAMS.**

Fall Conference 2018, where division educational representatives and the Education Leadership Council met, in part, to review and work on updates to the association's National Standards as part of the ongoing Strategic Alignment Initiative.

"Membership Development and Management" and "General" are the other categories rounding out the association's functional expenses. These categories represent 28 percent of total expenses for fiscal 2019, supporting the day-to-day operations of the organization and member service-related expenses.

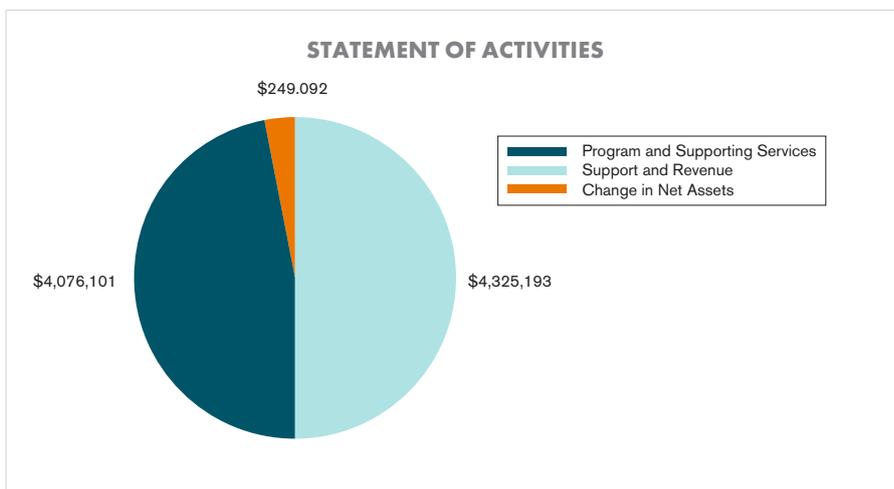


Figure 3: Statement of Activities – Fiscal Year 2019

The PSIA-AASI Board of Directors recognizes that the association's continued stable financial health depends on many things, including the incalculable efforts of dedicated volunteers, the hard work of national staff, and your continued devotion to students and your craft. Thank you for membership in PSIA-AASI. With prudent

stewardship of association resources and an eye toward what opportunities best promote your professional development, PSIA-AASI will continue to help you create lifelong adventure through education.

If you have questions or would like a copy of the 2018-19 independent audit, please email me at: [treasurer@thesnowpros.org](mailto:treasurer@thesnowpros.org).

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