

**AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS  
and  
PROFESSIONAL SKI INSTRUCTORS OF AMERICA**

**VISION 2002**

**Inspiring life-long passion for the mountain experience.**

**MISSION 2002**

**We support the snowsports industry by encouraging our members to:**

- **Develop personally and professionally**
- **Create positive learning experiences**
- **Have more fun**

**VALUES**

Fun

Relationships

Dynamic

Innovation

Visionary

Experiences

Risk-taking

Flexibility

Simplicity

Passion

## Service Relationships

The following “Service Relationships” description accompanies the attached service relationships diagram. The diagram is visually significant. Guests and members are placed in the center of a relationship between our organization, manufacturers, and resorts.

<p><b>AASI/PSIA</b>          - national          - divisions          - national</p>	<p>serves          serves          serve          serves</p>	<p>it’s members          it’s members (how?)          the same members (how?)          divisions</p>
<p><b>Resorts</b></p>	<p>employ</p>	<p>our members</p>
<p><b>Manufacturers &amp; Suppliers</b></p>	<p>serve          supply          sell to          support</p>	<p>members          resorts          guests          AASI / PSIA</p>
<p><b>Member</b></p>	<p>serves</p>	<p>THE GUEST</p>
<p><b>Guest</b></p>	<p>receives          pays          pays          pays          experiences</p>	<p>services          areas          manufacturers          ski schools          MEMBERS</p>

# STRATEGIC INTENTS 2002

## 1. PROGRAMS

AASI/PSIA creates programs that will be dynamic and flexible and that hold value for all disciplines and populations. These programs will enhance recruitment and development of members.

Action Plans:

1. Develop national kids accreditation program
2. Establish board of directors sport-specific member at large
3. Establish biannual examiners college

## 2. RECRUIT, DEVELOP, and RETAIN MEMBERS

AASI/PSIA has the most successful, fun, diverse, viable, visible, exciting, meaningful, snowsports research and development program in the world! We will have 50,000 members by the year 2005!

Action Plan:

1. Create a youth task force to ensure our programs, benefits, language, etc. that will have long-lasting appeal. Retain research company to focus on 18-25 age members and potential / future members.

## 3. ENTRY-LEVEL GROWTH

To become an industry leader, AASI/PSIA will focus on program development for entry-level consumers and instructors.

Action Plans:

1. Instructor educational training program targeted at the beginning guest.
2. Beginning guest accreditation for instructors
3. 6+1 initiative/trial conversion. Develop a national consumer awareness program to promote the winter lifestyle.

## 4. VALUES

AASI/PSIA concentrates on developing simplicity in its systems, procedures, and programs. Foster and promote a "total service provider" philosophy and value system.

Action Plans:

1. Create new revenue model
2. Consider a name change
3. Develop a guest web site

## **5. ELIMINATE BUREAUCRACY**

Members see seamless, timely, valuable, individualized service delivery and cutting-edge access to resources; and, information and resources management that depends on dynamic, member-driven, continuous change.

Action Plans:

1. Review quick-wins; finalize action plans unresolved from Creative Congress
2. Streamline business practices between national and divisions, i.e., on-line registration, newly developed business model
3. Dynamic, formalized data gathering and dissemination of information to appropriate groups
4. Develop continual change model

## **6. PARTNERSHIPS**

AASI/PSIA creates powerful relationships with all snowsports stakeholders.

Action Plans:

1. Victor Gerdin's white paper
2. Convene industry task force

The Board of Directors approved and passed the above vision, mission, values, service relationships and strategic intents, October 15, 2000.

John Armstrong.  
President  
Chairman of the Board  
AASI / PSIA