

Northern Intermountain Region Ends


Mission: Members have a stable, professional organization to support a thriving and vibrant Snowsports industry

1. Broadest End:
PSIA-AASI-NI exists so that members enjoy circumstances that enhance their success as professional instructors. These ends will be achieved at a level that justifies the resources invested.

Priority Results:

1. PSIA-AASI-NI and PSIA-AASI strategic goals align.
2. Members benefit from uniform and relevant credentialing, materials, educational opportunities, professional development, and branding benefits.
3. Members, Snowsports Directors and resort management benefit from the industry, and the public recognize and value PSIA-AASI-NI membership, education, training, and credentials as a leading standard.
 1. Standards evolve and are applied with consistency.
 2. The public values PSIA-AASI instruction and guest experience
 3. Snowsports school directors and resort management benefit from credentials, competence, and the skill set instructors gain through PSIA-AASI.
4. PSIA-AASI-NI uses available resources and economies of scale.
 1. Revenue streams allow creation of resources.
 2. Common systems, tools, and back-office efficiencies are developed and implemented.
 3. Communication tools and messaging are shared.
5. Members benefit from participating in a diverse professional and welcoming community.
 1. PSIA-AASI-NI and PSIA-AASI programs and services complement each other.
 2. Members identify as part of the profession regionally, nationally, globally.
6. At what cost.
 1. PSIA-AASI-NI will achieve results for its members worth the cost of dues established by the Board.
 2. At a cost-efficiency similar to other divisions.
 3. Members consistently receive exceptional service, benefits, and value for their membership across the PSIA-AASI organization.
 1. Members are the focus of educational, operational, and strategic decisions across all PSIA-AASI entities.
 2. Members benefit from the organization leveraging technology and innovation to streamline and enhance the member experience.
 3. Members benefit from resources generated by the cultivation of non-dues revenue and partnerships.

These Ends were duly adopted by the Board of Directors at a Board meeting held on March 26, 2024.

(Eric Zimmerman) 
PRESIDENT

ATTEST: (Tom Koto) 
SECRETARY