



July 11, 2019

Dear CSIA members,

The future needs of our members and serving the greater ski industry is a top priority for the Canadian Ski Instructors' Alliance. A review of our organizational structure and resources was undertaken by the Education Working Committee and in my first seven months, I invested time to speak to our members, the National Board, the CSIA Regional Committees, ski area operators, snow school directors, ski area operators associations, suppliers and our international colleagues to understand how we could best achieve this priority.

Recently at our spring National Board Meeting, the National Board and the Regional Committees struck a historic agreement that has set the stage for a collaborative strategy to service both our membership and the ski industry by regrouping the delivery of all Educational Programs (including Level 1 through 4 certification programs).

As a result of this new strategy, a new structure has been implemented. I am excited to present to you our Leadership Team who will execute this new strategy and position our organization for the future.

Please welcome **Mark Sedgwick** to the new role of **Director, Product Development and Information Technology**. Mark is a Certified Microsoft Engineer whose most recent role was Vice President of Information Technology for Whistler Blackcomb. A passionate instructor, transplanted from Australia, Mark has an unparalleled combination of leading-edge IT skills and ski industry experience. On snow he is a certified Level 4 instructor with both CSIA and APSI.

In the newly defined role of **National Program Director** we welcome **Jeff Marks**. Jeff has a long career in the ski industry leading snow schools in both Niseko, Japan and Ski Banff Lake Louise Sunshine. Most recently Jeff held the position of Coordinator of Educational Development with the CSIA. He is an accomplished Level 4 instructor who has participated in the past two CSIA Interski Teams.

We are also pleased to introduce our new **Director of Marketing, Jon Tishuk**. A native of Montreal, Jon started his career at Mont -Tremblant and Gray Rocks. Jon is a skilled bilingual communicator and collaborator. Jon brings his marketing and sales experience from Apple, Tesla and Elan Australia. On snow, Jon is a Level 4 instructor and most recently contributed to the Ski School Training at Blue Mountain in Ontario.

Lisa Cambise will continue in her leadership role as **Director of Shared Services**, overseeing all administrative and financial operations of the organization. A professional accountant (CPA, CGA designation) and a Certified Association Executive (CAE designation), Lisa has been an asset to our organization for 22 years.

I am also pleased to announce and welcome the currently appointed regional Education Program Coordinators and Administrative Coordinators across the country, they are:

Quebec Team

Mario Bourassa, Quebec Education Program Coordinator

Frédéric Lépine, Quebec Administrative Coordinator

Ontario Team

Jason Young, Ontario Education Program Coordinator

Kayla Wickens, Ontario Administrative Coordinator

Alberta Team

Don Kjorven, Alberta Education Program Coordinator

Karen Kjorven, Alberta Administrative Coordinator

BC Team

Kristian Armstrong, BC Education Program Coordinator

At this time I want to thank John Gillies and Warren Jobbitt for their countless contributions to our organization. John and Warren have been key leaders in our organization for many years, as Managers of Educational Development East and West respectively. They not only ensured program delivery across Canada, but also led our Interski delegations, led the development and implementation of our current credit-based educational system and produced numerous CSIA educational material. On behalf of the entire organization I wish them the all best in their future endeavors.

These changes in structure and added staff will help us meet the needs of the future and will ensure that the CSIA remain relevant and provide value in today's rapidly changing landscape. Should you have any questions, feel free to contact me at pschmunk@snowpro.com

Best regards,

Perry Schmunk

CSIA Managing Director