



Hello CSIA Member!

I hope this email finds each of you enjoying the remaining few days of summer. With the 2020-2021 ski season just around the corner, we have a lot to update you on. This email will touch on some key developments in the organization as we move closer to the season! On each subject listed below, more details will be communicated throughout the fall, but here is the first look!

KEEPING OUR MEMBERS SAFE DURING COVID-19

It is probably on everyone's mind: "what does the upcoming season look like"?

We have been working hard with Ski Area Operators and Area Operator Associations across Canada to do everything possible to make sure we go skiing this season! Although it will look different than before, **we are confident that we will be on the mountains skiing and teaching this winter!**

This winter you can expect the following changes due to COVID-19 safety protocols:

- There will be no indoor components on any CSIA Programs or Events this season. All Course content will be delivered online or on-snow
- Face Coverings will be used by all Course Conductors and Course Candidates
 - We are working on options with Face Covering Vendors - that will be available to the Membership via our Online Store
- All CSIA Programs, will include daily COVID-19 questionnaires for all Staff, Course Conductors and Participants
- We will follow ALL protocols in place by the host Resort(s) and Local Public Health Authorities

NEW IMPROVED SNOWPRO.COM WEB SITE

Launching in the weeks ahead, you will see great improvements on our Membership website!

- New look
- Improved Search and Register functions
- MOBILE friendly!!

NEW SKI PRO ONLINE

- Launched in the Spring of 2020 check out the format online at www.skipromag.com – a great resource for both educational and inspirational content

MEMBERSHIP RENEWAL

The CSIA website (snowpro.com) will open for Membership Renewals in mid September.

- In an effort to help our Members in these financially challenging times, we have not increased CSIA Membership dues this season

- In addition, **shortly, we will send out an *outstanding* Early Membership Renewal offer!!** Stay close to your inbox (and make sure to check SPAM folders just in case the email does not go directly to your “inbox.”)
- System upgrades will make your Membership Renewal more efficient, offering a new "Express" option to process your renewal
- To help us focus our Programs more specifically to our Members, we will ask you about your Aspirations for the season during the renewal process

INCREASED MEMBERSHIP VALUE

We have been working hard to provide you, the Member, the best value possible for your involvement. **We are very proud to enter this season with our best Membership value package ever!!** Check out these **NEW** (and existing) Benefits of Membership for this year:

NEW PRO DEAL - THE NORTH FACE PRO PROGRAM

Last year we started our partnership with THE NORTH FACE, as our Official Uniform Supplier, and the CSIA was given access to a limited number of discount codes for Members. We are very excited to announce that NEW For 2020-2021 **THE NORTH FACE PRO PROGRAM is available to our entire Membership.**

- **THE NORTH FACE Apparel and Equipment PRO DEALS** are available to all CSIA Members! Twice per year Members will apply to get codes for 50% off outerwear & sportswear, and 40% off footwear & equipment. Codes are one time use for up to \$1,000 after discount
- **Total retail value is over \$6,000 in discounts**
- Free shipping
- See the email from CSIA sent on July 28th for access to THE NORTH FACE PRO PROGRAM right away
- TNF Pro Deal is available through THE NORTH FACE Online Store only

NEW - PRO DAYS

We have restructured programming to be delivered in two main streams, the Certification Pathway (more on this below) and an exciting new product called PRO DAYS. PRO DAYS replaces all past Programs such as Modules, PDP and Clinics and will allow us to reach more Members than ever. When the upgraded snowpro.com launches shortly, you be able to find the PRO DAYS nearest to you by simply searching “Pro Days”.

This new structure clarifies our product mix, making it exponentially easier to “Search and Register” for Programs in your Region and across the country.

You will register for PRO DAYS based on your current Certification Level.

- CSIA staff will MATCH you with other Members based on your similar profile, ie. your Certification Level and Aspirations this season
- This new Format will also allow us to MATCH you to the Course Conductor best suited to meet your goals and aspirations
- PRO DAYS are designed (based on your Aspirations) to support you in your progress through the Pathway

Watch closely thru the fall – as we are releasing two incredible **EARLY MEMBERSHIP RENEWAL** offers to take advantage of this NEW product – PRO DAYS.

PRO DAYS are *à la carte* (meaning you register for one day at a time) and will be available to Members for \$99 per day (for early registration). Full Schedule will be open on snowpro.com in early October.

PRO DAYS are available to all “Regular” and “Affiliate” Members in good standing.

NEW CERTIFICATION PATHWAY UPGRADES

In 2019-2020 we started improvements to the PATHWAY with the re-tooling of the Level 1. Those improvements were instigated by feedback from Snow School Directors across the country. Over the past few months, we have completed the Pathway updates with changes to all levels.

We will be communicating more detailed changes throughout the fall, but here are a few highlights you need to know:

- These Pathway changes (combined with curriculum section below) improve the continuity of the educational programming
- The changes improve our relevancy to the Ski Industry which in turn, means a better probability of improving the sustainability of the profession of Ski Instruction
- The NEW Pathway will better prepare our Membership for the industry opportunities of the future

UPDATED CURRICULUM AND COURSE CONTENT

We continue to look at the educational tools we provide the Membership and the Industry that we serve. This winter, you will experience an approach that has an increased focus on the science of our sport and the science of teaching, while continuing to place the skiing guest at the front and centre of our teaching philosophy. The net result of these changes will improve consistency in our approach to teaching and skiing and evaluations across the country.

Stay tuned throughout the fall for some program “teasers” to get a first look at the content and background work that has been completed. Beyond our educational content, we look forward to us providing more inspirational content to you throughout the season!

SUBARU PARTNERSHIP

We are very proud that our partnership with Subaru continues! Subaru produces the best possible vehicles for mountain travel during challenging winter conditions. Members get \$750 cash back on your next purchase or lease of a new Subaru vehicle.

SKI EQUIPMENT PRO DEALS

Save up to 50% on your next ski equipment deal when you purchase with participating manufacturers, through our Pro Deal Program.

MEMBERS TEACHING TOOL

Released last season, we developed a mobile phone version of our teaching Fundamentals lesson plans. It is designed to give you a quick tool at your fingertips, teaching progressions for common scenarios you would come across in your day-to-day Instructor life. This tool will be expanded to include video and performance skiing. This is a great tool for the new Instructor or a more experienced Instructor looking for a bit of a refresher on the teaching approaches.

- <https://csia-lesson-plan.com/>
- <https://plan-de-cours.com/>

SCHOLARSHIP PROGRAM

Our Scholarship Program is back for 2020-2021 – take advantage of this great program. Scholarship will open in October.

INSURANCE

- General Liability and Accident, Death and Disability Insurance coverage, as part of your Membership
- Travel Insurance Program
- Preferential rates on your Home and Car Insurance coverage with GPL

Please refer to the Insurance section of the snowpro.com website for all the specific details.

CSIA STORE

New CSIA BRANDED products for 2020-2021 are on their way – as products arrive, we will communicate the news!

- Including exclusive THE NORTH FACE CSIA Apparel and Gear

DISCOUNTED LIFT TICKETS

- Started in mid 2019-2020, in partnership with the CANADIAN SKI COUNCIL (CSC), Active CSIA Members save 32% off ticket window prices at over 80 Canadian Resorts. Available in packs of 5, 10 or 20 Lift Passes
- Program Candidates: Benefit from discounted lift tickets at participating Resorts. Contact your local Resort in advance to confirm lift ticket details

CRIMINAL BACKGROUND CHECK

- \$25 as a CSIA Member – via MINTZ
- Canadian Check Only

TAX BENEFIT: The CSIA is an officially recognized Federal and Provincial Educational Institution.

- Members will receive a Tax-Deductible Receipt when participating in National Programs and Pro Days

MEMBERSHIP IS A PREREQUISITE FOR ALL COURSES AND PRO DAYS PARTICIPATION

- We are here to help you towards your goals, this season! Do not miss out on any Membership opportunities this season! You must have Regular or Affiliate status to register for Programs. We look forward to skiing with you this winter!

Best Regards,
On behalf of the entire CSIA Staff Team,
Perry Schmunk
Managing Director

PS: On Monday August 24, we sent out a Survey from the CSIA Governance Committee, make sure you fill it out by [clicking here](#)...They want to hear from you! Also, you have a chance to win some CSIA Logo wear!