



TEAM CANADA - INTERSKI PLAN

INTERSKIVAIL2027

July 2025

Updated October 2025



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THE EVENT

Interski is the largest international gathering of Snowsports instructors in the world. Held every four years, Interski Congress is an international gathering and celebration of Snowsports that brings instructors of all disciplines together from around the world. The event is returning to the United States for the first time since 1968 and will be hosted by the Professional Ski Instructors of America-American Association of Snowboard Instructors (PSIA) – American Association of Snowboard Instructors (AASI) in **Vail, Colorado, April 3 – 10, 2027**. The hosts are expecting to see up to 36 countries and 2,000 of the world's best ski and snowboard instructors.

CSIA is privileged to once again select and send a high-performing team of instructors to represent Canada. The team will lead the Canadian delegation which includes formal participation with our established certification partners at CASI and CANSI.

Canada and the CSIA have enjoyed a long and proud history with Interski. We hosted the event in Banff, Alberta, in 1987, where Norman Crerar served as President of the CSIA Interski Committee. Many legends of the CSIA have played an enormous role in shaping Canada's outstanding reputation at Interski. It's through their pioneering spirit and efforts that have paved the way for the Team of 2027 to elevate Canada's leading role - to a new level of excellence. With great respect and appreciation for the inspiration from previous team's successes, we pivot our attention to the future and what exactly it holds for Team Canada 2027.

2027 CONGRESS THEME: ALL IN

Include

The Interski community welcomes everyone to snowsports. In the spirit of snowsports for all, the future is inclusion and creating pathways for everyone. Interski 2027 invites the world to explore, learn, and belong to a community passionate for adventures on snow.

Innovate

Interski looks ahead to adapt and continually strive to be better and do better. From pushing technology to enhancing learning methodology, we are focused on a sustainable professional and personal lifestyle.

Inspire

The relationships built through sharing and learning are transformational and life changing. We look forward to sharing the joy of snowsports as we welcome the world to Vail, Colorado, for Interski 2027.

The CSIA intends to adopt the theme "**ALL IN**" organization-wide in the lead-up to Interski Vail 2027. Leveraging the reach of CSIA Interski team members across the country, CSIA members and stakeholders will benefit.

CSIA'S VISION FOR INTERSKI 2027

As world leaders in ski education, we are **ALL IN!** Interski 2027 will be a shared experience that unites the Canadian snowsports community. The Interski experience will enrich team members, who in turn will enhance the experiences and understanding of CSIA members and stakeholders before, during and after the event. Excellence from Team Canada will translate into increased consistency, quality and standards among ski instructors, elevating the experience available through Snow Schools and encouraging participation in the sport of skiing.

TEAM GOALS

Interski represents a large investment and there is an expectation that all CSIA members will benefit in some meaningful way from the Interski experience. The goals of the team reflect and embody our values, our past learnings, current strategic planning objectives and CSIA's aspirations for continued excellence in the future.

1. Team members will exemplify Canadian ski technique and the Canadian Teaching Approach

Team members will:

- a. **Exemplify consistent, intentional high-performance skiing** aligned with established objectives - including speed, turn shape and size, ski performance level, skill prioritization, and synchronization.
- b. **Demonstrate a deep understanding of CSIA content**, enabling accurate, consistent, and meaningful sharing of information.
- c. **Deliver presentations with flow and mastery**, using an authentic, natural voice that reflects and reinforces the CSIA brand.

2. Train and educate course conductors and the membership alongside Interski team members.

- a. **Clarify understanding** of Canadian Skiing Technique and Teaching Methodology
- b. **Achieve consistency in the understanding of foundational concepts** among course conductors
- c. **Increase demonstration consistency** among course conductors and candidates

3. Deliver member value

- a. **Create multiple opportunities** using multiple channels to engage members.
- b. **Team members will be storytellers.** Documenting their experience and learning through photos, videos, social media, articles, etc.
- c. **The team will be visible to the membership** by wearing the team uniform leading up to and including the year after the event.

4. Canadian presentations at Interski will highlight the congress theme “All In: Include, Innovate, Inspire,” demonstrating how the CSIA influences skier retention rates.

- a. **Content will be simple and accessible** to the working instructor
- b. **Relevance will come from usability** – “Skiing for All”: How instructors can help to make the sport more inclusive and increase participation.





5. Reinforce the CSIA’s leadership position among skiing nations

- a. Through demonstrations, presentations and workshops at Interski
- b. Network strategically with other nations

6. Exemplify Teamwork: Include, Innovate, Inspire

- a. Each member has a role to play and will contribute equally, leveraging their unique skills.
- b. The team will hold each other accountable and follow our guiding principles.

GUIDING PRINCIPLES

-  **Collaboration** among team members and coaches is encouraged and valued. Individual team members are encouraged to apply their strengths for the benefit of the collective team.
-  **Success and pride** will come from building a TEAM that is collectively stronger than the sum of the individuals who contribute. There are learning opportunities for everyone – regardless of where they are in their own development.
-  As representatives of the CSIA – the TEAM must consistently **uphold the values of the organization.**
-  We are a **bilingual country** – The team will be respectful of this. All member-facing communication will be in Fr / En. Presentations at Interski will be in En / FR. Team members should feel comfortable using their preferred language.

- 🍁 **Diversity is important.** We will demonstrate this through inclusion and open dialogue, not segregating or alienating. We will share how the CSIA is working towards greater equity and inclusion, intentionally blending people from different regions, backgrounds, cultures, and genders.

TEAM CANADA 2027

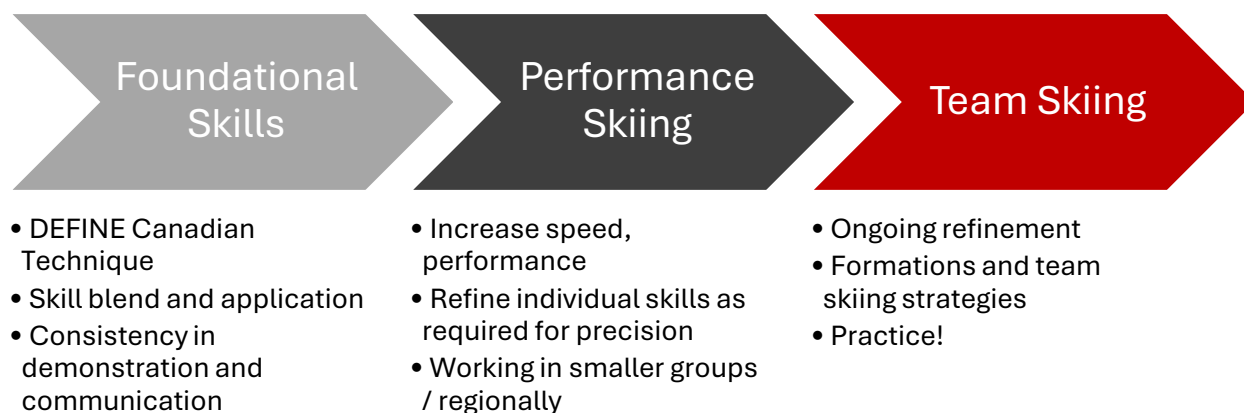
- | | |
|------------------------------|-----------------------------|
| 🍁 Kristian Armstrong - West | 🍁 Casey Bouius – East |
| 🍁 Guy Dale - West | 🍁 Dominic Ethier – East |
| 🍁 Lucia Glasse-Davies - West | 🍁 Pierre-Luc Grenier – East |
| 🍁 Sam Lancaster- West | 🍁 Alison Hunter – East |
| 🍁 Roland Searle - West | 🍁 Fred Lepine – East |
| 🍁 Chloe Sigouin - West | 🍁 Julie Sauvageau – East |
| 🍁 Nico Tavchandjian – West | 🍁 Steve Young – East |

LEADERSHIP / COACHING STAFF

Through our strategic plan, we have adopted a much broader vision to expand the leadership potential of the Interski team. That is - for the team (and its members) to be the consistent Canadian model for inspiration but also standardization. In doing so, the role of the appointed CSIA staff is to guide and coach the Team through the various elements required for its overall success of the Interski mission.

- | | |
|---------------------------|---|
| Head of Delegation | Nigel Loring <ul style="list-style-type: none">- official spokesperson for Team Canada, interface with Host, partners (CASI and CANSI), international relations, sponsors, and dispute resolution (internal/ external). |
| Program Coach | Betsy Linnel <ul style="list-style-type: none">- oversees programming, planning, assignments, logistics. |
| Education Coach | Jason Young <ul style="list-style-type: none">- assembly and refinement of high-quality content, pedagogy and tools for presentations and delivery. |
| Technical Coach | J.F. Beaulieu <ul style="list-style-type: none">- leads technical and tactical alignment of the team’s skiing: solo and synchro (team skiing). |

PHASED TRAINING APPROACH

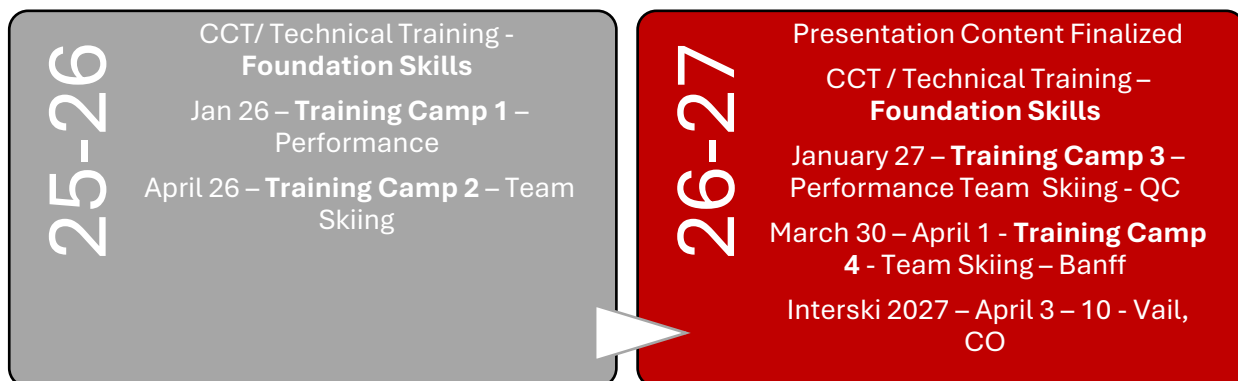


MEDIA AND SPONSORSHIP

A media plan has been developed to align with the goals of the Team and will tell the story of the Team’s journey leading up to and during Interski 2027. Several features, including a video documentary series, will enhance the reach and impact of the Team’s storytelling.

A Team Canada Interski sponsorship offer has been created to support the team with suitable equipment, accessories and/or financial assistance by way of discounted services or cash contributions. Subaru Canada is CSIA’s and the Team’s Gold sponsor and will provide corporate cache when approaching additional sponsors. CSIA is finalizing a partner for Team’s official training and uniform.

MAJOR MILESTONES



MEMBER EXPERIENCE

In addition to pre-event training and multi-platform presentation opportunities, interested CSIA members will be invited to “Come along” and join in the experience with an opportunity to travel to Interski 2027 as we will offer a limited number of special Team Canada lodging, lift and meal package available for purchase.

TEAM TIMELINE

April 24, 2025	Team Announcement
July 22, 2025	Team Meeting
August 2025	Individual Goal Setting
September 2025	Team Building Physical Fitness Training Canadian Technical Approach ZOOM call
Fall/Early Winter 2025	Course Conductor Training / Technical Training – Foundation Skills
January 2026	Foundational Training Camp (Team)
February/March 2026	In-Season Regional Training (Associated with L4 East / West)
April 2026	Spring Performance Training Camp – (Team)
Summer / Fall 2026	Physical Fitness Training / Technical Understanding
Fall 2026	Presentation content finalized
Fall/Early Winter 2026	Course Conductor Training / Technical Training
January 2027	Team Skiing – Performance Training Camp (Team)
February / March 2027	In Season Regional Training (Associated with L4 East / West)
March 30 – April 1, 2027	Team Training (Banff, Alberta)
April 2, 2027	Team Travel Day (Calgary to Denver – Vail)
April 3 – 10, 2027	Interski Vail 2027
Summer / Fall 2027	Member Engagement – Presentations, articles etc.
Winter 2027-2028	Summary of key learnings – Member sessions