



**EXECUTIVE UPDATE | JUNE 11-12, 2023**  
**EASTERN REGION BOARD MEETING**  
**LIBERTY MOUNTAIN RESORT, PA**



# Financial Highlights – To Budget Year-to-Date (4/30/23)

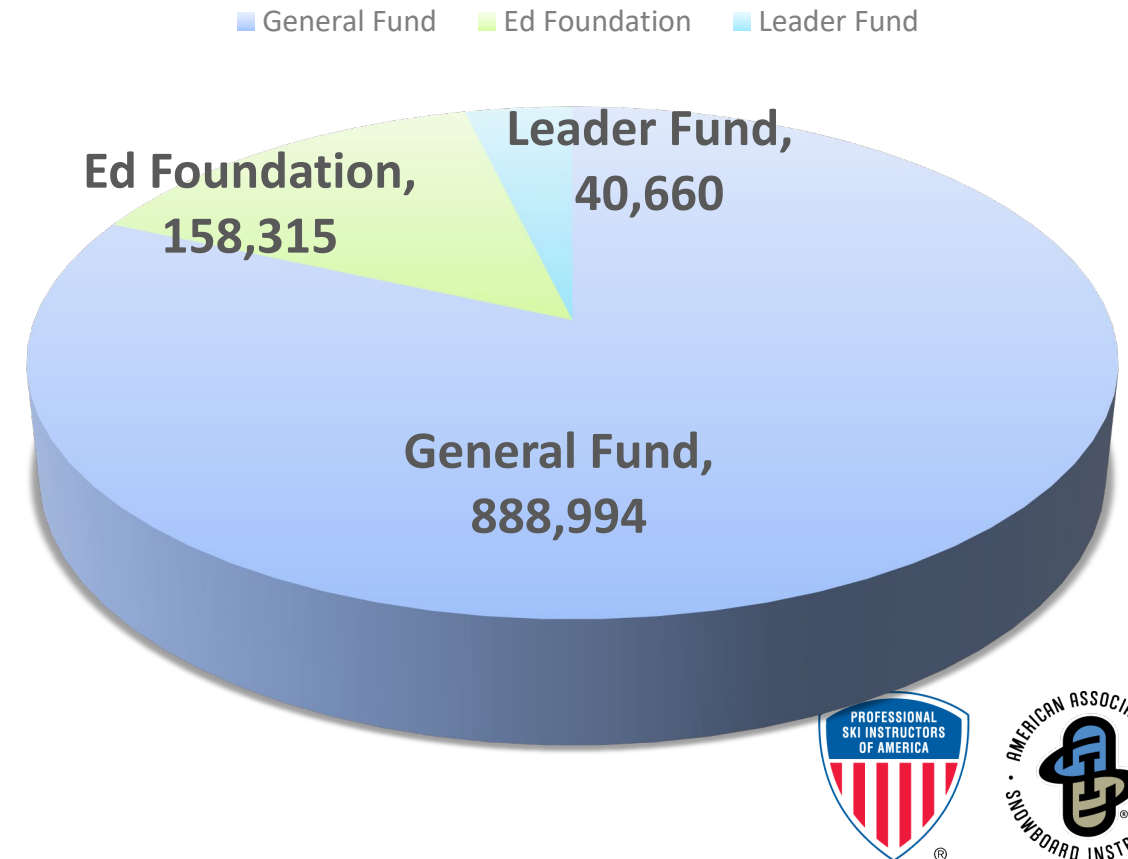
INCOME	4/30/2023	Budget YTD	4/30/2022	
<b>Total Income</b>	<b>2,044,877</b>	<b>1,650,868</b>	<b>2,106,485</b>	<b>Down 2.9%</b>
Member Dues	548,348	566,846	688,124	
School Dues	33,110	25,147	29,630	
<b>Event Fees</b>	<b>1,395,031</b>	<b>958,333</b>	<b>1,298,513</b>	<b>Up 7.43%</b>
Elearning/Webinars	67,700	58,330	77,464	
<b>Investment Income</b>	<b>(34,094)</b>		<b>(58,945)</b>	<b>Up 42%</b>
EXPENSE	4/30/2023	Budget YTD	4/30/2022	
<b>Total Expenses</b>	<b>1,903,499</b>	<b>1,611,960</b>	<b>1,770,097</b>	
<b>Program Expenses</b>	<b>1,109,887</b>	<b>821,178</b>	<b>943,805</b>	<b>Up 17.6%</b>
Admin Expenses	793,613	790,782	826,291	
Training Expenses	148,185	107,083	19,036	
<b>NET OPERATING</b>	<b>141,378</b>	<b>38,908</b>	<b>336,387</b>	<b>- 58%</b>



# USB Investments / Saratoga Bank Accounts

USB	5/1/2023	1/1/2023
Cash	13,323	15,264
Fixed Income	494,046	474,889
Equity	578,703	542,816
Commodities	1,896	1,596
<b>Total</b>	<b>\$1,087,969</b>	<b>\$1,034,567</b>

SNB/GREENE/WFA	5/1/2023	1/1/2023
Operating Acct	919,369	\$1,231,365
Education Fdn	89,268	\$94,014
Payroll	15,246	\$11,359



# Member School Highlights

Related to End Section 1: 1.0, 1.1

**IMPORTANT:** In order to be approved as a PSIA-AASI Member School you must be based at, and affiliated with, a snowsports resort OR provide documentation that indicates you have permission to teach at that resort. No exceptions.



PSIA – AASI Eastern Region & National			
MEMBER SCHOOL BENEFITS	TIER 1 \$175 <sup>1</sup>	TIER 2 \$825 (\$1800 Value)	TIER 3 \$1,625 (\$3600 Value)
Employee Member and Certification Verification	★	★	★
“50 for 50” Education Bucks	★	★	★
Unlimited Job Postings	★	★	★
30% Bulk Discount on Education Materials	★	★	★
Digital Subscription to Education Materials for school	★	★	★
Marketing, Member School & Recruiting Toolkits	★	★	★
Industry News & Tools Updates	★	★	★
Snowsports Management Seminar or Eastern Trainer’s Academy Registration		★ (1 person)	★ (2 people)
On-Site Training from Eastern Education Staff		★ (1 day)	★ (2 days)
Promotions on Eastern Social Media outlets		★	★
Recognition in the winter SnowPro		★	★

<sup>1</sup>Tier 1 is only \$150 for Adaptive Schools

MEMBERS SCHOOLS	4/30/2023	6/30/2022
Member Schools	112	112
Tier 3	22	13
Tier 2	16	12
Tier 1	61	71
Adaptive	13	16
<b>Total Revenue</b>	<b>\$31,110*</b>	<b>\$29,570*</b>

\*Revenue reflects deductions for SMS Registrations in Tier 2 & 3.



# Membership Highlights

Related to End Section 1: 1.0, 1.1

MEMBERS	5/31/23	6/30/22	20 Year Average
New Members	1,498	1,235	1,177
<b>Total</b>	<b>10,233</b>	<b>9,851</b>	<b>10,139</b>
Retention Rate	88.67%	88.5%	88.2%

NEW MEMBER DEMOGRAPHICS	3/30/23	4/21/22
Age 14 - 39	58%	62%
Non-white	27%	29%
Female	34%	37%



# Event Highlights

Related to End Section 1: 1.0, 1.1

EVENTS	5/31/2023	6/1/2022	6/1/2021	20 Year Average
Events	490	456	476	443
Participants	5,588	5,326	3,817	5,736
Assessment Events	45% (47% level 1s)	41% (42% level 1s)		
Educational Events	55%	59%		
Cancelled Events	28%	32%		

FEEDBACK	Eastern NPS	National NPS
Overall	73	69
Educational Events	83	81
Assessments	70	69
Master's/Mini Aca.	94/100	



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