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2024-2025

# YEAR IN REVIEW





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# EXPOSURE



## 912 Courses Conducted

Level 1 - 242 / 239

Level 2 - 99 / 84

Level 3 - 16 + 3 prep / 8

Level 4 - 20 (incl. prep)

Park 1 - 64 / 18

Park 2 - 5

Carving - 17

Member Sessions - 89 / 8

## 9,281 Candidates!

Level 1 - 2670 / 2030

Level 2 - 1068 / 574

Level 3 - 823 / 96

Level 4 - 109

Park 1 - 441 / 96

Park 2 - 24

Carving - 134

Member Sessions - 866 / 53

Evaluator Training - 285 / 12

## Certifications Achieved

Level 1 - 2056 / 1516

Level 2 - 596 / 360

Level 3 - 37 / 0

Level 4 - 5

Park 1 - 301 / 61

Park 2 - 14

Carving - 74

\*Course - Canada / Int'l





# EXPOSURE

## Candidate Breakdown

### Canada

British Columbia .....	2457
Alberta .....	948
ON/Man/Sask .....	1571
Québec/Atlantic .....	888

### International

1645 .....	China
965 .....	Japan
18 .....	Korea
56 .....	Andorra
112 .....	New Zealand





# MEMBER SUPPORT



## New programming

The creation of 2 new programs to support the membership in different ways were spearheaded in the Fall of 2024:

- **INSTRUCTOR MENTORSHIP PROGRAM:** a volunteer-based program for all CASI instructors that aims to provide mentorship to instructors of any identity, with special emphasis on historically excluded groups
- **DIVERSITY ADVISORY GROUP:** exists in an advisory role providing support to the association on matters regarding diversity, equity and inclusion (DEI).

## Scholarships

100% of the CASI Scholarship budget was used in the 2024-25 season.

- 24 Scholarships granted
- 21 at \$200/each, 1 at \$400 and 1 at \$159.85





# MEMBER SUPPORT



## Pro-deals

Our pro-deal offerings are our #1 member retention strategy. Growing this program and increasing it's value and offerings to the association should remain a priority.

- 69 brands currently available
  - **16 new brands** added in 2024-25, including notable brands like Patagonia, North Face, Telus and Yonex
- New in 2024-25: minimum discount of 25% was implemented
- Average discount across brands was 35% in 2024-25





# MEMBER RECOGNITION

## Hall of Fame

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SIX new inductees to the CASI hall of fame in the fall of 2024, with in person presentations of the awards at the 30<sup>th</sup> anniversary celebrations.



**GREG**



**KEVIN**



**CHRISTIAN**



**PETER**



**YUKI**



**DOUG**

## Evaluators of the Year

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This honour is awarded based on peer nominations from Evaluators, approved and supported by the Regional Program Manager each year at the end of the Canadian season.



**SAM REILLY**  
British Columbia



**JAIMIE FIGUEIRA**  
Alberta



**GREG MULLINS**  
On / Man / Sask

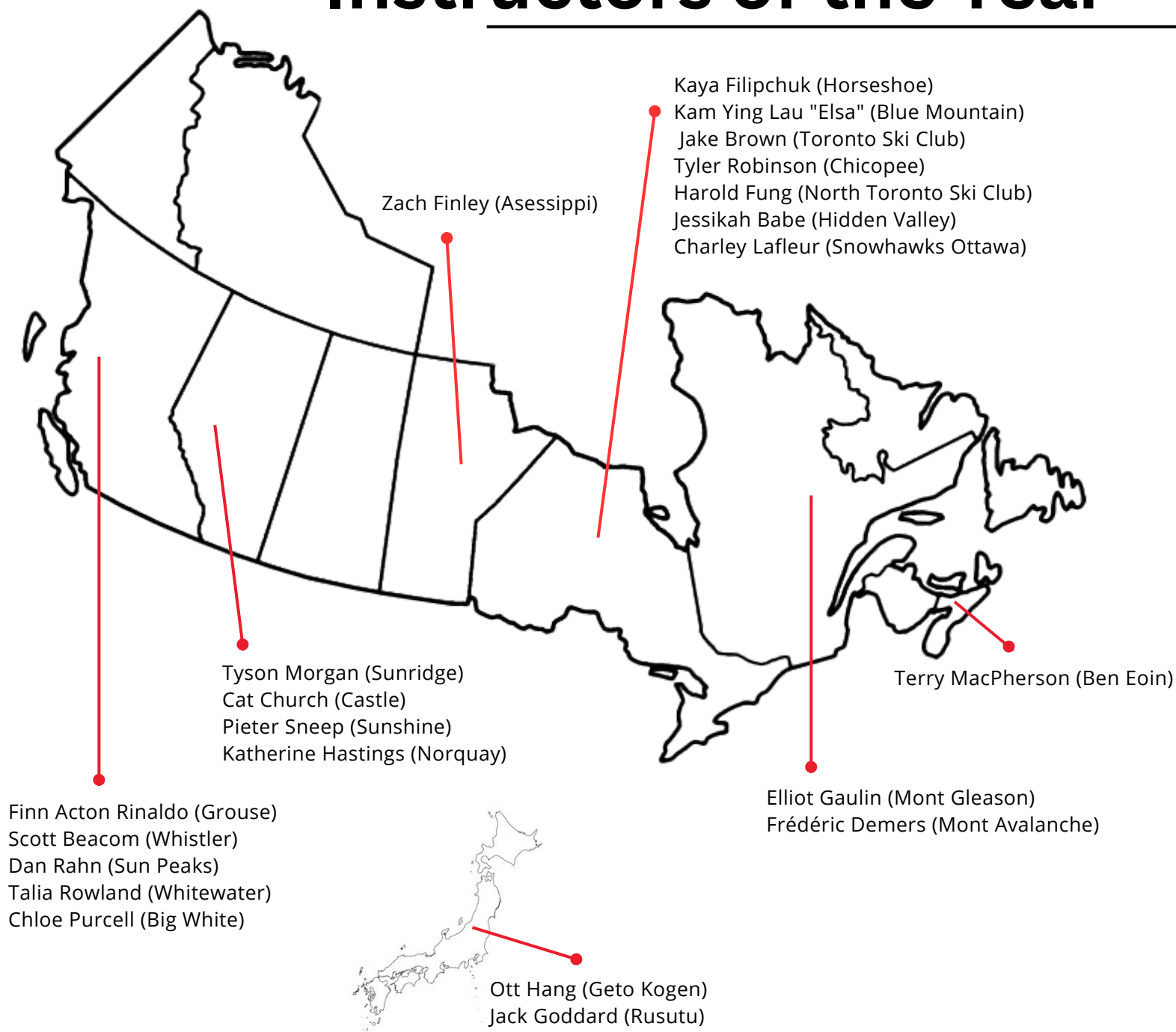


**JP LAPOINTE**  
Quebec / Atl



# MEMBER RECOGNITION

## Instructors of the Year



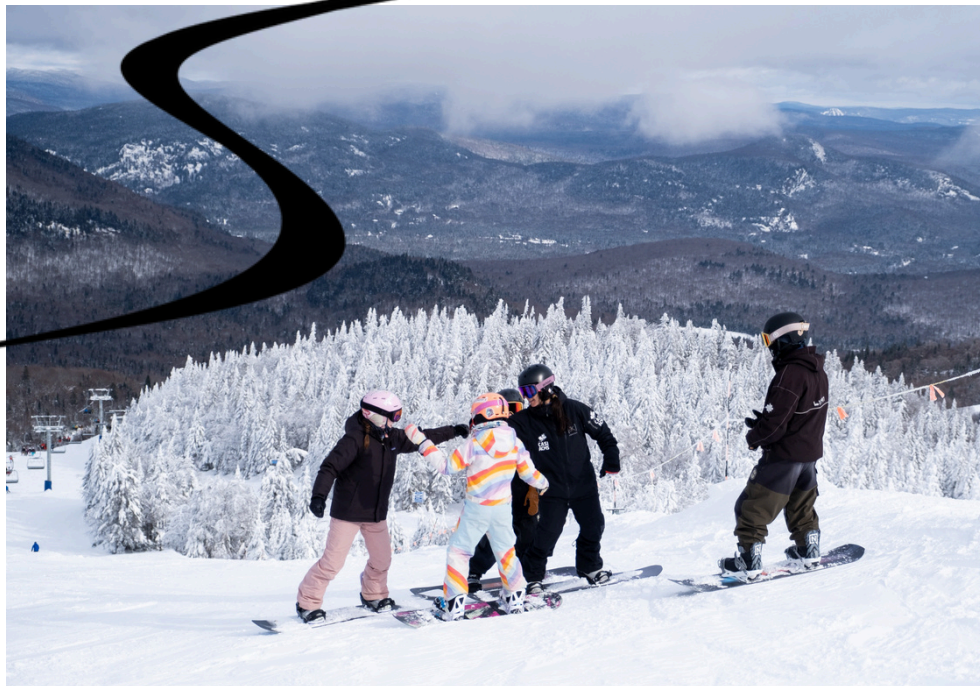
# COLLABORATION & Industry Support

## Resort Support Program

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The RSP was implemented in the 2023/24 season as a pilot and continued as an official program in the 2024/25 season. It was developed to support the development of instructors working in the industry by providing 40% off registration for higher (next) level certifications. Instructors apply for vouchers through their snow schools and can be used for any course CASI offers, including any certification level, exam/retest days and Evaluator Development.

- CASI's total investment: \$84,000
- Vouchers issued to resorts: 594
- Vouchers redeemed by Instructors: 396
  - 148 - Level 1
  - 86 - Level 2
  - 57 - Level 3
  - 36 - Level 4
  - 45 - Park 1
  - 4 - Park 2
  - 11 - Carving
  - 9 - Evaluator Development
- Vouchers by Region:
  - 21 - Atlantic
  - 12 - Man/Sask
  - 8 - NWT
  - 100 - Ontario
  - 45 - Québec
  - 277 - West





# COLLABORATION & Industry Support

## Supported Organizations

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An organization breaking down barriers, re-writing the narrative for BIPOC in the outdoor space. We sponsored a group of 5 folks from the community to take the Level 1 CASI course in support of their BLK Winterfest event.



Inspiring youth to build a more equitable outdoor space through board sports, we were stoked to sponsor the Chill Golf Tournament at Blue Mountain Resort in the fall of 2024 as well as participate in the community event, alongside fellow snowboarders and industry leaders.



# COLLABORATION & Industry Support

## Conferences & Industry Events

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Throughout the course of the year, CASI's Head Office makes a point to have a presence at as many key industry conferences and events as possible. While usually give presentations, we most often find that the power of these conferences comes in the form of informal conversations in the lobby, dinners and socials. Here's a list of where we've been:

- Chill Golf Tournament - October 10, 2024
- AASI Rider Rally at Copper Mountain - April 21-24, 2025
- Canada Snowboard "The Gathering" in Sunshine Village - May 7-11, 2025
- OSRA/ASSQ Conference & AGM - May 26-29, 2025





# STAFF UPDATES

## Head Office



**James Hyland**

Program Manager - ON/Man/Sask

## Board of Directors



**Zhenyi Jay Chen**

On/Man/Sask Representative  
*Secretary*



**Manuela Olibera-Dorn**

Alberta Representative



# MILESTONES

## 30th Anniversary

A tremendous milestone for the association this past season gave us a great reason to connect with our membership across the country at 4 in person celebrations in Banff, Whistler, Collingwood and Tremblant. The events were well attended showed the true colours of the CASI family.



## 25 Year Member Pins

A new piece of CASI memorabilia was presented to almost 600 members in recognition of their dedication to the association. The pin can be spotted on helmet straps across the country and inspires excellent chairlift chats!





# MILESTONES

## Staff Tenure

Congratulations to two long time head office staff members who's contributions have been elemental in shaping CASI as we see it today and continue to guide the association into the future.

### **CATHY GENGE**

Director of Admin & Finance  
25 years with CASI



### **LEWIS HOPPS**

Membership Admin Coordinator  
15 years with CASI



# HEAD OFFICE TEAM



**Jeff Chandler**  
Executive Director



**Geneviève Pilotto**  
Director of Education & Programs



**Cathy Genge**  
Director of Admin & Finance



**Andrew McCraney**  
Director of Program Operations



**Rob Whelan**  
Communications & Engagement  
Manager



**Lewis Hopps**  
Membership Admin Coordinator



**Adam Gardner**  
Program Manager  
*West*



**Lisa Corcoran**  
Program Admin Coordinator  
*West*



**Luc Bélanger**  
Program Manager  
*QC/ATL*



**James Hyland**  
Program Manager  
*ON/Man/Sask*





# VOLUNTEERS

## Board of Directors



**Melissa Penney**  
President  
*Eastern Representative*



**Dom Smith**  
Vice President  
*Québec Representative*



**Mike Bray**  
Treasurer  
*Western Representative*



**Zhenyi Jay Chen**  
Secretary  
*On/Man/Sask Representative*



**Manuela Olibera-Dorn**  
*Alberta Representative*



**Robert Joncas**  
Past President  
*BC Representative*



**Scott Radford**  
Member At Large



# VOLUNTEERS

## National Technical Team



**Geneviève Pilotto**  
Team Lead



**Jeff Chandler**  
Executive Director



**Michelle Clifford**



**Breen Trott**



**Jake Boling**



**Nick Verly**



**Melissa Da Silva**



**Jamie Forbes**





# VOLUNTEERS

## Diversity Advisory Group



**Cat Church**



**Petra Eikelenboom**



**Kim Lemming**



**Liz Say**



**Danny Shi**



**Luke Yang**



**Melissa Penny**  
*Co-Chair*



**Dom Smith**  
*BoD Representative*



**Rob Whelan**  
*Chair*



# VOLUNTEERS

## Instructor Mentorship Program

### COMMUNITY COORDINATORS

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**Manuela**  
*Olibera-Dorn*



**Petra**  
*Eikelenboom*



**Kaz**  
*Kitayama*



**Arija**  
*Whalen-Bunkis*



**Melanie Camman**  
**Millie Whelan**



**Michelle**  
*Clifford*



**Meaghan**  
*Curtis*



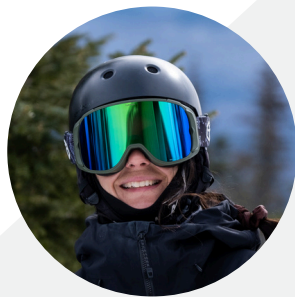
**Hiro**  
*Ozawa*

### PROGRAM LEADERS

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**Melissa**  
*Da Silva*



**Geneviève**  
*Pilotto*



# WHAT'S NEXT



## Looking ahead

### **Interski 2027 - Vail, Colorado**

- A team of 9 members has been named to represent CASI at the Interski Congress, April 3-10, 2027
- The team will work together on presentations and promotion of the event throughout the 2025-27 seasons.

### **Updated Strategic Plan**

- Much of our success over the past few years comes from the hard work that went into our 2023-26 Strategic Plan. As we transition into the coming winter, further development of the plan will be coming, building on lessons learned from the past cycle.





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## **CANADIAN ASSOCIATION OF SNOWBOARD INSTRUCTORS**

[WWW.CASI-ACMS.COM](http://WWW.CASI-ACMS.COM)

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