



## Canadian Association of Snowboard Instructors (CASI) International Programs Policy

*Approved July 2025*

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**Approved by:** CASI-ACMS Board of Directors

**Prepared by:** Jeff Chandler, Executive Director

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### 1. Definitions

**CASI** – Refers to the incorporated association in Canada that oversees snowboard instructor organization and its strategic direction, membership services, brand management, certification, and education standards.

**International Course Providers (ICPs)** – Privately owned businesses that seek approval from CASI to administer CASI programs internationally based on a set of criteria and standards developed by CASI. Agreements are signed between CASI and the ICPs approved to administer CASI certification programs.

**Programs** – Includes the training courses, modules, and exams portion of CASI certification programs, as well as CASI professional development programs, which provide additional training opportunities.

**Evaluators** – individuals certified and accredited by CASI to deliver CASI snowboard instructor training courses, programs, and evaluations.

### 2. Policy Purpose

- 2.1. This policy provides guidance to all parties involved in international education programs administered by providers other than CASI. Current program delivery practices are outlined in this policy along with the management control procedures applied to ensure brand and program standards are maintained in every circumstance. The policy outlines the internal and external factors that must be taken into consideration prior to approving CASI program delivery in an international location.
- 2.2. CASI's CASI International Programs Policy objectives include:
  - 2.2.1. Serving CASI members internationally;
  - 2.2.2. Assisting countries with no certification system or organizing body;

- 2.2.3. Increasing CASI membership internationally that once certified can work within Canada, or internationally.

### **3. Overview**

- 3.1. CASI offers programs in select international locations through agreements with various resellers / international course providers (ICPs). These educational programs allow new and existing CASI members living outside of Canada to gain access to further professional development and/or access to CASI certification.
- 3.2. In all cases, the CASI brand and program standards must be adhered to by the ICP, including the requirement to hire currently trained and certified CASI Evaluators, as approved by CASI via an official International Evaluator List.
- 3.3. The relationship between CASI and the ICP is managed through a reseller agreement that describes the ICPs responsibilities including, but not limited to:
  - 3.3.1. Responsibility for Evaluator hiring and for assuming all related expenses;
  - 3.3.2. Obligations with respect to accredited Evaluator standards as stated in Section 6 below;
  - 3.3.3. The requirements for insurance coverage;
  - 3.3.4. The process for managing issues arising from potential disputes between the ICP and the hired Evaluator;
  - 3.3.5. The confirmation of the fee per program participant payable to CASI;
  - 3.3.6. The terms, duration and deliverable timelines;
  - 3.3.7. The promotion and delivery obligations pertaining to CASI-approved programs;
  - 3.3.8. Obligations with respect to audits of delivery standards through onsite visits conducted by a CASI appointee as stated in section 7.7 below.

### **4. Process, Required Information & Approvals**

The following must be met by any ICP wanting to deliver CASI programs in international locations:

#### **4.1. Request submission, inquiries, and documentation.**

- 4.1.1. The potential ICP must submit to CASI an official approval letter or document from any international location (including approval from the resort operators and foreign countries certifying body, if any exists) wishing to host CASI programs. This condition must be met by the reseller before any further agreement is considered.
- 4.1.2. All requests to offer CASI programs in international locations must be submitted to the CASI Executive Director. Complete documentation related to this request (including the formal proposal, the application form, official letters, etc. - see application form for complete list of documents required) must be submitted as per timeline provided on the application form. An evaluation of the application will be completed, and a response will be provided as per the timeline provided on the application form.

- 4.1.3. Each reseller must submit a separate request and application for each country they wish to operate in and specify at which ski area/station/resort(s) they have letters of invitation to host CASI programs. CASI will not allow more than one reseller to operate in a resort during the same agreement period. Previous CASI program activity by resellers at host resorts will be considered should operating agreements at any resort be contested.
- 4.1.4. The formal proposal must include the following information to enable CASI to make a proper decision:
  - 4.1.4.1. A description of the reseller experience;
  - 4.1.4.2. A copy of the reseller organizational chart;
  - 4.1.4.3. Brief introduction of the individuals involved in the CASI program delivery administration (in Canada and on-site);
  - 4.1.4.4. A list of requested programs to be offered;
  - 4.1.4.5. The locations/resorts where they are proposing to offer CASI programs;
  - 4.1.4.6. Submission of a dispute/complaint resolution policy for participants and a refund policy;
  - 4.1.4.7. Accident record for the past 3 years (CC's and participants);
  - 4.1.4.8. If approved, confirmation of reseller insurance coverage as per the agreement.
- 4.1.5. Inquiries of any kind related to a request to administer CASI programs should be directed to the CASI Executive Director, or their designate.

## **4.2. Program Offering**

- 4.2.1. The program offerings in an international location are restricted to Level 2 certification & Level 3 training programs and, where appropriate, to Park 1 Certification and Carving Instructor certification. CASI may approve Level 1 certification program delivery in a country if the reseller has received from that country's government or certifying body an official approval to fulfill that certification program and makes the request to CASI to do so. This prioritizes course candidates that are CASI active members and limits any potential damage to international relations with other international instructor certifying bodies.
- 4.2.2. In such circumstances where there is no snowboard instructor certifying body in an international location:
  - 4.2.2.1. CASI program offerings may include CASI Level 1 certification courses and/or those enumerated in section 5.2.1.
  - 4.2.2.2. All requests for aiding with the development and implementation of a certification body in such countries must be directed to the CASI Executive Director.
- 4.2.3. All CASI programs are designed and developed exclusively in French or English. The delivery of CASI programs in an alternate language may be considered upon application if:

- 4.2.3.1. The CASI-approved Evaluator can independently demonstrate a level of proficiency in a third language as validated by CASI technical staff; and
- 4.2.3.2. The relevant written supporting material, either online or in hard copy, are available to course conductors and candidates in a third language as provided by CASI technical staff (process to be established in the agreement); and
- 4.2.3.3. Expanded duration for program delivery and group maximum size as required and approved by CASI.
- 4.2.4. The use of third-party translators to convey instruction and content delivery from the Evaluator to candidates who speak neither French or English may be considered if:
  - 4.2.4.1. The third-party translator is an active CASI member in good standing; and
  - 4.2.4.2. The third-party translator can independently demonstrate a level of mastery in translating either French or English to a third language as validated by CASI staff.
- 4.2.5. Upon request, and based on local needs, resellers may request Evaluator Training programs to be held at one of their authorized locations. If authorized by CASI, an Evaluator Trainer will be selected by CASI. All Evaluator Trainer travel expenses will be covered by the reseller.
- 4.2.6. Throughout the term, ICPs must remain active in each of the locations they have been approved to offer programs. An ICP who is not active in a resort or location during any one-year period, regardless of the term of their agreement, may be subject to review and the location re-assigned, if requested, by other qualified ICPs.
- 4.2.7. Requested locations must feature appropriate terrain to properly develop and evaluate participants according to the requested programs' performance criteria and guidelines. CASI reserves the right to refuse course locations based on appropriateness of terrain available.

#### **4.3. Agreement terms and renewal**

- 4.3.1. 1-year term: ICPs may apply for CASI ICP status and consideration will be made on submission of all required documents and authorizations outlined in the application form. The application and authorizations must be received by CASI by June 1st of each year. Reseller agreements will be valid for a 12-month period from November 1 to October 31.
- 4.3.2. 3-year term: Resellers may apply for a 3-year (36-month) CASI ICP status provided that:
  - 4.3.2.1. The reseller has previously been a CASI ICP in that country for at least 3 full years (36 months).
  - 4.3.2.2. The ICP remains in good standing with CASI and has no outstanding remittances (older than 30 days), and all documentation has been received and for whom no complaint is pending investigation.
  - 4.3.2.3. The ICP offers CASI programs exclusive of any other snowboard instruction body in the locations they are authorized for.

4.3.2.4. The ICP maintains and adheres to all applicable CASI policies and procedures and Code of Ethics as outlined in the ICP Agreement.

4.3.2.5. The application and authorizations must be received by CASI by June 1st during the year the agreement is set to start and must cover the full term of the 3-year agreement. The ICP agreement will be valid for a 36-month period.

4.3.3. Renewal: The ICP agreements for each location will not be renewed automatically. CASI may consider another qualified ICP interested in applying for the location, particularly if the location has been serviced by the same ICPs for the previous five (5) years. The selection of an ICP will be based on criteria and feedback received, distance to other locations assigned to other qualified ICPs, as well as course participation yearly targets, and collaboration efforts related to membership servicing in the region. Renewal requests must follow the application process and timeline set in 4.3.1 or 4.3.2.

#### **4.4. Conflict of Interest**

4.4.1. Should the CASI staff in charge of reviewing the request application or making recommendations on its acceptance be in a real or perceived conflict of interest situation with the reseller, its employees, the international resort and/or others involved with the request/application must transfer their involvement to the next unaffected level of authority within CASI.

#### **4.5. Approval criteria and process**

4.5.1. Criteria considered for the approval of a request are listed on the application form and include, but is not limited to, the following:

4.5.1.1. Receipt of complete proposal, application, and required documentation;

4.5.1.2. Prior history of compliance with all CASI policies and procedures;

4.5.1.3. Reputation and experience of the ICP;

4.5.1.4. Participant and/or course Evaluator feedback and/or complaint history;

4.5.1.5. Potential impact of the proposal on CASI's reputation and relationship with its partners and stakeholders;

4.5.1.6. All proposals fall within the CASI's International Program Policy objectives;

4.5.1.7. Projected participant volume across various planned program offerings;

4.5.1.8. ICPs participant accident record;

4.5.1.9. Ties to the Canadian snowsports industry, and potential for a bridge to offer opportunities for instructors to work in Canada.

4.5.2. Staff recommendations pertaining to new international program reseller requests and/or requests by existing ICPs to operate in a new country shall be ratified by the CASI Board of Directors prior to the decision being communicated. Any modifications to an existing agreement for addition of new type of programs or locations may be reviewed and approved by CASI staff.

## **5. Evaluators**

- 5.1. All Evaluators hired to deliver CASI programs must be active members in good standing of CASI, have the appropriate Evaluator status (listed on the current approved International Evaluator List), and must be appropriately accredited by CASI (having followed the Evaluator training and having signed and abide by the yearly course conductor agreement).
- 5.2. All Evaluators hired by the resellers to deliver CASI programs must be approved for out-of-Canada representation by CASI prior to being assigned by ICPs. It is the responsibility of the ICP to seek and confirm approval from CASI for all Evaluators hired and assigned to work on CASI programs they will administer. Requests should be directed to the Director of Education & Programs.

## **6. Course delivery, agreements, and administration**

- 6.1. CASI Course guidelines and published standards must be followed when delivering CASI programs.
- 6.2. CASI program results or attendance must be submitted to CASI within 24 hours of the completion of the course, through the reporting process established by CASI.
- 6.3. CASI online evaluation forms must be filled out and provided to the candidates by the Evaluators, through the process established by CASI.
- 6.4. All proprietary material such as CASI course manuals and evaluation forms must not be re-sold or copied without the express permission of CASI and authorization for usage of such material must be obtained by the CASI Executive Director.
- 6.5. Any and all agreements required to administer CASI programs must be signed in advance of the course offering.
- 6.6. CASI insurance (such as CGL, WCB or accident) will not cover any activities or Evaluators working for resellers. ICPs will be responsible to contract their own insurance and provide proof as per specified conditions in the ICP agreement.
- 6.7. CASI programs offered through ICPs may be audited on an annual basis by CASI staff, or designate, to ensure quality of course delivery, adherence to course curriculum, venue suitability and testing standards.
  - 6.7.1. ICPs may be asked pay an annual audit fee and/or contribute to the cost of audits, to be designated in the reseller agreement;
  - 6.7.2. ICPs may be asked to facilitate all travel, accommodations, and ground logistics for audits in their location.
  - 6.7.3. CASI will invoice ICPs for reimbursement of auditor expenses such as: travel, meals, and accommodation.
  - 6.7.4. A copy of the audit report will be shared with the reseller which may include recommendations and requirements to remedy any deficiencies within a specific timeframe or risk potential suspension or cancellation of the reseller agreement.
- 6.8. All marketing and promotion of CASI programs offered by the ICPs will be audited by CASI to ensure compliance with the organization's brand management objectives and copyright restrictions.
- 6.9. All formal agreements with the ICPs will be retained in a central filing system for reference as required at the CASI head office.

- 6.10. Agreements entered into with the resellers will be reviewed by CASI's legal counsel on a periodic basis to ensure all CASI rights and privileges are maintained to the fullest degree possible, and liabilities of any kind are managed appropriately.
- 6.11. CASI reserves the right to suspend an ICPs right to deliver CASI programs in an international location at any time, without notice for breach or violation of CASI policies, procedures or any other act(s) or omission(s) and by whatever means that is deemed injurious to CASI's reputation, participant safety, or reflects negatively on the brand or public perception of CASI.
- 6.12. CASI reserves the right to limit the volume of programs offered by the reseller, if deemed to negatively impact the CASI's capacity to offer its programs domestically.
- 6.13. The process for dispute resolution shall be outlined in the body of the agreement with the reseller.
- 6.14. CASI reserves the right to review ICP pricing per CASI program and make recommendations / requests in the event that program pricing is deemed unreasonable, based on current market conditions.

## **Application Form to request the right to deliver CASI programs in international locations**

### **General Information:**

Please note that this application form must be submitted along with your proposal, as per the CASI International Program Policy. Proposals must comply with the CASI International Program policy to be considered.

Complete documentation related to this request must be sent to the CASI Executive Director and the Director of Education & Programs by June 30th for an agreement that will cover a 1-year period starting on October 1st of the same year.

CASI will respond to requests received by August 15th of that year. Criteria that will be considered in the decision, include, but are not limited to:

- Reception of complete proposal and documentation
- Reputation and experience of the potential course provider making the request and other course providers considered or already involved in that region/country.
- Status and competency of the parties involved.

To be considered, interested parties must submit the following information by June 30th.

- The formal proposal (see policy for information required at 5.1.4)
- Official letters as per 5.1
- This completed application form.
- The ICPs public CASI product offering, pricing (in \$CAD), cancellation and refund policies.

Should the proposal submitted be accepted, CASI will prepare an agreement with complete details based on the proposal for the International Course Provider to sign.

In the event that an agreement is granted for a 3-year term, an application form with updated information as it relates to the following season's projected program dates must be submitted by June 30th every year. Should there be any other changes to the contract requested, the application in its entirety will need to be reconsidered and approved.

The application form to be completed and submitted is found in the next pages.

## **Application Form to request the right to deliver CASI programs in international locations**

**Date:** \_\_\_\_\_

### **Applicant business Information**

Business Name: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Owner name: \_\_\_\_\_

Years in business: \_\_\_\_\_

**Provide a brief description of your business/services provided:**

Main contact person: \_\_\_\_\_ Role in business: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Onsite responsible person: \_\_\_\_\_ Role in business: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### **Summary of proposal**

Provide a brief summary of the objectives included in the proposal:

Provide a brief description of the proposals operations structure and parties involved (note: complete details of this should be included in the proposal):

Other documents to provide with your application:

- Formal proposal (see policy for information required at 5.1.4)
- Letter from local certification body covering the term of the agreement.
- Letter from resorts where programs will be delivered covering the term of the agreement.
- CASI program offering, pricing (in \$CAD), cancellation and refund policies (on annual basis)
- List of projected staff for each program offered and remuneration
- Business registration or incorporation documentation
- If offering a CASI program in a language other than English or French, provide a list of Evaluator name and/or translator name and credentials for CASI validation.

*Note: Proof of insurance naming CASI insured and insurance for working Evaluator must be provided on an annual basis as per the agreement.*

Tentative program information for the upcoming season (to be submitted on a yearly basis, for those with a 3-year agreement): *(if not sufficient, please provide another sheet)*

NAME OF PROGRAM	NAME OF RESORT	LOCATION (City, Region, Country)	COURSE DATES	ESTIMATED # PARTICIPANTS