



**CASI
ACMS**

2025-2026

YEAR IN REVIEW



CONTENTS

A Message from our Leadership	03
Exposure	04
Member Benefits	06
Member Recognition	07
Collaboration and Industry Support	09
Program Updates	12
Partnership	15
Engagement	16
Governance	17
Technical Leadership	18
Member Support	19
What’s Next	20



LEADERSHIP ADDRESS



Welcome to the 2025–2026 CASI Year in Review! As we reflect on another incredible season, we are immensely proud of the collective achievements, growth, and passion demonstrated across our snowboarding community. From expanding our course offerings and introducing impactful programs like the First Tracks Fund to deepening industry partnerships and preparing our National Technical Team for Interski 2027, this past year highlighted the dedication that keeps CASI at the forefront of snowboard instruction globally. None of this progress would be possible without the unwavering support, feedback, and hard work of our members, evaluators, partners, and staff. Thank you for your continued commitment to driving the growth of our sport—we look forward to carving out an even brighter future together!

JEFF CHANDLER, Executive Director

As President of CASI-ACMS, it is an honour to look back on everything our community has accomplished during the 2025–2026 season. Over the past year, our focus has remained steadfast on elevating instructor development, expanding inclusive opportunities through initiatives like the Resort Support Program, and strengthening our connections across the snowsports industry. Seeing the energy and expertise of our members—from local resort slopes to international stages—continually reminds me of what makes this association so exceptional. On behalf of the Board of Directors, I want to thank every instructor, evaluator, and partner who contributes to our vibrant riding culture. Your passion drives our progress, and I am excited for what the future brings in the seasons ahead.



MELISSA PENNEY, President

1,104 Courses Conducted

- Level 1 - 562
- Level 2 - 192
- Level 3 - 73 modules + 2 exam prep + 45 exams
- Level 4 - 9 modules + 3 exam prep + 11 exams
- Park 1 - 77
- Park 2 - 6
- Carving - 18
- Member Sessions - 106

Certifications Achieved

- Level 1 - 3765
- Level 2 - 871
- Level 3 - 32
- Level 4 - 6
- Park 1 - 309
- Park 2 - 15
- Carving - 56

9,705 Candidates

- Level 1 - 5194
- Level 2 - 1534
- Level 3 - 1009
- Level 4 - 162
- Park 1 - 453
- Park 2 - 33
- Carving - 83
- Member Sessions - 987
- Evaluator Training - 231
- Big Mountain - 6
- Performance Camp - 13

EXPOSURE



Candidate Breakdown

Canada

Facilitated by our **Program Managers** in 4 main regions of Canada, the following shows candidate participation across the country. Population density, proximity to resorts, season length and availability of terrain are some factors that cater to the number of course offerings available to the membership.

British Columbia	2250
Alberta	1094
ON/Man/Sask	1914
Québec/Atlantic	1044

International

A total of **3381** candidates participated in courses conducted Internationally in partnership with our **International Course Providers** in Japan, China, New Zealand and Korea.



MEMBER BENEFITS

Scholarships

More than 100% of the CASI Scholarship budget was used in the 2025-26 season. Since the fund is initiated by member donations, we were able to re-open the program later in the season when more donations were received.

- CASI matched member donations, doubling the available funds to support further education for more people.
- 41 Scholarships granted
- Total value invested into the membership, \$11,745.05

Pro-Deals

Our pro-deal offerings continue to be a valuable member benefit. Growing this program and increasing its value and offerings to the association should remain a priority.

- 73 brands currently available
- Average discount across brands was 35% in 2025-26

Hall of Fame

Three new inductees to the CASI hall of fame in the fall of 2025, with in person presentations held in parallel to evaluator training in Banff.



**MARC
TANGUAY**

**CHARLES
GERRARD**

**TREVOR
GAVURA**

MEMBER RECOGNITION

Difference Makers

Evaluators of the Year

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.

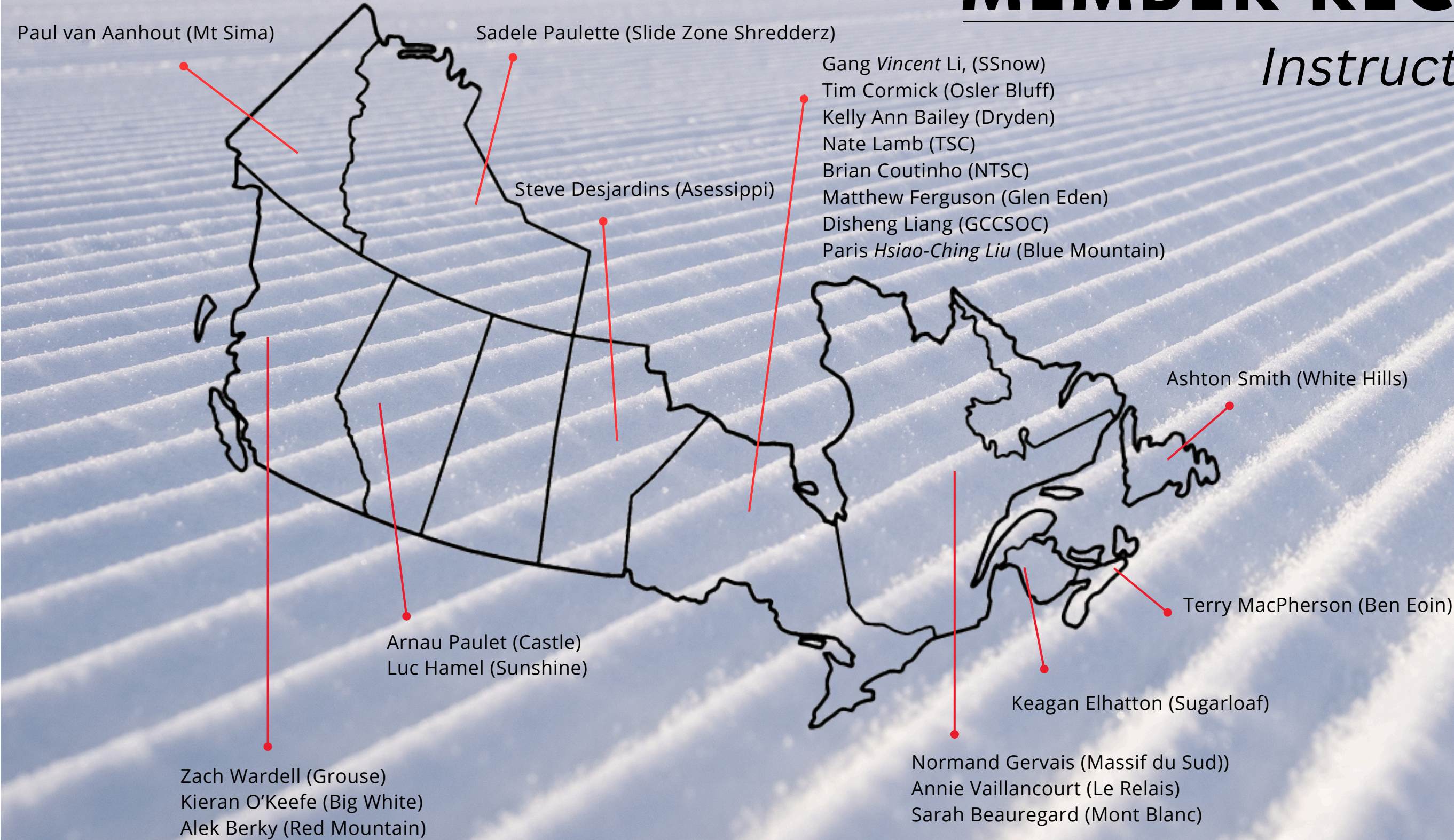
Top: Arija Bunkis-Whalen (On), Guillaume Larivée (Qc), Pieter Sneeep (Ab)

Bottom: Matt Latham (BC), Nik Pilsworth (Atl)



MEMBER RECOGNITION

Instructors of the Year



COLLAB + INDUSTRY SUPPORT



Resort Support Program

The RSP was implemented in the 2023/24 season as a pilot and has continued as an official program ever since. 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: \$115,000
- Vouchers redeemed by Instructors: 576
 - 205 - Level 1
 - 92 - Level 2
 - 122 - Level 3
 - 42 - Level 4
 - 77 - Park 1
 - 11 - Park 2
 - 13 - Carving
 - 5 - Evaluator Development
- Vouchers by Region:
 - 37 - Atlantic
 - 17 - Man/Sask
 - 129 - Ontario
 - 129 - Québec
 - 74 - Alberta
 - 190 - BC/North

COLLAB + INDUSTRY SUPPORT

FIRST TRACKS FUND

We formally introduced the FTF in the Fall of 2025, an endowment intended to provide sustainable annual financial support for initiatives, projects, and individuals that align with the mission and vision of the Canadian Association of Snowboard Instructors. This season, we supported three organizations with a total cumulative funding of \$6,263.85.



An organization breaking down barriers, re-writting 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.

Based in the Sea to Sky area, IWO exists to provide opportunity and community to Indigenous Women in the outdoor space. We sponsored a group of 5 to become certified Level 1 instructors, a few of whom went on to become instructors in the Whistler Blackcomb snow school!

In collaboration with Indigenous relations at Whistler Blackcomb, the First Tracks Fund facilitated a Level 1 course for a group of youth snowboarders from Squamish Nation and Lil'wat Nation.



COLLAB + INDUSTRY SUPPORT

CONFERENCES & INDUSTRY EVENTS

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 we often 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:

- Indigenous Cultural Safety Training - July 15-16, 2025
- OSRA September 2025
- Chill Golf Tournament - October 9, 2025
- SSAOA Conference - October 2025
- ASRA Conference - November 2025
- Canada Snowboard "The Gathering" in Sunshine Village - May 7-10, 2026
- CWSAA Conference - Sept/Oct 2025 & April 2026
- ASSQ Conference - May 2026

PROGRAM UPDATES



TEACHING KIDS MODULE

2–4 hour online module gives Level 1 instructors tools to work more effectively with kids and includes a certificate of completion. The module includes learning about how kids move and learn; strategies for safety, fun, building confidence and practical teaching tips.

A total of 312 members took advantage of this module over the course the of the season.

NEW AGE FOR LEVEL 1 & 2 INSTRUCTOR COURSES

Level 1 – The minimum age to attend the Level 1 Instructor course was reduced to 14 (previously 15), allowing younger participants to get started on their teaching journey earlier.

Level 2 – To encourage more experience in teaching prior to enrolling on the Level 2 Instructor course, the minimum age became 16.

PROGRAM UPDATES



PARK 1 + CARVING = 3 DAYS

The Carving was adapted to include three full days (18 hours) to give more time for deeper technical development, space for coaching-based learning, and personalized feedback.

The Park 1 was also expanded from 2 to 3 days. More time on snow = more progression. Updates also included clearer freestyle task expectations and refined descriptions and evaluation guidelines.

PERFORMANCE CAMP

Three dedicated days of intensive and lively training directed at the overall abilities of a snowboard instructor and rider.

This goal of the camp is about pure skill development not tied to any specific course certification standard. It was also an uplifting opportunity to gather with colleagues and fellow CASI members, sharpen riding technique, refine teaching methodologies and enhance A & I skills.

PROGRAM UPDATES



BIG MOUNTAIN

A new experience that blends freeride technique, alpine safety and group management in technical terrain.

It was launched as an invite-only pilot in 2026 and will be open to all members in 2026–27 with an application process. This course was designed for in-resort steeps and slackcountry environments.

MODULAR LEVEL 3

The delivery of the course was switched to a modular format.

- Three 2-day training modules: Instructor Training, Riding, and Teaching
- Separate exams for Riding and Teaching
- For the 25-26 season, the Instructor Training “exam” was on-going during the Module.

Note: *this will not be the case in 26-27 as it will return to an exam format.*

PARTNERSHIP

COLLAB WITH GSMBC

This collaboration represents a significant step toward supporting multi-sport instructors and coaches through cross-disciplinary professional development, knowledge sharing, and enhanced member benefits.

This new partnership is another positive step forward as we continue to work towards the goals within our current strategic plan. Specifically, under Trail 3: Enhancing Industry Relations & Development, working with GSMBC in a formal capacity will aid in elevating professional advocacy and development.

This collaboration reflects our shared belief that strong, well-supported instructors and coaches elevate the experience for athletes and participants in every sport.





ENGAGEMENT

DROPPING NEXT PODCAST

The Dropping Next Podcast was created to form a connection to the people & stories of the Canadian Association of Snowboard Instructors and a look behind the curtains on topics about teaching, riding and all the things that make this association global leaders in snowboard instruction.

Episodes are released every 2nd week on YouTube, Apple and Spotify. The first season has been very successful and has been an excellent conduit for sharing information, stories and practical knowledge across a range of topics while keeping snowboarding the backbone of every conversation.



GOVERNANCE

Board of Directors

KEY PROJECTS

- Launched the First Tracks Fund (legacy fund)
- At the in-person Spring meeting, held in Canmore in May, the BOD began the refinement of the 2027-2030 Strategic Plan alongside the CASI Head Office Directors Team.

ELECTION

Western and Eastern Rep positions were up for election in the Fall of 2026. Both Mike Bray and Melissa Penney were re-elected and will each serve a final 3 year term.



Annual in person meeting of the BOD - L to R (back): Dom Smith, Jay Chen, Bob Joncas, Mike Bray, Andrew McCraney (not BOD member), Jeff Chandler. (Front) Scott Radford, Melissa Penney, Manuela Olibera-Dorn. In attendance but not pictured, Gen Pilotto & Cathy Genge.

TECHNICAL LEADERSHIP

National Technical Team



The NTT, having completed its 2nd full season together as a team, continued to advise on CASI's technical development and work together on collaborative projects that push what is possible in our association.

In parallel, this team will also be representing the CASI membership and Canada at the 2027 Interski Congress in Vail, Colorado. Two training camps were conducted with the aim of creating a demo routine as well as practice concepts for workshops that will be presented at the congress.

L to R: Nick Verly, Jake Boling, Breen Trott, Jamie Forbes, Geneviève Pilotto, Melissa Da Silva, Michelle Clifford



MEMBER SUPPORT

Instructor Mentorship Program

A team of 8 Community Coordinators worked with over 30 different Mentors who delivered a unique mentorship experience to almost 50 CASI members who benefited from this program to help them evolve in their personal journey in snowboarding.

Supporting our the growth of the people in our membership remains a priority and this comes in the form of mental health support, sport psychology, rider and career development, etc.

Diversity Advisory Group

Advising CASI on all matters of Diversity, Equity and Inclusion, this group of 7 volunteers and 2 co-chairs work together to continue to make DEI a priority as part of the overall voice of the association. Meetings are held on an as-needed basis and communication is conducted routinely via What's App.

The group functions under the mantra of “you can’t be what you can’t see” and thus focusses on visibility of marginalized groups.



WHAT'S NEXT

Interski 2027 - Vail, Colorado

- A team of 10 members has been named to represent CASI at the Interski Congress, April 4-10, 2027
- The team will work together on presentations and promotion of the event throughout the 2026-27 season.

2027-2030 Strategic Plan

- The finalization of the 2027-2030 Strategic Plan to be presented in the Fall of 2026.
- The new plan will continue to function under the core pillars, the Three Trails of Excellence, established in the previous version but with refinement and some new direction based on the current state of the industry.

We're growing!

- The CASI staff team will expand with the addition of a new role: Program Manager - International.
- Two positions on the Board of Directors will open for election in the Fall, the reps for Québec/Atlantic & BC.





**CANADIAN ASSOCIATION OF
SNOWBOARD INSTRUCTORS**

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