

## Report of the President 2002

Taking over the chairmanship of the ISIA, each new chairman wishes to bring in a new vision with the intention to strengthen the impact of the association. Today I have to revise or even to correct this statement. As ISIA we certainly reached the goal to provide and promote an open and world wide platform for all commercial ski sport instructors, may it be in the domain of theory, experience or friendship. Numerous new ideas, philosophies from many nations of different continents and culture are brought in and our role is to take the best out of them and to surprise our guests with new goals and objectives to be reached. Even if we are not at the present day a world wide association of immense importance - given the fact that each nation has to solve it's own problems - we have realised a lot. Let me remind you on the definition on our basic standards approved during our Congress in Sierra Nevada or on the directives related to the acceptance of new members with it's questionnaire, worked out by the juristic commission. We also had the opportunity to welcome many new countries or in some cases to ask them to complete their incomplete application in order to accept them in a very near future.

The Technical Contests with Demonstrators, the interesting workshops were very successful and it is a real pleasure to observe the participation of 15 to 20 nations with 50 to 70 participants, eager to discuss new developments. For all ISIA participants the visit of the competition „Battle of the Ski-Schools“ in North America was also an interesting experience, even if we acted only as outside spectators. On the other side the world championship, as opening event of the season and organised in Obergurgl by our Austrian friends, was a "Top- event" with lots of high standing moments and competitions, combined with a very solid friendship. The collaboration of ISIA in INTERSKI also proved to be very positive and it was also possible to bring in the views of the commercially oriented Snow sport instructors and even to contribute for them quite actively in the elaboration of the program.

In a time of recession the needs of the associations and their activities are changing. Remembering the politically influenced starting times of ISIA some 15 years ago, I realise today our move to wards open discussions, free of any competition. All nations contribute and their means are seriously considered and are enriching the association. With other words a change of generation took place and it is a pleasure to realise that small and big countries are working together in a very constructive way. New items were brought in. Instead of always discussing on techniques our members are now scrutinising commercial problems and questions of destinations of major importance.

We may be proud in realising that ISIA included the "Carving item" from it's very start in connection with the first contests in Zermatt in 1996. ISIA was of great help for industry in the dissemination of the new ski-shape (shorter, stronger and carved) The importance of "ploysportivity" of the instructors gets more and more importance, even if the implementation may differ from nation to nation.

On the other side I realise that Marketing gets more and more important. For a successful "Destination- Management" co-operation and working together of Tourist Organisations, cable railways, hotel management, gastronomy and self-evident with partners like Sport dealers, and ski schools has strongly be improved. More and

more destinations and sport centres realise that services and global service management are of major importance.

ISIA is certainly a non-profit organisation based on a large amount of non paid work. For the members of the Presiding Board and members active in commission work, this represents some 4 to 6 meetings of two days year after year, where events, workshops are prepared, with the objective to influence the future developments of our profession.

We were not able to realise a full integration of Snowboarding in our association. Or is this only true for some countries? It is evident that a full promotion and integration is difficult to realise, as long as many countries don't have yet an instruction only dedicated to Snowboarding.

National and international co-operation needs a lot of time. For us the future collaboration with cable railways and the ski sport industry is of major importance, in order to be able to set trends. But it is not easy to realise the necessary work in a non-profit organisation like ISIA. We will have to question the needs to professionalise our activities in order to be able to influence the developments in the domain of Ski Sports.

Before I close my considerations, I would like to thank all members of ISIA for their activities and their prompt payment of the membership fee. I also thank all members of the Presiding Board for their active work and last but not least I wish to thank Justo Olivieri and his team here in Bariloche, for the excellent and high-standing preparation and realisation of the present Congress. Even in a time where Argentina is confronted with political and economical problems, they realised to offer us a marvellous week with much culture and cordial understanding. I thank all of them for their efforts to guarantee a successful Congress and I will be happy to welcome all of you at the INTERSKI-Congress in Crans Montana in 2003.

Your chairman  
Riet R. Campell

Belp, 30. Oktober 2002