



PSIA-NW / AASI Fall Board of Directors Meeting

Best Western on the Green

Kent, Washington

September 19-20, 2003

**Friday, Sept 19, 2003**

The meeting was called to order by the President, Ed Younglove at 7:15 pm. Roll was taken and quorum was established.

	Friday	Saturday
Younglove, Ed	P	P
Weston, John	P	P
Burns, Jack	P	P
Christofero, Carol	P	P
Eisenhauer, John	P	P
Taggart, Roger	A	A
Kastner, Chris	P	P
Murdoch, Larry	P	P
Hand, Ken	P	P
Arwine, Gordon	P	P
Brawley, Sally	P	P
Burns, Jeff	P	P
Carter, Gary	A	P
Cordell, Jeff	P	P
Croston, Rob	A	P
Dold, Chad	A	P
Germeau, Mary	P	P
Hathaway, Art	P	P
Kane, Ed	P	P
King, Bill	A	P
Klecker, Ken	P	P
McDonald, Bob	P	P
McLaughlin, Lane	P	P
Moldstad, Karen	P	P
Nagai, Wayne	P	P
Peters, Mike	P	P
Saario, Chris	P	P
Schinman, Mark	P	P

Starup, Greg	P	P
Stoneberg, Kay	P	P
Wilson, Chris	A	A
Winterscheid, John	P	P
Frost, Chad	P	P
Darrow, Barbara	P	P

Guests: Clay Hanson, Kirsten Huotte  
Nick McDonald and Melody Younglove

President, Ed Younglove, announced that since the last meeting two board members have resigned.

Angus Harris has taken a job in Massachusetts. Mark Schinman was appointed to Angus' Stevens Pass board seat.

Ed recognized Angus' invaluable services and expertise as Financial Vice President. Ed encouraged the board to "beat the bushes" to try and find someone among our membership with strong financial credentials to step in and do the Financial Vice President job. The Financial Vice President does not need to be an elected board member.

David Sword (Mt. Hood Region) is stepping back with his participation in the division, Jeff Cordell is replacing David's Mt. Hood seat.

Ed acknowledged the work of Bob McDonald and Ed Kane (and their committees) for their work throughout the summer. They chair the Survey and Education Coordinator committees.

Ed prepared the board for the open discussion on the issue of the Education Coordinator position. This is a significant decision we are considering making for this organization. We have obligations as board members and our obligation on this issue is to do due diligence. We need to put our time and effort in on this particular issue because it is so significant.

The proposal has definite benefits for this organization. Our job is to determine whether or not this is a reasonable business risk to take.

The Directors were asked to listen to opinions of others and make own independent decision on this matter.

Ed asked that the board inform themselves on this Education Coordinator issue. The motion will be taken off the regular agenda tomorrow and when the regular board business is done we will break into small focus groups to discuss some of the attributes of this issue, come back and consider the motion.

Ed Kane took the floor to discuss his committee's work and the work that there still is to do. Ed recognized his committee and their hard work through the summer.

Chris Saario – Financial research; Rob Croston, Calvin Yamamoto and Ken Klecker – Job description; Karen Moldstad, Ed Younglove and Carol Christofero - Taking first cut at what the affect will be on the by-laws and policies and procedures. and John Eisenhower and Sally Brawley – Helping out with communications with directors, training directors and divisional staff.

- Two divisions have an education coordinator (Rocky Mt. and East)
- Both divisions operate substancially different from us
- Both divisions had no real plan when implementing their coordinators
- It has taken East over 10 years to develop their coordinator position
- Both divisions said it is important to have a good job description including expectations
- The individual you hire has to be an exceptionally talented individual ( needs to be a diplomat and have respect of people that he/she will deal with)

- Hire a person with snowsports experience
- Both divisions financed their coordinator by a dues increase

**Director, Training Director and Divisional Staff Responses. – (see attachment # 1)**

John Eisenhower and Sally Brawley put together two letters, one in June and the other one in August. Responses came from seven directors, one very positive, 2 absolutely negative and 4 with very positive suggestions.

Items of Concern:

- Financing was a concern using Ed Bucks dollars as part of fee
- Letters that went out did not contain enough facts.

Ed Kane presented the proposal and then asked the board for their feedback.

I move that the PSIA/AASI-NW hire a full time professional to manage the educational programs for the division. The Job description is attached and the organization is depicted in the attached diagram. These will be reflected in the By-Laws and Policies and Procedures of the organization (additional proposals). Included in the Job Description are Performance Measures that will be used to hire the best candidate and to evaluate the performance of that individual in filling the expectations of the Education VP, Certification VP and the Board of Directors. Revisions to the budget and fees will be made to cover the cost of the salary of this individual as proposed in the Attachment.

- How much money are we going to pay this individual – approximately? (\$40,000.00)
- We lost \$15,000.00 last year. Can we really afford this?
- A part time position may be a more prudent way to go.
- A dues increase for funding position will be hard on the part time instructor
- Having this person in place, it is assumed that event participation will increase
- We're looking at increasing event fees 10%
- Information from surveys will guide us and answer questions regarding this position.

**Ed's conclusions and recommendation** “ I think it would be profitable for this board to continue to work on this matter and make some radical decisions even if it takes until the spring board meeting to have a fully responsible proposal. I am willing to continue working with whoever wants to work on this through the winter to see if we can make this happen.”

“We need to work through the focus group issues and take the thoughts and ideas and get them into a firm proposal that makes sense for our division.”

Ed asked that the board members create questions as we have our discussion. Write down your questions and stick them to the focus group category sheets on the wall.

Ed shared the organizational chart of PSIA-E (See attachment 2)

**Discussion:**

- Do the other divisions have written job descriptions? – East does not and Rocky Mountain does (see attachment #3)
- The Education and Certification Vice President's jobs will have to be revisited to see what parts can be turned over to the Education Coordinator.
- Shouldn't Education Committee make recommendations to Executive Committee for hiring this person? Rather than the one committee doing the hiring?
- We have inconsistencies in our programs, not because of the manager, but because of the scope of the job. If the board rejects this position how are we going to solve the problems?

“If we are not ready by the end of the session tomorrow and do not have all of our questions answered and the board is willing to move ahead, I will continue the effort to develop a better plan.”

- This is a very complicated project and needs time to perfect it.

- We need to go for the best we can.
- Can we get a quality person for part time?

The focus groups will meet Saturday and go over these five segments.

- Financial Planning- Chris Saario
- Member Communication Plan – John Eisenhower
- Job Scope and Time Requirements – Larry Murdoch
- Performance Measures and Metrics – Melody Younglove
- Organization Structure – Chris Kastner

MSC: Weston/Burns I move to adjourn.

Meeting Adjourned 9:15pm

### **Saturday – September 20<sup>th</sup>, 2003**

The Meeting was called to order at 8:00am by President, Ed Younglove. Roll was taken.

**MSC:** Weston/ Eisenhower I move to accept the minutes of the previous meeting.

**President** – Ed Younglove, Ed gave a brief overview of a survey that he received in the NSAA Journal. Ed stated that last season was a record year for their visits to ski areas, 57.6 million. This was a 5.8% increase over the year before and an 11.3% increase over long term average growth. (Please see attachment #4 for complete information)

**Executive Vice President** – Carol Christofero

Reports stands as written, Carol announced that she will be contacting those board members whose terms are up this spring to see if they will be running as incumbents.

**Administrative Vice President** – Jack Burns

Jack supplemented his report by stating that he, Wayne Nagai and Barb Darrow did interviews for the office position. We hired Rebecca (Becky) Kostelich. She's a very nice young lady who lives close to the office. Becky will be starting October 6.

**Financial Vice President** – Angus Harris

No report submitted

Angus worked with the office to balance the budget to be voted on later on the agenda.

The 2002-03 year end financial was submitted in the board packet.

**PSIA Representative** – John Weston

Report stands as written. John added that PSIA has a new supplier and that is Patagonia.

Katie Fry was named the National Teams Manager. Katie is an eight year veteran of the team and a great choice.

John was asked about the name change. PSIA board tabled the last proposal and voted on a name that the Snowboard Task Force submitted, which is ASEA (American Snowsports Education Association) and ASEA-EF. This name change is a corporation name change only it will not change PSIA or AASI brand names.

John was directed to go to the National Board Meeting and support the original name change of Professional Snowsports Instructors of America.

**Education Vice President** – Larry Murdoch

Larry was asked when the Level I accreditations will be held? The scheduling has not been determined at this point. The ETC will meet and discuss the scheduling.

There will be more of the Freestyle / Park and Pipe events this year. This year the National Ski Area Association has come to us to develop the curriculum for the park and pipe to reduce their risk. Chad Frost and Lane McLaughlin are part of the Freestyle Task Force at the National level. Both will be attending a meeting in Lakewood, Colorado in late September.

The calendar will be in the newsletter and on the website. It will be a calendar form much like the poster last year.

**Technical Vice President** – Roger Taggart (absent)

Report stands as written.

**Certification Vice President** – Chris Kastner

Report stands as written. Chris announced that the snowboard task video will be out soon.

**Commutations Vice President** – John Eisenhauer

Report stands as written. Even though we had a poor snow year our book sales were very good this helped the communications budget immensely.

The merchandise sales program (Go USA) is moving at a very slow pace. Please encourage instructors and school directors to use this program to promote recognition within schools.

The Northwest Instructor News issues are now on our website.

**Member School Vice President** – Ken Hand

Report stands as written. The heads of the school meeting will be held on October 9 at Bellevue High School. All board members are invited.

**Nordic Committee** – Chad Dold

No report submitted

**Snowboard Committee** - Chad Frost

- AASI College – John Tickner and Chris Hargrave attending
- Freestyle Accreditation being expanded to three levels
- Exam process is changing with freestyle evolution
- All of the shooting for the snowboard video is complete
- Certification guide will be changed as well as study guide
- We will be participating in snowboard specific events and training

**Children's Committee** – Chris Saario

Chris said she needs a core of people that work because there is a lot to be done. The basis of this committee will be ACE clinicians and Children's Committee.

There will not be ACE at Symposium. We will offer Children's Education programs that will be entertaining and fun rather than the long days (and nights) that the ACE accreditations take.

The Children's Committee will meet and train in November at Timberline.

**Adaptive Committee**

No report submitted

The new PSIA adaptive manual is now available through our divisional office.

**Awards and Recognition Committee – Art Hathaway**

**Legends Award**

Art asked the board if they will accept the formula of years teaching and age. Both need to add up to 100 in order to qualify for the Legends Award.

The board consensus was that they would prefer that we not have an automatic qualifier and it should be more subjective than the actual years of age and teaching.

**Area Operator of the Year Award**

Art asked the board to give him individual feed back on this award.

**Member Ski School Insurance Committee – Chris Saario**

Reports stands as written.

Chris Saario resigned as chair of the Insurance Committee. The committee has recommended that Chris Wilson take over as chairperson.

**New Business:**

**Proposal A** – Tabled to the afternoon.

**Proposal B**

**MSC:** Burns / McDonald

I move that the Administrative V.P. be authorized to execute a lease for office space in the form attached hereto, or on such other terms as may be negotiated.

**Proposal C**

**MSC:** Burns / Weston

I move that we increase the education waiver fee to \$ 25.00.

Current fee is \$10.00 and this amount does not cover the expense of processing.

**Proposal D** - Tabled to the afternoon session.

**Proposal E**

**MS:** Hand / Eisenhower

I move that \$500.00 be allocated for postage and distribution of History Books.

Motion Failed

**Proposal F**

**MSC:** Saario / Hand

I move that Chris Wilson be ratified as Chairman of the Insurance Committee

**Proposal G**

**MSC:** Burns / Kane

I move that the board adjust the Fund Balance Reserve to 25% of the average expense of the organization based on the prior two year's financial results.

The focus groups met after lunch, outcomes will be presented in the afternoon.

### **Surveys – Bob McDonald**

The Committee met and put the finishing touches on the four surveys that will go out to our instructors, training directors, ski school directors and ski area operators.

Board Meeting Resumed.

### **Proposal A**

**MSC:** McDonald / Dold

I move that the Customer Survey 2003-2004 Project as presented in Proposal “A” be accepted.

**MSC:** McDonald / Weston – I move that we mail all of the surveys at the cost of \$2900.00

The survey will be mailed out by October 9 and a return envelope will be included in the mailing. The Surveys will be on the agenda of the member school meeting. We will take it to the fall seminars. Ken Klecker will take them to the area operations meeting.

Each focus group leader gave an overview of their recommendations. (see focus group reports)

### **Organizational Structures – Chris Kastner**

**Job Description** - Larry Murdoch

**Performance Measures** – Melody Younglove

**Member Communications Plan** – John Eisenhauer

**Financial Planning** - Chris Saario

### **Proposal D**

**MS:** Kane / King

I move that the PSIA/AASI-NW hire a full time professional to manage the educational programs for the division. The Job description is attached and the organization is depicted in the attached diagram. These will be reflected in the By-Laws and Policies and Procedures of the organization (additional proposals). Included in the Job Description are Performance Measures that will be used to hire the best candidate and to evaluate the performance of that individual in filling the expectations of the Education VP, Certification VP and the Board of Directors. Revisions to the budget and fees will be made to cover the cost of the salary of this individual as proposed in the Attachment.

Motion Tabled.

### **Discussion**

- A lot of work has to be done before this proposal can be presented and we need to set a time parameter
- The timing should be sooner than the spring board meeting
- We need to put together a committee structure to refine and bring back to the board
- The board needs to give a unified expression backing this idea and the membership needs to know that we support this proposal

Ed Kane stated that his revised proposal will go out December 15 for board consideration in mid January. Rather than hurry this for a board vote, the Executive Committee can look it over and decide if the board should be called together.

Ed proposed that we capture what we've done this weekend. Get it to him and he will redraft the proposal. We'll get the information to everyone so we can communicate with each other, schools and membership. We should have a board consensus by that time.

Ed will put out a new draft after he receives the reports from the focus groups, and he should have a new proposal drafted and out by early to mid December.

The board needs to make the commitment to look the proposal over and go back to Ed with any feedback so we may have a second or third draft to bring to the board in the spring.

Ed Younglove announced that the focus group leaders need to get their reports to the office by middle October. If the leader cannot do it delegate to someone else in your group.

**MSC:** King / McDonald I move to table proposal D.

Ed Younglove alerted the Snoqualmie Region that they are below the membership numbers for their region. They are in a probation period for one year. During that time the membership needs to rebuild. If the membership does not grow, Snoqualmie will lose a board member.

**MSC:** Starup / Hand

I move to accept the 2003-04 budgets. The budget will reflect the \$2900 expense approved by the board for the survey mailing.

**MSC:** Kastner / Hand I move to adjourn

Meeting adjourned 4:40pm.