



PSIA-NW / AASI Spring Board of Directors Meeting
 Best Western Hood River Inn
 Hood River, Oregon
 May 17-18, 2003

Saturday, May 17, 2003

The meeting was called to order at 8:30 am, by the President, Ed Younglove. Roll was taken.

	Saturday	Sunday
Younglove, Ed	P	P
Weston, John	P	P
Burns, Jack	P	P
Christofero, Carol	P	P
Harris, Angus	P	P
Eisenhauer, John	P	P
Taggart, Roger	P	P
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	P	P
Croston, Rob	P	P
Dold, Chad	P	P
Frost, Chad	P	P
Germeau, Mary	P	P
Hathaway, Art	P	P
Kane, Ed	P	P
King, Bill	P	P
Klecker, Ken	P	P
Laird, Andy	A	A
McDonald, Bob	P	P
McLaughlin, Lane	P	P
Moldstad, Karen	P	P
Nagai, Wayne	P	P
Peters, Mike	A	A
Saario, Chris	P	P

Starup, Greg	A	A
Stoneberg, Kay	P	P
Sword, David	A	A
Wilson, Chris	P	P
Winterscheid, John	P	P

Darrow, Barbara	P	P
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MSC: McDonald/Christofero – I move that we accept the minutes of the last meeting – September 2002.

Ed introduced guests, Nick McDonald, Kirsten Huotte, John Tickner, John Armstrong (PSIA National President), and Kathleen Priest (Adaptive Co-Chairperson).

John Winterscheid, Snoqualmie Position #5 representative was seated in the absence of Polly Clark.

The other newly elected board members and incumbents were acknowledged and will be seated at the close of the meeting. They are Wayne Nagai and Bob McDonald – Snoqualmie Region; Angus Harris and Greg Starup – Stevens Pass Region; Gordon Arwine – Crystal Mtn. Region; Art Hathaway - Spokane Region; Chris Wilson – Mt. Hood Region; Larry Murdoch – Bend Region; and Gary Carter – South Central Region.

Ed announced that all officers’ terms were up for re-election except the PSIA Representative – there will be a call for candidates for the officer positions later on the agenda.

OFFICER’S REPORTS

President – Ed Younglove – expressed that we look seriously at the issues to be brought out in the focus groups this afternoon.

- Efficiency in Governance
- ETC Support Person
- Symposium Selection
- National Database and Accounting upgrade
- Office Building Purchase *

* The building where our office is located is for sale. We were just notified of this and a 5th focus group has been assigned to look into possibly purchasing the building. Carol Christofero has been assigned as facilitator for this group.

Executive Vice President – Carol Christofero – Report stands as written.

Administrative Vice President – Jack Burns – Report stands as written.

PSIA Representative – John Weston – John turned the meeting over to John Armstrong – PSIA National President.

John told us he is a native of New Zealand and did a lot of ski racing in his younger days. He came to California over 30 years ago, coached in the racing department and is now director at Mammoth Mountain.

John has been on the National Board of Directors for the past 12 years and is currently in his third year as president.

John stated that he feels he gets a lot more out of his association with PSIA than he contributes. He feels he works with the best people from the Divisions and the Nation and it is exciting to share with others the enthusiasm of our profession.

Our Mission of PSIA is support our members, the snowsports industry, develop personally and professionally, create positive learning experiences for our students and membership.

Remember the PSIA Vision Statement.

“Inspire a lifelong passion for the mountain experience”.

Today, where is PSIA on the national base and what is happening?

1. Stable Organization
2. We are Evolving
3. There are Many Opportunities in Front of Us

1. The last ten years or so we have been more financially stable than expected. Half of our revenue comes from catalog operations, marketing programs and pools and supplier fees. There is good and bad with this revenue stream. The good is we are funding our operations from sources other than our members. The bad is that source of revenue is market dependant.

2. We are evolving as a national organization. In the past, there we had many national committee meetings. We brought together Certification, Education, Presidents, Adaptive, Kids, Alpine, Snowboard, Nordic, Ski School Management and Steering Committees. These meetings cost about \$85,000 a year. The first part of these work sessions were sharing “war stories” of the last season and the next portion was expressing desires, the third part was writing up those desires in requests for money from the national board to run various programs. We found that those products were not being delivered in a timely fashion.

We moved away from standing national committees and moved toward creating a task force by finding the best in the nation to work on projects. We aligned those meetings prior to the board meeting where proposals could be submitted and budgeted for.

A new Education Advisory Council is being formed, one person per interest – Alpine, Snowboard, Nordic, Kids, Adaptive and Member Schools – they will help process ideas that come from divisions, teams, partners, etc. and get them ready along with funding to get started.

3. Opportunity – John spoke of Interski held this year in Switzerland. Every four years 34 nations get together to talk about ski techniques. We did not attend in Norway four years ago as we thought that format was not useful anymore. We returned this year because the environment for learning and exchanging increased. Inside workshops as well as on snow presentations, and developing new information about teaching.

We have many opportunities coming up in Park and Pipe. Developing Park and Pipe education and certification programs. There is the concern that we need to educate our guests properly to use these parks.

We are working on our strategic plan:

- Programs
- Publications
- Recruit, Develop and Retain Members
- Values
- Develop Other Strategic Functions

John stated he was here at our disposal this weekend for any needs or concerns from us. He thanked Ed Younglove and John Weston for the invitation to be here.

Education Vice President – Larry Murdoch In addition to written report – Larry stated that in spite of lack of snow this season we had three events that were very well attended, Fall Seminar, Divisional Academy and Symposium.

Lane McLaughlin traveled to Lake Tahoe to work with Kevin Mitchell (from PSIA-W) at a three day pipe and park/free ride session. Lane is working hard in developing an alpine freestyle program for the Northwest. Stan Aunan has been very active in the pipe and park development with Lane.

Larry stated that we will not do the large calendar this year for the membership. He would like to produce it on a smaller scale for snowsport school directors, divisional staff and board of directors.

The membership guide will be integrated into the newsletter.

Larry stated he is again running for education vice president and stated he will be nurturing John Tickner for the position. John has alpine and snowboard background.

The Outreach Clinic program was very successful. We sent clinicians to Willamette Pass, Mt Baker, Ski Bluewood, Mt. Ashland and Anthony Lakes. Larry would like to continue this program of reaching out to the more distant ski areas of the division.

Larry thanked Ed Kane for his mentoring of the Senior Tour. Ed has created the senior curriculum and began the inaugural indoor/on snow sessions this season at Snoqualmie.

Technical Vice President – Roger Taggart – Report stands as written.

Certification Vice President – Chris Kastner – Chris stated that the exam statistics sheet was not in the board packets and those who would like them please call the office.

There were fewer candidates this season which was expected because of the down year. The pass rate was up so those who are coming to exams are better prepared. We had 62% pass rate for level II & III. The alpine task video has been very well received and we believe that it gives the candidates a better understanding of the exam tasks.

We are working to put together a Snowboard and Nordic task video. The videos hopefully will be available in the fall.

The rewritten National Alpine Standards will be submitted to the board of directors in the spring for approval.

Financial Vice President – Angus Harris – Angus complimented the officers on doing a good job with managing their programs so far this year.

The interim budget is on the agenda for approval on Sunday. The full budget will be brought to the September meeting for approval.

There is \$47,000 in the building purchase fund.

Communications Vice President – John Eisenhauer – John has contacted a number of people to help out with specific articles for the next season's newsletters. He wants to give good follow up on the different programs and activities that we do so the membership can be well informed.

Proposal E (the Adobe PageMaker Upgrade) is being withdrawn by John. He found that we can go another way by getting an upgrade at a very minimal cost.

We are moving toward the website being more topical. The service award area has been enhanced with the recipient's names, their history and why they received the award. There will also be forms there for future nomination. John stated that the bookstore portion of the website is also being modified.

Member Ski School Vice President – Ken Hand – Ken reported that the number of member schools were way down because of the cut back of the smaller schools at Stevens Pass.

Ed Younglove commented on a report from Steve Over – National Office. It was done by Jeffrey Tenenbaum.

The report focused on issues of liabilities of organizations that are involved in certification or accreditation. It is a legal paper looking at various causes of actions or legal theories that people might look for in hold an organization liable that is involved in certifying people.

He reviewed the article and sent it to Ruth Nielsen, attorney for our insurance company. Her opinion was that since those who are hired are not necessarily certified and we do to provide the service of certifying those people. (See attachment A)

Nordic Representative – Chad Dold – No report submitted.

Snowboard – Chad Frost – John Tickner turned over the Snowboard Chairmanship to Chad this spring.

The Snowboard Divisional staff met last fall at Timberline. It was agreed that most of our materials need to be rewritten. Those include written exams, study guides/questions, exam tasks and descriptions and our snowboard exam guide.

We made plans for our Freestyle Accreditation.

Scheduled clinic participation was down, but the Custom Clinics were up in numbers.

Rob Baker, a National Teamer, came up for the DCL tryout in March and to work with the training directors at our DCL/TD training session at Stevens Pass.

Our exam season was hit and miss. Schweitzer exam cancelled. Stevens Pass was full and Mt. Bachelor was overloaded so we ran another exam the following weekend for Level II.

We had our 2nd annual Freestyle Camp head by Chris Hargrave.

The first Freestyle Accreditation was held by our division. Our membership was asked for more in this area and this is a step in the right direction. The programs description, teaching skills and tactics, the fundamental and advanced freestyle accreditation outcomes, written questionnaire and evaluation have all been written.

Adaptive Co-Chair – Kathleen Priest – Report stands as written.

Awards and Recognition – Art Hathaway – Report stands as written.

Member School Insurance – Chris Saario – Report stands as written.

MSC – Weston/King – I move to suspend the rules to consider a new proposal not on the agenda.

MSC – Weston/Christofero – I move that the president appoint a small committee to investigate the sale of our office building and do a feasibility study on the purchase of that site or any other appropriate building in that general area and report back to the Executive Committee and to this board of Directors within 60 days.

Proposal A

MS – Hathaway/Weston – I move that we drop the membership requirement as a criteria for eligibility for the Rookie of the Year Award.

Discussion

- Most (“Rookies”) first year instructors normally do not join PSIA.
- We as an organization should not recognize and reward persons who are not members of PSIA.
- It’s difficult for a school to nominate an instructor and then guarantee that they will be a member by the time of the award.
- Look at the marketing aspect to those we re targeting PSIA to, after all they are working for PSIA member schools. We allow instructors to take our Level I exam prior to membership.
- Pay the nominated Rookies’ dues for that season.

Motion failed.

Proposal B

MSC – Hathaway/Weston – I move that we establish an *Honorary Larry Linnane Skiing Legends Award* to recognize those very few select former instructors who served long, distinguished careers, whose names were legend in the Northwest Division, but are no longer dues paying members.

MSC – Kane/Weston – I move that we substitute the word instructor with member.

Discussion

- A time frame should be included for the award.
- Why can’t we honor someone without creating an award?
- Why weren’t lifetime memberships awarded because o achievements

Original motion passed – 14 for - 12 against

Proposal C – Withdrawn by maker Chris Saario

I move that PSIA-NW establish a Junior Education Team to be comprised of no more than 12 members including the coach.

Proposal D

MSC – Dold/King – I move that the Motion approved in May 2002 permitting the Nordic Committee to offer the fall college as a training opportunity to Nordic Ski schools for a reduced fee per member (\$35) with an additional fee (\$10) per member who desires PSIA education credit for one year be reapproved in its original form, to apply to 2003-2004.

MS – Harris/Christofero - I move to delete the words “with an additional fee (\$10) per member who desires PSIA education credit for one year.

Amendment failed

Original motion passed

Proposal E

Withdrawn by maker John Eisenhauer

I move that the Board authorize up to \$500.00 for the purchase of Adobe PageMaker version 7.0.

Proposal F - Referred to Office Administration focus group.

I move that the Office Administration Committee be authorized to develop and implement an action plan to transition to National's accounting and member data base systems as soon as practicable.

The gavel was handed to the Executive Vice President, Carol Christofero, to preside over the officer elections. Carol called for additional nomination , no additional nominations were given.

President – Ed Younglove
Executive Vice President – Carol Christofero
Administrative Vice president – Jack Burns
Financial Vice President – Angus Harris
Communications Vice President – John Eisenhower
Technical Vice president – Roger Taggart
Certification Vice President – Chris Kastner
Education Vice President – Larry Murdoch

MSC– Hand/Saario - I move that the nominations be closed and the secretary be advised to cast unanimous ballots for the nominees.

Ed asked that the focus groups return to the meeting room at 4:00pm for words from National President, John Armstrong on feed back from our meeting.

Meeting adjourned and focus groups convened.

The meeting reconvened at 4:00pm and John Armstrong presented a portion of the Governance Focus group's presentation on things that are and are not working with our board and division.

What is not working:

1. Ability for ETC to implement programs through a large board
2. Adversity to risk taking
3. Current strategic plan is lacking interest groups
4. Representation of demographics and interest groups are lacking
5. Communication – several levels & perception
6. Membership growth is flat
7. Adaptive programs should be stronger in division this size
8. Not adequately using resources available to capacity
9. Diversity – demographics
10. Not enough real jobs for the Board of Directors
11. Not forward acting

What is working:

1. Proposal generation
2. Newsletter is very good
3. Level I is working
4. Placing members on the National Team
5. Voices are there for the board
6. Financial position is positive (also in poor snow season)
7. Moving to education based priorities
8. Great office staff – Barb has strong representation at National
9. Forward thinking
10. Diversity is growing
11. List creation

Sunday, May 18, 2003

The meeting was called to order at 8:45 am, by the President, Ed Younglove. Roll was taken.

Focus group recaps

1. ETC Support – Ed Kane
2. Governance – Bob McDonald
3. Office Upgrade – Jack Burns
4. Symposium – Larry Murdoch

1. ETC Support: - See focus group report.

MSC– Kane/Saario - I move that the board endorse the action plan to research the feasibility of hiring a fulltime educational coordinator and authorize up to \$1000 to support the implementation of the job description and interview process.

Discussion:

- Will dues be increased to pay the support person?
- Take a close look at Rocky Mountain and East's process as to how they developed their coordinator positions. Both are successful.
- Where will he/she work?
- Who will this person report to, the board or ETC?
- There is a need to bridge the school directors so they are included in this process.

2. Governance: – See focus group report.

3. Office Upgrade: – See focus group report.

Change statement of motion in Proposal F.

MSC– Burns/Nagai - I move that the Office Administration Committee be authorized to develop and implement an action plan to transition to National's accounting and member data base systems as soon as practicable and that the board authorize \$9,900.00 for such purpose.

The group was asked the question “Are there any negative thoughts with going with the National data base and accounting system?”

The response was the “pain & suffering” the office will undergo during the conversion. Also, that we need an agreement of expectations and deliverables. We do need a legal document as far as ownership of data should National choose to go a different path or a catastrophic thing happens. We want to make sure they are responsible for getting the data back to us, because we will no longer have it.

4. Symposium: – See focus group report.

Discussion:

- IF we go to Sun Valley, Northern Intermountain, Alaska and Northern Rocky Mountain may join in on our symposium
- There is concern for adequate areas for the nordic and snowboard disciplines to run their portions of the symposium at Sun Valley
- We should be sensitive to age groups, (youth and older persons and those on fixed incomes) and attempt to make symposiums as economical as possible.
- Sun Peaks would be a lot less money than Sun Valley. We should explore the feasibility of Sun Peaks.
- John Weston will check with Sun Peaks and Sun Valley to see which will best accommodate our group. This must be done by June 10th – the Newsletter deadline.

Interim Budget

MSC– Harris/Burns - I move that we approve the interim budget as modified.

Updates on the health status of Steve Hindman, Joy Lucas and Ron Lyle were given.

Mary Germeau was applauded for her hard work on the raffle and auction that was held during symposium at Schewitzer. \$2400 was raised for scholarships.

John Weston was honored as past president. He was presented with an inscribed gavel as a remembrance for the three years he served as president.

Ed also thanked Ed Kane and Bob McDonald for their efforts as exofficio officers in leading their focus groups. They helped us take a pretty good look at ourselves this weekend.

MSC– Hand/Weston - I move to adjourn.

Fall board of directors meeting will be September 20th in Kent.