



PSIA-NW / AASI Fall Board of Directors Meeting

Best Western on the Green
Kent, Washington
September 18, 2004

The meeting was called to order by the President, Ed Younglove at 8:15 am. Roll was taken and a quorum was established.

Younglove, Ed	P
Weston, John	P
Burns, Jack	P
Christofero, Carol	P
Suzuki, Diana	P
Eisenhauer, John	P
Lane McLaughlin	P
Kastner, Chris	P
Fitch, Molly	P
Hand, Ken	P
Arwine, Gordon	P
Brawley, Sally	P
Carter, Gary	P
Cordell, Jeff	A
Croston, Rob	P
Dold, Chad	P
Germeau, Mary	P
Hathaway, Art	P
Kane, Ed	P
King, Bill	P
Klecker, Ken	P
Moldstad, Karen	P
Murdoch, Larry	P
Nagai, Wayne	P
Peters, Mike	P
Saario, Chris	P
Mark Schinman	P
Starup, Greg	A
Stoneberg, Kay	P
Wilson, Chris	P
Winterscheid, John	P

Chad Frost	A
Kathleen Priest	A
Darrow, Barbara	P

Guests – Ron Nichoalds and Scott Kaden

MSC: Weston/Hand - I move to approve the minutes of the spring meeting.

President, Ed Younglove, announced that Amy Zahm is present for the meeting. The approval of her job as Education & Programs Director is on the agenda later in the meeting.

Molly Fitch was appointed to Jeff Burns Snoqualmie seat.

Bob McDonald's Snoqualmie board seat was dropped because of the decrease in members in that region. Snoqualmie now has 8 seats.

Chris Kastner was appointed to fill Gordon Arwine's Crystal Mountain region board seat until the next election.

Jeff Burns, Bob McDonald and Gordon Arwine have resigned their board seats.

Officers Reports:

Ed Younglove, President –

Ed complimented and thanked Ed Kane and his committee for all of the hard work, thought and time involved in working toward the hiring of the Education & Programs Director.

Ed explained the process that the selection team went through. The selection team included Molly Fitch, Lane McLaughlin, Chris Kastner, Barb Darrow and Ed Younglove. There were twelve applicants. The four that were interviewed were selected by a point rating of their resumes. Those who were interviewed were Jeff Cordell, Kirstin Huotte, Nelson Wingard and Amy Zahm.

Ed addressed the board size proposal (Proposal B). He encouraged the board to think about it and to consider it.

Ed and Ken Klecker met with Pacific Northwest Ski Areas Association (PNSAA) President, Scott Kaden. The purpose of the meeting was to initiate contact with the area operators. Stronger ties with area operators will be a benefit to both organizations. Ed announced that Scott is present today and will speak to us a little later in the meeting.

Ed spoke of the "Plus One" event that was held last season at Hunter Mountain in the Eastern Division. This event was very successful. It was a co-ordination of all that happens at the mountain – grooming, food services, rentals, ski instruction, etc. The event was a result of Michael Berry's (NSAA President) Growth Model to attempt to introduce the sport of skiing and all it involves and to retain interest. This event was such a success that more of them will be held around the nation. Mt Hood Meadows has interest in hosting one in our division.

The Area Operator Survey response was very low. Scott Kaden suggested that we give it another try. Chad Dold will revise the survey.

The PNSAA meeting will be October 7, 2004. Amy Zahm will represent our organization at the meeting.

Scott Kaden addressed the board.

- Twenty eight ski areas make up PNSAA

- Echo Boom Program – Introduces snowsports to middle school students
- NSAA Growth Model – Michael Berry
- Plus One Showcase event at Mt Hood will be in March
- Last season was fifth best ski season ever
- Skier visits were strong despite soft economy
- Money spent at areas was down in food concessions, rentals, etc.
- Crystal Mountain has new 1,200 square foot lodge
- Mt Baker has new quad to replace chair 6
- A new high speed quad at Mt Hood Meadows
- Another carpet is being installed at Summit Central
- Carpet at Summit West has been lengthened and realigned to match the terrain
- 49° North has extended chair 2 up hill
- Schweitzer has three new trails
- 49° North has created nine new alpine trails
- We are seeing a significant number of decisions from the US Forest Service, 49° North, Crystal Mountain and Mt Ashland master plans are involved in these decisions
- Scott works with eleven board members and PNSAA meets three times a year

Executive Vice President – Carol Christofero - Report stands as written. Carol will give an overview on the Board Visitations before the meeting ends.

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

Financial Vice President – Diana Suzuki

The year end financial and the 2004-05 budget were included with her report as well as a summary page of last year's financial results.

The new Educaiton and Programs Director budget is included (see page 17 in the budget).

Diana stated that she will be meeting quarterly with the office to make sure everyone is staying on budget.

PSIA Representative – John Weston - Report stands as written – John reported that the national survey results are available. The report is over 200 pages. Contact the office for more information.

The new Nordic Technical Manual will be available in November.

At the fall board meeting in October one of the issues that will be addressed is the recruitment, conversion and the retention of membership.

Barb Darrow will be going to the Division Executives meeting on September 30th – October 1. The main agenda topic will be the new data base program that National has purchased. (See attachment #1).

Ed Younglove will go to the National President's meeting the following week.

Education Vice President – Molly Fitch - Report stands as written.

Molly added that the guest speaker for Fall Seminar will be at all three venues (Mt Hood, Seattle and Spokane). His name is Bruce Scarpola and is going to present "Improving your Performance in Psych-K" in the morning and afternoon sessions of the seminars. He will also offer the Key note presentation.

Additional topics have been offered since the summer newsletter Seminar information went out. Our website now lists those additional topics.

There is an issue on event signups. It would be easier to sign releases electronically on the website. There are risks involved with this type of liability release signup.

Discussion:

- It is an insurance company call.
- Have the clinician sign a physical waiver on site.
- Insurance companies are reluctant to do this because it is not standard at this time.
- Insurance companies need to feel comfortable defending this in court.
- We need to go to our carrier to see what is acceptable. We have over 40 schools involved in the insurance program and we don't want to jeopardize them.
- It is appropriate to let the insurance carrier know that it is important to us and that we would like to do releases electronically.

Technical Vice President – Lane McLaughlin - Report stands as written.

At Fall Seminar we are going to hold an AM & PM “Free” Session. It will be an orientation on PSIA.

There will be no TD Congress at Fall Seminar. We are introducing a Series for TD's. (See attachment #2 for schedule).

Certification Vice President – Chris Kastner - Report stands as written.

We started filming the Nordic Exam Tasks video last summer.

Communications Vice President – John Eisenhower- Report stands as written.

John added that there is a new option on the website called “TD News” and all TD information will be available.

The fall issue of the newsletter is out and should be on door steps early in the week.

John expressed that the newsletter editor, Jodi Taggart, needs to have the information for the newsletters by the deadline dates. She arranges her personal schedule around the deadline dates. If the important information is not present at deadlines it backs her up, thus, she is not able to get the copy to the printer and from there the mailing bureau. (See attachment #3).

Member School Vice President – Ken Hand - Report stands as written.

Art Hathaway asked that the Member Schools be told about the awards offered by the organization. Ken noted that he already does this.

Nordic Chairman – Chad Dold - Report stands as written.

The Nordic video is in progress. Art Hathaway commended the Nordic Community for recognizing the focus on teaching skills.

Snowboard Committee – Chad Frost - Report stands as written.

Chad is attending a National meeting at this time.

Children's Committee – Chris Saario - Report stands as written.

There will be a selection process for ACE clinicians. The application process will be to Jodi Taggart by the end of the month. Chris will meet with Molly Fitch to give her the ACE calendar.

Adaptive Committee – Kathleen Priest - Report stands as written.

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

Art mentioned an award certificate that Molly Fitch showed him at the last meeting. He stated that it was a remarkable award statement. He would like to adopt this as a change from our traditional plaque. Molly stated that the person who designed the certificate would be willing to help us out.

Carol Christoforo requested that the two legends that were not present at the Sun Valley Symposium be given their awards at the Mt Hood Fall Seminar. They were Leo Olson and Jack Weigand. The request was granted.

The Rookie of the Year award should be given at the Fall Seminar.

John Weston requested that we submit any names that qualify for the National award.

Member School Insurance Committee Chair - Chris Wilson - No report submitted because of the September 14th meeting.

There has been an increase in the insurance premium. The committee has come up with the increase to the member insurance schools. A notice of the increase will be going out to the schools.

A new insurance carrier would like to bid for our insurance business.

Proposal A

MSC Burns/Kane

I move that the Administrative Office be authorized to reimburse Cheryl Campbell the sum of \$285 per month, subject to periodic adjustment, in order to provide her with medical coverage as a full time employee.

Proposal B

MS Burns/Saario

I move that the regions within PSIA-NW be realigned and that the size of the Board and Executive Committee be reduced in accordance with the attached Proposal to Reduce Board Size.

Jack gave a presentation on Proposal B to reduce board size. (See attachment #4). The Division's new digital projector was used.

Discussion:

- The Board's workload is not to be shifted to the Education and Program's Director. The business of the Division is conducted by the Board.
- In downsizing the Board we need to be aware of maintaining expertise. Financial, insurance and legal talents are important to this board.
- There are a lot of things that we can do even if we were not board members. Current board members who are committee chairs could continue to share their talents if board size is reduced.
- We need to do a better job of calling on people who will share their talents.
- The perceptions used to formulate the idea of reducing the board are a bit erroneous. Using the combination that we have 28 and other divisions have 12, we are the only division that is represented by concession schools that aren't represented by resident schools. You don't have the consistency of the representation by membership to one voice that you would have at a mountain – you have multiple voices across the mountain.
- The last three or four years the board has become more efficient. We are getting things done quicker, we are utilizing the resources that we have around the table to the best advantage.
- One to two percent of the budget is not critical when it comes to giving membership access to the board and organization, even if it is only a perceptive access.

MSC King/Hand – I move to postpone this proposal indefinitely.

Discussion:

- The idea of the board reduction was brought forth by the survey and we should not discount this.
- Representation of the other Division's board size to members (other than RM and East) - the other six divisions have more representation per number of members than we do. We are not out of line with those ratios.
- We are mandated by policy to revisit this issue every five years.
- By postponing this issue shows we have difficulty making decisions.
- With the transition plan for the Education & Programs Director, we are going to be tasked with developing some functioning committees. We do need to look at board size. It would be best to look at it in context of how we create this committee structure. We need to reduce board in conjunction with creating the committees.
- Downsizing will take identity from the smaller regions and this change will not represent the entire membership.
- Unless we couple this with a direct benefit to the membership, they will not see anything. If we would say that the \$8000 reduction in expense could go toward reducing dues. We need something tangible to show them. A free clinic is also a good idea.
- We have taken on a huge task with hiring the Education and Programs Director. We need to work through this issue and revisit board reduction at a later time.
- The survey had five comments regarding board size. There were 683 surveys returned.
- We need to reach out more to membership and get them involved. Invite members to come to a board meeting to see what's going on.

Motion to postpone passed.

This information needs to get to the membership. Ron Nichoalds volunteered to do an article for the newsletter.

Proposal C

MS Peters/Weston

I move that Board members who make BOD visitations farther than 25 miles from their home area or residence be reimbursed for mileage at the current mileage rate.

MSC Burns/Saario

I move to amend Proposal C to driving more than 50 miles round trip.

Motion to amend passed.

Proposal D

MSC Fitch/Nagai (Molly Fitch presented this motion on behalf of the selection committee)

We move that the board approve the hiring of Amy Zahm as the new Education and Programs Director under the terms of the attached contract.

Ed Younglove stated that the name on the contract has been changed to her formal name of Amelia rather than Amy.

Amy was asked to tell the board about herself.

- Worked as a PSIA-NW divisional clinic leader, examiner and a member of the tech team.
- Education Vice President.
- Children's Committee Chair.

- Designed and implemented the Children's Instructors Accreditation Program.
- Served on the National Junior Education Team.
- Served on National Education Committee.
- Authored two National publications dedicated to teaching children.

She just finished her masters in oriental medicine in New Mexico.

She lives in her hometown of Wallowa in Northeastern Oregon. She grew up skiing at Spout Springs.

Proposal E

MSC Hathaway/Croston

I move that the successful nominees for the Rookie of the Year award be given a one year gift membership, which would enable them to meet all of the required criteria for the award.

There will be four awards given, one for each discipline.

MSC Hathaway/Saario

I move to amend the motion that successful recipients for the Rookie of the year Awards be given a one year, gift membership, which would enable them to meet all of the required criteria for the award.

Amended motion passed.

This gift membership will be a Divisional only membership.

Ed Younglove went over the Task list which was the outcome from last Spring's Focus groups. (See attachment #5 for tasks completed).

Chris Kastner announced that there will be Examiner Specific Training. Dates will be on the calendar. We need this to create more consistency among the examiners. We need to formulate some things that have to be done by examiners on the hill.

By-Law Changes

MSC Christofero/Hathaway

I move to approve the listed by-law changes. These changes reflect the new Education & Programs Director position.

ARTICLE VIII, Section 2 (a)

Section 2. Qualifications of Directors:

(a) Any voting Certified Level II or III member in good standing as provided in these by-laws may be elected as a Director of this corporation. A Certified Level I instructor with two years membership in good standing as provided in the by-laws may be elected a director of this corporation. A voting member employed by the corporation as Executive Secretary, Executive Director, Education & Programs Director or in a secretarial capacity shall not be eligible to be elected as a director.

ARTICLE IX, Section 2 (f)

(f) The Education Vice President shall be responsible for providing the membership with current teaching and technical information developed by PNSIA Education Foundation (PNSIA-EF), the ETC Committee, and other sources and shall provide and coordinate opportunities for members of PSIA-NW to learn current teaching concepts. The Educational Vice President shall be a member of the Education-Technical-Certification (ETC) Committee and Chairman of the Educational Committee. The Educational Vice President shall supervise and oversee the work of

the Education & Programs Director and perform such other duties as prescribed by the President and the Board of Directors.

MSC Suzuki/Burns

I move to approve the 2004-05 budget as presented.

Member School Visitations

Carol gave a presentation on the board visitations. She passed out the list for the directors to sign up for schools to call on.

She gave the board information and tips on what to do when doing their visitations. She had a pamphlet prepared and materials available for each member to use. (See attachment #6).

Ken Hand asked for a straw vote regarding the committee structure for the by-law changes to come. He would like to change the named Nordic Chair to an unrepresented discipline.

A copy of the Education & Programs Director action plan is included with these minutes (See Attachment #7).

A three year action plan for rewriting the by-laws should be presented in the spring.

MSC Weston/Hand – I move to adjourn.

The meeting was adjourned at 3:30pm.