



PSIA-NW / AASI Spring Board of Directors Meeting

The Pines
Sun River, Oregon
May 14-16, 2004

Friday May 14, 2004

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

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

Nagai, Wayne	P	P	P
Peters, Mike	P	P	P
Saario, Chris	P	P	P
Mark Shinman	P	P	P
Starup, Greg	P	P	P
Stoneberg, Kay	P	P	P
Wilson, Chris	P	P	A
Winterscheid, John	P	P	P
Darrow, Barbara	P	P	P

The meeting was called to order at 7:15pm.

Ed Kane gave a presentation on the Education and Programs Director Proposal. (See proposal B)

Chad Dold gave a report on the results of the surveys of the memberships. (See survey information)

The meeting adjourned 9:40pm

Saturday, May 15, 2004

The meeting was called to order by the President, Ed Younglove. Roll was taken and a quorum was established.

MSC Burns/Hand – I move to approve the minutes of the fall meeting.

Ed seated the newly approved Financial Vice President, Diana Suzuki, who was elected by a board mail ballot.

Ed also reseated those board members who ran unopposed for their seats in the spring election. These board members will be reseated at the end of this meeting, each for a three year term, except Mark Schinman whose term is two years.

Snoqualmie – Bill King, Rob Croston and Chris Saario; Stevens Pass – Mark Schinman, Lane McLaughlin and Mary Germeau; Crystal Mtn – Ed Younglove; Mt Hood – Jeff Cordell; North Central – Sally Brawley and Spokane – Mike Peters.

Ed spoke of the National Demo Tryouts – Dave Lyon and Chris Kastner remade the Alpine Team and Nelson Wingard also made the team. Chad Frost remade the Snowboard Team.

Calvin Yamamoto has resigned as the head coach from the Northwest Tech Team. We had an interim selection for the head coaching position. The ETC Committee recommended Nick McDonald and the board approved Nick by a mail vote.

Ed announced that an additional proposal has been added to the agenda. Proposal G – To seat a representative to Member Ski School Region IV. Also, Diana Suzuki will present a change in the office check signing procedure.

Larry Murdoch and Roger Taggart have announced that they are resigning their Education and Technical Vice President positions. Larry's education report indicates that there are three candidates running for his position – Molly Fitch, Jeff Cordell and Kirsten Huotte. Ed received a letter this morning from Kirstin Huotte stating she is withdrawing her name from consideration. The election process will be held later this morning.

Officers Reports:

Ed Younglove, President –

Barb Darrow and I attended the Northern Intermountain Division's board meeting while we were in

Sun Valley. The interesting thing about attending was that it looked a lot like our board meetings, but a lot smaller. The discussions they were having are much like the discussions we have here. They are struggling with the same issues that we do financial, certification, training etc. We appreciated the opportunity to attend and interact with NI Board.

Ed spoke of some issues from National that he feels are very important (John Weston, PSIA representative absent). National has made major changes in the way they are doing business. They have done away with Standing Committees and replaced them with specific Task Forces.

The National board is trying to deal with the strategic issues that face the organization and making policy decisions and trusting their staff and Task Forces to implement the plans and strategic attempts that the board does. Instead of trying to micromanage.

We might look at this way of doing business. We can not micromanage an organization like this at board level. We need to focus on strategic attempts of the organization and policies that we want to see implemented for the organization and trust the individuals that we've hired or elected as volunteers to implement those decisions and carry them through rather than micromanage. The key is to get the right persons in those positions. Once in the position we need to trust and empower them to carry out the decisions and polices we decide upon.

Ed also read from National President, John Armstrong's National report on three strategic intents:

1. Lifestyle and demographic trends require us to offer adaptable and flexible programs and services to meet the needs of a diverse and demanding membership and the industry at large.

2. We operate in an open, accountable manner and provide membership with information they can use to evaluate our performance specifically regarding:

- a. The value of membership and association of the stakeholders
- b. Your association's governance, decision making process and effectiveness
- c. Defining a process in becoming more involved in your association at many

levels

3. The recruiting, development and retention of our membership is directly related to their opportunity to develop personally and professionally and to have more fun when they are spending their time with us.

These items are also true of our organization at the divisional level.

Ed quoted from National Executive Director, Steve Over's report – "One of our most daunting challenges will be the replacements of aging members now finishing their teaching careers. To be successful we must appeal to the younger person who will represent our future membership. Everything we do must go through litmus test: Is it cool enough? If it isn't cool enough and doesn't appeal to next generation of membership, the action needs to be re-thought. The success of AASI is a great example of strategic thinking and should be equally applied to the other sports."

This is the kind of thinking going on at the National level and that is the kind of thinking this board should be engaged in.

Finally, we are considering a couple of important issues this weekend. The Education and Programs Director position - we have spoken in the past that as an organization we need to take reasonable risks. It is okay to take reasonable risks. You need to remember that when you take a reasonable risk as an organization you have to go to do your do diligence. I encourage you to listen to other board members and take into account, their thoughts, but in the end you need to exercise your own independent judgment as to whether or not is a reasonable step for the organization to take.

We are also going to be looking at the survey. I ask you as we go through the focus group process to keep an open mind, as to what our membership is trying to tell us. They are telling us what are our strengths and our weaknesses are.

Executive Vice President – Carol Christofero Report stands as written.

Administrative Vice President – Jack Burns Report stands as written.

Jack added that National withdrew the offer of us using their accounting system (Great Plains). We have just learned that the National is scrapping their accounting system and the database. The National Board is meeting this weekend to approve the purchase of both systems.

Financial Vice President – Diana Suzuki

Diana commented on the current financial data. The numbers are very good and Diana stated she can put the numbers to graphs for the board and membership. The budgeted figures and actuals look very good. Diana complimented our office staff. Two and a half

employees in our office manage 3900 members. We need to do the a better job in communicating to the membership that this is a very frugal organization trying to do lots on things with limited amounts of money.

PSIA Representative – John Weston - Report stands as written – John is representing the NW Division at the PSIA National Board meeting.

Education Vice President – Larry Murdoch - Report stands as written. Larry thanked his fellow board members ETC members, committee chairs and office staff for their support in helping with the education programs the last few years.

Larry also stated that he will support the newly elected Education Vice President.

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

Ed thanked Larry Murdoch and Roger Taggart for their contributions to the Education and Technical programs. He presented each with a plaque of appreciation.

Certification Vice President – Chris Kastner - Report stands as written

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

Communications Vice President – John Eisenhower- Report stands as written

John brought a sample of the shirt that we sold at Sun Valley, they are now on the website if anyone is interested in purchasing one.

We put the lift ticket discounts and availability in the early winter issue this year.

We have been contacted by Tyler Barnes, (one of our new DCL's) about our website. He has introduced some new ideas to improve our website. Mark Schinman and I are looking at them.

John asked the Program Managers to carbon copy John and Mark on correspondence so we may help get the word out to the membership.

Ed Kane asked that John provide a list of the information that is needed for each newsletter.

Ed Younglove thanked John for the series of articles that he did for the newsletter on the value of membership. They were timely considering the survey and other things we are doing now.

Nordic Chairman – Chad Dold

The Nords held their annual meeting at their Spring Symposium at White Pass. One of the things that was mentioned was to improve the website (Chad stated that he is glad that the improvements are coming).

Chad stated that he will have a full report in the fall after the Nordic Committee meets. He did say that membership, activities and interest is up.

Snowboard Committee – Chad Frost - Report stands as written

Children’s Committee – Chris Saario - Report stands as written

Children’s Committee had a successful meeting at the Timberline Training last November.

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

There was discussion that Calvin Yamamoto be awarded the PSIA/AASI – NW Mentor Award.

MSC Hathaway/Starup

I move that we honor Calvin Yamamoto for all his years of service and contributions to this Division and National by presenting him with the Mentor Award.

Art was asked to put together a proposal for Rookie of the Year award for fall meeting. Art asked for suggestions from the board.

Member School Insurance - Chris Wilson - No Report Submitted.

There will be a meeting in the fall prior to the board meeting. A report will be given at this time.

Senior Tour – Ed Kane (See Senior Tour attachment #1)

Ed reported that the market is there and the program is growing. He stated that he has had many requests for teaching tips. He is going to do a series of very short articles for the newsletter called “Senior Moments”

He is also requesting seniors to send him input for the column to get membership involvement

Proposal A-

MSC Jack Burns/Kane

I move that the Office Administration Committee be authorized to develop and implement an action plan to transition to a commercially available accounting software and database package so long as that it can be accomplished within the \$9900 budget previously authorized by the Board.

The Office Operations Committee has researched and found that there are accounting and database systems out there that we can adjust to our needs.

We are waiting to see what National does with regard to seeking the new systems. We are still asking that you authorize the same amount as before, but give us the ability to go forward based on what we discover what National does and what we need to do.

Proposal B -

Education and Program Director
Tabled to Sunday

Proposal C -

MS Chris Saario/Hand

I move that the \$350.00 be budgeted to purchase 150 ACE pins and the price of the clinic includes the pin which would be given to participants upon successful competition of the course, and that we allow previous participants the opportunity to purchase the pin.

MSC Saario/McDonald

I move to amend the motion to read "purchase 500 pins"

Proposal D -

MSC Saario/Moldstad

I move that cadets be excluded from the membership count when calculating Ed Bucks.

Proposal E - Withdrawn

I move that PSIA-NW give a membership address list to Black Boat Productions, in order to make a broadcast postcard mailing to the membership advising them of the creation of this new website and what benefits it offers.

Proposal F -

MSC - Burns/ Nagai

I move that the Office Administrative Committee be authorized to purchase a digital projector at a price not to exceed \$1800 exclusive of tax.

MSC Eisenhauer/Peters

I move to amend buy inserting "exclusive of warranty cost and tax."

Proposal G -

MSC Hand/Kane

I move that Lance Young be ratified as the Region IV representative of Member Ski School Committee.

The call for candidates for the special election was moved to the afternoon.

Education and Program Director Discussion

- We have done an incredible job with volunteers, imagine what we can do if we have a person devoting full time to what volunteers have done in the past.
- What do we do if this person does not work out? The job description lays out performance measures the person will be evaluated on at the end of year.
- It is important that we be able to communicate to the membership as to how this position is being paid for. There is a lot of belief in this board and what this board is doing by our members. A lot of weight falls on the selection committee on selecting the right person for the job.

Proposal B -
MSC Kane/Murdoch

I move that the PSIA/AASI-NW initiate the process to hire a full time professional to manage the educational programs for the division. The Job Description & Performance Measures are attached. The proposed 3 year organizational transition plan is depicted in the attached diagram. Required changes in the By-Laws and Policies and Procedures of the organization will be implemented during the 3 year transition. The Interview and Selection process is contained in the 3rd attachment. Proposed revisions to the budget and fees that will be made to cover the cost of employing this individual are contained in the 4th Attachment.

Amendment to Proposal B
MSC Schinman/Burns

I move to amend by the funding for the first year of the Education Program Coordinator shall be achieved by reducing annual operating expenses by \$15,000 (building reserve fun accrual at \$12,000 and \$3,000 in other miscellaneous expenses) and that the remainder of the cost be funded by an allocation of \$35,000 from cash reserves.

This amendment replaces attachment #4 of Proposal B.

The motion was approved ananamusouly by the Board of Directors.

Proposal B passed as amended.

The board applauded Ed Kane and his committee for the great job they did on this Education and Programs Director project.

Ed Younglove turned the gavel over to the Executive Vice President, Carol Christofero, to preside over the special election.

Carol announced that due to the circumstance of being at the National meeting that John Weston be allowed to vote in this election.

The bylaws provide that for the election of officers only members in attendance are allowed to vote.

Jack Burns did some research on this matter:

Under Oregon statutes (we are incorporated in the state of Oregon) there is a provision regarding non-profit corporations that provides that at a regular or special meeting unless the articles or bylaws provide otherwise the Board of Directors may permit any or all directors to participate in meeting by or conduct the meeting though using any means of communication by which all directors participating may simultaneously hear each other during meeting. A director participating in a meeting by these means is then to be considered present in person at the meeting. It is Jack's opinion that a director could participate by telephone conference call during the discussion that created an issue that he wanted to participate in. The board can do this by letting John participate by telephone conference call. The reason he is not here is not of his own doing, he is at the National meeting attending to our business. He should not be precluded from voting on the issues if he chooses to do so. There is a concern that we may be creating a precedent in the future.

Discussion

- Other board members are not here and should be offered the same opportunities.
- John is doing business as PSIA representative and should be an acceptance over other personal reasons for not attending.
- Once an exception is made there is major concern in the future for board members to ask for the same privilege.
- Can his vote be used on a tie breaker?
- We have provided no voting unless present in our bylaws.
- This should have been provided as a proposal or letter and not just prior to the election.
- It is not fair to make adjustments to bylaws based on a special situation.

MSC Cordell/Peters

I move that we deny John's written request to vote in this special election.

Nominations for Election Vice President

The term is for one year.

Molly Fitch

Jeff Cordell

Nomination for Technical Vice President

The term is for one year.

Lane McLaughlin

Molly Fitch and Lane McLaughlin were elected to their respective offices.

Strategic Plan - Ed Kane

The Strategic Plan is a road map to getting to our Mission Statement. It provides a long term visibility to goals and keeps us focused on the road. It clearly defines roles and responsibilities to people who own the programs (it gives direction to the Vice Presidents). The Strategic Plan can be used as a set of rules for the road or it can be used as a reference guide. Our division has decided to use it as a reference and guide.

The Strategic Plan is reviewed on a scheduled basis for revision. Ed presented copies of the plan to each Focus Group and made sure that they understood the relationship between what were going to do this afternoon in our Focus Groups and our rules of the road of our Strategic Plan. (See attachment #2)

The board broke out into their Focus Group sessions. The groups and facilitators are:
Education – Chris Saario
Certification – Ed Kane
Administration – Carol Christofero
Communications – Ken Hand

The meeting was recalled to order at 4:00 pm

Each group posted their issues list around the room. A facilitator from each group presented an oral presentation of their issues.
Each group was given sticky dots to post on the issues that they felt were the most urgent and important as reflected in the Strategic Plan.

See Issues and Action Plan Focus Group notes.

MSC Hand / Taggart I move to adjourn. Meeting adjourned at 4:45 pm

A group dinner is planned at 7:30pm at the Trout House.

Sunday, May 16, 2004

The meeting was called to order at 8:40 am.

Each Focus Group gave their presentation on their Plan of Action for the issues created.
(See Focus Group notes)

Ed Younglove presented the Education and Program coordinator selection timeline.
(see Attachment #3)

Ed acknowledged the years of service of Bob McDonald as well as his work in chairing the Survey Committee. Bob has resigned from the Snoqualmie board position because he now teaches at Mt. Baker.

MSC Burns/Cordell

I move that we accept the 2004-2005 interim budgets.

The meeting adjourns at 12:30 pm.