



PSIA-NW / AASI Spring Board of Directors Meeting

Best Western on the Green

Kent, WA

May 21, 2005

Saturday, May 21, 2005

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

Younglove, Ed	P
Weston, John	P
Burns, Jack	P
Christofero, Carol	P
Suzuki, Diana	A
Eisenhauer, John	P
McLaughlin, Lane	P
Kastner, Chris	P
Molly Fitch	P
Hand, Ken	P
Brawley, Sally	A
Carter, Gary	P
Cordell, Jeff	P
Croston, Rob	P
Dold, Chad	P
Germeau, Mary	P
Hathaway, Art	P
Kane, Ed	P
King, Bill	P
Klecker, Ken	A
Moldstad, Karen	P
Murdoch, Larry	A
Nagai, Wayne	P

Peters, Mike	P
Saario, Chris	P
Mark Shinman	P
Starup, Greg	P
Stoneberg, Kay	P
Wilson, Chris	P
Winterscheid, John	P
Priest, Kathleen	P
Frost, Chad	A
Darrow, Barbara	P

Guests – Jim Webb, Nick McDonald, Kirsten Huotte and Kathy Hand

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

Officers Reports:

Ed Younglove – President

Ed addressed the disastrous no snow season. He also commented on the positive things that happened this year. The most positive thing for him was the way the organization responded to the crisis. The Executive Committee did an excellent job of dealing with the problems of the no snow season, getting together to discuss the problems and coming up with agreements on how we should proceed. It was difficult at times.

At the beginning of the season we kept hoping that things would get better and looking back we could have pulled the plug on some things sooner, but we just didn't know. I do think we tried to be responsive. We met and discussed the issues and came up with decisions. I think you should know how remarkable the office staff was in terms of working with us. They took the brunt of a lot of the problems with the season. We reduced Amy Zahm's (EPD) position a couple of times and eventually completely laying off the position at the end of March. We cut back Cheryl Campbell to one day per week and reduced Becky Kostelich's hours. They were incredibly supportive in terms of working with us and understanding the decisions we had to make.

Another benefit for me was that I learned more about the organization this year than I have in the last ten years or so of being on the board and being president. It occurred to me for the first time how little I knew about how the organization runs and how little understanding I had of what the office does and the people in the office do. I feel one of the bright sides of the season was I learned a lot more about the organization, how it functions, what our staff does and hopefully these things will help me in the future.

Ed reported on his participation in the National Governance Task Force.

He told us there is a tendency sometimes for us to look at the Divisions and National as "us and them". I don't tend to think of National as "them" and the Division as "us". We are all National as well Divisional.

Many of the boards do not have the resources that we have. We have attorneys, financial expertise and people who are business owners. Many divisions do not have this wide spread of resources as board members.

From National's perspective, their board is what the Divisions give them. This is what is behind the Governance Committee. National has a large budget, nationwide responsibility in terms of providing education, materials and services to the Divisions. They are looking at whether or not they need to make changes in order to service their membership. I do not look at this as a power play for National to take over Divisions. (See Task Force Meeting Notes - attachment #1)

Executive Vice President – Carol Christofero - Report stands as written.
A call for candidates for officers will come up later in the meeting.

Administrative Vice President – Jack Burns Report stands as written.

Financial Vice President – Diana Suzuki (absent)

Ed spoke for Diana. He pointed out that last season we started with \$150,000 in reserve. This year with the new Education Programs Director position and poor snow year we did go into our reserve and that reserve balance at the end of June is projected to be \$97,000.

Ed stated that we do not earn enough from dues to run the organization. We have to have the revenue from the educational events as well.

PSIA Representative – John Weston - Report stands as written.

John thanked the board members who responded to his Governance Task Force survey.

Where did the proposal to change the National by-laws regarding no Level III training directors come from? “This proposal came from the Member School Committee by way of the President's Committee. It is an avenue for smaller schools that do not have a Level III training director to be a National school.

We already have a policy in place regarding schools without Level III training directors. It was stated that we can continue enforcing our own guidelines regarding member schools.”

The new National database will be on line and available to all divisions the spring of 2006. The cost to PSIA is \$6000, National will pick up \$3000 and the participating divisions will share the remaining \$3000 on a per capita basis.

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

Molly passed around a flier that was inserted into the dues billing and put on our website promoting our summer events. (See Attachment #2)

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

Lane spoke of the success of the November Fall Training at Timberline. There was a lot of enthusiasm that pointed the year in the right direction. We had round table discussions

with the DCL's on how they want to improve personally and professionally and what they wanted to commit to the division. The membership surveys created a lot of the dialog for these discussions.

Lane stated that he got enough information to hold two years worth of DCL training, but unfortunately we had to cut back on the training budget.

Lane was able to pilot an Alpine Freestyle Accreditation at Mt Bachelor. It was very successful. He will work to create educational events and staff training for this new program.

Lane also stated that new members of the Tech Team have been very productive behind the scenes. We are proud of them and they and the rest of the team got a lot done in spite of the bad snow season.

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

Communications Vice President – John Eisenhauer- Report will be given later in the meeting.

Member School Vice President – Ken Hand - Report stands as written
Ken announced that Marsha Davis from Mt Hood Meadows Ski School will be the Region II (Mt Hood & Bend) representative to the Member School Committee.

Nordic Committee – Chad Dold - No Report submitted (See Certification report for XCD Cert report)

Snowboard Committee – Chad Frost - Report stands as written.

Children's Committee – Chris Saario – No report submitted.

Adaptive Committee – Kathleen Priest – Report stands as written.

Awards and Recognition Committee – Art Hathaway - Report stands as written.
Art added that the awards program went away with the snow. There were only two nominations and they were for Outstanding Service. The recipients were John Weston and Ken Hand. John received his award at the Spring Symposium banquet and Ken's was given to him at this meeting.

Member School Insurance - Chris Wilson – This report will be given under new business.

Education and Programs Director – Molly Fitch for Amy Zahm
Molly noted that Amy submitted a Planning Calendar, Division of Labor for Event Planning and a State of the Union (goals for ETC and Committee Chairs).

Molly asked for questions:

What is the most important product that was produced? “The clarity of what that role would do and how it works with the office and what we need has influenced our thinking going forward. Amy did not create a new product or offering, but got things organized and clarified what our priorities should be and how we are we going to do this.”

Does the Division of Labor seem reasonable? “Barb created the “Division of Labor” document with Amy so it is reasonable.”

Ed added that because many of the board do not know what the full extent of the office staff job duties are, detailed job descriptions were written up to give a better understanding of what they do so we can “fit” this position next time. (Job Descriptions, see attachment #3)

We know that Amy’s living in Wallowa, Oregon was going to be a challenge. It was a bigger problem than we anticipated. One of the problems was the connection with the office and the ability to spend time together and consistent communication.

Spring Fling was created to provide an additional offering for educational credit. Amy organized the divisional staff and submitted new topics. The Spring Fling was a huge success. There was the discussion of having the Spring Fling as an annual event and offering one in Spokane and Mt Hood regions as well.

What are your thoughts on membership development based upon last year? “We did not do much regarding membership development. What is interesting by the way our membership is divided – this came up through - large numbers of educationally delinquent members. We have the members; we need to find out how to retain them.”

- Director of Education and Programs needs more visibility to the membership
- Frequent reporting from the EPD in future was requested.

New Business

Member School Insurance – Chris Wilson

The low snow year brought on many calls about our insurance coverage due to the lack of exposure. One school contacted the provider directly and the provider agreed to give them back 50% of the premium. The assumption is that if one school is reimbursed then all schools should be. There is a meeting with the insurance company’s representatives in June where this issue will be discussed.

The policy does have a non-operating agreement where the insurance company must be notified by February 1st in order to qualify for the 50% refund. (see attachment #4)

A reminder postcard regarding the non-operating agreement was sent to all schools participating in the insurance program prior to the February 1st deadline.

Proposal A

MS Kane/Moldstad

I move that the Educational & Programs Director proposal adopted by the Board on May 16, 2004 be amended to 1) authorize the Selection Committee to recruit, interview, select and hire a new Education & Programs Director by July 1, 2005, or as soon as possible thereafter; 2) Move the timing of the proposed transition plan for organizational restructuring by one year with the first stage being completed in May 2006; and 3) the ETC shall present quarterly progress/status reports to the board regarding the progress of the position development through the spring '06 meeting and beginning with the fall '05 board meeting.

Discussion

- Job description was global we have learned to be more focused in setting achievable goals and objectives.
- If our financial position is \$97,000 in reserve fund if this position costs us \$40,000-\$50,000 per year that balance will rapidly go down.
- The position will cost us about \$50,000 is a combination of benefits, wages and expenses of the position.
- The committee is authorized to hire someone by July 1st.
- I have not seen a return on our investment.
- Until we get a good snow year under our belt. I question whether we will see a return on our investment. I am not in favor of supporting this position.
- We are not in a position now to afford the position. The dialog we had before was that the position would eventually become self sufficient, grants, increased participation in symposiums and clinics, etc.
- We have lost 12% of our membership. Bring the membership back up prior to bringing back the position.
- The \$16,900 spent was well worth the information we acquired in assisting the position in the future. The amount of money spent was not much compared to what we learned and got from the position.
- The organization is healthy. We had a setback and responded to it in short order and responsive fashion. Our reserves are very good for an organization of this size.
- We cannot continue to rely on volunteers to do the work of our organization.
- Start off with a part time position and see if it works into fulltime.
- We have to give this position a chance to develop. If we let it go this year we'll be back where we were a few years ago (recreating the position). We will remain stagnant unless we get someone in there that will fill in the cracks, do marketing and make membership aware of what we are all about. This needs to be a full time position.
- We should not base our decision on the bad season we had this year.
- We need a measurement of performance so we can see if we get a return on our investment. We also need a fiscal basis of why we are using this person and what value it is bringing to us.
- The overall concern is financial. We need to amend this to a part time basis and cut the \$48,000 to \$24,000.
- Get more instructors involved in clinics and that will make up for the short fall in memberships.

- Our financial position held through the end of March. The last three months of the fiscal year we lost ground in terms of fund balance. We're not in as bad a position as we think we are. We have 1,500 people that are education delinquent. If we can through marketing and other means get hold of those people to attend a \$40 clinic, there is \$30,000 right there.
- We should not let a negative year affect our positive decision that we made last year.

MS King/Weston

I move to amend the motion to change from a full time position to part time with the provision to review at the fall board meeting.

Discussion:

- We will not be able to get the same quality person for a part time position.
- Do we amend the motion to so many hours per year? What about benefits for part time? Are we talking part time or full time benefits?
- If the person works only part time and the job does not get done that is our responsibility.
- What about contract work for specific jobs?
- The person should report to the office manager, part time or full time.

Motion to amend failed.

MSC Weston/Hand

I move to table the original Proposal A motion until after lunch.

Proposal B

MS McLaughlin/Weston

I propose that PSIA-NW members are able to earn educational credit for attending clinics held "in-house" by a DCL from their own staff, provided that the clinic is based on PSIA/AASI curriculum.

- It is difficult to find an outside clinician at times. It will benefit the membership and PSIA/AASI.
- What about clinic size. – We will follow the member ski school clinic guidelines.
- We need to put a cap on these clinics so the system is not abused. Perhaps these clinics should be allowed every other year.
- Adaptive only has two DCL's (one in Oregon and one in Washington) this proposal would be very beneficial to this discipline.
- Ski schools would like to have DCL's come into their schools to do clinics in the pre-season. Many of the DCL's are busy with their own schools.
- We need to address the ski schools that do not have a DCL on staff – neighboring schools should try to share with them.
- We should amend the proposal to have more control, and put in timetables or guidelines so it does not become something where a director says "why do I need PSIA/AASI?"
-

MS

I move to amend the proposal to read “limit in house clinics to every other year.”

- If we allow “in house” clinics our regular scheduled clinics will suffer from lack of participation – there are people not affiliated with ski schools that want credit and do so by means of the PSIA/AASI-NW scheduled clinics.
- Directors want to reach outside first, but not always able to get an outside clinician.
- Why don't we do this on a case by case basis and leave it up to Lane to determine the ski school is eligible.

Motion to amend failed.

MSC

Amendment to Proposal B

McLaughlin/Kastner

I propose that PSIA-NW Member Schools may request an exception to have a MSS clinic delivered by a DCL from the school's own staff ("in house DCL"). The clinic must follow all other MSS requirements, curriculum, and procedures. The request for an exception must be submitted through the office for approval by the Technical VP before the scheduling and hosting of the clinic with an explanation of the circumstances to use an "in house DCL" rather than an "outside" DCL.

Motion passed.

Outstanding Service Award

Art Hathaway presented the Outstanding Service award to Ken Hand.

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

Lunch Break

Proposal A - Continued

MSC Kane/Hand

I move to amend by substitution the original Proposal A

- A. To authorize the Selection Committee to select a new Education and Program Director by July 1, 2005 and bring their selection before the Board for ratification and hiring. (E-mail vote).
- B. To delay the timing of the proposed transition plans for the organizational restructuring by one year with the first stage being completed by May 2006.
- C. That the ETC present quarterly status reports to the Board regarding the progress of the position development through the Spring 2006 meeting, beginning with the Fall 2005 Board meeting.
- D. Reporting Responsibility – That the Education and Program Director shall report to the Education VP for technical/program direction and to the Office Manager for operational/administrative direction.

Motion passed.

MS Hathaway/Saario

I move that we amend motion to change name of Education and Programs Director to Member Education Director.

Motion failed.

Election – Ed Younglove passed the gavel to Executive Vice President, Carol Christofero. All officers have agreed to run for another two year term. Unanimous ballots were cast for each candidate.

President – Ed Younglove

Executive Vice President – Carol Christofero

Administrative Vice President – Jack Burns

Communications Vice President – John Eisenhauer

Financial Vice President – Diana Suzuki

Technical Vice President – Lane McLaughlin

Certification Vice President – Chris Kastner

Education Vice President – Molly Fitch

PSIA Representative – John Weston

Old Business

MSC Weston/Burns

I move to approve the Summer Interim Budget.

MSC Weston/Croston

I move to adjourn.

Meeting adjourned at 2:45pm.