



PROFESSIONAL SKI INSTRUCTORS OF AMERICA – NORTHWEST DIVISION  
 AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS  
 PNSIA EDUCATION FOUNDATION



11206 Des Moines Memorial Drive, Suite 106, Seattle, WA 98168 / (206) 244-8541 / fax (206) 241-2885 / e-mail office@psia-nw.org

PSIA-NW / AASI Fall Board of Directors Meeting  
 Hilton Garden Inn  
 1801 E Valley Rd  
 Renton, WA  
 September 16, 2006

*Saturday, September 16, 2006*

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	Germeau, Mary	P
Weston, John	P	Kane, Ed	P
Burns, Jack	P	King, Bill	P
Mark Schinman	P	Livingston-Weston, Mary	P
Suzuki, Diana	P	Moldstad, Karen	A
Eisenhauer, John	P	Nagai, Wayne	A
McLaughlin, Lane	P	Peters, Mike	P
Kastner, Chris	A	Saario, Chris	P
Molly Fitch	P	Stoneberg, Kay	P
Brawley, Sally	P	Wilson, Chris	A
Brown, Rick	P	Winterscheid, John	P
Carter, Gary	P	Priest, Kathleen	A
Christofero, Carol	A	Semb, Dustin	A
Cordell, Jeff	P	Darrow, Barbara	P
Croston, Rob	A	Huotte, Kirsten	P
Dold, Chad	P		
Field, Jim	P		

**MSC: Weston/Saario** – I move to accept the minutes of the spring board meeting.

**Reports**

**President** – Ed Younglove – Report stands as written.

An Office Transition Task Force has been formed. It is chaired by Mark Schinman. Those serving on it are Molly Fitch, Diana Suzuki, Ed Kane and Barb Darrow.

This Committee was created to prepare for Barb’s retirement and possible office restructure. They will (over the next several years) take a look at how we do business, how we staff our office, what our options are, and what we might do differently, perhaps the conclusions will be that there will be no changes. The committee has been asked to explore every conceivable way to do business (see attachment #1).

Ed commented on the office staff and feels that we have quality people working for us. He especially noted that they all have one important characteristic and that is that they care about our membership and the organization. This comes though to the membership when they have contact with the office, Ed thanked Barb, Kirsten, Cheryl and Becky for their commitment to our organization and said it is a pleasure working with them.

Ed is going back to the National President's Council meeting in October. We will continue working on the issue of "Recruitment and Retention".

National is working on a proposal to partner with some of the divisions in some recruitment and retention incentives along the lines of "Go with a Pro" and other marketing issues.

Jack Burns will also be attending the National meeting. It is an invaluable experience for the next president to become familiar with the personalities at national and the operation back there.

Ken Klecker has left Mt. Bachelor and he has resigned his Bend board seat. The seat will be up for election in the spring.

Chris Kastner has left Crystal Mt. to be director of skiing at Mt. Hood Meadows. Chris will remain on the board as Certification Vice President. It will be best not to fill that seat and let it remain vacant until we see how the reapportionment issues come out.

A comment was made about National's effort on the Retention and Recruitment issue to be sure that the focus is on instructors. We should be spending money to make ourselves healthy.

**Executive Vice President** – Jack Burns

There are two issues that were dealt with this summer – Reapportionment including a proposal that we will discuss at length later on the agenda and a retention survey.

**The Retention Survey** –

The office keeps two lists - one is former members who are one year delinquent on their dues (and this last year were 525) and another which are two year delinquent on their dues (there are 80 on that list). We had essentially in the last two years 605 people drop off the membership. These are Level I, II, & III's. Most were in the Level I category.

We did a sampling of those 605 instructors. We selected 150 to call on a telephone survey. They were mostly level I's, but we tried to call all the Level II's and III's that had dropped out so we could see that there was a difference between the Level I's, II's, & III's. Becky Kostelich (office employee) made a valiant effort and called all 150 we selected at random of those 150 phone calls (and there were multiple calls) she was able to contact 11 individuals. Bad numbers, moved on, etc... Of those 150 she decided to send out a broadcast email. She sent out 67, she had few responses.

Most reasons for dropping out were life changing reasons no longer teaching, pregnancy, lost job, age, etc..

Jack stated that he is discouraged about the response and is not sure where to take this project.

The board thanked Jack and Becky for their work on this project and it was decided to no longer pursue this survey (see attachment #2 for survey questions).

**Administrative Vice President** – Mark Schinman – Report stands as written.

The National software project (TMMS) has been scrapped and National will be starting over in recreating a more useable database program for all of the divisions to use.

**Financial Vice President** – Diana Suzuki

Diana gave a brief summary of the 2005-06 year end report and stated the 2006-07 budget approval will come up later on the agenda.

It was stated that the information on the consolidated statement that came with the year end financial is much easier to understand.

**PSIA Representative**- John Weston

John commented on the success of the National sponsorships due to the hard work of past marketing director, Mark Dorsey (Mark is now the new Director of ASEA). The sponsorships support the expense of the National Demo Team completely.

Our Subaru sponsorship has been extended. A new five year contract has been signed and once it is completed PSIA, AASI and NSP will have had sixteen years with Subaru. The discount on purchasing a new Subaru is a great benefit to our members (see attachment # 3 for Subaru press release).

**Education Vice President** – Molly Fitch.

- Race camps were very well attended this summer.
- We made the decision to go to Big Sky Mountain for Spring Symposium.
- Fall programs are underway, good information on Fall Seminar in the newsletter.
- Deb Armstrong is to be guest speaker at Seattle and Mt. Hood Seminars. Ron Kipp will be in Spokane.
- The event calendar is finished.
- We are continuing to build the Winter Blast, It is on February 12-15, 2007 at Crystal Mt.
- Kirsten's follow up on ideas and efforts in enhancing our events were complimented and her hard work was acknowledged.
- More sponsorships are being pursued to support our events.

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

- This year's focus is on staff training
- We will offer numerous Training Director indoor events again as well as the larger on snow events.
- The TD event fee was increased from \$110 to \$140.
- Rick Lyons is working on the Outreach Program.
- There has been money put in the budget to help clinicians with travel expense. A "Zone System" will be set up to regulate the payment rate.

TD fee increase to \$140 is due to inflation and increase in training Director Events.

**Certification Vice President** – Chris Kastner (not present) - Report stands as written.

The report mentions two proposals to be presented:

- 1) Increase the Level I fee from \$15 to \$25 and to include a clinic.
- 2) Allow Technical Team members to join the EIT (Examiner in Training) program by not having to do a tryout.

Chris will be piloting a new exam format this season. The candidates will receive feedback throughout the day as in a clinic. They will be skiing within the parameters of the National Standards for level II & III. At the end of the day they will be given their results and the feedback will match the course of the day. The results will be evaluated to see where this process could go.

**Communications Vice President** – John Eisenhauer - Report stands as written.

**Website** – John would like to get the committee members together by phone or even better a physical meeting to move forward on the redesign of the website.

**Season Guide** – A draft was shown to the board. The target date for mailing is mid October.

**Member Ski School Vice President** – Lance Young - Report stands as written.

Steve Hindman has resigned his position as Region I Representative on the MSS Committee. He no longer works at Stevens Pass. Mary Germeau has taken over the position. Marsha Davis is no longer working at Mt Hood Meadows as director. We are in process of replacing her as Region II Representative to the MSS Committee.

**Nordic Committee** – Chad Dold, Chairman

Nordic committee is working on an initiative to get more activities that are education based and to add to the events we already have.

Don Portman and Steve Hindman will be attending to the National Track College which will be held in West Yellowstone, Montana. Both have agreed in return to assist us in drafting materials and putting together events that will focus specifically on helping our members be better teachers so they may teach to high levels and with greater variety of skills. We hope to complete this by the end of the season and have something to offer our membership next year.

**Snowboard Committee** – Dustin Semb (absent) - Report stands as written.

**Children's Committee** – Jodi Taggart (absent) - Report stands as written.

The committee is working on an ACE II curriculum.

**Adaptive Committee** – Kathleen Priest (absent) - No report submitted.

Fall seminar has more adaptive offerings this year.

**Awards and Recognition Committee** – Gary Carter - No report submitted.

Gary asked that the board submit names of those who deserve recognition.

**Member School Insurance Committee** – Chris Wilson (absent) - No report submitted.

Committee member, Chris Saario, reported that our insurance company has quoted us the same rate as last year. We are not raising the premiums to the schools in spite of losing three schools at Stevens Pass. The committee is exploring other bids for coverage.

**Education and Programs Director** – Kirsten Huotte - Report stands as written.

Kirsten gave a power point presentation on “Where We Are and Where Do We Want to Go” the progress of her work during her first season as Education and Programs Director (see attachment # 4).

### **Proposals:**

#### **Proposal A**

**MSC:** Carter/Weston

I move that Ken Hand receive Honorary Life Membership from PSIA-NW.

Motion Passed

**Proposal B**

**MS:** Kane/Weston

I move that a Senior Education Committee be formed to define and propose an accreditation program for PSIA/AASI members wishing to improve their skills in coaching senior members of the Snowsports public and define and propose additions to our current educational products that will specifically cater to the goals of our aging membership. These proposals would be submitted for approval by the board at the Spring 2007 meeting.

- Why is it necessary to bring this program back to the board? The reason is to get the board membership familiar with the program and take it back to their Regions.

**MSC:** Dold/King

I move to amend to remove the last sentence of the motion.

Motion passed as amended

**Proposal C** – Moved to later on the agenda.

**Proposal D**

**MSC:** Schinman/Saario

I move we purchase a projector of the same quality we currently own and a Pelican case (hard padded case) to protect the projector, plus shipping and handling and tax.

Discussion:

- Why don't we write a grant request to the Gates Foundation for a projector?
- Because of need we should approve the purchase on one and pursue one by way of grant writing.

Motion Passed

**Proposal E**

**MSC:** Schinman/Carter

I move we purchase a camcorder and a Pelican case (hard padded case) to protect the camcorder, plus shipping and handling and tax.

- Again, purchase now and look at the Gates Foundation for possible grant.

Motion Passed

**Proposal F**

**MSC:** McLaughlin/Peters

I move that current and future selected Technical Team members be allowed to enter into the EIT program, if they choose, without the need to go through another examiner specific tryout.

Motion Passed

## **Proposal H**

**MSC:** Fitch/Dold

I move we purchase two (2) 18 or 24 volt cordless drills, two (2) batteries for each drill, two (2) battery chargers, two (2) hard transport cases, one (1) bit, two (2) gate keys and two (2) tool belts to hold the key and drill safely.

Motion Passed

## **Proposal C**

**MS:** Burns/Dold

I move that the revised policies and procedures attached hereto regarding Regional Board Reapportionment be adopted.

The policies attached to this proposal (exhibit B) were adopted in 1995. They call for a five year review. Jack stated that these policies were unclear, ambiguous and difficult to interpret.

He redrafted the regional reappointment policies and procedures with input from various board members. There are two small changes and one major change (see exhibits A and B in the proposal).

### **Proposal 1:**

The 1995 set of policies and procedures did not have a starting date to review proportional representation so 1995 was inserted as starting date for the five year process.

### **Proposal 2:**

There will be an annual review looking at numbers of voting members in each region to see if board representation should change.

### **Paragraph 6:**

When a Region loses one or more seats, the directors in that Region will be surveyed to determine if any wish to resign from the board in lieu of conducting a special election. In the event that there are no voluntary resignations all seats will be decided by popular vote.

### **Paragraph 7:**

The existing policy states that you must have 50 voting members to add a seat. This formalizes the policy that it takes 50 voting members to form a Region.

The prior policy requires that you have another 125 members to add a seat. (50 + 125). Clarification in exhibit D #6 states that you have to have 250 voting members for the region to have two seats.

### **Discussion:**

- If a region has a board seat for 50 members after that a seat is added with 125. It doesn't make sense to go from 50 to 250 and then 125?
- Are we doing this on a five year or an annual basis?
- It will be cumbersome to analyze this annually and administrative costs will sky rocket.

### **Proposal C - Continued**

- Give this issue to committee and bring back in spring.
- The current policy triggered a review because there was a twenty-five percent change in the Mt. Baker Region.
- We are trying to change the policy to a popular election rather than an arbitrary subtract.

Motion was tabled until after the lunch break.

The meeting was called to order at 1:10 pm.

Because we are dealing with a number of changes which should be independent we are breaking Proposal C down. We can look at this change as having three segments to it. We will take these one at a time.

### **Exhibit A**

#### **Paragraph 2**

1. Do we want to amend the current policy that calls for a five year review unless there is a twenty-five percent change in one year in any one area in which case a review is triggered at that point or do we want to keep that or do we change to a one year review?

2. What is the purpose of review? Do we just want to do something every time we see a change in membership? Or do we want to just recognize that it is there and identify to the members in that region that they need to promote membership or do we want to trigger reappointment?

#### **Discussion:**

- The issue here is Board size – how the number of members determines what that (board) size is. In five years we can figure out whether we have too many too little and change that apportionment number to adjust the board size. That is totally independent of representation. For each region (or regions to be) we need to make sure that they are represented on the board by the rules that are set every five years.
- Twenty five percent is not going to increase or decrease a board seat unless the region is on the cusp.

**MSC:** Younglove

I move to amend the current policies and procedures revised for the annual review as specified in paragraph 2.

#### **Paragraph 6:**

There are two changes: (1) If someone wants to resign to take care of the problem where there is a reduction (2) Have a run off by election.

**MSC:** Younglove

I move to accept paragraph 6.

#### **Paragraph 7**

We need to clarify that a region can have 50 – 125 members to have a board seat. You don't start counting for the second seat until they get to 125 and then they have to get to 250.

If the numbers do not equate to 125 there is no rounding up only rounding down.

**MSC:** Dold/Saario

The amendment to the motion for paragraph 7 is: substitute the word for a second board representative rather than an additional.

Motion to amend carried.

**MS:** King/Weston

I move to table the motion.

Motion to table failed.

Ed Younglove asked the board to table this proposal for a brief period of time so Jack Burns can incorporate some the comments made to support this proposal.

**Proposal C continued**

Jack revised his reapportionment by revising sections 6, 7, and 8. (see attachment # 5 – Revised Exhibit A)

Motion passed as amended.

**Proposal G**

**MS:** McLaughlin/Fitch

I move that we increase the amount of the Level 1 exam from \$15 to \$25, which also includes a PSIA/AASI-NW Clinic.

**Discussion:**

- It would be nice give them a coupon to use for any event for a discount.
- Clinics are specifically for those who have taken Level I.
- I like the idea of clinic as a ramp into the organization.
- Are there a specific number of clinics offered? Yes, they will also be offered regionally. There will also be one offered at symposium.
- What about clinics for Nordic instructors? Will they have to travel a long way? There will be clinics for all disciplines.
- A clinic in addition to the Level I exam will limit the number of education delinquencies.
- This is a strong move for the organization in retaining the Level I instructor.

**MSC:** King/Brown

I move to amend the motion to add to be taken within one season after the exam.

Motion to amend passed.

Clarification – If an instructor fails the Level I , but is a member he/she may take the clinic.

Motion passed as amended.

**May Focus Group Updates** (see attachment # 6)

**Association Issues – Mary Germeau (for Ken Klecker)**

- Committee stated that her committee took on the survey of dropped membership (reported earlier in the meeting by Jack Burns).
- The committee will begin to create the mentoring and ambassador program.

**Office Commutations Task Force – Mark Schinman**

Board visitations Mike Peters will be handing out a board packet and give a presentation later on the agenda.

More effective use of the website. We have been enhancing the site on a continual basis.

Tyler Barnes and Matthew McVane, who have been contributing ideas to create a better website.

A brochure is being considered to be targeted at new hires.



### **Marketing and Member Benefits - John Eisenhauer**

John got copies of the communications sent to new members and the type of follow up letters that go out. We want to look at the time line involved in sending those letters to see where we can improve.

Perhaps a letter to the training directors asking them to remind new level ones of their commitment to education in order to maintain their certification.

### **Education – Molly Fitch**

- We have looked into creating the ACE II. The children's committee is currently working on this project.
- Bring a friend to an event has been discussed.
- Fall Seminar promotion has included bring a friend – the fee is same as a member.
- A move to online curriculum has been discussed.

### **TD/DCL – Lane McLaughlin**

My report has covered most of my Focus Group report.

- The snowboard committee is on track.
- Examiner Training is scheduled for November 17<sup>th</sup> at Timberline to review new exam feedback and scoring process.
- DCL standings – Communication is going out to staff. Some staff members have not attended any training or the assessment – we need to determine where their standings are.
- We plan a roundtable forum for TD's at Timberline to share ideas.
- Tech Team members share power point presentations to share with others.
- TD outreach clinics – focusing on professional development pathways and member benefits.
- Work with TD's on how to motivate their staff.

The comment was made that a National exam for the Level III is in the future – this will develop more consistency.

### **Ski School Visitations – Mike Peters**

Mike handed out a packet for the directors to use as an aid for their visitations (see attachment # 7). Mike also passed around a sheet for the directors to sign up for schools to contact.

He stated that if you can not make a visitation because of travel or time restraints, or what ever reason. you may delegate an alternate (non board) to make your presentation. Please go over your plans with the alternate.

The office can supply you with issues of the newsletter, Professional Skier, accessory catalog or anything else you may need.

Please let Mike know who you have contacted and how well your presentation worked. If you use alternates, try to pull those people into a board meeting (like we did last spring) and get them more involved in what's going on like a ripple effect.

I am open to any type of suggestion on how to improve this program.

### **Legends Award:**

The PSIA-NW Legends award was presented to Gary Carter by Ed Younglove (see letter from Glenda Schuh attachment #8).

1. **Budget:** - Diana Suzuki

MSC: Weston/King

I move to accept the presented budget for 2006 – 07 season.

Comment – I looked at the newsletter expense and the newsletter is costing us from \$16,000 - \$17,000 per season. Why are we not using electronic transmission of our newsletter?

- Event applications are looked for in the newsletters.
- Many members like a tangible (hard copy) format.

The Spring Board meeting will be held in Hood River Oregon on May 19-20, 2007.

The Board of Directors is invited to the Member School meeting at the Bellevue High School Library at 7:30 pm on October 1st.

Meeting Adjourned – 3:00 pm




---

PROFESSIONAL SKI INSTRUCTORS OF AMERICA – NORTHWEST DIVISION  
 AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS  
 PNSIA EDUCATION FOUNDATION



11206 Des Moines Memorial Drive, Suite 106, Seattle, WA 98168 / (206) 244-8541 / fax (206) 241-2885 / e-mail office@psia-nw.org

**PNSIA-EF Fall Board of Directors Meeting**  
 Hilton Garden Inn  
 1801 E Valley Rd  
 Renton, WA  
 September 16, 2006

Sept 16, 2006

Meeting called to order at 3:05 pm Roll was taken.

Ed Younglove	P	Lane McLaughlin	P
John Weston	P	Chris Kastner	A
Jack Burns	P	Molly Fitch	P
Mark Schinman	P	John Eisenhauer	P
Diana Suzuki	P	Kirsten Huotte	P
Barb Darrow	P		

**MSC:** Schinman/ Young – I approve the minutes of the spring board meeting.

**Scholarships** – Scholarships for exams were discussed and then deferred to the Scholarship committee to create policies.

**Budget:**

**MSC:** Suzuki/Weston  
 I move that we accept the PNSIA-EF budget as presented.

It was discussed that the full raffle will probably not be held at the Big Sky Symposium. The proposed income with the partial fund raises will be \$2500 in income.

Amendment to motion carried.

Motion passed as amended.

**MSC:** McLaughlin/Weston  
 I move to adjourn.

Meeting adjourned at 3:20 pm