

**PSIA/AASI -NW Spring Board of Directors Meeting**  
**Corinthian Yacht Club**  
**Seattle, WA**  
**May 19 – 21, 2006**

**Friday - May 19, 2006**

The meeting was called to order at 7:00pm by the President, Ed Younglove. Roll was taken and a quorum was established.

	FRI	SAT	SUN		FRI	SAT	SUN
Younglove, Ed	P	P	P	Kane, Ed	P	P	P
Weston, John	P	P	P	King, Bill	P	P	P
Burns, Jack	P	P	P	Klecker, Ken	P	P	P
Christofero, Carol	A	A	A	Livingston-Weston, Mary	P	P	P
Suzuki, Diana	P	P	P	Moldstad, Karen	P	P	P
Eisenhauer, John	P	P	P	Murdoch, Larry	A	A	A
McLaughlin, Lane	P	P	P	Nagai, Wayne	P	P	A
Kastner, Chris	P	P	P	Peters, Mike	P	P	P
Molly Fitch	P	P	P	Saario, Chris	P	P	P
Young, Lance	P	P	P	Mark Schinman	P	P	P
Brawley, Sally	A	A	A	Starup, Greg	P	P	A
Brown, Rick	P	P	P	Stoneberg, Kay	A	A	A
Carter, Gary	A	A	A	Wilson, Chris	A	A	A
Cordell, Jeff	A	A	A	Winterscheid, John	P	P	P
Croston, Rob	P	P	A	Priest, Kathleen	A	A	A
Dold, Chad	P	P	P	Hargrave, Chris	A	A	A
Field, Jim	P	P	P	Dustin Semb	A	A	A
Germeau, Mary	P	P	P	Darrow, Barb	P	P	P
Hathaway, Art	A	A	A	Huotte, Kirsten	P	P	P

Ed introduced the new board members. Rick Brown from 49° North Ski School and Jim Field from Mt. Ashland. Both are seated tonight because the board members they are replacing are not in attendance. Art Hathaway – Spokane and Larry Murdoch from Bend Region. Rick and Jim will carry the votes for their respective regions. Mary Livingston–Weston from Stevens Pass region will be seated at the end of the meeting. She is replacing Greg Starup whose final meeting is this weekend. Lance Young is the proposed new Membership Ski School Vice President replacing Ken Hand.

Proposal C – MSS Vice President ratification has been moved to the first proposal so Lance Young may vote on all proposals.

Ed introduced guests Jim Webb, Roger Lowell, Nick McDonald and Nikol Hampton. He gave an overview of this weekend’s meeting. We have invited several guests (ski school directors, area management, training directors etc.) We have asked them to participate in our focus groups on Saturday. Sunday the board will take the information that we get and attempt to work it into some tactics for a five year plan.

**President – Ed Younglove**

Ed thanked Ed Kane for arranging the meeting place here at the Corinthian Yacht Club and also thanked Mary Germeau and Kirsten Huotte for their work on putting the focus groups together and Barb for putting the agenda and meeting together.

Most of this meeting will be consumed with the focus groups and working on growth and retention. A five year plan is what I have in mind and I want us to develop some tactics that will help us grow the organization at the same time serving our “Mission Statement”.

It may take an aggressive growth and retention plan to keep our membership where it is. Nationally there is a decline in membership. We’ve seen the same in our organization and getting our membership back up to 4000 members in five years will be a struggle.

There will be an election for the Executive Vice President position due to Carol Christofero’s resignation. Jack Burns has indicated interest in the position. If Jack is elected Mark Schinman has stated he will run for Administrative Vice President. A formal call for nominations will be on Saturday and the election will be held on Sunday.

Ed mentioned the petitions from Big Mountain and Lookout Pass Ski Schools to join our division. These items will be discussed later in the meeting. (Proposal F and G)

National commissioned (over a year ago) a survey of ski school directors on their perceptions of PSIA and AASI. The report was done by Market Spark Statistic Marketing Service. Full copies of the report are available at this meeting. The is a lot interesting information in it (see attachment # 1).

**Executive Vice President – Carol Christofero**

Carol has resigned the position of the Executive Vice President. She is still going to maintain her Mt. Hood board seat.

**Administrative Vice President – Jack Burns**

Reports stands as written.

Jack added that he has looked over the Board of Director’s membership numbers. The policies and procedures state that when a region exceeds or declines twenty five percent in any given year it triggers a proportional review. The review consists of identifying the members for a two year period to determine whether representation should be adjusted.

Mt. Baker’s membership exceeded the twenty five percent mark. Crystal Mountain, Snoqualmie Pass and Stevens Pass declined significantly and board seats will be lost based on the analysis. Those board members have been notified of the decreases. This will be on the fall board agenda.

**Financial Vice President – Diana Suzuki**

The program managers have been doing a great job managing their budgets. We will approve the summer budget later in the meeting.

**Education Vice President – Molly Fitch**

Report stands as written.

Molly recapped the Winter Blast. It was a success and hopes it will grow year by year.

The PDS series was redesigned and offered at Summit and Stevens Pass. It was very successful and will be marketed in the future as “Certification Preparation”.

We just got the Symposium bids back from Big Sky Resort, Big Mountain, and Sun Peaks, Canada. The bids will go to the Symposium committee for selection.

Molly thanked Kirsten for her hard work and contributions to PSIA/AASI-NW. She has jumped in and immersed herself into the details of the programs and has set high goals for next season.

**Technical Vice President – Lane McLaughlin**

Report stands as written.

Lane added that we did a DCL reassessment this year and it enables us to see the performance of our staff through skiing, technical knowledge and ski related. Those being reassessed got clear feedback on their skiing.

**Certification Vice President – Chris Kastner**

Report stands as written.

We are seeing some changes in Snowboard and Nordic. There are changes in alignment with leadership roles.

The new assessment sheets were used for the Alpine side of certification. I still need to do some of evaluating of the comments and score sheets. I will have a full summary in the fall.

**PSIA Representation – John Weston**

Report stands as written.

John mentioned that National is \$56,000 down in dues. We need to heed the signs and see what we can do to retain our membership.

There will be an election of new officers at the National board meeting in June.

**Communications Vice President – John Eisenhauer**

Report stands as written.

John stated that the Spring Newsletter will be out early next week. We are hoping that it gets out to the membership prior to the billing. The newsletter contains information about the dues increase. (NW dues increase to \$40). The pictures in the newsletter are getting better and clearer. The printer we do business with just got in-house printing capability, up to this time he did the pre-press work and sub contracted out the printing to another company.

We will have a shortened page version of the newsletter in the summer, it will contain event schedule, event application and fees. Members will be asked to save that information in this newsletter because it will not be reprinted in the later newsletters.

Tyler Barnes and Matt McVane have offered to assist Mark in the website to enhance the graphics and organization of the website.

**Member Ski School Chair – Ken Hand (for Lance Young)**

Report stands as written.

**Nordic Committee Report – Chad Dold**

Report stands as written.

**Snowboard Committee - Dustin Semb and Chris Hargrave (not present)**

Report stands as written.

Better lines of communication between the Snowboard Committee and ETC need to be established.

**Children’s Committee – Jodi Taggart (not present)**

Report stands as written.

Ed Younglove stated that the President’s Committee is going to propose to National Board to put on an event like the Examiners College for children’s trainers. The divisions would like higher level training in this area. This will be proposal at the fall meeting in October.

**Adaptive Committee – Kathleen Priest (not present)**

Report stands as written.

**Agenda Item #15 – Partnership Award**

Art Hathaway is proposing a new award that we may want to offer. This award is being created for someone in the ski industry, but outside of our organization who's activities we want to recognize.

Ed Younglove will pass this award to Gary Carter to see if he would like to bring it forth as a formal proposal in the fall.

**Education and Programs Director – Kirsten Huotte**

Report stands as written.

The board gave Kirsten a round of applause for the great job she is doing.

Lane spoke to Kirsten's work with the programs and the improved communications and quality of the events. Down the line we hope that this will link into growth and retention.

**Proposal F - Big Mountain Proposal**

Discussion

- Does Big Mountain staff automatically come to NW as divisional staff?
- There is a process already in place for DCL's coming into our division. They will use that process
- Big Mountain is a destination resort.
- Destination resorts bring in customers from other areas. It would be great to have that type infiltration into our division.
- There is bound to be additional expense bringing in Big Mountain into our division.
- Big Mountain is worried about their voices being heard in the NW division.
- Big Mountain could request that NW create a region if they have the membership numbers.
- Will Big Mountain fall into our dues collection procedure? – Yes
- National determines the geographic boundaries of the divisions. One has to teach at a school that is within the geographic boundaries. We need to draw a geographic boundary that includes Big Mountain and Lookout Pass. We will recommend that national revise the boundary lines.
- The members of Big Mountain Ski School will have to transfer in individually to NW

MSC: King/Dold - I move to adjourn

Meeting adjourned at 8:40pm

**Saturday - May 20, 2006**

The meeting was called to order 8:15am. Roll was taken and a quorum was established.

Nominations were opened for Executive Vice President. Those nominated were Jack Burns and Bill King. Nominations were closed and the election will be held on Sunday.

Proposal C was moved to the beginning of the proposals to allow the ratification of Lance Young as Member Ski School Vice President. Once ratified Lance will be seated as full member of the board and have full voting rights.

**Proposal C**

MSC: Dold/Saario

I move that the Board of Directors ratify Lance Young as MSS Committee Chairperson and MSS Vice President.

### **Proposal A**

MS: Weston/Croston

I move to have an Instructor of the Year for each Region.

- We have enough awards already this will add 7-8 more. We have trouble getting nominations as it is it destroys the prestige of the award.
- Will there be 7-8 Instructors of year for the regions and no divisional instructor of the year.

Motion Failed

### **Proposal B**

MSC: Fitch/Nagai

I move that the ETC transition proposal adopted by the Board on May 16, 2004 be amended to 1) Move the timing of the proposed transition plan for organizational restructuring by one year with the first stage being completed in May 2007.

- Move to a structure where the ETC would change. We're not sure how this should look. We need more time to assess what is the right structure is and what we need to do. We will bring ideas to fall board meeting once we have our summer meeting.
- Review the structure of the transition proposal. This was a concept more than a mandate. We said we would work through it and figure out the best way to do it
- We need to get it right. It is not going to cost is anything to delay to the fall

### **Proposal D**

MS: Young/Croston

I move to allow Level II Snowboard instructors be extended for the 2006-2007 season.

MSC: Burns/King

I move that the Level III exception, to allow Level II Snowboard instructors to be ski school training directors, be extended for the 2006-2007 season.

Motion passed as amended.

### **Discussion**

- Is it reasonable to get this done in a year? Why don't we pick a reasonable period to allow it to occur?
- I would be in favor if there was some way to provide the level expertise to those instructors in those schools. Maybe this can be done through Member Ski School clinics.
- The level II's pay the TD fee and can participate in the events with a real peer group to rally behind them so they can go for the level III
- We should only allow a Level II Snowboarder if the school has a Level III in some discipline.
- Schools should have a plan of action with their Level II Snowboarders.
- I agree that we hold it longer then one year. Most likely we will be back next meeting extending it again – How about five years.
- Our school is 70% snowboard instructors. They are all too young to expect them to push on to Level II and Level III. It is not going to happen. It is going to be people like me (the mature instructor) that are going to get to Level II and never see Level III.

MS Weston/King

I move that the Level III exception to allow Level II snowboard instructors to be ski school training directors be extended for the 2008 – 2009 season.

- I speak against the amendment, I think we should be pro-active, I think that by keeping this to one year it brings the issue back it forces us to take another look at it. I think the snowboard community should use this opportunity to come up with something that works for them. Putting this out for five years means we don't have to address it.

Amendment Failed

### **MSC Burns/Dold**

I move to extend for one year and refer this to the Snowboard Chair and the ETC and bring back a proposal in the fall that we can deal with, using professional standards and what we will do in the future.

Motion passed

### **Proposal E**

#### **MSC: Weston/King**

It is proposed that the Northwest Division suspend both requirements for dues and educational credits for members who are on active duty and unable to fulfill PSIA /AASI northwest requirements.

**Proposal F** – Petition from Big Mountain ski school to move to NW Division. Laurie Stack from Big Mountain Ski School gave a power point presentation on the petition that was presented to us in Proposal F (see attachment # 2).

Ed Younglove noted that we have had a good dialog with NRM (by way of their National Board Member and President) throughout this entire process. We've been very open and have shared all the information with them. This petition does not cause any strife between the divisions.

After Laurie's presentation there were questions.

(Q) What is the Big Mountain's policy regarding ticketing?

(A) Big Mountain publishes a list of areas that they have a ticket exchange policies with full time instructors. For events held there, camp tickets are given to all clinicians and will work towards giving discounts to participants.

(Q) What Nordic facilities do you have?

(A) There are two Nordic centers in Whitefish, none at the mountain.

MSC: Weston/Burns

I move to accept Big Mountain Ski School into the NW division.

### **Proposal G** – Lookout Pass

MSC: King/Burns

I move to accept Lookout Pass Ski School into the NW division.

### **Interim Budget**

MSC: Starup/Dold

I move to accept the interim budget for summer of 2006.

### **Focus Group Guests**

The guests were introduced, they will participate in today's focus group discussions.

Guests who were invited to participate in today's focus groups.

1. Jeff Burns – Fiorini Ski School
2. Jim Webb – Webb Ski Enterprises Director
3. Nancy Kitano – Rokka Ski School Director
4. Shawn Smith – Stevens Pass Resort Services Director
5. Bob Hall – Bob Hall /Olympic Ski School
6. Trudy Parcher – Mt. Baker
7. Nick McDonald - PSIA-NW Technical Team Coach
8. Debbie Fuller – Marketing Specialist
9. Glenda Schuh – White Pass
10. Dave Beckwith – Summit Learning Center Director
11. Laurie Stack – Big Mountain
12. Juris Vagners – Mission Ridge Training Director

13. Roger Lowell – Mohan Skiing & Boarding Training Director
14. Marty O'Connor – PSIA-NW Divisional Staff
15. Nichole Hampton - Silver Mtn. Training Director
16. Calvin Yamamoto – PSIA-NW Divisional Staff
17. Howard Suzuki – Clancy's Ski School Training Director
18. Roark Congdon – Snowboard Divisional Staff
19. Linda Cowan – Divisional Staff
20. Stan Aunan – Divisional Staff
21. Rick Lyons – Divisional Staff
22. Kevin McCarthy – General Manager White Pass

Ed gave a power point presentation on the overview of the process we will be using in our focus groups today.

(See attachment # 3)

The first focus groups met in the late morning. In the afternoon the 10 groups merged to five groups and met again. Each of the five groups gave a presentation of the group's inputs. (See attachment #4 for groups and #5 for notes).

Ed asked our guests if they have any questions or concerns about PSIA/AASI.

Some of the smaller areas would like the board to take a look at exam scheduling. They would like the exam to go to more of the mountains, because of travel costs and distances. This is true of the other events as well.

Note: Six Pack exams are available to schools. This is where you can bring in two examiners to your school to conduct an exam. To fill the exam you may invite other school's exam candidates.

Why are there no exams at Snoqualmie? It is by far the largest area with several schools with PSIA/AASI members.

Put a question and answer page in the website for most asked questions, then reference to deeper explanations.

Glenda Schuh from White Pass stated that she brought a couple of instructors from her area to a clinic at Timberline in February, they joined as divisional registered members and went and had a great time. She would like to see the Division to develop a "Bring a Friend to a Workshop" program.

Ed thanked all the 22 directors and guests who came and contributed to the meeting. It is much more valuable for us to have this "hands on" dialog interaction with them. This is much more helpful than a formal written survey.

The National and Market Spark surveys are good information and we will have to start looking at them more closely.

He stressed that the things we hear from you (the director) are more reliveant, they are immanent and in our division and effect us directly.

He also stated that he hoped that our guests thought it was worth while to be here and their time and travel is very much appreciated. He assured them that we will take this information and do something meaningful with it and over the next few months and develop a plan. We intend to look out for ways to develop things that may take time. The focus will be the quality of our educational events, the consistency of standards of the exam and these types of things. We want to grow and retain members as opposed to just snagging members. The best growth and retention plan that we can develop is one that emphasizes quality in terms to providing value to members and perspective members.

Meeting adjourned at 4:20pm

## **Sunday – May 21, 2006**

Roll was taken and a quorum was established.

The president seated Mary Livingston-Weston as a voting board member. Greg Starup is not in attendance for today's meeting.

Nominations were reopened for the position of Executive Vice President. Jack Burns and Bill King were previously nominated. There were no additional nominations. Nominations were closed. Ballots were cast and Jack Burns was elected as the Executive Vice President. The office is for one year. It will complete the two year term that (resigned) Carol Christofero was elected to.

Nominations were open for Administrative Vice President (vacated by Jack Burns) Mark Schinman was nominated. Nominations were closed. Mark Schinman was elected to complete Jack Burns's two year term.

Development of Action Tasks and Out Comes (See attachment # 6)

1. The first person listed is Chairperson of each issue.
  - A. Association Issues – Ken Klecker
  - B. Office Communications – Mark Schinman
  - C. Marketing / Member Benefits – John Eisenhauer
  - D. Education – Molly Fitch
  - E. TD/DCL – Chris Kastner
2. There will be monthly progress updates beginning in June.
3. Final reports on the issues are due at the end of August.
4. All feedback needs to go to all who participated in the focus groups.

## **Symposium**

We have Symposium bids from Sun Peaks, Big Mountain and Big Sky. The bids are going to Committee for selection.

MSC: Weston/Burns

The meeting adjourned at 11:15am.



**PNSIA-EF Board of Directors Meeting  
May 21, 2006  
Corinthian Yacht Club  
106 Lakeside Ave  
Seattle, WA 98122**

The meeting was called to order at 11:20am.

Roll was taken.

MSC: Burns/Weston

I move to approve the minutes of the fall board meeting.

Ed Younglove	P	Chris Kastner	P
Carol Christofero	A	Molly Fitch	P
Jack Burns	P	Lance Young	P
Diana Suzuki	P	John Weston	P
John Eisenhower	P	Mark Schinman	P
Lane McLaughlin	P	Barb Darrow	P
Kirsten Huotte	P		

Guests – Karen Moldstad and Mary Germeau

The scholarship polices were addressed. There is a definite need for some revision. Mary and Karen were given the direction to rework the scholarship guidelines.

MSC: Weston/Burns – I moved to approve the Education Foundation summer budget.

MSC: Burns/Suzuki

I move to adjourn

The meeting was adjourned at 11:35am.