



PSIA-NW / AASI Fall Board of Directors Meeting
Best Western on the Green
Kent, Washington
September 15-16, 2007

The meeting was called to order by the President, Jack Burns at 8:10 am. Roll was taken and a quorum was established.

Burns, Jack - P
Germeau, Mary - P
Schinman, Mark - P
Suzuki, Diana - A
Weston, John - P
Eisenhauer, John - P
Lane McLaughlin - P
Kastner, Chris - P
Fitch, Molly - P
Young, Lance - A
Armstrong, Maria - P
Brawley, Sally - P (absent Sunday)
Brown, Rick - P
Carter, Gary - P
Croston, Rob - A
Dold, Chad - P (absent Sunday)
Field, Jim - P
Henrikson, Stephen - P
Kane, Ed - P
King, Bill - P
Livingston-Weston, Mary - P
Moldstad, Karen - A
Nagai, Wayne - P
Smith, Christopher - P
Stoneberg, Kay - P
Tsukamaki, Takashi - P
Wilson, Chris - A
Winterscheid, John - A
Younglove, Ed - P
Semb, Dustin - A
Priest, Kathleen - A

Darrow, Barbara - P
Huotte, Kirsten - P

Guest – Ron Nichoalds

Jack introduced the two new board members. Maria Armstrong representing the Spokane Region and Chris Smith from the Bend Region.

Jack passed out committee lists and asked the board members to sign up for the committee(s) of choice.

There will be three focus group sessions for this weekend. The issues to be looked at and the group leaders are:

- Membership – Wayne Nagai
- Sponsorships – Ed Younglove
- Scholarships – Mary Germeau

Gary Carter thanked the board of directors for their support during his recent illness.

Officers Reports:

Jack Burns - President

Report stands as submitted.

Executive Vice President – Mary Germeau

Mary expressed that she is accepting the challenge of learning her new job as Executive Vice President. Writing proposals and by-law changes are new to her.

Administrative Vice President – Mark Schinman

Mark thanked Barb for putting up with a very tough summer. There has been a lot of transitions and lack of staff in the office because of Cheryl Campbell's resignation. He also thanked Kirsten for her support in the office as well.

Financial Vice President – Diana Suzuki – Absent

Report stands as submitted.

The 2007-08 budget will be presented for approval later on in the meeting.

PSIA Representative – John Weston

John explained that National Ski Patrol (NSP) has had a tremendous turnover in their executive committee and board which has been very unsettling to their office and membership. They have decided that they no longer want to be partners with PSIA at the National office. PSIA and NSP have shared office staff for seventeen years. We have now moved to the second floor. PSIA has taken most of the staff and now there are only about four employees that are shared. This has made a financial impact on PSIA. National has approved a \$10 dues increase for the 2008-09 season.

Education Vice President – Molly Fitch – No report submitted.

Molly reported that the proposed calendar is almost complete.

We are going to Mt Bachelor for symposium on April 4-6, 2008.

A new event called the Progression Session was held by our division. This event was billed as an opportunity for instructors from all over the country to come and train for the National Demo Team tryouts. It was held at Timberline in July and was a huge success. The coaches were Rob Sogard, Shawn Smith and Chris Kastner. Instructors came from Utah, Colorado, Montana as well as the Northwest.

Technical Vice President – Lane Mc Laughlin

Report stands as submitted.

Lane added the training calendar is very full again this season and it will include Divisional Staff and Technical Team tryouts.

New uniforms have been ordered and are on the way for the upcoming season.

Certification Vice President – Chris Kastner

Report stands as submitted

Chris stated that last season the Level I fee was increased from \$15 to \$25. This increase was to include a clinic for the new Level I instructors. This information has not been communicated well to the membership. He asked the board to help spread this information to their regions.

The National Unity group has been communicating this summer on the standards of skiers we are passing particularly the Level III. The nine divisions are working together to try to get a process that all will agree on. We do need to take a look at what National has to offer regarding this issue. Calvin Yamamoto, Lane McLaughlin Nick McDonald and Kirsten have been involved in the communications with this Unity Task Force.

- The Unity Task Force project came from the ski school director's comments from the Market Spark Survey.
- The Unity Model was presented to the National board of directors by Jerry Warren (PSIA-I National board member) at the spring 2007 meeting.
- Most divisions have days of clinics and pre-requisites in order to take their Level II and III exams.
- One division requires four years of teaching before an exam can be taken.
- The Unity group is looking at the other exams not just Level III.
- Would this National exam be considered a Level IV?
- Canadian Ski Instructors Association (CSIA) members go to a central place to take their exams. PSIA has nine divisions that oversee their own individual exams.
- What will be the responsibility of National and what is the responsibility of the divisions?
- It currently stands that if a division does not "buy in" they do not have to.

Education and Programs Director – Kirsten Huotte

Report stands as submitted.

Molly pointed out that with the summer events and planning for the up coming season there is no down time in the office.

Communications Vice President – John Eisenhower

Report stands as submitted.

The current (Summer/Fall) newsletter is on the website and will be mailed to our members next week.

John passed around copies of the new designs of the website. He also spoke of how the branding effort can be applied to business cards, brochures and newsletters, etc.

The season guide will be the next mailing and it will have a new look to it.

Member School Vice President – Lance Young – Absent – No report submitted.

Nordic Chairman – Chad Dold – No report submitted.

Snowboard Committee – Dustin Semb – Absent – No report submitted.

Children's Committee – Jodi Taggart – Absent - Report stands as submitted.

Adaptive Committee – Kathleen Priest – Absent – No report submitted.

Member Ski School Insurance Committee – Chris Wilson – Absent – No report submitted.
The MSS Insurance Committee will meet October 1.

Office Transition Task Force – Mark Schinman
Report stands as submitted.

This task force was created to develop recommendations for transitioning of the office when Barb retires in 2010.

This group has met several times through the summer. We took another look at the options that the board has previously seen and have tiered them down some. We have created a matrix that identifies some idea of cost of implementing and the pros and cons of each option. The plan is to keep working on this through the winter and come back to the spring board meeting with a recommendation. You can refer to my detailed report for more information.

Mark Dorsey contacted Jack earlier in the summer about doing some of our division's accounting for a fee. Mark was going to come and meet with our task force, but declined because he had not put together a good package of what they can offer. He is still interested in helping us out.

Once the National database becomes live there is a possibility that much of our work, accounting, etc may be done by National once a plan has been developed.

Senior Specialist Accreditation – Ed Kane
Report stands as submitted.

We are ready to start implementing the Senior Specialist Accreditation.

The Senior Accreditation workbook will be available on-line. The accreditation has been modularized and the indoor must be completed and then instructors can take the on snow portion.

Indoor sessions will be held at all three seminars this fall.

We will offer a pilot on snow event for the Snoqualmie area if we get enough signups for four consecutive sessions.

There will be a two day session at the Spring Symposium with an indoor session beginning on Friday afternoon in order to cover the entire curriculum.

This program is based on the premise that we are seeing an aging skiing population. There is not a lot of specific information that helps instructors identify with and teach to this demographic. This is an opportunity to expand instructor training to better service the senior skiing population.

This accreditation is open to anyone who wants to take it (Level I and up). It is for instructors who would like to specialize in teaching seniors as opposed to teaching kids.

There are two levels of accreditation:

- Level I – Through open parallel

- Level II – Above open parallel
- Certification Levels I, II and III may take the first level.
- Certification Levels II and III may take the second level.

Proposals

The proposals listed on the agenda were taken out of order.

Proposal F

MSC: Weston/Nagai

I move that PSIA-NW incorporate as a Washington nonprofit corporation. After incorporation, PSIA-NW the Oregon non profit corporation would be merged up into the Washington nonprofit.

The concern is that the registered agent must be an Oregon resident. It is felt that our office manager should be that contact. The corporation would have to be a Washington nonprofit. Both (NW and EF) would then be Washington corporations.

Motion Carried

Proposal E

MSC: Fitch/Weston

I move that effective 9/1/07 Kirsten be given a merit increase of \$1925 to her annual salary to recognize the experience she has gained and now contributes to PSIA/AASI-NW. In addition I move Barb Darrow receive a \$1925 increase to her annual salary to recognize her continued contribution to the success of the Office. These merit increases are in addition to the annual COLA adjustment included in each year's operating plan.

Motion Carried

Proposal A – By Law Change

MSC: Germeau/King

I move that Article IV, Section 2(a), Article IX, Sections 2(e), 2(f) and 2(g) and Article X, Section 9(c) be amended as set forth in the exhibit attached hereto.

These are a few small changes to the by laws regarding the requirement (proposed spring 2007) that the Education and Programs Director report to the President.

Motion Carried

Sponsorship Presentation

RJ Nichoalds presented a proposal for Coldwell Banker Bain (CBB).

CBB would like to form a partnership with us. A percentage of RJ's sales would be donated to the organization. This sponsorship would have to be related to PNSIA-EF which is a 501 (c) 3 organization. (See attachment #1)

National Dues Increase

PSIA/AASI National has passed a \$10 dues increase that will be in effect for the 2008-09 season. Eastern Division has circulated a resolution wanting support in opposing the increase of that amount. They would like it in two increments of \$5 each year. We also received a statement from the Rocky Mountain Division supporting National's dues increase.

There was discussion on the dues increase letter sent by National explaining their increase. (See attachment #2)

MSC: King/Younglove

I move that our president, Jack Burns write a letter to National in support of the dues increase.
(See attachment #3)

Motion Carried

The dues increase information needs to go to our membership by way of our newsletter.

Focus Group Breakout Sessions

Sponsorship Policies and Procedures

Ed Younglove, Chair	Ed Kane
Sally Brawley	Bill King
Gary Carter	Lane McLaughlin
Chad Dold	RJ Nichoalds
Kirsten Huotte	

Membership Categories

Wayne Nagai, Chair	Mark Schinman
Maria Armstrong	Chris Smith
John Eisenhauer	Takashi Tsukamaki
Steve Henrikson	John Weston
Chris Kastner	

Scholarship Policies and Procedures

Mary Germeau, Chair	Molly Fitch
Rick Brown	Kay Stoneberg
Barb Darrow	Mary Weston
Jim Field	

The Focus Groups met and gave the status reports on their individual sessions. The group sessions were not complete so they will meet again in the morning to finish up and then give the full reports to the board.

Meeting adjourned at 4:00 pm

September 16, 2007

The meeting was called to order at 9:00 am.

Roll was taken and all who were in attendance on Saturday were present with the exception on Sally Brawley and Chad Dold.

Scholarship Focus Group

- To be considered for a scholarship one must be a member in good standing at the time of application.
- There will be a limited number of certification scholarships. Only one module will be offered per person.
- Scholarship must be used within the fiscal year. The only exception is an injury.
- Articles for newsletter are expected from those who are awarded scholarship. The article is due within 30 days of event.
- No limit per ski school
- \$150 maximum for any one event.
- Must apply 30 days prior to event.

- Scholarship application must include original copy of application for the event applying for.
- Application must include letter of recommendation from current ski school director. If not affiliated with a school it may come from a past director.
- Maximum of \$50 toward educational materials

Rotating group of committee members will be used to decide the awarding of scholarships.

MSC: King/J. Weston

I move to suspend the rules in order to vote on this motion that was not submitted two weeks prior to the board.

Motion Carried

MSC: J. Weston/Fitch

I move to adopt the scholarship guidelines as presented. (See attachment #4)

Sponsorships

There are proposals to present from this focus group.

- (1) A Statement of Marketing Principles for the organization.
- (2) The Coldwell Banker Bain proposal

The Statement of Marketing Principles contains a marketing philosophy that the member benefit is the primary goal and the association is secondary.

Marketing standards were created with specific criteria. The mission of PSIA-NW was also considered.

The Focus Group also considered issues of Forest Service and Ski Area compliance, non profit requirements, logo restrictions and not conflicting with National programs. (See Attachment #5)

MSC: King/ J Weston

I move to suspend the rules in order to vote on these motions that were not submitted two weeks prior to the board.

Motion Carried

MSC: Younglove/J. Weston

I move that PSIA-NW adopt the Statement of Marketing Principles as presented.

Motion Carried

Coldwell Banker Bain Proposal – RJ Nichoalds and Hillary McLaughlin

In order for the program to produce income for PSIA we would like to have as much exposure available through existing channels of communication as long as it does not compromise, either our non-profit status with the USPS, or create any other problems. With this in mind, I would propose the following.

- In the next TD mailing, we could place a copy of a news release announcing and outlining the Community Partnership Program.

- In the next newsletter, there should be an article which will essentially be the same as the TD Mailing. It would also be good to see some kind of advertisement promoting the program, as long as it fits in with the USPS guidelines, in all future newsletters.
- A link and or announcement on the website outlining the new program would also be beneficial to both of us.

Beyond these initial announcements, which should not create additional expenses to the division, we could look at any number of promotional opportunities. Funding for these should be discussed between me, Hillary, Kirsten and any other concerned parties to insure that we are agreeable that it is mutually beneficial. These additional programs could include the following.

- Printed hand-out postcards to be given out at events.
- Periodic Direct mail piece to the entire division outlining the program and the benefits to PSIA.

The idea behind the program is that we can utilize existing communications channels with minimal cost to both parties

MSC: Younglove/J Weston

I move that we accept the Coldwell Banker Bain (CBB) Community Partnership Program.

Motion Carried

Lane McLaughlin - abstain

Note: PSIA/AASI-NW Board of Directors recommends that the Education Foundation adopt the proposal to enter into the CBB partnership.

Membership Categories

The Membership Categories group was formed to help those members who taught for the concession schools that were eliminated from the various ski areas. The way our bylaws read they refer only to members who are actively teaching. This group went through the bylaws and adjusted them to allow membership for these instructors who have not found a place to teach.

The committee recommends:

- 1) That "actively teaching" shall be removed fro Article IV, Section 1 (a) (1) and (2) be removed from the bylaws under "Membership".
- 2) That "teaches or has taught" be added to Article III, Section 1 (a) of the bylaws under "membership".
- 3) Article VIII, Section 2 entitled "Qualifications of Directors": Section 2 (b) shall be changed to add after primarily teaches, "or has taught".
- 4) Article VIII Section 9 (3) (c) shall be amended as follows: "if a director is no longer teaching in the region from which he was elected, he shall be allowed to finish his term and may run for re-election at the next election".
- 5) Associate Member – No to a bylaw change
 - a) Dilutes membership
 - b) No one would join
 - c) Board of Directors may designate another class of membership that may require bylaw Change.
- 6) "Affiliate membership" may be considered. It would be a non-voting, non-teaching membership open to suppliers or other industry members if needed by marketing and promotion's committees.
- 7) Article IV Section 3 (a) be changed by deleting "each year and be actively teaching"

MS: Nagai/J Weston

I move to accept the recommendations of the Membership Categories focus group.

Motion withdrawn

Note: We cannot suspend the rules for by law changes. Our bylaws state that there must be a 21 day prior notice for any bylaw changes.

These changes will be done by a mail vote to the board of directors.

MS: Nagai/ J Weston

I move that we create a new classification of a non voting membership created under Article III; Section 2 (d) of the bylaws entitled "other memberships"

Motion withdrawn

MSC: Burns/McLaughlin

I move to add a new membership entitled "affiliate member", which will be a "non voting and non Instructor category" We are to develop criteria and define the type of membership. We will need to figure out how to market it.

Motion Carried

MSC: King/ J Weston

I move to re-establish the rules.

Motion Carried

MSC: Fitch/M Weston

I move to accept the 2007-08 budget.

Motion Carried

MSC: King/JWeston

I move to adjourn.

Meeting adjourned at 11.00 am.