



PSIA-NW / AASI Fall Board of Directors Meeting
Hilton Garden Inn
Renton, Washington
September 20, 2009

The meeting was called to order by the President, Jack Burns at 7:30 am. Roll was taken and a quorum was established.

Burns, Jack	P	Henrikson, Stephen	P
Germeau, Mary	P	Kane, Ed	P
Schinman, Mark	P	King, Bill	P
Suzuki, Diana	P	Livingston-Weston, Mary	P
Younglove, Ed	P	Moldstad, Karen	A
Barnes, Tyler	P	Nagai, Wayne	P
McLaughlin, Lane	P	Stoneberg, Kay	P
Thompson, Chris	P	Tsakamaki, Takashi	P
Fitch, Molly	P	Weston, John	A
Young, Lance	P	Winterscheid, John	A
Arenz, Bill	P		
Bailey, George	P	Congdon, Roark	A
Barnes, Tyler	P	Priest, Kathleen	A
Brawley, Sally	P	Kim Petram	P
Brown, Rick	P		
Carter, Gary	P	Darrow, Barbara	P
Cornish, Charlie	P	Huotte, Kirsten	P
Croston, Rob	A		
John Eisenhauer	P		
Field, Jim	P		

Guest – Jake Bobst, Mt Baker

The Focus Groups will have breakout sessions later on during the meeting. The three groups are:

1. 40 Year Membership – Molly Fitch – Leader
2. Advertising Policies – Tyler Barnes – Leader
3. PSIA Representative – Mary Germeau – Leader

Prior to the meeting Jack asked each program manager to rewrite his/her policy and procedure manuals. They were to align them with the Executive Director position. These documents are included in the proposal packet. He would like them to be adopted as a single item, however if anyone has an issue with any of the proposals they can be pulled from the packet and dealt with separately.

Officers Reports:

President – Jack Burns -- Report stands as submitted.

Jack reported that he has not heard back from National regarding the Divisional Service Agreement.

There has been little said since we sent the list of questions back to National during the summer. There is a revised draft of the agreement, but he has not seen it yet.

Rocky Mountain has opted out of using the CRM4M event module for this season. The CRM4M module will not be ready until next month and will still need to be tested. RM feels that the event season is coming up too fast and that they will need to use their own event system.

National has notified us that our Division Only Registered members will be allowed on the CRM4M database. This will be for this year only. In the spring these members will be billed for NW and National dues.

Our Alumni NW only members will be maintained on the CRM4M database. They will be allowed for as long as they want to pay NW dues. They are grandfathered in. No new NW Only Alumni will be allowed into CRM4M.

A committee list was passed around for board members to sign up for the various committees.

Executive Vice President – Mary Germeau - Report stands as submitted.

Election

Mary contacted the board members whose terms are up to see if they will be re-running as incumbents next spring. They are listed below.

Bill King – Snoqualmie
Rob Croston – Snoqualmie
Takashi Tsukamaki – Snoqualmie
Mary Germeau – Stevens Pass
Ed Younglove – Crystal Mt
George Bailey – Spokane
Stephen Henrikson – Mt Hood (undecided)
Sally Brawley – North Central
Whitefish – Open
Bend – Open

Unethical Conduct

Mary reported that the Ethics Committee has sent a letter to the member who was convicted of child molestation. The member was told that the Ethics Committee is contemplating expulsion from the organization based on his resent convictions. He was told that he had a right to request a hearing before the committee on the proposed action. He had fourteen days to respond after receiving the letter and there has been no response.

Administrative Vice President – Mark Schinman - Report stands as submitted.

Mark thanked the office staff for the great job this summer in trying to implement the new computer software.

Charlie Cornish was also thanked for his help in the data conversion and going into the office to manually backup the old system.

Financial Vice President – Diana Suzuki – Report stands as submitted

Copies of the 2008 -09 year end financial are available. The 2009-10 budget will be presented for approval later during this meeting.

The dues increase is in the new budget. We are expecting a \$17,000 surplus this season. We will be able to rebuild the reserve account.

Diana thanked Kirsten and Barb for watching the revenues and expenses to keep our budget close. See Agenda Item #4 for the complete 2008-09 income and expense statement.

PSIA Representative – Ed Younglove - Report stands as submitted.

Question: Is there going to be a recap of what the original budget was to install the CRM4M software compared to what has been spent in the last couple of years. Any project that lasts this long has to create an over run in expenses.

Answer: The board will meet in January and the CRM4M will be discussed and will get an answer at that time.

Education Vice President – Molly Fitch – Report stands as submitted.

Technical Vice President – Lane Mc Laughlin - Report stands as submitted.

Certification Vice President – Chris Thompson – No report submitted.

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

Communications Vice President – Tyler Barnes – Report stands as submitted.

A draft of the fall newsletter was circulated to the board. It is in full color. The newsletter should be out three weeks prior to the Spokane Fall Seminar.

There has been very little negative feedback with the on-line issue of the spring newsletter. A few members called the office and copies were mailed to them. They were the older members who do not have or like to use computers.

Member School Vice President – Lance Young – Report stands as submitted.

Nordic Chairman – Charlie Cornish – No report submitted.

Snowboard Committee –Roark Congdon – Absent – No report submitted.

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

Awards and Recognition – Wayne Nagai – Absent - No report submitted.

Member Ski School Insurance Committee – Chris Wilson – Absent - No report submitted.

The board went to the Focus Group sessions.

Focus Group Breakout Outcomes:

40 Year Dues Focus Group

Molly Fitch, Chair
Ed Kane
Diana Suzuki
John Winterscheid
Sally Brawley
Lane McLaughlin
Rick Brown
Bill Arenz

Current Situation

There are 160 forty year members who do not pay Northwest dues.

- 160 X\$45 = \$7200
- 90% of the 160 members are Level III
- 140 are current National members and pay \$50
- 75% of the 160 are not part of an active member group participating in events
- 2010 will have to pay \$2.25 each per 40 year member to National
- The 160 number is expected to double in the next 6-7 years
- The current membership carries those 160 forty year members

The 40 Year Focus Group recommends two proposals.

Proposal 1

The proposal currently in this meeting's board packet to be voted on reads:

MS: The granting of automatic lifetime membership and the concurrent waiver of the requirement to pay dues for those members who attain 40 years of membership with the division is revoked prospectively.

The committee's proposal is to amend the motion by removing the last word "prospectively".

Impact – the existing 160 forty year members would have to start paying NW dues of \$45 in the spring of 2010.

Proposal 2

- Existing 160 forty year individuals maintain status
- NW dues are complimentary
- National dues are \$50
- Continue to send a letter each billing asking for volunteers to pay NW dues

Impact – New 40 year membership is no longer available

Discussion:

- We need to look at the list to see if any can be nominated for lifetime membership.
- It is not fair to grandfather those already at 40.
- At 40 years give a lifetime membership payment of \$250 for 5 years then give lifetime after that.
- If the proposal passes a letter needs to be carefully crafted to those affected.

Advertising Policies Focus Group

Tyler Barnes, Chair
Mark Schinman
Lance Young
Jim Field
Gary Carter
Charlie Cornish
Stephen Henrikson
Kay Stoneberg

1. As required by the Board bylaws, the focus group discussed the proposed ad rate increase. Based on that discussion, the focus group recommended adopting the proposed ad rates that appear in the Communication Vice President Policies and Procedures. We discussed the proposed ad rate increase and found the new rates to be very reasonable in comparison to the other division's rate and in comparison to the quality of the new full-color newsletter format
2. .We may need to establish policies for "who and what" can be advertised. The newsletter content is at the discretion of the Communications VP, Editor(s) and/or the Communications Committee. Some aspects of the policy relate to the non-profit mailing status, which requires us to adhere to some policies established by the US Postal Service. We should have our advertising policy in writing as part of the Ad Rate and Specifications Guide. The Communications VP will write this policy, add it to the Communications VP's Policies and Procedures for approval by the Board at the spring 2010 board meeting.
3. We accommodate our local Member advertiser by maintaining a less than \$100 ad rate for the most commonly purchased display ad (typically by Member Ski Schools). There is no rate increase for classified ads. Both of these strategies position local advertisers favorably relative to the ad rate increase.

4. With the new full-color newsletter formant a Solicitation packet for advertiser should by produced so that we can solicit advertising from non-regular advertiser (e.g. sports shops, lodger who offer a discount to members at events, etc)
5. Ad rates in future years should increase as projected advertising participation in the new full-color newsletter increases. Increases should be gradual.

ROLE OF THE NATIONAL REPRESENTATIVE OUTCOMES

Mary Germeau—Leader
John Eisenhauer
Ed Younglove
Bill King
Takashi Tsukamaki
Mary Livingston-Weston
Jake Bobst
Chris Thompson
George Bailey

Since the change in the National (ASEA) bylaws which deals with the method of acceptance for each Division's National Representative, Ed Younglove has been concerned about a conflict of interest in himself between Divisional and National loyalties. The fact that the Division can only send the name of the Representative to the National Board, who then must decide to accept or reject the candidate was another concern for the group. The following possible courses of action were considered by the committee:

1. No change in the election or the duties of the National Representative, but reserving the option to recuse himself/herself from any Division or National vote for which there is a significant conflict of interest for the Representative.
2. Electing a National Representative from the board and then having him/her act as an ex-officio, non-voting member or the Northwest Board.
3. No change in the present policy or description of the duties of the National Representative.
4. After reading the section of the by-laws that describes the duties of the PSIA (ASEA) Representative another option presented itself. Change the bylaw in Article IX section 2 (j) from the current wording to one which substitutes the phrase "to give direction and approval" to something like "give recommendations". The job of "carefully crafting" the new wording was assigned to committee member, Bill King. See full text of that part of the bylaws at the end of this report.

Ed was comfortable with this solution since it created much less possibility of a conflict of interest for him. He also suggested that we create a Conflict of Interest Policy for NW to have on file for reference.

In addition, a process needs to be written that would give the Board guidance on how to select another National Representative, if our first selection for National Representative should be rejected by the National Board.

Some comments from the group:

Without the Divisions there would be no National—Local Representatives need to represent the interests of their home Division.

What are the Legal issues? Consider new 990 tax form which looks for conflicts of interest in Non-Profit organizations.

Our NW Representative is elected by our Division to take our concerns to National, but we also expect him/her to use good personal decision making skills when at the National meeting. Perhaps new information discovered there could change his vote. We trust that our Representative would use good judgment in his/her decisions.

We asked Ed to check with other Divisions to see how their National Representatives are selected.

Ed also agreed to check Conflict of Interest policies from National and other Divisions.

Original wording of the current Article IX Section 2(j)

The PSIA Representative shall represent PSIA-NW and its members in all meetings and actions of PSIA (ASEA). The Representative shall be responsible to report to the Executive Committee and the Board of Directors of PSIA-NW on matters brought before the PSIA (ASEA) that pertain to the division and its members, in a timely manner for the Board of Directors to **give direction and approval** and shall report to PSIA (ASEA) the decisions of the PSIA-NW Board on these matters. In the event of the inability of the PSIA (ASEA) Representative to attend a PSIA (ASEA) where attendance is required, the President or the President's designee shall represent PSIA-NW.

The PSIA should also be changed to ASEA in each case.

Bill King was asked to draft a by-law amendment incorporating all of the discussions regarding the PSIA Representative.

Proposals

Proposal A

MS: Brown/King

The Snowboard Committee moves that only Snowboard Level III accredited Training Directors, Snowboard Divisional Clinic Leaders and Snowboard Examiners be allowed to administer the Level I Snowboard exams.

We have Snowboard Training Directors in place that are not Level III certified instructors. Along with this we are allowing these Training Directors to be accredited to give the Level I exam. The problem that we are seeing is the inconsistency in the Level I exam. The Level II instructors are training at their knowledge base, which is not that of a Level III.

These new Level I instructors come into the Level II exam sorely unprepared because of this process that started with the Level I exam.

Discussion:

- We allowed Level II Snowboard Training Directors because of the limited number of Level III instructors in the Division.
- Ski Schools without a Level III Snowboard Training Director would have to go to another source to test their Level I candidates. Their choices would be AASI Divisional Staff or a Level III Training Director from another school. These choices will cost the Ski School more money.
- The Division needs to schedule some Level I exams.
- As a Ski School director my budget is set for 2010. If my Level II Snowboard Training Director cannot give the exam I will have to bring in someone at a cost that I have not budgeted for. In this case we most likely will not have a Snowboard Level I exam this season.
- Those Training Directors have been given the approval to give the exam. Perhaps there should be better quality control at the Accreditations.
- The original policy that was passed read that a Level II Snowboarder who holds a Level III Alpine may be a Snowboard Training Director. The Alpine Level III rule has gotten lost through the years.
- Both Alpine and Snowboard Training Directors are accredited every two years. Those Level II Snowboard Training directors who were accredited last fall were told that they were good for two years. We should honor what they were told. This gives the schools a year to prepare.

MSC: Kane/Younglove

I move to amend the motion that the proposal be implemented in the fall of 2010.

Amended Motion Passed.

Original motion passed as amended.

Note: This fall those Level II Snowboard instructors participating in the Level I Accreditation are only eligible to give the Level I exam for one season (2009-10).

Proposal B

MS: The granting of automatic lifetime membership and the concurrent waiver of requirement to pay dues for those members who attain 40 years of membership with the division be revoked prospectively.

We will need to find other ways to recognize these instructors and if this motion passes we will reach out to these people and tell them how important they are to us and the division.

MSC:Younglove/Brown

I move to amend the motion by striking the word "prospectively" from Proposal B.

Amended motion passed.

Original motion passed as amended.

Jack Burns (with the help of the office staff) will draft a letter to the 40 year membership. The letter will explain why we have reinstated their NW dues and hope that they will continue their membership.

The \$250 membership for the first time 40 year member was brought up again. Jack stated that he is going to turn this request over the Awards and Recognition Committee.

Proposal C

MSC: Schinman/Young

I move that we approve the policies and procedures as presented in the packet.

Motion passed.

Kirsten, Jack and Barb will work on the changes by bringing them into line with the new Executive Director position. They will remove inconsistencies and bring them back to the next board meeting for final approval.

Bylaw Proposal - ETC Role Changes/Executive Director Position

MSC: Younglove/Suzuki

I move that the bylaws be amended as reflected in the attachment.

(See attachment #1)

The Board's decision to hire an Executive Director will impact the roles of some of the organizations officers and committees. This makes certain changes to the bylaws necessary.

Motion Passed

2009-10 Budget

MSC: Suzuki/King

I move to accept the 2009-10 budget as presented.

Motion Passed

Jack announced that next fall's meeting will be the second weekend of September. The dates are September 11-12. After this the fall meetings will go back to the third weekend of September.

The meeting adjourned at 11:00 am.

Brief PSIA-NW Executive Session

The Executive Committee met to take care of the final matter of the instructor charged and convicted of child molestation.

MSC: Germeau/Younglove

I move that we expel from PSIA membership the person who violated the ethics of our organization.

Motion Passed

