



PSIA-NW / AASI Spring Board of Directors Meeting
Hilton Garden Inn
Renton, Washington
May 16, 2009

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

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

Guests – Rick Lyons, John May, Nick McDonald and Kim Petram.

Kim Petram, the new Children’s Co-coordinator, was introduced to the board.

George Bailey was seated as Spokane Region Position 1 Representative. George will serve a one year term taking over the open seat.

Bill Arenz was in attendance. Bill will be taking over the Mt Hood Region Position 2. Chris Wilson’s term will be up at the end of today’s meeting.

Harry Buckley, past Mt Hood board member, passed away last week. Harry served on the board for three years. He continued to serve on the Awards Committee. A replacement will be appointed for that committee. Condolences have been sent to Harry’s family.

Jack Burns awarded Ed Kane and Chris Thompson with 30 and 40 year pins. They did not previously receive them due to a glitch in the computer system.

Nominations

Nominations were held for PSIA -NW officers. Those officers elected will serve for a two year term. Those nominated were:

President	Jack Burns
Executive Vice President	Mary Germeau
Administrative Vice President	Mark Schinman
Financial Vice President	Diana Suzuki
Technical Vice President	Lane McLaughlin
Education Vice President	Molly Fitch
Certification Vice President	Chris Thompson
Communications Vice President	John Eisenhower and Tyler Barnes

Directors Fiduciary Duties

Ed Younglove gave a power point presentation on the fiduciary responsibility of board members to our two organizations PSIA-NW and PNSIA-EF. (See attachment #1)

Officers Reports:

President – Jack Burns

Report stands as submitted.

Cert Unity

Jack gave a brief update on the Certification Unity project. There is a proposal to the National board to go forward with the project with a 2010 timeline. The committee is asking for \$8,000-\$9,000 for an on snow meeting and another \$9,000 to revisit the Alpine National Standards. Northwest seems to be the only division who has an issue with this plan.

AMS

The “go live” for the new software is May 22. The cost of the system for us will be \$2.01 per member per year. This was an unexpected cost to us for sharing the maintenance fees. We have negotiated with national and deferred the payment to years two and three. We do plan to implement whatever administrative changes are necessary to take advantage of the system capabilities as soon as we can so we can better serve our members.

National Bylaw Change

There are proposed changes to the ASEA bylaws. In the proposal ASEA will have the final say in selecting our representative to the national board.

National has been advised by a Colorado attorney that no one can release a director other than the body who elected him/her. If that person is not doing a good job ASEA would have to go back to the division for removal.

Executive Vice President – Mary Germeau

Report stands as submitted.

Elections

Lane Mc Laughlin is now dropped as a Stevens Pass representative to the board, but he remains on the board as the Technical Vice President. This reduces Stevens Pass to four board seats.

Whitefish and Bend Regions have open seats and are not represented on the board.

Fund Raiser

Mary thanked the board members for their donations for the raffle that was held at symposium. The raffle was very successful.

Administrative Vice President – Mark Schinman

Report stands as submitted.

Financial Vice President – Diana Suzuki

Report stands as submitted.

Diana reported that the event income was down, but there was a decrease in expenses as well. She estimates that there will be about a \$10, 000 deficit at the end of the year.

Diana was encouraged that we have over 400 new level one members this year.

We will most likely see the impact of the economy at the dues renewal time and with events next season.

PSIA Representative – Ed Younglove

Report stands as submitted.

Ed stated that national membership is at an all time high of 29,161.

AMS

National has spent over \$600,000 for the new association management software. The vision is this will be a tool to use to service the membership and offer them things that we were not able to offer before. It will streamline work in our office and hopefully reduce the workflow.

Question: Are we able to withdraw and go back to our own database if we are unhappy with it? National will be entering into contracts with each division and the terms will be specified in the contracts.

It will also be difficult to take away from the members of what they have with the national database. They will be able to view their certification and exam history as well as be able to sign up for events and pay dues on line. We could not do that if we went back to our own database.

Governance

There are some proposed amendments to the national bylaws regarding selection and removal of board members. This will be the second reading of this bylaw change.

Ed feels that the Northwest board should look at its bylaw provisions regarding the PSIA Representative position. He also feels that Northwest should make its PSIA Rep an exofficio member of the Board and the Executive Committee.

Education Vice President – Molly Fitch

Report stands as submitted.

Our events are down, but we have had a considerable increase in Member School Clinics. Rather than instructors coming out to our events the choice is to stay at home and bring in a clinician to their own area. It is far less expensive to go this route and there is no travel.

Alignment Program

This program is designed to address the participant's equipment, anatomical alignment and skiing performance. This alignment program was independently piloted last summer by a group of our DCLs. Molly and Kirsten will shadow the event this summer. We are looking at taking over this program as an offering if we can connect the right pricing and be sure there are no liability issues.

Technical Vice President – Lane Mc Laughlin

Report stands as submitted.

We were able to integrate the DCL staff with the Specialty Program staffs at fall training at Timberline. This also helped to integrate different disciplines together and more relationships are being built among all of the different interests. Integration of all of our clinicians into one “staff” is very important in helping us to provide better services to our membership.

For next season we plan to modify our staff selection event/process. We are trying to create a process that should provide a more user friendly format for people wanting to “tryout”, a more friendly way for existing staff to be assessed and a fair process for the ETC and staff selectors to determine who will be selected for the Divisional Staff (all disciplines and specialties).

Jack Burns added that he has appointed Kim Petram to serve as the liaison between the ETC and the Education and Programs Director in co-coordinating the children’s specialist clinicians and children’s matters.

Ed Younglove added that national is headed in the direction of having a Children’s Certification. It is an effort to unify the various children’s accreditations among all of the divisions.

Certification Vice President – Chris Thompson

Report stands as submitted.

Chris reported that the entire Divisional Staff was invited to the Fall Examiner’s training at Timberline to review the exam guide and result sheets. The whole staff was invited because they represent the division at all times and are being held accountable for disseminating the current exam information to the membership. Most staff members were in attendance and helped to shape the current exam process.

Three new examiners were announced this season. They are Terry McLeod (alpine), Rick Brown and Ryan Pinette (snowboard). We will be looking at adding additional examiners in training next season.

Looking to the future:

- Need to continue with review of the exam guide
- Need to produce a new skill blend video using current and new skiing tasks
- Continue examiner training for examiners and other divisional staff
- Review the 6-pack exam process

Education and Programs Director – Kirsten Huotte

Report stands as submitted.

Communications Vice President – John Eisenhauer

Report stands as submitted.

John showed the board a copy of the notice that will go out with the dues billing. It states that the next issue of the newsletter will be on the website only (not mailed directly to members). The notice also includes information on the summer events. John also suggested that we send an email blast to all members reminding them of this change with this spring newsletter.

All of the agreements have been signed with MCM Design regarding the new divisional website. Matthew McVane will be meeting with the committee early this summer. We will make determinations on content management, navigation, how we want to organize the site so we can work to get the content over to the new site. Lane McLaughlin, Lance Young have offered to be part of this change over. Kirsten will be helping us out as well.

It was suggested that a memo be sent out with the billing statements listing the benefits of membership. This could make a difference of whether that person renews his/her dues. It will also be a great reminder for the veteran members.

Member School Vice President – Lance Young

Report stands as submitted.

Lance reported that Gordon Garlock is again the Region II Member School Committee representative. He ran unopposed. Region II is the Mt Hood/ Bend areas.

We have 68 schools in the member school program. 44 of those schools are participating in the insurance program.

Nordic Chairman – Charlie Cornish – Report stands as written.

Charlie gave an overview of the Track and Telemark events listed in his report. He discussed the possibility of putting some Nordic Level I exams on the calendar. He would also like the names of everyone accredited to give the Level I posted on the website.

There will be a DCL tryout for Telemark next season in conjunction with the Alpine tryout. There will also be a Telemark Tryout Camp.

Charlie has been working on setting up a multi-day Nordic clinic with national team member, Scotty McGee.

The Nordic symposium will be held in Sun Valley along with the Alpine. Charlie encouraged the board to cross over to the Nordic disciplines for training. He has begun to do alpine.

Snowboard Committee – Roark Congdon – No report submitted.

Adaptive Committee – Kathleen Priest

Report stands as submitted.

Awards and Recognition – Wayne Nagai

Report stands as submitted.

Wayne reported that we had an increase in the numbers of awards submitted this year.

This year's award recipients are:

Ken Syverson Instructor of the Year –Takashi Tsukamaki

Art Audett Outstanding Service – Kim Petram

Jean Lyon Service to Youth – Jodi Taggart

Larry Linnane Skiing Legends – Jerry Coffey and Willie Grindstaff

Office Transition Task Force – Ed Younglove, Chairman

Committee members are Bill King, Ed Kane, Diana Suzuki, Mark Schinman, Jack Burns, and Mary Germeau. Kirsten and Barb also attended meetings to give in put.

Ed gave an overview of the committee's accomplishments. There is housekeeping still to do regarding the new Executive Director position. The bylaws need to be streamlined to coincide with the position.

The committee struggled with the ETC roles in co-ordination with the new position. The officers will need to support the position. The new Executive Director will be the chairperson of the ETC Committee.

The committee set forth a bylaw proposal to submit to the board. It will be presented at the fall meeting. The bylaw change will modify the roles of some of the officers and a few of the

committees. There is some housekeeping amendments made to streamline the bylaws. (See attachment #2)

All policies and procedure manuals will need to be revised to co-ordinate a working arrangement with the Division Executive.

National Association Software Update

This has been an ongoing process for a long time. We are now finally going live with the new system. The old Imis system was cut off May 1 and we are supposed to go live on CRM4M on May 22. The complete system is not going entirely live at this time. The membership and accounting portions will go first. The billing and event signup processes will come over a period of time.

We were told that the system cost is around \$600,000. National will bear this cost. Two months ago we learned that the divisions will be sharing the maintenance cost with National (a 50-50 split). It is anticipated that the divisions will pay \$2.01 per member per season. We were unaware of this cost it was not budgeted for. We have asked for a delay in our payment. So in 2009-10 we will pay nothing, in 2010-11 we will pay 1½ times \$2.01 as well as in 2011-12. The cost has not been determined in the years after that.

We sent Nicole Munson (our bookkeeper) and Kirsten for a three day intense training. Both came back very knowledgeable of the system.

Diana has worked with the office staff preparing for the CRM4M and Great Plains accounting systems. Tom Speiss, national's financial officer, has also been involved in this process.

Proposals

Proposal A

MS: Younglove/Eisenhauer

I move that 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 be revoked prospectively.

In 2001 when the organization voted to waive division dues and grant "lifetime" membership for members with 40 or more years there were only a very few individuals in that category. This motion reflected the hope that national would follow suit, which did not happen. These members still pay national dues. Since that time the organization's demographics are that there are approximately 165 members with more than 40 years who are not paying division dues. Based on current statistics the number will double in the next 5 years. The organization's finances are such that we cannot afford to have so many non dues paying members.

Discussion

- The senior demographic has more disposable income.
- 40 year members have been loyal patrons and need to be honored.
- Let it be optional of whether the 40 year members want to pay.
- We should table to the fall meeting for more discussion.
- Contact some of the 40 year members to see how they feel about it.
- If we give the members a chance to make the choice of paying or not paying dues most members would donate the money.
- Put an insert in the billing giving the option of paying the NW dues.

MSC: Weston/Nagai

I move to table the motion.

Motion Passed

Note: The gavel was passed to the Executive Vice President to allow Jack Burns to present the following proposal.

Proposal B

MSC: Burns/Brown

I move that the Board approve the promotion of Kirsten Huotte to Executive Director upon the retirement of Barb Darrow and subject to negotiation of an agreed upon salary package to be presented to the Board for approval at least 3 months prior to the effective date of her promotion.
Motion Passed

At the last meeting the board approved a timeline for the Office Transition Committee to present a hiring plan for the Executive Director position to be presented at the fall 2009 board meeting.

Kirsten has done a great job as Education and Programs Director and it is appropriate for us to hire her as our Executive Director position. There are many reasons for why we should promote her from within and make a commitment to her now. This commitment will become effective when Barb retires.

Kirsten has met all expectations of her job as Education and Program Director and has taken proven herself capable of taking on this position.

There will be a two day board meeting in the fall to have breakout session to plan for and discuss this position.

Nominations

A second call for officer candidates was held. There were no additions.

Proposal #1 (Discussion Only)

MS: I move that the PNSIA-Education Foundation approve \$2000 for the development of the Senior Accreditation II program. This will include indoor and on snow development of the program.

The concept of this program is to offer material that will help participants become a Master Senior Teacher. It will cover both an in depth understanding to the student as well as strategies and tactics that will be most effective with this demographic of client. It will be a two day indoor and on snow event that will expand the understanding, tools and tactics that were learned in the Level I accreditation. There will be a Level II workbook.

This proposal will be presented at the PNSIA-EF meeting for approval.

PSIA-West has a Senior Accreditation II and a couple of our members have taken and passed it. The proposed dollars will help bring in a couple of PSIA-W clinicians to train our staff according to their process.

Summer Budget

MSC: Weston/Wilson

I move that we accept summer budget as presented.
Motion Passed

Election of Officers

Mary Germeau, Executive Vice President presided over the election of officers.

The only contested position was for Communication Vice President. Ballots were cast for John Eisenhower and Tyler Barnes. Tyler was elected.

MSC: Weston/Croston

I move that the nominations for President, Executive Vice President, Administrative Vice President, Financial Vice President, Certification Vice President, Education Vice President and Technical Vice President be closed with a unanimous vote for the above candidates who are running unopposed be cast.

Motion Passed

The officers who will serve for a two year term are:

President	Jack Burns
Executive Vice President	Mary Germeau
Administrative Vice President	Mark Schinman
Financial Vice President	Diana Suzuki
Technical Vice President	Lane McLaughlin
Education Vice President	Molly Fitch
Certification Vice President	Chris Thompson
Communications Vice President	Tyler Barnes

Spring Symposium will be held in Sun Valley. We will intermingle with the Intermountain again. We are looking at the second weekend in April 2010.

Jack presented retiring board member, Chris Wilson (Mt Hood Representative) with a plaque commemorating his service on the Board of Directors.

The fall board meeting will be one week earlier than normal. It will be held on September 12 and 13 at the Hilton Garden Inn in Renton.

MSC: Weston/King

I move to adjourn.

Motion Passed

The meeting adjourned at 2:00 pm.