



PSIA-NW Spring Board of Directors Meeting
Red Lion Seattle Airport
Seatac, Washington
May 21, 2011

The meeting was called to order by the President, Jack Burns at 8:00 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	Nagai, Wayne	P
Barnes, Tyler	P	Sanders, Donna	P
Thompson, Chris	P	Stoneberg, Kay	P
Fitch, Molly	P	Tsukamaki, Takashi	A
Young, Lance	P	Weston, John	P
Arenz, Bill	P	Winterscheid, John	P
Bailey, George	P		
Bobst, Jake	P		
Brawley, Sally	P	Congdon, Roark	P
Brown, Rick	A	McDonald, Nick	P
Carter, Gary	A	Parcher, Trudy	A
Cornish, Charlie	P	Petram, Kim	P
Croston, Rob	P		
Davies, Mike	P	Darrow, Barb	P
Eisenhauer, John	P	Huotte, Kirsten	P

Guests – John May, Richard Mario, Hilary Mosich and Jim Webb

Jack welcomed the guests and invited them to join us for lunch.

Brad Jacobson was introduced as the new Bend representative. Brad was seated and will represent the Bend Region during this meeting.

Jack introduced the new Technical Team members present at the meeting. They are Brad Jacobson, John May and Kim Petram.

Jack Burns

The agenda is very full and the hope is that the meeting will run well in order to get through all of the business.

There will be an Executive Session in the afternoon. There are two topics on the agenda: Alyeska and a presentation by our Executive Director, Kirsten Huotte, on Visionary Transitioning of our Operations.

There will also be four breakout sessions today. The topics are Scholarships, Dues, Strategic Education Plan and Strategic Future.

Minutes

The approval of the minutes was dropped off the agenda a few years ago. The plan going forward is to send the past minutes out with the current board packet for review. The minutes will then be approved at that full board meeting.

MSC: Nagai/Weston

I move to accept the minutes of the fall board meeting.
Motion Carried

Call for Candidates

Mary Germeau, Executive Vice President called for nominations of officers. Those elected will serve a two year term as officers with the exception of the PSIA Representative which is a three year term.

President – Jack Burns
Executive VP – Mary Germeau
Second VP/Sec – Mark Schinman
Education VP – Molly Fitch
Financial VP – Diana Suzuki
Communications VP – Tyler Barnes
Member School VP – Chris Saario
Certification VP – Chris Thompson
PSIA Rep – Ed Younglove

Reports

President – Jack Burns – Report stands as submitted.

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

Second Vice President/Sec – Mark Schinman – Report stands as submitted.

Financial Vice President – Diana Suzuki – Report stands as submitted.

Executive Director – Kirsten Huotte – Report stands as submitted.

PSIA Representative – Ed Younglove

Ed now serves as ASEA (PSIA) Operations Vice President which is the National organization's treasurer.

The National budget is over \$3,000,000. Fifty percent of that amount comes from dues.

In 2007 representatives from all divisions attended a facilitated meeting in Lakewood, Colorado. From this meeting a "White Paper" was developed called the "Three C's"... Communication, Collaboration and Consolidation. From that meeting a ten member partnership was formed.

The purpose of the meeting was to identify and agree on the roles and functions of the PSIA and the Divisions and to establish agreements. (See attachment #1 White Paper)

National has proposed a \$10 increase to its late fee. Last season their late fee was raised from \$5 to \$10.

There was discussion that a \$40 late fee would be a hardship on the member. NW late fee is \$20.

Barb noted that the membership numbers in Ed's report are low for the NW. We are late in getting our new Level I members processed. We now have most of them processed and our numbers are back to a normal range.

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

Certification Vice President – Chris Thompson – Report stands as submitted.

Member School Vice President – Lance Young

Lance gave an overview of his report and submitted a letter of resignation as Member School Vice President.

Nordic Committee – Charlie Cornish – No report submitted.

Awards Committee – George Bailey – Report stands as submitted.

Snowboard Liaison – Roark Congdon - No report submitted

Specialist Program Liaison – Kim Petram

Kim gave an overview of the successes, challenges and goals for the Senior Specialist and Children's programs.

Second Call for Nominations

Executive Vice President - Bill King

Breakout Sessions

Scholarships – Mary Germeau

Dues - Mark Schinman

Strategic Education Plan – Kirsten Huotte

Strategic Future - Ed Kane

Breakout Session Feedback

Scholarships – Mary Germeau

- 1) Write up required. Article reminder given by Barb. If not turned in need to have credit card required for additional funds not awarded by committee. Also so if they don't do article to charge back the monies awarded. Amounts are able to be adjusted based on Committee's determination.
- 2) Need to put Scholarship Application online sign up PDF.
- 3) How many times can apply? Every three years if need still exists.
- 4) How long in between applications. Two seasons and then apply again.
- 5) Exams one time, one Module Lifetime. Bookstore can apply every year \$50/max to include postage and tax. \$150 max for scholarship.
- 6) Application for event and application and recommendation from Director for scholarship, check box on bottom of application to be updated on web. Submitted all at one time all 4 pieces in 30 days prior. Additional monies via check or Credit Card. Money in 2 weeks prior or cannot attend event.
- 7) Need as "need the ongoing educational credit". Explain why you are in financial need of this scholarship. Change scholarship app so that they can do delete two of the positions.
- 8) Out of division scholarship. Dual Membership – works another state or belongs in another division and works in ours. Must be spent money at sponsored events within Northwest division.
- 9) Rewrite Scholarship Application on the web, change to clarify requirements and updates.
- 10) Fund Raising ideas. Auction – Tech Teams, Charitable Contributions. Raise 50% to 75% from prior fund raising year.

- 11) Pacific Northwest Snowsport Instructor's Association Educational Foundation Scholarship Guidelines along with the information from website together as operating guide or "P & P'S" for scholarship will be in the office.

All scholarship applications will be submitted to Chair Head and disseminated from there.

Dues – Mark Schinman

Dues Focus Group

Below are expanded notes from the flip charts

Purpose of focus group discussion:

- NW dues will increase in the future
- We need to be collaborative with National as they increase dues
- Late Fee increase should be included in discussions
- Messaging very important
- COLA type increases are an option (later ruled out)
- We should notify NWs intent for our increases
- Installment payments may be an option
- Magnitude of any dues increases must be considered

Message back to the main board:

- Our organization values education, education has been successful and to keep it successful, dues must go up. Early messaging to members is important to create buy in. Messaging must be continual, consistent and recurring.
 - Messaging can be done using web sites, newsletter, ski school directors and TDs
 - We have to communicate our dues increase plans to National. (Diana indicated we have no current plans)
 - A late fee strategy must be developed that possibly includes a forgiveness policy. NW and National must be consistent.
 - Timing of NW and National increases must be considered
 - Implementation costs should be included
 - Local Sponsorships should be pursued
 - We must face reality, dues increases are inevitable
 - 3-5 year financial planning needs to be done by NW and National

Strategic Future – Ed Kane

PSIA – NW Unique Process Summary

Below is a summary compiled by the "Strategic Process" Breakout Group: This group consisted of: Ed Kane; George Bailey, John Winterscheid, Jack Bobst, Mike Davies, Kay Stoneberg, Nick McDonald and Wayne Nagai. The purpose of this compilation was to identify those processes and products that are unique to the NW division since they have been implemented to serve the requirements of our unique membership. In addition this group reviewed and revised the PSIA-NW/PSIA-EF Strategic Plan (See Attachment #3 - PSIA-NW Strategic Plan)

Unique Processes and Products

These must be retained:

- Level I Exam Process
- Education Product Autonomy
 - On Snow Clinics
 - Written Material
- Enhancing relationships with Local Snowsports Areas and Retailers

Would be willing to negotiate these with PSIA National:

- Comply with National Standards through NW defined processes

- Marketing/fund raising programs

Could release responsibility to PSIA National if they have a better offer:

- Member School insurance program

Strategic Education Plan – Kirsten Huotte

Break-Out group: Strategic Education Plan Feedback

A team of individuals met to discuss the Strategic Education Plan submitted by PSIA.

- Collectively the group sees Education as the primary focus of PSIA. Regardless of an individual's motivation, whether it is to learn new material, maintain education credits or get a certificate in a specific area, or to pursue certification, education should be at the forefront of what we do as an organization.
- Since much of the education we deliver is experiential we would agree that standardization of educational materials is very important. Since the education materials provide the basis and framework for an instructor's lesson plan, ideally we would all have access and use standardized materials.
- We agree with the need to provide high quality materials that clarify standards and methodologies and we support a goal of consistently delivering a high quality product that is both technically correct and engages the learner.

An overall concern can be summarized with the group feeling like we don't have enough information to understand enough about this plan and as such we have listed a number of questions/concerns.

1. With PSIA-NW being an organization that delivers the majority of our educational products experientially how do you envision alignment with educational offerings, specifically, delivery of content?
2. What is the role of the National organization in creating a successful outcome with this plan? Specifically, who is accountable for the outcomes?
3. What is the budget for this plan?
4. We agree and acknowledge the presence of divisional variance, and we can see benefit to standardization of materials, however, how will the divisions maintain the ability to offer material and products in a format / structure that works well for the needs of the member?
5. Who will determine the credentials required to deliver educational offerings?
6. Who will validate the credentials of the member and how will this be done?
7. What does it take to approve this plan? Unanimous vs. majority?
8. Is the plan on schedule as outlined in the SEP?
9. How do you distinguish the difference between standardizing education and certification? Please clarify that the intent is for PSIA to become an accredited national agency that differentiates between A) Certification which is a credential and B) certificate based programs which are not credentialed but participants become certificate holders based on completion of specific education programs.
10. Does credentialing replace certification?
11. How does the credentialing process benefit the member?
12. What if the member is only interested in Education without the credentialing process?
13. How are we including the Employer? What are they looking for? What is their role in validating the Knowledge, Skills and Abilities of the employee?
14. How will credentialing validate whether or not an instructor is a "good" instructor
15. How much input has the member had in this plan? Is this top down or bottom up?

In summary, it would be helpful to understand more about a revised timeline, and how we as a division will have the ability to have input into the plan.

Election of Officers

Executive Vice President

Bill King withdrew his nomination for the Executive Vice President position.

The following officers were elected by unanimous vote.

President – Jack Burns
Executive VP – Mary Germeau
Second VP/Sec – Mark Schinman
Financial VP – Diana Suzuki
Education VP – Molly Fitch
Certification VP – Chris Thompson
Communications VP – Tyler Barnes
PSIA Rep – Ed Younglove
MSS Vice President – Chris Saario

PROPOSALS

Proposal A.

MSC: Younglove/J. Weston

I move that the bylaws be amended and restated as set forth in the exhibit attached hereto.

Motion carried as amended.

MSC: Weston/Nagai

I move that we amend the motion by leaving Article VII Section 3 (a) as written.

Amended motion carried.

Proposal B

MSC: Burns/Nagai

I move that the Restated Articles of Amendment attached hereto be submitted to the membership for adoption. The election committee shall determine and oversee the best way to conduct and hold a ratification vote no later than Fall Seminar, 2011.

Motion carried.

Proposal C

MSC: Germeau/J. Weston

I move that the latest revision (2010-2011) of the Member Ski Schools Policies and Procedures be accepted by the Board of Directors as written.

Motion carried.

Proposal D

M:

I move that the PSIA-NW board vote to approve, or approve as corrected, the minutes of previous meeting at the beginning of each regular gathering of the body as is called for under Robert's Rules of Order. Article X, Section 6. The minutes should be prepared by the secretary and distributed with the board packet prior to the meeting where they will come for a vote.

Motion failed for lack of a second.

Proposal E

M:

I move that the PSIA-NW Board of Directors create an ad hoc committee to consider making the Presidency of the Organization an elected position, voted on by the entire membership. This committee should be open to any who wish to participate in the process. The chairperson of this committee should not be an existing officer nor have any other conflicts of interest.

Motion died for lack of a second.

Proposal F

MS: Cornish/Nagai

I move that the PSIA-NW board authorize the expenditure of up to \$500 to prepare a revised PSIA-NW Telemark exam guide and exam task descriptions.

Charlie was asked to bring this proposal to the board by the Telemark community.

It was suggested that this proposal be submitted to the Education Foundation for funding.

Motion failed.

George Bailey volunteered to serve on a Grants Committee; he has offered to seek grants to provide funds for the Education Foundation.

A committee will be formed to facilitate Grant development.

New Business

Summer Budget

MSC: Bailey/Germeau

I move to accept the summer budget as presented.

Motion carried

MSC: J. Weston/Eisenhauer

I move to adjourn.

Motion carried.

Meeting adjourned at 5:00 pm.