



**PSIA-NW Fall Board of Directors Meeting**  
**Red Lion Seattle Airport**  
**Seatac, Washington**  
**September 17, 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	A	Stoneberg, Kay	P
Fitch, Molly	P	Tsukamaki, Takashi	P
Young, Lance	P	Weston, John	A
Arenz, Bill	P	Winterscheid, John	P
Bailey, George	A		
Bobst, Jake	P		
Brawley, Sally	P	Congdon, Roark	P
Brown, Rick	A	McDonald, Nick	A
Nelson, John	P	Parcher, Trudy	A
Cornish, Charlie	P	Petram, Kim	P
Croston, Rob	A		
Davies, Mike	A	Harris, Cami	P
Eisenhauer, John	A	Huotte, Kirsten	P
		Peters, Mike	P
		Sheckleton, Eric	P

Jack Burns welcomed guests Cami Harris (new PSIA-NW employee), John Nelson (filling Gary Carter's term and he will be running for the South Central board position in the Fall elections), Eric Scheckleton (PSIA Board President), and Mike Peters (former Board Member).

**Jack Burns**

Jack revised the agenda moving Eric Sheckleton to early in the day and announced that the Executive Committee will meet following the conclusion of the meeting. New business: add the approval of next year's budget.

It was moved that the revised agenda be approved, motion approved.

**Reports**

**President**-Jack Burns-report stands as submitted.

Jack announced he needed feedback from everyone on the issues at hand: National dues increase, Divisional dues increase, Divisional Affiliation Agreement, and communications. Jack also touched on the SEP plan and its process.

**Executive Director**- Kirsten Huotte-Report stands as submitted.

Kirsten discussed the new hires, the move and the transition to Wenatchee including the new location, phones and computers. Cheryl and Barb will be kept on as an "on needed" basis at this point. Historical data was moved to the new location, additionally Barb over the summer processed through much of the data to determine what warranted moving and saving. Jack brought up the Grant Committee and that his daughter has been appointed to be on the Grant Committee. Kirsten said we need a process in place and possibly partnerships before applying for grants.

**Executive Vice President-** Mary Germeau-report stands as submitted.

Mary discussed the Scholarship Committee and changes to the Scholarship Applications, as well as the Membership Committee. There will be a general membership meeting at each of the Fall Seminars and there will be a vote on changes to Articles of Incorporation after the meetings. Notice of the meetings and the old and new Articles of Incorporation are on the website. The meetings will be announced to member schools. Some of the changes of the Articles were touched on.

**Secretary and Second Vice President-** Mark Schinman-nothing to report

**Financial VP-** Diana Suzuki-Report stands as submitted.

Financial report in packet. Thinks the Wenatchee move will be great regarding expenses and quality of applicants.

**Approval of Minutes from Spring 2011 Board Meeting-**

Motion to approve by Bill King, John Winterscheid seconded, unanimous vote, minutes were approved.

**PSIA Representative-**Ed Younglove-Report stands as submitted.

Ed discussed the creation of the White Paper created to bring National and Divisions together and move forward and work cooperatively. Ed talked about "what national is" and explained the national website will change in the next 60 days. He showed the website and gave an overview of the national board of directors, and staff. He also touched on the growing list of suppliers and sponsors. Good opportunities for members to get pro-deals. Kirsten showed The Community on the National website.

**Certification VP-**Jack Burns reported for Chris Thompson who was absent. Chris's report is in packet.

There are going to be changes to the Level I exam process and it will be discussed at Fall Seminars, etc. Jack appointed Brad Jacobson to assume role of representing PSIA-NW on the PNSA Board, replacing Chris.

**Education VP-**Molly Fitch-Report stands as submitted.

She noted her biggest concern is the drop in Summer race camp. Molly will discuss SEP later in the day.

**Communications VP-**Tyler Barnes-Report stands as submitted.

Tyler touched on the website, newsletter and new phone system. He also advised that soon there may be an online store to by NW accessories. There is a proposal to the board about the number of website issues. Current issue is online and should be out to members next week.

**Member School Vice President** – Chris Saario-Report stands as submitted.

She has assumed role of Insurance Committee Chair. Have had two insurance committee meetings, and insurance has been procured for the 11-12 season.

**Nordic Committee** – Charlie Cornish – No report submitted.

**Awards Committee** – George Bailey – No report submitted.

**Snowboard Liaison** – Roark Congdon - No report submitted.

**Specialist Program Liaison** – Kim Petram- Report stands as submitted.

The freestyle report from Terry McLeod was handed out. Children's Specialist will receive a certificate which is different from certification. Senior Specialist will also move to a certificate program. Spoke about this season potential participants can bypass Foundations with 20 hours of documented teaching of the child, senior or freestyle client.

### **Freestyle Specialist-report handed out.**

**Adaptive VP**-Jack Burns reported that Trudy Parcher resigned and John Stevens will resume this chair along with Kathleen Priest. No report submitted.

**Technical Team**-Nick McDonald-report included in packet. Nick is in Alaska.

**Communications VP**-Tyler Barnes amended his report to note the timing of the Event Season Guide was delayed and will be included in the next newsletter issue.

### **End of reports.**

Jack Burns noted at the last meeting there was a discussion about Board Education. He asked if board members would be interested in having a speaker at the Fall 2012 board meeting and would the board rather meet Friday-Saturday, or Saturday-Sunday. Since several board members were absent, it was decided he will email this question to all board members to get input.

### **Break**

Jack introduced Eric Sheckelton.

Eric gave a summary of the PSIA/AASI Leadership meeting held in October 2007 where they identified and agreed on roles and functions of divisions and national and how to work together as a unified association and come up with a successful business model for the future.

Report was sent out which has details of the meeting. The goal is to create a unified association. They came up with priorities for the future. See report.

He showed slides of the database updates which will take place this fall in time for the 2011-2012 season.

Eric discussed some misconceptions that the divisions have regarding their relationship to national including dues, representation at the national level and that the national Executive Director controls the board.

He reported we are in the implementation phase of a Strategic Education Plan that was introduced at the divisional level which will: improve the integrity and relevance of the certification process, take into account the value of PSIA at the ski schools, align resources and its effectiveness, get accurate data of courses and testing and get feedback for processes. All divisions will need to decide what processes need to be standardized.

He reported on the Division Affiliation Agreement which was put into effect to clarify divisional and national roles.

He reported that there will be a national dues increase and additionally it will be an annual discussion by the national board. They are hiring a facilitator to aid in the governance discussion, and also a research firm to pole members on if they are getting what they want out of their PSIA memberships.

There has been a large recent donor/grantor who is donating the money to target education.

He touched on the National budget process and noted they spent a lot of extra time on it this year and projected out further than a year at a time.

Eric discussed some misconceptions that the divisions have regarding their relationship to national including dues, representation at the national level and that the national Executive Director controls the board. He gave a status report on the Alaska Division.

Jack asked what the cost of the member survey will be. Eric said they've gotten donations to help cover all or most of the \$15,000 cost. Jack also mentioned that assisting with the survey might put additional work on staff, and Eric said it is up to the divisions to decide whether they can or will participate.

Eric answered a few questions regarding Alaska Division and a discussion followed.

#### **A. Dues Discussion**

Jack wants everyone to say what they want about the dues increase; have a frank discussion. NW division was shocked to learn about the dues increase because we were told an increase was not up for discussion. Our major concern is the amount of increase and that there was no communication about it before hand, and was national not efficient enough in cutting other areas first before raising the dues, given our economy.

Bill wanted to make sure the members get an explanation of why dues are being raised, and what the increases are being used for.

Eric added there will be communication to membership on the subject of dues increase, and they are looking at what bigger incentives we can offer members to retain them.

There was a discussion about whether national has done all the cuts possible so we can go to members and say yes, they have done all the cost cutting they can. Eric said there is not a lot of fat; if they cut more budget, member benefits or programs might be lost. We are a professional association, not just an association to give pro-deals. Don't want to use getting pro-deals as member retention incentive.

Could we give a new member discount, staggered discount, or a level I discount? These decisions take time and the member survey will help decide if this is the way to go.

What are members getting out of a membership? What is the benefit?

National will look at financials every year to see where we are and if we have to increase dues each year. Won't increase if they don't have to.

Break for lunch

#### **B. SEP Discussion**

Jack wants to be able to give Nick direction when he goes to the meeting in October.

There will be discussion on the number of teaching hours, who can give exams, etc. Currently, divisions have different guidelines and policies.

Molly wanted to re-iterate that what they will present is just their perspective on the SEP calls they've had. The SEP was presented in Fall 2009, and has had some revisions to it. Current version is dated June 2010. Last spring board meeting there was a break-out group to discuss it again. There is good communication on it.

Kim showed some slides to pull out areas they think are important to our division at this point. It will be an evolving process with change.

The SEP plan is in place to establish standardization of materials and address the issue of education vs. certification. Want to make sure every division is following the National standardization plan. Improve the overall credentialing process.

Want an agreed upon content of teaching. Standardization of educational materials is very important.

Need to have everything we offer to members be predictable.

Level I will be a primary topic on the agenda at the October meeting. Will it be a credentialing or an educational tool?

Will there be an outside resource who will do the credentialing?

Discussion followed.

#### **C. Division Affiliation Agreement Discussion**

Jack-Skipping this issue until we deal with Governance issue.

#### **D. National Governance Discussion**

There was a call for presidents' council meeting in October. Need an agenda to develop the process and an outcome for the meeting. Otherwise it is a waste of time. Jack thinks we should participate so we don't lose our voice. He recommends we participate, but how far we go needs to be decided later when we see how things develop.

Eric gave an overview of National's position on the issue. Wants everyone to be on the same page, not just national or just presidents, but everyone. Structure of the 2007 agreement is the next step. National has budgeted for a facilitated session. Wants to have a solid plan for the future. Will bring the presidents together in January with the facilitator to talk about the structure.

Ed gave a background on the founding of PSIA and its structure then.

We might seek legal advice before going to facilitated session.

Discussion followed. It was decided the board wants to participate fully.

#### **Proposals:**

##### **Proposal A-Bylaw Changes**

**MSC:** Mary G/Sally Brawley

I propose the Article V(2)(a) be changed from "A member whose dues are not paid within (60) days after the due date shall be considered a delinquent member and shall not be entitled to the privileges of membership until the delinquency is cured" to the wording: A member whose dues are not paid by the due date shall be considered a delinquent member and shall not be entitled to the privileges of membership until the delinquency is cured.

**Motion carried.**

##### **Proposal B-MSS Insurance Allocated Expense Fee**

**MSC:** Chris S/Wayne

I move that the amount of the fee paid to PSIA-NW office to administer the MSS insurance program be \$65 per participating school per year.

Amend to add:" but there be a minimum of \$2,500."

**M:** Chris S./Mary Weston

**Motion carried.**

##### **Proposal C-Dues Increase**

**MSC:** Diana Suzuki/Tyler Barnes

Please approve an increase of \$5 for NW dues to be effective for the dues billing of 6/30/2012.

**Motion carried.**

##### **Proposal D-Communications Policies and Procedures**

**MSC:** Tyler Barnes/Ed Kane

I move that the revised Communications Policies & Procedures be approved as submitted.

**Motion carried.**

##### **Proposal E-DCL Wage Increases**

**MSC:** Molly Fitch/Chris Saario

I propose that the full day rate for a PSIA DCL be increased to \$190 and the half-day rate be increased to \$110.

**Motion carried**

##### **New Business**

Budget discussion. Kirsten said our budget looks good.

**MSC:** Bill King/Ed Kane

**Budget passed**

Jack adjourned the meeting

**Meeting adjourned at 3pm**