



PSIAAASI

N O R T H W E S T

Professional Snowsports Instructors of America – Northwest Division
Pacific Northwest Snowsports Instructors Association – Education Foundation

Spring Board of Directors Meeting Minutes

May 17th, 2014

Call to Order & Roll: Bill King called the meeting to order at approximately 8:40 AM. Mark Schinman took roll and the following were present. Bill King, Mary Germeau, Mark Schinman, Diana Suzuki, Ed Younglove, Tyler Barnes, Kim Petram, Burrell Jull, Sally Brawley, Rick Brown, Jack Burns, Charlie Cornish, Mike Davies, John Eisenhauer, Molly Fitch, Brad Jacobson, Terry Johnson, Ed Kane, John May, John Nelson, Russ Peterson, Jordan Petram, Donna Sanders, Kay Stoneberg, Takashi Tsukamaki, John Weston, John Winterscheid from the board and Kirsten Huotte, executive director and Rick Lyons, technical team coach. A quorum was present.

Welcome Guests: Bill King welcomed the guests. Tami Lyon, Nick McDonald, Chris Kastner, John Keil, Julie Younglove, and Sean Bold. Pat Smith and Greg Meboe came later in the afternoon.

Accept Agenda & Opening Remarks: It was moved by John Weston and seconded by John Winterscheid to accept the agenda. Passed unanimously.

Minutes of prior meeting approved via email

First call for nomination(s) for ASEA Board Representative: Mary Germeau asked Ed Younglove to speak to the qualifications of the position. After Ed summarized the qualifications, May asked for nominations. Tyler Barnes nominated John May, this was seconded by Brad Jacobson. There were no other nominations at that time.

Officer and Standing Committee Reports:

- 1. President:** Report stands as written. Bill King suggested as proposals come forward, please look at the proposal, who does it affect, who may have input and coordinate with those potentially involved and affected and consider this before making a proposal.
Mike Peters provided two pages of comments from members. Some are quite pointed and some appear to be a lack of information. Bill suggests calling appropriate individuals, Kirsten, himself, or VPs etc earlier to enhance communications and more in real time so misperceptions don't fester.
- 2. Executive Director:** Report stands – When a full time person working in the office resigned recently, Kirsten decided to replace the person with a part time person. This has been working really well.
- 3. Executive Vice President:** The ethics committee denied the recent appeal. Mary Germeau thanked everyone for the scholarship fund raising help. Regional Board member apportionment will be reviewed this fall.

Bill King seated Burrell Jull, the new rep from the Mount Baker Region, as Jake Bobst the outgoing board member was not present at the meeting.

- 4. Secretary and Second Vice President:** Nothing to report
- 5. Financial Vice President:** Financial information was previously provided. With a slow season start due to snow, event participation of some events was down. Financially we are doing well and should finish with a good year. Kirsten and staff are doing a good job managing the Division.
- 6. PSIA Representative:** Report submitted, Ed Younglove reported National is:
 - a. developing a media kit to attract sponsors to benefit the members.
 - b. working on a style guide including use of the logo.
 - c. developing an annual report for the membership.

Ed indicated membership continues to grow. There has been a lot of discussion regarding trust. We need to continue to find ways to work together. Ed discussed the white paper where a commitment was made to work together cooperatively. Ed believes in the promise of those commitments.

- 7. Education Vice President:** Report stands
- 8. Certification Vice President:** Report stands
- 9. Communications Vice President:** Report stands, the web site user demographics submitted were incorrect
- 10. Member School Vice President:** No report
- 11. Nordic Chair:** Nothing to report
- 12. Awards and Recognition Chair:** No report
- 13. Snowboard Chair:** Willing to take questions
- 14. Specialist Program(s) Chairs:** Freestyle, Children and Senior report submitted
- 15. Adaptive Chair:** Report stands
- 16. Technical Team Coach:** Report submitted. Alpine and Snowboard DCL Assessment and tryout at Bachelor went well. Added several staff members. New snowboard DCLs are Kyle Skutch and Wil Kirkland, new alpine DCLs are Jenn Lockwood, Andy Rubesch, Regina Eilbertson, Jaime Clarke, Natalie Grummer and Burrell Jull. Looking forward to future staff training with the new young crew.

Discussions

- A. Affiliation Agreement Discussion:** Mark Schinman moved that PSIA-NW approve the provided draft agreement authorizing the President of PSIA-NW to sign the agreement on behalf of PSIA-NW. This was seconded by John Weston.

Mark indicated he was the de facto secretary of the committee and in that role he made the motion to get the issue before the Board. The committee members that developed this recommendation included:

Jack Burns, Chair
Mark Schinman
John May
Russ Peterson

John Weston
Takashi Tsukamaki
Kirsten Huotte

Bill King and Ed Younglove also participated in the later meetings and conference calls.

Mark went on indicating there were numerous meetings with lots of emotion while discussing all the issues. The document provided represents the majority's opinions. There are minority opinions and questions and Mark encouraged that these be brought forward as this is the time to discuss it all so we can make decisions and move forward.

Jack Burns indicated he had concerns with the agreement term, approval of the use of the marks, and the geographic service areas. He explained his concerns. Jack had also previously provided a document outlining his concerns.

Bill King indicated an agreement has been reached on the geographic service areas. An agreement was reached last night and he has an e-mail to that effect. He will provide copies of that e-mail.

Ed Younglove discussed intellectual property law and that the owner of the marks has to control the use of the marks so the use is not deteriorated as marks are used. National was created originally to develop the same certification standards nationwide and to protect the use of the logos and marks nationally. It is necessary that the marks be used appropriately and it is important that National protect their use. The Divisions are allowed to self-police and Divisions need to only ask National about uses that are may be questionable.

Bill King recently requested approval of the logo we use with the swash and it was approved within two hours by National. Bill indicated only questionable uses need to be reviewed by National. Protection of the brand and consistency are important.

There was additional discussion and questions.

John Weston called for the question. The vote was called for by Bill King. Ed Younglove recused himself. The motion passed by a voice vote. The vote was not unanimous.

- B. Bylaw Discussion:** Mary Germeau chair of the bylaw committee first reviewed the committee membership. The committee met 6-7 times and Mary summarized the discussions and process. Draft bylaws have been provided for Board comment. The plan is to bring the bylaws to the fall meeting for approval together with implementing P&Ps. Mary asked for questions and comments. There was significant input provided by the Board to the bylaw committee.

Second Call for Candidates for ASEA Board Representative: Mary Germeau asked for additional nominations. There were no additional nominations. John Weston moved that nominations be closed as there are no further candidates and that a unanimous vote be held for the one candidate.

Mary declared that nominations are closed as there are no other candidates and proposed a vote of acclimation for the one candidate. A vote was taken and this passed.

Mary then asked for all those in favor of John May being the PSIA Representative to vote. This also passed unanimously.

Old Business: None

President's Question Time:

1. Greg Meboe, Mohan Ski and Snowboarding School addressed the Board. He asked what is the stance of PSIA-NW regarding helmets and indicated PSIA-NW should take a stronger stance, a more forward stance on helmets. There was discussion regarding the use of helmets and the board felt this was an individual's decision to make.
2. Bill King indicated he had two pages of items from Mike Peters. This will be e-mailed to the Board.
3. Charlie Cornish asked, PSIA-NW events are only open to members is it possible to open events to non-members? There was discussion and Charlie was directed to come up with a sample of what this would look like for the fall meeting.

New Business

Fall Board Meeting Date: September 20th in Seattle

Approve Summer 2014 Budget: Kirsten summarized the budget, it includes the salaries, the events and doesn't include anything new. It was moved by John Weston and seconded by John Winterscheid to accept the summer budget. Bill King called for the vote and the budget was accepted.

Board Member Changes

Bill King announced John Weston will be appointed to replace Sally Brawley, who resigned, as a board member representing the North Central Region. Sean Bold will also be appointed to replace Ed Younglove, who will be resigning this spring, as the Crystal Mountain Region representative at the appropriated time.

Recognition awards

Sally Brawley, Brad Jacobson, Ed Younglove and John Weston were presented with appreciation plaques for their service. Jake Bobst was not present and he will be given an appreciation plaque at a later date.

Bill King adjourned the meeting at 2:48PM