

**Your Personal Details****Name**

Derek Brewer

**Snowsports School**

Alyeska Resort MLC

**Years Teaching Snowsports**

27

**Please describe why you would like to be on the Professional Snowsports Instructors of America-NW (PSIA-NW) Board.**

As a secondary school educator, a resident of Alaska, and an instructor/trainer with over twenty-five years of experience, it has been my honor to represent PSIA-NW as an interim board member for the Northwest region. I feel I possess the interpersonal skills, experience and vision necessary to continue as a valuable contributor to the PSIA-NW board. My desire is to continue my role as a conduit to Alaskan instructors to the membership of professional skiers in the Pacific Northwest.

**What is your experience in working on a board(s) or committee(s)? (share the depth of your experience – is this part of a hobby interest, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

I spent the 2020/2021 season as an interim board member for a recently vacated board seat. Prior to that, I volunteered on the PSIA-NW awards committee because I wanted to be more involved and learn more about the structure of PSIA-NW and its membership.

Two years ago I was asked to join the Girdwood Valley Transit Authority board of directors, which heads the community of Girdwood's public transportation system. I feel a strong commitment to this organization because it gives me a strong sense of community involvement.

As an Anchorage School District educator and former head football coach, committee involvement was an integral part of the job. It was required of me to direct, inspire and lead all fundraising efforts, parent communication and strategic planning.

During my tenure as Athletics Director for Boys & Girls Clubs of Greater Anchorage, working with the board of directors was primary to my job. I was required to provide updates and reports to Board committees as well as participate in the planning and execution of fundraising for the organization.

**What is your experience with strategic planning and assessment? (share the depth of your experience – is this an interest of yours, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

My entire professional career has revolved around strategic planning and assessment. The recent policy governance training I have received through PSIA-NW has broadened my understanding and application in leadership.

My current involvement with the Girdwood Valley Transit Authority board of directors, which heads the community of Girdwood's public transportation system, uses policy governance leadership systems to aid the board in decision making.

I was selected to work with a small team that was responsible for revising the Alaska Studies curriculum throughout the Anchorage School District.

I was selected to the A.J. Dimond High School Foundations Faculty committee. The goal was to create a better system of accountability between administration, faculty and the student body.

All of these committees were very goal oriented, visionary and strategic in their function.

**What has been your involvement with PSIA-NW (e.g. Events attended, board, school trainer, etc.)**

I am a 27-year member of PSIA and began my PSIA journey with a PSIA-AK membership in 1995. I obtained my Alpine level III certification in 1998, achieved Alpine Trainer status in 2016 and most recently, I obtained my

Adaptive level I certification in 2019. I am currently an Alyeska Mountain Learning Center new hire trainer as well as a level I, II & III Mountain Learning Center clinician. In 2020 I joined the PSIA-NW Board of Directors and Award Committee. I have found my involvement to be a very rewarding experience.

My life-long learning plan is to obtain my Senior Specialist credential during the 2021/22 season. I feel that the "Silver Skier" is an ever-growing population and I would like to be an inspirational leader to this group.

**Collaborating Remotely - Please provide your experience/evidence of this competency.**

My last five years of school district teaching have included virtual learning technology via APEX and Zoom on the computer. This included administration and parent meetings. I recently participated in the on-line Movement Analysis class offered by Katie Feucht. I find the use of remote technology efficient and recently used Zoom to meet with the PSIA-NW awards committee and Board of Director meetings.

**Group Leadership - Please provide your experience/evidence of this competency.**

+20 ski seasons of group instruction and clinics leading both clients and resort staff.  
18 years of leading five classes (150 students) a day in secondary education. Nominated twice for BP teacher of the year  
10 years as head football coach (120 athletes & coaching staff) made it necessary to lead booster members, parents and train coaches. Coach of the Year in 2005.

**Group Facilitation - Please provide your experience/evidence of this competency.**

Through my job with the Anchorage School District, I've led several group training sessions: Social Studies subject training, weekly (PLC) Professional Learning Committee, and was selected as a Rose Urban Rural Exchange Facilitator.

**Policy Development/Management - Please provide your experience/evidence of this competency.**

My recent Policy Governance training through PSIA-NW has proven very helpful in my development. Also, my time with my school district's Faculty Foundations offered me an opportunity to work on developing management protocols and understand the larger framework of Anchorage School District public policy, mission, vision and its impact on creating frameworks for long range planning and successful outcomes.

**Recruiting & Mentoring - Please provide your experience/evidence of this competency.**

Mentor-teacher with the Anchorage School District for eight years responsible for mentoring graduate students for their practicums to meet University of Alaska graduation requirements. As well as mentor first and second year teachers new to the education profession.  
The Mountain Learning Center at Alyeska Resort has provided me experience with recruiting, mentoring, training and retention of seasonal instructors.  
My time with the Boys and Girls Clubs, a non-profit volunteer based organization, has honed my skills for recruiting and training volunteers.

**Signature**



**Your Personal Details****Name**

Jimmy Brokaw

**Snowsports School**

Summit at Snoqualmie

**Years Teaching Snowsports**

15

**Please describe why you would like to be on the Professional Snowsports Instructors of America-NW (PSIA-NW) Board.**

Last summer I retired as a Naval Officer to dedicate myself full-time to snowsports instruction. Sharing my love of snowsports, and the knowledge that helps one enjoy their time on the snow, is my greatest motivator. Over the years, PSIA/AASI has given me far more than I've put into it, and I recognize it's now my time to pay it forward and help a new generation of instructors get as much out of the organization as I've received.

**What is your experience in working on a board(s) or committee(s)? (share the depth of your experience – is this part of a hobby interest, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

I have participated in countless boards and committees during my twenty years as a Naval Officer. These included boards to rank and accept candidates for special programs, as well as committees to create goals, develop plans, and measure progress. While serving as a staff officer at 10th Fleet, a large percentage of my time was spent in committee. While none of these were related to snowsports, I have experience with both informal boards and formal committees following Robert's Rules of Order.

**What is your experience with strategic planning and assessment? (share the depth of your experience – is this an interest of yours, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

I have been involved in numerous strategic planning and assessment initiatives as part of my Naval career. One example of this would be serving as the deputy in charge of cyber fires through the standup and certification of Fleet Cyber Command, developing criteria for certification for Naval computer network attack. I was also a certified Franklin Covey Four Disciplines of Execution instructor, mentoring department heads in setting and measuring long term goals aboard the USS Abraham Lincoln. In virtually every position, I would need to develop long term plans and measure execution towards achieving goals. While none of that experience relates to snowsports, I can demonstrate training and experience in goal-setting, planning, and assessment.

**What has been your involvement with PSIA-NW (e.g. Events attended, board, school trainer, etc.)**

During my career, I have travelled repeatedly between PSIA-NW and PSIA-E (Maryland). While in PSIA-NW, I have attended a number of events, including my Alpine Level II, Senior Specialist I, and Freestyle Specialist I certifications. I have been a staff trainer at the Summit of Snoqualmie for the last few years, and during the most recent season I was the Assistant Manager of the Central Snowsports School at Summit at Snoqualmie.

**Collaborating Remotely - Please provide your experience/evidence of this competency.**

I have limited experience with remote work, as this is not traditionally a practice the military engages in. During the height of the pandemic, my unit switched to telework for four months, giving me some experience with Zoom. I also participated in a PSIA-NW Movement Analysis course via Zoom, as well as weekly resort Movement Analysis over Zoom, giving me some experience with basic functions such as screen sharing.

**Group Leadership - Please provide your experience/evidence of this competency.**

This last season I served as the Assistant Manager of the Central Snowsports School at the Summit at Snoqualmie, leading almost two hundred instructors. Outside of snowsports, I have twenty years of leadership experience, ranging from groups as small as four to departments as large as three hundred and fifty employees.

Three of my assignments were as Officer in Charge, acting as the leader with no supervisor or superior in the region.

**Group Facilitation - Please provide your experience/evidence of this competency.**

While most groups I've led in the military were directed rather than facilitated, I have participated as an outside advisor in multiple boards for the National Security Agency where the group would act on consensus rather than based on the decisions of the senior member. Examples include the leadership board at the Yakima Research Station, and future planning boards at NSA Headquarters.

**Policy Development/Management - Please provide your experience/evidence of this competency.**

During my three assignments as an Officer in Charge, I would lead groups of Sailors in geographically isolated assignments. This would also involve developing policy documents, standard operating procedures, etc., as well as enforcing these policies and standards. During two of these assignments, I was inspected by the Navy's Inspector General, to ensure that we had developed all required policies and directives. During both inspections, they found zero issues with policies and instructions that I had developed.

**Recruiting & Mentoring - Please provide your experience/evidence of this competency.**

This fall I helped with recruiting for the Summit at Snoqualmie. I have provided mentoring at the Summit at Snoqualmie, serving for four years as a staff trainer. In the Navy I have mentored many junior officers, both informally and formally

**Signature**



**Your Personal Details****Name**

Joshua Cheshier

**Snowsports School**

Challenge Alaska

**Years Teaching Snowsports**

2

**Please describe why you would like to be on the Professional Snowsports Instructors of America-NW (PSIA-NW) Board.**

I would like to be on the PSIA-NW Board because I can bring tremendous value from my personal & professional experiences by leveraging my work ethic & managerial experience to further the PSIA-NW Board's objectives. I am highly motivated, organized and have intimate knowledge of finance & multi-disciplinary team management.

**What is your experience in working on a board(s) or committee(s)? (share the depth of your experience – is this part of a hobby interest, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

I am currently the Vice President of Programming for the American Association of Drilling Engineers where I am charged with organizing, implementing & executing the Alaska Chapter's vision for programming & fund raising. I've been in in this role for 3 years now & the skills I use (vendor/team management, finance management, fundraising, public outreach) would easily translate to provide value to PSIA-NW Board of Directors. Being a board member is more than a hobby & I take great pride in delivering high quality results that further the mission of any organization I am working with.

**What is your experience with strategic planning and assessment? (share the depth of your experience – is this an interest of yours, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

I have tremendous experience in strategic planning & assessment as that is a major function of my job as an area operations manager for a multi-service company. I have been working with managing a commodity-based business in an uncertain & frankly chaotic economic climate for the last 5 years and have managed to provide profitable & repeatable results by being analytical in my assessments of success & flexible to change directions based on market conditions. I am definitely interested in strategic planning and assessment as this is a dynamic process & requires one to get outside of their comfort zone which, if you are willing to do so, ultimately leads to high quality results & tremendous personal growth.

**What has been your involvement with PSIA-NW (eg. Events attended, board, school trainer, etc)**

I have been taking web-based trainings from PSIA-AASI website in addition to working on my adaptive snowboard instructor certification this season. I have completed the Snowboard level 1 training & exams, in addition I have take Trauma Informed Care in Snowsports Instruction & am currently taking Remote Snowboard Movement Analysis. I will continue to advance my snowsports education through PSIA-AASI regardless as these trainings provide invaluable tools for me when instructing adaptive & special needs athletes.

**Collaborating Remotely - Please provide your experience/evidence of this competency.**

Due to COVID-19 our entire workflow went 100% digital, we utilize FaceTime, Zoom & Microsoft Teams for all of our day to day operations, internal/external meetings & have even delivered field based services using these platforms in different countries.

**Group Leadership - Please provide your experience/evidence of this competency.**

As the area operations manager, I oversea a team of 17 individuals as well as our daily operations. Due to economic reasons, I have had to reduce my team from 61 individuals down to 17. My team is a highly diverse

group of women & men who come from various countries & economic backgrounds & I pride myself in my ability to motivate & get the most out of each employee. Throughout this pandemic we have achieved increased market share & maintained our shareholder value due to the team alignment and everyone pulling in the same direction.

**Group Facilitation - Please provide your experience/evidence of this competency.**

In order to carry out our plan, I lead financial reviews, strategic planning sessions, client engagement meetings, training sessions & personnel management meetings. These are essential for our organization to survive and grow in uncertain times & provide a forum for all employees to contribute to the successes & feel a real sense of ownership of our goals.

**Policy Development/Management - Please provide your experience/evidence of this competency.**

Policy development is an area I am not directly involved in as that is primarily handled by our corporate business partners. However, I am directly involved in policy adherence. In addition, I do provide feedback & evidence for policy amendments as situations arise and changes need to be made

**Recruiting & Mentoring - Please provide your experience/evidence of this competency.**

I am directly involved in the recruiting & mentoring of my team. I take great pride in my ability to spot & grow talent & this is evident in the successes that individual team members have when they achieve local success in sales or operational efficiencies & are easily promoted to functions with more responsibility.

**Signature**





**Your Personal Details****Name**

Jeffra Clough

**Snowsports School**

Whitefish Mountain Resort, MT

**Years Teaching Snowsports**

39

**Please describe why you would like to be on the Professional Snowsports Instructors of America-NW (PSIA-NW) Board.**

I have been a member of PSIA-AASI for 39 years starting out in Colorado and New Zealand before moving to Juneau, AK. I hold an Alpine Level III certification, Adaptive Level I and Telemark Level II certifications as well as a Children's Specialist 2 accreditation. I was the Eaglecrest Sales/Marketing & Snowsports School Director for over 25 years before retiring in 2018. Currently I am a part-time instructor with the Whitefish Mountain Resort in Montana. PSIA-NW covers a wide range of ski area sizes and serves members in five different states. I feel I can offer a wide variety of ski industry experience and skills that will be valuable to the Division and our members. I believe I have a good solid understanding of ski area management regardless of size and type of operation. Since I have worked as a line instructor as well as in Snowports school management I feel I have a well-rounded perspective of the snowsports school industry including program planning, instructor training, and the importance of snowsports instructors to the ski industry. Having worked in both Alaska and Northwest Montana, I understand the challenge of meeting the needs of our members regardless of which part of the division they are in.

**What is your experience in working on a board(s) or committee(s)? (share the depth of your experience – is this part of a hobby interest, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

PSIA-AASI Women's Initiative Task Force, Chair 2018-current  
 PSIA-AASI Snowsport Management Task Force, NW representative 2017-current  
 PSIA-AASI Children's Task Force, AK representative 2010-2016  
 Travel Juneau Board of Directors (formerly JCVB) 2005-2014, board chair 2009-2013  
 Wings Airways Board of Directors 2002-2009  
 PSIA-Alaska Board of Directors 1993-1998

While my participation on various boards and committees has been as a volunteer, this experience is directly related to my profession either in the ski industry or working with Wings of Alaska/Wings Airways. Through my work and my active participation on these boards and task forces; I have had the opportunity to work with member schools, divisions, the national office as well as a variety of National Team members. In addition, I have worked with stakeholders in other areas of the ski and visitor industries. I feel these connections and collaborations to be very important and strive to maintain and increase these connections.

**What is your experience with strategic planning and assessment? (share the depth of your experience – is this an interest of yours, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

As the Director of Sales/Marketing & Snowsports School I was responsible for developing programs, planning budgets and tracking expenses/revenues and participation for my departments. I was also involved in the planning, design and set up of the Porcupine Lodge as well as other ski area improvements. My position also included being involved in short-term and long term planning for both winter and summer operations. As a member of the JCV Board of Directors I was responsible for overseeing the budget and financials of the organization. Duties also included overseeing planning of programs and facilities as well as evaluating the organization's CEO. As a member of the Wings Airways Board I assisted with planning and setting goals for the organization, overseeing budgets and financials and assessing effectiveness of tours and programs.

PSIA-AASI Women's Initiative Task force seek ways to invest in women through educational programming, women's events, financial support, and mentoring both at the divisional and national level. As the Chair of this Task Force I work closely with PSIA-AASI CEO and staff as well as the other Task force team members to advocate for women to insure there are equal opportunities in our organization for all women regardless of discipline. The WIT Team also collaborates with other Task Forces and committees with the goal of more women in leadership roles in our organization.

**What has been your involvement with PSIA-NW (e.g. Events attended, board, school trainer, etc.)**

PSIA-AASI Women's Initiative Task Force, Chair 2018-current  
PSIA-AASI Snowsport Management Task Force, NW representative 2017-current  
PSIA-AASI Children's Task Force, AK representative 2010-2016  
Have attended multiple PSIA-AASI National Academies, PSIA-AASI Adaptive Academy, PSIA-NW Spring Symposium, PSIA-NW Directors Meetings, and multiple PSIA-AASI e-learning courses and webinars.  
I have attended multiple PSIA-AASI National Academies, PSIA-AASI Adaptive Academy, PSIA-NW Spring Symposium, PSIA-NW Directors Meetings. I have assisted with returning instructor training on hill training for Whitefish Mountain Resort and volunteer training for the Dream Adaptive Program in Whitefish. I have also taken multiple PSIA-AASI e-learning courses and webinars as well as participated in PSIA-AASI Diversity, Equity & Inclusion Training.

**Collaborating Remotely - Please provide your experience/evidence of this competency.**

The Women's Initiative Task Force was formed in 2018 and our meetings have always been held remotely either by telephone or video meetings. We spent several months collaborating on the Women's survey questions, survey analysis and the Women on the Mountain Report. We continue to meet remotely monthly.

The Snowsports Managers Task Force meets remotely monthly to share information and ideas from the different regions of the country.

**Group Leadership - Please provide your experience/evidence of this competency.**

As chair of the Women's Initiative Task Force I take the lead in developing our meeting agendas, running our meetings and making sure the group stays on task during meetings as well as when working on projects.

As the chair of the Juneau Convention & Visitors Bureau (Travel Juneau) I was responsible for getting meetings scheduled, working with the CEO to develop the meeting agenda, chairing the meetings making sure all voices were heard and work projects were accomplished.

As the Eaglecrest Director of Sales/Marketing & Snowsports School I was responsible for leading the three departments, making sure work was done and communication happened within each department as well as collaborating/communicating across departments.

**Group Facilitation - Please provide your experience/evidence of this competency.**

As chair of the Women's Initiative Task Force my goal is to make sure all members have a voice and also contribute to the goals of the task force.

As the chair of the Juneau Convention & Visitors Bureau (Travel Juneau) I always made sure all members contributed and shared ideas at meetings to insure everyone had a voice.

As the Eaglecrest Director of Sales/Marketing & Snowsports School I worked with all employees to make sure they did there jobs safely and efficiently and provided appropriate coaching and encouragement as needed.

**Policy Development/Management - Please provide your experience/evidence of this competency.**

As the Eaglecrest Director of Sales/Marketing & Snowsports School I was responsible for leading the three departments, developing policies within each department as well as across departments. I was responsible for making sure policies were carried out as well as evaluating these policies.

As a board member for the Juneau Convention & Visitors Bureau (Travel Juneau) we were responsible for evaluating organizational policies and proposing changes where needed.

**Recruiting & Mentoring - Please provide your experience/evidence of this competency.**



As the Eaglecrest Director of Sales/Marketing & Snowsports School I was responsible for hiring, training, and evaluating all employees for my departments. For some of our young employees Eaglecrest was their first work experience so training also included work ethics and how to work. Towards the end of my career at Eaglecrest, I mentored replacements so that all departments would continue to run smoothly and efficiently.

As a board member for the Juneau Convention & Visitors Bureau (Travel Juneau) I served as the nominating chair several times recruiting new board members for our organization. In addition, as chair I made sure to mentor new board members to insure they were productive board members.

**Signature**



## Your Personal Details

**Name**

Humaira Falkenberg

**Snowsports School**

Mt. Hood Meadows

**Years Teaching Snowsports**

5

Please describe why you would like to be on the Professional Snowsports Instructors of America-NW (PSIA-NW) Board.\*

As a Board member of PSIA-NW, my goal is to cultivate inclusivity, diversity, and equity in snowsports through the professional development of instructors and snowsport schools. Demographic reports (2020) released by the National Ski Areas Association confers the adventure gap for members of the Black, Indigenous, People of Color (BIPOC), LGBTQ communities and those with disabilities in snowsports.

As a Board team member, brown woman of color, I would advance, advocate, and commit to the following:

- 1) facilitate internal growth of PSIA-NW with Diversity, Equity and Inclusion (DEI) training (Board members and staff).
- 2) provide content education and resources to membership and
- 3) support a pipeline to groom those historically excluded from snowsports into the PSIA family and subsequently support their advancement within the organization.

The reason why I want to serve on the Board is because of my extraordinary passion and commitment to elevating women, women of color, BIPOC in the outdoors which is deeply rooted in my personal life story. Suffice it to say that I have been weaving through largely male dominated cross sections throughout my entire life--from early schooling (I went to an all-boys school in Pakistan), to the study of science (University of Minnesota), recreation (mountaineering), work (electric sector) to teaching skiing/snowboarding and to designing & building a house in the Columbia River Gorge and now at the Washington coast. Even more, as a woman of color, the representation and inclusion in any of the above fields is generally rare. The intersectionality of gender, race, and immigration status is complex, but I became acutely aware as a woman of color (brown woman) in the outdoors there is indeed an adventure gap and some want redlining not just in neighborhoods but in public outdoor spaces as well. I intend to make a difference and I can do that by serving on the Board.

My work in DEI spans over 30 years--long before it was trendy, mainstream or on Instagram. Currently, I am working with Annette Anna Diggs, PSIA-Level 1 Instructor at Stevens Pass to create learn to ski opportunities for black, brown and indigenous women. Through Annette's leadership and vision, the program provides scholarship for 5 women in the form of rentals, lessons (led by women of color for women of color), Epic Pass to all Vail resorts, and clothing (partnership with EVO). We have held affinity rides at Stevens Pass and Mt. Hood Meadows. Our collective goal is to groom these women to become ski/snowboard instructors and welcome them into the PSIA family as certified instructors to start the pipeline. This will be an annual and recurring scholarship. The joy of skiing will create a community based on

purposeful inclusivity. Soon there will be new generations of black, brown, indigenous women of color in PSIA being groomed from the snow up.

**What is your experience in working on a board(s) or committee(s)? (share the depth of your experience – is this part of a hobby interest, have you participated on a board where you’ve done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

My experience on serving boards is both deep (29 years combined) and wide (electric sector, outdoors, municipalities, economic development). I would come to PSIA-NW Board with the following experiences:

Vice Chair of SheJumps: a non-profit organization committed to increasing participation of women and girls in outdoor activities. I served on the Board for one year and quickly rose through the ranks to become Vice Chair for two years and served on the Executive Committee. During my time on the board, I worked on: 1) Lead on Strategic Planning committee, 2) Long Range Financial Planning & Audit controls committee, 3) Lead on DEI committee, 4) Lead on Legacy Giving and Development committee, 5) Succession Planning and Transfer of Knowledge and 6) Monitor Executive Director performance. I worked 30 hours a month in my capacity as Vice-Chair and Lead on subcommittees adhering the principle of “unity of control” with the Executive Director. Years of service: 3

Chair of Slice Implementation Group (SIG): represent the collective interests of 17 electric utilities (representing ~27% of Pacific Northwest Electric load) before Bonneville Power Administration. Garner consensus on challenging and often complex power supply issues. Worked closely with staff to create meeting agenda, budget, guide staff to implement the collective interests of the utilities, and interface with Bonneville Power Executives. Serve as a Representative to SIG. Combined serving of 11 years and expected to remain until 2028 in professional capacity. Once completed, the commitment is for 17 years.

Columbia Gorge Economic Development Association: Executive Director. Represent two states (OR, WA), four counties (Skamania, Klickitat, Hood River, Wasco), one region (the Gorge) economic development interests to private sector businesses considering relocation to the Gorge. Worked closely with the Board of Directors and Chair. Execute all duties associated with Executive Director position and receive guidance from Board of Directors through “Unity of Control” mechanism. Served 5 years in professional capacity.

Public Power Council: Executive Committee Board Member. Represent the interests of public power before Bonneville Power Administration. Serve on the Markets Development Committee (analyzing risks & opportunities in electric sector markets in the Pacific Northwest, California, Southwest Power Pool). Serve on Rates and Contracts Committee by providing guidance and input to staff on rate case matters. Term is 2 years; serving in professional capacity.

Northwest River Partners: Executive Committee Board Member. Northwest River Partners is a member-driven organization that serves not-for-profit, community-owned electric utilities in Oregon, Washington, Idaho, Montana, Utah, Nevada, and Wyoming. The organization supports clean & renewable energy, low-carbon transportation, and agricultural jobs in the Pacific Northwest. Term is 3 years; serving in professional capacity.

Conservation and Renewable Energy System: Executive Committee Board Member. Represent electric utility interests in the development of renewable generation and conservations. Seek

opportunities for generation projects and grid modernization for electric vehicles. Served 5 years and will continue to serve until 2028 for a total term of 12 years; serving in professional capacity.

**What is your experience with strategic planning and assessment? (share the depth of your experience is this an interest of yours, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

Strategic planning and assessment are in my wheelhouse professionally; every board I have served on (as mentioned above) has created a strategic plan. This process allows the organization to identify goals & strategies and create necessary steps to accomplish those goals. Then the goals are measured against a matrix of performance to monitor and evaluate progress. My primary experience has been with SWOT (strengths, weaknesses, opportunities, and threats) analysis to aide in full awareness of all factors involved in making business decisions. I have professionally conducted strategic planning for numerous non-profits (SheJumps, CGEDA, Gear Up) and municipalities (Port of Skamania, Klickitat PUD, Skamania PUD, City of Stevenson) and been active participant in the process as a board member for the organizations mentioned above.

The relevance of my experience in strategic planning and assessment to PSIA-NW is that I come with a core understanding to the value of having a road map to excellence. You cannot achieve a goal if you don't have a road map of assessment.

**What has been your involvement with PSIA-NW (e.g. Events attended, board, school trainer, etc.)**

My involvement with PSIA-NW is limited to PSIA-NW sponsored activities and clinics on Mt. Hood for instructor trainings. I am currently a member in good standing with Level 1 Certifications in both alpine skiing and snowboarding.

**Collaborating Remotely - Please provide your experience/evidence of this competency.**

Necessity is the mother of invention—Covid-19 and the lessons learned from the pandemic is the collaborating remotely is not only possible but can remove barriers of access (transportation, geography, time). Professionally, all my work is done by collaborating remotely. Zoom, Go-To Meeting, Teams, WebEx are all platforms that I use. I use of google drive to manage documents where multiple people can work on content together.

**Group Leadership - Please provide your experience/evidence of this competency.**

My group leadership is exhibited in the executive level board positions as described in question #2. However, to add more depth, while I served Vice Chair on the SheJumps Board of Directors, I was the Lead on the DEI committee. SheJumps had received funding for 10 Ikon passes; as the Lead, I worked closely with the Executive Director, committee members, national directors, to create an equitable process to distribute (through scholarships) the passes amongst women from all over the USA. Like PSIA, SheJumps has multiple regions and my goal was to see varied geographic representation in the distribution of the passes. Equally, it was important to target women who otherwise would not have the financial privilege or access to such an opportunity. Threading the needle of need, representation, and limited resources, I had to coalesce divergent interests and help guide the Executive Director with a recommendation to the broader Board.

Key elements from my experience with group leadership include: 1) Unity of voice, the Board

speaks with one voice; 2) it is important to draw out individual Board member expertise to create both depth and breadth on a subjects; 3) Board holds itself to a standard of excellence and maintains the fiduciary responsibility to its members; 4) new Board members go through “on-boarding” process of education; 5) create mentor/mentee new Board member/seasoned Board member relationship for grooming and succession planning.

**Group Facilitation - Please provide your experience/evidence of this competency.**

My group facilitation work is exhibited in the strategic planning and assessments as described in question #3. Currently, I am working with the senior leadership of Awakening Women’s group leading anti-racism workshops. I facilitate 1 monthly workshop followed by a 1 monthly sharing circle. In addition, I have over 25 years of facilitating yoga classes, breath work and meditation.

Separately and professionally, I facilitate the Risk Management Committee for which I am the Chief Risk Manager. I coordinate and facilitate the management of financial risk (\$30 million annual budget) for my utility.

**Policy Development/Management - Please provide your experience/evidence of this competency.**

Professionally, I have developed the Risk Management Policy, Personnel Policy, Governance Policy, Purchasing Policy, Customer Service Policy for my utility. Previously, as a Planning Commissioner for the City of Stevenson, I worked on Design Standards for the town of Stevenson.

**Recruiting & Mentoring - Please provide your experience/evidence of this competency.**

In addition to my love of snowsports and mountaineering, I love to kitesurf. I first learned in Cabarete, Dominican Republic. I wanted to see more women like me advance in their skill set and the best way to do that was to get more women of color instructors certified. I worked with Dakine, Slingshot, Ride Engine and pro athlete/kitesurfer Laura Maher and Slingshot brand ambassador Lisa Schlecht under the auspices of SheJumps to bridge the equipment and gear divide for Dominican women interested in pursuing kitesurfing. All this interaction with SheJumps led to an invitation to the join the Board of Directors where I served as the Vice Chair.

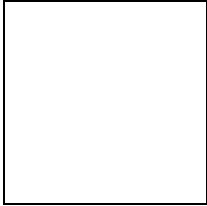
Separately, I mentor youth in the Washington Gear Up program. The program Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) is a competitive federal program that provides six- and seven-year grants to education/community partnerships and states to increase the number of low-income students who are prepared to enter and succeed in postsecondary education. I mentor Ilwaco High School, Raymond/South Bend High School kids to academic and outdoor achievements.

In addition, I mentor PDX Climbers of Color, Melanated Mazamas, Climbers of Color on introductions to ski mountaineering. This includes zoom meetings on equipment, rescue skills, navigation, and introduction to gear.

Any time spent in the mountains regardless of activity is a path of self-evolution. Spending time to better harmonize with nature cultivates inner quiet and peace. For me the mountains relax my skin and my breath deepens. I'm most alive in a winter snow storm skiing. I liken my mountain time as meditation in motion. The mountains, oceans, rivers, and forests teach us to be present. However, I would be remiss, to not acknowledge the institutional and systemic barriers that preclude many marginalized communities' access to the outdoors. It is

our collective obligation and responsibility to remove barriers of access for all so that spending time in nature isn't perceived as a non-productive pursuit. Connection with nature and access to outdoors is the next frontier of civil rights. It is in fact a matter of public health and wellness. As such, mentoring and giving to my community is a core value.

**Signature**





**Your Personal Details****Name**

Ying Liu

**Snowsports School**

Mt Hood Meadows

**Years Teaching Snowsports**

4

**Please describe why you would like to be on the Professional Snowsports Instructors of America-NW (PSIA-NW) Board.**

PSIA-NW's trainers and Mt Hood Meadows have instilled in me a huge appreciation for skiing and the mountain community. I would not have progressed so quickly in my skiing if I didn't have the opportunity to teach at Meadows with zero experience in ski instruction and barely any snow sliding skills. Since joining the Meadows team 5 years ago, I've had an amazing opportunity to cultivate my passion for snow sports and build my knowledge of skiing. This education has translated across so many aspects of life outside of skiing – it's developed my ability to connect, empathize, adapt, and communicate with a broad range of people. Serving on the PSIA-NW Board is a chance to give back and use my many years of corporate experience to support positive change for an organization that has given me so much.

Most importantly, as a young, snowsports asian female I believe I can bring a diverse perspective to the organization to both increase relevance to existing members and broaden its appeal to new members. There's been a lot of conversation recently about the lack of diversity in the Outdoor industry. At the same time, our Northwest ski and ride schools are seeing more diversity in our guests and it's relevant to bring alternative perspectives and ways to connect with and instill a lifelong passion into our newest students. I know each ski resort, individually, is doing amazing things to engage with their communities, instructors, and students – I'd love to discuss ways to share all of those ideas across schools.

I have an innate passion for constant growth and improvement; I believe the same drive that fuels my ski progression also translates well into the board room. I'm thrilled that NW Tech Team member and VP of Resort Operations at Mt Hood Meadows Jeremy Riss supports my bid for the Board: "If selected for the board I am confident that Ying will be an invaluable member working hard for the organization and bringing a great perspective on how we can continue to improve the Diversity, Equity and Inclusion in our organization as well as helping give our members the tools to make progress in these areas at their home mountains."

**What is your experience in working on a board(s) or committee(s)? (share the depth of your experience – is this part of a hobby interest, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

I currently serve as VP of the Board of Directors for Living Yoga (LY), a local non-profit based out of Portland, OR. LY operates with a very small staff to support healing for hundreds of trauma and addiction recovery students each week through volunteer-led yoga classes. LY has had to navigate challenging times in the past year with heavy involvement from the board to make weekly and sometimes daily decisions based on new information. Especially in the past year, we've had to change directions to secure grants, adapt continuing operations to maximize reach and impact, and increase use of digital tools to stay connected. This is relevant to the snow sports industry and particularly PSIA-NW because we operate with a small staff in a changing environment – it's important to steer the ship in a way that keeps us relevant to all generations.

**What is your experience with strategic planning and assessment? (share the depth of your experience – is this an interest of yours, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

I have significant experience with strategic planning and assessment throughout my professional career outside of skiing. My current role at adidas is Brand Strategy which means developing short and long term strategies to grow the business in North America. I have led market assessments and wrote the strategies/ business plans to grow Women, Kids, and the Outdoor sports categories (which includes snow sports). Prior to adidas, I worked in management consulting advising Fortune 500 companies on strategy and operations improvement

opportunities in industries ranging from high tech, non-profit, healthcare/ pharma, aerospace manufacturing, and CPG. In consulting, I led an assessment to better understand the backgrounds and motivations of our employees so we can improve training and career development to support different people's goals. I bring the same strategic assessment mindset into all my interactions, including thinking about ways to improve operations at Meadows. Jeremy Riss, VP of Resort Operations at Mt Hood Meadows observed "In her time at Meadows Ying has shown a strong interest in both her own development as an instructor and in thinking critically about our operations and how they could be improved. She has brought ideas to the leadership team with thoughts on how we could be more environmentally sustainable and things we could do to improve the team member experience."

#### **What has been your involvement with PSIA-NW (eg. Events attended, board, school trainer, etc**

I have been a member of PSIA-NW since 2017 as a ski instructor at Mt Hood Meadows. I've been actively involved in the Meadows community attending clinics, hosting MA sessions in Portland, and generally getting to know the staff at the ski resort. In training for my PSIA exams, I've worked with members of the Tech team and DCL staff to improve my skiing. Meadows operates one of the largest and most robust training programs in the NW with multiple experienced ski and snowboard trainers/ examiners leading 10+ clinics weekly. I have been so lucky to learn from the team here and because I'm relatively new to snow sports with so much to learn, I have not needed to look elsewhere for continuing education. I'd love for Oregon to have more representation on the PSIA-NW board so members across the region have the opportunity to tap into the wealth of expertise in our area. With that said, as I progress in my technical knowledge and skills to earn my Level 3 next year, I will attend more divisional and national events to continue the lifelong journey.

Tyler Barnes, NW Tech Team members and Mt Hood Meadows Learning Center Operations and Training Manager has witnessed first hand my commitment to PSIA-NW since the the day I started. His endorsement means a great deal to me: "Ying has been a dependable instructor at Mt. Hood Meadows since the 2016-2017 season and I know she values what PSIA-AASI offers, especially with regard to professional development, as she attained her Alpine Level II this season! It's been a pleasure to have her on our team and I know given her background with other boards and her perspectives, she would add depth and representation of our membership, as well as possibly help to guide relevancy and appeal to newer members of our organization."

#### **Collaborating Remotely - Please provide your experience/evidence of this competency.**

Over the past year, I've been connected with work colleagues remotely on a daily basis. Prior to COVID, I have managed and worked with team members across the world in Asia and Europe. I'm extremely familiar with online collaboration tools ranging from video conferencing and chat to digital whiteboards and shared drives/ documents.

#### **Group Leadership - Please provide your experience/evidence of this competency.**

I've held leadership roles throughout my life as captain or president of sport teams and student organizations all the way through my current capacity leading teams in strategic planning and assessment. As a leader, I believe it's important to create a culture in which all members feel valued and comfortable challenging each other to improve the outcome. Through healthy dialogue, it's possible to create win-win situations if all perspectives and data are considered.

#### **Group Facilitation - Please provide your experience/evidence of this competency.**

In my experience in a management consulting role, we often held workshops for senior leaders of Fortune 500 companies or global healthcare/ economic development leaders (in the case of a global non-profit foundation). My role ranged from preparing for the workshops through research and analysis to facilitating discussions during meetings. In my current brand strategy role, I use data to bring together leadership from our region and global to make decisions on immediate and future actions.

When facilitating, I've been complimented on my ability to involve everyone in discussions; specifically noticing those who have not spoken up and making space for people to make their voice heard. I enjoy playing the devil's advocate to make sure that all perspectives are considered.

#### **Policy Development/Management - Please provide your experience/evidence of this competency.**

- 1) The Living Yoga board updated the by-laws/ governance policy within the last year to reflect changing needs from COVID. We manage the board meetings and decisions according to policy on a regular basis.
- 2) In the office wellness group that I led, we sent out weekly newsletters to the organization. I worked with the newsletter lead to develop a communications policy manual so he can transition the role and mentor a newer member.

3) I worked as a consultant with a non-profit client to update their call center standard operating procedure (SOP) policies.

**Recruiting & Mentoring - Please provide your experience/evidence of this competency.**

I have been involved in recruiting processes in multiple capacities: attending networking events at all levels of my career, providing informational interviews with interested candidates, interviewing and evaluating candidates, and providing mentorship to new teammates. When I got the approval and funding to start an office wellness program in Chicago, I recruited and managed a team of 16 volunteers. I recognized the need to distribute the workload and ensure succession planning, so I recruited a co-lead who eventually took over when I left the firm.

**Signature**



**Your Personal Details****Name**

Kira McKenzie

**Snowsports School**

Mt. Baker

**Years Teaching Snowsports**

17

**Please describe why you would like to be on the Professional Snowsports Instructors of America-NW (PSIA-NW) Board.**

I believe I can bring a valuable and perhaps underrepresented perspective to the board. I have worked full time for the last 15 seasons in snowsports instruction, and I am a younger female manager of a medium sized member school that faces overlapping challenges with both smaller and larger schools. My primary discipline is snowboarding.

Our members, organization, and industry as a whole face significant challenges. Some of these have been present for many years, such as a lack of diversity within the organization or climate change. Others are new and hopefully temporary, like a global pandemic. I am passionate about developing and protecting the spaces and experiences that allow for play, learning, and growth. PSIA-NW has been one of those spaces for me, and I want to be a part of ensuring it continues to play that role for others.

In my (brief!) time as a board member so far, I have had a chance to learn about Policy Governance and how to be an effective participant in the process. I am excited for the future, and want to continue to learn from and work with the rest of the PSIA-NW board to best serve our membership and set our course through these pivotal times.

**What is your experience in working on a board(s) or committee(s)? (share the depth of your experience – is this part of a hobby interest, have you participated on a board where you’ve done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

I have had the opportunity to serve on the PSIA-NW board since January 2021 in an interim role. While this has been my first opportunity to serve on a board, I am very experienced in how to effectively participate in group decisions with broad and lasting impact on the direction of an organization.

In addition, my experience facilitating experiential team building programs has provided me with a level of insight on how healthy - and maybe more importantly, unhealthy - teams communicate, disagree, problem solve, and ultimately achieve consensus. I understand how important it is for a leadership team to provide consistent guidance and expectations, and how a failure to do so erodes trust and morale.

**What is your experience with strategic planning and assessment? (share the depth of your experience – is this an interest of yours, have you participated on a board where you’ve done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

As a longtime employee at an independently operated ski area, I often have the opportunity to assist on projects outside my formal job description. For example, last summer I worked with a small team to plan and execute a 180 degree transition from predominantly in-person to e-commerce focused strategy for season pass sales.

I believe I bring value to these teams through my ability to identify desired outcomes, develop strategies for division of labor, research, decision making, and implementation, and my willingness to self-reflect.

**What has been your involvement with PSIA-NW (e.g. Events attended, board, school trainer, etc.)**

I have been a member of PSIA-NW since my first season instructing at Snoqualmie ('03-'04) and a TD since my second year at Mt. Baker ('05-'06). Over the years I've taken exams, attended all sorts of events, had the opportunity to train many instructors, shadowed exams, attended exams as "support crew", learned more than I

could have imagined, and made some truly amazing friends. I have also been in a supervisory and then management role at a member school for 14 years.

**Collaborating Remotely - Please provide your experience/evidence of this competency.**

I have been collaborating remotely since as early as 2006, when I remotely co-wrote and revised an article that was published in a major academic journal. I have used many collaborative tools over the years from GSuite to team inbox management tools to task management tools, and have worked remotely at least part time for 7 years.

**Group Leadership - Please provide your experience/evidence of this competency.**

I have spent the majority of my career in leadership roles, including over 5 years as a school manager at Mt. Baker and 6 years as Operations Director for a company providing experiential team development programs and operating a recreational aerial adventure park.

**Group Facilitation - Please provide your experience/evidence of this competency.**

My responsibilities at Adventura included program design and facilitation of workshops (focus on team morale and bonding, problem solving, communication, etc...) for groups of 10-150 participants. I also assisted in preparation, design, and facilitation of developmental programs (focus on changing team behavior and addressing team dysfunctions).

**Policy Development/Management - Please provide your experience/evidence of this competency.**

As an instructor and then supervisor, I was primarily responsible for complying with and/or monitoring compliance with school policies. Now, as a school director, I have consistent opportunities to work with mountain management as well as other ski area departments to develop policies that align with our company's goals while minimizing risk. We are most successful when these policies are mindfully developed, clearly communicated, and when we take the time to re-evaluate and update them as the world around us evolves.

**Recruiting & Mentoring - Please provide your experience/evidence of this competency.**

At Mt. Baker, our full time, supervisor, and training staff are largely "home grown". I pride myself on helping people identify their strengths and grow into positions of increasing responsibility that they find both fulfilling and challenging. Instructor recruitment, retention, and exam pass rates have all improved under my leadership, and I believe Mt. Baker's consistent presence at divisional events over recent years supports this.

**Signature**



**Your Personal Details****Name**

Michael Patmas

**Snowsports School**

Unaffiliated

**Years Teaching Snowsports**

23

**Please describe why you would like to be on the Professional Snowsports Instructors of America-NW (PSIA-NW) Board.**

Greetings! My name is Michael Patmas, MD. I have been a PSIA member since 1996. I earned by Alpine Level 3 in 2003 and have taught at several resorts including Snowbird, Squaw Valley, Schweitzer, Tamarack and Mt. Hood Meadows. My involvement with skiing and PSIA has been one of the highlights of my life. I will be forever grateful to PSIA-NW for the privilege of being part of the organization, giving me the opportunity to teach and to become a better person and a better skier. Basically, I just want to give back to the organization that gave me so much. PSIA has given me so many opportunities to share my love of skiing. I was honored to author the Safety Awareness Chapter in the ATS Manual by PSIA as well as over a dozen articles for The Professional Skier, 32 Degrees and Ski Patrol Magazine. I have served as a technical reviewer for PSIA publications including the new Adaptive Manual. Now, I would like to help PSIA-NW by sharing my outside board experience.

**What is your experience in working on a board(s) or committee(s)? (share the depth of your experience – is this part of a hobby interest, have you participated on a board where you’ve done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

I have served on many healthcare boards and community boards including as a Board Chair. Specifically; Member and President of the Ocean County Medical Society; Member of the Board of Directors of the American College of Physician Executives; Founding Chair of Central Oregon Electronic Medical Records; Chairman of the Woodland Opera House Board and several more. Although these organizations are outside snow sports, all boards share similar legal, regulatory and fiduciary obligations.

**What is your experience with strategic planning and assessment? (share the depth of your experience – is this an interest of yours, have you participated on a board where you’ve done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

I have graduate level training in strategic planning obtained during graduate school at the University of Southern California Marshall School of Business where I obtained a Masters Degree in Management. I have also taken advanced strategic planning courses through the American College of Healthcare Executives.

**What has been your involvement with PSIA-NW (eg. Events attended, board, school trainer, etc)**

I have attended several division academies and numerous other events. I served as a trainer at Mt. Hood Meadows and performed level 1 certification exams in 2004.

**Collaborating Remotely - Please provide your experience/evidence of this competency.**

As I now live on Maui but have several consulting clients on the mainland, I am online every day interacting with various healthcare organizations via email and Zoom.

**Group Leadership - Please provide your experience/evidence of this competency.**

I have twice served as CEO. Most recently at the Rockwood Clinic in Spokane from 2014 - 2016. The clinic is a 350 physician multi-specialty medical group with over 70 locations in eastern Washington and North Idaho. With over 5,000 employees and gross revenue approaching \$1B it was a very challenging leadership role.

**Group Facilitation - Please provide your experience/evidence of this competency.**



One of the most important competences I have had to develop is the lead medical groups. Doctors can be very difficult to work with! But after nearly 20 years working in healthcare leadership, I have learned a lot about group facilitation. In healthcare, my mantra has been..."If it involves physicians, involve physicians". I think the same holds true for snowsports instructors.

**Policy Development/Management - Please provide your experience/evidence of this competency.**

I do not particularly like policy development and usually hand that off. I am a big picture strategic thinker, not a policy wonk.

**Recruiting & Mentoring - Please provide your experience/evidence of this competency.**

I have recruited over 200 doctors, Nurse Practitioners and Physician Assistants over the past twenty years for a variety of organizations. I believe the principles of effective recruiting are not industry specific.

**Signature**

<~WRD000.jpg>

## Your Personal Details

### Name

michael peters

### Snowsports School

Bluewood, Director of Snowsports

### Years Teaching Snowsports

50

### Please describe why you would like to be on the Professional Snowsports Instructors of America-NW (PSIA-NW) Board.

In these Covid times and being a director, I now have the skills to assist folks to make decisions based on the current situation.

### What is your experience in working on a board(s) or committee(s)? (share the depth of your experience – is this part of a hobby interest, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)

I have been on the BOD since 1996. I have served on many committees and have asked a lot of questions. The ski/snowboard/adaptive/tele industry is my 'full-time' work. Even now I am planning for next season.

### What is your experience with strategic planning and assessment? (share the depth of your experience – is this an interest of yours, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)

The ski industry is my passion. I work directly with our General Manager on many aspects of the area. I have been on the BOD when we first began the transition to Governance and have served on different committees. When we were asked to step up (run) for the position of BOD I graciously resigned. Having been a director for 6 seasons,, I am now ready to take on more responsibilities by again being a part of the BOD. This would include planning and assessment.

### What has been your involvement with PSIA-NW (e.g. Events attended, board, school trainer, etc.)

I have been to many TD events, BOD meetings, etc (too many to mention) since 1996. I have served under several presidents and BOD representatives.

### Collaborating Remotely - Please provide your experience/evidence of this competency.

In training my instructors and communication, I have used Zoom sessions. I have adapted to COVID by offering several different methods of collaboration (outside meetings, in person, email, text).

### Group Leadership - Please provide your experience/evidence of this competency.

I have been a leader at my Snowsports school. This position has evolved such that I now have the respect of all my instructors (56). I have been a TD at several areas (8) and am constantly looking for new ways of doing things.

### Group Facilitation - Please provide your experience/evidence of this competency.

I am constantly trying to improve the situation at Bluewood. I learned long ago that the sign of a good facilitator is to delegate. There are a lot of folks who are better than I at doing certain jobs. So I look for those individuals who would like to 'take over' a job. I also empower folks to make decisions. I have found that doing that, instead of always trying to micro-manage, allows my instructors to make their own decisions without involving me. This has worked great.

We, instructors, are a 'family' and as such are very close.

### Policy Development/Management - Please provide your experience/evidence of this competency.

I have served on the BOD when we were in the position of making new policies. Although I didn't always agree, I humbly let the majority determine the outcome.

**Recruiting & Mentoring - Please provide your experience/evidence of this competency.**

I recruit by first having an in-person interview. This serves me by finding out if the person will be a 'good fit' for the school. And it allows them to realize just what their motivation is for joining our team. I then have them fill out a form that asks why they want to instruct and their past experiences. I assign experienced instructor to mentor and be a sounding board to new instructors. I lead (mentor) by example. I always take the time to listen to my instructors and students.

**Signature**

*Michael Peters*

**Your Personal Details****Name**

Eric Sletmoe

**Snowsports School**

Mt Hood Meadows

**Years Teaching Snowsports**

25

**Please describe why you would like to be on the Professional Snowsports Instructors of America-NW (PSIA-NW) Board.**

I am life long outdoors and snowsports enthusiast, and I love to share my passion with others. In particular, I love to share my passion with those that experience increased physical barriers to participation. I am a PSIA certified adaptive instructor. I would like to see PSIA and particularly the Northwest Division (my home for nearly my entire life) continue to evolve in our already stellar support of all things adaptive. I see myself as more of an "evangelist" than a "theologian". I think everyone can, and should if they have even an inkling of desire, slide on snow. How exactly they do that, as long as the method is safe and fun, really doesn't matter nearly as much to me.

**What is your experience in working on a board(s) or committee(s)? (share the depth of your experience – is this part of a hobby interest, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

I have been on several boards and committees, usually focused on building projects, most often in the Non-Profit sector. My focus quite often has been around gathering and maintaining community interest and support for facilities and infrastructure to support disadvantaged communities, whether that be at risk youth or populations with a disability. I am a self-employed consultant with an IT background (automated machine control), and have leveraged my background and experience and relative flexibility towards giving back to communities in need. To me, sharing the stoke is sharing the stoke, whether that be recreationally or more "spiritually". The pragmatics of organization, delegation, and implementation span specific uses. Each use is just a lateral personification of the other.

**What is your experience with strategic planning and assessment? (share the depth of your experience – is this an interest of yours, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)**

I have spent years in project planning, personnel management and asset allocation in the IT field. I have also have significant business and practical experience in land use planning and development. I have graduate studies in Non-Profit management. I've used that experience and education to consult with or participate on a variety of boards and committees to accomplish projects both large and small. Again, snow sports (or "sliding on water" as I term it, since I love all things sliding on water whether frozen and white or liquid and blue) is just a specific implementation of a larger paradigm.

**What has been your involvement with PSIA-NW (eg. Events attended, board, school trainer, etc)**

I am a level 2 cert alpine and level 2 cert adaptive instructor. I have a childrens specialist and freestyle specialist certification. All of this was accomplished in the Northwest Division. Beyond that, I am actively involved in remote MA offered thru PSIA-NW. At my home mountain I am an adaptive trainer and take part in many clinics and MA session, in person and now often remote. I make an effort to attend events like Fall Conference. I also work to promote the stoke of continued education among my fellow instructors. In addition to these NW specifics, I travel (on my own dime and time) to various events around the country to either teach (The Hartford Ski Spectacular, National Disabled Veterans Winter Sports Clinic, Troops Triumph, etc.) or learn (National Academy, Adaptive Academy, etc).

**Collaborating Remotely - Please provide your experience/evidence of this competency.**

I am self-employed consultant in the Information Technology sector, so I have been working "remotely" for 15 years. Today, we are all becoming experts at the remote work thing, and the tools to remote work have jumped by leaps and bounds, but this is something that has just been part of my DNA for a long time. In fact, I guess I was working remotely as far back as 1990, at least a few days a week.

**Group Leadership - Please provide your experience/evidence of this competency.**

I've been an employee and manager in large corporations and medium sized companies. I've been an owner in a small software development company (10ish employees). I was the General Manager of a commercial and residential property development company for several years. I've taught clinics and seminars. Been a youth group leader. Taught computer programming to High Schoolers. Some of this leadership has been independent. Much of it is collaborative.

**Group Facilitation - Please provide your experience/evidence of this competency.**

While I might give more appropriate examples here such as as an adaptive clinician, or less appropriate examples such as rounding up the "gang" for a fun outing, the group facilitation that immediately jumps to mind is my time playing basketball internationally. I lived and played in the Norwegian first division and I was definitely the facilitator. I was not primarily a scorer. Or even the necessarily the first in the game. But if you needed a stop, someone to dive on the floor, someone to take the foul, that was me. I was a little older (pushing 30) than the average and my facilitation was do the dirty work and lead by example. This found me in the game quite often at "crunch" time.

**Policy Development/Management - Please provide your experience/evidence of this competency.**

As the general manager of a property development company I found myself quite often at the forefront of policy development and implementation. Also, as the owner of a company with employees, I often had the task of setting down policy. I am more of a cheerleader than a dictator, but I appreciate policy when it is coherent and useful and not just an escape from doing the real work at hand.

**Recruiting & Mentoring - Please provide your experience/evidence of this competency.**

Certainly as a small business owner I hired employees and sought out interns (usually High School aged individuals, several of whom still work in the same industry for the same companies that morphed out of our company). I was and am often involved in their growth and continued education thru mentorship and encouragement. Somewhere along the way I "recruited" a wife and "mentored" two daughters that have both turned into outstanding adults. So there is that!

**Signature**



## Your Personal Details

### Name

Marshall Titus

### Snowsports School

Stevens Pass Snow Sports School

### Years Teaching Snowsports

15

### Please describe why you would like to be on the Professional Snowsports Instructors of America-NW (PSIA-NW) Board.

I'm interested in serving on the PSIA-NW board because I believe I can contribute a new perspective on guidance for the region and increase representation in snow sports instruction by under represented snow sports enthusiasts.

### What is your experience in working on a board(s) or committee(s)? (share the depth of your experience – is this part of a hobby interest, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)

My current board experiences are within my full time profession as a general dentist. They include the Western Regional Examining Board for dental licensing, Commission on Dental Accreditation which accredits all U.S. dental education institutions, and I'm a former two term gubernatorial appointee to the Washington State Dental Quality Assurance Commission. The board function and activities focus on professional education, clinical competency, and regulation.

### What is your experience with strategic planning and assessment? (share the depth of your experience – is this an interest of yours, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)

During my service with the above professional boards and commissions I have experience with participating with standing and ad-hoc committees on strategic planning in governance, finance, and operations.

### What has been your involvement with PSIA-NW (e.g. Events attended, board, school trainer, etc.)

I've attended many Divisional Academies in the past and recently my first National Team Rider Rally. I'm a part of the training staff with Stevens Pass Snow Sports School, and I'm on an adventure to complete the AASI level 3 certification.

### Collaborating Remotely - Please provide your experience/evidence of this competency.

Presently all of my board meeting are conducted virtually. I have also attended virtual education and DEI sessions sponsored by The Snow Pros. The meeting platforms include Zoom, Teams, Google Meets, and Go To Meeting.

### Group Leadership - Please provide your experience/evidence of this competency.

Group leadership is a part of my professional life on a daily basis. I have also lead new employee training groups and snowboard clinics for Stevens Pass Snow Sports School

### Group Facilitation - Please provide your experience/evidence of this competency.

Group facilitation is also a part of my professional life on a daily basis. Facilitation also plays a critical role in running snowboard clinics.

### Policy Development/Management - Please provide your experience/evidence of this competency.

In my current role as a Commissioner with CODA, I participate in revising policies and standards which all dental educational institutions are accountable.



**Recruiting & Mentoring - Please provide your experience/evidence of this competency.**

Mentoring clinical professionals is a part of my professional life on a daily basis. It plays a large part in making sure whoever we recruit is supported and successful. Prior to pandemic related travel restrictions I participated in recruiting dental professionals to my group practice by going to convention exhibit halls and job fairs.

**Signature**



## Your Personal Details

### Name

Tim Zanol

### Snowsports School

Mission Ridge Snowsports Center

### Years Teaching Snowsports

40

### Please describe why you would like to be on the Professional Snowsports Instructors of America-NW (PSIA-NW) Board.

It's an opportunity to give back to the organization that has given me so much and to serve the membership.

### What is your experience in working on a board(s) or committee(s)? (share the depth of your experience – is this part of a hobby interest, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)

Washington State Apple Blossom Festival (6 years), Wenatchee Applarians Board of Directors (8 years), Washington State Dept. of Agriculture (WSDA) Computer deployment and training Committee, Mission Ridge Training Director, PSIA-NW policy governance committee with John Weston and Ed Kane regarding CEO duties and procedures. Area representative for Head Ski for 8 years, introducing new product, helping with demos and trade events, helping with new product design.

### What is your experience with strategic planning and assessment? (share the depth of your experience – is this an interest of yours, have you participated on a board where you've done this level of work, is this part of your profession or is your profession – provide relevance to the snowsports industry for any activity outside of PSIA-NW)

WSDA Inspection protocol committee, WSDA Inspector training committee, WSDA Liaison to Japanese Agriculture Dept (SARGA) WSDA Computer Deployment and Training Protocols, Policies and Criteria, Mission Ridge Level 1 coach and Examiner, MRSSC Training Director. Level 2 & 3 coaching, Supervising, assessing and mentoring all MRSSC instructors to ensure quality of lessons

### What has been your involvement with PSIA-NW (eg. Events attended, board, school trainer, etc)

Training Director Fall Meeting, numerous Divisional Clinics, Fall Seminars, Spring Symposiums, Training Director at MRSSC.

### Collaborating Remotely - Please provide your experience/evidence of this competency.

Teach private brass lessons and ensemble rehearsals via Zoom, Google Meets, Google Duo, Facetime. WSDA staff meetings via phone conference. Created Zoom performances for large Wenatchee High School music groups.

### Group Leadership - Please provide your experience/evidence of this competency.

: Training Director MRSSC, Group ski lessons MRSSC, Assistant Director of Bands Wenatchee High School, Music Co-Director & Manager Wenatchee Big Band, Lead band Judge Wenatchee Apple Blossom Youth and Grand Parade.

### Group Facilitation - Please provide your experience/evidence of this competency.

WA State Dept. of Agriculture training Horticulture inspectors, Canadian Ski Instructors Alliance Level 4 coach, leading clinics for level 1, 2, 3 and 4 ski instructor candidates. Level 1 trainer at MRSSC, Training Director at MRSSC, organizing and leading clinics planned and impromptu. Music Co-Director of the Wenatchee Big Band, leading rehearsals and performances. Business manager for the Wenatchee Big Band doing bookings and day to day business activities. Asst Director of Bands at Wenatchee High School, leading rehearsals, performances and coordinate activities for the HS band at competitions.

**Policy Development/Management - Please provide your experience/evidence of this competency.**

Implemented LEAN Policies at WA dept of Agriculture, writing policies for computer use at State level government. Recruit members for the Wenatchee Big Band. Assist hiring at MRSSC. Organize new hire training for first year instructors and organize mentoring for new hire instructors. Assisted with writing MRSSC progression for ski lessons and monitor its implementation. Formulate plans for training and mentoring of new hire instructors. Maintained records of training for instructors and trainers, monitored instructor/trainer performance during lessons/clinics and follow with them to ensure MRSSC standards. PSIA-NW policy governance committee with John Weston and Ed Kane regarding CEO duties and procedures.

**Recruiting & Mentoring - Please provide your experience/evidence of this competency.**

Assist with hiring of new instructors, assess the level of new hires knowledge and skiing. Continuous mentoring of all levels of instructors for quality of lessons, certification and personal ski improvement. Mentor High School musicians in performance, jazz studies and performance of their instrument.

**Signature**

*Tim Zand*