

PSIA/ AASI: NRM Fall Board Meeting
Bozeman, MT
September 19, 2009

Those Present:

Turi Hetherington, Executive Director
Michael Hickey, President
Steve Hill, Vice President and Alpine Committee Chair
Sara Smith, Treasurer
Jennifer Guenther, Secretary
Neil Johnson, Board member
Shannon Griffin, Board member
Barbara Burbridge, Board member and Scholarship Committee Chair
Eric Sheckleton, National Board Representative
Bonnie Hickey, Snowsports School Management Committee Chair
Bill Burbridge, Adaptive Committee chair
Stephen Craig, Snowboard Committee chair
Matt Larson, Snowboard examiner
Stewart Chumbley, Nordic Committee chair
Shannon Griffin, Board member
Jill Imsand, Children's Education Committee chair
Matt Larson, Snowboard examiner
Anthony Brown

BOD meeting 9/19/09

Mike Hickey proposed a call to order;

Sara called to order, Steve seconded. All in favor; none opposed.

Mike called for proxies. None submitted.

Mike called to accept the agenda. Discussion ensued to revise agenda to change the National Report by Mark Dorsey to a webcast from Mark due to his inability to attend the meeting.

Barbara moved to accept changes to agenda; Shannon seconded. All in favor; none opposed.

Neil move to vote to accept new agenda; Sara seconded. All in favor; none opposed.

Officer/ Staff Reports:

President's report:

The Governance Task Force worked to revise and rewrite the Rules and Regulations, as well as the bylaws. It was comprised of Mike, Turi, Eric, Shannon and Neil. Lots of

hours were involved, and Shannon did most of the actual rewriting. Please disregard the old versions prior to this version.

At the national level there are lots of new things: the new database, the AMS, which Mark Dorsey and Eric touch on later. The division committees have several projects going on that committees touched on later. Jill will address fall fest and Chad is working on Spring Fest. In terms of the National President's Council, they are trying to change it and bring the team together.

Secretary Report:

Jen introduced the use of Googledocs to NRM, which is an online program that shares documents. It was used during the revisions of the Rules and Regulations and the Bylaws. Jen received all of the files from the former Secretary, Barbara, and is looking to organize those in the future.

Treasurer:

Sara said that there is not a lot going on yet as we just started the new fiscal year and that none of our programs have started yet. We are operating at a little bit of a loss at the moment due to slightly higher payroll to get the conversion done for national. Sara said that late fees are tracking higher than last year. She presented that we are looking at running at a loss for the year and we will look later in the meeting as to our options.

National Board Representative Report:

Eric presented that normally the national board reps would be meeting about this time, but they moved their meeting to January to coincide with SIA in Las Vegas. Mark will talk about the AMS. The EC has been active on quality assurance issues. We have partnered with 2 agencies that will ensure that we have a consistent credentialing program. They are sifting through documents and looking at what we can apply to our specific division. With that in mind, the Certification Unity task force has been put on hold until we have specific recommendations for them. Alpine standards committee moving forward and they will be working on them this winter. Snowboard standards are in testing this winter; we are implementing them this winter and have feedback next summer. Nordic matrix and adaptive matrix will be up this winter. The adaptive committee will be meeting again about standards soon. There will be a new snowsports school management section to the national website with business and training tips, for example. Eric asked anyone who was having trouble at the discipline specific level to contact him. Stew said that the AMGA partnership has not been very helpful at the divisional level and is having a hard time scheduling events. Nationally the partnership has been okay, but that he should bring it up with Mark Dorsey as the divisions are the ones trying to schedule events.

Executive Director's Report:

Turi has been working with national on new system. July was spent primarily working with dues and working to get it from the back office to interactive with the members

online. First she entered eligibility requirements into the new system. Turi is now working on entering events and having that go live to the members. She did some trials of entering fall fest and it is quite a learning process that will get simpler over time. This year they will be able to choose individual clinics online, which is much easier than calling or mailing your registration as it gives you instant feedback as to whether or not you got into a clinic. Turi has been working on the reclassification of division only members in regards to division only. National did send over what their decision was on division only members, and it will allow us to put them into the system. However, by next dues cycle we will have to reclassify all of those members into alumni, inactive or active certification. We need to figure out how to communicate this with them, how much we are going to charge, as well as what they are going to be by next spring 2010. National is not reducing their rate for alumni or inactive. National offers student and senior rates but division must match it. The percentage of NRM members that are division only is less than 10% right now. Turi is looking to get the calendar up and into the database before November.

Committee Reports:

Excom:

The big problem is the budget. We have not been paying minimum wage to our employees and we have to take care of the problem, which leads the budget into the red. More discussion later.

Snowboard:

Stephen said that the committee added 2 extra days of DCE training. They will not bring in a D team member. First training is the week before Fall Fest and then offering a level 2/3 prep clinics during Fall Fest. Main emphasis is consistency in certification process and implementing the new national standards. Coats will be on order by October 1. During spring meeting they discussed adding more children's components; NRM proposed it to the national standards board and now it is in print. They are excited about the new direction, including freestyle.

Nordic Committee:

Stew and the committee spent the summer streamlining the process, adding members to their pool. New nordic committee added Randy Wall and Stew White. Their goal is to get people involved and have their voices heard. With the passing of Colin Craig the named Tom Marshall to nordic team leader. They are working with AMGA on getting a course to NRM this season and have a focus on avalanche education for this division. Ski mountaineering courses can be expensive and this is a lower level course; Stew is working on getting the instructors and possibly teaming with Intermountain. There will be a 3-day Level 1 Avalanche offered at Fall Fest. The only thing missing from the AMGA course is glacial travel and it is offered for fully certified instructors. Liability for the Fall Fest course operates under the clinicians' permits.

Snowsports Management Committee:

Bonnie said that she dropped the requirement to be the chair of the committee from Level 3 to Level 2 to accommodate people, and allowed anyone who is a director to be on the committee. She is happy with the tools that national is giving to snowsports school managers. She is looking into simple online courses that cover a huge range of topics from Human Resource topics to financials. Bonnie is trying to fill her contact sheet, especially trying to bring in Nordic track schools. She is going to try to encourage managers to let them use their employees to register online for events using snowsports school computers.

Videoconference with Mark Dorsey:

First, marketing themes: what do we do? How do we get people excited about snowsports? Second, the culture of snowsports is connecting people and ideas in unexpected ways and places: lifelong connections. The direction we are taking is to be the first place members come for information about snowsports, teaching and industry. What is the value of membership? Access to people, resources and more of the mountain environment. However, value is different for new membership than veterans, because what you want access to over time is different.

Our education direction boils down to:

- Increase ease of membership access to all products, programs and services, develop and communicate clear paths to success in our education system
- Develop a quality assurance system to uphold standards.
- Define success measures in order to evaluate PSIA-AASI products, programs and services.
- Implement a leadership development program to ensure a broad pool of volunteers so new products, programs and services.

In terms of national-divisional relationships, we have different strategies but mutual support. The national and divisional organizations do different things. National's expenses focus on technology, personnel, administrative costs, marketing, publications, cost of sales, training and development. On the divisional level, expenses are mostly attributed to operating costs, clinics and exams, education programs and insurance. In an income comparison, most of national's income comes from dues, advertising, marketing and sales. Divisionally we get most of our money from clinics. For example, it can cost up to \$600 to get your Level 1 in the Rocky Mountain division. National gives support to divisions with development of material to support certification, such as manuals and videos. It also promotes PSIA-AASI memberships, as well as NSAA, SIA, ISIA, Interski and CSIA. They maintain alpine, nordic, snowboard and adaptive teams for events, have division leadership meetings, give access to WWAP materials and videos, give free copies of education materials to every school, have general liability insurance and maintain the American Snowsports Education Association (ASEA). Recruiting can be difficult depending on what life stage an instructor is in when he joins PSIA/ AASI. Singles and newly married instructors come for access to the sport, full or

empty nesters come for the self esteem, and retirees come for socialization and self-actualization. Recruiting into the profession is haphazard and difficult with the seasonal nature of the business. When recruiting for snowsports schools we face challenges of websites not being up to date and recruiters aren't often around during the summers. There are many reasons for leaving the profession, such as the inability to making a living, difficulty for scheduling the activity with all other family activities and the perception that instructor isn't a real career. Recruitment is difficult when people are not usually aware of PSIA-AASI prior to talking to the resort about becoming an instructor.

The reasons for leaving PSIA/ AASI are the members are no longer instructors, they have lost sense of value, or they lack of interest in pursuing a higher level of certification. The association places the burden for recruiting new members on snowsports directors. This is complicated by the fact that few elements of the association deliver messages that are in concert with others, and if directors feel that PSIA-AASI defaults to them to recruit, they don't feel supported and are less inclined to deliver a favorable message about PSIA.

In addition, there can be disconnects between divisions, training may not meet the needs of resorts and the cost of training can be high.

The biggest value of PSIA/ AASI to directors is a consistent nationwide standard of training and certification. The majority of respondents see the association as the primary role in education, training and certification. Large resorts see the role as training, education and marketing to others. Small resorts see the organization as a help on multiple fronts: to help make up their lack of resources as well as to help sell lessons.

What can we do? We can create and communicate the clear value proposition.

Go beyond pay increase benefit for certification. We can serve existing membership, but appeal to new members by delivering a consistent message. Right now membership has been flat: snowboarders increased while skiers declined.

Recruiting messages: why become a member? For the profession, professionalism, development, improvement, recognition, credibility, joy, fun, reward, fulfillment, passion for the sport and camaraderie. We use the campaign approach: testimonials and themes. It is low cost, customizable marketing and members have the most compelling stories. We balance passion for the sport with professionalism. They need to become a member before they become certified. That way we get them in as a member first, and then talk about the hoops to jump through. Our approach for 2010: continue to tell our story campaign and include a video component. We had a recruiting road show last year: 4 clinics with 69 people, had a 33% conversion, one year revenue \$5295 against expense of \$1094. During 2009-10 we plan on having a targeted road show with specific team members dedicated to recruiting messages. We had **29,745 members 2009** and have nearly doubled in the last twenty years, with less than half of the ski areas still in existence than in the 1970s.

The GWAP program in 2008-09 had media exposure circulation 123,255,382 articles about PSIA/ AASI and instruction that reached that 36,976,6746 readers. SKI magazine had 20 pages of instruction. In regards to learn a Snowsport month, 12 placements had a

circulation of 5,750,000 and a readership of 17,250,000. We are partnering with Altitude Sports Network, RSN.com and Skinet.com (online instruction channel) in full HD programming with network commitments to 40 million homes. DVDs will still be available to snowsports schools.

Learn a snowsport month is January and partnered with Winterfeelsgood.com. The goal is to increase participation, conversion and retention: drive participants to lessons and to learn best practices.

Our divisional/ national strategy is to be cost efficient with minimum duplication of effort, to provide consistency in standards and quality, provide quality member benefits and experiences, be a single, strong, organizational identity, to maintain a broad pool of ideas and decision makers, preserve local familiarity, deliver clear, consistent messages, be flexible, rapid and adaptable, develop trust, communication and understanding, clearly differentiate between national and divisional roles, knock down barriers, define possibilities, determine measures of success, and agree to unity, partnership.

In regards to communication with AMGA and difficulty scheduling: contact Ben directly and CC Mark on that because they want to make this a partnership that works. Turi wondered if there will be any D team road show stops in Montana. Mark said that it is possible but he needs to coordinate with Andy for the coming season.

Mike is talked about programs on hold, such as the certification unity task force. While they are trying to make a strong effort, it was wrapped up in process and had no broader framework. They are looking into expanding into the Q/A process for all disciplines. NOCA (National Association for Competency Assessment) works with certification testing, etc. Everyone agreed that it was a great plan.

Where we are with the AMS (Association Management Software)? It helps bring a complex organization together. This is the end of a 2-3 year process with an IT expenditure of \$130,000 for a \$600,000 system. Turi has been doing a great job with the switchover. After the split with National Ski Patrol we built a new system from the ground up (they kept the old one). It ties in all of the divisions to identify what we have in common, yet stay unique. Network foundation includes state-of-the-art IT system: database, website, email, terminal services, file servers, etc. and network administration and database administration. The infrastructure that supports the database has 2 packages: accounting (Great Plains [Microsoft Dynamics]) and Association Management Software (Protech CRM4M). The back office offers web services and communication and collaboration tools (Protech Web Portal and 3rd party programming). In May, the back office processing enabled. In July began online dues payment and online member profile updates. In September phase 2 began: speaker facility setup, subscription custom reporting, professional development custom reporting, registrant history reporting, and product sales custom reporting. October will offer online product sales, online meeting, school affiliation customization, clinician scheduling and an advert module. What is up next? Member communication, as well as addressing process and policy gaps, accommodation of member types, processes, licensing configurations, refining and communicating data, privacy, email policies, ability to SPAM, red flag rules. Then they will finalize software services agreements with divisions. They are

currently trying to get the online catalog up and running ASAP. The reports and data tables, as well as reports they can run, are almost unlimited.

Where we're needed is to stay on top of developments, help support understanding issues and process. We need to emphasize engagement and facilitate agreement between divisions. Mark wants as much feedback from us as possible. What ideas to communicate this information to the membership (website download?). They want us to use this to make this work between divisions while maintaining a personal touch, as well as getting this information out as well as who to contact when a member has an issue, as well as making the board and committee members accessible to the NRM community so that the member voice is heard. Eric said that the system allows us to do much more, but it also ups the expectations.

Children's Committee Report:

Jill is hoping to keep doing KB kids clinics and still has a bit of money to do so. She will send out an email in October or November about this to the directors. She is hoping to get a spot at the director's meeting to get the word out due to the overwhelming and appreciation for the clinics. There will be 2 ACES: December 11th and 12th, 2009 Fall Fest and March 8th and 9th, 2010. If any other resort is interested contact Jill and she can organize one. They have a big team now and if anyone interested in shadowing see Jill. Children's clinician standards were updated in the Rules and Regulations. There is new information on the Kids website so check it out. The national standards committee is getting more on the same page. The national "Children's Specialist" will be the national standard, where an ACE is the CS2 and the KB kids clinic equals the CS1. Eliza is working on this with national. They are also now printing the ACE on membership cards.

Adaptive Committee Chair Report:

Bill was not able to get an event together for all of the charitable organizations and not able to get to come to talk to us about adaptive issues because Bill Bowness and all of his contacts are doing other adaptive things in the summer. Sherry Neville has personal issues with her Down syndrome sister and she can't lead an event at fall fest but willing to do a Level I/II at some point this season. The main national adaptive event is in Breckenridge during our Fall Fest so it is difficult getting outside clinicians at Fall Fest. Great Falls Eagle Mount is interested in having an event before the first of the year. Sherry will be able to help with the clinic in Great Falls. Christine Baker and Dave Casto did clinics in NRM. The participants wanted free clinics via the KB funds. The problems are that participants want to have clinics on how to use adaptive equipments but not how to teach. Volunteer organizations often are unable to fund expense in their individual organization. Jill understood that the KB funds didn't have to go to specific PSIA/ AASI members but to a member school. The incentive for the non-member schools and non-members is to get a great clinic and may want to join in the future. Jill suggested a clinic at Fall Fest with Christine or Casto. Bill suggested Christine as there is a lot of crossover between developmentally disabled adults and children. Most

adaptive students fall into this category. Mike asked if there was a person who could help communicate to other organizations to help bring them in and Bill agreed that was worth looking at, especially someone close to home. Shannon suggested looking to next spring to bring in Bill Bowness and Kim Sievers, possibly at Spring Fest. Stew suggested pairing with other divisions or getting clinicians from other divisions. Bill will contact someone to put together for Fall Fest, and Steve said that they haven't staffed yet but could probably come up with someone.

Alpine Committee Report:

Steve Hill said that their meeting was next week [September 26th]. Alpine examiner job descriptions are written and will be put out after their meeting next weekend and they are working on scheduling.

Marketing Committee Report:

Chad Jones wrote a report as he was unable to come to the meeting. He is in discussions for spring fling April 10th and 11th, 2010 at Big Sky. He is talking to retail representatives to get 2010/11 line public demos. There are activities already going on around the resort. The premise of Spring Fest is fun like the Rider Rally, and the antithesis of Fall Fest. He has not put anything together yet in terms of specific clinics. You will get education, but in a relaxed environment and open format. Northwest is having multidivisional event at Sun Valley the same weekend. Northwest offered for us to tag on to the event but we decided not to because even when they had the event at Big rotate it through other divisions in the future. Stew was wondering if there is any calendar yet and Turi said that the challenge of getting it online depends on the actual clinics with the new database. The website will have general information on the event.

Scholarship Committee Report:

Barbara revised the scholarship application. It must be submitted 4 weeks ahead of time and the requirement to write an article was dropped. They must submit with a written statement with the application. Barbara wondered how the budget status and how will it affect our scholarships. Turi said that it was lower due to not raising much money at Fall Fest/ silent and live auction.

Web Committee Report:

Turi did some reorganization. At some point she would like to do a new website but we don't currently have the time and resources. She reorganized and it is much easier to navigate. The nordic and children's pages are up to date. She had not received information on alpine and snowboard. We now have some adaptive information from the national site. As soon as she gets the information to register online she will splice with the calendar, but right now it is static. We get a lot of people looking at our site, which Google Analytics tracks which it has been tracking for 2 months. She is changing background wording to improve hits. Turi is waiting until the Rules and Regulations are finalized then she will post. The Snowsports School page will be expanded as she

has just received new information from national. NRM now also has a Facebook page. Turi is looking for photos and video for the Facebook page. Karen is helping Turi with this.

Newsletter Committee Report:

The deadline for newsletter content is October 5th and the print newsletter will be issued the last week of October. An e-news will be sent out prior to the print newsletter, depending on when national goes live on their registration sites. There will be another e-news in late November with save the dates. In December there will be a holiday greeting sent out.

Budget:

Mike provided the information regarding the fact that NRM is budgeted at a loss. The biggest challenge is that we need to pay minimum wage to staff for events, so we had to make the change to \$7.50 an hour. The budget is also running high because Turi working extra time and has a one-year salary change to accommodate the extra AMS work. Exams and clinics are now up \$5 per day. Standard one-day clinics are up to \$65 a day; standard two-day clinics are \$95. We are budgeted at a \$4808 loss. The per diem is now \$90, to make it \$135 per day. There was discussion of raising the fees even more, like other divisions, but there are a lot of changes, including tracking back dues and we felt that this could incur too many costs for our members. Turi suggested waiting to vote on the budget until after full discussion of the Fall Fest budget. Stew brought up the reimbursement for mileage being \$0.33 per mile, while federal mileage suggests \$0.55, but Sara explained that any organization could set whatever mileage reimbursement they would like.

Mike brought up the changes in membership classifications. Division-only will be kept for one more year. In 2010 division only status will go away and they will be either classified inactive or alumni. When they drop into classified as inactive or alumni they pay national dues also. The big shift is that membership is now separate from certification, which the Rules and Regulations now reflects. Divisionally we spend about \$139 per member and take in \$149 per member, including division only members. In order to track members there is an expense. There are only 50 division-only members nationally, and NRM has 17 paid through 2009 and 20 paid through 2010. There are a wide variety of reasons why people are division only, and NRM has a wide variety of classifications. Mike and Turi will draft a letter to our division only members to say that they are valued and what the situation is, and national is also working on the same issue.

Mike discussed on whether or not we want to give discounts for seniors 75 and older and students, which discounts must be matched by the divisions and can be no more than \$10 per national and division (\$20 total). Currently we do not do this. The only discounts we apply are the military and have not had discounts because the board never put it in place. Mike recommended to the board that we apply that discounts but Eric

suggested that seniors are the ones who see the value but don't mind paying the money. Mike recommended that we match what national does in regards to senior and student discounts.

Turi brought up that she has some options to change the price for members versus non-members. Issues were brought up for those who are non-members when they first take their Level 1 and then have a year to join, yet there are people who are registered members first then obtain certification. Barbara brought up the need to examine the option further, and Sara said that she would be willing to help.

As an aside Barbara wondered if we would have a board meeting at Fall Fest, where a vote is an option, however Mike brought up that we wouldn't be able change prices for this season. Shannon asked if we could pass it at this board meeting, and Eric said that it seems unanimous to up the prices for a non-member, so that we may as well. The price of \$20 a day came up. Barbara brought up the issue of discounted tickets to non-members, however that is the discretion of the resort. She also suggested that we look at the different issues this presents, such as free events and Level 1 non-members. Shannon offered me a proposal during lunch.

LUNCH

Mike brought up that we did not approve the minutes from the previous meeting. Jen moved to approve, Sara seconded. All in favor; none opposed.

Shannon put together the proposal to raise the prices of NRM events for non-members. The proposal stated that all clinics for non-members will be raised by \$20 per day with the exception of Level 1 evaluated clinics and KB funded clinics. All exceptions to this proposal shall be voted on by the board. The justification was to give benefits to the members. Sara agreed to look into reasons for membership classifications to be voted on this spring, and she has the option of putting together a group to evaluate the situation.

The Task Force update on Bylaws and Rules and Regulations:

The board decided at the spring meeting that there should be a complete revision of the Bylaws and Rules and Regulations. The Task Force comprised of Mike Hickey, Neil Johnson, Shannon Griffin, Turi Hetherington and Eric Sheckleton all took on the project. Eric had the input from national to make it fit with the division. Shannon and Neil helped by being new to the organization and Turi was there to be the voice of the office, logistical part and the new AMS. Mike added perspective of what has already been there. They started with the Bylaws as they are the essence of what we govern, as well as they are shorter and more concise. They rewrote the Rules and Regulations, including the index to make things easier to find. They considered everything to make sure it was legal and ethical. Stephen brought up that we need to have all committee members and volunteers sign the code of ethics. Sara brought up, in the duties of the offices, in regards to the audit, and it was deemed cost prohibitive at anywhere from \$6000-\$12000.

When reviewing the proposal to increase fees for non-members, Bill requested a copy of the KB bequeathal. Bill wanted to make sure that we were using the money in accordance with the way the money was donated. Turi said that she would get him the information. In regards to the adaptive clinics, none of the money for adaptive clinics has been other than KB money.

Mike asked if anyone had any further discussion on Bylaws or Rules and Regulations. Shannon cleared up for Barbara that the Bylaws had to be provided 30 days ahead of the vote via email, which they were, but for the Rules and Regulations do not. Revisions to Rules and Regulations can be done today, but Bylaws must be 30 days ahead of time. Shannon motioned to accept the Bylaws, as revised by Shannon, Sara seconded. No discussion. All in favor; none opposed.

Jen motioned to accept Rules and Regulations; Steve seconded. All in favor; none opposed.

Mike said that they will be posted online via the website on PDF.

Proposals:

Creation of an NRM Equipment Representative.

Neil voted to bring the proposal to the floor; Barbara seconded.

Turi wants to create a webpage that has all of the area, regional and shop representatives for the benefit of the members. Turi thought it would be helpful for the Snowsports School Management chair and Marketing chair. For example, Western's website has it on their website. They have general contact information, after that reps can contact NRM office to be added to the site.

Sara motioned to approve the proposal; Steve seconded. All in favor; none opposed.

Additional monies for non-members to take PSIA clinics:

Barbara moved to bring the proposal to the floor; Sara seconded. All in favor; none opposed.

Shannon proposed raising the fee for \$20 per day; no increase for evaluated clinic and KB funded clinics. The increase should apply to Fall Fest because they are paying for the entire event, not just a Level 1 clinic. Discussions brought up different issues with NRM in-house clinics. Mike suggested perhaps having a task force and discuss all options, but Jill said that there seems to be a lot of possible exceptions. Anthony proposed suggesting it to the members, but Mike said that it is a time involved process and Jill said that this was why the membership elected the board. Steve felt that not only is this a benefit to the member but also a way to justify new membership. Eric brought up that we were spending a lot of time on something that involves very few actual clinics.

Jen moved to vote to approve proposal; Barbara seconded. All in favor; none opposed.

Nordic proposal:

Barbara motioned to bring the proposal to the table; Sara seconded.

Stew wants to get other member schools, specifically track/ cross-country schools into the division. Nordic clinicians would donate their time as this is a teaser clinic to get exposure and to get potential members to see the value. This proposal is to get division to pay for gas money. Barbara was wondering how we could do this if we had no money and we were operating in the red. Stew said that his team would do this either way, but this was an incentive. Eric provided that this is in accordance with national trying to increase membership. Mike asked if Stew was willing to drop the amount of money that Stew asked for. However, everyone was in agreement that this was a good program.

Jen motioned to amend the amount of money to \$250, Barbara seconded. No further discussion. All in favor; none opposed.

Shannon motioned to vote yes on the revised proposal; Sara seconded. No discussion. All in favor; none opposed.

Iron team proposal.

Barbara proposed to bring Matt Larson's Iron team proposal to the table.

Matt wanted to start the Iron Team freestyle team. Fe stands for Iron on the periodic table, Fe standing for Freestyle Educator. He put together a team of 8 coaches to give freestyle education. He put together a schedule of "Iron Jams" at a variety of small areas in the division. Turi asked if the clinicians would be paid, but Matt said they would volunteer their time in exchange for food, lodging and lift tickets. Jill asked if this was just for snowboarders but Matt said that he is looking for alpine, nordic and adaptive. Mike asked about how liability would be covered, and Eric brought up no clinicians would be covered under workman's comp because they were not being paid. In addition, Stew's proposal fell into the same boat. Discussion came up as to different liabilities and how both clinicians and participants would be covered. Turi agreed to look into a volunteer coverage policy for workman's compensation. Matt's proposal included a \$10 fee per participant to eventually cover costs. Matt also asked to strike the 3 educational credit part of the plan. Mike asked where the pool of clinicians would come from and Matt said that he has a pool of snowboard DCEs and one level 3. Stew brought up issue with DCEs versus Level 3s giving exams, which Matt agreed we could strike.

Shannon moved to change the proposal to say that only DCEs may give the Freestyle clinic; Jen seconded. No discussion. All in favor; none opposed.

Steve moved to table the proposal until the workman's compensation and insurance issue and coverage is resolved. Shannon seconded. No discussion. All in favor; none opposed.

Turi will get in touch with Montana Fund, communicate with the board members and give Matt an answer by 9/25/09.

Barbara moved to bring Stew's Nordic proposal back to the table; Jen seconded. All in favor; none opposed.

Barbara moves to table Stew's proposal due to the word mileage specific to the amount of money in his proposal; Steve seconded.

Stew needs to pay his instructors in order to be covered by workman's compensation.

Shannon suggested we strike the word mileage from the proposal.

Barbara pulled her motion in favor of Shannon's proposal.

Shannon moved to strike the word mileage; Sara seconded. Discussion suggested a possible rush to judgment and a call to take time to examine the insurance and volunteer situation. None in favor; all opposed.

Barbara put her motion back on the table to table Stew's proposal pending investigation of the insurance situation; Steve seconded. All in favor; none opposed.

Fall Fest:

The budget is still waiting on a few things, such as a final price of beer.

In regards to the status of activities and clinics, Jill said that the clinics are online so that people can start planning, which are taken care of by the committee chairs. The Friday night plan is to have a movie night with popcorn, sodas and beers. The idea is a movie setting, not a cocktail party. The choices are a fun movie like "Aspen Extreme" or a documentary movie like "Steep". There is a chance of a session by Lynne Wolf, the woman leading the avalanche clinic, about backcountry safety. Friday night's movie night would be right after registration, and the movie night would be included for Fall Fest but \$10 (\$5 for NRM, \$5 for EF) for non-Fall Fest participants. Jill and Jen volunteered to work the door. Marketing would include various posters around the area and various snowsports schools. Jill and Jen agreed to find out the legality of having a movie showing and charging for it, and whether or not we become a concessionaire if we start charging others. Steve wondered if we were using up our time as a board when the board doesn't have to approve each individual event. Sara and Barbara agreed that we should go through it so that everyone knows about the event. Chad Jones has a deadline of October 5th for Spring Fling budget: must be a profit. Shannon moved to accept budget as revised; Neil seconded. All in favor, none opposed.

Next board meeting:

Board meeting at Fall Fest will be on Friday 12/10/09 between 5pm and 6pm in the Shoshone Board room in Big Sky. Snowsports Management meeting is Thursday, 12/9/09 at 6pm. Snowboard training is 12/5/09-12/6/09.

New business:

In regards to our relationship between NRM and National, the presentation by Mark Dorsey covered it this morning.

In regards to raising more money for NRM, Mike asked the board to consider allowing a person to generate income for NRM by going out and getting sponsors and paying the person based on a commission. It is essentially a sales position that would be paid at a

Barbara brought up the link that used to be on our website to Sierra Trading Post that gives NRM 10% of the purchases made through that link. Turi said she would investigate. The person would need to have a background in sales, have contacts and be willing to go out and work hard to get money. What would we be giving the sponsor? The ski instructor will promote the product, as well as to their students. Could we look at this as a trade so that the person selling would be getting a free educational event back instead of money? Ethically, we need to put the right person and the right proposal so that nothing falls through the cracks. Also donors could give product as instead as it would help the bottom line as well. Where does the money go to, as it would have to go to the EF to go to a non-profit. Turi, Jen, Eric, and Barbara agreed to form a task force, and would ask Chad for help.

Turi is trying to nail down all of the credentials for the database, especially NRM credentials for DCE training. It is a project to work on over time, for the national database. It could become a recognized credential and recorded in the member's profile, and also could use it for scheduling purposes in the new system. Turi asked the committee chairs to give credentials to Turi to create the product in the national database. Turi gave us a tour of the new database. Turi wants to work with the committee chairs to get terms to mesh with what our process is. It would work best if we could use with what we have in the database already.

Remember there is an election to be held next spring. Committee chairs and task forces, please have a brief report for the Fall Fest meeting. Turi will add an update during the next e-blast. Awards are given at Fall Fest and award nominations are due 11/1/09. Criteria will be posted on our website.

Matt asked about a freestyle committee and whether or not we had one. Jill suggested that he create a proposal and submit it to the board. It was suggested that he have only DCEs be clinicians, not only Level 3 instructors for consistency.

In regards to the rest of the fall fest discussion: Saturday night there will be a cocktail hour with appetizers in the Huntley dining room. We will have an Ipod with music at the mixer and a silent auction. Bill, Jen, Jill, Barbara, Sara and Steve volunteered to help get silent auction items. There will be no live auction. Awards will be given Saturday night. Award nominations are due by 10/15/09.

Shannon motioned to adjourn; Steve seconded. All in favor, none opposed.