

PSIA/AASI NRM President's Report
June 2011

To say that the past year for PSIA-AASI NRM has been an interesting one would certainly border on understatement. We have worked diligently with the continuing development of programs and processes both on and off snow. For Turi in particular, the piece-by-piece implementation of the national database and its integration divisionally has been a long and involved process. Our division has held a leading role in that task and one that directly impacts the membership with improved ease of access to personal information and records, online clinic registration, complete event schedules, etc.

Among other things, discipline chairs have been working on divisional staffing issues and have been involved with Ben Roberts, Earl Saline and the national education staff in developing minimum standards across the country, which is important given the degree of interdivisional movement of members. I would like to thank our Board of Directors, the committee chairs and their committee members, and especially Turi, our Executive Director, for their time and effort in these and many other areas. Even so, there are issues that will be ongoing and at times taxing on NRM's leadership. Let me cite a few examples.

Successful organizations and businesses pay close attention to many things, chief among them, their financial health. Many of the new ideas that arise each season come from the minds and hearts of the committee members with the interest of the division members in mind. Past years have provided opportunities to build programs first and deal with the financial ramifications as they surfaced. That meets the member's short term needs but may, in fact, be a disservice in the long run if it undermines the financial health of our organization. Now, before engaging in new activities, we have to consider living within the division's means and according to a balanced budget that allows for investment in and planning for the future. Exceptions can no longer be the rule.

Our board and committee chairs continue to seek ways to engage and provide educational opportunities for the membership. As in any good organization, they asked what was desired and they provided those things. In some cases, outside funding was found in order to reduce costs to members. Sadly, even with such efforts, few took advantage of a number of available events. My question to the membership remains - what do you want/need, and when it's provided, why won't you buy it? Remember my budgeting statements? We cannot give it away. If what NRM offers is not what you'll pay for (really), what is? You need to let us know.

What we did hear back on was the success of the new configuration at the Fall Festival (based on the format of the National Academy) where participants had a number of clinic topics to choose from and could switch it up at mid-day. We had terrific attendance at this event, the snow was pretty darn good, and Big Sky was a gracious host as always.

I feel there is also a need to look at how efficiently and effectively we communicate. Do you know the right person to contact with your ideas, concerns or questions, and how and when to do so? Many questions can be answered by accessing the NRM or National web sites. If not, is it an office or administrative question for Turi? Is it a discipline-specific question or a question regarding an event to be directed to a discipline chair? Perhaps your question can be answered by the appropriate committee chair? Board members as well can be a sounding board. The contact information for these individuals can be found on the website. Please take advantage of *all* of your opportunities for communication, not just the NRM office.

This spring I had the opportunity to share in possibly PSIA/AASI's most historic event, the 50/50, which afforded me the chance to look back over the history of the organization with some of its founding fathers and those of us who have been a part of the organization's history, to see where we started, what we have gone through, where we are today and what we have accomplished, and to envision where we may be in years to come. It was a heartwarming and inspiring occasion with many old comrades in skiing. You too will be a part of that ongoing

history, and I am grateful for that as well. From our own division, Hoagy Carmichael was one of those honored as a fifty-year member!

Lastly, my term as NRM President is ending this June. I have been asked why I am not seeking another term. The reasons are quite simple really. I knew coming in that this would be a challenging transition time for the division and believed my years of experience in the snow sports business would be helpful in providing direction. To that end, I believe we are now aware of and are dealing with underlying issues that have direct bearing on the division's future and that we have a base established upon which we can build a better tomorrow. My thought is that it is time for a new generation of leaders to continue this process along our path into the years ahead. It is their future, and they should be the ones involved in charting the course. This is an age and a culture for that next generation of energetic leaders.

Then there are the personal reasons. My entire life has been about skiing and for most of my forty professional years I have held positions of one sort or another in PSIA-AASI or its divisions. I look forward now to time with my family and activities outside of the professional snow sports world. I thank everyone who has been a friend, colleague and supporter these many years. The memories will stay vivid forever. I hope to see you on a mountain, in a trout stream, or on a bike in the years to come.

Sincerely,
Michael Hickey
President, PSIA-AASI/ NRM
Chairman, PSIA-AASI National Presidents Advisory Council