



JOINT MEETING OF THE BOARD OF DIRECTORS – Fall 2015 Minutes

Professional Ski Instructors of America - American Association of Snowboard Instructors
Northern Rocky Mountain Division, and PSIA-NRM Education Foundation

Saturday, September 26, 2015

9:00 am – 4:00 pm

Beall Park Recreation Center, Bozeman, MT

Those Present:

Mike Ewing, President
Anthony Brown, Vice President, Treasurer, Board member
Megan Zilz, Board Member
Eliza Kuntz, National Board Representative
Dick Fast, Secretary & Board Member
Chris Kronebusch, Board Member
Stu Hoyt – Board Member
Jim Mikulich – Board Member
Shannon Griffin
Stewart Chumbley, Nordic Chair
Jill Chumbley, Children’s Chair
Matt Larson, Freestyle Chair
Bridger Biggins, Snowboard Apprentice
Paul Jones, Member
Cookie Hale, Member
Conor Maguire, Member
Meghan Larson, Executive Director

Proxies:

Dick Fast is proxy for Matt Ruuhela

Tony moved to call the meeting to order, Megan Zilz seconded. All in favor, none opposed.

Megan Zilz moved to accept the 2015 Fall Board of Director’s Meeting Agenda, Tony seconded. All in favor, none opposed.

Tony motioned to accept the Spring 2015 Meeting Minutes as written. Jim Mikulich seconded. All in favor, none opposed.

Officers and Staff Reports

President's report, Mike Ewing:

See Report. all nine divisions have signed the affiliation agreement. Interski went well and a lot of information is now available. Profitable year and are the fastest growing division. Paul Bussi has been helping with our marketing design work (plate, posters, folders).

Treasurer's report, Anthony Brown:

See Report. Dick – what defines a delinquent member. Meghan – Someone who has not paid dues as of June 30th. 30% is normal for this time of year, if not lower than past years. Mike – As in past discussions, we should reach out to those who don't renew. We should task the Finance Committee to review a system to reach out to “drop outs” as well as a prepay system where members would receive a discount. Stew Chumbley – This is a concern that 30% of our membership hasn't paid as of June 30th. Although it is budgeted for those delinquent, the issue still exists. We need to emphasize the community and other benefits of membership aside from certification.

National Board Representative report, Eliza Kuntz:

Report was verbal. Tom Spiess, ASEA CFO, is acting as interim CEO. Eric Sheckleton is on the search committee to replace Mark Dorsey's role. Hopefully we will be seeing forward movement the first part of 2016.

Interski was very successful and our national team members are coming back with a lot of great information to share.

The Fall National Board meeting was canceled and we will be meeting in CO in January with the hopes of having divisional executive directors and presidents join meet at the same time/place.

Eric Sheckleton is now on the Presidium Interski board.

Eliza presented the Annual Report that brings us back to the reason for being here, which is for our membership. Divisionally and nationally we are growing, close to 33,000 members!

Executive director's report, Meghan Larson:

See report. MSAA was held at Snowbowl and they are going to be providing \$7500 for PSIA-AASI events in the coming season. Will be talking to EF Task Force about matching some funds so that we can do more.

I will be having our event waiver reviewed to make sure we are current with any MT laws.

A new clinician tool will be launching this coming season, which will create a more efficient way to communicate with staff, as well as

Dick – Any feedback on the event fee increases? Meghan - Some members have mentioned the increase, but I have been very proactive in pushing the 50% match we are offering for the coming season. Dick – Do we need to promote the scholarship opportunity? Meghan – It will be repeated several times in the printed newsletter and going out in 90% of our monthly eblasts.

Committee Chair Reports:

Adaptive Committee:

See report.

Alpine Committee:

See minutes from Fall Alpine Meeting.

Children's Committee, Jill Chumbley:

See report. There will be a national pin. Do we want a National recognized CS3? Intermountain & RM have an ACE3. Curriculum is being worked on and will be discussed in November. The need in NRM is training school staff rather than a higher level of a CS3. Children's manual would come out Fall 2017 along with Core Concepts. Discussion on how these overlap and how the new manual should be laid out.

Freestyle Committee, Matt Larson:

See report. MSAA has a nice pool of money for events this year. Would like to tie in a FS1 to Pro Park in February. Launching an IT program for Freestyle Iron Team. This will be a trial year for this program. National level the first edit of the new Freestyle manual has gone through. Hoping to have the manual out 2016.

Nordic Committee, Stew Chumbley:

See report. Joint events with Intermountain in Grand Targhee will be occurring this season (Telemark & Cross Country). The Cross Country Academy will be in CO in February (Scott McGee's decision). We need to start promoting FY17 XC event now. Have a couple of new ITs starting this season.

Snowboard Committee, Bridger Biggins:

See report.

Break 10:10am. Resume 10:25am

Old Business:

5 Year Plan for Dues & Finance Committee Report

Tony-

5% increase for FY17 (June 2016 renewal).

If we were to have a no event season, we would have a \$30,000 deficit, which would wipe out our savings and put us back to where we were 7 years ago. This discussion precipitated from this fact. By February 1st, we need to make a decision on whether or

not to raise dues. This will give us enough time to notify national as well as our membership via our newsletter.

Tony's proposal is to follow a similar proposal to National, which is being based on CPI (Consumer Price Index). First we need to increase dues \$3-\$5 to stay ahead of the eight-ball and then begin using a CPI model. Utilizing a CPI increase if needed.

Second point is that our division is growing and the demand on the administration is going to outstrip the ability of that person.

Shannon – being in sync with our marketing strategy and our hope to provide free events will counter the costs of their dues.

Eliza - Nationally, we will adjust according to CPI, and dues increase plan is in place “if needed”. This will be discussed in January National Board Meeting.

Dick – Our timeline so far is that we are increasing event fees for FY16, dues increase FY17, and then move to the CPI format increasing dues “If needed”, correct?

Tony - Yes

Stew Chumbley – What are our strategic financial goals? We can't buy everything in the store today and need to plan what our strategic outlook is.

Mike - will create a letter to membership for Winter newsletter presenting our strategic 5 year plan and the reasons behind it along with selling association benefits to membership. What is our goal with this plan? What do we want to focus on?

EF Marketing Strategies Update

Plates will be available for purchase January 2016 and promotion posters have been created to put in locker rooms, car dealerships and ski shops around December 1. The license plate info will also be mentioned in the Fall Newsletter. Selling NRM baselayer are also being considered where we would earn \$5 for every shirt sold. We could go even further and set up a store on the NRM website and sell other products which we would work with Paul Bussi on. Our end goal with this would be that an NRM member could gain their education credits for free. Bringing \$50,000 in a year is our hope.

We have updated our website and added a way to donate via a direct cash donation or a percentage from online shopping. It is also mobile friendly.

We have also put together our marketing packet to promote our education foundation, which includes: cool pictures on the folder (these folders will be utilized for both the EF and NRM); Economic Impact Report; a brochure listing the ways you can support NRM. The key is now to put these in the hands of businesses that would be interested via board members and NRM members. Grants for tourism from the state are also a possibility. Eventually, we will need to put someone in a paid position to oversee our charitable donations on a part time basis.

Affiliation Agreement

Mike is looking for guidance on how we want to proceed in resigning the affiliation. Sheckleton said that none of the additions change the intent of the agreement. Tony would like to see the final agreement prior to signing it. Mike – We need to do this so that all divisions are on the same page and so we can end any other changes/arguments

with regard to the agreement in the foreseeable future. Dick – Mike has the go ahead to get Eastern’s changes from the National formatted to include NRM’s information.

Awards Nominations

Meghan – We need to put together a task force for the coming awards nominations which are due November 15. This task force will be completed after Fall Fest. Matt Larson (chair), Matt Ruuhela, & Jim Mikulich and Boyd (Tony will ask).

Senior Specialist

Michael Birch-Jones, a NW Examiner, will be coming in to lead a SS1 during Fall Fest. Originally, we were going to run a NRM staff only SS1 but there were too many conflicts with fall training. PJ Jones and Cookie Hale who are here today, wrote the handbook and developed the program. Was originally a recognition program and eventually grew. It is one of Western’s most successful programs.

www.seniorsnowsports.org

Meghan & Cookie will put together a task force to begin looking at growing this within our division. We will

Association legal name change: No update

Document for President Council and NRM Ed Staff: Tony & Chris

This is a document that is combining the Strategic Planning Task Force & Education Structure Task Force. Tony has an outline of notes that he will forward to the board.

Key points for the Strategic Planning Task Force were:

- Increasing participation through highly innovative & fun events
- Financial Stability – long term
- Development of Leadership via inclusiveness versus exclusiveness

Key points of Education Structure Task Force:

1. Need to create a culture for our membership. How does this affect our membership?
2. All of the leadership (board level, trainer level, and school level) need to be involved and begin involving more membership more often. Use people for their strengths.
3. Consistency from prep to exam.
4. Clarity of communication from examiner to examiner. Expectations to reach their certification goals. There is a deficit in how we talk to participants going for certification. Be clear and concise versus “You’re ready”.

HOW DO WE DO THESE THINGS? WHAT DO WE PUT IN PLACE TO BEGIN THIS CHANGE?

Take aways are:

1. Increasing participation
2. FS1 & CS1s from a school's perspective are the most valuable pieces of education they receive.
3. What is doable?

Shannon – Looking to the future and the growth of our educational foundation we will have the funds to pay staff for training, to go out to the smaller schools and provide a week long training in multiple disciplines.

Eliza- This seems to need to go to the discipline level.

Tony – With so much information, I am trying to look at what we can do today.

Lunch break noon-12:35pm

Aflac Presentation- Presented by Bridger Biggins

This could be a NRM staff benefit/opportunity to utilize supplemental insurance. There are no administrative or operating costs, with minimal work on the NRM office's part. Direct deposits can be setup outside of NRM payroll. By NRM making it available to our staff, they will have access to a discount as well as some programs that would otherwise not be available to them.

Meghan will do some research to see if other divisions have this available for members and if there are any conflicts/concerns from national office.

New Business

Proposals

Proposal #1: New Employee Handbook

With all of the recent new hires, it was noticed that there are no written guidelines for staff to refer to. This would provide a document that would provide a level of consistency across disciplines with regard to event administration, structure and safety, as well as laying out NRM's employee policies and procedures in a simple and easily accessible format.

Tony brought the proposal to the table, Dick seconded.

Discussion: This is a document that will always be changing and being updated each Fall meeting. This is a tool for the executive director to help determine if someone is out of order.

Tony moved to approve, Dick seconded. All in favor, none opposed.

Proposal #2: Emeritus Process

This status is for people that have proven themselves in the PSIA/AASI world and though they do not have the time and/or desire to be as involved as is required to be Full Ed Staff

for the foreseeable future. However, they have a past in which is recognized great value and a skill set (presence, knowledge, experience) to offer to the membership, and that the Ed Committee of NRM desires, on an as needed and available basis. The purpose of this status would be to have a pool of skilled, passionate, and qualified people that can be used as needed by the division.

Dick brought the proposal to the table, Tony seconded. All in favor, none opposed.

Discussion: Shannon - Emeritus staff would be employed by the division and would be covered by NRM's workman's compensation, hired on a "as needed" basis. This would be permanently hired. Mike – This isn't considered a lifetime position. They are called in to do specific events by a committee, but the Emeritus staff member has the option to turn it down. They are still invited to staff training. Stew Chumbley – My concern is that our emeritus staff is at a higher risk because they could potentially be not at the level needed to train with current staff. Meghan – I will look into the workman's comp and see if they would be covered as a volunteer at a training event. Dick – Did we compare what other regions are doing with this? Cookie – Intermountain and Central gives emeritus status to those who have worked on staff for so many years and are welcome to participate in staff training.

Dick moved to approve. Jim seconded. All in favor, none opposed.

R&R Proposals

Proposal #3: Strategic Body Designations

Proposal #4: Operational Body Designations

Proposal #5: Section 21.0 Nominating Committee

This is a change due to the restructure within the R&Rs that will clearly define responsibilities/accountability within the leadership. It will be divided under two bodies: Operational and Strategic. The board is the Strategic body and the Executive Director is the Operational and everything falls under one of the two bodies. Some will change how we appoint chairs, shifting from the board/president to the Executive Director.

Proposal #6: Section 35.0 Requirements for Certification, Specialist

This verbage does not change the manner in which we operate. It condenses the language in the R&Rs from a breakdown by discipline in the R&Rs to finding the same information on the NRM website by discipline page.

Proposal #7: Section 37.0 Certification of Alpine Instructors

Proposal #8: Section 38.0 Certification of Nordic Instructors

Proposal #9: Section 39.0 Certification of Snowboard Instructors

Proposal #11: Section 41.0 Credentialing of Children's Specialist Instructors

Proposal #12: Section 42.0 Credentialing of Freestyle’s Specialist Instructors

This verbage does not change the manner in which we operate. It condenses the language in the R&Rs from a breakdown by discipline in the R&Rs to finding the same information on the NRM website by discipline page, as well as reflecting the changes made in Section 35.0.

Proposal #10: Section 40.0 Certification of Adaptive Instructors

When Diana originally set these standards she thought it would be a good idea. As she learned more about our members and potential members, she realized that this is not a reality for our division. Diana feels we will be able to grow our membership in adaptive if we take out having to obtain an alpine certification first. Having an alpine certification prerequisite currently is a somewhat unique requirement when compared to the rest of the divisions.

Proposal #13: Section 44.0 NRM Children’s Education Team

Proposal #14: Section 44.0 NRM Freestyle Education Team

This change is updated the R&Rs with current procedures in place.

Dick brought proposals #3-#13 to the table, Tony seconded.

Discussion: Proposals were discussed at the Spring board meeting and will be brought to the table, discussed, and voted on as one. Mike – The one question I had was with regard to the liability that comes with the increase in responsibility. The lawyer I spoke with said that that position is already liability just due to the nature of the position. Tony will look to see if our national liability insurance covers us, and if not we will find some options and vote on one during an upcoming board call.

Dick moved to approve. Tony seconded. All in favor, none opposed.

Bylaw Proposals

Proposal #15: Strategic Body Designations

This is a change due to the restructure within the R&Rs that will clearly define responsibilities/accountability within the leadership It will be divided under two bodies: Operational and Strategic. The board is the Strategic body and the Executive Director is the Operational and everything falls under one of the two bodies. Some will change how we appoint chairs, shifting from the board/president to the Executive Director.

Dick brought the proposal to the table, Tony seconded. All in favor, none opposed.

Discussion: Eric Sheckleton requested the structural change in these proposals.

Dick motions to approve the proposal. Tony seconded. All in favor, none opposed.

FY16 Actuals

Dick – Are there any big surprises that we need to be aware. Meghan – With the business credit card having fraudulent charges on it back in April there were some charges that should have been made in FY15, but were pushed into FY16. This means our FY16 budget will show a larger amount being paid out than what we originally budgeted for.

Sheckleton Lifetime Membership nomination

Dick brought the proposal to the table, Tony seconded. All in favor, none opposed.

Discussion: Eliza (sponsor) – His accolades are endless, puts membership first and at both the national & divisional level has done so much. And now moving into an international role.

Dick motions to approve the proposal. Jim seconded. All in favor, none opposed.

Appointment of Adaptive Chair

Meghan will review and decide on who will be filling the position. Current applicants are Sue Hartzell and Rebecca Starr.

The Spring 2016 board meeting will be held on Saturday, June 4th, 2016 in Bozeman.

The Fall 2016 board meeting will be held on Saturday, September 24th, 2016 in Bozeman.

Tony moved to adjourn. Megan Zilz seconded, all in favor, none opposed.

Adjournment of General Meeting