

# 2019 PSIA-AASI NRM BOARD OF DIRECTORS ELECTION CANDIDATE STATEMENTS

*The following 4 members are in the running for 3 open seats on the NRM Board of Directors. Please review their statements and cast your electronic vote by March 31, 2019.*

Greetings NRM Snow Pros!

I'm pleased to introduce the 4 candidates below running for the 3 open spots on the NRM Board of Directors. They all bring tremendous passion and commitment to PSIA-AASI and NRM and a desire to help our growing organization. Please give them careful consideration when you receive your electronic ballot in the next week as you select three of these very qualified candidates to serve 3 year terms on the NRM Board. You'll have until April 5th to submit your ballot. Please contact the NRM office for any questions.

Dick Fast  
Board Secretary  
PSIA-NRM

Electronic ballots will be emailed to all eligible voters early March. Ballots must be submitted by April 5th. Results will be announced mid April.



## KARL SVENSSON

I would like to thank our membership for allowing me the privilege of serving on the Board of Directors for the past three years. I feel we have made amazing progress toward making NRM a leading division in the PSIA organization. I would like to ask for your votes again to continue the good work as a proven member of the board. as your Treasurer we strive to active the lowest cost of doing business with the highest amount of accountability and proficiency so we can spend as many membership dollars on the membership itself. We are always planning better events and programs with the members themselves as the top priority. Coming from a small area my personal focus is on providing more and better things for our instructors at our outlying and smaller resorts. thank you again for your votes in the past and hopefully in the future.

An advertisement for a PSIA-AASI NRM License Plate. The ad features a blue and purple background with a snow-capped mountain range at the bottom. In the center, there is a graphic of a license plate that says "MONTANA AAA000" and "NORTHERN ROCKY MOUNTAIN Let It Snow". To the right of the license plate is a yellow speech bubble that says "Cool New Plate". Above the license plate, there are logos for the Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI). The text "NORTHERN ROCKY MOUNTAIN DIVISION" is written in white on a blue background. Below the license plate, it says "Available January 2016" and "When you buy this plate a portion of your fee goes to support PSIA-AASI Northern Rocky Mountain Division Education Fund". At the bottom left, there is a yellow speech bubble that says "Be a part • support". At the bottom right, there is a red car with a snowboard on its roof rack.



## JOSH VALE

Hello my name is Josh Vale and I am running for a seat on the NRM Board because I believe that teaching people how to ski or snowboard is one of the best professions one can have. We have a unique opportunity to take our passion and share it with others so that they may enjoy skiing/riding at a higher level, or create a whole new experience for someone going out for the first time that can lead to a lifetime of enjoyment in the outdoors. My goal in running for the board is to serve our membership by representing their wants and needs so that they can continue to share their love for skiing and/or riding and will continue to make our division better every year.

I moved to Bozeman four years ago from Mammoth, CA where I started my career as a ski instructor. I am currently in my fourth season at the Yellowstone Club as a SnowSports Supervisor where my goals are to be a level head, a voice for our staff, and to help provide the tools that are needed for them to be successful and enjoy their jobs. I have over a decade of supervisor experience via roles with Mammoth Mountain, the Forest Service, and most recently the Yellowstone Club. Through this experience I have always pushed for accountability and have learned that it is achieved and retained through organization, education, and documentation. Every ski school wants to be the best and being elected to the board will allow me to help out every school in the division in the same manner that I help mine.

I have been a member of PSIA for 13 years and during that time I have seen the love that people have for teaching and how member suggestions and concerns can have a large impact. What I have to offer our division is a forward thinking mindset, a calm approach to issues that arise, cross divisional experience, and a desire to ensure that NRM continues to be a leader at the national level.



## SHELBY ROGALA

Greetings,

My name is Shelby Rogala and I currently live and work in Helena, Montana. Born and raised in Darby, Montana, I began my instructing career at Lost Trail Powder Mountain. Since then (a little over ten years ago) I have taught at Bridger Bowl, the Yellowstone Club, Aspen Highlands and in Portillo, Chile. In that time my passion for skiing and teaching has grown, leading me to serve as an Ed Staff member for NRM and lend a hand on committees for the division whenever needed. Returning to the NRM Region and revisiting mountains from Lost Trail to Red Lodge, Great Divide to Snowbowl has reminded me the true strength of our division is our community, and the countless individuals working at resorts big and small, sharing their love of skiing with students from every background. We are a diverse and strong organization that I am truly grateful to be a part of, and happy to call home. I hope to give back to PSIA-NRM, and I believe I am well-suited to do so through board membership. In addition to skiing, my other passion in life is the nonprofit sector, where I have worked as a fundraiser, community organizer, communications consultant, and most recently as the training and education manager for the Montana Nonprofit Association, where I have built a skill set in organizational development and nonprofit capacity building. I believe I am in a unique position to combine these interests - and my love for this division - to benefit our organization, our members, and our students. I would be honored to be of service to you, and I look forward to the opportunity.



## **BEN BROSSEAU**

We are all sliders of snow in one form or another that thrive on sharing our passion for winter sports through education, fun and adventure. My name is Ben Brosseau. I reside in Big Sky, Montana with my fiancée, Hannah. I would appreciate your vote to serve on the Board of Directors for PSIA-NRM.

I have been a member of Northern Rocky Mountain Division for 16 years. I started my career in snowsports education over 20 years ago at Bottineau Winter Park in North Dakota as a competitor, race coach, ski instructor, ski patroller and worked every on-mountain position possible. As a non-profit ski area, I served as General Manager under the direction of its board of directors for 2 years. More recently, I have worked for Big Sky Mountain Sports School since 2004 as a ski instructor, mountain guide and staff trainer. I am currently an examiner for the PSIA-Northern Rocky Mountain Education Team and was a finalist for the 2016 PSIA Alpine National Team selection.

I have gained valuable knowledge and leadership experience in the snowsports industry through many roles at ski areas big and small. I will bring my acquired perspective on and off the mountain to heed the voice of our membership and help guide our division on a continued path of success and growth. I look forward to joining our dedicated team of board members.

Thank you!

## **NEWS FROM THE NRM OFFICE**

Greetings NRM Snow Pro's!

Included in this newsletter are candidate statements and mug shots for four awesome candidates running for 3 positions on our Board of Directors. A separate email will be sent with ballots for the election, check your in box soon. Please vote, your participation is essential in choosing the next generation of leadership in NRM.

We are in the middle of a very busy events season, with record numbers participating in preps and exams. Please try to sign up for events 2 weeks ahead of the scheduled date, it greatly helps us facilitate staffing. As a reminder the events close for on line registration 1 week prior to the event. If your plans have changed or you finally got those days off from work, please call the office (406-581-6139, 8am to 5pm, (M-F)) for assistance in registering for an event. Or email at [info@psia-nrm.org](mailto:info@psia-nrm.org).

The 12th Annual Pro Park was a tremendous success again this year, lead by Iron Team Coach Matt Larson, Bridger Biggins and the Iron Team at Great Divide! What an awesome day of riding, skiing and knee boarding! A special thanks to Kevin, Joe Pope and the crew at Great Divide for once again hosing this event for over 100 riders and skiers from throughout NRM! The event would not be possible without their generous hosting and the support from the Montana Ski Area's Association.

Thank you all for your continued support of Northern Rocky Mountain and your dedication to sharing your passion for adventures on snow!

Herb