

PSIA-NRM Annual Fall Board Meeting

Friday Oct. 21, 2022

Gallatin Valley YMCA, Bozeman

Attendance: Herb Davis (CEO), Jill Imsand Chumbley (NRM Education Director), Stu Hoyt (Chair), Chris Kruckeberg, Josh Laforest, Tara Wegner, Shelby Rogala (NRM rep, PSIA National Board), Bob Morcom (Vice Chair), Attended by zoom- Katie White (Treasurer), Not Present – Ben Brosseau (Secretary)(Proxy vote to Bob Morcom)

Agenda

Opening exercise

Executive Session

C-Suite Model

Ends consolidation

Bylaws update and review

Senior Specialist Update

Succession Planning

Consent Calendar

Ann Schorling - Masters presentation

Procedural Meeting

Changes in PSIA- Lauren Foster resigned, Nick Herrin resigned ; Shelby Rogala is leading task force for new CEO

- If time allows, discussion on future loss of snow tied to climate change

Opening session- Katie

Summary of five questions to ask members on information we want to know about our region and membership

- What do you want to know and your priorities?
- What is frustrating or do not like?
- What do you like and would like to see more of?
- Have you brought anyone into PSIA?
- Do you know how to find information on website?
- What would you like to change?
- How did you get involved in PSIA?
- What event, curriculum, etc. is most beneficial?

- What is keeping you involved and/or why did you leave?
- Most memorable experience?
- Biggest benefit to membership?
- Any areas of improvement?
- How do you prefer to be engaged?
- Do you understand the financial needs of the organization?
- Do you feel connected to PSIA and what would make you feel more connected?
- Is there anything we need to offer?

Executive Session

C-Suite Update- Herb

- Two zoom meetings since June on discussing changes
- Operations group was asked to present a structure; various issues came up as a result
- Major question asked- How does this benefit our members?
- Now focusing on what we can do operationally to become more efficient
- **Herb is meeting next week in Salt Lake for two days to look at making things more efficient- website management, maintain regional culture, planning and budgeting, data management, billing, etc. What would other divisions charge us for shared services? How can we enter into agreements with other regions for services?**
- **C-suite has been tabled at this time.**
- Lauren Foster (Director of Operations and Member Services) is leaving at the end of October and will leave a void. She coordinates academies, national academy, and Interski. Looking for someone to take this position.
- Reinstatement policies are being worked on. Proportional membership dues would be paid on a quarterly basis. We have a contract with the Lakewood office and Herb meets on a weekly basis.
- Division Operation leaders are working together.
- What is the future of Northern Intermountain CEO position. Northern Intermountain has adopted our ends. Sun Valley is now with Intermountain.
- Look at membership numbers and retention. Make a draft merger proposal.
- Divisions are now referred to as Regions.

Ends Review- Stu

- Almost everyone used Sherry Jennings policy governance consultation; regional ends review document and are on board.
- 6 current regions have accepted; Intermountain and Rocky Mountain are waiting to adopt.
- Common Ends
 - Community, Family, Professional Organization, Belonging to a part of something
 - Educational Content
 - Professional skill, Personal growth
- **Overall draft Ends Statement**
 - **Community, etc.-** PSIA-AASI-(Region) existence is relevant, so all members have a stable, professional organization to support a thriving and vibrant snowsports industry.
 - **Educational Content-** Members, members schools and future members use educational information and resources provided by all levels of PSIA-AASI for snowsports educations.

- **Professional skill, Personal growth-** Members experience relevant and meaningful professional development that is consistent across the U.S. ski industry following PSIA-AASI National Assessment Standards for all disciplines.
- PSIA-NW is the only one that is not totally on board at this time.
- This would nest under the national ends.
- Chris Kruckeberg will work with Stu on renaming our ends document
- **Motion- NRM will adopt the aligned ends document.– M- Bob Morcom/ S- Josh Laforest/ A- Unanimous**

By-Laws- Stu

- Need to have a legal look at the by-laws, look at what needs to be updated, and changes refiled with state
- Put articles of incorporation and affiliation on basecamp - tied to our non-profit affiliation
- Contact potential Policy Governance and By Laws lawyer
- Governance committee- Shelby R. and Bob M. will review the by-laws for changes; Chris K. will proof initial changes; complete initial review by end of November. This will then be sent to a lawyer registered in Montana and experienced with non-profits to complete the review for approval. Shelby and Bob will identify legal source.

CEO Search- Shelby

- Nick Herrin left in July. Working with a search firm Australia Martin to look for candidates
- Selection committee- Shelby Rogala, John Ma, Ed Younglove, Deno White, Eric Jordon, Becky McDill
- Nov. 17th – Dec. 1st round interview, Dec. 9th – 12nd round interview, final decision on Dec 14
- Also considering candidates not residing in Lakewood
- Have seen 12 candidates and up to 30 have applied
- Prime considerations-Connection to the industry/ association management/ managing teams/ commitment to education and inclusion/relationship building/ looking at strategic building skills
- Staff expressed candidates have Experience in Diversity and inclusion issues.
- Survey of qualification requirements was sent to all governance leaders

Consent Calendar-Herb/Stu

- We are in good shape with financials and renewals
- Budget – Wages needed to be increased, mileage, per diem, incentive employees, now have carpooling incentive to control cost and be environmentally conscious; Fees - Event fees will be raised about same as wages; Dues are tracking well; pushed scholarship deadlines ahead; Getting Ski School Directors to renew early– Forms are mailed out and are on NRM website

Education- Jill

- Alpine and Snowboard group made more things similar on the assessment forms
- Teaching Assessment Criteria (AC's) are more equal across the board
- Rewrite of the on-line written test - all teaching skills and technical questions are the same
- Changing how the written test is taken- Open book, must score 90%, but can take as many times as possible

- Steve Helfenbein- Taking a position as National Education Coordinator to align the learning outcomes across the divisions
- On snow- Work on linking behavior to score and interpretation is accurate/ Effective questioning
- NRM regional fall training to get better reciprocity
- Staffing- Jim Anderson turned over to Brenna Kelleher; Brenna is the head alpine coach; all coaches are reapplying; Jim will stay as clinician coach; Paul Munk to Snowboard Chair; Grant Nakamura - Telemark ; Chester Fox- Freestyle; Rock Reman- Senior Specialist; Adaptive – Trevor will stay on board

Summary by Ann Schorling of Master Thesis

- Received Master of arts and leadership
- Thesis title “Increasing Gender Equity in Snowsport Instruction” - Worked with Big Sky- Christine Baker
- Bonkers Cocktail Party was one example of one method to help obtain information included in thesis
- Ski School Directors chair- Joe Lowe should address this as a ski school management topic

Committee Reports

- Governance – no report; Next meeting will have results of By-laws review
- Linkage- no report
- Awards- Chris Kruckeberg & Josh and Christie Lohoff- Antelope Butte
 - Replace awards with facsimiles of the national awards, no change to Lloyd Sorley Award
 - Go toward the national award format and regionalize as needed
 - Change deadlines to get more times for nominating- March 1 deadline
 - Increase the prize – Example- come to Fall Fest or regional event of your choice; plaque
 - Use national spreadsheet for scoring
 - Motion to approve the following NRM Awards- *M-Bob Morcom/S-Josh Laforest/A- Unanimous*
 - Service Award- multiple awards can be presented
 - Distinguished Service Award
 - Lloyd Sorlie Award
 - Education Excellence Award
 - Lifetime Achievement Award
 - 3 C’s Award
 - Rising Star Award- Angus Graham
 - Top of the Course Award- Level 2 or 3
 - Motion to nominate Mike Ewing for Lifetime Membership- *M-Chris Kruckberg/S-Bob Morcom/A- Unanimous*

Next annual meeting:

- Spring - May 3rd and 4th – Spring meeting -2 day board retreat– Red Lodge
- Fall - October 4th- Bozeman