

**PSIA/AASI-INTERMOUNTAIN  
BOARD OF DIRECTORS MEETING  
May 14 & 15, 2010  
Rocky Mtn. Pizza/National Ability Center  
Salt Lake City and Park City, UT**

The Board of Directors meeting of PSIA/AASI-Intermountain was held on Friday evening, May 14, 2010 at Rocky Mtn Pizza, Salt Lake City, UT. President Chris Katzenberger called the meeting to order at 5:45 p.m. and established a quorum was present.

**PRESENT**

Nancy Kronthaler, Scott Rockwood, Kent Lundell, Chris Katzenberger, Joe Waggoner, Jess King, Max Lundberg, Scott McGee and Donna McAleer. Newly elected members – Shannon Highlander and Anita Oliveri.

Also present were Franklin Williams, Alpine Certification Manager, Mark Nakada, Children's Discipline Manager, Maggie Loring, Secretary for Snowsports School Committee, Bill Batt representing Adaptive Discipline and Susan Oakden, Division Administrator.

**EXCUSED**

Dave Boucher, Danny Edwards, Rich McLaughlin, Jason Pellegrini and Kathleen Roe.

**APPROVAL OF AGENDA/PROPOSALS**

M.S.C. (unanimous) Waggoner/King

**APPROVAL OF MINUTES**

M.S.C. (unanimous) Kronthaler/McAleer

That the minutes of February 9, 2010 be accepted as written.

**REPORTS**

**President**

**Attachment A**

Chris Katzenberger reviewed her report with the Board. Thanked the out-going Board members and welcomed the newly elected Board members.

**Administrative V.P.**

Joe Waggoner verbally discussed his report with the Board. Informed the Board of the group of Jackson members that comprise Vert Solutions (Brian Maguire, Dan Miller, John Clegg) – that will be working with the office to simply the new software CRM.

**Communications V.P.**

**Attachment B**

Nancy Kronthaler reviewed her report with the Board. Hopefully, Snowbird will be the venue for 2011's Spring Clinic. Still getting contract finalized.

**PSIA Representative**

**Attachment C**

Carl Boyer reviewed his report with the Board. The upcoming June National Board meeting will be his first official meeting as a member of the National Board. Summarized upcoming National events – Interski at St. Anton and Fifty Years of PSIA/AASI at Snowmass, CO April 4-9, 2011.

**Alpine Education Manager****Attachment D**

Ron Kipp reviewed his report with the Board. Summarized the season's events and projected changes for next season.

**Alpine Certification Manger****Attachment E**

Franklin Williams reviewed his report with the Board. Summarized all three levels of certification updates, plus the season's events and summer projects.

**Snowboard Discipline Manager****Attachment F**

Jess King reviewed the Snowboard committee notes written by Lane Clegg. Research projects for next season will be separate for both level 2 & 3. Jess King and Brendan Burns have been hired as DECL's for the upcoming season. Also, new clinics are in the works for next season.

**Nordic Discipline Manager****Attachment G**

Mike Shimp sent his report electronically to the Board. Eight members attended DECL try-outs this spring and results are: Development Team – Tim Arrington and James Ledyard. Apprentice DECL's are: Grant Bishop and Ann Schorling.

**Children's Discipline Manager****Attachment H**

Mark Nakada reviewed his report with the Board. The ACE team can accommodate pop-up events with advance notice and clinician availability at all snowsport schools. Anticipate adapting the Children's Specialist national standards into the 10-11 curriculum. Updated materials will be available by November 2010.

**Adaptive Discipline Manager****Attachment I**

Kristen Caldwell was unable to attend the meeting and submitted her report electronically. Summarized season events and projected changes for 10-11 season. Asked to promote clinics thru the current division Outreach program.

**Snow Sports Committee Mgr.****Attachment J**

Maggie Loring submitted a copy of the Snowsports Manager meeting minutes of April 9, 2010 at Sun Valley. Tentative date for Fall meeting is October 11, 2010.

**OLD BUSINESS**

Chris Katzenberger recognized Kent Lundell as an outgoing Board member and thanked him for his dedicated years of service. A recognition plaque was presented to him at this time.

Chris Katzenberger recognized Scott McGee as an outgoing Board member and thanked him for his 3 years of dedicated service. A recognition plaque was presented to him at this time.

Chris Katzenberger also recognized outgoing Board member, Dave Boucher for his long years of dedicated service. A recognition plaque will be mailed to him as he was not in attendance at this meeting.

Motion to Recess (unanimous) Boyer/Rockwood

Chris Katzenberger entertained a motion to recess the meeting at 8:20 p.m. The meeting will reconvene tomorrow, May 15<sup>th</sup>, 2010 at the National Ability Center in Park City, Utah at 9:00 a.m. for the remainder of this two-part Board meeting.

**PSIA/AASI-INTERMOUNTAIN  
BOARD OF DIRECTORS MEETING  
May 15, 2010  
National Ability Center  
Park City, UT**

The Board of Directors meeting of PSIA/AASI-Intermountain was held on Saturday, May 15, 2010 at the National Ability Center, Park City, UT. President, Chris Katzenberger called the meeting to reconvene at 9:15 a.m. and established a quorum was present.

**PRESENT**

Nancy Kronthaler, Carl Boyer, Scott Rockwood, Joe Waggoner, Anita Oliveri, Shannon Highlander, Jess King and Max Lundberg.

Also present were Ron Kipp, Alpine Education Manager, Keith Lange and Clark Parkinson, Past Presidents Committee, Bill Batt, Scott McGee and Susan Oakden, Division Administrator.

Chris Katzenberger welcomed the new Board members that were in attendance and brought up the critical need for all Board members to attend meetings, especially the spring budget meeting. She quoted a paragraph found in the Policies and Procedures document:

**August 1984 - Attendance**

Regarding attendance at Board of Directors meetings, no more than two absences per term (3 years) will be allowed. After two absences, the Board of Directors will take action as to dropping the board member. The board may take some discretionary action after looking at the cause or reason for the absence. This policy should be published in the EDGE near election time to inform candidates of the time expectations.

To remind absent members of their obligation to the Board, Chris is going to send letters to those not present today.

**NEW BUSINESS**

Keith Lange, along with Clark Parkinson, put forth a proposal (130510) to refurbish the current Hall of Fame wall inside the Engen Museum at the Olympic Park in Park City, UT. At present, there are 14 inductees and the wall only has room for one more spot and then will be out of room. Keith passed out photos of the existing wall for the Board to see. There would be a total of 32 additional spots for inductees when the reconstruction is finished. Chris Katzenberger agreed this proposal would be discussed after the proposals that are already on the agenda.

**Proposal 010510**

M.S.C.

Favor: Waggoner, Kronthaler, Lundberg, Rockwood, Boyer, Oliveri,  
Highlander

Oppose: King

**DECL Reinstatement**

Boyer/Kronthaler

**Proposal 020510**

M.S.C. (unanimous)

Letter of recommendation to be written by Carl Boyer &amp; Nancy Kronthaler

**Lifetime Membership for Dave Boucher**

Boyer/Waggoner

**Proposal 030510**

M.S.C. (unanimous)

Letter of recommendation to be written by Max Lundberg &amp; Carl Boyer

**Lifetime Membership for Sid Jenson**

Lundberg/Boyer

**Proposal 040510**

M.S.C. (unanimous)

**50 yr. Members as Lifetime Members**

Boyer/Kronthaler

**Proposal 050510**

M.S.C. (unanimous)

Accept proposal as rewritten to read:

**Scholarship Guidelines & Procedures**

Kronthaler/Rockwood

PSIA/AASI-I's tax status requires that we have clear guidelines and for disbursement of funds to members. With this proposal, we establish and ad hoc Scholarship Committee with the authority to approve scholarship application criteria and to evaluate and award scholarships to applicants. Committee members will be nominated by the Snowsports Instructors Representative Committee, or in the absence of such, by the PSIA/AASI-I Board. The Scholarship Committee will operate independently of the PSIA/AASI-I Board. Criteria and 501 (c) 6 guidelines to be approved by the division's CPA, Lonnie Burnham.

**Details of discussion of Scholarships:**

Scholarships for members

- o Amount of money for each scholarship – recommend not to exceed \$400
- o Total of funds available for scholarships – in any season will not exceed 50% of the account balance

Suggested Criteria

1. Letter from recipient – goal and intention
2. Endorsement from a manager, trainer or supervisor
3. Scholarship to be used for education for certification (not assessments)
4. Recipient must be an active member in good standing, registered and current with dues
5. Optional – recipients are encouraged to write an article for The Edge about the results of their scholarship

**Proposal 060510**

M.S.C. (unanimous)

Accept proposal as rewritten to read:

**Compensation Committee**

Boyer/Waggoner

Explanation: The Board may empanel a compensation committee made up primarily of non Board members and members who are not in the employ of the Division (e.g. SIRC) to advise the Board on compensation for the Division's employees (e.g. DECLs).

Justification: In the interest of transparency and to minimize conflicts of interest, the recommendation of how to compensate employees of the Division should not come directly from those who might benefit from those decisions. Compensation Committee members shall use comparables from within and without the association to help them arrive at a recommendation for the board to act upon.

**Proposal 070510**

M.S.T.

Table proposal to the Fall Board meeting.

**Cross Discipline for DECL's**

King/Kronthaler

Favor: Waggoner, Kronthaler, Lundberg, Rockwood, Boyer, Oliveri, Highlander

Oppose: King

**Proposal 080510****Special Order Clinic**

M.S.C. (unanimous) King/Highlander

Accept proposal as rewritten to read:

Explanation: Rocky Mountain has had good success offering a "Special Order Clinic" provided as a customized product for the host snowsports school's staff. Ski and Snowboard Schools are members and clients of this organization, and offering them the flexibility to ask for the types of clinics that they need is just good customer service. Since members are not paying for the clinics individually, they do not carry clinic credit. Schools may find that utilizing services offered by PSIA-I will allow them to better accomplish their training goals.

Recommended pricing for Special Order Clinics is \$350. Timelines and guidelines will have to be established.

Policy recommendations include:

- \* October 1 Special Order request due date. Confirmation will be provided by November 1.
- \* Discipline managers will handle requests for Special Order Clinics, assigning staff and confirming rates and payment with requesting schools.
- \* Schools can request specific curriculum and/or staff
- \* Payment in full will be due by 4 weeks prior to the event (credit card deposit is acceptable).
- \* Discipline Mgr reserves the right to say No for various reasons, such as if it will dilute other clinics, DECL staff are busy.
- \* No clinic credit will be awarded to participants.

**Proposal 090510****Pilot L3 Prep Academy**

M.S.R. Boyer/Rockwood

Favor: Highlander, Kronthaler

Opposed: Waggoner, Lundberg, Rockwood, Boyer, Oliveri, King

**Proposal 105010****Education Steering Committee**

M.S.T. Highlander/Rockwood

Favor: Highlander, Kronthaler, Waggoner, Lundberg, Rockwood  
Boyer, Oliveri

Opposed: King

**Proposal 110510****Recruitment of Member Schools**

M.S.C. (unanimous) Kronthaler/Highlander

Accept proposal as rewritten to read:

Short-term cost: \$950 (Current fiscal year) - \$1600 => \$650

Explanation: Goal: Recruit more member schools (5) and Nordic members (20). Provide a divisional member recruiting clinic model.

Strategy:

1. contact each Nordic area
2. send info packet; visit in person
3. Area becomes member school
4. offer member recruiting clinic for 8 participants (\$160; division credits \$20 per participant; clinic free if 8 attend or 4 join)
5. scheduled event - Topic clinic, Level 1, Assessment Prep, Assessment on divisional calendar
6. Season-end follow-up

Justification: Nordic ski schools are underserved by the association. Members and the division benefit from broadening and deepening the membership. Exposure to the association, on-snow clinics, education available and steps to certification are our best recruiting tools. We need a plan to reach more schools and instructors. Greater numbers will facilitate the offering of regular events at better ratios and increase value for the participant via exposure to a more diverse instructor population. This member recruiting model can be applied to other disciplines. For small programs who lack the staff and training program, this is a way to grow their ski schools.

The 6 step process outlined above focuses on building relationships and establishing a lasting educational program. It requires DECL-school communication and contact with our office. Designed to decrease costs to the area, and maximize exposure (see 4.), it encourages area schools to organize participants and presents PSIA/AASI education and certification favorably. Introduced in a day-long format, instructors see the big picture of the organization and profession, with the latest technique and current divisional information.

Costs: 5 member recruiting clinics x \$150+40(mi) = \$950 one time

Income: 4 new members x 5 clinics = \$40x4x5 = \$ 800 ; 5 new members schools = \$200 ; Total \$1000 per year

**Proposal 120510**

M.S.R. (unanimous)

**Member School Clinic Voucher**

Kronthaler/King

**Proposal 130510**

M.S.C. (unanimous)

**Hall of Fame Reconstruction**

Waggoner/King

This will protect our heritage that we will have for years to come.  
A 'one time charge' from retained earnings to fund this reconstruction.  
Add \$1,000 line item to budget to accumulate funds for future use.  
An article should be written in The Edge to notify membership.

**BUDGET**

M.S.C. (unanimous)

Boyer/Oliveri

Accept as written

**COORESPONDENCE**

Board unanimously in favor of reinstating Dave McCormick as DECL effective July 1, 2010. Dave will need to talk to Ron Kipp about procedures regarding this. See **Attachment K**.

**SPRING CLINIC DISCUSSION**

Spring Clinic hopefully will be scheduled at Snowbird April 29, 30 & May 1, 2011. The Board unanimously is in favor of obtaining a bid from Snowbird. For the 50/50 Event at Snowmass next April, National might want to use some of our DECL's. We need to know what kind of wages and expenses National will pay them.

**GENERAL DISCUSSION**

The Board needs to keep the SIRC alive. They are communicating with each other thru emails currently and working on the survey results.

The Compensation Committee will consist of Scott Rockwood, Chairman, Anita Oliveri and another snowsports school director who is not a DECL. Also, three SIRC members should be appointed to serve on this committee.

**ADJOURNMENT**

Motion to adjourn (unanimous) Rockwood/Lundberg

M.S.C. There being no further business to discuss, the meeting was adjourned at 5:05 p.m. The next meeting will be held Saturday, October 2, 2010 – location to be announced.

Respectively submitted by,

Susan Oakden  
Division Administrator