



# EASTERN REGION

## Annual Membership Meeting Minutes

December 18, 2024 –Killington, VT

### Attendance:

**In Attendance:** Peter Howard (Board Chair), Terry Xie (Zone 2 member), Emily Spiker (at-large member), Aleks Smith (Zone 3 member), Tera Adams (Zone 1 member), Landon Figg (Zone 4 member), Kathy Brennan (Eastern Region CEO), as well as several Eastern Education Staff and members.

### Kathy Brennan Presentation

#### 1. Regional Highlights

- a. Fewer events on the schedule as the 23-24 was unmanageable with too many events. Anticipate event participation will grow but at fewer events.
- b. Net Promoter Score
  - i. Ideally 30+, we are very good in the 80s.
- c. Member Schools are growing
- d. Scholarships
  - i. Individual winners have been notified
  - ii. Winter scholarship deadline to apply is 1/5/25. Most require the Director's nomination except for the Women's Performance Camp.
    1. Promising SnowPros
    2. Futures Camp
    3. Reinstatement Scholarship
    4. Member School Scholarship
    5. Women's Performance Camp
- e. Education Foundation
  - i. Looking to raise more money
    1. Academy Auction
    2. Selling T-shirts
    3. Now accepting Stock Donations
- f. Executive leadership council (EXLC)
  - i. Consists of CEOs and Executive Directors from all regions of PSIA-AASI and the National office.
  - ii. Working on
    1. How to increase our value

2. Price alignment for Dues
  3. Associate member benefits and requirements
  4. Micro Credentials
  5. Welcome event for new members
- g. National CEO Search
- i. Change in focus:
    1. Regions are expert at delivering the member experience versus the national office.
    2. National organization to function as a resource center to the regions.
    3. Focus on Partnerships/sponsorships, fundraising, educational alignment and supporting systems.
  - ii. 60 applicants
    1. Goal to select by the first of the year.
- h. Alignment Progress:
- i. Level 1 Assessment
    1. 45 minutes per candidate
    2. Max 6 candidates per group
    3. 2 day event
    4. Non-bankable – need to pass all pieces
    5. Option for 1 free retake with sign-off from Director that training to be successful is complete.
    6. Adaptive moving to 1 day assessments
    7. No weekend, in-house, Level 1s this year – midweek dates available.
      - a. This is the best way to equitably support all members.
      - b. 90 level 1s on the calendar with 30 on weekends throughout the region.
  - ii. Level II & III
    1. Paired assessors for Alpine & snowboard, working on adaptive and telemark.
    2. Testing three day level III for Alpine last event of the year at Waterville Valley.
    3. Three day level III for Snowboarding, with paired assessors for both level III assessments this season.
- i. Event Finder and Filter on the Eastern Website help to find education and assessment events.
- j. Highlighted Event Options
- i. Welcome Webinar
  - ii. Golden Learniversary
  - iii. National Freestyle Academy
  - iv. Freddie Fridays
  - v. Alpine level II & III Orientation
  - vi. Sugarloaf Beach Bonanza
  - vii. Dev Team Tryouts
    1. Note: Discounted event pricing in January

- k. Get involved
  - i. Area Rep program
  - ii. At large Board seats (2)
  - iii. Zone 1 board seat election
  - iv. Scholarship committee 2 seats open in fall

**2. Member Questions/Comments**

- a. Adaptive
  - i. Grandfathering people
    - 1. Some people have been grandfathered, check with office.
  - ii. Continual changes are disenfranchising members
  - iii. Have to space underlying discipline is burdensome, although others in the room felt strongly it was valuable.
  - iv. Specialist versus certification track