

Minutes
American Mountain Guides Association
Board of Directors Meeting
October 19, 2008
Redmond, OR

Board Members Attending: John Bicknell, Margaret Wheeler, Keith Garvey, Jim Pearson, Jim Williams, John Winsor, Evan Stevens, John Race, Rob Hess, Peter Gould, Angela Hawse, Pete Takeda, Dale Remsberg, Adam Fox, Scott Soden.

Board Members not Attending: Phil Powers

Newly Elected Board Members Attending: Dick Jackson

Newly Elected Board Members not Attending: Majka Burhardt, Clint Cook

Non-Board Members Attending: 10 AMGA members present at start of meeting.

AMGA Office Attending: Betsy Novak, Henry Beyer, Justin Yates, Katie Kelly, Ed Crothers.

Moment of Silence for fallen comrades

Motion to Accept Minutes from previous board meeting:

Vote: Passed w/ 15 of 15 in favor.

President's Report – John Bicknell (see report)

- The BOD should ratify the new conflict of interest policy being proposed.
- Strategic plan is working & next BOD needs to keep developing this.
- The AMGA should continue development and support programs such as the PCI and reach out to university programs, climbing clubs, etc.
- The AMGA is meeting its financial goals in a difficult economic environment.
- In our recent membership survey, we seemed to do least well in providing membership benefits. We should create a university affiliation allowing students to receive college credit and student loans for participation in AMGA programs.
- Kevin Tatsugawa Phd, Assistant Professor, from St. Cloud State University made a presentation regarding the benefits of a university affiliation.

Proposal: To create an ad hoc committee to explore the idea of investigating an affiliation with a university outdoor program.

Vote: Passed w/ 15 of 15 in favor.

Discussion: One BOD member recalled difficulties in doing this in the SE as the instructors were required to have Masters degrees or higher to fulfill the school's accreditation requirements. It was also pointed out that there is a difference between

offering college credit and continuing education credits, with the later being less valuable than college credit).

Bylaws amendments update - Jim Pearson (see revised bylaws)

- 1.1 Mission has been changed
- 9.2 The performance progress of the TD will be reviewed not less than every 3 years.
- 21.1 Creation of an advisory council including previous Presidents, BOD members, etc. that may from time to time advise the AMGA, but will not have actual voting power.

Motion to accept amended bylaws as proposed by Jim Pearson:

Vote: Passed w/ 15 of 15 in favor.

Proposal to clarify the language in section 8.9 of the Bylaws (pertaining to the Professional Compliance Committee) to include language that a certified member at large that is not part of the TC, IP, administrative office, or Board of Directors.

Motion to pass the above proposal:

Vote: Passed w/ 15 of 15 in favor.

Executive Director's report - Betsy Novak (see report)

- Fundraising has increased by 20%
- Membership has increased by 30% (over 1400 for first time) mostly due to SPI.
- Reduced number of programs, but running at full ratio. The rock program has decreased numbers and the ED feels this is due to the cyclical nature of how people progress through AMGA programs.
- Pleased that a committee has been formed to explore university relationship.
- Favors the formation of a nominations committee for future BOD members.

Discussion: There is still a perception by many ski guides that the AMGA is deficient in connecting with the ski guiding industry. Member would like to see the AMGA make a formal effort to reach out to these people and would like to see the AMGA mission statement amended to include a mention of ski guides.

Proposal: Submitted by Angela Hawse (see proposal)

Part One-The AMGA Board of Directors forms a Nominations Committee.

Part Two-The AMGA Board of Directors re-evaluates its' electoral process and research alternatives that might prove more effective.

Discussion: This centered on the intentions behind having the BOD nominate and the members elect. Answers ranged from increased regional representation (i.e. Alaska), to increasing qualifications of nominated BOD members. Much discussion took place as to whether BOD should form a new committee or simply task the membership committee to nominate and develop future BOD members. The stated goal of this proposal is to allow the AMGA to develop stronger, more skilled boards in the future, not to prohibit

members from expressing their wish to have a certain person on the board.

Motion: to accept proposal to form a permanent nominations committee and reevaluate electoral process. This committee would be part of the membership committee.

Vote: Passed with 12 in favor, 2 opposed (Jim Williams and Adam Fox)

Proposal to accept revised conflict of interest policy- Jim Pearson (see revised policy)

- Changes made in "Duty to Loyalty" clause precluding membership in conflicting organizations, this was left purposely vague as it will need to be dealt with on a case-by-case basis. Under "Duty to disclose" the word material was added to financial interest, a clause on arbitration was added at the end.

Motion to accept changes to conflict of interest policy:

Vote: Passed with 15 of 15 present

Finance Committee Report - Scott Soden & Margaret Wheeler (see report)

Scott: Review of current financial plan.

- We have placed all of our money in something that we cannot lose principle on. We need to stay on this path.
- We need to be nimble enough to adjust with the economy if contributions slow from sponsors. Sponsorship money is key and may be fickle in 2009

Margaret: Review of current financial statement and adoption of 2009 budget.

- We are on track and continue to implement the conservative investment strategy as set up by previous treasurers and financial advisors. We are aware of the possibility of 2009 being an off year and prepared to adjust our spending down.

Discussion: BOD member points out that there are countercyclical businesses and organizations in a down economy. The AMGA needs to focus on its message even more as we need to demonstrate value to our sponsors in a tight economy. Question: What was spent on accreditation and what was spent? Answer 26K spent, 12K in rev. Where does accreditation show up in the budget?

Motion: To accept the 2009 budget as proposed by the Finance Committee.

Vote: Passed with 15 of 15 present voting.

Other Finance Topics:

Action Point: Office should consider no longer mailing the mountain bulletin in paper form (saving 8K) and to invest the money in additional marketing. Goal is to save money, reduce resource use such as paper and divert funds to other marketing. Additionally the AMGA office and external relations committee should undertake a marketing discussion to refocus our marketing campaign. Included in this discussion is an examination of how we might redirect funds to different uses for marketing.

IP Development Funds:

- Rob voluntarily took a 10K pay reduction (from 20K) in order to create a permanent IP budget for training. This budget has decreased to 7K, and Rob would like to see it remain at 10K. This also included a stipend for Rob to give to the discipline coordinators. Goal is for IP training to not always be volunteer time from the IP.
- Discussion on how to adjust the 2009 budget to reflect the new 10K numbers.
- Should this be something that could roll from year to year, or should this remain an item allocated annually as a line item in the budget?

Accreditation Committee Report - Ed Crothers (see report)

- Currently 28 accredited programs
- Cost of the program was 26,000 in 2008 with a revenue of \$12,700.
- EC is tasked to make accreditation pay for itself -possible within 3-5 years.
- Has started rewriting the accreditation manual and accreditation SOP.
- Would like to streamline the process so that the committee remains involved, but the accreditation director is the primary participant.
- Needs help on spot reviews.
- We have good standards for terrain, but not for business practices.
- The standards for accredited programs need to be completely rewritten.
 - We should equal or exceed the AEE standards.
 - Tie between accreditation and certification
- Would like proposed SOP's to be ratified by the BOD

Proposal to accept revised accreditation SOP's and Manual as presented by E. Crothers.

Discussion: BOD member was concerned that the AMGA has abandoned once accepted guidelines that would tie certification to accreditation. An example is that you no longer need a certified guide on staff, but rather need to have your staff participate in 2 days of training per year conducted by a certified guide. TD: The TC agreed that accreditation and certification should be tied. Ed: In the manual there is a vague expectation that employers are supporting their employees who are pursuing AMGA certification and training. BOD member, we need to create more motivation for guide's to be certified. Accreditation is not intended to be a temporary fix until all guides are become certified, it is intended to be a review of business practices. Within the room there was a split amongst certified guides who felt that accreditation undermines certification.

Action Point: The TC and TD should figure out how much accreditation should be tied to certification.

Motion to accept proposal to revise accreditation SOP's and Manual.

Vote: 12 or 12 in favor with Dale, Keith, and Jim P. abstaining.

Program Report/Survey Overview - Henry Beyer (see report)

Survey Review: (see survey for full details)

- Conclusions: Pre-course materials, and IP training (to improve consistency of course and exam structure and content) are the three areas we should focus on the most.

Discussion: Extensive discussion on bringing the Climber Instruction Program under one umbrella so that it flows from CWI to SPI to RIC more seamlessly. One consideration is dropping the RIC standard a bit from 5.10a in an effort to include more potential students. This has not been discussed enough to warrant any recommendations from the TC, but it is a possibility as long as it does not devalue current RIC certifications and has been very carefully thought out.

Action Point: The TD and Henry need to get together to figure out what they are going to do to improve consistency within AMGA programs and exams. The BOD expects that this will require a budget and would like to know the plan at the Jan 2009 BOD meeting.

Action Point: Ask the question on post trip paperwork, "would you be willing to pay more money to have your course run at a lower ratio?"

Membership Survey Report- Katie Kelly (see report)

SPI Report - Adam Fox

- We ended the TRSM course and formed the SPI course in response to industry standards and had tremendous success.
- We pursued UIAA (with Steve Long) endorsement and we will be completing our final audit in two weeks time in Joshua Tree.
- We have seen the creation of two new programs that compete with the AMGA and have effectively jump-started our program.
- Part of the review of the SPI by the UIAA was the recommendation that we need to increase the number of SPI providers. Currently have 30 SPI directors, with another 29 going through the process to become directors.
- The assessment time for instructors has been doubled.
- Of interest is that real clients are used for the second day of assessment.
- Other organizations are not necessarily a threat to our product, but do threaten the SPI message. The SPI program is seeing some flow toward the new program from competing organizations.
- It needs to be on the AMGA BOD radar that in the future we might need a part-time or full-time SPI administrator to handle the volume of traffic.

Action Point: Figure out a way to compensate Adam for some of the time he has invested in this program.

Climbing Wall Instructor Certification Report - John Bicknell (see report)

- The AMGA has split from a joint effort with the Climbing Wall Association (CWA) due to the slow nature of two organizations working together.
- There will be CWI training here in Bend following the AMGA annual meeting.

Discussion: There is strong interest in the SE in the CWI program.

Technical Director Report - Rob Hess (see report)

- The TD would like to add language to the code of ethics to include the expectation of continuing education.
- Additionally the TC is discussing the possibility of adding a day to the aspirant exam to allow the aspirant exam candidates to be tested at a lower ratio than the course is run at.
- There is discussion of adding a water ice component as an additional module that can be added to the Alpine exam.
- The TC would like to develop a mechanized ski program not as a requirement, but as a continuing education opportunity.
- Would like to add venues for courses and exams, with Canada being one possibility for the Alpine.

IFMGA-AMGA Pin Presentation - Rob Hess

- AMGA is considering development of a pin specifically for American IFMGA guides. This is common in other IFMGA countries. Rob showed the BOD some examples.

Certified Guides Federation - Keith Garvey, President of CGF (see report)

- 20 members w/ 12 permits in the US plus non-permitted areas and international guiding.
- 6 new areas in the US and Canada with potential to receive soon.
- CGF plans to follow terrain guidelines for certified guides to work on CGF permits in Canada. Thus an Alpine certified guide can guide in Canada in Alpine terrain without being IFMGA.
- 3 Levels of membership (Unlimited \$1000, 30-day member (\$750), 15 days (\$450). These can be upgraded. These are 30 guide days, not 30 user days, thus 1 guide with 3 clients for 1 day equals 1 guide day.
- At some point in the future the AMGA should consider reabsorbing the CGF.
- The CGF was born out of the need to have a different structure to handle the permits and insurance for the CGF. CGF might consider obtaining funding from the IFMGA to support the CGF.

Discussion: Jim Pearson: the two organizations can share office space and resources if the accounting is well-documented. It is possible for the two entities to be run under one roof (correct?) or conceivable that the CGF could be absorbed as a separate entity.

Where the CGF needs AMGA help:

- Legal Advice in the following areas:
 1. Liability of membership if an accident were to happen.
 2. Work Visas
 3. Liability to the individual and their associated company in a lawsuit.

Suggestions for AMGA (from CGF): Offer LNT online certification program

Action Point: Have the ED's of the CGF and AMGA discuss the possibility of sharing funds (the AMGA's funds) to jointly explore publicly policy issues that both organizations share. Noting that the CGF will be asking for \$10,000 to fund this at the January meeting.

Suggestion was made by Keith for the AMGA to donate \$10K per year to a fund to educate land managers on the value of AMGA certification. All additional funding for CGF programs would come from CGF member dues.

Round Table Discussion Review - Margaret Wheeler

- We would like to do these each year at the annual meeting and regionally to address access issues. This year's session was very productive.

Open period with questions for the committee chairs:

- Was the original intention of creating contract courses to allow guide services to offer lower cost courses for their guides? If so, member feels this should be phased out so that it does not compete with the AMGA. Other members pointed out situations where date overlap between contract and AMGA courses may have led to possibly reduced numbers on AMGA programs.

Seating of new BOD members:

Executive Session with new BOD members seated

Seating of new AMGA officers: Margaret Wheeler (President), John Race (Vice President), Evan Stevens (Secretary), Scott Soden (Treasurer).

Seating of Committee Chairs:

Accreditation Committee:

Chair: Adam Fox
Rob Hess
Ed Crothers
Angela Hawse
Patrick Weaver
John Race
John Bicknell
Kevin Tatsugawa

Membership

Chair: Dale Remsberg
Olivia Cussen
Evan Stevens
Katie Kelly
Clint Cook
Jim Williams

Majka Burhardt
Ron Funderburke

Nominations

Chair: Angela Hawse
Betsy Novak
Keith Garvey
Kyle Lefkoff
John Race
Majka Burhardt

External Relations Committee-Public Policy, Marketing, Public Relations

Public Policy-

Chair: Peter Gould
Jim Pearson
John Race
Dick Jackson
Boots Ferguson
Betsy Novak
Miles Smart

Marketing and Public Relations-

Chair: John Winsor
Keith Garvey
Pete Takeda
Margaret Wheeler
Adam Fox
Betsy Novak
Majka Burhardt
Dale Remsberg
Evan Stevens

Development Committee: Finance and Fundraising

Chair: Scott Soden
John Winsor
Margaret Wheeler
Pete Takeda
Betsy Novak
Olivia Cussen
Majka Burhardt

Professional Compliance Committee

Chair: Rob Hess
Keith Garvey
John Race

Art Mooney
Jim Williams (non-board member)

Technical Committee:

Chair: Rob Hess (Betsy has complete list)

Upcoming Meetings:

- Jan 2009 Meeting time and place: Jan 25 ski day 26 board meeting in SLC at BD.
- June 2009 Meeting time and place: June 5-6, 2009 in Boulder, CO
- October 2009 Meeting time and place: Moab, UT October 22-26, 2009
- Oct 23 Board Climbing Day, October 24 Board Meeting
- Commitment to have meeting on east coast in 2011

Motion to Adjourn

Passed unanimously with 12 or 12 present voting