



**WESTERN**

PROFESSIONAL SKI INSTRUCTORS OF AMERICA  
AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS

## Western Region Board of Directors

### RE: Rationale for Potential Bylaw Changes

- + We see significant opportunity to advance the Western Region business strategy to better serve our members instructors and resort operators. The future is anything but certain and it's essential that our business strategy be relevant to the needs of today and tomorrow's members.
- + The Board of Directors desires to increase the skills and capabilities on the board by bringing in relevant outside experience to participate in the evolution of our business strategy. Today, our Bylaws restricts board members to only members of the PSIA-AASI Western Region.
- + To bring in outside talent, we must make a change to the Bylaws which will enable the Board to identify and appoint a subset of directors to the board that are not members of PSIA-AASI, but have unique experience and skill sets to contribute at a high level. Examples of outside talent are legal or sports management experience.
- + We strongly believe these changes will increase the level of service to our members.