



WESTERN

PROFESSIONAL SKI INSTRUCTORS OF AMERICA
AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS

2025 BOARD of DIRECTORS CANDIDATES

There are 7 candidates running for 3 seats in the 2025 Western Region of Board of Directors Election.

All candidates are members in good standing, active certified or lifetime members.

All candidates have attested to adhere to the Western Regions system of governance.

The candidates are as follows and their statements are included in this document.

Steve Lehr

Blaine Lomen

Bob MacLean

Paul Mundy

Henry Ryerson

Sowmya Subramanian

Dino White

Voting will open on **February 26, 2025**.

All Western Members in good standing will receive an email from *ElectionBuddy* containing a unique voting key.

You may vote for 1, 2 or 3 candidates.

The voting window closes **March 13, 2025**.



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Name: Steve Lehr

Location: Verdi, NV

Home Resort: Palisades - Tahoe

Experience:

Started as a part-time ski instructor at Northstar at Tahoe in 1976. Worked as a ski instructor and race coach at Ski Incline, Mount Hutt (NZ), Mount Rose, Mammoth Mountain, and Squaw Valley. Worked as an Assistant Ski School Director at Monarch Mountain (CO) and Squaw Valley.

As s School Director at June Mountain, and as a Director of Skiing at Alyeska Resort (AK). Currently working as a Development Teams coach and Palisades Masters Coach.

I am a Level 3 Instructor 1979, Division Clinic Leader 1980's, Examiner/Clinician 1980's and 90s. United States Ski and Snowboard Level 200 Coach.

Collaboration:

Besides being a Director responsible to management, staff and clients I also collaborated with other organizers to create a World Extreme Skiing event at Alyeska Resort. This involved working closely with resort management, sponsors, snow safety, ski patrol, event crew, and athletes. The success of this event lead to other events of the type in the lower 48.

When I wasn't out on the snow my other career required me to effectively communicate in a professional manner with many people on all sides of the legal and public service systems.

Serving Stakeholders:

I would work hard to address the needs of the of the stakeholders.

Other Useful Details:

I have experience as a board member with other associations including the Western Region Education Foundation. I have worked as a skiing professional in various capacities since the late 1970's. I feel it is important to identify strategic goals and formulate plans to achieve those goals. I feel I have the ability to communicate effectively with most stakeholders and gather insight into their needs and wants.



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Name: Blaine Lomen

Location: Moorpark, CA

Home Resort: Snow Valley

Experience:

Alpine L3, SB L2, Seniors L2, Children's L1

Board of Directors: President 6 yrs, Executive VP/Chair 4 yrs, Education VP 6 yrs, Interim

Certification VP 1 yr, Treasurer 2 yrs, National Committees 10 yrs

Education Foundation: President 5 yrs, Vice President 2 yrs. Treasurer 2 yrs

Examiner & Clinician: 20 yrs

Resorts Worked: Mammoth Mtn, Big Bear Mtn Resorts, Kirkwood, Snow Valley, Mtn High

Positions Held: Instructor, Supervisor, Training Mgr, Director of Education, Asst. Director, Director

Sales Rep 9yrs: six winter sports companies

Education: Master's Degree - Kinesiology

Collaboration:

Throughout my career - inside and outside of the winter sports industry - I've worked with successful teams, both leading and collaborating with others. Among my proudest achievements is my tenure at Snow Summit, Kirkwood, and Mtn. High where I partnered with supervisors, trainers, and instructors to develop inclusive and dynamic curriculums. Our collaborative and empathetic approach empowered instructors with confidence and skills to deliver exceptional guest experiences. The same teamwork, active listening, and shared vision are also key to success as a board member.

Serving Stakeholders:

Prioritize Member Needs: As a board member I would encourage direct interaction and active listening with our members. I believe member input is paramount in guiding organizational needs and decisions. I'm committed to helping our members feel valued, included and excited to be part of our organization. We are here because we love our sport, the art of teaching, and the camaraderie. **Support Member Schools & Regional Leadership:** Interacting with leadership is an integral aspect to our success but feel members come first. It is the membership who is the basis of why we exist as an organization.

Other Useful Details:

With 20 yrs board experience, including three terms as President, my strategic and operational background along with a deep understanding of Western's evolution allows me to mentor new board members and drive initiatives. Looking ahead, my focus is on stabilizing the board, defining long-term goals, and building a connected community. Leadership succession is key and while I believe in passing the torch, I have been asked to run for another term. My commitment remains: Strengthen our community; Support our members; and Ensure a strong future for PSIA-AASI West. I would appreciate your support.



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Name: Bob MacLean

Location: Atherton, CA

Home Resort: Snowmass

Experience:

49 years ago Level 3 Cert both in PSIA-W and PSIA-NW in the same month due to interregional political differences. Assuring that I would be recognized by all regions (I understand organizational politics)

U.S. Instructor experience: Incline Village, Sugar Bowl, Alpine Meadows, Waterville Valley, NH, the last 17 years Aspen/Snowmass, CO.

International experience: Coordinated, coached and taught to PSIA Standards U.S. i members of the U.S. Military stationed in Heidelberg Germany for 4 years.

Represented the PSIA as an invitee in the early years of ATM to the Austrian Ski Federation

Collaboration:

Aside from 49 years of full time and part time ski instruction, I have been a Professor of Economics at the University of Pacific prior to becoming a ski instructor.

I have worked in High Tech Corporations from the late 1970's until retirement moving from Hewlett-Packard to ROLM to Quantum Corp to National Semiconductor to Boston Scientific Corp from Compensation and Benefits Mgt, to College Recruiting to Executive VP of Human Resources Internationally. In charge of dealing with all areas of Human Resources functions and situations

Serving Stakeholders:

Having Specialized in Leadership Development, Employee Communication, Human Resources Systems, and Compensation and Benefits development, and Diversity while being involved in the world of ski instruction as an individual contributor for almost 50 years, I believe it's time to give back and help PSIA-W become a stronger, more inclusive learning organization as we develop both premier instructors and leaders.

Other Useful Details:

49 years of experience in the Ski Industry domestically and internationally - full time and part time Certified Flight Instructor - Air Transport Rating. Pilot for 65 years

Academic Experience - Professor of Economics

Corporate individual contributor and Executive Management Experience Fortune 500 Companies Specializing in Organization Training and Development and Reward Systems



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Name: Paul Mundy

Location: Pinecrest, CA

Home Resort: Dodge Ridge

Experience:

Winter Sports History

Dodge Ridge Corporation, Pinecrest, CA - 1981 to 2004

Hired by Ski School Director Jon Mahanna at Dodge Ridge Ski School 81/82 Ski Season

Associate level 1982

Level 2 Ski 1984

Children's Supervisor 1983

Children's Director 1985

Ski Magazine, SKIweek Training Video 1987

Level 2 Snowboard

Snowbird Utah, 90/91 children's program

Snowsports Director 1996

Race Director 1996

Snowsports School Director, Dodge Ridge 22/23/ to present

Dodge Ridge Snowsports School Redevelopment 23/24

Director of Snowsports for California Mountain Resorts 24/25

Collaboration:

As the Director of Snowsports for California Mountain Resorts. I have experience as a highly collaborative team player, for Dodge Ridge, China Peak, Bear Valley & MTN High as Acting Director for the four resorts. Using my leveraged effective listening, communication, professionalism, and empathy to solve complex problems and support strategic initiatives for all four resorts.

Serving Stakeholders:

As a member of the Ownership Linkage Committee, we have created a strong and consistent two-way channel to listen to the membership and action to further amplify member-value and a nationally aligned organization. I'm comfortable communicating with members, I have presented at the Membership Form Zooms and Ownership Linkage Committee zooms.

Other Useful Details:

Have experience serving as a collaborative leader in organizations, particularly in the Non-Profit, Board, Legal, or Government space. I was on several Boards locally, Calaveras Youth Mentoring Board, Mind Matters Board and Mark Twain Medical Center Foundation Board through meaningful philanthropy connections. My experience of being on several board over the years, gives me a good reference as how to participate and lead a board of Directors.



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Name: Henry Ryerson

Location: Soda Springs, CA

Home Resort: Sugarbowl

Experience:

I have been an instructor since 14 years old. I have worked as a coach and full time instructor for many years.

In addition to a competitive history, I have experience coaching race, freestyle, and working in terrain park & Ski camps. In Snowsports school, I have been an instructor for over 20 years. I have been a head trainer, manager, and now serve as the Snowsports Director for Sugar Bowl Resort. I am a level 3 cert. and ATA.

In short, I have a lifetime of experience in the Snowsports industry and have served on both sides of Ski school operations, as an instructor and administrator.

Collaboration:

I have also run tennis programs and was the Head coach for Truckee Tennis. We adopted a unique approach where boys and girl trained together, with a reciprocal teaching model. Under my tenure the teams grew from 12 to 60, boasting the largest tennis team in the state. Challenges we faced included social disputes, parental demands, injury, loss and heartbreak to name a few. All of this has challenged me to be a good listener, a clear communicator, and to be patient in order to persevere. This last season we won the first state girls state title in league history. I love being a team player.

Serving Stakeholders:

I have strong opinions on how to make education accessible. It is important to me as a Director that our staff has the access they need, and that the pathway is not one that discourages participation. I want to make sure that motivation is fostered from the organization. As a former instructor I am also able to see from the instructor's pov.

Other Useful Details:

I am an experienced coach. I am a leader. I am creative. I am not afraid of change. I run a snowsports School. I believe strongly in equality, Healthy culture is the foundation of our operation at Sugar Bowl.

I love skiing.



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Name: Sowmya Subramanian

Location: San Francisco, CA

Home Resort: Sugarbowl

Experience:

I am grateful to Dodge Ridge Resort for helping me discover my ski teaching passion, Sugar Bowl for my first ski lessons 25+ years ago, and PSIA organization for the resources & support.

1. Instructor/PSIA-AASI member since 2019, Dodge Ridge & Sugar Bowl
2. Recipient of Nancy Oaks Hall Women's Scholarship 2020-21, Blizzard Technica W2W Scholarship '23
3. PSIA Level 1 Certification; Children's Specialist Level 1; working towards PSIA Level 2
4. PSIA-AASI-W Board Member (22 to date), PSIA-AASI National Awards Committee Member (22-date) 5. Founder of PSIA-AASI-W Ownership Linkage Committee

Collaboration:

1. During my term as a board member, I have worked with members, the leadership and the board, to drive positive impact on multiple dimensions – 1) increase smaller resort engagement, 2) mobilize broader class offering, 3) proactive member engagement through ownership linkage committee & ambassadors and more
2. As a ski instructor, I have been a strong team player for other instructors and leadership in the snow sport schools
3. Leaned in to pay it forward – through participation in the awards committee and other volunteer opportunities.

Serving Stakeholders:

Continue on goals from my first board term; we have made progress and more needs to be done:

1. Uplift diverse voices: increase "see it, be it" moments, continue to integrate cross-discipline engagement
2. Accessible education: continue to increase programs offered for the entire region to benefit from
3. Empower smaller resorts: continue to invest in programs and outreach to smaller resorts
4. Membership growth: we have our highest membership; continue to increase member engagement / growth
5. Youth: I would love to increase younger demographic engagement & junior program adoption

Other Useful Details:

I have strong leadership, strategy and execution experience from my 26+ years of experience in the tech industry, that I would like to continue to leverage to contribute to psia-aasi organization and membership. I have benefited significantly from PSIA-AASI community in my journey as a ski instructor, and I would like to do my part to give back.



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Name: Dino White

Location: Pasadena, CA

Home Resort: Mammoth Mountain

Experience:

My involvement in the snow sports industry spans over 30 years. From a 20 day a year recreational skier, to Ski Team parent, Mammoth Ski Instructor, PSIA member, and PSIA Board Chair. The training and development from PSIA has made me a better skier, instructor, and person. As a founding member of the National Brotherhood of Skiers SnowPro Club, our mission is to promote people of color as instructors and participants in the snowsport industry.

Collaboration:

All of my, career both in and out of the snowsports industry, I have consistently demonstrated servant leadership and empathy. An example of this is my work supporting collaboration between PSIA and the National Brotherhood of Skiers. Through these roles, I have had the opportunity to mentor new instructors, lead initiatives, and foster an inclusive, and supportive environment. I have always prioritized the needs and development of my team, listening actively to their concerns and providing the necessary support and resources to help them succeed. I just want to help.

Serving Stakeholders:

The training, networking, and friendship opportunities within PSIA can greatly benefit members in both short and long term. Developing new ways to share these benefits and communicating them more effectively will drive greater member engagement. PSIA can play a stronger role in the training and development of instructors to increase focus on customer service. Lastly, PSIA should be actively working to expand the diversity and sensitivity of the current membership to grow membership and expand business in all areas related to the snowsports industry.

Other Useful Details:

I'm a retired certified Project Management Professional (PMP) and have been in the healthcare industry for over 20 years. I am an active member of my local community serving on the Board of Directors for Five Acres (5acres.org), one of the oldest and largest child and family service agencies in Southern California, caring for more than 10,000 children and family members annually. For over 16 years I served in the Pasadena Tournament of Roses Association (tournamentofroses.com), culminating in 2 years on the Tournament of Roses Executive Committee.