



P.O. BOX 969, TRUCKEE, CA 96160  
 PSIA-W.ORG | 303.987.9390

**2026 BOARD of DIRECTORS CANDIDATES**

There are **9** candidates running for **4** seats in the 2026 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.

- |                       |               |                     |
|-----------------------|---------------|---------------------|
| Brent Boblitt         | Alycia Glines | <b>Paul Mundy**</b> |
| <b>Julie Brown*</b>   | Bryan Martel  | Alisha Salazar      |
| <b>Neil Bussiere*</b> | Barclay Moore | <b>Sue Spain**</b>  |

**\*Candidate Town Hall Polling Data**

Candidate	% of Support	Vote Yes+	Vote No-	Abstain
Julie Brown	65%	11 people	6	4
Neil Bussiere	53%	9	8	4
Paul Mundy	65%	11	6	4

**\*\*PSIA-AASI Western Ed Staff have endorsed Paul Mundy and Sue Spain**

All candidates were provided access to attend the online PSIA-AASI Western Candidate Town Hall on January 30, 2026, where attendees were given the option to vote on supporting candidates. The raw polling data is provided above. Additionally, all candidates were invited to meet with PSIA-AASI Western Ed Staff to seek their endorsement. The Ed Staff endorsement pilot is outlined [here](#).

These programs were designed to increase access to transparent sources of information for voting members, making informed voting more accessible. These activities were reviewed and approved by the Western Board of Directors. Polling and endorsements do not alter bylaws, and do not determine eligibility or election outcomes. These are pilot programs and will be reviewed and reassessed by the Board.

**VOTING DETAILS**

Voting will open on **February 23, 2026**.

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

You may vote for 1, 2, 3, or 4 candidates.

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





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Name: **Brent Boblitt**

Home Resort: None listed

**Experience:** I've been a PSIA member since 1982 and certified since 1984. I've been a coach and official with USSA since 1987, served in the National Examiners College, from frontline instructor to supervisor, race director, assistant ski school director, and then, by gravity, back to the frontline. I served years as an examiner and am now examiner emeritus, My favorite form of volunteering is skiing with younger instructors who are eager to learn—about teaching, about skiing for themselves, and about the satisfaction that comes from doing something well. We need to offer more events that meet that need.

**Collaboration:** Being responsible for ski schools, race teams, and special events has a way of introducing one to a steady supply of problems. I like to believe I handled those matters professionally, or at least in a way that did not require apologies afterward. Over the years I've gained many good friends—coworkers, clients, and customers—and I've also owned or co-owned several businesses, which is an efficient way to learn what works and what does not. I look forward to working with Team 4Change and helping form a group that functions as a unit rather than a collection.

**Serving Stakeholders:** If we listen to the instructors who are coming up, we will hear a consistent message: they want more. More ski improvement, more thoughtful instruction, more understanding of the why and the how. Let's bring back bump and steep clinics, race clinics, and ski-the-whole-mountain clinics, creative teaching clinics—and let's also have an honest conversation about lowering the cost of participation. Maybe we can bring back the free ticket at member school areas for level 3's. Vote Team 4Change.

**Other Useful Details:**

I've been at every level of this organization, from the bottom to the top and back again, and I've learned that if we fail to keep things fun, educational, and motivating, the division will struggle to move forward. It would be a fine improvement if instructors looked forward to attending events, conventions, and perhaps even board meetings. Working with Team 4Change will be rewarding and fun, always serving you, the member.

**Volunteer Experience:** I've organized exams and clinics, supported special events and race camps at my home areas, volunteered repeatedly with Special Olympics, and coached high school racing for many years. With your vote—and with the cooperation of my fellow candidates—I believe we can help the division grow in the right direction. Vote Team 4Change.





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**Name:** Julie Brown

**Home Resort:** June, Mammoth Mountain

**Experience:** I am currently working for Mammoth Resorts where I have held several positions from instructor to general manager. For the past 12 years, I've proudly served as the VP of June Mountain. Roles in the Mammoth Ski & Ride School include instructor to director, drove my commitment to get the best out of people, building a culture of professional excellence. My service to PSIA-AASI includes 3 terms on the Western Region Board, 16 years as a Trainer & Examiner, and I am currently serving as Vice Chair of the PSIA AASI Western Education Foundation BOD and as a member of the EF Scholarship Committee

**Collaboration:** I have contributed to several strategic project teams helping organizations meet and exceed their goals. One notable experience was leading the effort to reopen, reimagine and rebrand June Mountain that had been closed for a year. Success depended on rebuilding relationships and strengthening organizational partnerships. This effort required collaboration, and a shared commitment to strategic principles and desired outcomes. Those principles emerged by bringing together resort leadership, local businesses and residents to ensure the path forward reflected the needs and values of the community.

**Serving Stakeholders:** Learning about and prioritizing the needs of our members should always be the highest priority of the PSIA-AASI W Board of Directors. As a past Ski & Ride School Director, I am acutely aware of how the cost of membership and the pursuit of certification and education affect the personal growth of people and the sustainability of our profession. That perspective is what inspired me to join the Education Foundation. This work directly supports our members by providing scholarships that encourage the professional growth and development of our people, which is the foundation of a thriving region.

**Other Useful Details:** My many years as a ski industry professional working in three countries taught me many lessons that I am forever grateful for every day. The most important lesson I learned is that people are your business and your purpose should be to empower, guide and mentor them to be the best version of themselves. I am eager to continue this work and hope my values, passion and commitment to this industry and the western region will be an asset to the board.

**Volunteer Experience:** I served 3 terms on the PSIA AASI Western Board of Directors, representing the membership for 9 years. I chaired several key committees, including Member School Management, and the annual Convention for several years, which I loved. I currently serve on the PSIA AASI Education Foundation Board of Directors and contribute as a member of the Scholarship Committee. I also represented the Western Region as an inaugural member of the PSIA AASI National Children's Education Committee, bringing forward my experience as Children's Committee Chair and as a regional trainer throughout my 2 year term.





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**Name: Neil Bussiere**

**Home Resort: Mountain High**

**Experience:**

- PSIA/AASI-Western Board of Directors – 1999-present
- PSIA/AASI- National Board of Directors – 2010-present
- PSIA/AASI- National Board – Vice Chair – 2020-present
- PSIA/AASI-W President – 2006-2010
- PSIA/AASI-W Executive VP – 2002-2006
- PSIA/AASI-W Snowboard VP – 1999-2002
- PSIA Level III Alpine Certified -1994
- AASI Examiner/Clinician, Level III Certified – 1996
- USSCA Level 200 Professional Coach - 1997
- Technical Director, Mt High Winter Sports Center, 1999-present

**Collaboration:** As a longtime Western board member I have personally authored numerous initiatives to reflect and represent the emergingly diverse membership, associated revenue streams, and an evolving educational focus across all disciplines. Furthermore, by striving to train and solidifying a skilled core of educators we continue to turn the certification and educational agendas into financially viable entities which add membership value and again are generating record numbers in pursuit of certification.

**Serving Stakeholders:** More so than ever, PSIA/AASI needs to remain a professional growth engine and resource for the working instructor while striving to provide educational content and direction. As the current Western Region representative and Vice Chair on the National Board of Directors, participating in the on-going Strategic Planning working sessions and having chaired the numerous Task Forces to better define the national and regional relationship, I will remain engaged and working to represent these interests for the benefit of the Western membership and Members schools.

**Other Useful Details:** As an individual, I consider myself fortunate to be involved with a truly rewarding and interactive occupation, that of winter sports instruction. As a member of PSIA/AASI-W, I consider myself equally fortunate to have an experienced, knowledgeable, and dedicated Board of Directors at the helm of our diverse membership. I hope to see such leadership continue uninterrupted. I believe I can continue to provide such leadership and again ask for your consideration in seeking an additional term to the PSIA/AASI Western Board of Directors.

**Volunteer Experience:**

- PSIA/AASI-Western Board of Directors – 1999-present
- PSIA/AASI-Western President – 2006-2010
- PSIA/AASI-Western Executive VP – 2002-2006
- PSIA/AASI-Western Snowboard VP – 1999-2002
- PSIA/AASI- National Board of Directors – 2010-present, Vice Chair – 2020-present
- PSIA/AASI- National Board of Directors – Chair, Gov & Leadership Committee, 2019 - present
- PSIA/AASI- National Board of Directors – Chair, CEO Search Committee, 2016
- PSIA/AASI- National Board of Directors – Chair, Governance Task Force, 2013





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**Name:** Alycia Glines

**Home Resort:** None listed

**Experience:** Hello friends,

This is my second time running for the Western BOD. In 2024 I barely missed election by a dozen votes and what would it take to have you all choose me now?

Yes, I am still a fully certified Alpine instructor whose focus has been primarily women's mentorship and children's programs since 2011. Now I am mostly retired as a ski instructor and focus on volunteer opportunities with Achieve Tahoe, coaching and raising funds with Barclay Moore for the Sodergren Scholarship and helped Team Alumna Stephanie Wilkerson establish and fundraise for the Women's Initiative Fund and W.I.S.E.

**Collaboration:** When Stephanie and I developed the multi discipline aspect of the WISE Mentorship series for women, we spent hundreds of hours collaborating with other women and regions. I had to be dedicated to listening and solving complex problems in the creation of the program by helping develop curriculum and strategy that I could put in the hands of other instructors who were employed as Ed Staff since I was not. This team of women largely supported each other as we endeavored to tackle two different National Team tryouts together in the past 6 years. I highly value every woman who supported us!

**Serving Stakeholders:** I believe that you, YOU, the western member are the most critical stakeholder of our association. Many of our/your benefits have disappeared over the last decade without a word. It is time we, as a board, create strategies to bring those benefits back. You deserve to have a voice that is heard and respected and acted upon. I would like to see avenues built for the board to engage you and you us. You are priority #1 and education should be fun and affordable. Lifts tickets should be accessible on a budget. Good solid training of every flavor should be recognized as community building!

**Other Useful Details:** I'm just a skier that wishes she were a snowboarder and cross country pro. And I believe in deep meaningful connection with every student I engage. Engaging with people from all walks of life is one of my super powers. I call it like it is and recognize that compassion builds the house and bakes the bread. I want to be a solid representative of you. I will show up to events to meet you, hear you and act to better your experience as a member.

**Volunteer Experience:** This is a new "requirement" that I don't remember ever being presented to the membership to vote into the bylaws or policy. I am an active member in good standing who has dedicated the past 6 years to advocacy and fundraising for the Women's Initiative Fund which was begun by Stephanie Wilkerson of the PSIA-AASI National Woman's Advisory Group with folks like Heidi Ettlinger and Carol Levine. In the span of one month I had the opportunity to actively fundraise over \$3000 in funds that went directly back to support women in the Western Region. I am a proud Western member that believes in the deep roots of our organization. I am committed to strategically help it along according to our longstanding traditions of community, diversity and good old fashion fun in a safe and educational environment. Join me!





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Name: **Bryan Martel**

Home Resort: Palisades Tahoe – Olympic Valley

**Experience:** I've been a Level 3 instructor at Palisades Tahoe long enough to learn a simple truth: teaching skiing has far less to do with telling someone "you're doing great" and far more to do with seeing that our students go home having had a wonderful day on the mountain. Along the way I've volunteered with the NCAA and the U.S. Ski Team to help carve out more college opportunities for American students, served on the PSIA-West board, raced on both sides of the Atlantic, and guided in Switzerland and France—where the mountains are steeper, the runs longer, and ski instructors can make a real living!

**Collaboration:** Great question! I am part of collaborative team of 4 PSIA members that are currently running for the Board: Barclay Moore, Steve Lehr, Brent "Bobcat" Boblitt, and me...call us Team 4Change. We believe most of the current Board is out of touch with membership. We believe we can implement the following strategic initiatives: Create better clinics that are local, more interesting and fun; provide more resources for Ed Staff (pay and training); and negotiate much better pro form deals for our instructors.

**Serving Stakeholders:**

- 1) Ski instructors want vastly better certification and continuing education clinics—ones that are local, easier to attend, genuinely fun, and less expensive. This is not a radical demand; it is simple common sense.
- 2) Because Ed Staff carries such a heavy share of the load in supporting instructors, we ought to recognize this fact with proper training and proper pay. At present, we spend far too much on executive salaries at PSIA, and that imbalance must be corrected.
- 3) Our Pro Form equipment discounts are pitiful. We should be negotiating directly with a small number of excellent companies.

**Other Useful Details:** I know that our real mission is simple: teach a good ski lesson and have enough fun doing it. Everything else is commentary. I've started and run two international companies, and experience has taught me a lesson organizations are forever relearning the hard way: resources must go to the people who actually do the work. In our case, that means the Ed Staff—respected, supported, and trusted to do their jobs well. We need smart, capable younger instructors on the Board, and we need to let them take the reins, so we really need term limits for the board.

**Volunteer Experience:** I'm a life long Level 3 ski instructor that cares about our mission of teaching a good lesson and having fun doing it. There are way too many PSIA National Committees, too many PSIA Councils, too many PSIA Task Forces, too many policies, governance manuals, and codes of conduct. Did you know about 50% of our \$3,000,000 National budget goes to salaries! We need to focus our resources on Western membership and how to help our Ed Staff help us have fun teaching a good lesson. And at some point we do need to discuss the unfashionable but necessary subject of fair pay. Vote for Team 4Change.





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Name: **Barclay Moore**

Home Resort: Palisades Tahoe – Alpine Meadows

**Experience:** Team 4Change. 5 decades of Snow Sports and one yr. in New Zealand. Certified '74 before some of you were born of course. Worked my way up through PSIA, Dev Team, Examiner, Ed VP, Directed and managed a ski school, a ski shop, a rental shop, volunteered on western committees, etc. My real joy is coaching good skiers, training instructors. I coach 20 instructors every Tuesday for fun, their fun. It is real true ski teaching. My experience and love of the challenge somehow keeps them coming back. I want that for each of you. The new BOD can help, with Ed events that you want, exams that educate.

**Collaboration:** I have 53 seasons of teaching in my bindings, examining, ski school directing, race coaching, freestyle coaching, PSIA-E Bod member, PSIA-W Ed Foundation scholarship committee, BOD Sub Committee, National team tryouts, Interski Delegate and current instructor trainer. Listening and collaborating, I have been doing that in the snow sports business east to west. Myself and the strategic minded Team 4Change candidates are running for the BOD and have a huge desire to make life better for members and Ed Staff. Working as one is what will make PSIA-W stronger. We got this, vote Team 4Change.

**Serving Stakeholders:** The instructor is the biggest stakeholder. We want education and certification workshops that offer variety to all of our membership, regardless of what board you ride, or how old you are. Our events should look like fun days on snow, not just CEU's. EdStaff needs to be trained and paid for their expertise, not Level 2 instructor pay. A more diverse set of local education events are needed, always. Member schools need to see BOD members on the hill, communicating with their staff. We want national team members, old farts that shred, and young rippers leading into our future. We can help.

**Other Useful Details:** Experience taught me to know what teachers want. It is education, feedback, value and enjoyment. Making choices on the board always puts the member first. I don't need this position, its not a career move it's desire to make a corrective change in our region to increase value to the voting member. Improve conditions for all members, give value, make you proud of being an instructor in the west. Improve your skiing, acknowledge our Ed Staff, improve the administration's function, have fun. Learning from you and with you makes us unbeatable. Vote the Team of candidates that has you first.

**Volunteer Experience:** Foundation scholarship and BOD sub committee work were team efforts to promote instructors. Our new BOD Team 4Change would not run for the board if we had not seriously thought about and discussed this as a team. The Team: Lehr, Moore, Martel, Boblitt. All of us have volunteered much to PSIA-W already. We are jumping in to get boards carving, your skis and snow boards really. We want to see an education boom. Fun instructor races, brush courses, kids stuff, women's days, park, carving, teaching exercises, the Soddy Exercise list, video. So much can change, with a vote for the Team 4Change.





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Name: **Paul Mundy**

Home Resort: Dodge Ridge

Experience: Winter Sports History  
Dodge Ridge Corporation, Pinecrest, CA- 1981-2004

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

Associate level Certification 1982

Level 2 Ski Certification 1984

Children's Supervisor 1983

Children's Director 1985

Ski Magazine, SKIwee Trainer and featured in SKIwee Video 1987

Level 2 Snowboard Certification

Level 3 SKI only

Snowbird Utah, 90/91 children's program

Snowsports Director 1996

Race Director 1996 FIS Certification

Snowsports School Director, Dodge Ridge 22/23 to present

**Collaboration:** Throughout my career in the ski industry, I have consistently focused on education across children's programs, racing, snowboarding, and alpine disciplines. This includes dedicating significant time to PSIA and Ski Magazine education programs. My current role as Consulting Snowsports Director for California Mountain Resorts, include Dodge Ridge, China Peak, Bear Valley, and Mountain High. Additionally, as Chair of the Ownership Linkage Committee, facilitating communication with Member School Directors, including recruiting for the Western Ambassadors Program.

**Serving Stakeholders:** As a member of the Ownership Linkage Committee, appointed Chair for the 25/26 term, I am pleased to share that we have established a consistent two-way communication channel. This initiative allows us to better listen to our membership and Member School Directors. Including the Western Ambassadors Program.

I am very comfortable communicating with our members. My experience includes presenting at Member School Fall Meetings and Membership Forum Zooms, leading our Ownership Linkage Committee Zooms.

**Other Useful Details:** I have extensive experience serving as a collaborative leader within the non-profit, legal, and government sectors. Having served on several local boards—including the Calaveras Youth Mentoring Board, the Mind Matters Board, and the Mark Twain Medical Center Foundation Board, and served on The Sonoma Coast Fire District Board. I have developed a strong understanding of how to effectively participate in and lead a Board of Directors. Notably, during my time with the Mark Twain Medical Center Foundation, spearheaded a fundraising campaign that raised \$15 million.

**Volunteer Experience:**

- SKI Magazine / SKIwee Program: Developing partner for the national children's ski instruction program, which operated in 75 winter sports schools nationwide from 1983 to 2000.
- National Team Trainer: Appointed as National Team Trainer for SKI Magazine SKIwee in 1984, serving for 16 years.
- National Children's Winter Sports Committee: Appointed by Nic Fiore PSIA-W to serve from 1989 to 1991.
- Golden Eagle Award: Honored by SKI Magazine with this award in 2000.
- PSIA National Children's Committee: Served as a committee member 1988 to 1990
- Published Author: Authored the "Children's Kids Corner" articles for the PSIA-W Gliding Wedge in 1991.



# PSIA



# AASI WESTERN

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Name: **Alisha Salazar**

Home Resort: Tahoe Donner

**Experience:** I have been a ski instructor for 9 seasons. I have worked at 4 different resorts in 3 different states. I hold the record for most private request hours ever in the history of the Tahoe Donner ski resort, and I've broken my own record once. I have also been awarded Alpine Instructor of the year for 2024 at Mt Hood Meadows. I am a passionate teacher, and feel like ski instructing has given me purpose and direction in life which I am very grateful for. When I'm not skiing, I enjoy traveling to foreign lands and volunteering my time to help build communities.

**Collaboration:** I help coach new instructors with my experience, especially my skills with young children. I always create fantastical lore about the mountain I'm working on, and these stories get passed around to other instructors and become established magical narratives about the hill, and inspire young skiers. I give rides to J1 workers who are my coworkers, and help them get acclimated to their new environment as well as cultural exchange experiences. I am unique, compassionate, relatable, and revolutionary to the ski industry. My coworkers and especially my students greatly appreciate my fresh takes

**Serving Stakeholders:** I'm not sure what work needs to be done. I'd have to understand the needs before I can honestly tell you. However I am passionate, creative, and the most hardworking person you'll ever meet. I always bring great fun and enthusiasm wherever I apply myself.

**Other Useful Details:** I have tons of varied life experience. I have been a PE teacher, a sword maker, a caricature artist, a laborer, and so much more. I live and breathe ski instruction and am constantly revolutionizing the field every day that I teach. I will bring innovation, creativity, and inspiration to the board.

**Volunteer Experience:** I have not encountered any opportunities to volunteer with PSIA. However I have volunteered at hostels in Oregon, New Orleans, Budapest, and Utah. I have also volunteered my time at a Norwegian dog sled farm. I also have recently been helping seniors experiencing dementia in my community.





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Name: Sue Spain

Home Resort: Northstar

**Experience:** With 33 years as an instructor and supervisor at Northstar (7 years supervising Private Lessons, Adult Groups & Kids), I understand the daily dynamics and challenges facing both front-line instructors and management teams in large resorts. I've served as both part-time and full-time instructor, holding Alpine Level 2 and CS2 certifications. Many of our members work in large schools, yet our current board is underrepresented by this segment. I would bring this critical missing perspective to help balance our Board of Directors and better serve our diverse membership.

**Collaboration:** Northstar embraces a safety culture and instructor skill development. As a collaborative supervisor and trusted team player, I led instructor injury reporting and developed methods to reduce safety hazards. I conducted On-Snow Observations with individual instructors, providing constructive feedback. As a supervisor, I promoted adherence to Vail Core Values while empathetically listening to instructors' personal, financial, and life challenges. Understanding how to support our staff was essential to fostering a healthy, supportive community—especially during the challenging COVID years.

**Serving Stakeholders:** Open, honest, collaborative, and transparent communication is essential to our success. Being fully present and available to member schools at PSIA-AASI events and to the broader membership is critical. The Board exists to serve all members—without meaningful interaction, we cannot fully represent members, schools, or regional needs. To grow our industry, we need everyone on the Board working toward shared goals. Despite occasional personal disagreements, it's critical to adopt and support key initiatives rather than "agree to disagree," ensuring unified progress for our organization.

**Other Useful Details:** I worked for Franklin Templeton Investments with opportunities in international project management. I developed a domestic call center linking all FTI offices in India, requiring technology development, training, and policy alignment across locations. A second major initiative led to opening operational offices in Hyderabad, India and Poznan, Poland. I hired and trained the entire Poznan staff—from front-line in Hyderabad, India and Poznan, Poland. I hired and trained the entire Poznan staff—from front-line employees to the management team. These experiences in building teams, systems and fostering collaboration across diverse environments translates to effective board governance/leadership.

**Volunteer Experience:** I look forward to PSIA-AASI volunteer opportunities. I previously served as President of the women's Rotary Club and President of the parent-owned Northstar Race Team. I served on multiple volunteer committees at Franklin Templeton Investments. At Northstar, I participated on the Street Team and Epic Service Team, both supporting Vail employees and building community. These leadership roles taught me governance, consensus-building, and the importance of servant leadership—skills I'm eager to apply to advancing PSIA-AASI Western's mission and membership.

