



Pacific Northwest Ski Association A Division of U.S. Ski & Snowboard

For Immediate Release

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The Pacific Northwest Ski Association (PNSA), a division of U.S. Ski & Snowboard, is excited to announce Claudia Yamamoto, Quincy, WA, has been selected as its new Executive Director. Claudia will succeed Paul Mahre, who served as Executive Director for the past 10 years.

Claudia brings a wealth of experience and talent to the position. She was a former high level competitor (Mission Ridge Ski Training Academy, and Crystal Mountain Alpine Club). She is a US Ski and Snowboard Level III Alpine Coach, PSIA/AASI Level III Certified Instructor, past PNSA ACC chair (1988-89), and Mission Ridge Ski Resort marketing manager (1986 – 1991). Claudia spent many years coaching for Mission Ridge Ski Club at the YSL and U16 levels. She was the Auction Chair and the Race Administrator for that program. She is a parent of two very successful ski racing athletes, which helps give her an all-around view of ski racing – athlete/coach/parent. Claudia has spent the past three years, working on a contract/hourly basis for PNSA coordinating the Elite Pass program, the PNSA Team Travel, and coordinating the PNSA annual convention. She also has a strong background in data management and working with growers in the agriculture business.

Curt Hammond, President of PNSA, said, “With Claudia’s background, knowledge of PNSA, and her energy level, we are very excited to have her lead our division”. Claudia will begin transitioning into her new role over the next few months, with Paul Mahre staying on in an advisory role through November.



“I am extremely excited and humbled to be asked to lead PNSA, an organization that has been part of my entire life as a competitor, coach, official and parent of athletes. I have big foot steps to fill as Paul has been such a rock for PNSA the past 10 years, as well as a great mentor the past 3 as I’ve learned my roles with the division. I wish him the best as he moves forward with his journey in life.”