

## 2019 FREESKI SPORT COMMITTEE MEETING MINUTES

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U.S. Ski & Snowboard Congress 2019  
Center of Excellence, 1 Victory Lane, Park City, UT  
May 15, 2019

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### COMMITTEE MEMBERS

Tom Yaps - Chairperson - present  
Michael Spencer - AFP/FIS - absent  
Ryan Carey - Far West Rep - absent  
Coggin Hill - PSNA Rep - phone  
Tyler Conway - Intermountain Rep - phone  
Tony Lodico - Rocky Rep - present  
Martin Sundquist - Central Rep - present  
John Kimble - Eastern Rep - present  
Mike Papke - Northern Rep - resigned  
Jeremy Forster - Freeski Sport Director - present  
Tai Robinson - Judges Rep - present

Tom Wallisch - Athlete Rep SS (BOD) - present  
Brita Sigourney - Athlete Rep HP - excused  
Joss Christensen - Athlete Rep BA - excused  
Maggie Voisin - Athlete Rep At-Large - present  
Keith Shipman - Coaches Rep - present  
Ashley Deibold - Sport Development Manager - present  
Wes Preston - R & O Rep - present  
Dan Shuffleton - At-Large - present  
Chris Haslock - At-Large - present  
Mike Mallon - USASA Rep (non-voting) - present

### OTHERS IN ATTENDANCE

Warner Nickerson  
Sarah Welliver  
Andrew Gauthier  
Deb Newson  
Mike Jankowski  
Jess Luscinski  
Mike Doyle  
Nat Schirman  
Greg Ruppel  
Keith Shipman  
Jack Boyczak

Rob LaPier  
Dean Spirito  
Kim Raymer  
Mike Kirchner  
Nick Alexakos  
Andy Wise  
Ryan Wyble  
Justin Schmaelzle  
Tim Massucco  
Lewis Sundquist  
Katie Fieguth

- Chairmen's Welcome: Tom Yaps
  - Yaps called the meeting to order and went through the introductions and determined that a quorum was achieved with those who were present.

- 2018 Minutes Approved
  - Approved by acclamation
  
- Committee Member Nominations
  - Far West Representative- Ryan Carey re-elected by acclamation
  - PNSA Representative-Coggin Hill re-elected by acclamation
  - Rocky Representative
    - Tony Lodico to step down, Greg Ruppel elected by acclamation
  - Central Representative- Martin Sundquist re-elected by acclamation
  - Eastern Representative- John Kimball re-elected by acclamation
  - Northern Representative- Mike Papke to step down. No one is elected to fill this spot.
  - Athlete Representative – BA – Joss Christensen re-nominated and elected by acclamation
  - Athlete Representative – SX – Taking place at 1 PM in subcommittee
  - Athlete Representative – At large – Maggie Voisin nominated and elected by acclamation as new at-large athlete representative to comply with USOPC 20% athlete representation requirement
  - Coaches Representative – Elana Chase to step down. Keith Shipman elected by acclamation
  - Judicial Committee – Dan Shuffleton nominated and elected as the third member of the judiciary committee by acclamation
  
- Old Business
  - No old business discussed
  
- New Business
  
- Freeski Department Report- Jeremy Forster
  - First year of Freeski, Snowboard, Freestyle structure has been a success
  - Season highlight-World Championships, won overall medal count
  - Big Air Ski- confirmed for 2022 Olympics
    - Olympic Criteria to begin being written in Summer 2019 (1 year prior to first qualifier event)
    - Requirement for Slopestyle and Big Air athletes to be connected, no substitution for “Big Air Specialists”- expectation is for Freeski Big Air to mirror Snowboard Big Air FIS criteria
    - Q: Potential for halfpipe athletes to have opportunity at Big Air? Concern is driving participation away from HP and to SS for BA qualification
      - A: Difficult for athletes to qualify via both pathways, and will be determined by FIS and IOC guidelines.
      - Could create challenges for SS athletes to keep BA points, and HP athletes to go to events to get BA points.

- Discussion point: Are athletes being driven away from HP and to SS for opportunity to do BA.
- Q: Are there any U.S. athletes who are Big Air specialists that we would be cutting out by the SS connection?
  - A: Not any specific U.S. athletes. There are a few specialists internationally. Goal is to not create specialists.
- Q: What is the current qualification?
  - A: FIS requires SS athletes for BA, U.S. Team incorporates BA ranking in as well.
- Spyder- freeski partner for 18/19 season
  - Important for athletes to be involved in the new freeski line
- Coaching update
  - DJ Montigny has left, Dave Euler will be new FS SS Pro coach
  - FS SS Rookie position currently in the process of being filled
- APOLLO Project
  - USOC joint project to provide broader education for coaches
  - Establishing a Coaches' Code
  - Create awareness and provide skills for technical and tactical development
- Team Criteria for Rookie & Pro teams
  - High standard for objective criteria, and discretion criteria
  - Using discretion criteria has advantages/disadvantages in regards to laying out a clear path of how to make the team.
  - Data analysts looking into age to rank data to use results as a guide for nominations. Looking into how this potentially applies, yet acknowledges that data isn't only component in skill.
    - Details to be distributed in Summer 2019
- Athlete Funding
  - Major and ongoing focus of U.S. Ski & Snowboard to address amount of athlete spending.
  - Historically, pro team athletes used to have travel budgets, but that has changed due to newly-structured sponsor agreements.
  - Looking into ways to support athletes with fundraisers, and remain true to the culture of the sport.
    - Neck gaiter option w/ sponsor
    - Fundraising events with foundation
- Athlete Liaison Group
  - Selected by team and coaching staff to advise leadership from an athlete perspective.
- Q: What is the number associated with the funding camp?
  - A: Very large range depending on schedule for each athlete. Estimated pro team athletes have approximately \$15k of unfunded expenses,

mainly airfare and meals. Rookie team athletes are approximately \$20k of unfunded expenses. Varies greatly due to schedule and attendance. Total gap is approximately \$900K-1.2 M. Combining the need of athletes to the increase of events where teams need to be funded as well.

- Membership Report- Sheryl Barnes

- See presentation – attached
- Tom Webb - athlete safety is priority. Safesport.
- Safesport updates and rules are fluid and changing as Safesport finds their scope
- 19/20 Memberships changes
  - Rookie → non-sport athlete, not eligible to hold FIS license
  - Short-term membership for foreign athletes not available online
  - Coach/official → required to complete coaching fundamental course, Safesport, background screening for level 100 or higher
  - Prices going up across the board, are now similar to 14/15 season
    - U.S. Ski & Snowboard bears cost of SafeSport w/center and USOPC as well as cost of background screening
  - Safesport-every 2 years, refresher every year
    - Must be completed the day athletes turn 18 years old, if not they will be placed on pending status and **ineligible to compete**
    - Volunteers need a membership as well (if they have regular contact with or authority over athletes). This includes Safesport & background screen
    - Information being sent out in upcoming weeks to athletes and parents with new requirements

- Athlete Report- Tom Wallisch

- Successful season across the board from Pros to Rookies
- Airbag was a fantastic tool
- Great to see rookies come up through the process and do well in the World Cup circuit

- Event Report- Nick Alexakos

- See report – attached
- World Championships- success and challenges
  - Showcased town, city and sports
  - Weather was challenging but made the best of the scenario adapting
- Grand Prix-Copper
  - Did a great job to adapt to infrastructure limits (chairs, etc.)
  - Feedback is the pipe is getting better each year and more consistent
- Grand Prix-Mammoth
  - Moved to March to not conflict with World Champs
  - Weather was extremely difficult, but events team and Mammoth team adjusted



- Looking for ways to make the schedule flow better
    - Working with FIS and Mammoth to alleviate pressure of SS & HP at same time
  - 19/20 Schedule
    - Copper Grand Prix Halfpipe- Dec 11-14
    - Atlanta Big Air- Dec 18-21
    - Mammoth Grand Prix Halfpipe/Slopestyle- Jan 29-Feb 1
    - Detailed schedules to be distributed at a later time
  - Communications at events
    - Live-streamed press conference post events
    - Took a proactive approach to get media on site or cover it with resources we have on site
    - Rebuild relationships within media in non-Olympic years and pitch coverage
- USASA Report-Mike Mallon
  - Woodward Copper's activation of athlete lounge at National Championship
    - Enhancing experience for athletes and community
  - Alumni Engagement- have athletes give back to the community. Maddie Bowman & Aaron Blunck assisted this year
  - Parent resource portal with on-line education courses, health & safety articles, sports science
  - Support Coaches, Officials & Judges
  - Safesport: recommended vs. required Minor Athlete Protection Policies - adopted in November
  - Membership increase to 5408, up 10.41% in last 2 years
    - 2017- 4897 members
    - 2019- 5407 members
  - Participation by discipline (graph in slides)
  - Regional events (graph in slides)
  - Total Freeski Events
    - 89% USASA
    - 11% U.S. Ski & Snowboard
      - 4% USSA national
      - 7% USSA regional
  - New Outreach
    - Club involvement
    - Competition: how to create opportunities for kids
      - Expand regional model
      - Planning to reduce field sizes for Breaker and Youth boys at National Championships.
    - Community
    - Culture
    - Ski School Involvement

- Q: Reasoning for minimizing field sizes at top events? Will this limit athlete retention?
  - A: Model was taking top ⅓ but with field sizes growing it needs to be adjusted. 90 athlete fields are getting too big, so plan is to cut by 10% and goal is 65-70 person National Championship field.
  
- Coaches' Education Report- Gar Trayner
  - Coach Certification- heart of the program
  - Club Excellence conference attendance in 2019- 160
  - Clinics: We can be providing more opportunities for our coaches to develop
  - 6,000 coaches in membership, 56-60% are certified at least at Level 100 , 96% certified in Freeski and Snowboard
  - Mallon gets an extra slice of cheese with his lunch for great work on certified coach percentages
  - Collaboration with marketing and communication to get information and resources out
  - Q: Timeframe on sport specific Level 100 and Level 200?
    - A: FS SB 100 is in a good place, but need to finalize the manuscript. Goal is by end of the summer.
  - Opportunity to reinvent education program- community involvement is imperative in the growth of coaching education for freeski & snowboard.
  
- Ashley Deibold - Pipeline Updates
  - See presentation - attached
  - Simplifying pipeline- one competitive grassroots entry point
  - Expand mid-level competitive opportunities
  - Jank: are there opportunities to do a jam session for HP?
  - Q: Is there an age cap on mid-level events?
    - A: no
  - Q: Who is taking budget and lead for these mid-level events? Who would the judges be?
    - A: Model is built on USASA model which has relationship with the resorts. USASA would be lead on event organization, with incorporation of club partners. Important to utilize proven venues that we know work already. It will be a collaborative effort between U.S. Ski & Snowboard and USASA.
    - FIS judges will be used.
  - Q: If U.S. Ski & Snowboard events are going out in low-level events, would they need to renew membership?
    - A: They will not need to renew competitive membership.
  - Q: Count 3 vs. 2 results?
    - 2 would potentially provide a better balance and not limit participation in USASA Regional Events.
  - Q: Is there some sort of title involved within the mid-level series?



- NorAm function- structure and standard?
  - System is set up for best jump
  - 2 jump best of
  - Ultimate goal is to run World Cup format
  - Criteria to qualify- slopestyle format or incorporate halfpipe?
    - Way to go back and forth between SS and HP
  
- AFP
  - Any criteria that used AFP is now FIS for domestic events
  
- Slopestyle Judging
  - Suggested: 2 non-scoring judges in case of split panel judging
  - Unofficial results and then assess between panels post
  
- Mid level events
  - You would need 3 licenses - USASA, FIS, U.S. Ski & Snowboard

Meeting adjourned by acclamation



**SKI &  
SNOWBOARD**

**CONGRESS 2019**  
**Freeski**

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# Membership Changes Notes



- General & short term memberships are now available to those 17 and under
- Non-Scored Athlete
  - Replaces Rookie
  - Age Restricted: 18 and over
- Short Term Foreign
  - Not available online, need to contact Member Services directly to purchase
  - Available to those 18 and over
- General & short term memberships are now available to those 17 and under
- Coach w/Official
  - 18 and over
  - SafeSport
  - Background Screening
  - Coaching Fundamentals (formerly Fast Start Coaching) for non-certified coaches as a prerequisite to Level 100

# Freeski Membership Categories



Freeski	Age Category	\$	SafeSport	Screen	Sanctioned Competition	Notes
FSG = Freeski General Member	0-17	\$30.00				Restricted to those under 18
FSS = Freeski Non-Scored Athlete	18-100	\$100.00	x	x	x	New Category /Replaces Rookie
FSC U9 = Freeski Competitor U9	0-8	\$40.00			x	
FSC U11 = Freeski Competitor U11	9-10	\$65.00			x	
FSC U13 = Freeski Competitor U13	11-12	\$100.00			x	
FSC U15 = Freeski Competitor U15 & Over	13-100	\$170.00	x	x	x	
FSO = Freeski Official	18-100	\$80.00	x	x		
FSCO = Freeski Coach	18-100	\$135.00	x	x		
FSV = Freeski Volunteer	18-100	\$65.00	x	x		
STFS = Short Term Freeski	0-17	\$30/day			x	Restricted to those under 18
STFSF = Short Term Freeski Foreign	18-100	\$30/day			x	Available to foreign athletes coming to the U.S. for an event
Family Cap Refund is now \$500						
Members may still add additional memberships for only the cost of the highest membership						

# Background Screening & SafeSport Training



- All adult members, with the exception of some alpine masters and short-term members, are required to undergo background screening
- Athletes will be required to screen at age 18. They will have 10 days to register for screening after which they will be placed on pending status and ineligible to participate
- Athletes 17, turning 18 in the season will be required to complete SafeSport training by their 18<sup>th</sup> birthday
- Membership cards will only display those memberships for which all requirements have been met
- Those with incomplete requirements will remain on pending status
- Members on pending status are not eligible to participate in U.S. Ski & Snowboard events until requirements are met
- Please allow several weeks for screening process to be completed. Individual screening times will vary. Foreign screenings may take a month or more



## Public Tools



Member Lookup



Club Directory



Rankings



Event Lookup



Coach Lookup



Official Lookup

# New Public Tools – Member Lookup



## Member Lookup

U.S. Ski & Snowboard ID

Season

Division

Sport

First Name

Last Name

Gender

Birth Year

# New Public Tools – Member Lookup



 **SKI & SNOWBOARD** 2018 - 2019 VALID THROUGH 6.30.19

**Member #:** [6610877](#) ✓ **Current**

**Name:** Matt Lemon ✓ **Background Check**

**Gender:** Male ✓ **Safe Sport**

**Birth Year:** 1990

**Division:** Intermountain

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Staff Membership VALID THROUGH 6.30.19



# New Public Tools – Member Lookup



**US SKI & SNOWBOARD** 2018 - 2019 **PENDING**

**Member #** ✓ **Current**  
**FIS #:** ✓ **Background Check**  
**Name** ✓ **Safe Sport**  
**Gender:** Female  
**Birth Year:** 1997 ✗ **Fast Start Course**  
**Division:** Eastern

Freestyle Competitor U15 and over	VALID THROUGH 6.30.19
Freestyle Coach (w/ Official)	PENDING
Freestyle Official	VALID THROUGH 6.30.19

**US SKI & SNOWBOARD** 2018 - 2019 **INVALID**

**Member #** ✓ **Current**  
**Name**  
**Gender:** Male  
**Birth Year:** 1958  
**Division:** Eastern

Short Term Alpine Masters	1.19.19
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# New Public Tools – Coach Lookup



## Coach

**Member #:** 4650842

**Name:** Jeff Weinman

**Division:** Intermountain

**State:** UT

### Certifications

Alpine Level 400

### ▲ 11 Clinics

**Clinic:** Continuing Ed

**Date:** 10/26/2012

**Location:** FIS TD Update

**Director:** Paul Van Slyke

**Grade:** Pass

**Notes:** Alpine FIS TD Update

**Clinic:** Continuing Education Credit

- .25

**Date:** 07/11/2013

**Location:** USOC

**Director:** SafeSport

**Grade:** Pass

**Notes:** HS

**Clinic:** Continuing Education Credit

- .25

**Date:** 07/23/2013

**Location:** Online

**Director:** CDC

**Grade:** Pass

**Notes:** Heads Up Concussion in Youth Sports

# New Public Tools – Official Lookup



**Official**

**Member #:** [4650842](#)      **State:** UT  
**Name:** Jeff Weinman      **Country:** USA  
**Division:** Intermountain

### Current Certifications

<b>Sport:</b> Alpine <b>Clinic Season:</b> 2018/2019	<b>Position:</b> Chief of Course <b>Level:</b> 2
<b>Sport:</b> Alpine <b>Clinic Season:</b> 2018/2019	<b>Position:</b> Competition Official <b>Level:</b> 2
<b>Sport:</b> Alpine <b>Clinic Season:</b> 2018/2019	<b>Position:</b> Race Administrator <b>Level:</b> 1
<b>Sport:</b> Alpine <b>Clinic Season:</b> 2018/2019	<b>Position:</b> Referee <b>Level:</b> 2
<b>Sport:</b> Alpine <b>Clinic Season:</b> 2018/2019	<b>Position:</b> Timing and Calculations <b>Level:</b> 1

# New Public Tools – Club Directory



## Aspen Valley Ski and Snowboard Club

VALID  
THROUGH  
6.30.19

Aspen Valley Ski and Snowboard  
Club  
300 AVSC Drive  
Aspen, CO 81611

**Club ID:** 5676143

**Members:** 343

**Certification:** None

**Website:** [www.teamavsc.org](http://www.teamavsc.org)

**Email:** [mgodomsky@teamavsc.org](mailto:mgodomsky@teamavsc.org)

**Phone:** +1 (970) 205-5100

**Fax:** +1 (970) 925-5290

Alpine  
Snowboard  
Adaptive Alpine  
Freestyle  
Jumping/Nordic  
Cross Country

# Key Communication



Member Services will reach out to all clubs and members with the following messaging

- All U.S. Ski & Snowboard club coaches are required to hold a membership at the Volunteer level or higher to ensure SafeSport training and background screening
- U.S. Ski & Snowboard member club staff, administrators and board members are required to hold a membership at the Volunteer level or higher to ensure SafeSport training and background screening
- SafeSport training requirement for all those turning 18 (and older) during the 2019-20 season (includes athletes)
- Background screening requirement for those 18 and over to register early (includes athletes)
- Fast Start Coaching Course is now Coaching Fundamentals
- The days of last minute registration are over. Plan ahead and register early!
- We cannot put a price on Athlete safety!



# Important Dates and Info



- Early registration will be key!
- Members may complete SafeSport training now!
- October 15<sup>th</sup> - Early bird registration deadline
- Weekend Coverage runs October – March
- Contact Information
  - [membership@ussa.org](mailto:membership@ussa.org)
  - 435-647-2666
  - Online Chat

## **FY20 Freeski Membership Structure**

### **Membership Changes for FY20**

- General & short-term memberships are now available to those 17 and under
- Non-Scored Athlete
  - Replaces Rookie
  - Age Restricted: 18 and over
- Short Term Foreign
  - Not available online, need to contact Member Services directly to purchase

Available to those 18 and over

### **Membership Categories**

- Freeski General (0 -17) - \$30, does not require screening or SafeSport, does not allow for sanctioned competition, restricted to those under 18
- Freeski Non-Scored Athlete (18-100) - \$100, requires screening and SafeSport, allows for sanctioned competition, new category/replaces Rookie membership
- Freeski Competitor U9 & Under (0 – 8) - \$40, does not require screening or SafeSport, allows for sanctioned competition
- Freeski Competitor U11 (9 – 10) - \$65, does not require screening or SafeSport, allows for sanctioned competition
- Freeski Competitor U13 (11 – 12) - \$100, does not require screening or SafeSport, allows for sanctioned competition
- Freeski Competitor U15 & Over (0 – 8) - \$170, may require screening or SafeSport, allows for sanctioned competition
- Freeski Official (18 and over) - \$80, requires screening and SafeSport
- Freeski Coach (18 and over) - \$135, requires screening and SafeSport, may require Coaching Fundamentals
- Freeski Volunteer (18 and over) - \$65, requires screening and SafeSport
- Short-Term Freeski (0 -17) - \$30 per day, may purchase up to 5 consecutive days, does not require screening or SafeSport, restricted to those under 18
- Short-Term Freeski Foreign (18-100) - \$30 per day, may purchase up to 5 consecutive days, does not require screening or SafeSport, available to foreign athletes coming to the U.S. for an event

Family Cap is now \$500, and members must contact U.S. Ski & Snowboard to receive

Members may still add additional memberships for only the cost of the highest membership

### **SafeSport Membership Requirement**

- All members turning 18 years of age and older during the season are required to complete SafeSport training through the U.S. Center for SafeSport (substitutions are not permitted).
- Membership cards will only display those memberships for which all requirements have been met
- Those with incomplete requirements will remain on pending status
- Members on pending status are not eligible to participate in U.S. Ski & Snowboard events until requirements are met

### **Background Screening Membership Requirements**

- All adult members, with the exception of some alpine masters and short-term members, are required to undergo background screening
- Membership cards will only display those memberships for which all requirements have been met
- Those with incomplete requirements will remain on pending status
- Members on pending status are not eligible to participate in U.S. Ski & Snowboard events until requirements are met
- Please allow several weeks for screening process to be completed. Individual screening times will vary. Foreign screenings may take a month or more


### **Key Communication**

- Member Services will reach out to all clubs and members on the following topics
  - We cannot put a price on Athlete safety!
  - All U.S. Ski & Snowboard club coaches are required to hold a membership at the Volunteer level or higher to ensure SafeSport training and background screening
  - U.S. Ski & Snowboard member club staff, administrators and board members are required to hold a membership at the Volunteer level or higher to ensure SafeSport training and background screening
  - SafeSport training requirement for all those turning 18 (and older) during the 2019-20 season (includes athletes)
  - Background screening requirement for those 18 and over to register early (includes athletes)
  - Fast Start Coaching Course is now Coaching Fundamentals
  - The days of last minute registration are over


- Plan ahead and register early!

## New Member Lookup and Public Tools


# New Public Tools




## Public Tools




Member Lookup




Club Directory




Rankings



Event Lookup




Coach Lookup



Official Lookup

U.S. SKI & SNOWBOARD

# New Public Tools – Member Lookup



## Member Lookup

U.S. Ski & Snowboard ID

Season

Division

Sport

First Name

Last Name

Gender

Birth Year

U.S. SKI & SNOWBOARD

# New Public Tools – Member Lookup



U.S. SKI & SNOWBOARD 2018 - 2019 VALID THROUGH 6.30.19

**Member #:** 6610877 ✓ **Current**  
**Name:** Matt Lemon ✓ **Background Check**  
**Gender:** Male ✓ **Safe Sport**  
**Birth Year:** 1990  
**Division:** Intermountain

Staff Membership VALID THROUGH 6.30.19



U.S. SKI & SNOWBOARD

# New Public Tools – Member Lookup



U.S. SKI & SNOWBOARD 2018 - 2019 PENDING

**Member #** ✓ **Current**  
**FIS #:** ✓ **Background Check**  
**Name** ✓ **Safe Sport**  
**Gender:** Female ✓ **Fast Start Course**  
**Birth Year:** 1997  
**Division:** Eastern

Freestyle Competitor U15 and over VALID THROUGH 6.30.19  
Freestyle Coach (w/ Official) PENDING  
Freestyle Official VALID THROUGH 6.30.19

U.S. SKI & SNOWBOARD 2018 - 2019 INVALID

**Member #** ✓ **Current**  
**Name**  
**Gender:** Male  
**Birth Year:** 1958  
**Division:** Eastern

Short Term Alpine Masters 1.19.19

U.S. SKI & SNOWBOARD

# New Public Tools – Coach Lookup



**U.S. SKI & SNOWBOARD** Coach

**Member #:** 4650842      **Certifications:**  
**Name:** Jeff Weinman      Alpine Level 400  
**Division:** Intermountain  
**State:** UT

▲ 11 Clinics

<b>Clinic:</b> Continuing Ed <b>Date:</b> 10/26/2012 <b>Location:</b> FIS TD Update	<b>Director:</b> Paul Van Slyke <b>Grade:</b> Pass <b>Notes:</b> Alpine FIS TD Update
<b>Clinic:</b> Continuing Education Credit - .25 <b>Date:</b> 07/11/2013 <b>Location:</b> USOC	<b>Director:</b> SafeSport <b>Grade:</b> Pass <b>Notes:</b> HS
<b>Clinic:</b> Continuing Education Credit - .25 <b>Date:</b> 07/23/2013 <b>Location:</b> Online	<b>Director:</b> CDC <b>Grade:</b> Pass <b>Notes:</b> Heads Up Concussion in Youth Sports

U.S. SKI & SNOWBOARD

# New Public Tools – Official Lookup



**U.S. SKI & SNOWBOARD** Official

**Member #:** 4650842      **State:** UT  
**Name:** Jeff Weinman      **Country:** USA  
**Division:** Intermountain


Current Certifications

<b>Sport:</b> Alpine <b>Clinic Season:</b> 2018/2019	<b>Position:</b> Chief of Course <b>Level:</b> 2
<b>Sport:</b> Alpine <b>Clinic Season:</b> 2018/2019	<b>Position:</b> Competition Official <b>Level:</b> 2
<b>Sport:</b> Alpine <b>Clinic Season:</b> 2018/2019	<b>Position:</b> Race Administrator <b>Level:</b> 1
<b>Sport:</b> Alpine <b>Clinic Season:</b> 2018/2019	<b>Position:</b> Referee <b>Level:</b> 2
<b>Sport:</b> Alpine <b>Clinic Season:</b> 2018/2019	<b>Position:</b> Timing and Calculations <b>Level:</b> 1

U.S. SKI & SNOWBOARD

# New Public Tools – Club Directory



 **Aspen Valley Ski and Snowboard Club** VALID THROUGH 6.30.19

Aspen Valley Ski and Snowboard Club  
300 AVSC Drive  
Aspen, CO 81611

**Club ID:** 5676143  
**Members:** 343  
**Certification:** None  
**Website:** [www.teamavsc.org](http://www.teamavsc.org)  
**Email:** [mgodomsky@teamavsc.org](mailto:mgodomsky@teamavsc.org)  
**Phone:** +1 (970) 205-5100  
**Fax:** +1 (970) 925-5290

Alpine  
Snowboard  
Adaptive Alpine  
Freestyle  
Jumping/Nordic  
Cross Country

U.S. SKI & SNOWBOARD

## **Important Dates and Contact Info**

- REGISTER PRIOR TO THE START OF YOUR SEASON!
- October 15<sup>th</sup> - Early bird registration deadline
- December 15<sup>th</sup> – FIS late fee goes into effect
- Weekend Coverage runs October – March
- Contact Information
  - [membership@ussa.org](mailto:membership@ussa.org)
  - 435-647-2666
  - Online Chat





**SKI &  
SNOWBOARD**

# **Sport Committee Meeting**

## **2019/2020 Pipeline Updates**

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**May 2019**



# 2019 - 2020 Updates

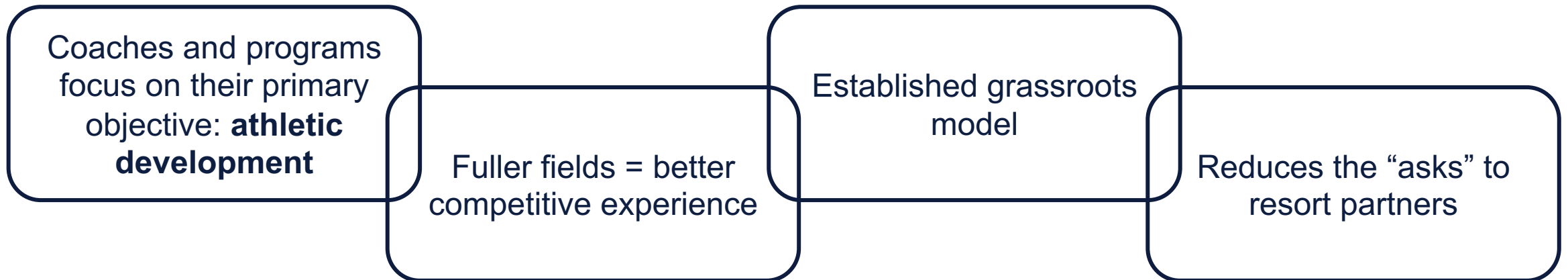


- Simplify the pipeline
- Expand the mid-level competitive opportunities
- Add Big Air to the NorAm

## Simplify the pipeline

- One competitive grassroots entry point – USASA regional series and USASA National Championships
- Clubs and series directors work together to put on events that serve the local population
- Opportunity for cost and revenue sharing

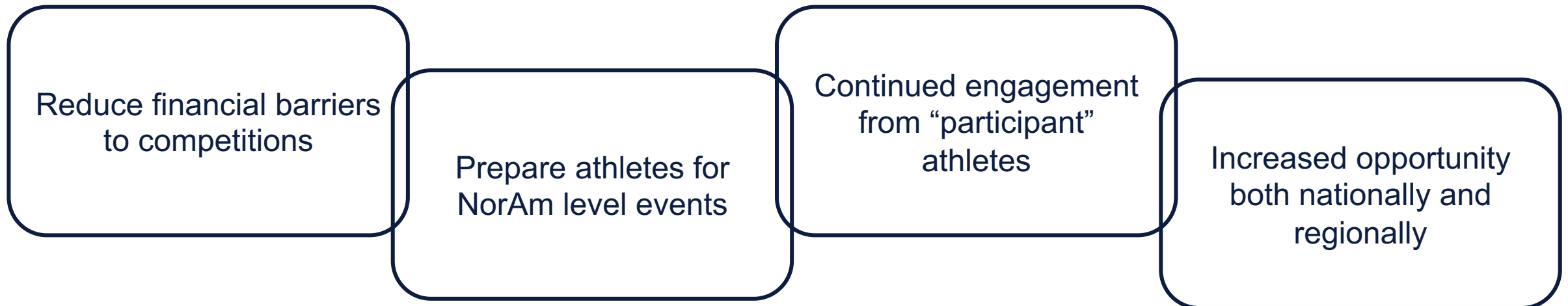
## Benefits to the sport:



## Expand mid-level competitive opportunities

- 5-7 events
- National tour with divisional focus
- Participation and development
- USASA, U.S. Ski & Snowboard, & FIS level C sanctioning

## Benefits to the sport:



# 2019 - 2020 Updates



Pro Events



Rev Elite NorAm



FIS Level C



Grassroots



UNITED STATES OF AMERICA SNOWBOARD AND FREESKI ASSOCIATION

# 2019 - 2020 Updates



## Expand mid-level competitive opportunities

- Potential locations:

Mammoth  
Park City  
Copper  
Minnesota  
Seven Springs  
Mt. Snow  
Waterville



## Expand mid-level competitive opportunities

### Target Athletes

Athletes preparing for and trying to qualify the NorAm Tour

Younger athletes looking to take the next step in the competitive pipeline – without having to travel far from home

“Participant” athletes who want to continue to compete throughout grade school – but may feel they have outgrown USASA regional events

# 2019 - 2020 Updates



## Expand mid-level competitive opportunities

Sanctioning



Eligibility

13+ years old

Must hold USASA, US  
Ski & Snowboard, FIS  
licenses

Features

Earn FIS points

14+ earn USASA  
points

Athletes can stay in  
their age class for  
USASA Nationals

## Expand mid-level competitive opportunities

### Format

4 day event  
1 day practice  
1 day FK & SB HP  
1 day FK SS  
1 day SB SS

### Qualifying

Pre-invited riders  
from 18-19 Rev  
Standings  
  
USASA NR-FIS  
Ranking  
  
Divisional quota  
allocations

### Tour Standings

Standings will be  
calculated by  
combining 3 best  
results



## Expand mid-level competitive opportunities

### Pathway to Rev Elite Nor-Am

Podium finishers will automatically qualify for all remaining Rev Elite events

Overall top men and women will pre-qualify for 2020-21 Rev Elite events

Podium finishers will have an automatic invite to USASA Nationals – Open Class

## Big Air NorAm Events

2 domestic big air  
NorAm events

Each sport will have a  
full day for the event

Mammoth & at the  
double slope event



**SKI &  
SNOWBOARD**

**Questions?**

# 2019 – 2020 World Cups



## Dates and Locations:

Year	Dates	Events	Location
19/20	Dec 11-14, 2019	SB/FK- HP	Copper
19/20	Dec 18-21, 2019	SB/FK- BA	TBD
19/20	Jan 29- Feb 1, 2020	SB/FK- SS/HP	Mammoth Mountain

## Quota Changes:

- Field size of **30 ladies** and **50 men**
- This will primarily impact SS and BA

## AFP

- No update – probably not coming back.
- We will move to using the FIS Points list for criteria where we previously used AFP

## WSPL

- Working through details in the contract between FIS and WSF – hopefully we will have a finalized agreement this summer

- Looking into having 2 non-scoring judges in cases of split panel judging
- Judges clinic this October 10 – 12, Park City, UT
  - Will have both Freeski and Snowboard
  - Looking to bring USASA judges up through the pipeline (spread the word)





**SKI &  
SNOWBOARD**

# SWOT Analysis of Pipeline



## Strengths:

- Strong clubs
  - Invested in coach education
  - Progressive thinking and coaching
  - Developing talent year after year
- Robust grassroots scene
  - Over 120 mountains holding grassroots events across the country
  - USASA alone puts on over 300 Freeski events a season
- Best in the world Pro Teams
- Rookie teams continue to grow both in numbers and in talent
- World Class facilities – bag jump, Woodward, COE, partner resorts, etc.
- Proven track record of success



# SWOT Analysis of Pipeline



## Weaknesses:

- Middle of the pipeline is bottlenecked
  - Not enough competitive opportunities to prepare athletes for the NorAm level events
- Number of women in the pipeline is small
- Confusion around the pipeline and how to navigate it by athletes, coaches, and parents
- Expensive to be a participant
- Halfpipe numbers are stagnant
- No Big Air events

# SWOT Analysis of Pipeline



## Threats:

- Any other sport that is cheaper and easier to participate in
- Other countries are copying our model and taking it another step beyond what we offer (ex. Canada)
- Confusion and/or frustration around how to participate
- Not government funded – other countries have state-sponsored support and are able to invest heavily in athletic development
- World Cup quotas are shrinking

## Not current threats – but could become threats without conscious effort

- Potential for stagnant programming at the club level
- Decline in coaches and judges moving up the education pipeline

# SWOT Analysis of Pipeline



## Opportunities:

- Grow mid-level events
- Grow programs and opportunities for women – athletes, coaches, volunteers, officials
- Simplify the pipeline process.
  - Ramp up education efforts around the pipeline so all stakeholders become familiar with the model.
- Reduce financial barriers to participation
- Work with resorts and the events model to reenergize halfpipe participation
- Big Air NorAm events



**UNITED STATES OF AMERICA SNOWBOARD AND FREESKI ASSOCIATION**

**2018-2019**





# MISSION

To facilitate fun and fair events for all ages across the country, to attract snowboarders and freeskiers, promote their development, provide member education, and influence the future of our sports

# VISION **\*NEW**

Be the most progressive organization by delivering fun, innovative events, and embracing the community and culture of our sports.

# Three Year Review

- Focus on Mission
- New Ski Age Groups
- Stakeholder Involvement
- 5 Year Strategic Plan
- Organizational Excellence
- Investment in Series
- Membership Pricing
- SOE
- Branding Initiative
- EGP Program
- Marketing Support
- New Website
- Bylaw Modernization
- Standards of Excellence
- New Vision Focus
- Focused Fundraising Initiative
- Safe Sport Compliance
- Full Online Integration

**Excellence** ★ **Respect** ★ **Fun**



# Partner Engagement





# Partner Engagement



**ENTER TO WIN A COMPLETE COLUMBIA KIT**



\*styles may vary





# Alumni Engagement



# Support of the Mission and Vision



## PARENTS

Raising a USASA athlete takes a village! USASA provides several parent educational resources to assist USASA parents along the way.

- Online education courses
- Health and safety articles
- On site support programs
- Sports science information
- Educational webinars and more!

## SAFESPORT

USASA works closely with SafeSport to educate and support healthy coach, adult and athlete relationships. All USASA certified members agree to abide by the SafeSport Code and must participate in NCSI background screening



USASA prohibits the following conduct:

- Sexual Misconduct
- Physical Misconduct
- Emotional Misconduct
- Bullying, Threats and Harassment
- Hazing
- Willfully Tolerating Misconduct



USASA works closely with the Center for Disease Control CDC Heads Up Concussion Program. All USASA certified members, must go through CDC training before working at a USASA event



**USASA serves the culture of our sports while providing the foundation to educate and prepare those who make opportunities available for athletes and sport.**



# Support of the Mission and Vision



## COACHES

USASA certifies over 600 coaches each year. As part of the certification process, USASA coaches are educated and evaluated in person by experienced coaches. Earning a USASA coaching endorsement demonstrates knowledge of the sport and ability to effectively develop athletes in a safe and positive environment.

## OFFICIALS

USASA provides training and education for more than 150 USASA officials each year. The USASA Technical Commission oversees the training and utilizes the latest in officials education. All USASA events are run according to the USASA rulebook and must be certified onsite by a USASA Technical Supervisor (TS) and scored by a USASA Tabulator.

## JUDGES

USASA provides judge training for more than 100 judges in the US. The USASA Freestyle commission oversees the training and utilizes the latest in judge education and provides consistent quality judging at all USASA events.



USASA works closely with the IJC, FIS, The US Coach Education Committee and US Ski and Snowboard to develop and administer all educational materials. USASA is responsible for 100 and 200 level coach training as well as all regional judge education.



U.S. CENTER FOR  
**SAFESPORT**



# SafeSport-

- MAAPP Adopted November 2018
- 690 NCSI Background Screens
- 678 Completed SafeSport Education
- USASA as Pilot for Athlete Education

# Free memberships Growing



UNITED STATES OF AMERICA SNOWBOARD AND FREESKI ASSOCIATION

0/50/85 Tracker

<b>2016</b>			
<b>Athlete Memberships</b>			
Ruggies 7 -u (Boys & Girls)	24	\$85.00	\$2,040.00
Grommets 8-9 (Boys & Girls) Flat Rate	273	\$85.00	\$23,205.00
Total	297		\$25,245.00
<b>2017</b>			
<b>*NEW Age Specific Athlete Membership Introduced</b>			
Ruggies 7 -u (Boys & Girls)	159	\$0.00	\$0.00
Grommets 8-9 (Boys & Girls) Flat Rate	265	\$50.00	\$13,250.00
Total	424		
<b>2018</b>			
<b>Athlete Memberships</b>			
Ruggies 7 -u (Boys & Girls)	206	\$0.00	\$0.00
Grommets 8-9 (Boys & Girls) Flat Rate	298	\$50.00	\$14,900.00
Total	504		
<b>2019</b>			
<b>Athlete Memberships</b>			
Ruggies 7 -u (Boys & Girls)	258	\$0.00	\$0.00
Grommets 8-9 (Boys & Girls) Flat Rate	404	\$50.00	\$20,200.00
Total	662		
<b>3 yr Participation Growth</b>	365		
<b>% Increase</b>	123%		
<b>Membership Revenue Deficit</b>		-\$5,045.00	



UNITED STATES OF AMERICA SNOWBOARD AND FREESKI ASSOCIATION



Membership Y2Y	2017					2018					2019					Difference	
	Paid		One Day		2017 Total	Paid		One Day		2018 Total	Paid		One Day		2019 Total	Memb Count	by %
Series	SB	Skier	SB	Skier		SB	Skier	SB	Skier		SB	Skier	SB	Skier			
Adirondack Series	41	69	2	4	116	34	64	8	12	127	30	75	0	8	113	-14	-11.02%
Appalachian Series	88	59	4	6	157	97	73	12	8	207	112	75	12	9	208	1	0.48%
Aspen Snowmass Series	65	46	0	0	111	64	38	3	0	106	51	45	1	1	98	-8	-7.55%
Big Alaska Series	7	3	0	0	10	4	3	0	0	7	31	11	9	1	52	45	642.86%
Big Mountain West Series	161	110	6	4	281	139	117	11	8	283	145	126	15	11	297	14	4.95%
Catskill Mountain Series	75	79	0	11	165	67	74	7	18	174	73	65	0	11	149	-25	-14.37%
Central Oregon	71	62	0	0	133	63	70	0	4	151	76	68	16	5	165	14	9.27%
Grand Canyon	41	13	6	5	65	33	8	8	7	64	30	14	2	1	47	-17	-26.56%
Great Lakes Series	91	27	6	0	124	82	29	9	4	128	83	25	5	2	115	-13	-10.16%
Idaho Mountain Free Ride Series	16	43	11	10	80	10	40	19	26	98	17	44	2	4	67	-31	-31.63%
Inland Northwest Series	20	27	10	11	68	18	23	15	16	73	11	37	4	3	55	-18	-24.66%
Maine Mtn. Series	85	76	3	13	177	88	61	5	15	177	109	73	5	6	193	16	9.04%
Massachusetts Series	45	24	6	7	82	48	16	6	13	88	43	27	3	4	77	-11	-12.50%
Mid Atlantic Series	128	44	7	4	183	136	59	11	5	219	141	49	16	8	214	-5	-2.28%
Midwest Best Series	105	10	16	1	132	134	12	37	1	191	155	11	16	0	182	-9	-4.71%
Mt. Hood Series	41	59	1	6	107	51	51	1	8	121	98	155	1	1	255	134	110.74%
New Hampshire Series	105	95	1	5	206	98	127	5	9	244	84	118	6	4	212	-32	-13.11%
North Tahoe Series	117	73	1	7	198	133	85	1	7	244	131	82	0	0	213	-31	-12.70%
Northern Vermont Series	108	62	0	1	171	108	47	20	8	188	109	49	5	6	169	-19	-10.11%
Raging Buffalo Series	41	4	0	0	45	22	1	0	0	23	9	0	0	0	9	-14	-60.87%
Rocky Mountain Series	432	232	19	0	683	484	207	0	0	691	467	249	9	7	732	41	5.93%
Snow Ohio Series	36	8	5	0	49	27	9	5	0	41	12	5	3	1	21	-20	-48.78%
South Tahoe Series	86	71	1	3	161	110	85	19	24	249	136	115	3	2	256	7	2.81%
Southeastern Series	38	9	5	5	57	47	11	8	7	76	63	10	9	3	85	9	11.84%
Southern California Series	62	15	2	0	79	90	15	5	0	118	117	24	6	7	154	36	30.51%
Southern Vermont Series	226	140	2	3	371	209	140	5	13	386	255	144	2	1	402	16	4.15%
Southwest Colorado Series	61	53	19	6	139	65	46	28	9	151	65	22	5	1	93	-58	-38.41%
Southwest Freeride Series	60	36	5	7	108	52	38	22	12	130	54	26	11	3	94	-36	-27.69%
The Unbound Series	82	50	0	0	132	82	51	0	1	137	112	65	0	0	177	40	29.20%
Upper Midwest Snow Series	260	29	3	0	292	228	28	4	2	278	231	38	8	4	281	3	1.08%
Western New York Series	102	17	10	2	131	87	12	4	6	109	61	22	2	1	86	-23	-21.10%
Western Washington Series	41	11	9	23	84	47	42	20	41	157	43	62	8	23	136	-21	-13.38%
	2937	1656	160	144	4897	2957	1682	298	284	5221	3154	1931	184	138	5407	186	3.56%
<b>TOTAL ONE DAY CONVERSIONS =7</b>																	

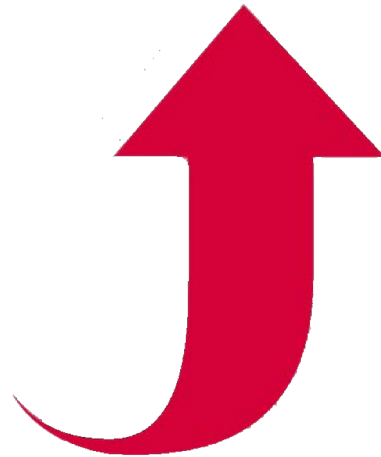




# Membership Ups and Downs

- 2018 77% of Series w increase = 6.62% OA Growth
- 2019 40% of Series w increase = 3.56% OA Growth

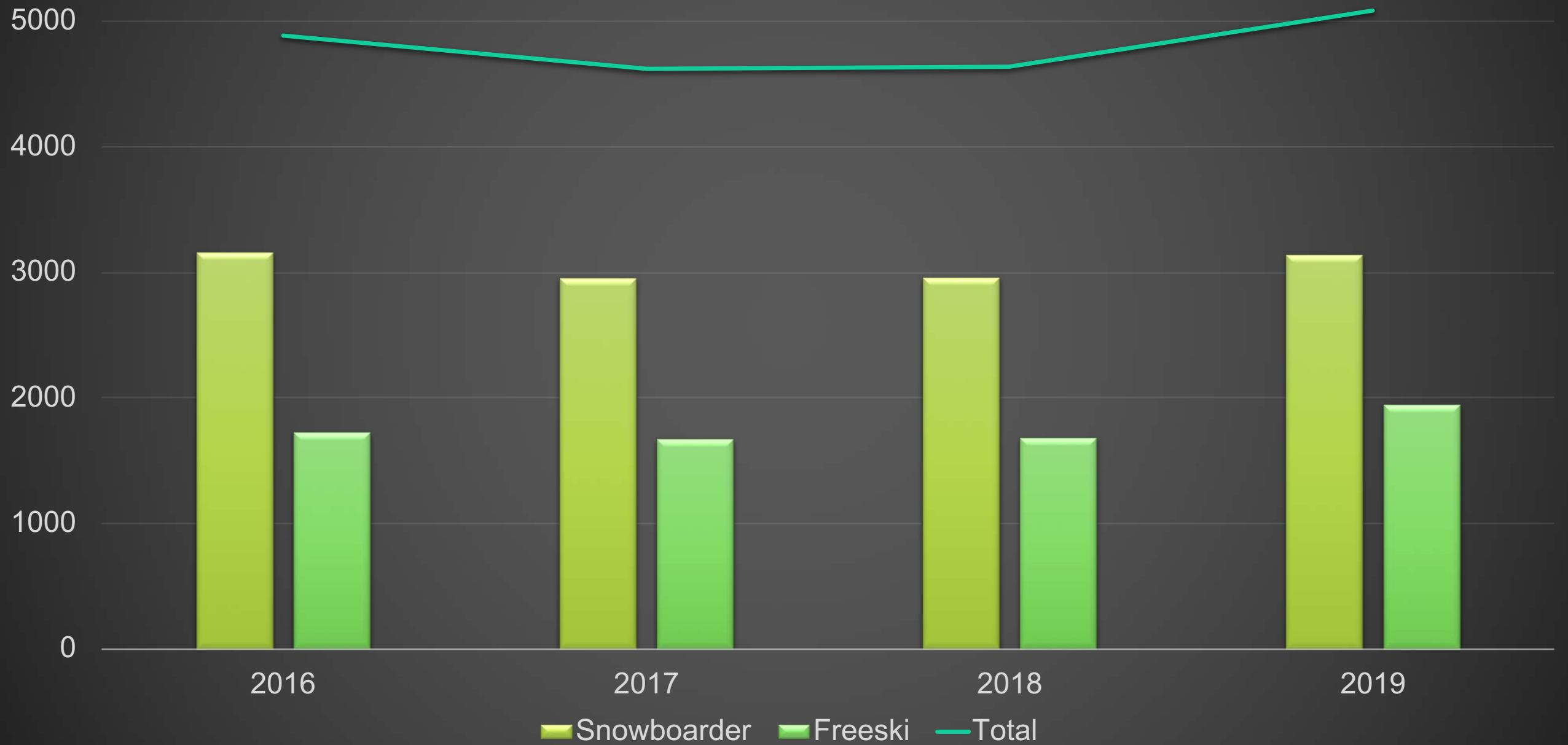
2017 - 4897  
2019 - 5407



510 = 10.41%

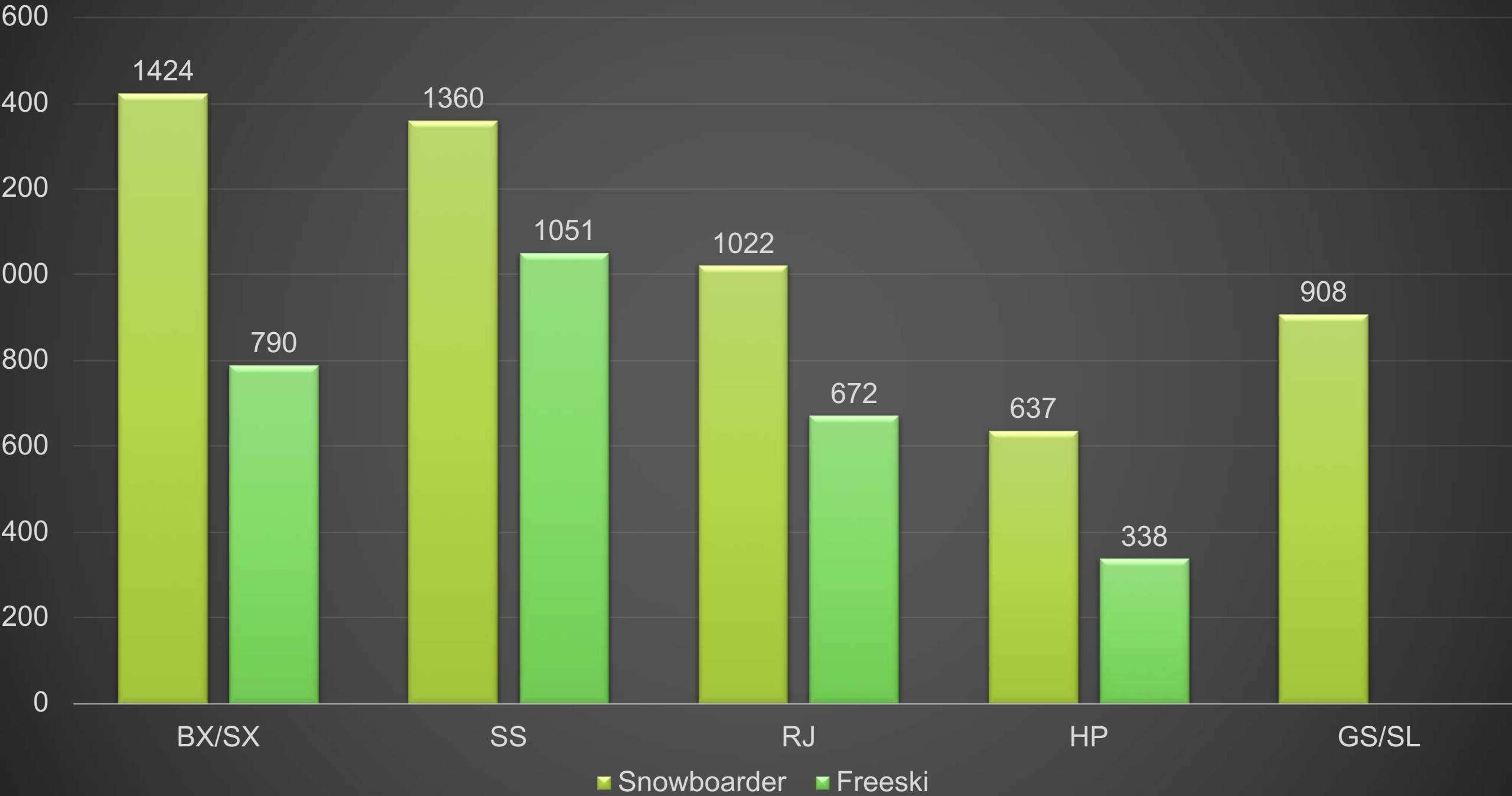
2018		2019	
11	9.48%	-14	-11.02%
50	31.85%	1	0.48%
-5	-4.50%	-8	-7.55%
-3	-30.00%	45	642.86%
2	0.71%	14	4.95%
9	5.45%	-25	-14.37%
18	13.53%	14	9.27%
-1	-1.54%	-17	-26.56%
4	3.23%	-13	-10.16%
18	22.50%	-31	-31.63%
5	7.35%	-18	-24.66%
0	0.00%	16	9.04%
6	7.32%	-11	-12.50%
36	19.67%	-5	-2.28%
59	44.70%	-9	-4.71%
14	13.08%	134	110.74%
38	18.45%	-32	-13.11%
46	23.23%	-31	-12.70%
17	9.94%	-19	-10.11%
-22	-48.89%	-14	-60.87%
56	8.20%	41	5.93%
-8	-16.33%	-20	-48.78%
88	54.66%	7	2.81%
19	33.33%	9	11.84%
39	49.37%	36	30.51%
15	4.04%	16	4.15%
12	8.63%	-58	-38.41%
22	20.37%	-36	-27.69%
5	3.79%	40	29.20%
-14	-4.79%	3	1.08%
-22	-16.79%	-23	-21.10%
73	86.90%	-21	-13.38%
324	6.62%	186	3.56%

# USASA Membership

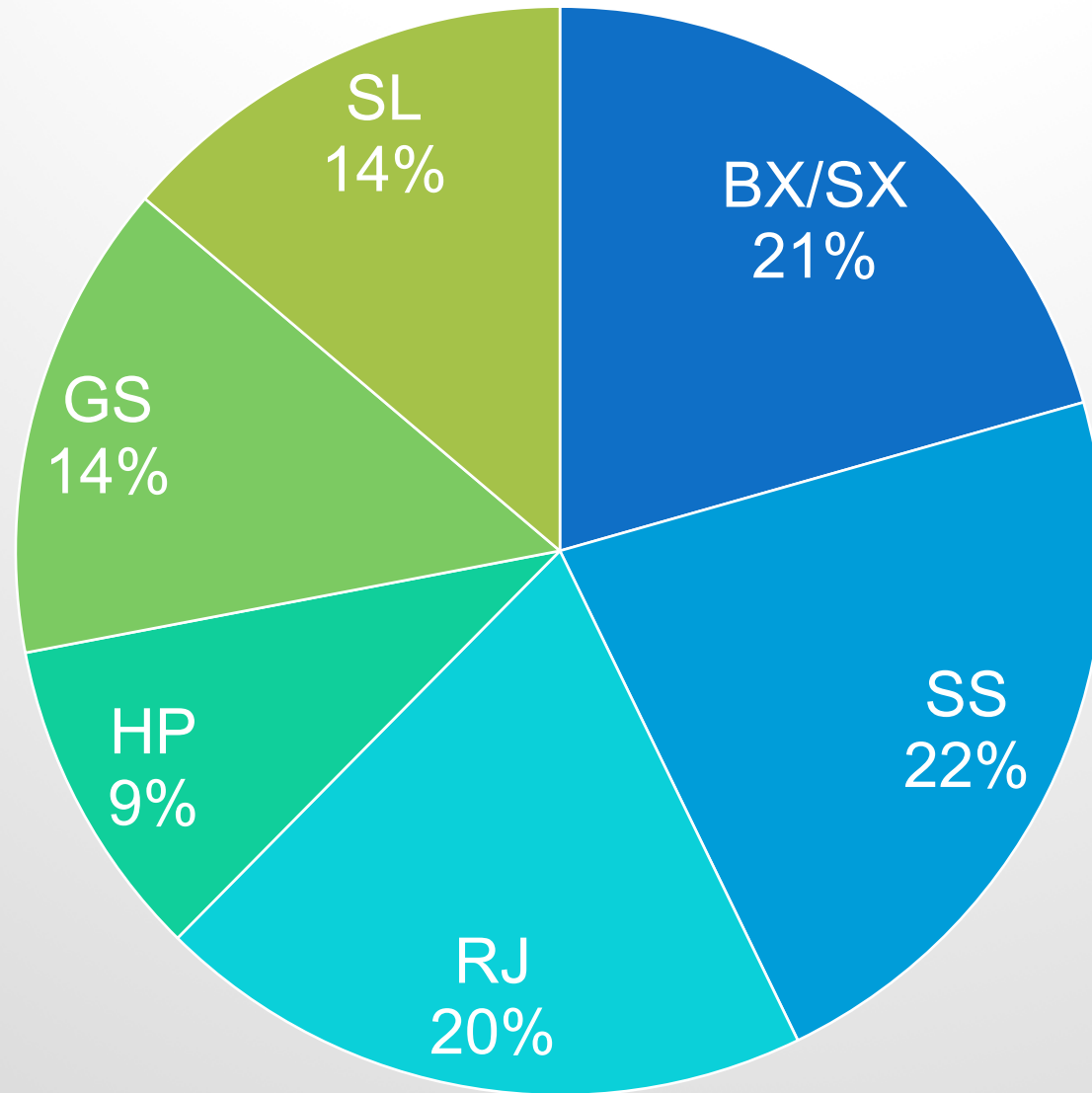




# USASA Participation By Discipline



# USASA Regional Events



■ BX/SX

■ SS

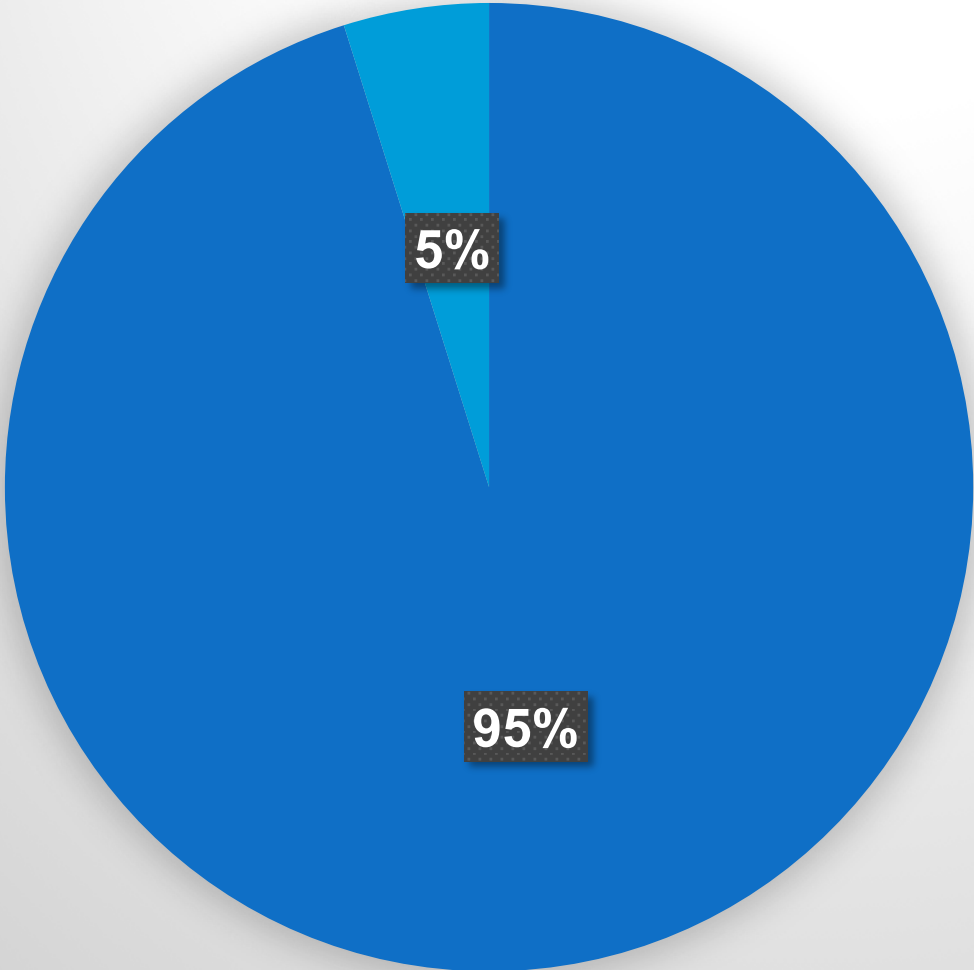
■ RJ

■ HP

■ GS

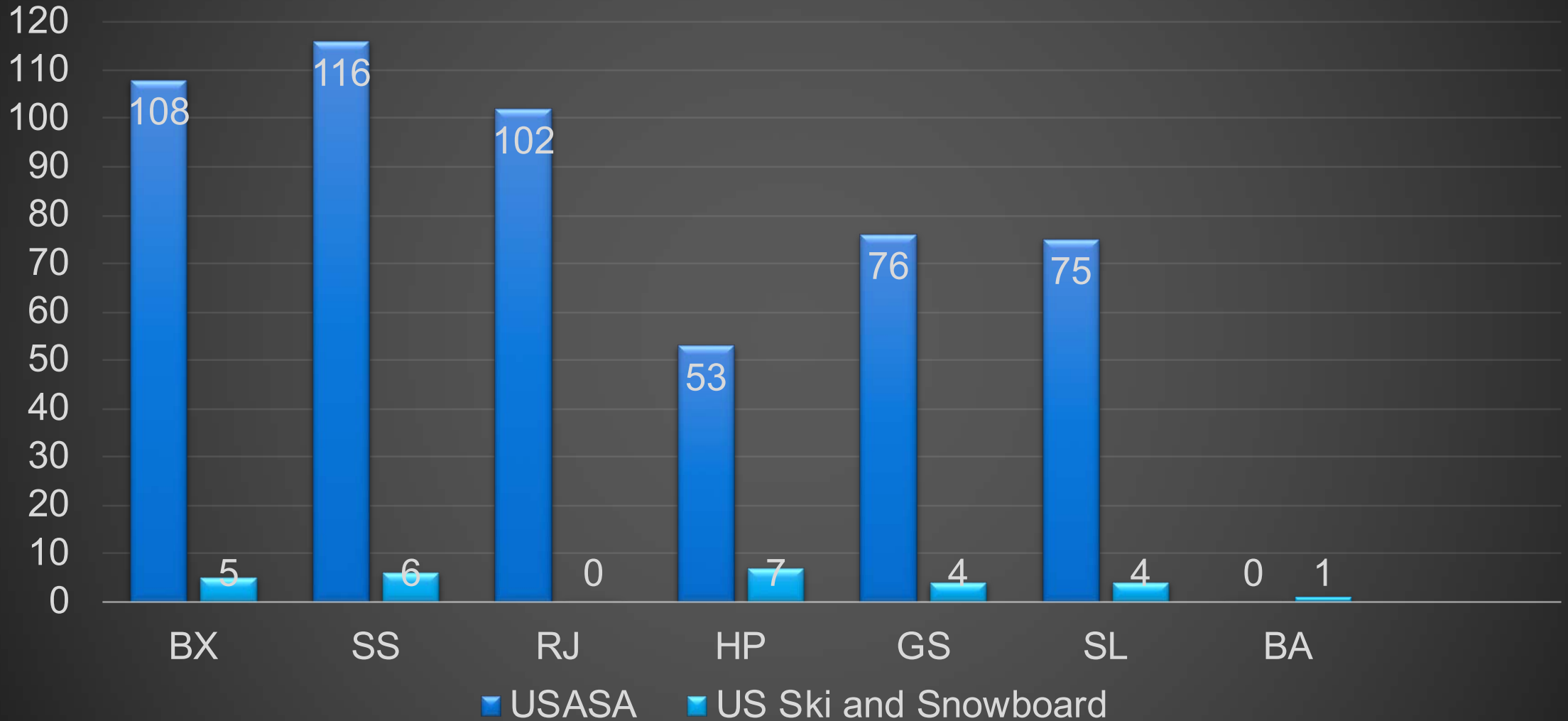
■ SL

# US Snowboard Total Events

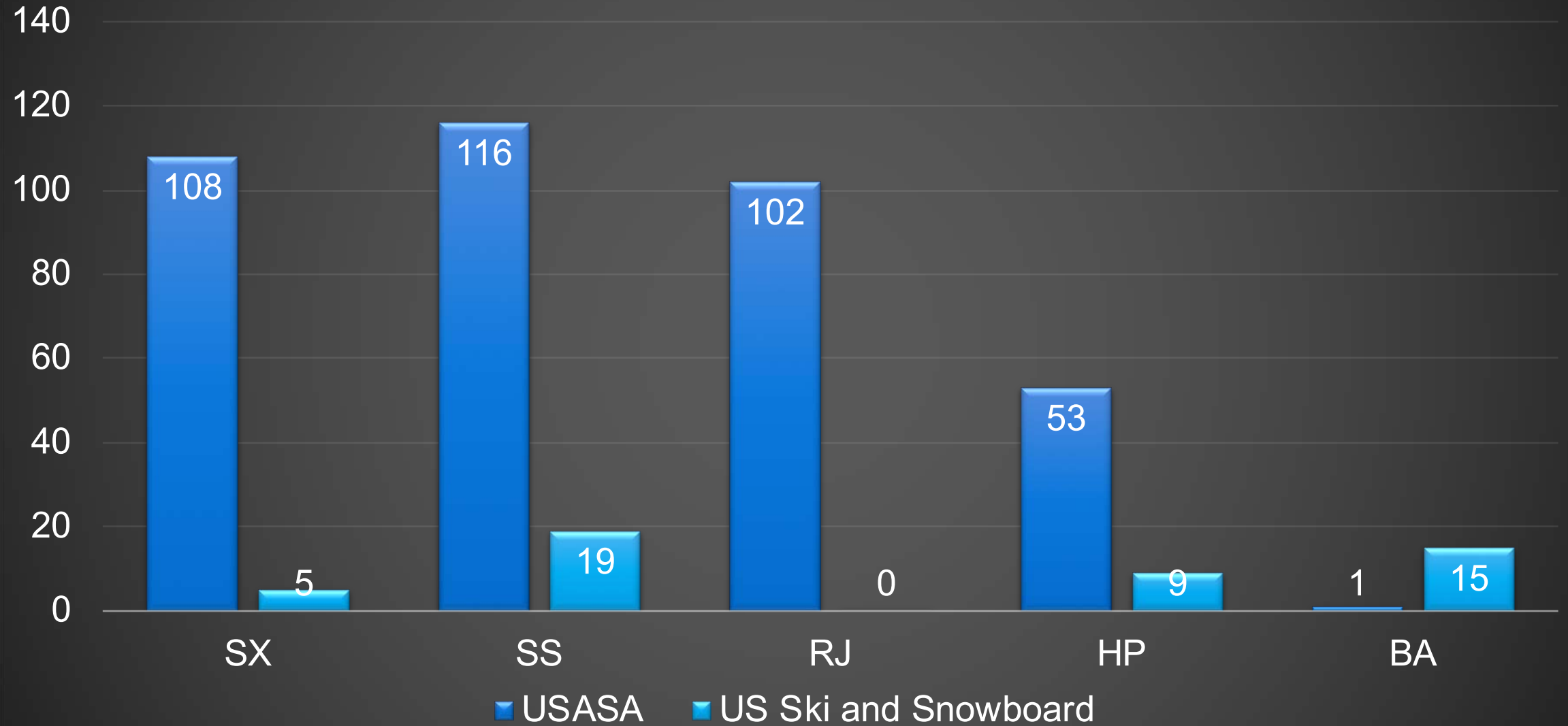


- USASA
- US Ski and Snowboard

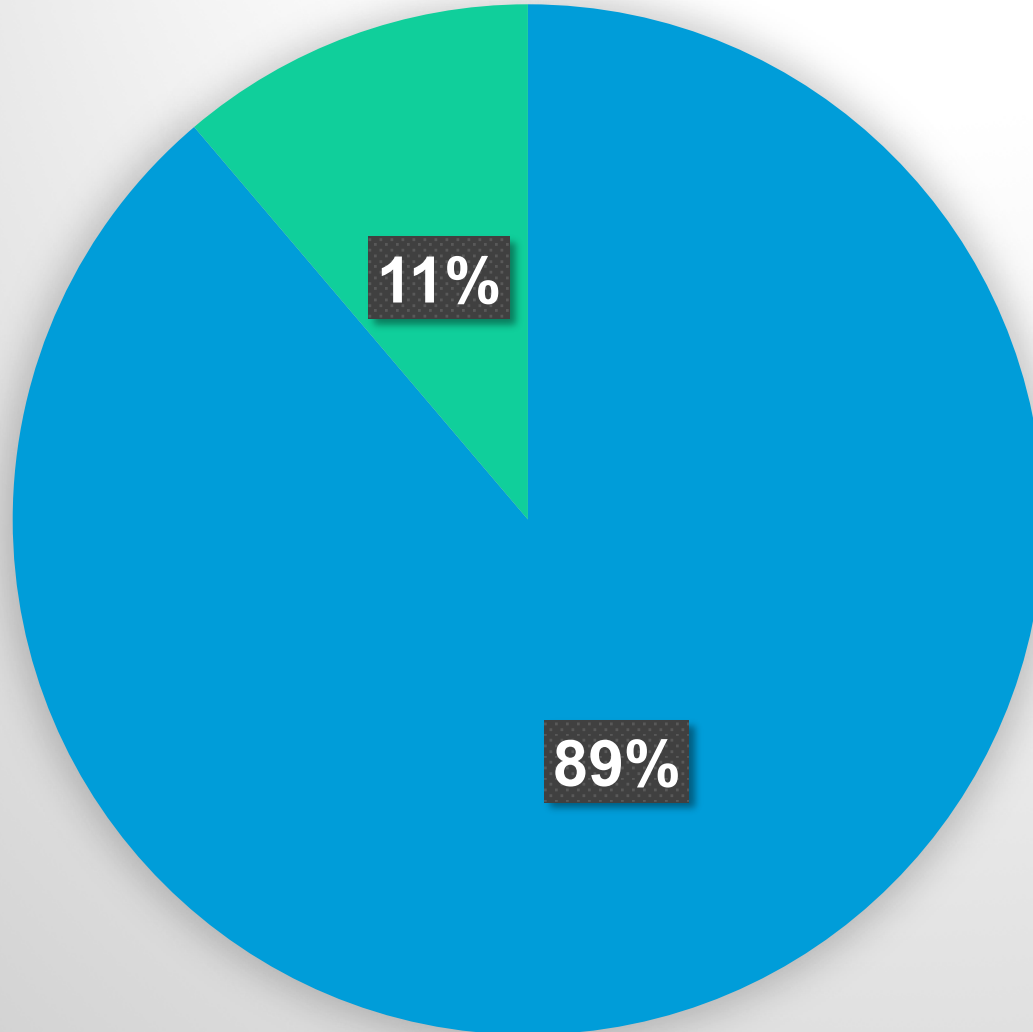
# US Snowboard Events



# US Freeski Events

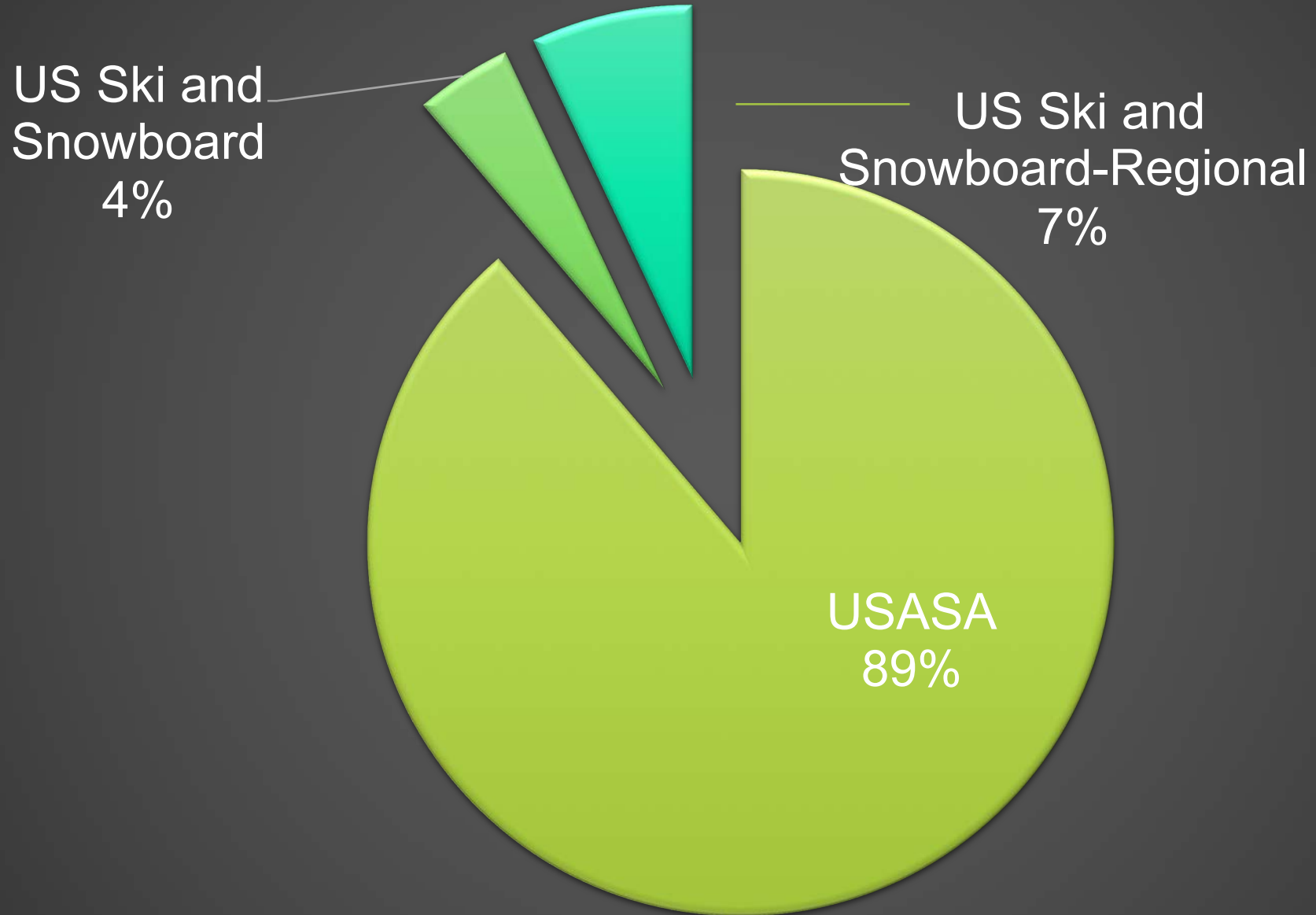


# US Freeski Total Events



- USASA
- US Ski and Snowboard

# US Freeski Total Events



■ USASA   ■ US Ski and Snowboard   ■ US Ski and Snowboard-Regional

# Event Participation



Freeski Events

Snowboard Events



48

27



380

530





usa50

# New Outreach

- ❑ Club Involvement
- ❑ Competition
- ❑ Community
- ❑ Culture
- ❑ Ski School Involvement



# Looking Ahead

**usasa**

- USASA Serves YOU
- Expand Regional Model
- Reduced Field Sizes  
(National Championships)
- Finalize New Education





# Mission and Vision

- ❑ Facilitate
- ❑ Attract
- ❑ Promote
- ❑ Provide
- ❑ Influence



**How can we support you better?**





# ALL IN FOR THE FUTURE







UNITED STATES OF AMERICA SNOWBOARD AND FREESKI ASSOCIATION

## 2018-2019 Season Membership Stats

### Snowboarders:

**Paid:** 3141 (Up 184 from 2018) **One Day:** 184 (Down 114 from 2018)

### Skiers:

**Paid:** 1944 (Up 262 from 2018) **One Day:** 138 (Down 146 from 2018)

### TOTAL MEMBERSHIP:

**PAID:** 5085 (Up 446 from 2018) **ONE DAY:** 322 (Down 260 from 2018) **TOTAL:** 5407 (Up 186 from 2018)

### 2019 National Championships:

**Total Competitors:** 1989 (Up 104 from 2018)

**Snowboarders:** 1214 (Down 35 from 2018) **Skiers:** 775 (Up 139)

Safe Sport/NCSI



### USASA MAAPP adopted November 2018

#### Compliance-

- 690 Non-Comp types have successfully completed (Green Light) NCSI screening since 07/01/19
  - 3 Non-Comp types still valid from previous USASA 3-year screen
- 20 Non-Comp types failed to successfully complete (Red Light) NCSI screening since 07/01/19
  - 8 overturned via USASA NCSI appeals committee
- 678 successfully completed Safesport training through USASA @ [www.athletesafety.org](http://www.athletesafety.org)
- 26 did not complete Safesport training as of today's date.



UNITED STATES OF AMERICA SNOWBOARD AND FREESKI ASSOCIATION

## **USASA 18/19 Season Recap**

- 5407 Total Members
  - 3338 Snowboard
  - 2069 Freeski

## **2018 / 19 Regional Participation #'s**

### **Boardercross / Skiercross**

- 790 Freeski Participants
- 1424 Snowboard Participants

### **Slopestyle**

- 1051 Freeski Participants
- 1360 Snowboard Participants

### **Rail Jam**

- 672 Freeski Participants
- 1022 Snowboard Participants

### **Halfpipe**

- 338 Freeski Participants
- 637 Snowboard Participants

### **Alpine**

- 908 Snowboard Participants





UNITED STATES OF AMERICA SNOWBOARD AND FREESKI ASSOCIATION

## USASA Events

500 Regional Series Events

45 National Championship Events

- 29 Snowboard Only Events
- 15 Freeski Only Events
- 18 FIS Codex FIS NC
  - 1 FIS BA

### Slopestyle

111 Regional Series Events

- 7094 Regional series starts
  - Avg of 64 total competitors per regional event
    - 3998 Snowboard / 36 per event
    - 3096 Freeski / 28 per event

9 National Championship Events

- 1123 National Championship starts
  - Avg of 125 total competitors per national championship event
    - 643 Snowboard / 129 per event
    - 480 Freeski / 120 per event

### **Boarder/Skier Cross**

103 Regional Series Events

- 6731 Regional series starts
  - Avg of 65 total competitors per regional event
    - 4562 Snowboard / 44 per event
    - 2169 Freeski / 21 per event

9 National Championship Events

- 979 National Championship starts
  - Avg of 109 total competitors per national championship event
    - 653 Snowboard / 130 per event



UNITED STATES OF AMERICA SNOWBOARD AND FREESKI ASSOCIATION

- 326 Freeski / 81 per event

## **Rail Jam**

98 Regional Series Events

- 3589 Regional series starts
  - Avg of 37 total competitors per regional event
    - 2191 Snowboard / 22 per event
    - 1394 Freeski / 14 per event

8 National Championship Events

- 485 National Championship starts
  - Avg of 54 total competitors per national championship event
    - 267 Snowboard / 67 per event
    - 218 Freeski / 55 per event

## **Giant Slalom**

71 Regional Series Events

- 2290 Regional series starts
  - Avg of 32 total competitors per regional event

5 National Championship Events

- 487 Regional series starts
  - Avg of 97 total competitors per national championship event

## **Slalom**

69 Regional Series Events

- 2150 Regional series starts
  - Avg of 31 total competitors per regional event

5 National Championship Events

- 456 Regional series starts
  - Avg of 91 total competitors per national championship event



UNITED STATES OF AMERICA SNOWBOARD AND FREESKI ASSOCIATION

## Halfpipe

### 48 Regional Series Events

- 2501 Regional series starts
  - Avg of 52 total competitors per regional event
    - 1604 Snowboard / 33 per event
    - 897 Freeski / 19 per event

### 9 National Championship Events

- 663 National Championship starts
  - Avg of 74 total competitors per national championship event
    - 416 Snowboard / 83 per event
    - 247 Freeski / 62 per event

### In Summary:

Overall USASA is experiencing a 10% growth trend over the last two seasons. We attribute this to increased grass roots outreach and regional support, along with a more focused marketing effort. We continue to grow our coaches, officials, and judge's data base and provided 35 clinics throughout the season attributing to over 700 members in this area. New costs associated with compliance standards and accounting led to higher coach officials and judges' memberships prices this season (\$25). These expenses will continue to rise.

On the regional event front the most popular events are BX and SS for snowboard closely followed by alpine snowboarding and rail jam. For Freeski it is similar with SS taking the top spot then SX followed by RJ then HP. In these areas where there are numbers growing and participation is high we would like to see support on the National Level to back this momentum, specifically SX,SNB Alpine. In areas where there is less regional participation in events (HP) we could use some help growing these areas.

We are looking forward to actively assisting the freeski pipeline and would like to move to a more streamlined approach with one regional entry point for SS and HP events and one National Championships to support these events.

Thank You,

Michael Mallon  
USASA Executive Director



**U.S. Ski & Snowboard Event Report**  
**FIS World Championships Freestyle, Freeski, Snowboard**  
 Solitude Mountain Resort | Park City Mountain | Deer Valley Resort | UTAH  
 February 1-10, 2019



## EVENT FACTS



*Skier Cross Finals on Feb. 2<sup>nd</sup> at Solitude Mountain Resort*



*Spectators at the Freeski Big Air event on Feb. 2<sup>nd</sup> at Park City Mountain – Canyons Village*

## LOCATION & EVENTS

<b>Solitude Mountain Resort</b>	Snowboardcross   Skicross   Team Snowboardcross
<b>Park City Mountain - Canyons Village</b>	Freeski Big Air   Snowboard Big Air
<b>Park City Mountain</b>	Snowboard Parallel Giant Slalom   Snowboard Parallel Slalom   Freeski Slopestyle   Snowboard Slopestyle   Freeski Halfpipe   Snowboard Halfpipe
<b>Deer Valley Resort</b>	Aerials   Team Aerials   Moguls   Dual Moguls

## ATHLETE PARTICIPATION

- Over 1,400 Athletes from 45 Nations took part in the event
- 21 Nations Medaled -Top 3 Nations: USA (14), Canada (9), and Switzerland (7)
- Number of Credentialed Athlete/Team Staff/Team Officials Per Venue (approximately):
  - Solitude Mountain Resort: 360
  - Park City Mountain: 879
  - Deer Valley Resort: 339

## MEDAL BREAKDOWN

COUNTRY	GOLD	SILVER	BRONZE	TOTAL
United States	5	3	6	<b>14</b>
Canada	3	3	3	<b>9</b>
Switzerland	3	1	3	<b>7</b>
Russia	3	2	1	<b>6</b>
France	3	1	2	<b>6</b>
Germany	1	0	4	<b>5</b>
Italy	0	2	2	<b>4</b>

## MEDAL BREAKDOWN - *continued*

<u>COUNTRY</u>	<u>GOLD</u>	<u>SILVER</u>	<u>BRONZE</u>	<u>TOTAL</u>
Australia	1	2	0	3
Great Britain	1	1	1	3
China	0	2	1	3
Japan	0	1	2	3
Norway	0	2	0	2
Ukraine	0	2	0	2
Belarus	1	0	0	1
Czech Republic	1	0	0	1
Estonia	1	0	0	1
Kazakhstan	1	0	0	1
New Zealand	1	0	0	1
Austria	0	1	0	1
Slovenia	0	1	0	1
Sweden	0	1	0	1

## MEDIA

- 300 Media and Broadcasters from 20 Nations on-site provided global coverage. This is the largest turnout for this event.
- Managed 4 Press Centers – Most for any FIS World Championships

## BROADCAST STATS

- 5 TV Production Trucks – 3 dual-purposed between venues
- 41 dedicated TV cameras and positions
- 7 on-site International broadcasters:
  - ORF – Austrian Broadcasting
  - CBC – Canadian Broadcasting
  - SRF – Swiss Broadcasting Corporation
  - ARD – German Broadcasting
  - CCTV – Chinese Broadcasting
  - Accueil – France TV Broadcasting
  - Infront – Representing all other international broadcasting needs

## SPECTATORS/VIP GUESTS

- VIP Guests include: USOC Sponsors and Executives, US Ski & Snowboard Sponsors & Trustees

SOLITUDE MOUNTAIN RESORT	01-Feb-19	02-Feb-19	03-Feb-19
Spectators	3,000		
VIP Guests	231	231	229
<b>Total</b>			

PARK CITY MOUNTAIN – CANYONS VILLAGE	02-Feb-19	05-Feb-19
Spectators	6,000	<b>CANCELLED EVENT</b>
VIP Guests	400	
<b>Total</b>	<b>6,400</b>	

## SPECTATORS/VIP GUESTS – *continued*

PARK CITY MOUNTAIN	04-Feb-19	05-Feb-19	06-Feb-19	08-Feb-19	09-Feb-19	10-Feb-19
Spectators	100	100	500	2,000	2,000	500 -CANCELLED EVENT
VIP Guests	No Hospitality	No Hospitality	290	435	438	414
<b>Total</b>	<b>100</b>	<b>100</b>	<b>790</b>	<b>2,435</b>	<b>2,438</b>	<b>914</b>

DEER VALLEY RESORT	06-Feb-19	07-Feb-19	08-Feb-19	09-Feb-19
Spectators	1,500	2,000	5,500	7,000
VIP Guests	411	509	500	500
<b>Total</b>	<b>1,911</b>	<b>2,509</b>	<b>6,000</b>	<b>7,500</b>

- Approximately 6,000 spectators attended the Opening Ceremonies and Freeski Big Air event on Saturday, February 2<sup>nd</sup>.
- Approximately 1,000 attended the Closing Ceremonies on Sunday, February 10<sup>th</sup>, featuring musical entertainment by Lupe Fiasco amidst a winter blizzard on the streets in Old Town Park City.

## VOLUNTEERS

- 480 Volunteers plus an additional 100 minors involved in awards and ceremonies
- 2,750 shifts (ranging in 4-hour to 8-hour shifts)

## SOCIAL MEDIA CAMPAIGN (Facebook, Instagram, YouTube, Snapchat, Programmatic)

- Over 18,900,572 campaign impressions (additional numbers to be included once we fully assess all campaign details)

**Worth Mentioning:** A 2-minute long-form video promoting the World Champs featuring a range of U.S. Ski and Snowboard athletes on Facebook was viewed 232,676 times with 58.34% of the audience watching the entire video. This is an astounding number. The average watch time of a Facebook video is 10 seconds and over 15 seconds is considered strong. That tells us the athletes and video itself were hugely engaging and delivered our World Champs messaging to a large, engaged audience.

## WEBSITE STATISTICS: 2019WorldChamps.org (From January 12<sup>th</sup> to February 12<sup>th</sup>)

- 335,000 page views
- 174,000 total visits Device Breakdowns:
  - Mobile: 113,770 (66%)
  - Desktop: 49,450 (28%)
  - Tablet: 10,359 (6%)
  - Unknown: 12 (0%)
- 151,000 unique visitors
- Top Geographical Locations:

Nation	Page Views	Percentage
United States	109,776	(63.3%)
Switzerland	13,155	(7.59%)
Austria	6,639	(3.83%)
Australia	6,090	(3.51%)
Canada	5,360	(3.09%)
Germany	3,797	(2.19%)
United Kingdom	3,320	(1.92%)
Norway	2,491	(1.44%)



France	2,401	(1.39%)
Sweden	2,273	(1.31%)

## WEBSITE STATISTICS: 2019WorldChamps.org (From January 12<sup>th</sup> to February 12<sup>th</sup>) - *continued*

- Top Geographical Locations - *continued*

Nation	Page Views	Percentage
Czech Republic	2,190	(1.26%)
Italy	1,760	(1.02%)
Finland	1,731	(1.00%)
Russia	1,410	(0.81%)
Estonia	1,209	(0.70%)
Netherlands	1,085	(0.63%)

## PARTNERS

- 100% of the available partnership inventory was sold for the event. Partners included:

- Aubio	- ProBar
- Bose	- Blue Diamond
- Bulletproof	- Rockin' Protein
- Charles Schwab	- Spyder
- GoPro	- Toyota
- Hershey's	- USANA
- High West	- Utah Sports Commission
- Orig3n	- Visa
- Pacifico	- Xfinity
- Paul Mitchell	

## BROADCAST DETAILS

Event	Airdate	Network	TIME (est)	Length (Hours)	Rating	Households	Total Viewers	Cumulative Households	Viewers per household	Total Cumulative Viewers
Snowboardcross	2/1/19	NBCSN	1:00PM	1.5	.05	40,000	84,000	40,000	2.1	84,000
Freeskicross	2/2/19	NBCSN	1:00AM	1	.05	43,000	90,300	43,000	2.1	90,300
Freeski Big Air	2/2/19	NBCSN	3:30PM	1.5	.08	68,000	142,800	68,000	2.1	142,800
Team Snowboardcross	2/3/19	NBCSN	5:00PM	1	.07	83,000	174,300	83,000	2.1	174,300
Parallel Giant Slalom	2/4/19	NBCSN	7:30PM	1.5	.04	32,000	67,200	32,000	2.1	67,000
Parallel Slalom	2/5/19	NBCSN	3:00PM	1.5	.05	41,000	86,100	41,000	2.1	86,100
Snowboard Big Air	2/5/19	NBCSN	9:00-11:00P	2	.03	42,000	88,200	42,000	2.1	88,200
Freeski Slopestyle	2/6/19	NBCSN	5:00PM	2	.04	43,000	90,300	43,000	2.1	90,300

Aerials	2/6/19	NBCSN	12:00AM	2	.05	44,000	92,400	44,000	2.1	92,400
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### BROADCAST DETAILS - *continued*

Event	Airdate	Network	TIME (est)	Length (Hours)	Rating	Households	Total Viewers	Cumulative Households	Viewers per household	Total Cumulative Viewers
Team Aerials	2/7/19	NBCSN	9:00PM	1.5	.06	73,000	153,300	73,000	2.1	153,300
Snowboard Halfpipe	2/8/19	NBCSN	1:00PM	2	.02	29,000	60,900	29,000	2.1	60,900
Moguls	2/8/19	NBCSN	9:00PM	2	.06	75,000	157,500	75,000	2.1	157,700
Freeski Halfpipe	2/9/19	NBC	1:00PM	2.5	0.71	851,290	1,787,709	851,290	2.1	1,787,709
Dual Moguls	2/9/19	NBCSN	2:00PM	1	.01	19,000	39,900	19,000	2.1	39,900
Snowboard Slopestyle	2/10/19	NBC	4:30PM	1.5	0.82	983,180	2,064,678	983,180	2.1	2,064,678

### HIGHLIGHTS

- Most Highly Attended Event: The Dual Moguls at Deer Valley Resort on Saturday, February 9<sup>th</sup>, had approximately 7,000 spectators on-site.
- Additional Highlights to be added



Lyon Farrell soaring over Park City Mountain



Aerials Night



Ladies Dual Moguls at Deer Valley Resort on Feb. 9th

U.S. Ski & Snowboard Event Report  
Toyota U.S. Grand Prix – Mammoth, CA. – March 6-9, 2019



*U.S. Sweeps the SB SS World Cup Overall Podium*

*Gerard and Henkes grab 1st and 3rd in SB SS*

*Mac Forehand wins his 1st World Cup and Fagan 3rd*

**EVENT FACTS**

**Location:** Mammoth Mountain Resort, CA

**Event:** Men's and Women's Snowboard and Freeski Halfpipe and Slopestyle

**# Athletes Competed:** Snowboard Slopestyle (3/08): 59 men | 19 ladies  
 Freeski Halfpipe (3/08): 33 men | 21 ladies  
 Snowboard Halfpipe (3/09): 35 men | 19 ladies  
 Freeski Slopestyle (3/09): 46 men | 17 ladies

**USA Results:**

**Snowboard Slopestyle (ladies):** Cancelled  
**Snowboard Slopestyle (men):** Red Gerard - 1st | Judd Henkes - 2nd | Chris Corning - 5th | Charles Guldemond - 6th | Ryan Stassel - 9th |

**Freeski Slopestyle (ladies):** Julia Krass - 5th | Taylor Lundquist - 6th | Rell Harwood - 10th  
**Freeski Slopestyle (men):** Mac Forehand - 1st | Kiernan Fagan - 3rd | Nicholas Goepper - 6th | Colby Stevenson - 10th

**Snowboard Halfpipe (ladies):** Summer Fenton - 9th | Zoe Kalapos - 10th  
**Snowboard Halfpipe (men):** Chase Josey - 4th | Ryan Wachendorfer - 5th | Jason Wolle - 10th

**Freeski Halfpipe (ladies):** Brita Sigourney - 6th | Maddie Bowman - 9th | Devin Logan - 10th  
**Freeski Halfpipe (men):** Birk Irving - 1st | David Wise - 4th | Jaxin Hoerter - 5th | Hunter Hess - 8th | Cameron Brodrick - 10th

**Spectators:** Total Approx 4,750= Friday-1,100, Saturday-1950, Sunday-1,700  
**Credentialed Attendees:** 545 (comprised of sponsors, athletes, industry VIPs and other U.S. Ski & Snowboard guests)

**Broadcasts:**

EVENT	AIRDATE	Network	TIME (est)	Length	Rating	Households	Total Viewers	Cumulative Households	Viewers per household	Total Cumulative Viewers
SB SS	3/12/19	NBCSN	10:30PM	60 Mins	.04	48,000	100,800	48,000	2.1	100,800
FS HP	3/13/19	NBCSN	12:30AM	60 Mins	.02	19,000	39,900	19,000	2.1	39,900
SB HP	3/17/19	NBC	12:00PM	60 Mins	0.67	803,330	1,686,993	803,330	2.1	1,686,993
FS SS	3/24/19	NBCSN	6:00 PM	60 Mins	.02	18,000	37,800	18,000	2.1	37,800

**Live Webcast:** NBC Sports

**Media:** Accredited Media: 31 Accredited Photo and Media

**Highlights:**

- The next generation shines! Five (5) U.S. Freeski & Snowboard Team Athletes under the age of 19 on the podium.
- Chris Corning secures his second-straight slopestyle FIS crystal globe and the third of his career, giving the 19-year-old sole possession of top spot on the all-time slopestyle World Cup titles list.
- Even with wind and record snowfall in Mammoth for the month of February and early March, the Grand Prix Team still delivers all but one competition result (Ladies SB SS).

**Snowboard Highlights:** <http://videos.ussa.org/snowboarding>

**Freeskiing Highlights:** <http://videos.ussa.org/freeskiing>

**Press Releases:** **Preview**  
<https://usskiandsnowboard.org/news/one-week-out-toyota-us-grand-prix-mammoth-mountain>  
<https://usskiandsnowboard.org/news/game-time-toyota-us-grand-prix-mammoth-mountain>

**Event Coverage**  
<https://usskiandsnowboard.org/news/toyota-us-grand-prix-qualifications-kick-competition-mammoth>  
<https://usskiandsnowboard.org/news/gerard-first-henkes-second-mammoth-mountain-grand-prix>  
<https://usskiandsnowboard.org/news/irving-earns-first-world-cup-victory-mammoth-grand-prix>  
<https://usskiandsnowboard.org/news/forehand-claims-first-world-cup-win>

**Event Photos:** [Freeskiing](#)

[Snowboard](#)

# U.S. Ski & Snowboard Event Report

Toyota U.S. Grand Prix  
Copper Mountain Resort, CO  
December 5-8, 2018



Aaron Blunck takes 1st in FK HP



Chloe Kim dominates Women's SB HP



New American Eagle lift opens at Copper

## EVENT FACTS

**Location:** Copper Mountain Resort, Copper, CO

**Event:** Toyota U.S. Grand Prix: Copper

**Spectators:** **Approximately 2,320**  
(Freeski HP- Friday- 1,240, Snowboard HP- Saturday- 1,080)

**USSA VIPs:** **Approximately 162**  
(comprised of sponsors, athletes, industry VIPs, Copper Mountain and other U.S. Ski & Snowboard guests)

**Other Event Participants:** **Approximately 239**  
(International and domestic athletes, coaches, technicians, officials, industry representatives, family, volunteers)

## Broadcasts:

EVENT	AIRDATE	Network	TIME (est)	Length	Rating	Households	Total Viewers	Cumulative Households	Viewers per Household	Total Cumulative Viewers
Freeski Halfpipe	12/07/18	NBCSN	1:00 PM	120 mins	.02	15,000	31,500	15,000	2.1	31,500
Freeski Halfpipe	12/08/18	NBCSN	12:30 PM	120 mins	.09	73,000	153,300	73,000	2.1	153,300
Freeski Halfpipe	12/08/18	NBC	4:30 PM	90 mins	.61	731,390	1,535,919	731,39	2.1	1,535,919
Snowboard Halfpipe	12/09/18	NBC	12:30 PM	90 mins	.53	635,470	1,334,487	635,470	2.1	1,334,487
Snowboard Halfpipe	12/11/18	NBCSN	12:00 AM	90 mins	.02	17,000	35,700	17,000	2.1	35,700

**International TV Exposure:** InFront Media, Eurosport-Asia, Europe, CBC (Canada), ORF, CCTV

## MEDIA DETAILS:

**Accredited Media:** 28

**Print Media:** The Associated Press, Freeskier Magazine, Snowboarder Magazine, Snowboarding Magazine, Summit Daily

**International Media:** EuroSport, CCTV, Sky, Sport1

**Broadcast Media:** NBC, NBC Sports, NBC Universal

**Top USA Results:** Men's SB HP: Toby Miller 2nd, Chase Josey 3rd, Jake Pates 8th

Women's SB HP: Chloe Kim 1st, Maddie Mastro 2nd, Arielle Gold 5th

Men's FS HP: Aaron Blunck 1st, David Wise 3rd, Taylor Seaton 5th, Hunter Hess 7th, Alex Ferreira 8th, Birk Irving 9th

Women's FS HP: Brita Sigourney 3rd, Maddie Bowman 5th, Devin Logan 6th, Annalisa Drew 8th

**Video Highlights:**

Toyota U.S. Grand Prix- <https://usskiandsnowboard.org/follow/freeski>

Toyota U.S. Grand Prix- <https://usskiandsnowboard.org/follow/snowboard>

**Social Media Reach:**

(TBD) 1.6 Million



## **Intermountain Report- Tyler Conway**

Overall, it was a great season with a lot of snow. This year Intermountain limited the number of competitions in the region. This allowed an athlete to focus on more skiing/training while still allowing them to follow the USSA Freeski Pipeline at USASA events.

**Challenges-** Only 1 Halfpipe and 1 Big Air venue

### **Intermountain Freeski Athletes**

Freeski Competitor USSA Memberships: 91

Freeski General USSA Memberships: 119

**Park City PCSS:** Park and Pipe Freeski athletes 85

**Sun Valley:** Park and Pipe Freeski athletes 46 and (USSA Freeski General Memberships IFSA Big Mountain Team 29)

**Jackson Hole:** 52 freeskiers, 32 of which were one day a week, full scholarship, Hispanic skiers through the Doug Coombs Foundation.

**Bogus Basin:** Freeski Development Team Athletes: 41

Freeski Competition Team Athletes: 21

Total BBSEF Freeski Athletes: 62

### **Intermountain Events**

USSA Big Air event 2 competitions with 10 athletes in each

USASA Big Mountain West, serving 300 athletes in the intermountain west. The USASA Big Mtn West Series planned 6 weekends of events with 24 individual events utilizing venues in 5 resort areas including Park City, Snowbasin, Dollar Mountain/Sun Valley, Snow King Resort/Jackson Hole and Grand Targhee.

Nationals 2019 - 60 Freeski athletes in attendance/ 126 starts at usasa nationals events (slopestyle/HP/skiercross/rail jam)

Athlete Starts at Freeski Nationals/Big Mountain West Series: 57/Slopestyle 24 HP / 23 Skiercross / 13 Rail Jam

USASA Nationals - Freeski Medals / Big Mountain West

15 medals

6 gold/ 5 silver / 4 bronze.

## 2018-2019 Report to USSA Freeskiing Sport Committee

The 2018- 19, winter started of strong with cold temps and snow falling as we entered November. Copper Mountain went full force to get their pipe up in time for the first USSA Rev Tour Pipe event in early December. We saw USASA and USSA hold competitive Freeskiing events in the region with USASA being far more active.

The USASA Rocky Mountain Series has continued to attract development level athletes from across the nation and world, with several competitors finding new winter homes in summit county. Two of this seasons Slope events sold out during the week prior to the event, both Breckenridge and Steamboat Slopestyle events were combo days for Ski and Snowboarding with Snowboarders taking the majority of starts 60% Snowboard 40% Ski.

### USASA competitive numbers (average attendance)

\*Max min were used in place of average this season due to large participant swings\*

Rocky Mountain Series	<b>14/15:</b> Pipe 70	Slopestyle 100
	<b>15/16:</b> Pipe 40	Slopestyle 95
	<b>16/17</b> Pipe 45	Slopestyle 95
	<b>17/18</b> Pipe 50max 26min	Slope 91/ 67
	<b>18/ 19 Pipe 44/ 28</b>	<b>Slope 91/ 46*</b>

\* two events sold out Breck and Steamboat SS

Aspen Snowmass Series	<b>14/15:</b> Pipe 15	Slopestyle 55
	<b>15/16</b> Pipe 35	Slopestyle 40
	<b>16/17</b> Pipe 20	Slopestyle 45
	<b>17/18</b> Pipe 35/19	Slope 57/22
	<b>18/ 19 Pipe 27/19</b>	<b>Slope 34/ 20</b>

Southern Colorado Series	<b>14/15:</b> No Pipe	Slopestyle 30
	<b>15/16:</b> Pipe 4	Slopestyle 25
	<b>16/17:</b> Pipe 2	Slopestyle 20
	<b>17/18:</b> Pipe 3/2	Slope 17/11

### US Ski and Snowboard RMD Champs

Vail attendance	<b>14/15:</b> Pipe 31	Slopestyle 50	Big Air 27
Vail	<b>15/16:</b> Pipe 48	Slopestyle 58	Big Air 39
Aspen	<b>16/17:</b> Pipe 22	Slopestyle 27	Big Air 19
Aspen	<b>17/18:</b> Pipe 15	Slopestyle 29	Big Air 20
Did not hold this event			

Once again Freeskiing and Snowboarding has a strong presence at many resorts in the region, with full size parks and 22ft pipes at many of the I 70 resorts, along with the X

Games in Aspen and a strong commitment to Slopestyle in Winter Park. There are growing concerns that resorts are less interested in building large Slopestyle courses.

The IFSA continued its strong presence with RMFS, who ran several events this season, but did not sell out at every stop this season indicating a slight change in popularity. The presence of Big Mountain Skiing offers another pathway within skiing that many freeskiers are drawn to.

**Topics that are more national but seen here in the rocky series.**

- Boy numbers are much stronger than the Girls.
- Creating Young professional coaches remains a challenge for all (from USASA Coach forum)
- US Ski and Snowboarding has 7000 U12 athletes in development programming that may not get exposed to Freeskiing. This core of young skiers are still in alpine development programs, getting these athletes exposure and skills will help sport presence, as they approach middle school.
- How to create the right size course for a good age appropriate venue promoting growth.

**USSA 2019 Congress Sport Committee  
Pacific Northwest Report  
Coggin Hill – MBSEF**

The start of the 2018/19 season was pretty slow but once December rolled around the storms started coming and a solid base quickly developed. This early season snow set-up up great training conditions throughout January as the parks across the PNW were in prime shape. Storms rolled back in early February and everywhere got hammered in mid-late February for about 2 consecutive weeks setting up a solid finish to the season. Mt. Bachelor and Mt. Hood Meadows where both able to build legit 18' halfpipes that allowed for a resurgence in halfpipe riding.

**Regional Events:**

- USASA Mt. Hood series had an influx of international competitors with the partnership between “We are Camps” and the Chinese Team. Most events were at or near capacity.
- Central Oregon series saw consistent participation from 17/18
- The Western Washington Series struggled with participation
- The Dirksen Derby continues to be a premiere Banked Slalom event only 2<sup>nd</sup> to Mt. Baker Banked Slalom
- The 4th annual 10 Barrel Big Air at Mt. Bachelor had probably the strongest showing ever
- Mt. Hood’s 2<sup>nd</sup> year of the Re-Vegate at Meadows was a blast

**National Competition Participation:**

- PNW Athletes competed in the majority of the Revolution Tours, Grand Prix’s, Dew Tour, X-Games, US Open, Hole Shot Tour, Speed Nation Canada, Canadian Open and USASA Nationals
- Season highlights:
- Sean Fitzsimons making finals in multiple World Cups and being nominated to the US Snowboard Slopestyle Pro Team
- Hunter Hess had his strongest year on the World Cup Circuit with a 3<sup>rd</sup> place finish at the Secret Garden event in China and was nominated to the US Freeski Halfpipe Pro Team

- Livia Molodyh won the overall NorAm title for Women's SBX and was nominated to the US SBX Development Team
- 15 Snowboarders and 20+ skiers from MBSEF competed at USASA Nationals and approx. another 40+ from the Mt. Hood, Western Washington and Inland Northwest Series

### **Camps, Coaches Clinics and Training**

- We Are Camps has purchased a progression bag that will be available at HCSC and Windells' this summer
- A fall USASA Level 100 clinic was held in Hood River with 7 participants
- Plans for a summer USASA Level 100 and 200 at Timberline have been discussed

### **Summary:**

The Pacific Northwest had one of its best winters in a few years. The combination of early snow coupled with dry spells in January and March made for all time training conditions. Mt. Bachelor had the best terrain park and halfpipe it's potentially ever had, big jumps were up early and rebuilt consistently throughout the year. Solid 18' pipes were maintained from mid-February through the end of the season at Meadows and Bachelor. Regional events grew largely in part to the influx of Chinese Team at Mt. Hood. Participation was up in higher level events with a decent group of athletes testing the waters of National level events in the US and Canada as well as a strong showing at International level events for PNW athletes.