COMMITTEE MEMBERS
Dylan Omlin - Chairperson -present
Mike Mallon – USASA Rep - present
Alex Deibold – Athlete Rep - present
Ashley Deibold – Sport Development Manager - present
Tricia Byrnes – Athlete Rep - present
Ross Powers– Eastern Rep – present
Coggin Hill – PNSA Rep – phone
Paul Krahulec – Rocky Rep – excused
Andy Gilbert – Intermountain Rep - phone
Jessica Zalusky – Central Rep - present
Jeremy Lepore – IJC Rep - phone
Peter Foley – Coaches Rep - present
Ben Wisner – Far West Rep – present (in the afternoon)
Jeremy Forster – FIS Rep - present

OTHERS IN ATTENDANCE
Jeremy Forster – U.S. Ski & Snowboard
Dave Reynolds – U.S. Ski & Snowboard
Nick Poplawski– Park City Ski & Snowboard
Mike Ramirez - U.S. Ski & Snowboard
Nichole Mason – U.S. Ski & Snowboard
Mike Jankowski – U.S. Ski & Snowboard
Lisa Kosglow – U.S. Ski & Snowboard BOD
Lane Clegg – Team Utah
Ross Hindman – ISTC
Mike Kirchner – NYSEF
Matt Vogel – Team Summit CO
Sarah Welliver – U.S. Ski & Snowboard
Nick Alexakos – U.S. Ski & Snowboard
Michael Bell – Park City Ski & Snowboard
Tori Koski – SSWSC
Kim Raymer – USASA BOD
Jake Levine – Team Utah
Gregg Janecky – Northstar / HCSC
Todd Johnson – CVA
KC Gandee – Gould Academy
Alec Tandara-Kuhns – USCSA
Phoebe Mills – Woodward
Josh Underwood – Team Summit CO
Terri Hunter – Team Summit CO
Chris Waker – Self
Andrew Gauthier – U.S. Ski & Snowboard
Jess Luscinski – U.S. Ski & Snowboard
Alexis Williams – U.S. Ski & Snowboard
• **Chairmen’s Welcome: Dylan Omlin**
  o Omlin 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**
  o Approved by acclamation

• **Committee Member Nominations**
  o Coggin Hill, Andy Gilbert, Jessica Zalusky were all re elected for another 2 year term. Approved by acclamation with Coggin Hill, Andy Gilbert, and Jessica Zalusky abstaining from the vote.
  o Rocky Mountain Rep – Paul Krahulic resigned, Matt Voegtle was nominated and elected for a 2 year term. Approved by acclamation with Matt Voegtle abstaining from the vote.
  o Industry Rep – Phoebe Mills was nominated and elected to serve for a 2 year term. Approved by acclamation with Phoebe Mills abstaining from the vote.

• **Athlete Update- Alex Deibold & Tricia Byrnes**
  o SBX: new wax techniques, young talent on WC podium, WC slots trimmed down, World Champion
  o Athlete Liaison meetings going well in first year of implementation
  o Rookie HP transition on the team positively
  o Non US team members at events- need more connection to feel part of the team

• **USASA - Mike Mallon**
  o See presentation - attached

• **Athletics Update- Jeremy Forster**
  o New employees
  o World Championships
  o Team SBX was a success- opportunity for SB HP/SS team challenges
  o Age to rank criteria data assessment
  o Conversation for Halfpipe/Slopestyle athletes both eligible for Big Air
  o Outerwear: without partner for the season, continuing search
  o Athlete Travel Support
    • Fundraiser
    • Neck gaiter
  o First year of Freeski, Snowboard, Freestyle structure has been a success
  o Season highlight-World Championships, won the overall medal count
  o 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: if athletes are 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

○ 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 ways on how this potentially applies yet acknowledge 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/funding
  ■ Historically, pro team athletes used to have travel budgets from sponsors, 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

● Membership Report- Sheryl Barnes
• 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 USOC as well as cost of background screening
  ■ SafeSport- every 2 years, refresher every year
    ● Must be completed the day they turn 18 years old, if not they will be placed on pending status
    ● 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

• **Events Report - Nick Alexikos**
  ○ See report - attached

• **Education - Gar Trayner**
  ○ Working on revamping the education platform - set to roll out level 100 this summer, followed by an updated level 200 and level 300

• **Old Business**
  ○ No old business was discussed

• **USASA & USSA Collaboration Points - Ashley Deibold**
  ○ See attached presentation
  ○ USASA is now the exclusive grassroots entry point for the competitive pipeline
  ○ USASA and U.S. & Snowboard will be collaboratively hosting 5-7 FIS level events for HP & SS in the 2020 season
  ○ Looking at 2 out of 3 best results for rankings to minimize the number of events athletes need to go to
  ○ Attendance changes with the World Cup spot changes. Mid Level events will create a new entry point for athletes before they get to Rev Elite/ NorAm
    ■ FIS at C level will help athletes get into Nor Am
    ■ Split levels to create stepping stones
  ○ Concern over field size and talent for mid level event and kids coming down the ladder
    ■ Having different prize money amounts than Nor Am - and swag packages
○ Successful athlete pipeline with new structure
  ■ Continue hiring course builders for NorAm Elite
  ■ 2 NorAm Big Air events
○ Big Air pre-qualification for NorAms
  ■ Halfpipe and Slopestyle interest cross list
  ■ Have a jam set up, style big air, etc.

● SBX Team Update - Peter Foley
  ○ SBX: Successful World Championships
    ■ Wax program took time to implement but was successful over time
  ○ National Championships and possibility to send a certain number to raise FIS points?
    ■ Potential to encourage interest with US Teams?
    ■ Balance of encouraging participation or being defeating to some athletes to race against our top athletes
  ○ Importance of Youth Olympic Games in young athlete careers
    ■ Especially in boardercross community
    ■ Criteria is established from 18/19 season - May 1st list

● SBX Working Group Notes - Katie Fieguth
  ○ NorAm’s
    ■ Venues
      ● Need more
        ○ Need to be more technical
        ○ More flow
        ○ Europa Cup hires 1 person to run
          ■ Courses are more consistent
        ○ 15 races in 12 weeks
  ○ Early Season NorAm
    ■ Sunday River could be a possibility
      ● New competition and events director
    ■ Lift that services the course directly
    ■ Pre-event camp
    ■ Gandee – December 15th
    ■ Colorado would be only other location early season
    ■ Breck – after Dew tour
  ○ Ski Cooper – new lift in 3 years, 3 years – snowmaking
    ■ The county finally received the county water rights
    ■ Would like a 6-inch layer of hard packed snow prior to snowfall
  ○ Plowing NorAm Course down after the event is done to make a family friendly course that the public could access. Would bring in more host resorts
Missed opportunity
- Banked slalom
- Resorts need to get more involved in creating lower end courses
  - Build mini courses
  - Seven Spring and Sun Valley were successful at these family style courses
  - Get ski areas to Nastar on SBX and SX
  - Resource focus

Amount of competition

Heat sizes
- NorAm’s and cutting to 16
  - Preparing for the World Cup is the excuse
- Help the younger riders develop
- USA cuts to 16 and CAN is 32
- Are we not giving enough lower level races
- We need to encourage rider participation at beginning of season
  - 16 and 32
  - Time trials to qualify
- Value the importance of pack racing
  - Trying to develop riders and need this
- NorAm Committee – dissolved because they never met
  - Reset this
  - Adding SBX and SX
- SBX/SX – start its own committee
  - Equal
  - More than 24 run to 32
- Scoring / Timing software – Alexakos – bahl scoring

Officials
- Would like to start bringing in other people
- Utilize USASA
- Identify new people
- Lack of flexibility

Skicross overlap
- Can ski cross be run on training day (morning)
- Some WorldCups do it this way
- Adding an extra day

2020 Schedule
- Gore Early Feb
- Holiday Valley Mid Feb
- Ski Cooper Mid-March
- USASA Nationals

FIS entry form – working well and coaches seem to like it. Entry get in on time.
- Getting more women involved in the sport of SBX
  - Project Gold
    - Criteria
      - Two levels - one elite and one younger
        - Strength and conditioning and nutrition
        - Was originally more elite
        - Older kids want to go get track time
          - Give older athletes different housing
  - Transparency of support and pathways for development riders
    - Coaches continued education
      - Points
      - Doing well gives them benefits
      - They lose motivation because they don’t see any payback

- Community Discussions
  - Halfpipe
    - Attendance numbers are decreasing
    - Single day events vs multi-day events
    - Transition tour - freestyle overall for athletes to do both slope and pipe with some reward
    - Prize money for overall winner
    - Cost of 18 ft vs 22 ft pipe
    - Importance of working within resorts to build and develop pipes
    - Location of pipe in relation to slope features
  - Events at resorts
    - What does event value mean to the ski resort
      - Involvement with NSAA to get unified perspective and vision with resorts
  - Split Panel Judging
    - Request to have head judge and non-scoring judge in each booth
    - Increases cost to have a 2nd judge
    - Value of conversation between coaches and judges
      - Round tables and at riders meetings
    - Requirement for coaches to attend a judging clinic for Level 300 certification
      - Website use
    - Ability for judges to know top section of runs to address the tricks
    - Key is communication
  - Judges
    - Making results transparent
    - Judge selection and compensation, more sustainable model
    - How are World Cup Judges chosen?
    - Encouraging coaches, industry professionals to get into judging
- SLS System - more widely used platform in freeski
- Education: 2018 North American Judges Clinic Successful
  - Many new faces
  - Future looks bright
  - Breeding ground for new ideas
  - Aligning judging style w/ direction of sport (style vs. difficulty)

  - **Slopestyle**
    - Transition riding incorporated into slopestyle
    - 4 guys into the top 7

  - **Big Air**
    - NorAm - what we count for overall NorAm Title
      - Three results that count for World Cup for whole year
      - Do we mandate including big air in overall title (2 Canada/2 US)
      - Three results, could be all slope, but one could be big air (Consensus)
    - Should Big Air be included at grassroots level
      - Is slopestyle a development program for big air?
      - Big Air can be included at open class level, but with limited difficulty
      - 13-15 age group could consider big air FIS Start at USASA National Championships

  - **PGS**
    - Lynn Ott gave a report
    - U.S. Ski & Snowboard unable to fund sport
    - Relatively small group, but significant as a whole
    - Number of starts for the tour
    - How we work with Canada on number of starts
    - Location of events
    - Cost of entry fees
    - Course standards
    - Possibility of adding a west coast race
    - Possibility of reducing number of NorAms that athletes need to attend - score is top “x” results
    - 7 total stops, 14 races (Buckhill 3 races)

- **WSF Update - Mike Mallon**
  - TTR dissolved and was merged into WSF-ewrote statues
    - TTR owned WSPL
  - Revenue from WSPL goes back to WSF

- **Adjournment**
  - Approved by acclamation
Membership Changes

• General & short term memberships are now available to those 17 and under

• Non-Scored Athlete
  • New category
  • Age Restricted: 18 and over

• Short Term Foreign
  • Not available online, contact Member Services directly to purchase
  • Available to those 18 and over

• 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
# Snowboard Membership Categories

<table>
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<tr>
<th>Snowboard</th>
<th>Age Category</th>
<th>$</th>
<th>SafeSport</th>
<th>Screen</th>
<th>Sanctioned Competition</th>
<th>Notes</th>
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<td>BG = Snowboard General Member</td>
<td>0-17</td>
<td>$30.00</td>
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<td>STB = Short Term Snowboard</td>
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<td>Restricted to those under 18</td>
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<tr>
<td>STBF = Short Term Snowboard Foreign</td>
<td>18-100</td>
<td>$30/day</td>
<td></td>
<td>x</td>
<td></td>
<td>Available to foreign athletes coming to the U.S. for an event</td>
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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 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 18th 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.
New Public Tools – Member Lookup

Member Lookup

U.S. Ski & Snowboard ID

Season
2018-2019

Division
[Select Division]

Sport
[Select Sport]

First Name

Last Name

Gender
[Select Gender]

Birth Year
1904 - 2019

CLEAR

SEARCH
New Public Tools – Member Lookup – Current

Member #: 6610877
Name: Matt Lemon
Gender: Male
Birth Year: 1990
Division: Intermountain

Current
Background Check
Safe Sport

Staff Membership

VALID THROUGH 6.30.19
VALID THROUGH 6.30.19
New Public Tools – Member Lookup

2018 - 2019

Member #

FIS #: 

Name

Gender: Female

Birth Year: 1997

Division: Eastern

✓ Current
✓ Background Check
✓ Safe Sport
× Fast Start Course

Freestyle Competitor U15 and over 

Valid Through: 6.30.19

Freestyle Coach (w/ Official)

Pending

Freestyle Official

Valid Through: 6.30.19

2018 - 2019

Member #

Name

Gender: Male

Birth Year: 1958

Division: Eastern

✓ Current

Short Term Alpine Masters

Valid Through: 1.30.19
New Public Tools – Coach Lookup

| Member #: | 4650842 |
| Name:     | Jeff Weinman |
| Division: | Intermountain |
| State:    | UT |

**Certifications**
- Alpine Level 400

▲ 11 Clinics

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<td>Alpine FIS TD Update</td>
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### Official Lookup

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

#### Current Certifications

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<td></td>
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<td>Timing and Calculations</td>
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</table>
New Public Tools – Club Directory

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

Club ID: 5676143
Members: 343
Certification: None
Website: www.teamavsc.org
Email: 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 15th - Early bird registration deadline
- Weekend Coverage runs October – March
- Contact Information
  - membership@ussa.org
  - 435-647-2666
  - Online Chat
Sport Committee Meeting
2019/2020 Pipeline Updates
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:

- Coaches and programs focus on their primary objective: **athletic development**
- Fuller fields = better competitive experience
- Established grassroots model
- Reduces the “asks” to resort partners
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:

1. Reduce financial barriers to competitions
2. Prepare athletes for NorAm level events
3. Continued engagement from “participant” athletes
4. Increased opportunity both nationally and regionally
2019 - 2020 Updates

Expand mid-level competitive opportunities

- Potential locations:

  - Mammoth
  - Park City
  - Copper
  - Minnesota
  - Seven Springs
  - Mt. Snow
  - Waterville
2019 - 2020 Updates

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

Features

13+ years old
Must hold USASA, US Ski & Snowboard, FIS licenses

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
- USASA NR-FIS Ranking
- Divisional quota allocations

**Tour Standings**
- Standings will be calculated by combining 3 best results
2019 - 2020 Updates

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
2019 - 2020 Updates

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
Questions?
## 2019 – 2020 World Cups

### Dates and Locations:

<table>
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<tr>
<th>Year</th>
<th>Dates</th>
<th>Events</th>
<th>Location</th>
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<td>19/20</td>
<td>Dec 11-14, 2019</td>
<td>SB/FK- HP</td>
<td>Copper</td>
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<td>19/20</td>
<td>Dec 18-21, 2019</td>
<td>SB/FK- BA</td>
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<td>Jan 29- Feb 1, 2020</td>
<td>SB/FK- SS/HP</td>
<td>Mammoth Mountain</td>
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### 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)
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
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
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
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
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

Columbia
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.
SafeSport -

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

### 2016

<table>
<thead>
<tr>
<th>Athlete Memberships</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td>Ruggies 7-u (Boys &amp; Girls)</td>
<td>24</td>
<td>159</td>
<td>206</td>
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<tr>
<td>Grommets 8-9 (Boys &amp; Girls) Flat Rate</td>
<td>273</td>
<td>265</td>
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<tr>
<td>Total</td>
<td>297</td>
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### 2017

**NEW Age Specific Athlete Membership Introduced**

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<th>2018</th>
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<td>Total</td>
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### 2018

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### 2019

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<tr>
<td>Total</td>
<td>297</td>
<td>424</td>
<td>504</td>
</tr>
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</table>

### 3 yr Participation Growth

- **3 yr Participation Growth**: 365
- **% Increase**: 123%
- **Membership Revenue Deficit**: $-5,045.00

---

**USASA**

**UNITED STATES OF AMERICA SNOWBOARD AND FREESKI ASSOCIATION**
<table>
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<td>27 9</td>
<td>5 0</td>
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|                | 2937 1656   | 160 144     | 4897 2957   | 1682 298   | 284 5221     | 3154 1931  | 184 138   | 5407 186 | 3.56% |      |

**TOTAL ONE DAY CONVERSIONS** = 7
Membership Ups and Downs

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

- BX/SX: 21%
- SS: 22%
- RJ: 20%
- HP: 9%
- GS: 14%
- SL: 14%
US Snowboard Total Events

- 95% US Ski and Snowboard
- 5% USASA

United States of America Snowboard and Freeski Association
US Freeski Total Events

- USASASA: 11%
- US Ski and Snowboard: 89%
Event Participation

Freeski Events  |  Snowboard Events
---|---
48  |  27
380  |  530
New Outreach

- Club Involvement
- Competition
- Community
- Culture
- Ski School Involvement
Looking Ahead

- 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
2018-2019 Season Membership Stats

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

Skiers:

TOTAL MEMBERSHIP:

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
- 26 did not complete Safesport training as of today’s date.
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
USASA Events

500 Regional Series Events

45 National Championship Events

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

Slopestyle
111 Regional Series Events

  • 7094 Regional series starts
    o  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
    o  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
    o  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
    o  Avg of 109 total competitors per national championship event
      ▪ 653 Snowboard / 130 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
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

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

**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:**

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

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

**MEDIA DETAILS:**

**Accredited Media:**
28

**Print Media:**

**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
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
- 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:

<table>
<thead>
<tr>
<th>EVENT</th>
<th>AIRDATE</th>
<th>Network</th>
<th>TIME (est)</th>
<th>Length</th>
<th>Rating</th>
<th>Households</th>
<th>Total Viewers</th>
<th>Cumulative Households</th>
<th>Viewers per household</th>
<th>Total Cumulative Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>SB SS</td>
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<td>10:30PM</td>
<td>60 Mins</td>
<td>.04</td>
<td>48,000</td>
<td>100,800</td>
<td>48,000</td>
<td>2.1</td>
<td>100,800</td>
</tr>
<tr>
<td>FS HP</td>
<td>3/13/19</td>
<td>NBCSN</td>
<td>12:30AM</td>
<td>60 Mins</td>
<td>.02</td>
<td>19,000</td>
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<td>2.1</td>
<td>39,900</td>
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<tr>
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<td>0.67</td>
<td>803,330</td>
<td>1,686,993</td>
<td>803,330</td>
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<td>37,800</td>
<td>18,000</td>
<td>2.1</td>
<td>37,800</td>
</tr>
</tbody>
</table>

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

Event Coverage

Event Photos:
Freeskiing

Snowboard
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. 2nd at Solitude Mountain Resort

Spectators at the Freeski Big Air event on Feb. 2nd at Park City Mountain – Canyons Village

LOCATION & EVENTS

<table>
<thead>
<tr>
<th>Location</th>
<th>Events</th>
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<tbody>
<tr>
<td>Solitude Mountain Resort</td>
<td>Snowboardcross</td>
</tr>
<tr>
<td>Park City Mountain - Canyons Village</td>
<td>Freeski Big Air</td>
</tr>
<tr>
<td>Park City Mountain</td>
<td>Snowboard Parallel Giant Slalom</td>
</tr>
<tr>
<td>Deer Valley Resort</td>
<td>Aerials</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Total</th>
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<tr>
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<td>5</td>
<td>3</td>
<td>6</td>
<td>14</td>
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<tr>
<td>Canada</td>
<td>3</td>
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<td>9</td>
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<td>Switzerland</td>
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<td>3</td>
<td>7</td>
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<td>Russia</td>
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<td>1</td>
<td>6</td>
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<td>France</td>
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</tr>
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<td>Germany</td>
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<td>4</td>
<td>5</td>
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<tr>
<td>Italy</td>
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MEDAL BREAKDOWN - continued

<table>
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<td>Belarus</td>
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<td>Czech Republic</td>
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<td>0</td>
<td>1</td>
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<tr>
<td>Slovenia</td>
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<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Sweden</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>SOLITUDE MOUNTAIN RESORT</th>
<th>01-Feb-19</th>
<th>02-Feb-19</th>
<th>03-Feb-19</th>
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<tbody>
<tr>
<td>Spectators</td>
<td></td>
<td>3,000</td>
<td></td>
</tr>
<tr>
<td>VIP Guests</td>
<td>231</td>
<td>231</td>
<td>229</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>PARK CITY MOUNTAIN – CANYONS VILLAGE</th>
<th>02-Feb-19</th>
<th>05-Feb-19</th>
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<tbody>
<tr>
<td>Spectators</td>
<td>6,000</td>
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<tr>
<td>VIP Guests</td>
<td>400</td>
<td>CANCELLED EVENT</td>
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<tr>
<td><strong>Total</strong></td>
<td>6,400</td>
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</table>
SPECTATORS/VIP GUESTS – continued

<table>
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<tr>
<th>PARK CITY MOUNTAIN</th>
<th>04-Feb-19</th>
<th>05-Feb-19</th>
<th>06-Feb-19</th>
<th>08-Feb-19</th>
<th>09-Feb-19</th>
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</thead>
<tbody>
<tr>
<td>Spectators</td>
<td>100</td>
<td>100</td>
<td>500</td>
<td>2,000</td>
<td>2,000</td>
<td>500 - CANCELLED EVENT</td>
</tr>
<tr>
<td>VIP Guests</td>
<td>No Hospitality</td>
<td>No Hospitality</td>
<td>290</td>
<td>435</td>
<td>438</td>
<td>414</td>
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<td>Total</td>
<td>100</td>
<td>100</td>
<td>790</td>
<td>2,435</td>
<td>2,438</td>
<td>914</td>
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<table>
<thead>
<tr>
<th>DEER VALLEY RESORT</th>
<th>06-Feb-19</th>
<th>07-Feb-19</th>
<th>08-Feb-19</th>
<th>09-Feb-19</th>
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<tbody>
<tr>
<td>Spectators</td>
<td>1,500</td>
<td>2,000</td>
<td>5,500</td>
<td>7,000</td>
</tr>
<tr>
<td>VIP Guests</td>
<td>411</td>
<td>509</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Total</td>
<td>1,911</td>
<td>2,509</td>
<td>6,000</td>
<td>7,500</td>
</tr>
</tbody>
</table>

- Approximately 6,000 spectators attended the Opening Ceremonies and Freeski Big Air event on Saturday, February 2nd.

- Approximately 1,000 attended the Closing Ceremonies on Sunday, February 10th, 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 12th to February 12th)

- 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:

<table>
<thead>
<tr>
<th>Nation</th>
<th>Page Views</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>109,776</td>
<td>(63.3%)</td>
</tr>
<tr>
<td>Switzerland</td>
<td>13,155</td>
<td>(7.59%)</td>
</tr>
<tr>
<td>Austria</td>
<td>6,639</td>
<td>(3.83%)</td>
</tr>
<tr>
<td>Australia</td>
<td>6,090</td>
<td>(3.51%)</td>
</tr>
<tr>
<td>Canada</td>
<td>5,360</td>
<td>(3.09%)</td>
</tr>
<tr>
<td>Germany</td>
<td>3,797</td>
<td>(2.19%)</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3,320</td>
<td>(1.92%)</td>
</tr>
<tr>
<td>Norway</td>
<td>2,491</td>
<td>(1.44%)</td>
</tr>
</tbody>
</table>
France 2,401 (1.39%)
Sweden 2,273 (1.31%)

WEBSITE STATISTICS: 2019WorldChamps.org (From January 12th to February 12th) - continued

- Top Geographical Locations - continued

<table>
<thead>
<tr>
<th>Nation</th>
<th>Page Views</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Czech Republic</td>
<td>2,190</td>
<td>(1.26%)</td>
</tr>
<tr>
<td>Italy</td>
<td>1,760</td>
<td>(1.02%)</td>
</tr>
<tr>
<td>Finland</td>
<td>1,731</td>
<td>(1.00%)</td>
</tr>
<tr>
<td>Russia</td>
<td>1,410</td>
<td>(0.81%)</td>
</tr>
<tr>
<td>Estonia</td>
<td>1,209</td>
<td>(0.70%)</td>
</tr>
<tr>
<td>Netherlands</td>
<td>1,085</td>
<td>(0.63%)</td>
</tr>
</tbody>
</table>

PARTNERS

- 100% of the available partnership inventory was sold for the event. Partners included:
  - Aubio
  - Bose
  - Bulletproof
  - Charles Schwab
  - GoPro
  - Hershey’s
  - High West
  - Orig3n
  - Pacifico
  - Paul Mitchell
  - ProBar
  - Blue Diamond
  - Rockin’ Protein
  - Spyder
  - Toyota
  - USANA
  - Utah Sports Commission
  - Visa
  - Xfinity

BROADCAST DETAILS

<table>
<thead>
<tr>
<th>Event</th>
<th>Airdate</th>
<th>Network</th>
<th>TIME (est)</th>
<th>Length (Hours)</th>
<th>Rating</th>
<th>Households</th>
<th>Total Viewers</th>
<th>Cumulative Households</th>
<th>Viewers per household</th>
<th>Total Cumulative Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snowboardcross</td>
<td>2/1/19</td>
<td>NBCSN</td>
<td>1:00PM</td>
<td>1.5</td>
<td>.05</td>
<td>40,000</td>
<td>84,000</td>
<td>40,000</td>
<td>2.1</td>
<td>84,000</td>
</tr>
<tr>
<td>Freeskicross</td>
<td>2/2/19</td>
<td>NBCSN</td>
<td>1:00AM</td>
<td>1</td>
<td>.05</td>
<td>43,000</td>
<td>90,300</td>
<td>43,000</td>
<td>2.1</td>
<td>90,300</td>
</tr>
<tr>
<td>Freeski Big Air</td>
<td>2/2/19</td>
<td>NBCSN</td>
<td>3:30PM</td>
<td>1.5</td>
<td>.08</td>
<td>68,000</td>
<td>142,800</td>
<td>68,000</td>
<td>2.1</td>
<td>142,800</td>
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<tr>
<td>Team Snowboardcross</td>
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<td>NBCSN</td>
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<td>.07</td>
<td>83,000</td>
<td>174,300</td>
<td>83,000</td>
<td>2.1</td>
<td>174,300</td>
</tr>
<tr>
<td>Parallel Giant Slalom</td>
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<td>NBCSN</td>
<td>7:30PM</td>
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**HIGHLIGHTS**

- Most Highly Attended Event: The Dual Moguls at Deer Valley Resort on Saturday, February 9th, 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
The past winter was a season of change. The US team saw one of the most accomplished riders in the sports history hang up his racing jersey while also having its newest and youngest member stand on a World Cup podium. The team added a plethora of new staff on the wax bench and developed a “new to us” system, that initially had a few athletes concerned but quickly proved there was a winning formula in our new serviceman crew.

A shift in training camp times from late summer to mid fall was a welcomed and productive change by the athletes, that was only made possible by a change in the events calendar. The World Cup schedule was considerably trimmed down to only 4 events, plus a new World Cup finals event that only the top 32 Men and 16 Women from the season long points list were allowed to compete in. This new system was not that well received but it is what is and the US Team managed to get every athlete in, even with some them competing on a limited basis.

Did I mention that Mick Dierdorff is World Champion?...of the world? Twice. Without a doubt the highlight of the season and some much deserved validation after finishing 5th at the Olympics a year prior. Dierdorff and Lindsey Jacobellis also brought home the newly minted Olympic event, Mixed Gender Team race. It was great to have an event on home soil and its something everyone, including other nations, would like to see more of in the future.

There is growing dissension amongst the riders at the direction the sport is headed from the FIS level. Courses have been made smaller and less exciting in reaction to the abnormal amount of injuries that occurred at the Olympics when the whole world was watching. The main concern comes from the new FIS Burgermeister of Cross and his lack of willingness to listen to riders - at all.

Snowboardcross can be fickle, and while the team was able to land an athlete on the podium at almost every event this season, the results don’t the whole story. The US continues to have more depth of talent than any other nation, with the men having more athletes in the top 30 than any other country. There were an unfortunate number of podium close calls but with a crop of young talent making its way onto the Team and into contention, hopefully the podium count can continue to move in the right direction. It has never been more apparent that when the athletes work together, everyone’s level rises. We hope to continue to improve on Team cohesion and set an example of what it looks like when individual athletes work together as a unit.

With bittersweet appreciation, the SBX crew will bid farewell to coach Jeff Archibald after 14 years of service. Arch contributed to careers that included to 4 Olympic medals, 9 World Champion titles, and countless World Cup podiums. It will be a big pair of boots to fill and Arch will be missed.
Central Report by Jessica Zalusky

The Central division had a great season for snow, education and competition. Our season was longer than average and above average for snowfall.

Regional Events:

• All the USASA series held events throughout the season. It’s been a challenge to host halfpipe events due to lack of halfpipes. Second, a boardercross/skiercross competition was cancelled for safety reasons in the Upper Midwest Best Series.

National Events:

• The G Team and Buck Hill hosted the 2nd round of the Race to the Cup (NorAm), December 14-16. All the events went really well. Buck had the highest attendance of the U.S. stops with 70 competitors. Buck also had the biggest cash prize of $2100 along with other podium gifts and paid top four.

National Competitors:

• 15 riders qualified for Project Gold in 2018, many more expected for 2019

• Central riders competed in all the Revolution Tours, select Grand Prix’s, Dew Tour, X-Games, US Open, Hole Shot Tour, Race to the Cup, Speed Nation Canada, Junior Worlds and USASA Nationals

• Several riders finished in the top 10 across all disciplines, most notably Lily Janousek

• 7 members of the G Team based in Minnesota qualified and competed in Parallel at the 2019 FIS Junior World Championships in Slovenia. The team filled 7 spots of a 12-member Junior Parallel Team at this international event.

• G Team Coach Zach Newman was selected as the Junior World’s Parallel Coach.

Training:
• USASA Coach Clinics were held across the Central region. Two 100 clinics and one 200 clinic were held.

Miscellaneous:

• On Sunday, April 21, former top US Parallel rider and 2012 U.S. Snowboarding Slalom Champion, Meghan Graham past away. From 2016-2019, Meghan had been an alpine coach for G Team.

Summary: An overall good season. All of the regionals USASA events went well. Many riders competed in the new Rev Tour along with the Rev Tour Elites and a handful competed in the Grand Prix.

The trend towards participation in freeskiing vs. snowboarding continues to grow on a recreational level but not on a competitive level.
2018/2019 USSA INTERMOUNTAIN REPORT

2018/2019 started slowly, as far as snow totals went but February more than made up for it. The Intermountain continues to provide great riding options for all abilities and levels of riders. The size of the region and the number of total resorts has plenty to offer. There seems to be a bit of a resurgence going on with most clubs reporting that there has been a bit of an uptick in entry level programs mostly consisting of riders between 8-11. Riders from the region continue to be recognized and continue to move through the pipeline. There are great pockets in the region that have thriving “local scenes” and communities and tapping into those should be a priority of our member clubs i.e helping with local and shop events at smaller resorts when possible. It’s still a pretty vast region but experiencing all the difference out here is what makes it great. The member clubs in the region do a really good job of supporting each other. Working with the resorts to provide quality event venues has to remain a priority. Approachable yet quality Slope courses without after thought features. Smaller but quality halfpipe offerings have to continue to be pushed for and BX venues that can be used for “familiycross” or camps after event days. Preaching to the choir but gotta keep pushing!

Membership:
- 10 Member Clubs
- General Members 108
- Comp Members 52
- Coach/Official 45

Events:
- FIS World Championships took place Feb1-10 at Park City and Solitude resorts. Weather was a challenge but most feedback was positive about the events.
- 24 Big Mountain West USASA event days over 6 weekends in Sun Valley, Snowbasin, Park City, Jackson Hole and Grand Targhee with all disciplines represented.
- Smaller resorts like Brighton and Bogus basin continue to offer some great industry and shop events like the Bodie Merrill ¼ pipe event.

Stats:
- Big Mountain West USASA Series is one of the largest series in the country by membership. Split pretty evenly between Freeskiing and Snowboarding

Highlights:
- 4 US Team riders
- 35 USASA Nationals medals 14gld/11slv/10bnz

Closing:
- The region keeps evolving the addition of Woodward in Park City will be interesting to watch and see how that impacts things.
- The UOP continues to be used more and the airbag training in specific has been a great additional option.

Thank You,
Andy Gilbert
Intermountain Rep
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\textsuperscript{nd} 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\textsuperscript{nd} 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\textsuperscript{rd} 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 it’s 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.

Overall the 2018/2019 snowboard season was positive. The results generated by many veteran judges, as well as many new faces, exceeded expectations. Every year brings new talent, and leveraging that talent at local and national events was essential. Nationals, taking place one again at Copper Mountain, CO. included various new judges cutting their teeth on a higher national level event, and individuals who seek to obtain their C level FIS certification this coming Fall, in PC. The Rev Tour's included many veteran judges this past season, making results much more transparent, and easier for head judging overall, with a higher caliber panel. Grand Prix's operated in a similar fashion, stemming from comments from HJ Matty Jennings.

A few items on the table for further discussion entail judge compensation and judge selection tied to our nation.

National, and International judges alike, have growing frustrations tied to the lack of equitable compensation at national events, largely associated with the FIS. All travel expenses are traditionally covered, but as a lack of fair compensation for the daily rate of pay, many new and veteran judges cannot afford to monetize the time-money tradeoff to judge an event, as their full time professional roles compensate them more for what they do, making it difficult to find quality judges, over time.

Lastly, over the past several years, the FIS Judge Director has handpicked specific judges, ultimately favoring some over others, making it difficult for scheduling, and allowing new talent on the panel. We hope a collective effort will address this in coming season/s, and look forward to giving our newer judges a spot on local/Regional/National/International levels.

Judging Formats:

The 2018/19 season tied in the SLS system on a more consistent level, including a more widely used platform in the FreeSki world. SLS continues to be a favorable platform for Slopestyle, as it meticulously clarifies the merits tied to a trick on a specific feature on the course. Riders and Coaches alike continue to provide positive feedback regarding SLS tied to Slopestyle.

On the contrary, SLS tied to Pipe, continues to be an evolving concept, and will be refined in the coming years, as riders and coaches feel it is a work in progress in this discipline.

Education:

The 2018 North American Judges Clinic took place in Vancouver, BC. The head facilitator, US Judge Connor Manning, and other International partners, were very pleased with the turnout. Traditionally, this was a combined IJC and FIS clinic. There were many new faces representing North America, and the future looks bright with ambitious, knowledgeable talent on the horizon for up and coming snowboarding judging. This year took a new spin, and included a half day joint discussion with Freeski judges, and allowed for deeper discussion tied to judge theory, learning styles, and the concept of both entities utilizing the same methods for addressing coach and rider rebuttals and ensuring everyone operates with the same approach/delivery throughout the season. We see our annual clinics as a way to excel our skillsets, but also as a breeding ground for open discussions tied to new ideas to further evolve snowboard judging, and to influence the sport in a positive way for the riders, coaches, and everyone in between.
Dear Members of the US Ski & Snowboard Congress,

In 2014, The US Snowboard Racing Team formed to support both the elite and promising young racers in the US. Working in conjunction with USSA and USASA, we strive to promote the original snowboarding sport of racing the clock to do so we feel we must build and sustain an internationally competitive group of athletes. Although we are a relatively small group, we are significant to the snowboarding community as a whole, and our athletes deserve every opportunity that other Olympic snowboarding disciplines have. By supporting not only our most elite riders, but also the pipeline beneath them, we are helping to provide young racers with a clear path to World Cup and Olympics.

Over the past 5 years, we have focused primarily on providing much needed financial support to the athletes. When we paid out over $16,000 to the teams for the 2015/16 season, it represented the first time an organization provided true financial support to a team in over 10 years, and exceeded our grateful athletes expectations. Since then, we have continued to pay out over 75% of our donations directly to the athletes. (we have no paid staff)

Currently, our athletes are scattered across the country and the world, training independently with their own coaches and sponsors. In speaking with past and present team members, there is an overwhelming push to foster a feeling of team. To that end, we will be providing uniforms for the team and we are working a conditioning coach to set up a program for team athletes. We are committed to helping our elite team athletes achieve their goals, and helping our younger athletes plan their seasons to optimize their results. We will continue to fundraise and seek out additional sponsors to provide as much support, on-snow and off, to our team members.

We welcome any suggestions you have that will help us to achieve our ambitions. In short, we, like all of you, want our athletes to “Be the Best”

Thank you,

Lynn Ott
Executive Director
United States Snowboard Racing Team

**Board of Directors**
Mike Trapp – President
Noah Cermak – Vice President
James Doyle – Treasurer
Abby Nyberg – Secretary
Josh Wylie
Mike Mallon – USASA Advisor
Ashley Diebold – USSA Advisor
Olympic Bronze medalist Arielle Gold & Amy Krahulec were invited to attend a Denver Broncos home game in November and were honored to be included in the on field celebrations prior to the start of the game, promoting women’s snowboarding!

- 732 competitors call the Rocky Mountain Series their home (up 5.9 %)
- Strong participation from the following clubs:
  - Team Summit – Alpine / Freestyle / SBX / SX
  - SSWSC – Alpine / Freestyle / SBX / SX
  - Method Academy – Alpine / Freestyle / SBX
  - Winter Park – Alpine / Freestyle / SBX
  - Eldora & Pink – Alpine / SBX / Freestyle
  - Team Breckenridge – Freestyle / SX
  - Target Toyama Japan– Freestyle / SBX
  - Transition Australia – SBX
  - South Korea – Freestyle
  - CU Boulder – Freestyle
  - US Airforce Academy – Freestyle
  - Chinese Rowing Association - Freestyle / SBX / SX

- RMS / USASA 9 & Under FREE Program
  - The Rocky Mountain Series donated over $15,000 of free entries in support of this developmental pipeline program.
  - 22 Ruggies / 7 & under (Free USASA membership / Free entry into RMS events)
  - 38 Grommets / 8 & 9 year old’s ($50 USASA membership / Free entry into RMS events)
    - Each weekend approximately 20% of the field is comprised of 9 & Under Free program participants
      - Events fill up quickly because of this free component. We are working with a couple of resorts to allow us access to their smaller parks to accommodate the younger groups.
        - Menehune Age Class (10-11) is experiencing solid growth as a result of the 9 & under free program (80 + members in this group)
        - Breaker Age Class (12-13) is producing seasoned competitors (125 + members in this highly competitive group)
  - Winter Park hosted a 9 & Under ONLY Slopestyle event on an appropriately sized, two jump, two rail course for the exclusive use of this group. Poorly attended, however the Resort is very supportive of the venue / looking forward to next season
- RMS / Adaptive Free program in its 5th season
  - (purchase a USASA Membership and all RMS event entry fees are comp’d / free)
    - 6 Snowboarders

- Snowboarders & Freeskiers from Iceland, South Korea, Japan, Russia, Norway, Denmark, Holland, Brazil, Great Britain, Switzerland, Canada, China, New Zealand, France, Ireland, Hungary, the Netherlands & Australia participated in US Ski and Snowboard & USASA Rocky Mtn Series events.

- Copper Mountain, Keystone, Breckenridge, Winter Park, Ski Cooper, Howelsen Hill and Steamboat Springs once again all featured excellent venues and outstanding support by their event departments for our program.

- We were fortunate to be able to offer 3 different Halfpipe venues this season (Copper / Breck / Steamboat) and encourage other regions to support the venues regardless of the size of the halfpipe to develop ridership.

- Ski Cooper – Boardercross / Skiercross – Great track, great snow conditions!
  - Resort is very supportive of the venue / looking forward to next season

- Copper Mountain Resort – Snowboard and Freeski Slopestyle contests, February 2nd & 3rd, followed by a Rev Tour Qualifier on a freshly built course February 7th. Challenging weather conditions, well attended event.

- WSF / USASA Rookie Tour Slopestyle Gromfest @ Keystone
  - Freeski Slopestyle February 9th, 2019
    - First ever Freeski World Rookie Tour Qualifier
  - Snowboard Slopestyle February 10th, 2019
  - Well attended / International Field - Excellent weather

- WSF / USASA Rookie Tour Halfpipe Gromfest @ Copper Mountian – January 6th, 2019
  - Well attended – Excellent weather

- USASA National Championships @ Copper – April
  - The USASA National Championship continues to be the largest snowboard & freeskier event on the planet with a record 1900 + participants, over a 11 day period.
  - Partnership with the US Ski and Snowboard & FIS continues to grow relevance in all disciplines
  - FIS / US Ski & SB dual sanctioning of all Open Class contests events during the USASA National Championship:
    - Snowboard Men’s & Women’s Giant Slalom, Slalom, HP, SS & SBX
    - Freeski Men’s & Women’s HP, SS, SX (BA exhibition event)
  - Skicross continues to struggle at the elite level, however, participation in Skicross at the lower age class levels is very strong!
  - Rocky Mountain Series snowboarders and freeskiers brought home 34 Gold, 41 Silver & 44 Bronze medals from the 2019 USASA National Championships, a total of 119 medals
Programs

- IJC Judges clinics anticipated again in the fall of 2019. Jonas Brewer, Dave Morris and Erin Young have been successful recruiting new judges, providing them with opportunities at lower level events.

- “9 & under FREE” program in the Rocky Mountain Series / USASA for both snowboard & freeskiers continues to attract new competitors and is the foundation of an extremely competitive pipeline and garnering the support of the community.

- Coaches Compliance / Education Checked at Regional Events
  Current USASA Membership / USOC Safeport / Background Check / CDC / First Aid required in order to gain access to venues.

Fully supported and encouraged by all participating programs.

Moving forward

- Working with Chris Laske & SSCV to secure halfpipe and Slopestyle events back at Vail / partnership with Burton Global Open to offer Jr Jam spots.

- Working with Winter Park again to host a 9 & Under ONLY Slopestyle event on an appropriately sized, two jump, two rail course for the exclusive use of this group.

- Exploring alpine racing opportunities at Eldora and Echo Mountain for the upcoming season.

It's been an honor to serve the membership of the Rocky Mountain Region. I thank you for your continued support.

Paul Krahulec
The East Coast had a good snow year overall. We did have a few of our east coast snow, rain, freeze cycles though. However, we finished the season strong with several snowstorms. It was great to see the mountains have the ability to build quality training and competition venues throughout the season.

With USASA having many series in the east there were events to attend for the low to mid level riders. With US Ski and Snowboard having three Rev Tour slopestyles, a Rev Tour halfpipe, two Hole Shot/Nor-AM SBX races, one Rev Tour SBX race and two Nor-Am alpine races on the east, it also gave our mid to higher level athletes the chance to attend competitions without having to travel as far as previous years.

US Ski and Snowboard East Coast Events:

Revolution Tour Double SS Nor-Am Level
Location: Waterville Valley NH
January 14th and 15th
Waterville has a nice slopestyle venue at the bottom of the mountain with good viewing from in front of the base lodge and a Poma lift that takes competitors to the top of the course. The weather was nice this year, the course was good and many said it was the best east coast Rev Tour to date.
This year there were 17-18 women and 32 men competing. Women numbers were up 10 and the men dropped 20 from last year. The drop on the men’s side was due to the two levels of Rev Tours this year and the new qualifying criteria.

Revolution Tour HP/SS FIS Level
Location: Seven Spring PA
February 26th and 27th
Seven Springs was a good host. Their park crew worked hard to create good venues and keep them maintained with challenging weather leading up to the Rev Tour.
Women HP 11 & 10 SS. Men HP 23 & 42 SS.
Race to The Cup/ Nor-Am Cup
Location: Holiday Valley Resort NY
February 28th & March 1st
Holiday Valley continues to be very excited to have the alpine racers at their resort and they have a good race hill.
This year there were 20-21 women and 38-40 men in the PGS races. The women numbers were similar and men numbers were up some from last year.

Hole Shot Tour/ Nor-Am Cup
Location: Holiday Valley Resort NY
March 14th & 15th
This was Holiday Valley’s first Nor-Am level SBX. The builder did a good job creating the course on a trail that was narrow in spots. There were 17-18 women and 41-43 men in the SBX races.

Education
The east offered quite a few level 100 & 200 coaches clinics this year with many of them being in the fall. Several eastern coaches are hoping to attend a level 300 coaches clinic in the future.

Conclusion
The Eastern Division has a number of great training programs, many USASA series, several US Ski and Snowboard events and decent mountains. We haven’t had any top level pro events at resorts in a while so it’s hard for many mountains to commit to full size features. The east is still producing amazing snowboarders and many riders from the east are representing our sport around the world.
Seven Springs was the only east coast mountain that built a 22ft halfpipe this year. Okemo, Mount Snow and Loon all built 18ft halfpipes which was good to see. Halfpipe riding continues to be on the decline with only a few mountains having halfpipes these days. A discipline that continues to be popular is banked slalom. Both the VT Open and The Sugarloaf Banked Slalom had over 150 athletes sign up.
This year the highest level sanctioned events on the east coast were the four US Ski and Snowboard events. We would love to see them return and hopefully grow for all of us involved.
The information in this report was put together by Ross Powers with feedback from other eastern region coaches.