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U.S. Ski & Snowboard is an Olympic sports organization providing leadership and direction for tens of thousands of young skiers and snowboarders, encouraging and supporting them in achieving excellence. By empowering national teams, clubs, coaches, parents, officials, volunteers and fans, U.S. Ski & Snowboard is committed to the progression of its sports, athlete success and the value of team. Established in 1905, U.S. Ski & Snowboard receives no direct government support, operating solely through private donations from individuals, corporations and foundations to fund athletic programs to assist athletes in reaching their dreams.
The last year has been an incredibly busy and successful twelve months for U.S. Ski & Snowboard and the people at the heart of our team, our athletes. We have earned medals in South Korea, World Cup podiums around the globe and, of crucial importance, we have had the strongest possible focus on creating a safe, secure environments for athletes of all sports, free from hazing, bullying and sexual misconduct.

Looking first at the 2018 Season, the Olympic Winter Games were an opportunity for us to cheer the success of our athletes. It’s also a time as leaders to look retrospectively at what we do as a sports organization to prepare our athletes to achieve their goals, as well as providing a pathway for others to pursue their dreams. We had some remarkable moments in PyeongChang, winning 15 medals including seven gold. We saw repeat gold medals from Jamie Anderson, David Wise and Mikaela Shiffrin, Shaun White won the third gold of his career, and we saw the future come alive with teens Chloe Kim and Red Gerard taking gold. My personal highlight in Korea was watching Kikkan Randall teamed with Jessie Diggins win one of the most enjoyable and inspiring gold medals of the Games.

It was also a year where we took some great strides forward to the future. The dramatic expansion of our regional club-based high performance centers will be huge difference makers in the future. The initiation of Project 26 which is focused on alpine development is providing a new template for building for the future, as is our expansion in on-snow regional centers.

As an organization some of our greatest success has come in freestyle, snowboard and freeski. This February athletes from nearly 40 nations will come to our hometown and three remarkable Utah resorts for the FIS Snowboard, Freestyle and Freeski World Championships in late January. It is always exciting to host the World’s best athletes and celebrate the success of our sport. I would encourage everyone to attend and cheer for all the athletes who are competing.

On behalf of our athletes, officials, coaches and clubs, I want to thank all of our supporters for providing your time and dedication that allows our young men and women to pursue a sport they love and to achieve their dreams. The 2018-19 season will be my last as chairman of U.S. Ski & Snowboard, but I will continue to be passionate about our mission and team. In my 13 years in this leadership role, my greatest pride has come from the partnerships we have forged with all of our stakeholders allowing us to join together in helping our athletes achieve remarkable success.

Thank you for allowing me to lead U.S. Ski and Snowboard and for your commitment to building excellence across the organization and providing opportunities for young athletes so that they can achieve their goal of being Best in the World.

Finally I want to welcome Kipp Nelson as the incoming chairman. He was an outstanding, inspired choice by the board. I have known Kipp for more than a decade and look forward to working together as he takes the helm in May 2019.
VISION
The vision of U.S. Ski & Snowboard is to make the United States of America the Best in the World in Olympic skiing and snowboarding.

MISSION
The mission of U.S. Ski & Snowboard is to lead, encourage and support athletes in achieving excellence by empowering national teams, clubs, coaches, parents, officials, volunteers and fans.

VALUES
Integrity
Passion
Fun
Team
Community
Excellence
Grit
Safety

GOALS
Achieve athletic excellence
Grow the visibility of our sports and brand through our athletes
Engage, lead and grow our communities
Cultivate organizational excellence
Achieve financially sustainable growth
TIGER SHAW Q&A

Tiger Shaw, a two-time Olympian, concluded his fourth season as president and CEO of U.S. Ski & Snowboard in 2017-18, looking back on the Olympic season and the pathway ahead for the progressive sports organization.

Tiger, reflecting back on your first four years while looking into the future, what are your key areas of focus?

Transparency and engagement remain paramount. We will be stronger if we work together. Feedback from our regions, divisions and clubs is vital for our success. I want to hear from our members and I want everyone to be engaged in our success, especially our athletes as they are at the very heart of everything we do.

What initiative is U.S. Ski & Snowboard taking in the area of athletic development?

As a Best in the World athletic organization, we have a primary focus on development for the future. This season we launched a new program in alpine after several years of research. Project26 was the research that led to changes and serves as a model for our other sports in athletic development and coaches education. We also expanded our regional High Performance Centers at U.S. Ski & Snowboard clubs around the country. That will take the science we’ve developed at the Center of Excellence and transfer that knowledge to athletes locally.

How does coaches education fit into that plan?

Ultimately, our thousands of professional U.S. Ski & Snowboard coaches deliver knowledge to athletes at the club level. That’s paramount. We are continuing our efforts to provide more education for coaches and to enhance quality through certification. At the core of all of this are our 400 U.S. Ski & Snowboard clubs especially our 45 Podium Certified Clubs.

The majority of U.S. Ski & Snowboard’s athlete members are youth. What steps are being taken to safeguard them?

A lot’s been written about sexual misconduct. But it’s broader than that, including hazing, bullying and other issues. It’s very important for us to maintain the safest possible environment for all of our athletes. We invest significantly each year in supporting the U.S. Center for SafeSport, the independent organization that provides education and an anonymous platform for reporting and investigation. An adherence to background screening of every single coach, official and staff member associated with U.S. Ski & Snowboard is an important piece of the work we do, as is ongoing education and communication of responsibilities and channels for reporting. Every single person involved in sport today needs to ensure that athlete safety and the work the U.S. Center for SafeSport is doing is a fundamental part of their culture. It takes all of us working together to protect our youth and all our athletes!

What about safety on-snow?

Our sports are exciting. But they must be conducted properly with a focus on safety. Our education and certification of competition officials and maintaining safety protocols at all times is vital. Groups like the Kelly Brush Foundation have kept a focus on safety through education and access to course protection. The Bryce and Ronnie Athlete Snow Safety Foundation (BRASS) is doing good things in raising the profile of avalanche safety. Our partnership last spring to provide U.S. Ski & Snowboard coaches and athletes with both Level 100 and Level 200 avalanche training was an important step for us. We are also working on athlete safety in competition and training through our medical and sport science team, looking at prevention of injuries and how to manage athletes back to competition.

Budgeting is a balancing act. How are you managing the need for greater elite athlete funding?

Athlete funding remains a priority. We know we need to close the gap and we are moving in that direction. We have some amazing support services for athletes. This past season, 72 athletes were able to receive...
support from the Bob Beattie Travel Fund, part of our Marolt Athlete Endowment. We brought back our Rookie Camp this spring with 34 athletes and 15 parents attending. Our college and career support programs are touching well over 100 athletes each year. Both our U.S. Ski & Snowboard and Foundation Boards are keenly aware of our need in this area.

How does America support the organization to help athletes?
Our supporters are passionate about helping athletes. The entire resort industry comes together each year with some incredibly generous supporters of the team to raise $4 million with the Gold Pass. Our major donors have really stepped up to support not only our annual fund but also the Marolt Athlete Endowment.

What were your takeaways from the Olympics in PyeongChang?
The Koreans produced really excellent events with outstanding sport venues for our athletes. We saw again how important snowboard and freeski is with fan and broadcast popularity, along with our own success winning 11 of our 15 medals. The cross country gold from Jessie Diggins and Kikkan Randall will inspire a new generation in a sport that is growing in popularity.

How important are the Olympics for sport exposure?
The Olympics give us a strategic platform for marketing growth. Our social media efforts picked up a new follower every 3.5 seconds - one of the best growth rates of any Olympic sports organization. Our star athletes helped boost our domestic broadcast reach to nearly 150 million - much of that the result of our aggressive domestic event schedule. We’ve also worked with NBC to increase our event availability through live streaming, as well as developing our own streaming platforms such as with the cross country Super Tour.

Looking into the crystal ball, what signs do you see for the future?
Junior World Championships are an important indicator for us of future success. This past season we led in Hodler Cup points across all sports taking 16 medals. That included four in nordic, the most ever, and 10 across freeski and snowboard.

The World Alpine Championships in Vail/Beaver Creek in 2015 were a big success for the sport. How important is this year’s 2019 FIS World Championships in Utah?
Snowboard, freestyle and freeski are our strongest and deepest sports. So showcasing those sports with the best athletes in the world competing here in the USA is an important opportunity. Our partnership with NBC will bring these sports to millions of U.S. viewers Feb. 1-10. Over 1,300 athletes from around 40 nations will compete bringing global impact. These are our strongest sports and we want to tell that story to the world to strengthen the global position of snowboard, freestyle and freeski.

“What motivates me is the difference our organization makes in providing the opportunity for young men and women to engage in our sport - whatever their goals might be.”

What are the key events you’ll be watching in 2019?
It’s a World Championship year so our elite athletic direction will be there - much like the Olympics, but with more specific focus on each sport. In addition to the 2019 FIS World Championships here in Utah, alpine is in Åre, Sweden with nordic in Seefeld, Austria - both amazing venues for their respective sports.

This next year you will also see a transition in board leadership.
We are thankful to Dexter Paine for his board chairmanship since 2006. He’s been a real difference maker who helped lead us to become Best in the World while, at the same time, providing leadership that made us a better organization overall. Our board established a very public process for determining Dexter’s successor - longtime board member Kipp Nelson - and we will implement a transition plan over the winter to assure we don’t miss a beat when the change is made in spring, 2019.

In closing, Tiger, as an Olympian who is now a sport leader, what gives you the most satisfaction in your role?
I’m very proud of our organization. What motivates me is the difference our organization makes in providing the opportunity for young men and women to engage in our sport - whatever their goals might be. Of course, it’s exciting to watch athletes like Mikaela Shiffrin, Jessie Diggins or Chloe Kim win Olympic gold. But it’s equally important to know that every year we provide the programs for tens of thousands of athletes to have fun competing safely in our ski and snowboard programs.
U.S. Ski & Snowboard will showcase the progression of sport hosting the 2019 FIS World Championships with a focus on athletic performance amidst a community engagement that will blend arts and sport, inspiring the next generation.
SOLITUDE MOUNTAIN RESORT
- Skicross
- Snowboardcross

CANYONS VILLAGE - PARK CITY MOUNTAIN
- Big Air Skiing
- Big Air Snowboarding

PARK CITY MOUNTAIN
- Halfpipe Skiing
- Halfpipe Snowboarding
- Slopestyle Skiing
- Slopestyle Snowboarding
- Parallel Snowboarding

DEER VALLEY RESORT
- Aerials
- Moguls
YEAR IN REVIEW

15 OLYMPIC MEDALS
7 GOLD 5 SILVER 3 BRONZE

7 WORLD CUP CHAMPIONS
Mikaela Shiffrin, alpine overall
Mikaela Shiffrin, slalom
Chris Corning, slopestyle snowboarding
Chris Corning, big air snowboarding
Chris Corning, snowboard overall
Alex Ferreira, halfpipe skiing
Chloe Kim, halfpipe snowboarding

130 WORLD CUP AND MAJOR EVENT PODIUMS
GOLD
Mikaela Shiffrin, giant slalom
Jessie Diggins, cross country team sprint
Kikkan Randall, cross country team sprint
David Wise, halfpipe skiing
Jamie Anderson, slopestyle snowboarding
Red Gerard, slopestyle snowboarding
Chloe Kim, halfpipe snowboarding
Shaun White, halfpipe snowboarding

SILVER
Jamie Anderson, big air snowboarding
Alex Ferreira, halfpipe skiing
Nick Goepper, slopestyle skiing
Kyle Mack, big air snowboarding
Mikaela Shiffrin, alpine combined

BRONZE
Arielle Gold, halfpipe snowboarding
Brita Sigourney, halfpipe skiing
Lindsey Vonn, downhill

OLYMPIC FAST FACTS

Jessie Diggins and Kikkan Randall became first Americans to win Olympic gold in cross country.

Chloe Kim made history landing back-to-back 1080s in gold medal run.

The USA has now won all four gold medals since slopestyle snowboarding debuted in 2014.

Mikaela Shiffrin upped her game from Sochi with two medals.

Red Gerard became youngest U.S. skier or snowboarder to win Olympic gold.

David Wise, Jamie Anderson and Mikaela Shiffrin all repeated as gold medalists.

Shaun White claimed third-career Olympic title and Team USA’s 100th gold medal.

Kyle Mack and Jamie Anderson brought home silver medals in debut of big air snowboarding.

Lindsey Vonn capped off Olympic career with downhill bronze.

Photo © Getty Images

Photos © Sarah Brunson
Mikaela Shiffrin and Lindsey Vonn each had sensational Olympic seasons. Shiffrin put down her best World Cup season ever with a dozen wins, collecting her third overall and fifth slalom crystal globe not to mention Olympic giant slalom gold and combined silver.
LINDSEY VONN blazed to a powerful season, winning five World Cups and moving within four victories from Ingemar Stenmark’s seemingly untouchable record. Her Olympic downhill bronze was an emotional accomplishment in her final Games.

A succession of injuries took Ryan Cochran-Siegle away from international speed races for four years. In just his second season back, he established himself as a multi-event threat.
# National Champions

**Toyota U.S. Alpine Championships**

## Men
- **Downhill**
  - Ryan Cochran-Siegle (Mount Mansfield Ski Club)

- **Super G**
  - Tommy Ford (Mount Bachelor Ski Education Foundation)

- **Giant Slalom**
  - Hig Roberts (Steamboat Springs Winter Sports Club)

- **Slalom**
  - Ryan Cochran-Siegle (Mount Mansfield Ski Club)

- **Combined**
  - Ryan Cochran-Siegle (Mount Mansfield Ski Club)

## Women
- **Downhill**
  - Nina O’Brien (Burke Mountain Academy)

- **Super G**
  - AJ Hurt (Sun Valley Ski Team)

- **Giant Slalom**
  - AJ Hurt (Sun Valley Ski Team)

- **Slalom**
  - Nina O’Brien (Burke Mountain Academy)

- **Combined**
  - AJ Hurt (Sun Valley Ski Team)

# U.S. Noram Cup Champions

## Men
- **Overall**
  - River Radamus (Ski & Snowboard Club Vail)

- **Giant Slalom**
  - Brian McLaughlin (Dartmouth Ski Team)

- **Slalom**
  - Mark Engel (Sugar Bowl Ski Team)

- **Combined**
  - Sam Bass (Carrabassett Valley Academy)

*Photo credit: Photos © Nils Ribi*
CROSS COUNTRY REVIEW

Teammates Sadie Bjornsen, Jessie Diggins and Kikkan Randall celebrate a stunning year. The team sprint Olympic gold from Diggins and Randall capped a strong cross country season that saw both Diggins and Sadie Bjornsen score top-10 overall World Cup finishes, plus a record three Junior World Championship medals.
A year after a breakthrough team medal at Junior Worlds, Aspen native Hailey Swirbul (Univ. Alaska-Anchorage) skied to a pair of individual medals at the Junior World Championships in Switzerland while Luke Jager, Ben Ogden, Gus Schumacher and Hunter Wonders took bronze in the 4.5k relay.

Sophie Caldwell picked up four World Cup sprint podiums including a win in Seefeld to finish third for the year.

WORLD CUP RANKINGS
2. Jessie Diggins - overall
3. Sophie Caldwell - sprint
3. Jessie Diggins - distance
6. Sadie Bjornsen - overall
6. Jessie Diggins - sprint
8. Sadie Bjornsen - sprint
10. Sadie Bjornsen - distance
CROSS COUNTRY REVIEW

L.L. BEAN NATIONAL CHAMPIONS
U.S. Cross Country Championships
Anchorage/Craftsbury, Vt.

Men's 15k Freestyle
Scott Patterson (Alaska Pacific University Nordic Center)

Women's 10k Freestyle
Caitlin Patterson (Craftsbury Green Racing Project)

Men's 30k Classic
Tyler Kornfield (Alaska Pacific University Nordic Center)

Women's 20k Classic
Caitlin Patterson (Craftsbury Green Racing Project)

Men's 50k Classic Mass Start
Erik Bjornsen (Alaska Pacific University Nordic Center)

Women's 30k Classic Mass Start
Jessie Diggins (Stratton Mountain School)

Men's Freestyle Sprint
Reese Hannaman (Alaska Pacific University Nordic Center)

Women's Freestyle Sprint
Caitlin Patterson (Craftsbury Green Racing Project)

Men's Classic Sprint
Reese Hanneman (Alaska Pacific University Nordic Center)

Women's Classic Sprint
Caitlin Patterson (Craftsbury Green Racing Project)

4x5k Mixed Relay
Stratton Mountain School

Caitlin Patterson won four gold medals at the U.S. Championships.

U.S. SUPERTOUR CHAMPIONS

MEN

Overall
David Norris (Alaska Pacific University Nordic Center)

Distance
David Norris (Alaska Pacific University Nordic Center)

Sprint
Ben Saxton (Stratton Mountain School)

WOMEN

Overall
Kaitlyn Miller (Craftsbury Nordic Ski Club)

Distance
Rosie Frankowski (Alaska Pacific University Nordic Center)

Sprint
Kaitlyn Miller (Craftsbury Nordic Ski Club)
Kikkan Randall, who retired after nearly two decades on the U.S. Cross Country Ski Team, inspired an entire generation of young skiers through her boundless energy, never-ending smile and contagious enthusiasm. Her leadership on FIS Athlete Commission helped athletes across all sports, as will her new role with the IOC.
FREESKI REVIEW

David Wise returned with his family to repeat as Olympic champion in PyeongChang.
FREESKI REVIEW

32 WORLD CUP AND MAJOR EVENT PODIUMS

22 WORLD CUP PODIUMS

14 TOYOTA U.S. GRAND PRIX PODIUMS

4 OLYMPIC MEDALS - 1 GOLD

6 X GAMES MEDALS

4 JUNIOR WORLD CHAMPIONSHIP MEDALS

OLYMPIC MEDALS

GOLD
David Wise, halfpipe

SILVER
Alex Ferreira, halfpipe

SILVER
Nick Goepper, slopestyle

BRONZE
Brita Sigourney, halfpipe

Veteran Brita Sigourney took Olympic bronze in a hard-fought halfpipe contest in PyeongChang.

(Left) Nick Goepper backed up his 2014 bronze with 2018 slopestyle silver in PyeongChang.
2018 ANNUAL REPORT | FREESKI REVIEW

FREESKI REVIEW

X GAMES MEDALISTS

Gold - Maddie Bowman, halfpipe
Gold - David Wise, halfpipe
Gold - Maggie Voisin, slopestyle
Silver - Brita Sigourney, halfpipe
Silver - Alex Ferreira, halfpipe
Bronze - Torin Yater-Wallace, halfpipe

JUNIOR WORLD CHAMPIONSHIPS MEDALISTS

Gold - Mac Forehand, big air
Silver - Ryan Stevenson, big air
Silver - Mazie Hayden, skicross
Silver - Dylan Ladd, halfpipe

WORLD CUP CHAMPIONS

Men's Halfpipe
Alex Ferreira

NOR-AM CUP CHAMPIONS

Men's Slopestyle
Mac Forehand
Women's Slopestyle
Marin Hamill

Photo © Sarah Brunson
It was a breakout year for Jaelin Kauf with five World Cup podiums including two wins.
FREESTYLE REVIEW

12 WORLD CUP PODIUMS
5 WORLD CUP WINS
2 FIS ROOKIES OF YEAR
4 NORAM CUP TITLES

FIS World Cup Rookies of the Year
Casey Andringa - moguls
Madison Varmette - aerials

Photos © Steven Earl Photography
FREESTYLE REVIEW

NATIONAL CHAMPIONS
Toyota U.S. Freestyle Championships
Waterville Valley, N.H.

Men’s Moguls
Bradley Wilson

Women’s Moguls
Keaton McCargo

Men’s Dual Moguls
Bradley Wilson

Women’s Dual Moguls
Tess Johnson

Men’s Aerials
Harrison Smith

Women’s aerials
Morgan Northrop

U.S. NORAM CUP CHAMPIONS

MEN

Moguls
Dylan Walczyk

Aerials
Justin Schoenefeld

WOMEN

Moguls
Avital Shimko

Sprint
Kaila Kuhn

Photo © Steven Earl Photography
USA Nordic jumper Kevin Bickner (Norge Ski Club) continued to lead a resurgence of ski jumping for the U.S. men, including the longest jump in the first round in the HS109 meter competition. For the women, 2013 World Champion Sarah Hendrickson (Park City Ski & Snowboard) qualified for her second Olympics.
Youth Olympic Games medalist Ben Loomis (Flying Eagles Ski Club) capped off a strong junior career with a nordic combined bronze at Junior Worlds.

NATIONAL CHAMPIONS

Ski Jumping

Men's Large Hill, HS134m, Park City, Utah
Will Rhoads (Park City Ski & Snowboard)

Men's Normal Hill, HS100m, Lake Placid, N.Y.
Michael Glasder (Norge Ski Club)

Women's Large Hill, HS134m, Park City, Utah
Nita Englund (Kiwanis Ski Club)

Women's Normal Hill, HS100m, Lake Placid, N.Y.
Nina Lussi (New York Ski Education Foundation)

Nordic Combined, Lake Placid, N.Y.

M E N
Bryan Fletcher (Steamboat Springs Winter Sports Club)

W O M E N
Nina Lussi (New York Ski Education Foundation)
SNOWBOARDING REVIEW

Shaun White’s third Olympic title highlighted an Olympic Team performance that saw Team USA win seven medals including four gold.

OLYMPIC MEDALS

**GOLD**
Jamie Anderson, slopestyle

**GOLD**
Red Gerard, slopestyle

**GOLD**
Chloe Kim, halfpipe

**GOLD**
Shaun White, halfpipe

**SILVER**
Kyle Mack, big air

**SILVER**
Jamie Anderson, big air

**BRONZE**
Arielle Gold, halfpipe

Photo © Sarah Brunson
SEASON HIGHLIGHTS

17-year-old Chloe Kim etched her name in snowboard history books with three Grand Prix podiums, a World Cup title, fourth X Games gold and Olympic gold.

Kelly Clark qualified for unprecedented fifth Olympics with a win at the final Toyota U.S. Grand Prix qualifier at her Mammoth Mountain home.

Kim, Maddie Mastro and Arielle Gold swept the women’s halfpipe podium at X Games.

Kim, Mastro and Clark swept the podium at the first Grand Prix of the season at Copper Mountain.

Jamie Anderson repeated gold in Olympic slopestyle then took silver in the big air debut.

Kyle Mack became a part of history winning silver in the first Olympic big air.

Teen Red Gerard kicked off the Olympics with slopestyle gold then became a global media star.
**SNOWBOARDING REVIEW**

**X GAMES MEDALISTS**
- **Gold** - Chloe Kim, halfpipe
- **Gold** - Jamie Anderson, slopestyle
- **Silver** - Maddie Mastro, halfpipe
- **Bronze** - Julia Marino, slopestyle
- **Bronze** - Jamie Anderson, big air
- **Bronze** - Arielle Gold, halfpipe
- **Bronze** - Ben Ferguson, halfpipe

**JUNIOR WORLD CHAMPIONSHIPS MEDALISTS**
- **Gold** - Toby Miller, halfpipe
- **Gold** - Jake Vedder, SBX
- **Gold** - Tessa Maud, halfpipe
- **Silver** - Livia Molodyh, SBX
- **Silver** - Luke Winkelman, big air
- **Bronze** - Mike Lacroix, SBX

**WORLD CUP CHAMPIONS**
- **Men's Big Air**
  - Chris Corning
- **Men's Slopestyle**
  - Chris Corning
- **Women's Halfpipe**
  - Chloe Kim

**NOR-AM CUP CHAMPIONS**
- **Women's Halfpipe**
  - Taylor Obregon
- **Women's Snowboardcross**
  - Stacy Gaskill
MEMBERSHIP

2018 Total Membership
34,568 members (.5% increase)
386 clubs (2.4% increase)
129 clubs in Club Liability Insurance Program

2018 Membership Highlights
First season managing NASTAR customer service
Introduced OsTicket for issue tracking and resolution with 5,400 tickets managed; average response time 24 hours.
Launched independent web-based transaction tool

Online Chat
1,750 pages views
1,375 visits
1,011 visitors
Over 100 chats during two days of early bird registration
ATHLETE SAFETY

The safety of athletes is paramount to U.S. Ski & Snowboard. Safety on the field of play or knowing about the danger in the mountains is vital. But so is protection from bullying, harassment, hazing, physical abuse, emotional abuse, and sexual misconduct and abuse. U.S. Ski & Snowboard remains a staunch advocate for SafeSport.

What We’re Doing

• Establishment of a standing external Athlete Safety & Security Committee
• Core SafeSport education for all staff as well as all member coaches, officials and club volunteer members, with required annual refresher.
• Increased background screening frequency to every two years for all member coaches, officials and club volunteer members.
• Upgraded direct communications to athletes.
• Distributed Club Manual - Minor Athlete Abuse Prevention Policies - to all U.S. Ski & Snowboard member clubs
• Athlete training programs on sexual activity and drug/alcohol use.
• Provided parent training opportunity for parents of minor athletes through the U.S. Center for SafeSport

SafeSport Leadership

Tiger Shaw, President and CEO
Charlotte Miller, Chief Human Resources Officer
AVALANCHE TRAINING

Athlete safety is paramount. A partnership between the Bryce and Ronnie Snow Safety Foundation and U.S. Ski & Snowboard provided an opportunity in spring, 2018 for level 1 and 2 avalanche education for over 50 athletes and coaches at Snowbird.

“Knowing the power of the mountains and understanding how to calculate vulnerable situations is a must for anyone going into the backcountry. It will help any who can attend.” – Steven Nyman, U.S. Ski Team

31 ATHLETES  23 COACHES  13 CLASSROOM AND ON-SNOW DAYS  100 HOURS INSTRUCTION
AVALANCHE TRAINING

“As athletes we think we’re invincible. Bryce and Ronnie’s tragic story reminds us, we are not. “Off piste” is lurking around every corner. It is important that we are able to locate hazards and use the skills to safely navigate the terrain and mitigate all risk.”

–Faye Gulini, Olympic Snowboarder

“It was a privilege to participate in the class. These skills translate into my work as an event director and official. Taking in all the information available, processing it and making the best decision for the group is a method necessary for my job.”

–Eric Webster, Event Official

“These courses are an amazing opportunity offered by the team. Anyone who spends as much time in the mountains as we do should be knowledgeable about snow safety and risk management. I gained invaluable knowledge on how to better protect myself and my friends.”

–Brita Sigourney, Olympic Medalist
SPORT DEVELOPMENT

Educating the community is one of the most important elements to build successful sport programs. U.S. Ski & Snowboard’s sport education programs are designed to create a community of best practice and a culture of learning. A continued focus on education and certification is creating a community of knowledgeable and effective coaches.
Focus on Education and Certification

U.S. Ski & Snowboard is providing relevant and cutting-edge content for its coaches utilizing digital distribution to reach more coaches more efficiently.

- Created eLearning continuing education course making L100 content available to all certified alpine coaches
- Developed L100 Ski Jumping course
- Moved XC L100 into production
- Created L100 manuscripts for snowboard, freeski, freestyle
- L300 academy program in Mammoth Mountain
- L300 certification course at Sugarbush, Vt.

Percentage Certified

- 81% Snowboard/Freeski
- 68% Freestyle
- 65% Cross Country
- 56% Alpine
- 45% Jumping/Nordic Combined

“Certification is a cornerstone of our educational programs to create knowledgeable and effective coaches who will have a positive impact on clubs and athletes nationwide.”

–Gar Trayner, Sport Education Director
PODIUM CLUBS

Well organized and managed clubs are key to a successful experience for athletes and their families, coaches and other stakeholders. The cornerstone is the Podium Certification Program, a mission-driven and self-reflective program that allows clubs to benchmark their performance against established standards; creating a platform for setting goals and measuring success. It provides a club with a roadmap for ongoing evaluation and continuous improvement.

### 2018 Podium Certified Clubs

#### Gold Certified Clubs
- Bridger Ski Foundation (Bozeman, Mont.)
- Buck Hill Ski Racing Club (Burnsville, Minn.)
- Burke Mountain Academy (East Burke, Vt.) *
- Carrabassett Valley Academy and Sugarloaf
  Mountain Ski Club (Carrabassett Valley, Maine) *
- Green Mountain Valley School (Waitsfield, Vt.) *
- Killington Mountain School (Killington, Vt.)
- Killington Ski Club (Killington, Vt.)
- The Loppet Foundation and Loppet Nordic Racing (Minneapolis, Minn.)
- Mammoth Mountain Ski and Snowboard Team (Mammoth Lakes, Calif.)
- Mount Mansfield Ski Club (Stowe, Vt.)
- New York Ski Education Foundation (Wilmington, N.Y.)
- Proctor Academy (Andover, N.H.) *
- Team Gilboa Alpine Ski Team (Eden Prairie, Minn.)
- Team Summit Colorado (Copper Mountain, Colo.)
- Winter Park Competition Center (Winter Park, Colo.)

#### Silver Certified Clubs
- Franconia Ski Club (Franconia, N.H.)
- The Holderness School (Holderness, N.H.)
- International Snowboard Training Center (Frisco, Colo.)
- Jackson Hole Ski & Snowboard Club (Jackson, Wyo.)

### Silver Certified Clubs

#### Silver Certified Clubs
- Proctor Academy (Andover, N.H.) *
- Team Gilboa Alpine Ski Team (Eden Prairie, Minn.)
- Team Summit Colorado (Copper Mountain, Colo.)

### Bronze Certified Clubs

- Alyeska Ski Club (Girdwood, Ak.)
- Auburn Ski Club Training Center (Soda Springs, Calif.)
- Bromley Outing Club (Peru, Vt.)
- Flathead Valley Ski Education Foundation (Whitefish, Mont.)
- The Hermitage Club at Haystack Mountain (Wilmington, Vt.)
- Heiliger Huegel (Hubertus, Wis.)
- Mansfield Nordic Club (Underhill Center, Vt.)
- Multnomah Athletic Club Alpine Team (Portland, Ore.)
- National Winter Activity Center (Vernon, N.J.)
- Ogden Valley Winter Sports Foundation (Ogden, Utah)
- Pennsylvania Freestyle Ski Association (Seven Springs, Penn.)
- Ragged Mountain Ski Team (Danbury, N.H.)
- Ski Roundtop Race Club (Lewisberry, Penn.)
- Sky Tavern (Reno, Nev.)
- Smuggler’s Notch Ski and Snowboard Club (Jeffersonville, Vt.)
- Snowbird Ski Education Foundation (Snowbird, Utah)
- Song Mountain Race Team (Tully, N.Y.)
- Team Hunter (Hunter, N.Y.)

* U.S. Ski & Snowboard High Performance Center
Imagine a town where every kid has the opportunity to experience a snow sports activity - for free! If that sounds like a skiing utopia, it is, in fact, a reality in Steamboat Springs, Colo., known as Ski Town USA!

The Steamboat Springs Winter Sports Club, a U.S. Ski & Snowboard Gold Certified Club, partnering with local schools, the city of Steamboat Springs, Steamboat Resort and Christy Sports, launched the Ski Town Initiative in January of 2018 to provide every second-grade student in the community the opportunity to ski or snowboard at the city-owned Howelsen Hill.

“A ski club traditionally just appealed to a certain aspect of the community,” said Club Executive Director Sarah Floyd. “But for our sports, we need to have exposure for everyone in the community!”

The first year of the Ski Town Initiative, 150 second grade kids participated during the month of January, spending four school days during their PE class on snow at Howelsen Hill. Christy Sports provided ski or snowboard equipment and helmets, and Steamboat Resort provided a free day on the “big hill” later in the season. But the best part of the program were the instructors, all of whom are SSWSC athletes, who took time out of their training and competition schedules to share their love of winter sports and have a positive impact on the next generation of snow sport enthusiasts.

“The key element to the success was the Champions of Service program at the Club, where every student is required to do CS hours as part of the team,” Floyd said. “All our athletes chipped in and coached these kids. Once they did it, a number of them came back and asked to do it again.”

Building upon the success of the Ski Town Initiative, the SSWSC added a family activity called “S’More Family Fun” during the annual Steamboat Winter Carnival. The event provided kids the opportunity to enjoy on-snow activities, in addition to a bonfire, fire spinners, and of course s’more making outside.

“The goal is to give everybody the opportunity to participate,” Floyd added. “If you put 150 kids on snow, you’re going to have some of them go ‘Wow! I really can do this!’
CLUB-BASED HIGH PERFORMANCE CENTERS BRING KNOWLEDGE TO THE FIELD

Since opening in 2009, the U.S. Ski & Snowboard Center of Excellence in Park City has been a cornerstone of building a world-class athletic program. But that was only the beginning! Now the concept is going out into the field with 10 club-based High Performance Centers around the country.

In 2017, the High Performance Center program was initiated as a way for the organization to extend its knowledge base and connect with the growing number of training facilities across the country to offer a mutually-beneficial program, as well as identify aspiring athletes that have national team potential. The program encourages certified gold and silver-level clubs to become a designated High Performance Center, with an overall goal to improve the national system and developmental pathway for athletes for everyone involved.

“We try to approach areas where we feel we can add value to bring everyone up to the same level, as well as learn from these centers to internally improve,” says High Performance Coordinator Calin Butterfield. These areas include facilities, athlete development - both on and off the mountain - nutrition, education and collaboration with national staff. “We are trying to systemize so that everyone is speaking the same language and that we are supporting the growth of the system across the country.”

With 10 clubs across the country participating, and more on the cusp of joining, the program has provided young athletes, their coaches and parents the opportunity to experience elite-level athletic training and growth opportunities without making a huge financial investment in travel. Participating clubs have also gained significant benefits as well.

“The impact of HPC status has been immediate for our athletes and for our coaching staff,” noted Proctor Academy’s Alpine Program Director David Salathe. “Collaboration with peer HPC clubs and talented U.S. Ski & Snowboard staff has provided real-time access to information, training, and collaboration to keep our program at the forefront of new developments in the sport of alpine skiing. From the weight room to on hill training environment, the partnership validates our commitment to keep our program advancing, and never allowing us to get complacent.”

HIGH PERFORMANCE PROGRAMS
Burke Mountain Academy (Vermont)
Carrabassett Valley Academy (Maine)
Green Mountain Valley School (Vermont)
Killington Mountain School (Vermont)
Mammoth Mountain Ski & Snowboard Club (California)
Proctor Academy (New Hampshire)
Stratton Mountain School (Vermont)
Squaw Valley (California)
Sugar Bowl Academy (California)
Sun Valley Ski Education Foundation (Idaho)
The genuine passion of our donors is so vital to helping our athletes become Best in the World.
CHAMPIONS CLUB

Champions Club brings supporters and donors together at major events, like this recognition of mentor Kelly Clark by Olympic champion Chloe Kim and bronze medalist Arielle Gold.

CHAMPIONS CLUB
$1.8 million annually provides:
• World-class coaching
• Elite training facilities
• Technicians
• Medical staff and sport scientists
Growing up in Northern California, Steven Read was hooked on skiing long before his father took him to the 1960 Olympic Winter Games in Squaw Valley. Today, as one of U.S. Ski & Snowboard’s most passionate supporters, you’ll often find him slopeside at camps and competitions.

Spending his teenage years in Switzerland, where skiing is a significant part of the overall lifestyle, eventually led him to study at the University of Utah, where he competed on the alpine team. From there, his passion for the sport not only grew, it flourished! The fresh mountain air and friendships that he made along the way are two of his most prized benefits of the sport. But the competitive side and being part of a team were significant in his personal and professional development that brought him business success off the snow.

“You have to commit and believe in that discipline,” Read said of the principles that competitive skiing taught him. He applied those principles to his first business endeavor, in which he admits, that he and his skiing buddies had no business undertaking - the grocery store business.

“The world always seems to give you a jigsaw puzzle, and traditionally, your success has relied on how fast you could put the pieces together;” Read said, adding that if there is one thing that competitive skiing taught him, it was outside the box thinking. There is always a different line, a faster line that no one else has taken. Sometimes that leads to success, sometimes failure. Fortunately for Read, his commitment to a different line proved successful, and for the past two decades, he has been able to give back to the sport that brought him to where he is today as one of the teams most arduous supporters.

Read loves organizing his fellow trustees on trips to spend time on the mountain with athletes in a training or competitive environment where they can witness first hand the benefits of hard work and teamwork that bring success. He is also active in fundraising efforts to provide young athletes the ability to realize their athletic potential without breaking their family bank.

“It’s all about the funding,” he said, adding that asking parents to provide $25-$30,000 per year so their child can chase their dreams, while they leave behind high school and college is very challenging. But based upon his own athletic and academic success, Read is also a big proponent of educational opportunities. “We ask a lot of these young athletes when they travel to Europe away from family and friends during a critical growth period of their lives.”

The need to find a better way led to his strong support of the Project 26 initiative, which provides those athletes that choose to go to college and compete a pathway to the national team.

“Our athletes are taught tremendous discipline and leadership, how to be part of a team, and how to succeed in not only being an athlete, but transitioning to post-athletic success,” he said, speaking not only from his own experience, but that of countless current and former athletes who, like him, have benefitted from being part of culture that cherishes friendships, hard word, the love of outdoors and fresh mountain air.
When you think of season passes, Ikon, Epic, and Mountain Collective usually come to mind. But for the past 45 years, one pass has risen above them all, and while it only provides the user lift access for a single season, the benefits it provides to building athletic success and memories last a lifetime!

Rees Stevenson purchased his first Gold Pass in 1973. “When the Gold Card (as it was called back then) first came out, it sounded like a good deal, so we bought one,” said Stevenson, who purchased his first Gold Card for his son Dean who at the time was in college and attending races at numerous ski areas. “It sounded like a good deal at the time, so we just kept purchasing them.”

For the past 45 years, Stevenson, who learned to ski when he was 13 years old and was an alternate for the 1948 and 1952 U.S. Olympic Alpine Team, has been one of the biggest supporters of U.S. Ski & Snowboard athletes and their quest for World Championship and Olympic success. But while his financial support from purchasing the $10,000 Gold Pass can fund numerous athletes for an entire season, what brings Stevenson the most satisfaction is that the sport brings together family and friends, who all share a common love for skiing and snowboarding.

“We have a good size family and everybody skis, so today it’s used by all the family members,” Stevenson said. “It comes in real handy when they take a trip to go ski.”

While a lot has changed with the sports since Stevenson purchased his first Gold Card, he plans to continue to purchase the Gold Pass and support the athletes as long as possible. “They deserve it,” he said. “And it’s a good way to put some money back into the team.”

45 YEARS SUPPORTING ATHLETES

GOLD PASS

$4.0 million annually provides:

• Best possible support from world-class team of sport science and sports medicine staff
• Access to state-of-the-art training facilities
• The ability to compete internationally at the elite level

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It takes more than natural talent to reach the pinnacle of sport. It takes an incredible group of supporters who believe you can achieve the highest level of success. Hard work will only get an athlete so far. As they advance from local, to regional, national and international competition, the cost to achieve success also increases.

Aspen’s Galena Wardle joined the U.S. Ski Team’s development team in 2016 after winning the U.S. combined title. In her first season, she was introduced to the Marolt Athlete Endowment, named after longtime organization leader Bill Marolt, to assist her and fellow teammates financially in the areas of athletics and education.

“The Marolt Athlete Endowment has helped support me over the past couple of years,” said Wardle, who must cover costs of up to $23,000 a year in travel expenses. “Any financial aid we can secure to assist with travel and training goes a long way for us.”

Introduced four years ago, with a goal of $50 million, the Marolt Athlete Endowment has raised $24 million to date and began distributing funds to athletes for training and travel through the Bob Beattie Travel Fund two years ago. The endowment has become a crucial funding mechanism for athletes as they reach for the podium.

Rebounding from a pair of heartbreaking knee injuries, Wardle has learned how valuable the endowment and travel fund have become as she jumped back on snow this past summer to prepare for her return to competition.

“Mentally, it’s tough,” she said. “With two injuries in a row, there were a lot of ups and downs. There were times when I thought I would be back on snow, only to have to hold back again.”

But following a long road to recovery, a couple weeks of training in Chile, and early-season camp at Copper Mountain, Colorado, the focus and speed are returning. “Now I’m just focused on getting back into gates, getting more comfortable and going as fast as I can again!”

“The Beattie fund helps a lot,” she continued. “Combined with other scholarships, it helps to offset a number of expenses from training to travel.”

As she prepares to return to racing, she’s comforted in knowing that funding her athletic dreams isn’t the greatest challenge she’ll face.

Photo credit
Athlete Career and Education promotes whole athlete development to enhance athletic performance, increase sport longevity, support career development and encourage enduring associations with U.S. Ski & Snowboard.

**BOB BEATTIE TRAVEL FUND**
Provides need-based support for B, C and D Team athletes to reduce their team travel expenses.

**ELITE COACHING FUND**
Provides competitive salaries and continuing education opportunities for elite coaches to ensure excellent ongoing athletic and high performance support.

**BORGEN SWARTZ EDUCATION FUND**
Provides need-based college tuition reimbursement of up to $6,000 annually for current and retired athletes.

**CAREER AND LIFE SKILLS FUND**
Provides support for services and initiatives in the areas of career development and life skills, including sponsorship, networking, interviewing, internship mentorship and guidance.

**Athlete Education**
- **75** Athletes who received tuition reimbursement from one of 18 unique institutions
- **24** Athletes enrolled in DeVry
- **133** Athletes who received educational services and support

**Athlete Funding**
- **72** Athletes receiving need-based grant from Bob Beattie Travel Fund
- **81** Athletes participating in funding workshops or counseling

**Athlete Career Education**
- **147** Athletes utilizing ACE services
- **58** Athletes who received career counseling
FROM STARTING GATE TO CAREER PATH

Alpine ski racer Nolan Kasper recently retired after a long career that took him to three Olympics as one of the best slalom racers in the world. An active ACE participant, he left the team with a Dartmouth degree and a clear pathway to his future.

“U.S. Ski & Snowboard’s ACE program had a massive impact on my ability to both attend Dartmouth College and pay for my tuition from matriculation to graduation. ACE gave me a pathway to succeed beyond the race hill, allowing me to transition into a new career once I retired from professional ski racing.”

Photo © Eric Schramm
EVENTS REVIEW

U.S. Ski & Snowboard’s domestic events provided U.S. athletes with a pathway to PyeongChang with record crowds and television viewership helping to grow awareness of star athletes and sports.
EVENTS

Over 13,000 spectators - the biggest crowd since the 2002 Olympics - were on hand at the Utah Olympic Park for New Year’s Olympic Trials.

Mikaela Shiffrin wowed the fans at Killington with two podiums including a win.

Shaun White soared to a perfect score at the Toyota U.S. Grand Prix in Aspen Snowmass, sending him to PyeongChang to win gold.

David Wise dominated the Toyota U.S. Grand Prix events, earning an Olympic spot and defending his gold medal in PyeongChang.

Photo © Reese Brown
NOV. 25, 2017–JANUARY 21, 2018

HOSTED 36
U.S. World Cups, Olympic Trials, Grand Prix

51
U.S. podiums

$1.5 MILLION
in prize money awarded

41 HOURS
of domestic broadcast

13 HOURS
live broadcast

28.2 MILLION
domestic TV viewers

737
accredited media

RECORD BREAKING EVENT ATTENDANCE

38,000
Killington Xfinity Cup Alpine World Cup

18,500
Deer Valley Visa Freestyle International

13,500
Utah Olympic Park U.S. Olympic Trials

12,600
Mammoth Mountain Toyota U.S. Grand Prix

139,326
total spectators
NASTAR

In its 50 seasons, NASTAR has introduced over 8 million skiers and snowboarders to recreational racing at resorts coast-to-coast.
NASTAR

2nd STRAIGHT GROWTH YEAR

26% INCREASE IN NASTAR PARTICIPANTS OVER TWO YEARS

NASTAR's new badge system allows top-achieving racers the opportunity to showcase their accomplishments ranging from number of resorts, results and even number of NASTAR buddies.

NASTAR THIS YEAR

• Celebrated 50th anniversary
• 139,604 racers
• 109 resorts
• Finals in Squaw Valley brought 1,000% increase to region

• Digital badge program introduced
• Online Buddy List program

2018 Top NASTAR Participation Resorts

Wachusett Mountain (Mass.)
Aspen Mountain (Colo.)
Nubs Nob Ski Area (Mich.)
Squaw Valley (Calif.)
Buck Hill Ski Area (Minn.)
Deer Valley (Utah)

18,602 racer starts

50 YEARS OF NASTAR
8,214,412 PARTICIPANTS
NASTAR IS FAMILY AFFAIR FOR SCHLOPYS

Former U.S. national team athlete, All-American and member of a ski family powerhouse, Fritz Schlopy has been able to offer his Houston-based family a taste of competition on snow through NASTAR. NASTAR Nationals is a Schlopy family tradition.

NASTAR fits perfectly for us. You can jump right in, it’s quick, and you can test yourself without having to show up at 8 a.m,” explained Fritz.

Fritz and cousin Erik Schlopy, former U.S. Ski Team member and three-time Olympian, grew up racing in Buffalo, N.Y., at nearby Kissing Bridge Ski Area. Fritz’s wife and two young boys now live in Houston and often travel to Park City, Utah to visit Erik’s two boys and his wife, Summer Sanders, a former Olympic swimming gold medalist.

NASTAR provides an opportunity to connect multiple generations of family and friends via sport. Both men agree that seeing Erik’s 71-year-old mother, Marny, compete in the NASTAR Nationals family race alongside her grandkids was a highlight for all.

“She was so excited to race as a family,” said Fritz. “Here’s a woman who, for the last 50 years, has been supporting her kids and going to races volunteering as a gatekeeper to support what Erik and I did, and this is the first time she got to ski gates herself. It wasn’t about her family; it was about her. I got to be the person who cleaned her skis and inspected the courses for her. The opportunity NASTAR provides is a great way for Erik and I to give back to our family and make them feel special.”

Breaking down barriers by eliminating long-term commitment and inaccessibility from the equation, NASTAR serves as a feeder system for the Schlopy’s to organically inspire their families with the love of ski racing they each developed at an early age.

“We want them to discover the sport on their own and find the love for themselves, and they sure do love NASTAR,” said Erik. “Summer and the kids got to discover ski racing with me which is fun because I was their teammate and coach and gave them tips, watched and then cheered for them.” Wife Sanders has been vying to get her handicap as low as she can.

“I think NASTAR has created a tremendous opportunity for people to stay connected to a sport that they’re passionate about,” said Fritz. “You can’t play football when you’re 50, but you can ski.”

NASTAR provides an opportunity to connect multiple generations of family and friends via sport.
A strategic marketing approach to the Olympic season saw U.S. Ski & Snowboard athletes garner significant coverage through social media, broadcast and earned media, returning significant value to partners.
DOMESTIC AND INTERNATIONAL TV

5.4 BILLION
global broadcast viewership

27 MILLION
live event broadcast viewership in the U.S.

DOUBLED
16/17 season

1.5x
13/14 season
Sochi Olympic year

149.5 MILLION
dedicated and secondary broadcast viewership in the U.S.

TRIPLED
16/17 season
2018 ANNUAL REPORT | MARKETING

43.1 MILLION INTERACTIONS

1.78 BILLION TOTAL POTENTIAL REACH OF ALL MEDALISTS MEDIA EXPOSURE

DOUBLED EXPOSURE OVER 2016-17 SEASON

20.1 MILLION SOCIAL FOLLOWING

27 MILLION VIDEO VIEWS

180 MILLION FANS REACHED

SHAUN WHITE’S PERFECT 100

SIX. MILLION REACHED

1.3 MILLION VIDEO VIEWS

124K ENGAGEMENTS ON FACEBOOK

A NEW FAN EVERY 3.5 SECONDS

2018 WINTER OLYMPIC GAMES

INCREASE +315% FOLLOWERS
NEW PARTNERS

The ability of U.S. Ski & Snowboard to generate exposure has made it attractive to top-tier companies including a host of new partners.
The achievement of U.S. Ski & Snowboard’s Best in the World vision is contingent on a strong financial base. Unlike most rival nations, there is no government support of U.S. Ski & Snowboard athletes, making it all the more vital to have strong global partnerships, passionate private giving, support from the U.S. Olympic Committee and robust membership programs.
$35.9 MILLION
TOTAL REVENUE FOR FY18

$21 MILLION
GENERATED IN FY18 FROM MARKETING AND FUNDRAISING PROGRAMS

82 PERCENT
OF TOTAL REVENUE GOES DIRECTLY TO ATHLETIC PROGRAMS

TOTAL FY18 EXPENSES - $34.5 M

- Administration $1.2 M
- Athletics - Olympics $1.2 M
- Athletics - Elite Teams $15.9 M
- Events $6.1 M
- Domestic Programs $3.5 M
- Foundation $1.7 M
- Communications $1.8 M
- Marketing $11.6 M
- Foundation $2.2 M
- USOC Grant $6.1 M
- Membership and Competition Dues $4.4 M
- Endowment Grant $1.5 M
- Other Revenue $2.5 M

TOTAL FY18 REVENUE - $35.9 M

- Foundation $9.8 M
- Marketing $11.6 M
- Endowment Grant $1.5 M
- USOC Grant $6.1 M
- Membership and Competition Dues $4.4 M
- Other Revenue $2.5 M

TOTAL REVENUE FOR FY18-generated in FY18 from marketing and fundraising programs of total revenue goes directly to athletic programs.
## COMBINED BALANCE SHEET

### Assets

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<thead>
<tr>
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<th>2018</th>
<th>2017</th>
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<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
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<td>1,800,624</td>
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<tr>
<td>Accounts Receivable</td>
<td>2,413,222</td>
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<tr>
<td>Contributions Receivable</td>
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<td>Prepaid Expenses</td>
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<td>Endowment</td>
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<td>Long-term Investments</td>
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<td>Property and Equipment</td>
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<td>Other Assets</td>
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<td>2,328,739</td>
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<td><strong>72,549,202</strong></td>
<td><strong>73,374,573</strong></td>
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### Liabilities

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<th>2018</th>
<th>2017</th>
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<td>Accounts Payable</td>
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<tr>
<td>Accrued Liabilities</td>
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<td>Contributions Payable</td>
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<td>550,000</td>
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<td>Line of credit</td>
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<tr>
<td>Tax exempt bonds/building debt</td>
<td>17,188,621</td>
<td>17,771,937</td>
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<tr>
<td>Deferred revenue</td>
<td>3,246,212</td>
<td>4,124,051</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>24,391,224</strong></td>
<td><strong>29,831,246</strong></td>
</tr>
</tbody>
</table>

### Total Net Assets

- **2018**: 48,157,978
- **2017**: 43,543,327

### Endowment & Quasi Endowment

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legacy Campaign Athletic Endowment</td>
<td>30,262,086</td>
<td>29,478,948</td>
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<tr>
<td>Marolt Athletic Endowment</td>
<td>6,287,051</td>
<td>3,888,168</td>
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<tr>
<td>Marolt Education Endowment</td>
<td>986,516</td>
<td>802,626</td>
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<td>Borgen Swartz Education Endowment</td>
<td>3,118,046</td>
<td>2,952,994</td>
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<tr>
<td>U.S. Skiing Foundation (Quasi Endowment)</td>
<td>1,760,262</td>
<td>1,732,901</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>42,413,961</strong></td>
<td><strong>38,855,637</strong></td>
</tr>
</tbody>
</table>

82% of total spending allocated directly to athletic programs

- Elite teams
- Domestic development
- Sport education
- Events
- Training centers

### Future Campaign Opportunities

U.S. Ski & Snowboard has identified several priority areas for future campaigns.

- Grow support to reduce travel fee burdens on athletes
- Increased training venues and coaching support
- Increased education grants to athletes for college and career development
Chairman: Dexter Paine, New York, N.Y.
Liz Arky, Washington, D.C. (Foundation)
Rosie Brennan, Anchorage, Alaska (Cross Country Athlete)
Tricia Byrnes, Aspen, Colo. (Snowboarding Athlete)
Bryan Fletcher, Steamboat Springs, Colo. (Jumping/Nordic Combined Athlete)
Ken Graham, Newton Square, Penn. (Foundation)
Cami Thompson Graves, East Thetford, Vt. (Cross Country)
Lisa Kosglow, Hood River, Ore. (At-Large)
Darryl Landstrom, Minneapolis, Minn. (Alpine)
Martina Lussi, Lake Placid, N.Y. (Jumping/Combined)
Andy McLane, Weston, Mass. (Foundation)
Heather McPhie Watanabe, Salt Lake City, UT (Freestyle Athlete)
Warner Nickerson, Tilton, N.H. (Alpine Athlete)
Dylan Omlin, Truckee, Calif. (Snowboarding)
Eric Resnick, Vail, Colo. (Foundation)
Chris Seemann, Winter Park, Colo. (Freestyle)
Tiger Shaw, Park City, Utah (CEO)
Steve Strandberg, San Francisco, Calif. (Foundation)
Tom Wallisch, Park City, Utah (Freeskiing Athlete)
Andy Wirth, Squaw Valley, Calif. (At-Large)
Tom Yaps, New York, N.Y. (Freeskiing)

Ex-Officio
Kelly Pawlak, Lakewood, Colo. (National Ski Areas Association)
Holly Brooks, Anchorage, Alaska (USOC Athletes’ Advisory Council)
Bill Marolt, Paradise Valley, Ariz. (USOC)
Nick Sargent, Park City, Utah (SnowSports Industries America)
Bill Shiebler, Park City, Utah (Audit Chair)
Hank Tauber, Park City, Utah (FIS)

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President:
Steve Strandberg, WestBridge Ventures, San Francisco, Calif.

Vice President:
Jeremy Bloom, Integrace, Boulder, Colo.

Vice President:
Rich Tutino, Lazard Asset Management, New York, N.Y.

Vice President:
Danielle Virtue, Rye, N.Y.

Liz Arky, Arky Group Consulting LLC, Washington, D.C.
Kevin Arquit, Simpson, Thacher & Bartlett, LLP, New York, N.Y.
Louis Bacon, Moore Capital Management, New York, N.Y.
Bob Beattie, World Wide Ski Corporation, Aspen, Colo.
Austin Beutner, Los Angeles, Calif.
Jim Benedict, Vail, CO
Bill Bindley II, Intruder Films, Malibu, Calif.
Jim Riepe, T. Rowe Price Group, Inc., Baltimore, Md.
Steve Strandberg, WestBridge Ventures, San Francisco, Calif.
Hank Tauber, Park City, Utah
David Poznick, Mizuho, New York, N.Y.
Bill Bindley, Venrock Associates, New York, N.Y.
Dan Coceci, Jenkin Capital, New York, N.Y.
David Pottruck, Red Eagle Ventures, San Francisco, Calif.
Andrew Mill, Aspen, Colo.
David Potruck, Red Eagle Ventures, San Francisco, Calif.
Dr. Richard Steadman, The Steadman Clinic, Vail, CO
Jamie Temple, Real Estate Developer, Steamboat Springs, Colo
Stew Turley, Clearwater, Fla.
Samuel Zell, Equity Group Investments, Chicago, Ill.

Athletes
Jonny Moseley, Tiburon, Calif.
Cindy Nelson, Vail, Colo.
Ross Powers, Stratton Mountain, VT.
Edith Thys Morgan, Etna, N.H.

Emeritus
Graham Anderson, Graco Investments, Inc., Ketchum, ID.
Renee Behnke, REB Enterprises, Seattle, Wash.
Bill Bindley, Bindley Capital Partners, LLC, Indianapolis, Ind.
Craig Brown, Wilton, Conn.
Nic Cohen, Astor Industries, Inc., Reading, Penn.
Andy Daly, Steamboat Alpine Development, LLC, Vail, Colo.
Shelby Davis, Wilson, Wy.
Dennis Keller, Devry Inc., Oakbrook Terrace, Ill.
Peter Kellogg, IAe Re-Insurance, New York, N.Y.
Hal Krocger, Tower Hill Wealth Management, Inc. St. Louis, Mo.
William Jeffries Mann Sr., Mann Investments, Inc., Memphis, Tenn.
Andrew Mill, Aspen, Colo.
Daniel Och, New York, N.Y.
Kipp Nelson, Ketchum, Idaho.

Athletes
Jonny Moseley, Tiburon, Calif.
Cindy Nelson, Vail, Colo.
Ross Powers, Stratton Mountain, VT.
Edith Thys Morgan, Etna, N.H.
U.S. Ski & Snowboard clubs are the starting point for young skiers and snowboarders to have an introductory experience and to follow their path up the pipeline. Certified gold, silver and bronze clubs indicated by a medal color.
U.S. SKI & SNOWBOARD CLUBS

New Mexico
Los Alamos Ski Racing Club
Santa Fe Ski Team
Taos Winter Sports Team
University of New Mexico Ski Team

Nevada
Diamond Peak Ski Education Foundation
Heavenly Ski & Snowboard Foundation
Mt Rose Ski Team
Sky Tavern Race Team
Team CLF Bar Ski Racing

New York
Bellevue Mountain Racing Association
Brantling Ski Racing Association
Bristol Mountain Race Club
Bristol Mountain Snow Sports Club
Buffalo Ski Club
Dry Hill Ski Club
Filte Team
Greek Peak Ski Club
Holiday Mt Ski Club
Holiday Valley Training Center
Holimont Racing Club
Holimont Snowsports
Hunt Hollow Race Team
Hunter Mountain Competition Foundation
Kissing Bridge Athletic Club
Labrador Mountain Ski Club
New York Masters
New York Ski Education Foundation
North East Snowboard Team
Northwood School
Oak Mountain Race Team
Polar Bear Ski Club
Saint Lawrence University
SHRED Foundation
Skaneateles Ski Club
Snow Ridge Ski Club
Song Mountain Race Team
Swan Race Club
Toggenburg Junior Race Association
West Mountain Racing
Windham Mountain Resort

Oregon
Anthony Lakes Ski Racing Association
Bend Endurance Academy
Cooper Spur Race Team
Meadows Race Team
Mount Bachelor Sports Education Foundation
Mt Hood Race Team and Academy
Multnomah Athletic Club Alpine Ski Team
Skytente Ski Club
Teacup Lake Nordic Club
Willamette Alpine Race Program

Pennsylvania
Blue Knob Snow Sports Club
Blue Mountain Race Team
Camelback Ski Team / PASS
Deep Creek Winter Sports Team
Elk Mountain Ski Club
Hidden Valley Race Club
Jack Frost/ Big Boulder Ski Team
Liberty Mountain Race Team
Montage Mountain Ski Team
Pennsylvania Freestyle Ski Association
Shawnee Mountain Race Club
Ski Roundtop Racing Club
Ski Sawmill Race Club
Tussey Mountain Alpine Racing Team
Western PA Race Club
Whirltail Ski Education Foundation

Utah
Alta Race Team
Brian Head Resort
Brian Head Ski Team
Brighton Competition Team
Cache Valley Ski Team
Club ID One
Flow Ski International
GroundSwell Athletics
Intermountain Masters Club
National Ability Center
Ogden Valley Winter Sports Foundation
Park City Alpine Club
Park City Farm Team
Park City Mountain Competition Services
Park City Ski and Snowboard Peak Ski Racing Academy

Virginia
Bryce Resort
Massanutten Ski Team
Wintergreen Race Team

Vermont
Bromley Outing Club
Burke Mountain Academy
Castleton University Ski Team
Cochran Ski Club
Grafton Nordic Ski Club
Frost Mountain Nordic
Green Mountain Academy
Green Mountain School
Harrs Hill Ski Jump
Jay Peak Ski Club
Kelly Brush Foundation
Killington Mountain School
Killington Ski Club
Mad River Ski Club
Magict Mountain Alpine Training Center
Mansfield Nordic Club
Middlebury College Ski Team
Middlebury Ski Club
Mount Mansfield Ski Club
Mount Snow Academy
Mount Snow Training Center
Okemo Mountain School
Okemo Mountain Ski Club
Pico Ski Club
Quechee Alpine Ski Club
Saint Michael’s College Ski Team

Washington
Bluebird Alpine Race Team
Crystal Mountain Alpine Club
FAST 49 Degrees North Alpine Ski Team
Leavenworth Winter Sports Club
Loup Loup Alpine Ski Team
Methow Valley Nordic Team
Mission Ridge Ski Education Foundation
Momentum Northwest
Mount Baker Race Team
Mount Spokane Ski Race Team
Pacific Northwest Ski Education Foundation
Palm Valley Nordic Team
Snoqualmie Pass Alpine Race Club
Squak Nordic Ski Association
Stevens Pass Alpine Club
Team Alpental Snoqualmie
White Pass Ski Club - WA

Wisconsin
4591 Sports Development
American Birkebeiner Foundation
Ashwaubenon Nordic Ski Club
Austblick Ski Race Team
Chippewa Valley Nordic Ski Team
Flying Eagles Ski Club
Granite Peak Ski Team
Heiliger Huegel Ski Club
Iola Winter Sports Club
Knicker Nordic
LaCrosse Area Youth Ski Association
Lakers Alpine Race Team
Mad Alpine
Madison Nordic Ski Club
S.W.A.T. Team Racing
Snowflake Ski Club
Tri-Norse Ski Club

West Virginia
Snowshoe Junior Ski Team
Timberline Race Team

Wyoming
Black Hills Ski Team
Casper Mountain Racers
High Plains Nordic Ski Education Association
Jackson Hole Ski & Snowboard Club
Planet Ski International
Skiers Nordic of Wyoming
2018 U.S. SKI & SNOWBOARD AWARDS

JULIUS BLEGEN AWARD

One of the great leaders of U.S. Ski & Snowboard was Julius Blegen, who served as the 1932 Olympic coach and went on to become a strong voice for skiing with the then National Ski Association in the 1930s and ‘40s. Since 1946 the organization has bestowed its highest honor on one of its members who has contributed his or her outstanding service to the sports of skiing and snowboarding in America.

The late Bruce Crane spent much of his life serving his passion both professionally and as a volunteer in the sport of ski racing. Throughout his career, Crane served as a competition director for multiple organizations and worked at the 1998 and 2002 Olympic Winter Games. He was world acclaimed for his work in race timing and scoring, athlete ranking systems, and racecourse homologation. Crane was honored many times for his service, including the Westhaven Award for service as a technical delegate in 1997 and the Bud and Mary Little Award for his work with the International Ski Federation (FIS), and the U.S. Olympic Committee in 2002.

GOLD AWARDS

CLUB OF THE YEAR
Alaska Pacific University

COACH OF THE YEAR
Dave Reynolds and Mike Ramirez
(U.S. Ski & Snowboard Slopestyle Team)

DEVELOPMENT COACH OF THE YEAR
Troy Price (Rowmark Academy)

WESTHAVEN AWARD
(top U.S. Ski & Snowboard technical delegate)
Brad Ghent (Ski & Snowboard Club Vail)
**2018 U.S. SKI & SNOWBOARD AWARDS**

**SILVER AWARDS**

**PAUL BACON AWARD** (event organization)
Waterville Valley Resort + Craftsbury Outdoor Center & Nordic Ski Club

**JOHN J. CLAIR JR. AWARD**
(service to the U.S. Ski & Snowboard Team)
Utah Olympic Park

**BUD AND MARY LITTLE AWARD**
(service to FIS/USOC)
Tom Johnston

**BUDDY WERNER AWARD**
(athlete sportsmanship, leadership)
Kikkan Randall

**RUSSELL WILDER AWARD**
(service to youth)
Central Cross Country Skiing (Nordic Rocks)

**J. LELAND SOSMAN AWARD**
(service as team physician)
Jamie Watkins, MD

**WEST FAMILY AWARD**
(U.S. Ski & Snowboard official)
Richie Date

**TEAM ATHLETE GIVING BACK AWARD**
Kikkan Randall (Fast and Female)
ATHLETES OF THE YEAR
Adaptive - Tyler Walker
Alpine - Mikaela Shiffrin
Cross Country - Jessie Diggins
Freeski - David Wise
Freestyle - Jaelin Kauf
Nordic Combined - Ben Loomis
Ski Jumping - Kevin Bickner
Snowboard - Jamie Anderson

CLUBS OF THE YEAR
Alpine - Steamboat Springs Winter Sports Club
Cross Country - Alaska Pacific University
Freeski - Aspen Valley Ski & Snowboard Club
Freestyle - Winter Park Freestyle Program
Jumping/Nordic Combined - Steamboat Springs Winter Sports Club
Snowboard - Aspen Valley Ski & Snowboard Club

COACHES OF THE YEAR
Adaptive International - Graham Watanabe (U.S. Paralympics)
Adaptive Domestic Coach of the Year Award - Erik Leirfallom (National Ability Center)
Alpine International - Chip White (U.S. Alpine Ski Team)
Alpine Domestic - Troy Price (Rowmark Academy)
Cross Country International - Matt Whitcomb and Jason Cork (U.S. Cross Country Ski Team)
Cross Country Domestic - Bryan Fish (U.S. Cross Country Development Ski Team)
Freeski International - Ben Verge and Andy Woods (U.S. Freeski Team)
Freeski Domestic - Jesse Mallis (Stratton Mountain School)
Freestyle International - Matt Gnoza (U.S. Freestyle Ski Team)
Freestyle Domestic - John Dowling (Ski & Snowboard Club Vail)
Jumping/Nordic Combined International - Uroš “Balki” Vrhovec (USA Nordic)
Jumping/Nordic Combined Domestic - Colin Delaney (New York Ski Education Foundation)
Snowboard International - Mike Ramirez and Dave Reynolds (U.S. Ski & Snowboard Slopestyle Team)
Snowboarding Domestic Coach of the Year Award - Brady McNeil (Ski & Snowboard Club Vail)
MAJOR EVENT PARTNERS
THANK YOU PARTNERS
SUPPLIERS AND LICENSEES
MEDICAL SUPPLIERS