

## U.S. SKI & SNOWBOARD SNOWBOARD SPORT COMMITTEE MEETING MINUTES

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2022 U.S. Ski & Snowboard Congress  
Virtual Meetings - Zoom Meeting Platform

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### SPORT COMMITTEE MEMBERSHIP

Dylan Omlin - Chairperson  
Ben Wisner - Far West Representative  
Elijah Teeter - PNSA Representative  
Andy Gilbert - Intermountain Representative  
Matt Voegtle - Rocky Representative  
Jessica Zalusky - Central Representative  
Ross Powers - Eastern Representative  
Jeremy Lepore - Judges Representative  
Alex Deibold - Athlete Representative (BOD)  
Arielle Gold - Athlete Representative  
Lucas Foster - Athlete Representative  
Maddie Mastro - Athlete Representative  
Mike Jankowski - Coaches Representative  
Mike Mallon - USASA Representative  
Ashley Deibold - Sport Development Manager  
Phoebe Mills - Industry Representative

### **Snowboard Sport Committee Meeting**

Thursday, May 5, 2022, 10:00 a.m. – 1:30 p.m.  
Virtual Meetings - Zoom Meeting Platform

Meeting Chairman: Dylan Omlin  
Committee Members Present: 11  
Committee Members Excused: 2  
Management/Team Managers Present: 11  
Additional Attendees: 31

#### **1. Chairman Calls the Meeting to Order**

Dylan Omlin called the meeting to order at 10:05 a.m.

#### **2. Roll Call & Establishment of Quorum**

Erin McNeely made a roll call and noted that a quorum was present.

### **3. Approval of Prior Meeting Minutes**

Jessica Zalusky moved, and Mike Mallon seconded the motion to approve the meeting minutes from 2021.

The motion passed unanimously.

### **4. U.S. Ski & Snowboard Freeski Department Update - Jeremy Forster**

- a. COVID impacted many teams this season.
- b. Last two years have been about surviving but hopefully now we can continue to build and thrive again and grow.
- c. We have new leadership - Sophie Goldschmidt and Anouk Patty.
- d. Olympics
  - i. Very different this year.
  - ii. Tied Austria with three golds, second in total medal count.
- e. We've established several mechanisms for anonymous reporting and are providing mental health resources for athletes and staff who need it.
- f. In the hiring process for several coach positions. We're looking for someone who is performance focused but also committed to creating an inclusive culture.
- g. We're placing a re emphasis on team culture. Covid caused a lot of separation so beginning to move into that emphasis as we enter a new Olympic cycle. These teams need to be a reflection of the snowboard community. Would love to hear your suggestions and input on what that culture should look like.
  - i. Ashley will be initiating club roundtables to discuss.
- h. Working to encourage accessibility in the sport. Good opportunity to expand partnership with USASA.
- i. Been able to get more support for athlete travel costs on Pro Teams and will continue that effort with both internal resources and the Foundation team.
  - i. Had the first in-person fundraising event this year for Freeski/Snowboard.
- j. Ashley is now over only Freeski and Snowboard and will be overseeing Rookie team programs.
- k. Alexis Williams is moving into the senior team manager role and will be hiring a team coordinator role.
- l. Elijah: Any way to increase funding for Rookie teams?
  - i. Jeremy: Definitely a need. Donors have contributed significantly to development programs in other sports and we are hoping for the same. It's an area we know we need to invest in.

### **5. U.S. Ski & Snowboard Sport Development Update - Ashley Deibold**

- a. Pipeline
  - i. Working to continue to evolve partnership with USASA through integration with education, member services, etc.
  - ii. Increasing support and resources around Holeshots.
- b. Community Engagement
  - i. Pushing coach education forward through new tools on the online platform.

1. Asked for more funding for additional resources to support coaches' education.
2. Elijah - Any level 200 clinics available this summer? Always good to be around each other and learn from each other. Level 200 standard for timberline so lack of clinics is limiting coaches.
  - a. Ashley: We will maybe try and pair something up with a level 300. We will keep working with education to see if we can accommodate.
  - b. Dylan: Are you envisioning summit style where everyone stays at the same place or just meeting on snow?
    - i. Elijah: Staying together.
  - c. Andy: I met a bunch of people through the coaches clinic 10 years ago and that clinic was transformative for me.
  - d. Mallon: We have an email chain going about this topic. I've reached out to Timberline and let them know there hasn't been a level 200 for a while.
  - e. Jason Trask: My club staff also needs level 200 and 300 certs.
    - i. Coggin agrees.
- c. Talented Athlete Programs
  - i. Excited to get Project Gold back in person.
    1. Park & Pipe in 10 days at Mammoth.
    2. Cross - we are looking at different options for this summer - Hood, Europe, etc - kicking around ideas.
    3. PG criteria is posted.
    4. PGS/PSL - criteria is posted and have some good options for that camp.
  - ii. Opportunity to get more women involved in every discipline.

## 6. U.S. Ski & Snowboard Coaches Education Report - Gar Trayner

- a. [See addendum 1.](#)
- b. Working to get additional funding for the coach developer program.
- c. Mallon: There was a transfer of ownership in content, curriculum development, oversight and payment of coach developers to USSS. USASA's role is now primarily to facilitate and support on the ground.
- d. Gar: Hopefully with injection of resources we can get things rolling.
- e. Dylan Omlin: What do you contribute to 43% being uncertified?
  - i. Gar: Freeski and Snowboard is doing great thanks to the work of USASA. A lot has to do with it never being a requirement. Haven't dropped a percentage point in any sport in the past three years. A large part is accessibility, which is why we are excited about the coach developer roles, who will help us to be able to host camps at different times and on different days. A lot of uncertified people are from Alpine.
    1. If a coach developer is on staff, they can run one internally.

- f. Mike Mallon: Is there an opportunity to use the content we have for level 200 to push it out?
  - i. Gar: Yes.
- g. Elijah Teter: Moodle without classroom portion eliminates the engagement aspect of cross-pollination of what you learn from one another. A yearly summit where coaches/directors meet up and have the location change each year would be great to engage.
  - i. Teddy Coggin seconds these ideas.
- h. KC Gandee: Wasn't it supposed to be two full days on snow with Moodle.
  - i. Gar: Notion of Moodle is to create a standardized curriculum that is replicable and scalable across the country. Went to one day in person with COVID and removed in-person classroom piece due to COVID and realized it helped with accessibility.
  - ii. Jon Casson: That was the original intent but COVID and costs eliminated the second day.
- i. Lot of support to go back to two day in person and on snow.

## **7. U.S. Ski & Snowboard Athlete Report - Alex Deibold**

- a. AAC
  - i. Focused on culture and increasing communication to upper level management.
  - ii. Athlete feedback has been frustration and lack of understanding surrounding criteria. But athletes need to be more diligent about reading and reviewing the criteria.
- b. SBX
  - i. Very challenging season.
    - 1. Some team members feel their experience on the team has been different than what is being portrayed.
  - ii. Good results at the Olympics.
  - iii. Good to see the younger athletes progressing.
  - iv. Lots of positive feedback surrounding the wax crew for this year.
- c. Development Teams - Ashley Deibold
  - 1. When you qualify objectively, it is a two year nomination. If discretion, it is a one year nomination.
  - 2. We want all athletes on the Rookie Team to stay with their home team and club.
  - 3. Communication regarding development teams can be improved and we are trying to do a better job with that messaging.
  - 4. Nichole: Keep line of communication open for the athletes that just missed a nomination.
    - a. Club coaches should get input on if an athlete is ready.

## **8. U.S. Ski & Snowboard Team Reports**

- a. Snowboard Cross - Rob Fagan
  - i. Last season was a big challenge.
  - ii. Couldn't travel to a lot of locations but still had 26 days of

training leading into the season, including 10 days of double sessions.

- iii. 6 world cup podiums, 19 top tens, and 8 world cups. Most podiums come from the women's side. Two Olympic Golds.
- iv. Goal of 20% of all World Cup podiums and hunting Naton's cup for next year.
- v. 2022/23 Nominations
  - 1. Hagen Kearney, Nick Baumgartner, Jake Vedder, Senna Leith, Alex Deibold, Connor Schlegel, Cody Winters
  - 2. Lindsey Jacobellis, Faye Gulini, Stacy Gaskill, Meghan Tierney
  - 3. D Team: Tyler Hamel, Acy Craig, Bri Schnorrbusch, Livia Molodyh
- b. Halfpipe - JJ Thomas/Danny Kass
  - i. [See addendum 2.](#)
- c. Slopestyle/Big Air - Dave Reynolds
  - i. [See addendum 3.](#)
- d. Team Culture - Mike Jankowski
  - i. Trying to centralize goal setting and make it more consistent and collaborate with athletes more.
  - ii. Apollo Project
    - 1. Consists of expert coach educators.
    - 2. Key part of team culture.
  - iii. Athlete Project
    - 1. Mentor program where pro athletes work with new rookies to the team.
    - 2. Athlete liaisons
      - a. Team captain to help communicate with coaches.
      - b. Helps athletes be connected directly with the leadership team.
    - 3. Team barometer
      - a. Anonymous way for athletes to provide feedback.
    - 4. Injured athlete protocol
      - a. Make sure injured athletes stay connected with the athletes and really involve them so they feel part of the team and not left behind.
    - 5. Onboarding and offboarding
      - a. How to take advantage of team services while on team and the services available as athletes transition to retirement or being an independent athlete.

- iv. Consistent Feedback
  - 1. Being open and vulnerable to growth and improvement as coaches.

**9. U.S. Ski & Snowboard Membership Reports - Sheryl Barnes**

- a. [See addendum 4.](#)

**10. Judges Report - Jeremy Lepore & Matty Jennings**

- a. Hosted hybrid judges clinics this year with a Zoom portion and in person portion. Had an in person clinic in Park City last fall.
- b. Rev Tour - Mammoth and Aspen: Had split panel judging and the judges and zoomed with each other during the whole competition, which helped keep the bubble score consistent.
- c. Futures Tour: Mix of USASA and FIS judges. Futures Tour meets the spot of just below Rev Tour but is still a higher level than a local series.
- d. Created an online education platform and coaches are welcome to check it out: [fis-edu.com](http://fis-edu.com).
- e. Doing another clinic in Park City in October.

**11. U.S. Ski & Snowboard Events Update - Sarah Emery and Nick Alexakos**

- a. [See addendum 5.](#)

**12. USASA Report - Mike Mallon**

- a. [See addendum 6.](#)

**13. Committee Appointments**

Ben Wisner was re-elected by acclamation for the Far West Representative position. Ben Wisner abstained from the vote.

Ross Powers was re-elected by acclamation for the Eastern Representative position. Ross Powers abstained from the vote.

Arielle Gold was re-elected by acclamation for the Athlete Representative positions. Arielle Gold abstained from the vote.

Maddie Mastro was re-elected by acclamation for the Athlete Representative positions. Maddie Mastro abstained from the vote.

Lucas Foster was re-elected by acclamation for the Athlete Representative positions. Lucas Foster abstained from the vote.

**14. Floor Open for Comments/Questions**

Dylan Omlin asked if there were any questions.

**15. Closing Comments & Motion to Adjourn**

There being no further business, Mike Mallon moved to adjourn the meeting at 1:30 p.m. and Ashley Deibold seconded the motion.

Respectfully submitted.

Erin McNeely, Secretary of Meeting

## Addendum 1



## USOPC - Opinion



### U.S. Ski & Snowboard, Sport Education Department

*“The U.S. Ski & Snowboard, Sport Education department is acknowledged as a leader in the nation and the innovative process, content and delivery methods utilized are world-class. U.S. Ski & Snowboard are a highly valued partner”.*

*Kelly Skinner - Vice President, High Performance, US Olympic and Paralympic Committee.*

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## Club Development



U.S. Ski & Snowboard Club Development provides **resources, education, certification, and recognition** to over 350 ski and snowboard clubs around the country.

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# Sport Education & DEI



## Set an example and raise the bar on best practices

- Recruit, develop, and retain more women as coaches and leaders
- Represent athletes from more diverse backgrounds
- Collaborate with partners who introduce youth from underrepresented minorities to snowsports

### Success =

- Larger talent pool for coaches and athletes
- Staff and athlete satisfaction and retention
- Increased sponsor support

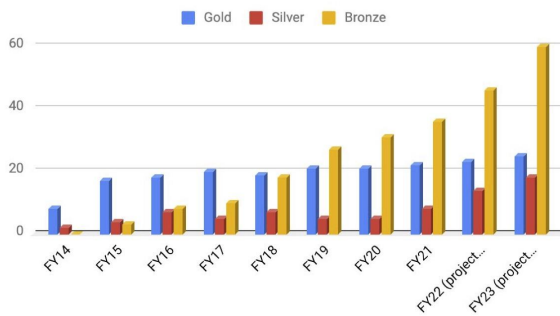


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# FY22 Total Certified Clubs



## Gold, Silver and Bronze



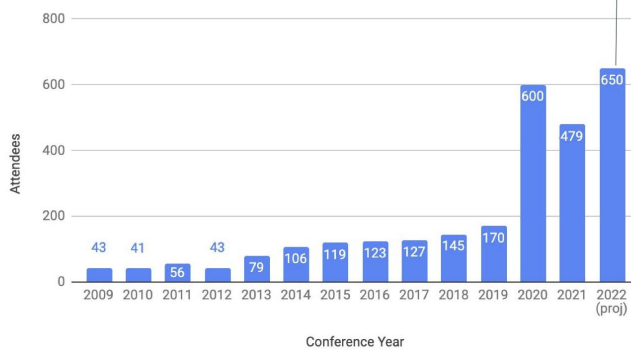
Total Podium Certified Clubs	
FY14	10
FY15	25
FY16	33
FY17	35
FY18	46
FY19	53
FY20	57
FY21	66
FY22(proj)	69
FY23(proj)	78

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# Club Excellence Conference



## Club Excellence Conference Attendance



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## CLUB DEVELOPMENT - FY 22 RECAP



- ❖ **Certifications** - 33 Active Applications
- ❖ **Outreach and Education** - Club Excellence, Fall Summit
- ❖ **Recognition** - Development Club of the Year, DEI Champion Award
- ❖ **Resources** - Comp Study, Consulting Projects, Guide to Excellence
- ❖ **Partnerships** - Kelly Brush Foundation, World Cup Supply, BRASS, Stop the Bleed, USOPC, YES, SOS Outreach, NBS, Share Winter, all of YOU!!!!!!

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## CLUB DEVELOPMENT - FY23 LOOK AHEAD



### LET'S RAISE THE BAR



- More data
- Additional Educational Opportunities
- Broader engagement of coaches and athletes
- Increased retention

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## 2021/22 Accomplishments



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# LMS Upgrade



The screenshot shows a user interface for a Learning Management System (LMS). On the left is a dark navigation sidebar with options like Dashboard, Calendar, Content bank, Portfolio, Coaches Community, Your Certificates, and Site administration. The main area is titled 'My Courses' and displays a grid of course cards. Each card includes a course title (e.g., 'Level 200 Alpine Level 200 Coach Certification Course'), a progress indicator, and an 'Enroll' button. On the right, there are sections for 'Upcoming events' with dates and locations, and 'Configurable Reports' listing various administrative reports.

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# Course Development

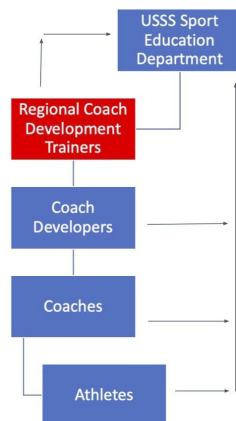


This section displays a grid of course cards for development. Each card contains the following information:
 

- Course Title:** e.g., '2020 FALL SUMMIT', '2021 CLUB EXCELLENCE', 'Level 200 Alpine Level 200 Coach Certification Course'.
- Category:** 'Continuing Education'.
- Description:** A brief overview of the course content.
- Price:** Most are \$20.00, with one at \$80.00.
- Action:** A red 'Enroll' button.

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# Alpine Regional Coach Development Trainer

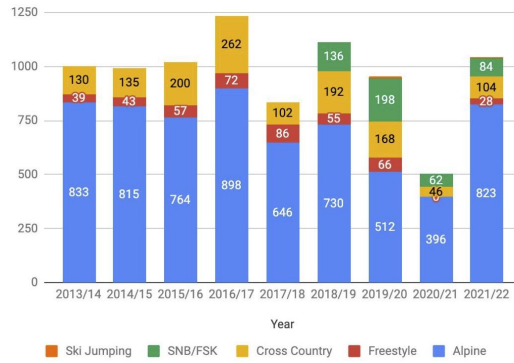


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# 2021-22 Participants



Number of Assessment Participants

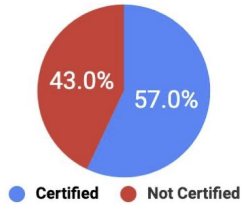


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# Certified vs Non-certified (FY22)



Total Coach Membership



6,781	Total Coach Members
2,890	Total Coaches Not Certified
3,891	Total Coach Members Certified
More coach members than 1,040 2020-21 season	

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# 2022/23 Initiatives



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## What's coming in 2022-2023



- Optimise Learning Center to Provide a Better User Experience
- Regional Coach Certification Projects L100 - L300
- Finalise 200 Curriculum for All Sports
- Continue Summer Webinar Series
- Build upon Continuing Education Courses
- Enhance Coach Development Trainer Program
- Enhance Coach Developer Onboarding Program
- Return of Fall Symposium and National Coaches Academy
- Continued Work with USOPC's Apollo Program and National Team Coaches
- USASA Strategic Alignment
- Further develop a department marketing strategy

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## New Course Development



- Alpine Introduction to Course Setting Coach Developer Training Course
- Alpine Level 200 Coach Developer Training Course
- Alpine Level 300 Coach Developer Training Course
- Snowboard Level 200 Coach Certification Course
- Snowboard Level 200 Coach Developer Training Course
- Snowboard Level 200 Continuing Education Course
- Freeski Level 200 Coach Certification Course
- Freeski Level 200 Coach Developer Training Course
- Freeski Level 200 Continuing Education Course
- Freestyle Level 200 Coach Certification Course
- Freestyle Level 200 Coach Developer Training Course
- Freestyle Level 200 Continuing Education Course
- Ski Jumping Level 200 Coach Certification Course
- Ski Jumping Level 200 Coach Developer Training Course
- Ski Jumping Level 200 Continuing Education Course

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# Thank You

## **Addendum 2**

### **21-22 Snowboard Halfpipe Rookie Team Overview**

Hello Congress, Clubs, and Snowboard fans,

It was an exciting year with successfully navigating the ever-changing covid protocols and a return to normalcy with all events returning. It was great to see the Olympics stay on schedule and have our beloved USASA nationals return to Copper to host the youngest and brightest amateur skiers and snowboarders from all over the country.

I am excited to join the U.S. snowboard team this season and start expanding our resources and helping to refocus attention on our next generation of professionals and sport leaders as the Rookie Snowboard Halfpipe Development Coach. The last three seasons I was part of the VSSC (Vail Ski and Snowboard Club) where I learned from a great club on youth development and excelled at all ages and skill levels. I think my time as a student at Okemo Mountain School helped not only my career in professional snowboarding but prepared me for teaching the fundamentals I am applying today.

It is an honor to announce we are increasing our Rookie halfpipe program from 4 spots to 8 spots for this upcoming season. Another exciting part of this expansion is the ability to work with riders and engage the clubs that are currently enrolling these athletes. We plan to better serve these athletes and continue to learn from great coaches and share ideas on ways to better support our riders, coaches, and parents as we drop into the future of Snowboard Halfpipe progression.

From our Rookie recap we had an amazing season with Bea Kim taking 2nd place at the Junior worlds in Switzerland and Jason Wolle claiming the coveted NorAM overall title and earning his Grand Prix starts for next season. We are looking forward to our project Gold Camps in Mammoth and getting all the new riders together to meet the rest of our support team.

With this being an Olympic year, we saw major progression throughout the pros. Chloe Kim won another Olympic Gold medal not only on that day in China, but throughout her training season with hard work and unmatched confidence on her board. On the men's side we were happy to have 3/4 men in the final and so close to the podium. As this Olympic cycle ended, we had some major progression that was hard to keep up with on the international front. It appears the sport that Ross, JJ, myself, and the whole U.S. Team have made so popular around the world is needing some more help and hard work to once again sweep the podium. The great news is that we are all back in positions to help the U.S. regain its footing. One thing I would like to discuss and propose is a push for some east coast resorts to help get those perfect pipes back. I would also like to recognize the hard work from all the clubs around the U.S. Your programs are the foundation for great athletes, coaches, and professionalism within our sports.

Let the good times snow,

Danny Kass &  
The US Snowboard Team

## **21-22 Snowboard Halfpipe Pro Team Overview**

SB Halfpipe = 20% Podiums (11% men + 25%women)

### Women's Roster

Chloe Kim (Dew Tour 1<sup>st</sup> Place, Laax Open 1<sup>st</sup> Place, Olympics Gold)

Maddie Mastro (Injured Dew Tour, Tried the Olympics injured)

Sonny Alba (injured)

2 Women top 10 world rank (Chloe Kim 1<sup>st</sup> Maddie 7<sup>th</sup>)

1 Gold medal Olympics from Chloe

JWC Bea Kim 2<sup>nd</sup> Place 15 years old

Our snowboard halfpipe program continued to dominate on the ladies side thanks to Chloe Kim and Maddie Mastro. Chloe had an amazing undefeated season and ended up winning her second gold medal. Maddie was looking very sharp and beat Chloe in the first qualifier of the season at Dew Tour. Maddie then had a bad crash that basically ended her season the following day at the finals of that event. That was definitely a bummer to see. As we all know that's part of this game, especially when you're pushing hard and going for the win. The good news is that Maddie is healed and is currently riding right now at Mammoth Spring Camp. We have some very promising young talent coming up with the likes of Bea Kim, Sonny Alba, and there's a few more in the pipeline that are showing signs of being the next generation of leaders for the team.

### Men's Roster

Shaun White

Taylor Gold

Chase Josey

Chase Blackwell

Toby Miller

Lucas Foster

Joey Okesson

Two men in the top ten world rank (Taylor Gold 6<sup>th</sup> + Shaun White 7<sup>th</sup>) 5 men in the top 15 Olympics 4,5<sup>th</sup> and 7<sup>th</sup> place with Shaun missing a Bronze medal by tenths of a point Nor Am Champ Jason Wolle

Our men's team had a solid season. We are not where we want to be by any means and missing the podium at the Olympics was hard to digest. I think I can speak for all of us that we are all motivated more than ever to get back on top. Taylor Gold had a 2<sup>nd</sup> place podium at Dew Tour and got 5<sup>th</sup> at the Olympics. Shaun White just missed a Bronze medal at the games by tenths of a point. Our young bucks like Lucas and Joey are on a great trajectory for 26' and they all learned a lot from going through this Olympic Process.

## Looking Forward

Off Season Training camps - Mammoth Spring Camp, Mt Hood, Saas Fee

In season – We now have a slanted air bag at Copper, which is critical for our success. We will be focusing more on the air bag at Copper and training at Laax this coming winter. Laax is proven to be the breeding ground with the tow rope and the perfectly shaped pipe, so we are making an effort to train there more this winter, and I think it will pay off and we will be seeing the results.

## **Addendum 3**

### **21-22 Snowboard Slopestyle/Big Air team season review**

#### Roster:

##### Pro Team

Jamie Anderson  
Hailey Langland  
Julia Marino  
Ty Schnorrbusch  
Red Gerard  
Chris Corning  
Dusty Henricksen  
Brock Crouch  
Judd Henkes  
Lyon Farrell  
Sean Fitzsimons  
Luke Winkelmann  
Kyle Mack

##### Rookie Team

Jade Thurgood  
Courtney Rummel  
Izzy Gomez  
Addie Gardner  
Jake Canter  
Fynn Bullock  
Liam Johnson

New Rookie Team coach - Eric Beauchemin

#### Season Review Camps:

Mammoth Camp May

Airbag in Park City – 1 week

Pro's to Mt hood in July

Rookies to Copper late July – successful



Trip to Banger Park and Saas Fee late August for airbag to snow trick progression

Stomping grounds Camp in Switzerland 2 weeks – Red dialed in 16's, Luke landed front triple 1800, Jamie landed cab dub 10's and Julia did back 9's, cab 10's and front 10's.

Chur Big air right after – Brock 4<sup>th</sup>

Stubai Camp early November mixed with Banger Park bag days on bad weather days – great

Trick highlights and key pieces moving forward into the Olympic season include Julia Marino Front Dub 10, Red Gerard Back 16 tail and Front dub 14 nose, Judd Henkes cab 16 and switch back rodeo 9, Sean Fitzsimons Back 16 and Luke Winkleman Switch back 16 and Cab 14's.

### Season Review Comps:

Steamboat Big air- top finishers: Red 11, Hailey 4<sup>th</sup> landing front and cab 9's

Dew Tour SS - top finishers: Red 1<sup>st</sup>, Chris 2<sup>nd</sup>, Sean 4<sup>th</sup>, Brock 6<sup>th</sup>, Courtney 4<sup>th</sup>, Jamie 7<sup>th</sup>

Covid hit the team hard

Calgary SS – Luke on the podium in 3<sup>rd</sup>

Mammoth – a lot on the line with a podium putting you on the team, top finishers: Red 1<sup>st</sup>, Brock 6<sup>th</sup>, Chris 8<sup>th</sup>, Jamie 1<sup>st</sup>, Hailey 5<sup>th</sup>

Laax – top finishers: Sean 1<sup>st</sup>, Jake 3<sup>rd</sup>, Brock 4<sup>th</sup>

X Games – Jamie 2<sup>nd</sup> SS, 2<sup>nd</sup> BA, Red 4<sup>th</sup> SS

### OLYMPIC TEAM

Red, Dusty, Chris, Sean  
Jamie, Hailey, Julia, Courtney

Slopestyle	Big Air
Julia SILVER	DNS
Jamie 9 <sup>th</sup>	15
Hailey 11 <sup>th</sup>	12
Courtney 17 <sup>th</sup>	19
Red 3 <sup>rd</sup> /4 <sup>th</sup>	4 <sup>th</sup>
Chris 6 <sup>th</sup>	7 <sup>th</sup>
Sean 12	12
Dusty 17	17

3 men and 3 women in finals with a win or crash trying attitude

Czech SS – top finishers: Luke 3<sup>rd</sup>, Dusty 9<sup>th</sup>, Courtney 12

Silviplana SS – top finishers: Dusty 9<sup>th</sup>, Courtney 12

## Major Highlights:

- Julia Silver Medal
- Red slope and big air performance at Olympics
- Men's team podiumed at all events but 1 in slope, great depth
- Luke 2 SS podiums
- Red 2 SS podiums
- Near sweep of podium at laax Sean 1, Jake 3, Brock 4
- Jamie 2<sup>nd</sup> in slope and Big air at X

## Looking forward:

- Getting on the airbag
- More reps on the board, back to basics

## Addendum 4



Membership Category	Age Category	Price	SafeSport	Screen	Avalanche	Sanctioned Competition	Notes
General	0-17	\$35					Restricted to those 17 & Under
Non-Scored Athlete	18-100	\$100X	X	X	X		Meets compliance requirements for corresponding USASA membership category
Competitor U11 & Under	0-10	\$75				X	
Competitor U13	12-13	\$110				X	
Competitor U15 & Over	13-100	\$200X	X	X	X		Meets compliance requirements for corresponding USASA membership category
Official	18-100	\$80X	X	X			Meets compliance requirements for corresponding USASA membership category
Coach w/Official	18-100	\$150X	X	X			Meets compliance requirements for corresponding USASA membership category
Volunteer	18-100	\$65X	X	X			Meets compliance requirements for corresponding USASA membership category
Short-term	0-17	\$35/day				X	Restricted to those 17 & Under
Short-term Foreign	18-100	\$35/day				X	Available to foreign athletes coming to the U.S. for an event All short-terms are restricted to 1 event per season
Where requirements are noted they apply to anyone turning 18 at anytime during the season							
Family Cap Refund is \$500							
Additional memberships may be purchased at the cost of the highest membership							

## SafeSport Training



- All members 17 and older are required to complete SafeSport training through the U.S. Center for SafeSport to activate membership. Substitutions are not permitted
- There is no charge for core curriculum. Do **NOT** pay for the course. U.S. Ski & Snowboard does not reimburse for training.
- Courses displayed will be limited to the Center's Core curriculum noted below
  - SafeSport Course and Refresher Schedule
  - Year 1 – Core SafeSport Trained Course
  - Year 2 – Refresher 1 Course
  - Year 3 – Refresher 2 Course
  - Year 4 – Refresher 3 Course
  - Year 5 – The training schedule begins again

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## Membership Reminders



- Members 17 & older need to have their own My U.S. Ski & Snowboard account to access membership requirements
- Requirements may include any combination of background screening, SafeSport training, Introduction to Avalanches and Coaching Fundamentals
- Requirements timelines:
  - SafeSport training required once per season (season runs from July 1 through June 30, annually)
  - Background screening currently required every two seasons
  - Introduction to Avalanches required every two seasons
- FIS registrations will only be activated once all U.S. Ski & Snowboard membership requirements are successfully completed. Please note the following exceptions.
  - SafeSport cannot be completed until July 1
  - Background screening for those who turn 18 years old must be completed within 45 days of 18<sup>th</sup> birthday
- Coaching Fundamentals is not required to activate any membership other than coach

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U.S. SKI & SNOWBOARD

## Membership Updates



### Membership pricing increase

- Strategic increases are across all sports
- Pricing has been consistent since 2020
- Carriers like Nationwide have exited the NGB marketplace completely
- SafeSport costs on the rise

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U.S. SKI & SNOWBOARD

## SafeSport Training



- **Please use the same email on SafeSport as you do for your [my.us skiandsnowboard.org](https://my.us skiandsnowboard.org) account**
- Member Services can update your SafeSport email and/or password. Please DO NOT create another SafeSport account. It's important that your history is maintained under a single account
- Members may get credit for SafeSport training completed under other NGB's or affiliated entities under USOPC and/or U.S. Center for SafeSport umbrella if training occurred during the appropriate season timeline
- Member Services can request your SafeSport account be affiliated with our organization if needed
- If your SafeSport status shows as pending and you've completed the course July 1, 2022 or later, please email your certificate to [membership@us skiandsnowboard.org](mailto:membership@us skiandsnowboard.org)

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U.S. SKI & SNOWBOARD

## Introduction to Avalanches Course



- All members 17 and older are required to complete training to activate their membership
- This brief course was developed through a partnership between the Utah Avalanche Center, BRASS, and U.S. Ski & Snowboard
- The purpose of this course is to make you aware of avalanche and snow safety, and to make you think twice before going off-piste or entering the backcountry without the proper gear and training

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U.S. SKI & SNOWBOARD

## Coaching Fundamentals



- Coaching Fundamentals is a prerequisite for all coach memberships, excluding those Certified Level 100 or higher
- Level 100 certification is now required for all coaches
- Final exam score of 70% or higher is required
- **Members have 30 days to complete the course. If the course isn't completed within 30 days, the members access will expire. At that time members will be required to repurchase the course at \$10**

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U.S. SKI & SNOWBOARD

## Club Registration Process



- The deadline for club registration is December 31, 2022, after which a \$50 late fee will apply. This deadline will be implemented for the 2022-23 season
- All club minimum standards must be met for clubs to be in good standing. Those standards include the following requirements.
  - **Ensure those in a position of authority over or in regular contact with athletes are members at a level which triggers background screening and SafeSport training. This includes board members, staff, adult athletes, and volunteers**
  - The club volunteer membership is sufficient to fulfill Board membership compliance
  - Club must provide a list of board members for auditing purposes. Club must provide updates to board member list as changes occur
  - **All club coaches regardless of participation in U.S. Ski & Snowboard events must be members**
- Please plan ahead. Early registration is key!

U.S. SKI & SNOWBOARD

## Club Board of Directors Requirement Exemptions



U.S. Ski & Snowboard has been afforded the following exemptions by the U.S. Center for SafeSport

- Board members of 501(c)(3) Foundation or Booster Clubs that are separate from Member Clubs and would not be considered an LAO because they do not have any role in managing or delivering programs or have any In-Program Contact (as defined below);
- Educators at schools, colleges, and universities where their roles are independent of athletic programs associated with U.S. Ski & Snowboard and/or a Member Club and do not have any In-Program Contact (as defined below).
- Management/Leadership over resort operations where their roles are independent of athletic competition programs with U.S. Ski & Snowboard and Member Clubs and do not have any In-Program Contact (as defined below).
- Board members of Multi-sport community recreational clubs/programs that have a small competition program. In this case, at least three (3) Board members must be identified as leading or having authority over the ski and snowboard activities of the club and must form an athlete safety committee and they must be members of U.S. Ski & Snowboard and they will be considered Adult Participants.

U.S. SKI & SNOWBOARD

## Important Dates and Info



- May 31<sup>st</sup> – must be renewed and **complete membership requirements** to be on 1<sup>st</sup> FIS points list and to compete in the Southern Hemisphere
- August 15<sup>th</sup> – FIS late fee goes into effect
- **October 15<sup>th</sup> - Early bird registration deadline**
- Saturday coverage runs October – March
- Contact Information
  - [membership@usskiandsnowboard.org](mailto:membership@usskiandsnowboard.org)
  - 435-647-2666
  - Online Chat

U.S. SKI & SNOWBOARD

## Addendum 5

### U.S. Ski and Snowboard Event Report

VISA Big Air | Steamboat, CO | December 2 - 4, 2021



Jake Canter waiting to drop in training



Colby Stevenson with a youth group spectating qualifiers



FK Men: 1st: Matej Svancer (AUT) | 2nd: Alex Hall (USA) | Antoine Adelisse (FRA)



FK BA Finals (Dec 4)

#### **EVENT FACTS**

**Location:** Steamboat Springs, Steamboat CO

**Event:** VISA Big Air

**Disciplines:** Snowboard Big Air | Freeski Big Air

**# Athlete Participants:** Snowboard Big Air: Women: 32 (21 Countries) | Men: 61 (27 Countries)  
Freeski Big Air: Women: 28 (16 Countries) | Men: 59 (19 Countries)

**USA Results:** Saturday, Dec 4th | Snowboard Big Air

**Women:** Hailey Langland - 4th | Julia Marino - 9th | Ty Schnorrbusch - 19th | Courtney Rummel - 22nd | Jade Thurgood - 23rd | Danielle Weiler - 28th | Hahna Norman - 30th

**Men:** Red Gerard - 11th | Sean Fitzsimons - 17th | Jake Canter - 20th | Dusty Henricksen - 22nd | Luke Winkelmann - 27th | Brock Crouch - 29th | Chris Corning - 39th | Kyle Mack - 46th | Judd Henkes - 48th | Dave Retzlaff - 53rd | Fynn Bullock-Womble - 56th | Lucas Ferry - 61st

Saturday, Dec 4th | Freeski Big Air

**Women:** Darian Stevens - 11th | Jay Riccomini - 13th | Maggie Voisin - 15th | Marin Hamill - 18th | Grace Henderson - 25th | Caroline Claire - 27th

**Men:** Alexander Hall - 2nd | Colby Stevenson - 7th | Hunter Henderson - 11th | Cody Laplante - 13th | Nicholas Goepper - 18th | James Kanzler - 25th | Ryan Stevenson - 31st | Kiernan Fagan - 32nd | Peter Raich - 44th | Deven Fagan - 48th | William Borm - 53rd | Mac Forehand - 56th

**Attendance:** **Approximately 5,021**  
(Snowboard- Friday- 1,509, Freeski- Saturday- 3,512)

**VIPs:** **Approximately 125 + 30 Steamboat VIPs**  
(comprised of sponsors, industry VIPs, Copper Mountain and other U.S. Ski & Snowboard guests)

**Other Event Participants:** **Approximately 461**  
(International and domestic athletes, coaches, technicians, officials, industry representatives, family, volunteers)

**Broadcasts:**

EVENT	AIRDATE	Network	TIME (est)	Length	Rating	Households	Total Viewers	Cumulative Households	Viewers per Household	Total Cumulative Viewers
Snowboard Big Air	12/04/21	NBCSN	9:00 PM	120 mins	.05	61,000	128,100	61,000	2.1	128,000
Freeski Big Air	12/04/21	NBCSN	11:00 PM	120 mins	.02	24,000	50,400	24,000	2.1	26,000
Snowboard Big Air	12/25/21	NBC	4:00pm	120 mins	.33	405,000	850,500	405,000	2.1	850,500

**TV Exposure:** ESPN, InFront Media, Eurosport-Europe, ORF, CBC, CCTV, YLE, L'EQUIPE,RAI, POLSAT, NBC, NHK, FUJI TV

**MEDIA DETAILS:**

**Accredited Media:** Over 100 media through our [Steamboat virtual media hub](#), updated daily w/ results and U.S. Ski & Snowboard preview and recap articles. With FIS COVID Restrictions still in place, there was a select, limited number of media and photo

- Getty Images, 9News Denver, Fox Weather, CBC Sports

**Video & Social Media Highlights:** [Visa Big Air presented by Toyota](#)

**Photo Highlights:** [2021 VISA Big Air - Freeski Photos](#)  
[2021 VISA Big Air - Snowboard Photos](#)

**Highlights:** With the most challenging early season conditions in recent memory at Steamboat, the Resort's dedication and commitment to U.S.Ski & Snowboard was unparalleled. The Resort and LOC delivered an exceptional big air jump and the athletes competed at an elite level. Never been done (NBD's) tricks pushed progression in the only big air Olympic Team Selection Event. Freesker Alex Hall's 2nd place podium finish was a highlight for the U.S. Team.



## U.S. Ski and Snowboard Event Report

Toyota U.S. Grand Prix | Copper, CO | December 10-11, 2021



FK HP: 1st: Alex Ferreira | 2nd: Nico Porteous (NZL) | 3rd: Brendan Mackay (CAN)

### EVENT FACTS

Location: Copper, CO

Event: U.S. Copper Grand Prix

Disciplines: Snowboard Halfpipe | Freeski Halfpipe

# Athlete Participants: Snowboard Halfpipe: Women: 34 (12 Countries) | Men: 40 (14 Countries)  
Freeski Halfpipe:: Women: 34 (11 Countries) | Men: 46 (13 Countries)

USA Results: Friday, Dec 10th | Freeski Halfpipe

Women: Brita Sigourney - 4th | Hanna Faulhaber - 5th | Abigale Hansen- 10th | Svea Irving - 12th | Devin Logan - 14th | Annalisa Drew - 19th | Jay Riccomini - 20th | Jeanee Crane-Mauzy - 21st | Riley Jacobs - 23rd | Kathryn Gray - 25th | Nikita Rubocki - 29th | Lauren Bendixen - 32nd

Men: Alex Ferreira - 1st | Birk Irving - 4th | David Wise - 7th | Lyman Currier - 8th | Aaron Blunck - 10th | Tristan Feinberg - 12th | Jaxin hoerter - 14th | Samson Schuiling - 17th | Aaron Durlester - 24th | Hunter Carey - 25th | Jack Ganley - 27th | Nathaniel Bourgoin - 29th | Reagan Wallis - 32nd | Cassidy Jarrell - 33th | Eugene Morris - 35h | Cameron Brodrick - 36th | Chase Maytham - 37th | Dylan Ladd - 40th



**Saturday, Dec 11th | Snowboard Halfpipe**

**Women:** **Zoe Kalapos - 10th** | Tessa Maud - 14th | Summer Fenton - 19th | Kinsley White - 20th | Kelly Berger - 22nd |  
Lola Cowan - 28th | Kaili Shafer - 30th | Sonora Alba - 31st | Natalie Partridge - 33rd | Alexandria Simsovsits - 34th

**Men:** **Taylor Gold - 5th** | **Chase Josey - 6th** | **Shaun White - 8th** | Lucas Foster - 11th | Toby Miller - 13th |  
Ryan Wachendorfer - 15th | Joey Okesson - 28th | Chase Blackwell - 28th | Joshua Bowman - 32nd | Jason Wolle - 36th  
Levko Fedorowycz - 40th

**Spectators:** **TBD**

**USSA VIPs:** **Approximately 55**  
(comprised of sponsors, athletes, industry VIPs, Copper Mountain and other U.S. Ski & Snowboard guests)

**Other Event Participants:** **Approximately 196**  
(International and domestic athletes, coaches, technicians, officials, industry representatives, family, volunteers)

**Broadcasts:**

EVENT	AIRDATE	Network	TIME (est)	Length	Rating	Households	Total Viewers	Cumulative Households	Viewers per Household	Total Cumulative Viewers
Freeski Halfpipe	12/10/21	NBCSN	9:30 PM	2.00	.02	23,000	48,300	23,000	2.1	48,300
Snowboard Halfpipe	12/11/21	NBCSN	2:00 PM	2.00	.07	83,000	174,300	83,000	2.1	174,300
Freeski Halfpipe	12/11/21	NBC	5:00 PM	1.00	.52	636,000	1,335,600	636,000	2.1	1,335,600
Snowboard Halfpipe	12/12/21	NBC	1:00 PM	1.00	.31	382,000	802,200	382,000	2.1	802,200

**TV Exposure:** ESPN, InFront Media, Eurosport-Europe, ORF, CBC, CCTV, YLE, L'EQUIPE,RAI, POLSAT, NBC, NHK, FUJI TV

**MEDIA DETAILS:**

**Accredited Media:** We communicated with 100+ media through our [Copper Grand Prix virtual media hub](#), updated daily w/ results and U.S. Ski & Snowboard preview and recap articles.

Hosted on-site media: Getty Images, AP, Washington Post, USA Today (photo), 9News Denver, USOPC, Fox Weather, CBC Sports, China Global Television Network (CGTN), NBC Research, Discovery Network (Shaun White Documentary), Olympic Channel, and a larger handful of Japanese broadcast media.

**Photo Highlights:** [Freeski Photos](#)  
[Snowboard Photos](#)

**Video & Social Media Highlights:** [Toyota U.S. Grand Prix- Copper](#)

**Highlights:** Alex Ferreira wins the Men's Freeski Halfpipe competition. Five U.S. men make the ten person finals in FK HP.  
After two years of collaboration with the Dew Tour, we successfully execute and deliver two elite U.S. Team Qualification Events back to back.

**U.S. Ski & Snowboard Event Report**  
**Toyota U.S. Grand Prix | Mammoth Mountain Resort, CA**  
**January 6 - 9, 2022**



*Jaime Anderson and Red Gerard win SB Slopestyle*



*U.S. Olympic Team nomination presented by VISA*



*Alex Hall wins FK Slopestyle and Nick Goepper 3rd*

**EVENT FACTS**

**Location:** Mammoth Mountain Resort, CA

**Event:** Toyota U.S. Grand Prix & U.S. Olympic Team nomination presented by VISA

**Disciplines:** Snowboard Halfpipe (1/8) | Snowboard Slopestyle (1/8)  
 Freeski Halfpipe (1/8) | Freeski Slopestyle (1/9)

**# Athlete Participants:**

<b>Snowboard Slopestyle:</b>	<b>52 men (22 countries)   30 women (16 countries)</b>
<b>Freeski Halfpipe:</b>	<b>39 men (12 countries)   28 women (10 countries)</b>
<b>Snowboard Halfpipe:</b>	<b>38 men (14 countries)   26 women (10 countries)</b>
<b>Freeski Slopestyle:</b>	<b>54 men (18 countries)   25 women (14 countries)</b>

**Top USA Results:**

<b>Snowboard Slopestyle (women):</b>	<b>Jamie Anderson - 1st   Hailey Langland - 5th   Jade Thurgood - 8th   Courtney Rummel - 9th</b>
<b>Snowboard Slopestyle (men):</b>	<b>Redmond Gerard - 1st   Brock Crouch - 6th   Chris Corning - 8th   Dusty Henricksen - 10th</b>
<b>Freeski Slopestyle (women):</b>	<b>Maggie Voisin - 3rd   Marin Hamill - 7th   Caroline Claire - 8th</b>
<b>Freeski Slopestyle (men):</b>	<b>Alex Hall - 1st   Nicholas Goepper - 2nd   Mac Forehand - 4th</b>
<b>Snowboard Halfpipe (women):</b>	<b>Zoe Kalapos - 11th</b>
<b>Snowboard Halfpipe (men):</b>	<b>Lucas Foster - 5th   Joey Okesson - 7th</b>
<b>Freeski Halfpipe (women):</b>	<b>Brita Sigourney - 4th   Hanna Faulhaber - 7th   Abigale Hansen - 9th</b>
<b>Freeski Halfpipe (men):</b>	<b>David Wise - 2nd   Aaron Blunck - 3rd   Birk Irving - 4th   Eugene Morris - 10th</b>

**Spectators:** Total Approx =28,400- Friday-8,200, Saturday-14,300, Sunday- 5,900

**Credentialed Attendees:** 850 (comprised of officials, staff, sponsors, athletes, industry VIPs and other U.S. Ski & Snowboard guests)

**Broadcasts:**

EVENT	AIRDATE	Network	TIME (est)	Length	Rating	Households	Total Viewers	Cumulative Households	Viewers per household	Total Cumulative Viewers
Freeski Halfpipe	1/8/22	CNBC	12:00 PM	120 mins	.05	30,000	63,000	30,000	2.1	63,000
Snowboard Slopestyle	1/9/22	CNBC	9:30 AM	90 Mins	.03	22,000	46,200	22,000	2.1	46,200
Freeski Slopestyle	1/9/22	CNBC	11:00 AM	120 Mins	.03	22,000	46,200	22,000	2.1	46,200
Snowboard Halfpipe	1/9/22	CNBC	1:00 PM	120 Mins	.02	17,000	35,700	17,000	2.1	35,700
Halfpipe Recap	1/16/22	NBC	1:00 PM	90 Min	.55	677,000	1,421,700	677,000	2.1	1,421,700
Slopestyle Recap	1/23/22	NBC	12:00 PM	60 Min	.69	843,000	1,770,300	843,000	2.1	1,770,300

**Broadcast:** CNBC, Peacock, NBC

**Accredited Media:** 68 Accredited Photo and Media on-site  
 168 Virtual Accreditation  
[Media/ Press Highlights](#)  
[Virtual Media Hub](#)

**Social Media and Video Highlights:** 244 US SKI & SNOWBOARD POSTS RESULTED IN:  
 2.63M People Reached | 2.7M Impressions | 7.2K Reactions | 1.5M Video Views  
[FULL BREAKDOWN](#)

**Highlights:**

- Despite drought conditions through November, followed by the snowiest Dec in Mammoth history, the LOC delivered eight (8) U.S. Olympic Team Qualifiers/ FIS World Cup competitions.
- Alex Hall and Nick Goepper secure spots on the U.S. Olympic Team with podium finishes in men's freeski slopestyle.
- Mammoth Mountain Resort hosts another successful HP finals under the lights with a massive turnout that culminated on Saturday night with the U.S Olympic Team nomination presented by VISA
- 

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



### **2022-23 Goals:**

- Deliver elite competition venues that provide opportunity for US athletes to compete domestically
- Continued support and development of Slopestyle, Halfpipe, Big Air, SBX / SX as Olympic Sports
- Enhance media, sponsor, and spectator engagement at events
- Strengthen integration of Revolution Tour and GP competitions
- Continued support of U.S. Ski & Snowboard environmental sustainability mission

### **2022-23 Tentative Domestic SB/ FK FIS World Cup Schedule:**

- **Dec 11-17, 2022-** Toyota U.S. Grand Prix/ Visa Big Air- Copper Mountain Resort, CO- SB/ FK- HP, BA
- **Jan 29- Feb 4, 2023-** Toyota U.S. Grand Prix- Mammoth Mountain Resort, CA- Sb/ FK- HP, SS





### **2022-23 Goals:**

- Deliver full US NorAm schedule that provides opportunity for US athletes to compete domestically.
- Continued support and development of Slopestyle, Halfpipe and Big Air competition pipelines.
- Provide elite venues and competition formats continuing to develop and prepare athletes for World Cups and other elite competitions.

### **2022-23 Tentative Rev Tour FIS NorAm Schedule:**

- **Aspen Buttermilk, CO-** February (HP/SS)
- **Copper Mountain, CO-** late Feb/early March (HP/SS)
- **Mammoth Mountain, CA-** March (HP/SS/BA)



## SUMMARY

- Pandemic Response
- Department Overview
- Marketing
- Diversity Equity & Inclusion
- Regional Series Investments
- Membership
- Regional Events
- Futures Tour
- 2022 National Championships
- Next Steps



## PANDEMIC RESPONSE

- Plan for Success
- Partnership Development
- National Office Support
- Regional Activation



**WE'RE READY WHEN YOU ARE**

 Online Registration & Check In	 Clean Hands
 Six Foot Spacing	 Face Coverings
 Event Info On Team App	 Contact Tracing

**USASA GUIDELINES**  
Thank you for keeping our USASA community safe!



## WHAT DID WE LEARN?

- Fiscal Vulnerability
- Strength of Partnerships/Community
- We are Resilient
- Regional Directors- Relationships
- Teamwork- Mission Focus

### MISSION

Facilitate professionally managed events for athletes of all ages, attract snowboarders and freeskiers, support and nurture their development, provide member and coaching education, and positively influence the future of our sports.



## DEPARTMENT OVERVIEW

### -OPERATIONS-

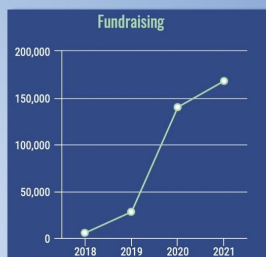
- On Time Delivery
- Rules, Points, Rankings
- Consistent Streamlined Process
- Best in Class Performance



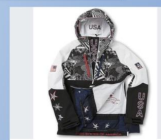
## DEPARTMENT OVERVIEW

### -DEVELOPMENT-

- Connecting to Our Audience
- Special Events
- Steady Pulse
- Alumni Engagement
- Collaboration With Foundation



US Olympic Formal Jacket  
 4000 010  
 400001 000  
 \$330  
 You can't be on the Olympics, you want it?  
 Now you can have it!



US Olympic Team Nylon Jacket  
 4000 010  
 400001 000  
 \$696  
 Designed by US Ski & Snowboard  
 © 2021  
 National US Snowboard Team Rights Publisher. The perfect blend of durability, the lightweight and warm nylon fabric with moisture wicking mesh for a superior, 100% of waterproof and use. V-Neckline lining system for breathability.

## DEPARTMENT OVERVIEW

### -MARKETING-

- Vibe is Alive
- Telling Our Story
- Maximizing Opportunities
- U.S. Skiing & Snowboarding Engagement
- More Opportunity to Collectively Celebrate our Sports!



# AWESOME MARKETING + USASA PARTNERSHIPS

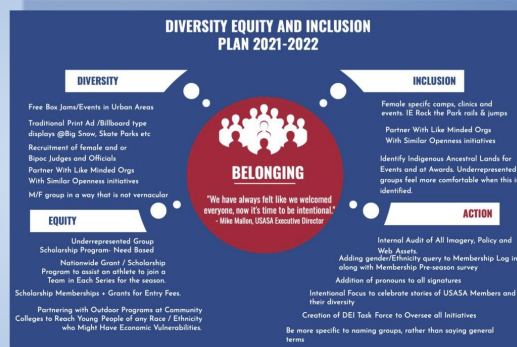
- Engaged Partners +Membership
- Amazing Series Director Involvement
- Community Generated Content
- New Bibs!
- Social Growth
- New Marketing + Partnership Opportunities
- Supporting the Grassroots Community + Culture of our Sports



usasasnow

# DIVERSITY EQUITY & INCLUSION

- ❑ SPC LED
- ❑ DEI COMMITTEE FORMED
- ❑ NEW PARTNERS
- ❑ DEI ACTION PLAN
- ❑ YEAR 1 GOALS



# DIVERSITY EQUITY & INCLUSION



Phase 1- 2021-22 Season- GOALS ACCOMPLISHED!

- **DEI Training and Education** - Provide ongoing training for all USASA Regional Directors and Officials. This will involve third party consulting and education on racial bias, use of pronouns, and general DEI education for all USASA Staff, Executive Board members and Regional Directors.
- **Addition of pronouns to all signatures on all USASA email accounts-** Following education on pronoun usage, all stakeholders will be asked to add pronouns to their signatures and provide educational links on pronoun usage.
- **Specific recruitment-** USASA will continue to host all female coach clinics and add outreach to the female and BIPOC community for inclusion in coach, officials and judge training.
- **Created more marketing outreach-** Intentionally share the stories that highlight the actions USASA is doing already with a direct focus on alums and current members to celebrate our current diverse community.
- **Commitment of 5k** in new resources to DEI initiatives for the fiscal 21/22.





**usassnow**

**usassnow NATIONALS INVITES ARE OUT!** The first round of 2022 Nationals Invites have been sent! Check your profile on [USASA.org](https://usasa.org) and secure your spot.

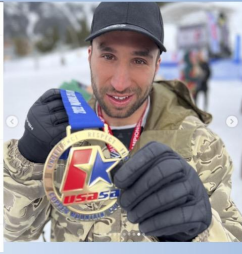
- 1st round invites & the National Championships Invitations pages will be live 8:00 am MT today - Friday, March 18th.
- Invites expire every 48 hours
- No emails will be sent
- Check out is exactly the same as any regular-season

View Insights

Liked by [usassouthtaohe](#) and 298 others

MARCH 18

Add a comment...



**usassnow**

**usassnow** It's on! The first day of National Championships competition was all time!

Remember to tune in to the Live Webcast of highlights, awards and all jam daily on our USASA YouTube channel.

#USASA #Weusasa

View Insights

Liked by [juaridin](#) and 673 others

4 DAYS AGO

Add a comment...

## DEI - MESSAGING + PARTNERSHIPS

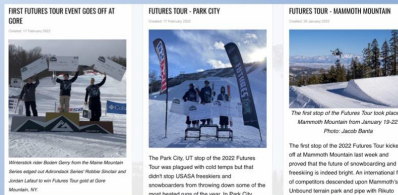
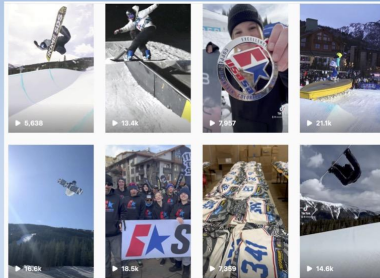
- Collaborated with NBS to share content and branding
- DEI-minded content creation. More work to do in this department but we aimed to give more visibility to our LGBTQ+ members, members of color, adaptive and Kekoa divisions
- Shared opportunities for growth



## CONTENT RECAP

- Social Media
- IG Main Focus
- 3k Growth/ Reels 7-21K views
- We're on TikTok
- Newsletters - 54% open rate
- Partners share + collab
- YouTube
- Live Streams
- Team App Ads =

75,000 Views  
During  
National  
Championships  
(2 weeks)



## OPPORTUNITIES-

- Partnership USASA Regional + National Championships
- Combined DEI content + activation
- USASA is for all ages + abilities that lead to U.S TEAM
- Connection to our Heroes- Let's grow the sports together.
- The Vibe is Alive- Are we connecting with the US Team Audience?

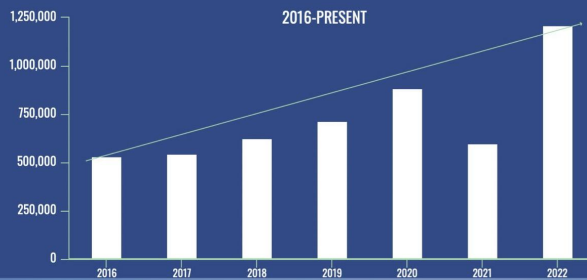
## REGIONAL SERIES

- ❑ EGP PROGRAM
- ❑ NEW BRANDING
- ❑ NEW PARTNERS
- ❑ MINIMIZED DELIVERABLES
- ❑ RE ENERGIZED THE VIBE



## REGIONAL SERIES- GROWING THE MISSION

**REGIONAL SERIES EVENT GROWTH** - Event entries provide the capital for each event and go directly back to directors for operations costs.



**\$265,000**  
In Series Investments IN 5 years

USASA supports each series through the Equipment Grant Program with needed supplies and infrastructure



## MEMBERSHIP

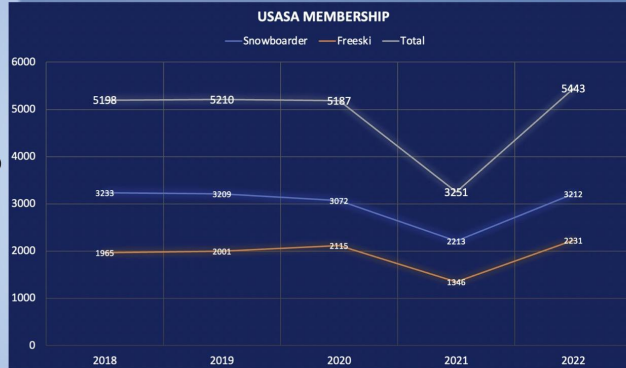
Active Competitors - 4126	Pending Competitors = 208
Active Coaches - 471	Pending Coaches = 153
Active Judges - 118	Pending Judges = 30
Active Officials - 45	Pending Officials = 16
Active Military Competitors - 1	Pending Military Competitors = 1
Active TS's - 54	Pending TS's = 7
Active Volunteers - 26	
One Day Memberships - 183	
Active USCSA Competitors - 2	Pending USCSA Competitors = 2

Total Membership for 21/22 Season - 5443



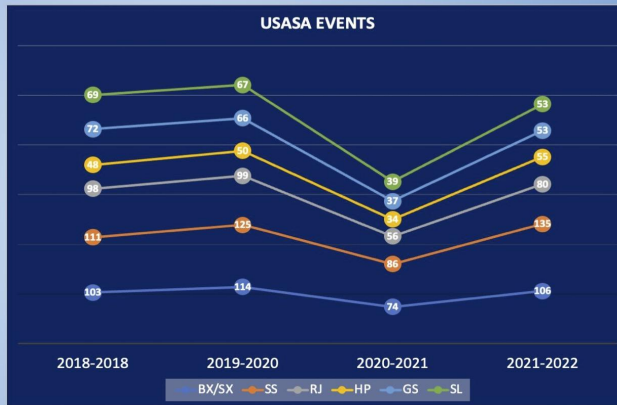
# REGIONAL MEMBERSHIP

- New Growth
- 8 & Under Free
- All Adults Required to Have US Ski & Snowboard Memberships
- Sustainable Support

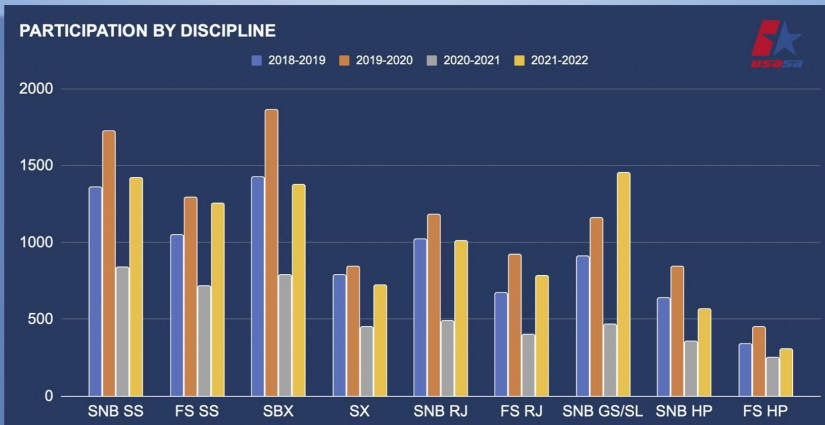


# REGIONAL EVENTS

- 482 Events
- 29 Series
- No Series in:
  - S. Tahoe-Fire
  - W. Washington
- Searching For Director

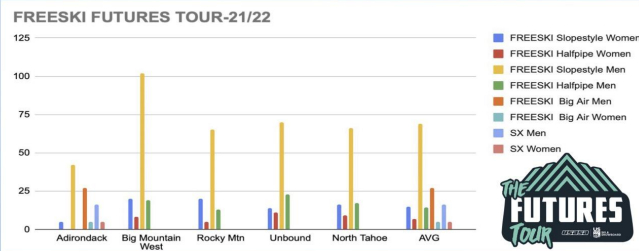
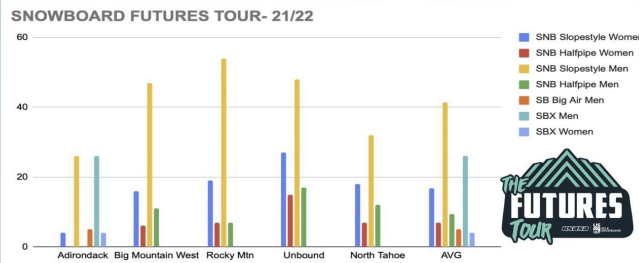


# REGIONAL PARTICIPATION



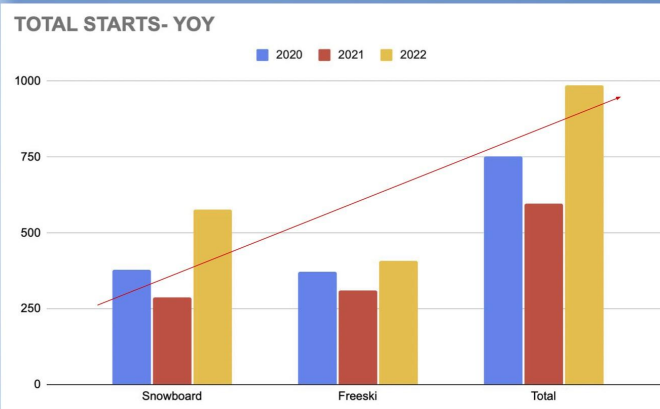
# FUTURES TOUR

- ❑ 5 Series
- ❑ 6 Stops
- ❑ Expanded to Cross/Alpine
- ❑ USASA Delivered 72 FIS Codex's
- ❑ 56 FIS Events
- ❑ 16 National Championships Events



# FUTURES TOUR

- ❑ 2022-2023 MAX 4 Regional Stops Per Discipline
- ❑ Cross/Alpine alongside Nor-am "Super Series"
- ❑ Intentional scheduling process with CAN



# FUTURES TOUR PARTNERS

- ❑ Monster Army + Winterstick Partnerships
- ❑ IG Coverage
- ❑ USASA Provided Contest Recaps Opportunities
- ❑ Is it a Tour?
- ❑ Opportunity for live event coverage





## 5 YR STRATEGIC PLAN (new)

- Draft Completed
- Membership Growth
- Fiscal Responsibility
- Standards of Operations
- Partnership Development
- Supporting Staff



## USASA- THE NEXT FIVE YEARS

- Your Plan for the Future
- Stakeholder Led
- By You for You
- Mission Focused
- Future Vision
- Future Proof

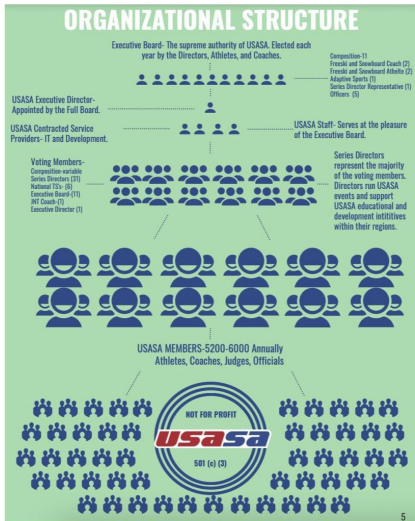




"USASA has been the most AMAZING experience for my whole family"

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## WHAT WE BELIEVE

**VISION**  
To be a diverse organization that delivers fun and innovative events. Create positive environments that develop athletes while embracing the community and culture of our sport.

**MISSION**  
Facilitate professionally managed events for athletes of all ages. Attract snowboarders and freeskiers, support and nurture their development, provide member and coaching education, and positively influence the future of our sport.

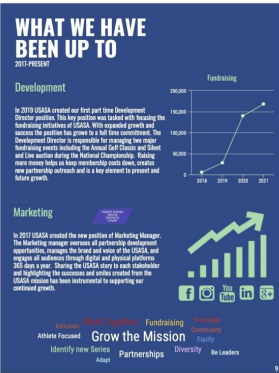
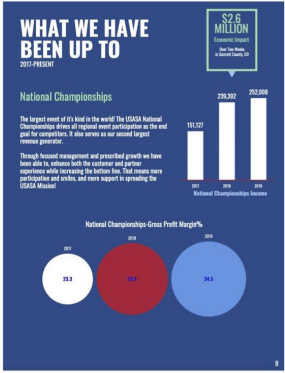
**CORE VALUES**  
Excellence in service for participants with events, services, education, organization, communication and safety.

Respect. We value respectful behavior in the mountains and between individuals, communities and cities.

Fun. We provide a competitive environment where sportsmanship, camaraderie, progression, and pride lead to positive outcomes.

**USASA FIVE GUIDING PRINCIPLES**

- SAFETY:** Safety is our top priority and of USASA, safety means the whole environment. Social Pressure, Alcohol and Transportation.
- INCLUSION:** All USASA events are inclusive environments that welcome all athletes where differences are valued and all members of our community are treated with respect regardless of age, gender or age.
- EDUCATION:** It's our 2018 to teach, mentor, and inspire our athletes but also our 400 USASA officials, coaches, and athletes we train in person.
- INNOVATION:** Snowboarding and freeskiering is a sport of challenge. The values we inspire USASA to support all aspects of our business and work through the year of innovation. 2018 has been a year to embrace who we are, discover, change and progress to our athletes and our competitive environment as training and understanding our sport and people.
- INTEGRITY:** For over 20 years, USASA has earned its reputation as a transparent and honest organization by supporting the integrity of our programs, providing support and shared success for every athlete. We have a long history of transparency, honesty, integrity and shared success for every athlete. We have a long history of transparency, honesty, integrity and shared success for every athlete. We have a long history of transparency, honesty, integrity and shared success for every athlete.



## Division Reports



# CONGRESS 2022 Snowboard Division Report Eastern Region – Ross Powers

## Program Update

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The East Coast had a winter full of changing weather patterns with not much snow fall. Our mountains did their best to create training and competition venues for most disciplines throughout the season which was nice. The discipline that continues to be affected the most is halfpipe as I believe Okemo was the only resort to build an 18ft pipe in the north east.

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 the series of events at Gore and the alpine races at Holiday Valley, it created a schedule to give our mid to higher level speed athletes some Hole Shot/Nor-Am races and our mid- level slopestyle/big air athletes a USASA/FIS Futures Tour event.

There hasn't been any freestyle Rev Tours on the east coast in several years now which many coaches would like to see a return of in the future. Some eastern coaches would also like to see some more Futures tour stops on the east and to have them scheduled early enough in the season for athletes to have the chance to qualify for in season Rev Tours.

The challenges of the Futures Tour continues to be the cost of memberships and registration fees if athletes were just going to do a single event. These events are also a production and expensive to run for the organizers.

## Events

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- US Ski and Snowboard East Coast Events:
  - 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 28-30 women and 35 men in the PGS races.
    - The number of athletes were down around 10 in both women and men from last year.
  - Hole Shot Tour/ Nor-Am Cup & FIS/USASA Futures Tour
    - Location: Gore Mountain NY
    - February 6th-Feb16th.



- o Gore had a successful series of events this year as they prepare for World University Games in 2023.
- o Nor-AM SBX 18 women and 52 men
- o FIS/USASA Futures Tour SBX 4 women and 19 men
- o FIS/USASA Futures Tour SS 3 women and 23 men
- o FIS/USASA Futures Tour BA 4 men
- o Gore stepped up their venues this year which created positive feedback.

## **Education**

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There were on snow portions of level 100 and 200 coaches clinic offered this year in the east. Several eastern coaches are hoping to attend a level 300 coaches clinic in the future and would love to have one on the east coast if possible.

## **Summary**

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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.

The information in this report was put together by Ross Powers with feedback from other eastern region coaches.



## CONGRESS 2022

### Snowboard Division Report

### Rocky Mountain, Matt Voegtle

#### Program Update

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- Rocky Mountain Region is strong
- Vail, Aspen, Steamboat, Winter Park, Team Summit, all seem healthy

#### Events

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- Regional Events
  - With 3 USASA series to choose from there are a lot of regional events
- National Events
  - 2 HP Rev tour events at Copper
  - 1HP, 1BA, 1 Slope Rev Tour at Aspen
  - 1 Futures tour Pipe and Slope at Copper
  - 2 Holeshot events
  - 1 FIS national SBX
- Participation
  - HP is way down

#### Education

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- Coaches clinic before Nationals
- Need more educators in the Summit County area

#### Strengths and Concerns

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- 2 low snow years in a row
- Even in a low snow year Copper is able to provide quality Spring and Summer Training Venues

#### Goals for 2020/2021

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- More communication between Rocky Mountain series and the Clubs

#### Summary

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- Things felt mostly normal again
- Increased communication between the USASA series and the many clubs



## CONGRESS 2022

### Snowboard Division Report

### INTERMOUNTAIN

Andy Gilbert

#### Program Update

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- 8 Snowboard Member Clubs
- 47 Competitor Memberships
- 50 General Memberships
- Park City, Jackson Hole, Team Utah and Sun Valley are the main participating clubs.
- These programs have good communication, similar goals, and all report lots of younger riders coming into their programs.
- Park City continues to be the epicenter of good terrain based training. Creating and maintaining good terrain at other areas is always a work in progress (other ski areas that are not Park City and Woodward).
- Intermountain Division offers a diverse experience for riders: Jackson Hole & Snowboard offer big mountain experience; Park City Area offers great terrain based riding; Some of the smaller areas i.e Brighton, Bogus & Targhee all have great local scenes, each with their own flavor.

#### Events

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- Regional/Pipeline Events
  - Futures Tour Park City – February 2-4, 2022; SS/HP
  - USASA Big Mt. West Series - 17 event days PC, JH, SV
    - For JH Event there was a return of slopestyle events being hosted at the Village (JHMR)
- National Events
  - Kings and Queens of Corbetts JH
  - Natural Selection JH Stop
- Industry/Community Events
  - Bomb Hole Cup
  - Bank Slaloms continue to grow in popularity with more being offered in the Intermountain Division (SV, Woodward, Bogus, JH).
- Participation
  - Population is growing at 13 & under age levels.
  - BMW one of the largest USASA Series; continues to remain well attended.

#### Education

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- 41 Coach Members
- 49 Official Members
- Because of the good communication between coaches in Intermountain, lots of good informal coaches education through these conversations and idea sharing.

## **Strengths and Concerns**

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- Chase Josey 2022 Olympic Team HP
- Faye Gulini 2022 Olympic Team BX
- Alex Deibold 2022 Olympic Team BX (he's got an IMD membership, I checked).
- Louie Vito 2022 ITL Olympic Team HP (he lives in SLC claim that all day)!
- Sage Kotsenburg won JH Natural Selection stop.
- Travis Rice still lives in Jackson Hole.
  
- Strength of the intermountain division is its size and differences, you have very distinct snowboard scenes and cultures within each community. We have a lot of different perspectives and ideas, yet we all find a way to work together and learn from one another.
- The addition of the Woodward Park City facility has been a huge asset. It has opened up training facilities to teams that don't have the diversity of terrain features that Woodward offers.
- A concern is maintaining and progressing terrain that is being built for young riders and creating opportunities for more terrain.
- Creating lasting and continued relationships with resorts has to be a priority for clubs to ensure that we can host events and have a voice in the terrain that is being put in front of young riders.

## **Goals for 2022/2023**

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- Continue to host high level junior events.
- Regional Halfpipe Camp: Park City area has two quality half pipes (18' Park City, 22' Woodward) – potential to run a basics and fundamentals pipe camp that utilizes both facilities.

## **Summary**

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- Great getting back to being on site at events with other clubs and teams. The enthusiasm seemed high, athletes were riding well, and it was exciting to see everyone emerge from the global pandemic.
- There is good work being done at all the member clubs and resorts. We need to continue to build upon this.

