

USSA SNOWBOARD SPORT COMMITTEE MEETING MINUTES

**The Yarrow Hotel & Conference Center, Park City, UT
May 16, 2003**

Committee Attendance:

Margie Peterson- Chair
Ricky Bower-Athlete Representative
Peter Foley-Coach Representative
Bill Slattery-FIS Representative
Tom Collins-USASA Representative
Randy Rogers-DNW Representative
Gary Taylor-Snowboard USSA Rep

Non-Committee Attendance:

Becky Woolley-Snowboard Program Manager, USSA
Kary Thompson-Snowboard Program Assistant, USSA
Alex Natt-Legal Counsel, USSA
Juliann Fritz-PR Director, USSA
Thelma Hoessler-Race Secretary
Catherine O'Donnell-Rankings Manager, USSA
Dave McCann, Director of Education Services, USSA
Chris Katzenberger-Education Manager, USSA
Sheryl Fine-Director of Member Services, USSA
Lois McQueen-Customer Service Manager, USSA
Tom Kelly-VP Public Relations, USSA
Alan Ashely-VP Athletics, USSA
Dale Schoon-Associate Athletic Director, USSA
Abbi Nyberg-Events, USSA
Jordan Ginsberg-Events Manager, Sunday River
Aldo Radamus- Director, Ski and Snowboard Club Vail
Nancy Weidel- Race Secretary
Molly Laramie- PCMR Race Department
Michael Bell- Park City Snowboard Club
Ben Boyd- Head Snowboard Coach, Ski and Snowboard Club Vail
Chris Karol-Aspen Valley Ski and Snowboard Club
John Jett-Telluride
Tom Winters-AST, TD

Minutes Approval

There was a unanimous vote to approve the minutes from last year's spring Congress.

Grand Prix IJC Report

B Woolley Greg Johnson regrets not being at the meeting. You can read his report in your packets, but in summary there were significant differences this season with the Grand Prix formats and judging criteria.

1. Competition Format: included random heats, smaller fields, and three run finals. This format was overall well received.
2. Testing of New Judging Criteria at Aspen Nationals: There were 2 rotation judges; one vertical rotation judge and one horizontal rotation judge. The Overall Impression judge was eliminated.
-Ricky Bower felt this was hard for the judges to decide what trick/spin occurred and judges should not have to worry about who is judging each trick.

-Peter Foley explained that they were still looking for a good alternative to the OI system. Judges need to have accountability and athletes need to know why they received the score they did, which is difficult to determine in the OI system.

B Woolley We had three successful judges clinics this season. Greg does not have any additional rules, however, he will continue to update as needed. We will work on revising the SOP exams.

R Rogers Had a hard time taking the officials test. Felt it was too vague and had many questions he could not find the answer.

A Nyberg Felt it was an open-ended test, however learned a lot from the clinic.

R Rogers The tests will be fine, especially to help work with Canadians on entry level rules, but we need something for those that want to refine their skills. With increased field size we need well run and structured events, and officials that truly understand the roll of the referee and other race officials.

T Winters Compared to the Europeans, our clinics are miles ahead.

R Rogers Compared to the Canadians our clinics are miles ahead.

USASA Report

T Collins With the death of ISF, people have tried to start the WSF, which is similar to the ISF. However, they are disorganized and still trying to control the pro side of things. They need to create grassroots organizations in each nation like USASA. USASA had great nationals at Sunday River in March. We are still looking for a location for 2003/04 nationals, possibly the 3rd or 4th week of March. We are talking to 6 resorts. The USASA is fairly broke and still looking for sponsors.

US Snowboard Team Report

P Foley

- Half Pipe: 2002/2003 half-pipe coach, Heath Van Aken has resigned. Bud Keene is the new head half-pipe coach and Mike Jankowski has been hired as the assistant half pipe coach.
- Alpine: On the alpine side, Jeff Archibald will run the men's side of the world cup team and Frank Kelble will look over the women's side. Nick Smith will oversee both men and women world cup athletes and additionally work with development athletes.
- Boardercross: There will be a SBX camp at Mt Hood this summer. Peter is open to suggestions for selections to this camp. Athletes will be invited based on results from top events like Aspen Nationals and X-games. Athletes may also apply to be considered for this camp. From this camp, some athletes will qualify for a world cup competition in South America. There is funding to send a few athletes to the Whistler and Japan world cups as well as events like the X-games. Peter will lead the program this season. Next season a full program will be established and a team will be named.
- The team list and calendars are provided in the information packet.

B Boyd What will be the pipeline for SBX?

P Foley We would like to do a series similar to alpine, but received no funding this season; however, with the addition of SBX to the Olympics, there was an increase in SBX events.

- R Rogers* Could we talk with someone like Pete Del'Giduce that would give out specifications for sbx gates?
- T Collins* You could also talk with Chris Schuster as a reference.
- A Nyberg* Yes, you could talk with Ryan Neptune who could provide specs as well.

Grand Prix Events 2003/2004

- A Nyberg* Grand Prix schedule for the 2003/2004 season
Dec 19-21: Park City (PGS & HP)
Jan 9-11: Colorado (HP & SBX)
Feb 6-8: East Coast TBA (HP)
March 5-8: Mt Bachelor World Cup (PGS, SBX & Big Air)
There will be no US Finals/Nationals.

Snowboard Program Pipeline

- B Woolley* The events department has cut back their budget, which means no nationals. Our site fee for regionals has also been cut which creates a challenge: What should we do to build a pipeline and create a successful program. The alpine racers have few domestic events including the November COC, 1 AST, and 1 Grand Prix event. Three races a season is not good. We proposed an initiative at athletic summit for an alpine series, which has been approved, titled "Race to the Cup." The host resort would receive prize money and I would help as much as I can from a logistical and support side, but it is the resorts event to run. There would be no marketing tied to the event. USSA would provide the bibs for the season, but the resort would be in charge of providing panels and start gates for the event (it may be an option to use some of the Grand Prix equipment if it is available). They would be able to add a HP and SBX competition onto the event, or supplement the prize money. Only PGS is required. The event would be part of qualification for the domestic World Cup and part of the Nor Am series.

On the half pipe side of things, there are so many events for the national team that US finals was another something they have to go to at the end of the season when they are tired, burnt and injured. By eliminating US finals, it doesn't hurt the elite level, but do we need another event at end of season for the mid to elite level athlete?

We are looking at how we can build and improve the SBX pipeline, provide athletes with opportunities to compete. We unsuccessfully tried to get the same funding for SBX as we did for the Alpine Race to the Cup series. We do have a \$4000 site fee for an end of season competition that will carry the Junior Olympic title which could include all SBX, HP and alpine disciplines.

- B Boyd* I saw the regional championship events as a stepping-stone for our kids. They were able to see people from Aspen, Copper, Mammoth and other western teams. Regional events were a valuable tool to those who want to take the next step. As a coach, I want to know where these guys fit in nationally. We should have a Jr. series that encompasses the west and works with USASA nationals.

- B Woolley* Unfortunately, USSA does not have the money to support these events, so we would need to see a drive from the coaches and clubs. If each region wants to

and feels it is important to continue having these events, please put them on. As a program, we are delighted to help provide support and promotional coverage the best we can, but the financial burden would fall on the organizer.

- C Karol* It would be good to see half pipe in the race to the cup series.
- M Peterson* I am impressed with Becky's progress; we all need to help her and be proactive.
- B Boyd* I like the alpine series, but we still need a stepping-stone with half pipe.
- B Woolley* We can also tie the selection to the junior gold team to the race to the cup.
- M Peterson* Why don't we set a time for later this afternoon for coaches and Becky to set down a regional plan for next season.

USSA Membership

- S Fine* We have two new member services tools
- 1) Online membership verification. Previously you had to call and request if you lost your card. Now everyone that is current has no reason not to show proof because you can print an on-line verification of USSA membership. We still have a replacement card for a fee of \$10.
We are not worried about the membership verification forms being plagiarized. I will check to see if their FIS number is also on the verification form. The benefits will outweigh the cost on this.
 - 2) Online club roster. You will need your club ID number to access your roster.
- Fees have changed so please get rid of your old applications. We are still working on online registration for USSA membership and USSA events.

US Snowboarding Brand

- T Kelly* The new brand, 'US Snowboarding,' has a better opportunity to represent snowboarding as a specific entity. This is not a new company or organization, but it will give us an individual mark.

FIS Report

- B Slattery* FIS meeting just concluded in France. Rules working group and judges working group minutes are supplied in your packet.
The following items were discussed and decided:
- There will be a double qualification for half pipe at Junior World Champs
 - How many athletes will be added to the quota now that SBX has been added? There was no final answer.
 - Big Air for women will be put into the WC calendar
 - SBX disqualifications were discussed. They are considering not allowing protests at the Olympics.
 - Big air quota will be the same as half-pipe and alpine events
 - Next FIS meeting, 2004, in Miami (fall executive meeting)
 - One FIS points list for all alpine events
 - Need 20 FIS points for 03-04 season to compete in SBX world cup
 - Need 50 FIS points for 04-05 season to compete in SBX world cup
 - Junior World Champs will have Big Air
 - Next focus is women's big air and Big Air as an Olympic discipline 2010

-There is a slightly different format with the parallel finals, further explanation will be provided at a later date.

Level of Competition Point Value Proposal

C O'Donnell Competition level has slightly changed. Regional events and FIS races are both level three events. If great juniors show up at race, they could get more points than the older age divisions. Proposal to separate the elite junior events into another point level, level 4 (20-100points).

Ricky Bower made a motion to approve this proposal and Randy Rogers 2nd the motion. The motion passed by acclamation.

Penalties for Inactive Athlete Proposal

C O'Donnell This proposal will benefit current athletes and the kids that are participating at events every weekend, but cannot get a better result. If an athlete competes in two or more events within a points list period, their points can only degrade 20% instead of 40% as it currently stands. The points list will stay separate for half pipe and alpine events.

Ricky Bower made a motion to approve this proposal and Randy Rogers 2nd the motion. The motion passed by acclamation.

New Point List Proposal

B Woolley Now that the FIS has combined the alpine points list, USSA will also combine the alpine points list.

Randy Rogers made a motion to approve this proposal and Gary Taylor 2nd the motion. The motion passed by acclamation.

New Committee Election

Rocky Mountain-Chris Karol (Peter Foley made a motion to nominate, Ricky Bower 2nd the motion. The motion was passed by acclamation.)

Still need Far West and Central Rep. Please email Becky with suggestions.

Sport Committee Structure Approval

The Sport Committee approved the sport committee structure with the following changes: add Bill Slattery's name to the structure and Peter Foley's home location as Hood River. Becky Woolley made a motion to approve this proposal and Margie Peterson 2nd the motion. The motion passed by acclamation.

Snowboard Program Report

B Woolley

- 2002/2003 Snowboard Year Event Overview
 - 12 Divisional Events
 - 3 AST: stuck to schedule, smooth events
 - Regional Championships: Loon Mtn, great venues. Aspen, highest participant numbers.
 - Nor Am Series: 9 events, spots awarded to Pete Thorndike & Stacia Hookom (Parallel), Jaclyn Anderson and Brad Martin (HP).

- Jr World Championship: 17 riders, great venue and great results
- Coaches Education: produced first draft of club coaches manual, held first club coaches clinic @ Vail, April 15-17
- Junior Development Camps: Alpine June 9-15, Freestyle August 12-18
- Competition Guides: continue to post all on web, possibly put onto a CD rather than print this season
- New Web Site: includes member-specific info, easy to update calendar information

J Jett Would like to see the comp guide printed in a small book version again. The entire book would be great, but a minimum of the rulebook.

Coaches Education

D McCann The USSA coaches education program is designed to promote the USSA Vision and Mission to be the best in the world with an integrated program that meets the needs of our athletes by developing a clear educational path and advancement system. For all coaches we will develop a reputation for quality and excellence.

Our first step in our mission was to take an inventory of the present program, which includes curriculum and content, delivery and service, management and administration. We then held a detailed review and analysis of 10 coaches education and certification programs. We determined that our critical success factors would be the following:

- program structure and courses and resources
-focus point, curriculum and content
- program delivery, information center
-focus point, delivery and implementation
- partnerships/sponsorships, branding, service and benefits/recognition
-focus point, management and administration

5-year plan for curriculum and content will focus on clear path of progressions, certification requirements including continuing education, rigorous testing system, core sport science/management courses, sport-specific courses, ancillary resources/products, mentor system.

5-year plan for delivery and implementation will focus on being appropriate, effective, efficient, convenient and valuable, classroom/on-line/on-snow, with integrated use of sport staff, coaches education center, national/regional academies for on-snow training, partnerships (colleges, USOC, corporations).

5-year plan for management and administration will focus on database management systems, coordinated within USSA, out-source inventory and fulfillment, comprehensive marketing and sales strategy, sponsorship.

The five year schedule key elements include: graduated content development, phased delivery of course, developing a database management system, producing a coaches education center, finding marketing and sponsorship, staffing and professional development.

The USSA Coaches Education and Certificate Proposal includes: 5 levels that relate to athlete and coaches competencies, sports science/management courses, sport specific courses, experience and mentoring requirements. This will be a program that is structured, defined and rigorous!

The 2003-2004 Coaches education goals are: content (develop courses), implementation (design strategy), and management (create business plan).

The Coaches Education and certificate proposal have not been approved, but we have a framework. We have only been working on this for three months, but the general timeframe is level 1 alpine this year, and level 2 alpine next year. We are testing out options. If a coach passes a test, they are recognized for having that, but they will have to take so many credits to keep certification current and continue through the system. .

C Katz This is a continuing education process that would have to be updated every so often.

C Karol With all of the budget cuts, where is the money coming from?

D McCann The coaches education program is a separate department with a separate budget.

D Schoon What is the coach's priority with coaches' education?

B Boyd This should be at the top of USSA's priorities, it is a top priority for coaches.

D Schoon Bill Marolt talked about the 4 pillars and how there is no way to create a path from bottom to top without good coaches. I see coaches' education as key. No matter how good our athletes are, we always need coaches to bring them up. There are such new innovations with snowboarding. We have many halfpipe riders who are outside our program, but our program has pushed them to get better. It was the same way with coaches' education. This is what will put us above other countries and is a high priority as a company to make that happen.

B Boyd The manual that Becky produced this season is a great start, but I want to keep the wheel going.

B Woolley Several of our goals as a program this year are related to coaches' education, but a drive must come from coaches as well.

B Boyd A challenge for coaches is that it is uncool for an athlete to have a coach and be in a program.

D Schoon You can look at some of the best snowboard athletes and think they could have been the best in the world if they had a coach at an earlier stage. Coaching will change over time. Non-coached athletes will see that as the sport becomes more sophisticated and that more sport science will be needed.

After a domestic Olympics and the economy the way it has gone, we have not let up and are pounding as a company harder than ever. Our sponsors have renewed at lesser levels although our renewal rate is very high. Our staff has had to put a program together with athletes supported at a level they need to sustain a successful program that continues to move forward.

We would like to see the coaches' education certificate a pre-requisite to being hired and with this knowledge a higher salary to coaches that have it.

Fee Increases

D Schoon The recent fee increases are necessary for our business to support what we want to accomplish. This is not a way to make up for revenue. Our prices have gone up for two reasons.

- 1) Insurance: If we run events/competition, must have insurance!!! Three years ago our insurance cost was \$200,000-\$300,000. Now our insurance is \$700,000. That alone is big impact.
- 2) Competition services: We now sanction over 3000 events per season and competition services support with scoring races.

We looked at getting this money from a variety of ways, but we would like to keep entry-level folks in mind for the sport to grow and this was our best option.

Old Business Review-Helmets

B Woolley Helmets will be mandatory for HP riders for this upcoming year at all USSA events. As we get closer to the Olympics, the Grand Prix's will go back to FIS where helmets are required.

Old Business Review-Step Up Release

B Woolley The step up release was used by Luke Mitrani and 2 Park City locals that foreran at Park City Grand Prix. This did not become out of hand. We will continue to have the national team staff evaluate potentials and keep for future on a case-by-case basis.

Margie Peterson motioned to adjourn the meeting and Gary Taylor 2nd the motion.

Review of coaches afternoon session:

- Coaches still feel USSA sanctioned inter-regional events are important.
- Will work with respective clubs and mountains to find interest in hosting.
- Would like to see a USSA half-pipe/Junior Olympics event at the end of the season