The vision of the USSA is to make the United States of America the Best in the World in Olympic skiing and snowboarding.

The mission of the USSA is to provide strong leadership that establishes and supports athletic excellence, in accordance with USSA core values.

- Athletic excellence
- Financial strength
- Organizational growth
- Positive organizational image
- Strong partnerships

Team – Constituent groups within USSA working in partnership to be the best in the world
Loyalty – Steadfast allegiance to USSA’s Vision, Mission, Goals and Values
Integrity – Steadfast, incorruptible adherence to truth and USSA’s Core Values
Respect – Willing demonstration of care and concern toward others and an openness-mindedness toward others’ ideas
Accountability – Responsibility of every individual to conduct themselves in accordance with USSA values and expectations
Perseverance – Unwavering commitment to the core values in pursuit of USSA’s Vision and Mission
Courage – The quality of mind or spirit that enables a person to face difficulty, danger or pain without fear to achieve a goal.

With a year to Sochi, 2013 was another strong season! USSA athletes had a very successful season with titles at every World Championship for the first time. But, we are not taking anything for granted. We have a solid elite coaching staff and Best in the World high performance programs that will play a pivotal role in taking our athletes to the Olympic podium. Additionally, our elite team performance is a manifestation of a strong nationwide sport system. It inspires the next generation of competitors and illustrates the clear path youth in our sport can take to achieve their Olympic dreams.

What do you expect from the Sochi Olympic Winter Games?
We’ll take a team to Sochi that is well prepared and focused to challenge for Best in the World. Sochi is a much different landscape from Vancouver. We’ve invested over the last few years to ensure that we have an environment there to support our athletes in achieving their goals. We’re prepared and energized to compete in an Olympics in a new part of the world and amidst a unique culture. Our athletes had strong results in test events across all sports.

Cover: Sarah Hendrickson was motivated by seeing the 2002 Olympics in her hometown of Park City and was introduced through a USSA club – the Park City Nordic Ski Club – which continues to offer entry level programs to hundreds of young ski jumpers including Paige Anne.

Photos © Sarah Brunson

Q&A with USSA President and CEO, Bill Marolt

continued >
Q&A with USSA President and CEO, Bill Marolt

The U.S. Ski and Snowboard Association (USSA) is a performance-based Best in the World sports organization providing a positive environment for athletes to chase their Olympic dreams. The USSA provides leadership and direction for tens of thousands of young skiers and snowboarders who share an Olympic dream while maintaining a strong adherence to core values.

The USSA is fueled by the passion of Olympism – family, friends, volunteers and partners united to help young athletes follow their dreams in the spirit of the values and ideals symbolic of the Olympics.

Local USSA clubs are the starting point of the Olympic journey. The USSA is education focused and athletically driven, providing sport education to club coaches so that they can engage optimal training for developing athletes. The USSA’s National Training System provides a roadmap through the athletic pipeline with USSA talent identification and development projects providing a pathway to excellence.

Elite development and national team athletes benefit from the USSA’s high performance athletic programs with access to world class coaching, sport science, sports medicine and nutrition programs. Elite athletes can also train in the USSA Center of Excellence, a national training and education center at the organization’s home in Park City, UT, as well as on-snow training sites around the USA.

Established in 1905, the USSA receives no direct government support, relying on the generosity of corporations and private individuals to fund athletic programs to assist athletes in reaching their dreams.

What should parents look for in a local club?
Parents want clear, distinct and healthy programs for their children. First and foremost, USSA clubs need to be a safe environment. That’s why we’ve aggressively pushed SafeSport education and background screening, continuing to tighten that program.

USSA’s new mandatory Fast Start program provides baseline education to every coach before being issued a USSA membership. Parents can and should take an active role in ensuring that club coaches and officials are current USSA members.

How does the USSA Center of Excellence help?
The Center of Excellence has been an amazing training facility for elite athletes. But more than that, it’s been the epicenter of high performance education for the USSA’s clubs. Center of Excellence TV has been a valuable channel to convey the latest performance content to clubs.

What role do clubs play?
USSA’s local clubs are pivotal to the success of our sports – the delivery point where parents and kids get their introduction to sport. We’ve invested in new club leadership this spring and also introduced the USSA’s new Club Development Program providing education, certification and recognition so that parents have a benchmark of excellence in their local clubs.

What do you see looking to the future?
Right now, our eyes are on Best in the World success in Sochi and at the 2015 Alpine World Championships in Vail/Beaver Creek. But, at the same time, we need to look to the future. The USSA is about kids – our average member athlete is just 12 years old! Ensuring that parents have confidence in club programs, along with a clear development path in each sport, will ensure that the athletes inspired by watching the Sochi success will have a platform to see their own dreams come to reality.
The USSA’s 425 local clubs are the heart of the sport, with club education a vital component of a consistent national program. Last season, 14 clubs were invited to engage in the new USSA club certification process. Based on feedback and the hiring of a club development manager, the USSA club certification process is now fully developed and will launch to all clubs in fall of 2013. More information and materials were developed in the area of leadership and governance, fundraising and development, fostering club culture and the certification process and guidelines with a new Guide to Club Excellence developed for release this fall.
Guide to Club Excellence
The new USSA club certification process follows this guide in a step-by-step manner so all clubs can use this guide whether or not engaged in the certification process – preparing all clubs for certification with a map for continual improvement.

1. Business Entity (what kind of club are we?)
2. Leadership and Governance
3. Finance and Funding
4. Fostering Club Culture
5. Public Relations, Communications and Marketing
6. Human Resources
7. Athlete and Child Protection
8. USSA Club Programming (includes measures for athletic performance)
9. USSA Club Logistics (primarily dealing with club-resort relations)
10. Assessing Desired Outcomes and Measuring Results

USSA Club of the Year – Sun Valley Ski Education Foundation

The Sun Valley Ski Education Foundation consistently produces talented athletes across all sports. In snowboarding, SVSEF riders are standing on podiums around the world in halfpipe, snowboardcross and slopestyle. Sun Valley’s freestyle program shines both in its large and high quality development programs and support for elite team athletes. Its alpine program was one of the top performers in the nation with multiple top ten finishers at U18 through U14 championship events. The cross country program is consistently among the strongest in America. The 2013 season marked the final year for Don Wiseman as Executive Director, who has cultivated a strong team of program directors, improved the Sun Valley Ski Academy and helped create the SVSEF Gold Team, a financial assistance program providing support for its athletes to compete and succeed at the international level.
SkillsQuest is a cornerstone program of the USSA Alpine Training System designed to motivate and reward skiers in improving the appropriate skills in each developmental phase. As its name implies, it represents a quest or journey toward success in ski racing by focusing on the critical components that make up a high performing ski racer. It includes activities and competencies for skiing technique, skills, tactics, conditioning, equipment preparation, performance psychology and racer management. The program was rolled out with the support of U.S. Ski Team alumni including Erik Schlopy, Edith Thys-Morgan and Doug Lewis through visits to clubs. Over 1,000 young racers competed in SkillsQuest tournaments during the 2012-13 season. The 2013-14 season will see more alpine tournaments and club visits with an enhanced on-line user interface for coaches and athletes.
SAFESPORT

USSA is about kids – providing them an opportunity to achieve their dreams. And a top priority of the USSA is the safety of children. Through its partnership with the U.S. Olympic Committee, the USSA continues to expand its SafeSport program, ensuring that athletes are able to train in the safest atmosphere possible through education and screening of every USSA coach, official and staff member. Everyone has a role to play in creating a healthy setting for sport. SafeSport helps raise awareness about misconduct in sport, promotes open dialogue and provides training and resources.

Background screening of every staff member, coach, official and judge before being issued a membership or employed is a key component of SafeSport. The process is simple, managed online and is done at no cost to USSA members. Want to know more about your child’s coaches? Parents can now use an online lookup tool to verify whether or not their child’s coach has been background screened.

Clubs also have access to online SafeSport training sessions and guidelines for their coaches, officials and judges.

In order to further its SafeSport efforts, the USSA Board of Directors passed motions to strengthen the program even more during its annual meeting this year, strengthening screening requirements. Now, all individuals in positions of authority over athletes at USSA events or clubs must be coach members of USSA and therefore complete USSA’s background screening program before receiving permission to supervise USSA athletes.

CREATING A SAFESPORT ENVIRONMENT TAKES EVERYONE WORKING TOGETHER!

http://ussa.org/safesport

http://safesport.org/

USOC SafeSport Hotline (24/7): 1.855.665.5473
Seeing a rising number of high school aged elite level athletes, the new USSA TEAM Academy was opened in 2012-13. In its inaugural year, USSA TEAM Academy was a runaway success, offering student athletes customized education while they traveled to World Cups and other competitions. The TEAM Academy program was offered both at the USSA Center of Excellence in Park City, UT, and for students in the Elite Aerials Development Program (EADP) in Lake Placid, NY with 27 student athletes enrolled.

"My daughter has been able to work on her courses while on the road and balance the amount of school she does with how busy her competition schedule is. When she returns, she is met by positive, supportive staff ready to help in any way necessary. TEAM Academy has gone above and beyond to support her, teaching lessons, reviewing papers, studying for tests and even helping her register to vote and learn how to use community resources. It was the perfect choice for our daughter and is an absolute asset to the USSA."

– Kim Micinski, mother of slopestyle skier Alexi Micinski

TEAM ACADEMY HIGHLIGHTS

80.9% of student athletes achieved honor roll in the inaugural year.
Inaugural graduating class held a combined GPA of 4.15 and all were accepted and enrolled immediately into the college of their choice.
High level of retention with returning students and high levels of interest and selection for new incoming students for USSA TEAM Academy’s second year of operation, exceeding enrollment expectations.
Wins at every level including Sochi test event, X Games, Grand Prix and NorAm Cup and World Cup.
The 2013 season was marked by strong athletic success across all sports. For the first time in history, the USA took gold at every World Championship. Eight American athletes were named World Cup champions in their respective disciplines, 10 athletes won 20 medals throughout FIS World Championships and athletes made a total of 129 World Cup podiums, including 55 wins. New stars emerged to challenge veterans in World Championships, World Cup and Grand Prix events. Each USSA sport took steps forward in development, with innovative new programs like SkillsQuest being rolled out and talent ID projects helping to identify stars of the future. With less than a year remaining until the 2014 Olympic Winter Games, these athletes have demonstrated that they are capable of great success on the international competition circuit. However, there is still room to grow and improve as we look ahead to the Olympic podium and beyond.

In addition to their success in the classroom, students were able to achieve athletic excellence while pursuing their education. Among the students’ results were a win at a Sochi test event, X Games gold, Grand Prix and NorAm Cup wins and a World Cup win. At the Academy’s first graduation ceremony, each of the four graduates expressed that their results would not have been possible in a different educational setting.

“Everyone is so focused and motivated that it’s hard not to be focused and motivated yourself. You’re training next to people that have won Olympic medals, that have so much experience, that are so determined that they’re the best role models. You become the best by training with the best and if you see what the Best in the World are doing, you want to become that and you want to reach that goal.” – Jess Breda, slopestyle skiing
YEAR IN REVIEW

U.S. Alpine Ski Team

- Women’s Speed Team Best in the World with all six women on the podium.
- Ted Ligety won fourth GS crystal globe, winning all but two World Cup GS races, plus three gold medals at World Championships - a feat no other man has accomplished since 1968.
- Mikaela Shiffrin won her first slalom crystal globe and claimed slalom gold at World Championships.
- Steven Nyman claimed a win in the Val Gardena downhill.
- Marco Sullivan returned to the podium in Lake Louise, finishing third in the men’s downhill.
- Julia Mancuso won fourth career World Championships medal with a hard fought bronze in downhill.

Alpine Development

- A revised management plan and staff structure was implemented in the Eastern Region, with new regional leadership and athletic staff.
- The domestic alpine programs are now under central leadership with the appointment of an alpine domestic program manager.
- Development projects held at regional and tri-regional level in each of the three alpine regions for training and competition preparation and in Europe for two competition projects, providing excellent preparation for development athletes for NorAm and elite level FIS competitions.
- Formation of U16 and FIS men’s and women’s National Training Groups created an additional developmental pipeline to bring elite young athletes on to the U.S. Ski Team.

Cross Country

- Jessie Diggins and Kikkan Randall won the first-ever World Championship gold for the USA in the team sprint.
- Kikkan Randall won her second World Cup sprint title and finished third in overall standings.
- Jessie Diggins and Kikkan Randall won the USA’s first-ever team sprint World Cup.
- Holly Brooks, Kikkan Randall, Liz Stephen and Jessie Diggins earned the first-ever 4x5km relay World Cup podium.
- USA moved up to sixth overall in the Nation’s Cup, moving up from 15th four years ago.

Cross Country Development

- Over 30% increase in number of athletes competing internationally.
- National development project participation has risen to 70%.
- Leadership from club coaches has guided success of Regional Elite Group camps, U14 National Camp, Norwegian Junior National Trip and U18 Nordic Junior Competitions.
Freeskiing
• The men’s halfpipe skiing athletes won 71% of events. The women won 57% of halfpipe skiing events. Combined, U.S. Freeskiing halfpipe athletes were on the top of the podium at 64% of events.
• Three athletes earned AFP Champion titles: David Wise (halfpipe skiing), Maddie Bowman (halfpipe skiing) and Nick Goepper (slopestyle skiing).
• David Wise and Maddie Bowman took home Sprint U.S. Grand Prix season halfpipe titles.
• David Wise, Torin Yater-Wallace and Simon Dumont swept X Games halfpipe.
• Maddie Bowman took X Games halfpipe gold with Nick Goepper winning slopestyle.
• Wise and Yater-Wallace went gold-silver in FIS World Championships halfpipe.
• Tom Wallisch and Goepper went gold-bronze in FIS World Championships slopestyle.
• John Teller won first U.S. skicross World Champs medal taking bronze.

Freeskiing Development
• Expanded opportunities for elite and development athletes with training partnership at Mammoth Mountain.
• Focus on continued growth and expansion of Project Gold talent development projects. Over 120 athletes participated in Project Gold programs.

Freestyle
• U.S. Moguls Ski Team earned the Nations Cup again this year—the most successful moguls team in the world.
• Hannah Kearney and Patrick Deneen both earned two World Championship medals.
• 14 freestyle athletes earned 46 podiums.
• Freestyle moguls athletes took 45% of the total World Cup medals over the course of the season.
• Emily Cook and Dylan Ferguson both finished the season ranked second in the aerials standings.

Freestyle Development
• Solidified strong team cultures incorporating staff and veteran leadership, best practices and team values.
• Introduced individual coaching practices that decrease distractions and create opportunity for development and podium potential athletes alike.
• Expanded Young Guns programs to include a broad range of young developing athletes in moguls and creation of aerials Young Guns.
• Aerials development recruitment increased adding an innovative social media platform create.it during the talent search. The success of talent transfer is continuing to flourish filling the Talent ID camps with more advanced acrobatic athletes.

Nordic Combined
• U.S. Nordic Combined Ski Team took home team bronze at World Championships.
• Taylor Fletcher earned his first individual podium.
• U.S. Nordic Combined Ski Team earned first-ever podium in a World Cup team event.

Ski Jumping
• Sarah Hendrickson won gold at World Championships and was second in the World Cup standings.
• Women’s ski jumping team won the Nations Cup for the second consecutive year.
• USA was the only nation with three athletes in the top 10 World Cup overall.
Snowboarding
• U.S. Snowboarding earned 41 podiums at major events.
• The U.S. Snowboarding women’s halfpipe athletes swept 42% of major event podiums.
• Arielle Gold and veteran Luke Mitrani took home Sprint U.S. Grand Prix season halfpipe titles.
• Kelly Clark, Elena Hight and Arielle Gold swept X Games halfpipe.
• Jamie Anderson took X Games slopestyle gold.
• Shaun White won his sixth X Games halfpipe gold.
• At FIS World Championships, Arielle Gold won halfpipe with Justin Reiter silver in parallel slalom.

Snowboarding Development
• Expanded opportunities for elite and development athletes with training partnership at Mammoth Mountain.
• Focus on continued growth and expansion of Project Gold talent development projects. Over 120 athletes participated in Project Gold programs.

USSA Membership
• Over 4,000 coaches, officials and staff completed background screening as a part of the USSA’s SafeSport initiative.
• Statistics
  - Clubs - Over 600
  - Coaches - 4,350
  - Officials - Almost 6,300
  - Athletes - Over 22,500 athletes (includes masters) of which over 8,000 are 12 and under

Coaches Education
• Alpine SkillsQuest program, focusing on fundamental skiing skills, was launched, including visits to clubs to teach the program by U.S. Ski Team alumni like Erik Schlopy and Edith Thys-Morgan, and competitions involving over 1,000 racers were held.
• Over 2,200 coaches completed the USSA’s newly-launched Fast Start coaching program designed for non-certified USSA member coaches.
• Percentage of certified coaches continued to rise dramatically, now with more than one certified coach for every ten USSA member athletes across all sports.

The U.S. Ski and Snowboard Team Foundation is the non-profit fundraising arm of the U.S. Ski and Snowboard Association. The USSA receives no direct government support, relying on private individuals and corporations to fund athletic programs. It’s the only team in the world that relies on the generosity of its fans to provide direct support to help Best in the World dreams come true.

Foundation FY13 Highlights
• Increased fundraising to $4.44 million to support athletic programs.
• Debuted new high tech Gold Pass, resulting in most successful financial season in 40 year history.
• Net profit of $820,000 from New York Gold Medal Gala
• Surpassed goal of 40 Team Sochi packages with 47, setting sights on 50!
The support of these key donors is crucial to allowing our young U.S. athletes achieve their dreams. These members contribute to the U.S. Ski and Snowboard Team Foundation annual fund.

**KEY DONORS**

The support of these key donors is crucial to allowing our young U.S. athletes achieve their dreams. These members contribute to the U.S. Ski and Snowboard Team Foundation annual fund.

**TEAM SOCHI**

Team Sochi members ensure consistent programming by committing to a four year donation to the U.S. Ski and Snowboard Team Foundation. Team Sochi is our highest contribution to the annual fund and we greatly appreciate these valued benefactors.

**GOLD PASS**

After 40 years of providing unparalleled access to America’s ski resorts, the U.S. Ski and Snowboard Team Foundation has become even more innovative, fully integrating each of industry’sRFID, scanning and other lift access technologies into one pass. The technology enables Gold Pass holders to go directly to the lift at most resorts instead of stopping into a ticket office. It’s the best way to get first tracks on a powder day! The cutting-edge pass, which provides unlimited, transferable access to National Ski Areas Association resorts coast-to-coast, is just one of the many unique programs the Foundation offers to donors.

Gold Pass holders can ski over 250 resorts across the United States, attend special clinics and events hosted by elite athletes and coaches and receive a special VIP tour of the USSA Center of Excellence in Park City, UT.

Contributions from the Gold program allow athletes to train with the best support staff, compete at top competitions around the globe and access the highest-level sport science and medicine.
SOCHI 2014

Russia will welcome the world to its seaside resort of Sochi on the Black Sea for the 2014 Olympic Winter Games, offering the unique environment of a subtropical city with the towering Caucasus Mountains reaching skyward to over 7,000 feet just 30 miles from the city.

Sochi’s Olympic venues will be built in two areas, with the Coastal Cluster in the city featuring the Olympic Park, Olympic Stadium and venues for all ice sports in walking distance from each other. Just 45 minutes away, the Mountain Cluster will feature all outdoor venues, including skiing and snowboarding, all in close proximity.

continued >
Laura Cross Country Ski and Biathlon Center
- Cross country
- Psekhako Ridge, 10km from Krasnaya Polyana
- 4,700 feet above sea level – higher than Whistler and comparable to Soldier Hollow
- Kikkan Randall won freestyle sprint test event World Cup

Rosa Khutor Alpine Center
- Alpine skiing with trails designed by Olympic champion Bernhard Russi
- Aibga Ridge, with 5,000 vertical feet with 60 km of trails on 4,500 acres 8km east of Krasnaya Polyana
- Lindsey Vonn was third, Bode Miller fourth in test event World Cup downhills

Rosa Khutor Extreme Park
- All freeskiing, freestyle and snowboarding events
- Adjacent to alpine skiing venue at Rosa Khutor outside Krasnaya Polyana
- Kelly Clark and Greg Bretz won World Cup halfpipe snowboarding test events with Scotty Lago third
- Alex Diebold was second in snowboardcross World Cup test event
- Hannah Kearney won World Cup moguls test event with Patrick Deneen second
- Torin Yater-Wallace and Gus Kenworthy won 1-2 in halfpipe skiing test event World Cup

Russki Gorki Jumping Center
- Ski jumping and nordic combined (including both jumping and cross country)
- Esto-Sadok village on the northern slope of Aibga Ridge, in Krasnaya Polyana
- Sarah Hendrickson won one of two test event World Cups with three Americans scoring top 10s.
The Sprint U.S. Grand Prix series always brings the best of winter sports action to the USA. In 2012-13, veteran and rookie athletes alike fought for their share of the $484,000 prize purse. Shaun White, Kelly Clark, David Wise, Maddie Bowman, Arielle Gold, Luke Mitrani and more stunned crowds around the country with their innovative tricks and big air.

Entering its 18th season in 2013-14, it is the USSA’s longest-running domestic series. The series began in 1995, giving athletes like White and Clark the chance to compete on home turf while moving through the rankings to become the superstars they are today. Today, the Grand Prix series also incorporates freeskiing events under the Visa U.S. Freeskiing Grand Prix presented by The North Face.

The series has been the platform for Olympic selection since the debut of snowboarding in 1998. In 2014, it will comprise the primary selection events not only for halfpipe snowboarding, but will also for the new Olympic events in halfpipe skiing, slopestyle skiing and slopestyle snowboarding. The 2014 Olympic Team for halfpipe and slopestyle snowboarding will be unveiled on Jan. 19 at Mammoth Mountain, site of the inaugural Olympic snowboarding team announcement in 1998. Halpipe and slopestyle skiing athletes on the inaugural 2014 Olympic Team will be announced at Park City Mountain Resort on Jan. 18.

Believe in U.S. is the all-encompassing rallying cry that broadcasts to the world that it takes a team of passionate individuals to make athletes’ Best in the World Olympic dreams come true. We’re all in this together! Everyone has a role in the Team’s success and we need each other. The Olympic Team is more than just a handful of athletes—it’s each and every one of the people who have been a part of the journey to the medals podium in Sochi.

All of the nearly 100 athletes on the U.S. Olympic Ski and Snowboarding Team know they have the talent it takes to get to be Best in the World. But it’s not going to be an easy road, and they can’t do it alone. Without equipment, coaches, fans, resorts, clubs and more, they wouldn’t be wearing Olympic medals. Success is a recipe and there are dozens of ingredients that go into it.

Seeing an athlete’s dream of Olympic success come true is like a jigsaw puzzle – every single piece counts! Every piece of support – large or small – contributes to an athlete’s ability to win an Olympic medal.

It’s about belief – athletes believing in themselves and supporters believing in athletes. It’s a powerful combination! Believe in U.S. is more than a rallying cry. It’s the glue that binds the team together to help athletes become Best in the World in Sochi.
## EVENT SCHEDULE

### 2013-14 USSA MAJOR EVENTS

#### Alpine
- Nov. 29-Dec. 1: Audi FIS Women’s Alpine World Cup, Beaver Creek
- Dec. 6-8: Audi FIS Men’s Alpine World Cup, Beaver Creek

#### Freeskiing
- Dec. 18-21: Visa U.S. Freeskiing Grand Prix, Copper Mountain
- Jan. 8-11: Visa U.S. Freeskiing Grand Prix, Northstar California Resort
- Jan. 17-18: Visa U.S. Freeskiing Grand Prix, Park City Mountain Resort

#### Freestyle
- Jan. 9-11: Visa Freestyle International, Deer Valley
- Jan. 15-18: FIS Freestyle World Cup, Lake Placid

#### Nordic
- Dec. 28-29: Ski Jumping and Nordic Combined Olympic Trials, Utah Olympic Park
- Jan. 2-8: U.S. Cross Country Championships, Soldier Hollow

#### Snowboarding
- Dec. 18-22: Sprint U.S. Snowboarding Grand Prix, Copper Mountain
- Jan. 8-12: Sprint U.S. Snowboarding Grand Prix, Northstar California Resort
- Jan. 16-19: Sprint U.S. Snowboarding Grand Prix, Mammoth Mountain

### USSA Events Highlights
- Hosted record 33 FIS World Cups
- 19 new hours of live international TV, redefining USSA’s global profile
- 2013-14 schedule that is core to Olympic qualifying process
- $484,000 prize money commitment in Sprint U.S. Grand Prix, now entering its 18th season
The 2012-13 season saw major success in television and internet programming. To kick off the season, the USSA launched USSA Network, a YouTube channel dedicated to covering everything related to skiing and snowboarding. One of the key parts of the channel is Snow Globe, a weekly program hosted by X Games commentator Uncle E, which covers highlights from competitions around the world.

The USSA also launched U.S. Ski Team 36, an original show that followed Ted Ligety in the 36 hours leading up to his historic Alta Badia giant slalom win. The show provided a one of a kind glimpse into the life of an elite athlete, showing everything from navigating crowds of fans to working out in a trailer between runs. It was a hit with fans.
Finally, the USSA branched out into live programming. For the first time ever, U.S. World Cups in Aspen and Beaver Creek were broadcast live on television. The U.S. Ski Team’s First Tracks team announcement was broadcast live on YouTube so fans around the world could experience the same level of excitement as those on the ground at the event. This unprecedented level of coverage was also expanded to Europe, giving these events a European viewership of 40 million people.

All of these successes paved the way for even more great coverage that will be coming in the 2013-14 season. U.S. Ski Team 36 will expand to include several additional athletes. Live event coverage will be expanded. Snow Globe will continue to bring the latest and greatest skiing and snowboarding action to your computer screen. But that’s only the beginning. Be sure to tune in this winter!

**FOLLOW THE TEAM**

The USSA’s sales and marketing team helps provide funding for athletic programs and conduits to bring the USSA’s events to the public through broadcast, digital and other channels.

**USSA Partner Highlights**

- Added major Olympic partners Kellogg’s Procter & Gamble, Blue Diamond, along with Goodyear and Helly Hansen
- Launched weekly Snow Globe program as part of new USSA Network on YouTube
- First ever live U.S. World Cup coverage from Aspen and Beaver Creek.
- Commitment to 85% same weekend TV coverage resulted in 35% increase in cable ratings with 20 million U.S. viewers.
- Nearly 100% live coverage of U.S. events to Europe increased overseas viewership to 40 million.
- Launch of Believe in U.S. branding campaign on NBC’s One Year Out to Sochi coverage featuring rallying cry for U.S. athletes.
PARTNERS

Alpina  Atomic  Auclair  Bolle  Bomber  Booster

Charles Schwab  Columbia  Delta  DJO Global

GoPro  HH  High Sierra  Kellogg's  Marriott

Nature Valley  Paul Mitchell  Putnam Investments  Sentient Jet

Smartwool  Snap  Ötztal Soelden  Sprint

The North Face  Tempur-Pedic  Tiffany & Co.  Tire Rack

Usana  Visa  Westminster  2XU  Commonwealth Short

Echo Entertainment  Freeskier  Infront  NBC Sports

Snowboarder  Universal Sports  YouTube
The USSA’s funding of athletic programs makes a difference in the dreams of Olympic skiers or snowboarders. Unlike many of the USSA’s rival nations, there is no government funding to support U.S. athletes. The USSA’s primary sources of funding are sponsorships and fundraising — with the spirit of Olympism motivating the American public to give privately to help athletes accomplish their goals.

How the USSA Raises Money

- Marketing revenue from corporate sponsorship, licensees, suppliers, merchandise, domestic television commercials and international television rights
- Private giving from individuals including annual major gift programs, Gold Pass gift program, fundraising events, Olympic hospitality programs, and direct mail programs
- Membership dues and competition fees
- Annual athletic program grants from USSA endowments
- Annual athletic program grants from the U.S. Olympic Committee
- And other supporting revenue including periodic fundraising programs for specific athletic programs and infrastructure
How the USSA Supports Athletic Programs

- High performance athletic programs including high-level coaching, sport science and sports medicine
- Elite athletic programs
- Athletic development
- Coaches education
- Club development to support over 425 USSA clubs and 30,000 members
- Athlete academic support and career development

FY13 Financial Highlights

- Once again, the USSA ended FY13 with a small operating surplus – the 16th time in 17 years.
- Revenue trends continued to increase, recovering nicely from the 2008-09 economic downturn.
- Long term renewals – some out to 2019 – have helped sponsorship revenue continue to grow, with net revenue increasing for second consecutive year.
- Private giving through the U.S. Ski and Snowboard Team Foundation increased again in FY13 and is poised for record levels in FY14.
- Financial support of athletic programs continued to increase in FY13, a positive trend after bottoming out in FY10 after the economic downturn. This has come at a good time with increasing numbers of athletes in new sports, rising travel costs and expansion of development funding.

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Athletic spending - elite, development and events
Where we received our 2012-13 revenue

- USOC: 17%
- Sponsorship: 28%
- Fundraising: 19%
- Membership Programs: 17%
- Other: 13%

Where we spent our 2012-13 revenue

- Elite Athletic Programs: 54%
- Athletic Events: 19%
- G&A: 9%
- Domestic Athletic Programs: 13%
- Training Center Costs: 5%

USSA INVESTMENT FUND
(a separate 501(c)3 organization)

Balance Sheets
As of April 30, 2013, 2012 and 2011

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<thead>
<tr>
<th>Assets:</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$8,000</td>
<td>$6,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Legacy Campaign Athletic Endowment</td>
<td>36,621,000</td>
<td>33,350,000</td>
<td>36,966,000</td>
</tr>
<tr>
<td>Borgen Swartz Education Endowment</td>
<td>2,587,000</td>
<td>2,271,000</td>
<td>2,275,000</td>
</tr>
<tr>
<td>Other invested assets</td>
<td>591,000</td>
<td>945,000</td>
<td>1,933,000</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$37,807,000</td>
<td>$36,572,000</td>
<td>$39,118,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets:</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invested amounts due to USSA or affiliates</td>
<td>$352,000</td>
<td>$522,000</td>
<td>$624,000</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$37,807,000</td>
<td>$36,572,000</td>
<td>$39,118,000</td>
</tr>
</tbody>
</table>

Endowment Fund Activity
For the Years Ended April 30, 2012, 2011 and 2010

<table>
<thead>
<tr>
<th>Contributions</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>1,082,000</td>
<td>2,525,000</td>
<td>2,292,000</td>
</tr>
<tr>
<td>Grants to athletic programs</td>
<td>(1,667,000)</td>
<td>(1,741,000)</td>
<td>(1,562,000)</td>
</tr>
<tr>
<td>Grants to scholarship programs</td>
<td>(114,000)</td>
<td>(111,000)</td>
<td>(106,000)</td>
</tr>
<tr>
<td>Grants of temporarily restricted gifts</td>
<td>(507,000)</td>
<td>(1,500,000)</td>
<td>-</td>
</tr>
<tr>
<td>Transfer of other investments</td>
<td>(40,000)</td>
<td>(951,000)</td>
<td>(804,000)</td>
</tr>
<tr>
<td>Investment earnings (loss)</td>
<td>2,657,000</td>
<td>624,000</td>
<td>3,622,000</td>
</tr>
<tr>
<td><strong>Change in net assets</strong></td>
<td>1,405,000</td>
<td>(2,444,000)</td>
<td>4,268,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fund Balance, end of year</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund Balance, end of year</td>
<td>$37,455,000</td>
<td>$36,050,000</td>
<td>$38,494,000</td>
</tr>
</tbody>
</table>

USSA Investment Fund was formed to manage endowment gifts made for the benefit of supporting the development, training, and competition of elite and development athletes in skiing and snowboarding. It also manages endowment gifts for educational purposes and other purposes designated by donors. Certain funds of USSA or its affiliates are also managed by the Fund from time to time. The Board of the Fund approves annual grants from the endowments to support the desired programs. Contributions reflect actual contributions made during the year and do not include pledged amounts.
FINANCIAL SUPPORT OF ATHLETIC PROGRAMS CONTINUED TO INCREASE IN FY13

GOVERNANCE

USSA Board of Directors
Chairman: Dexter Paine, New York, NY (Foundation)
Vice Chairman: John Cumming, Park City, UT (Foundation)
Treasurer: John Bucksbaum, Chicago, IL (Foundation)
Greg Boester, Rye, NY (At-Large)
Jon Casson, Steamboat Springs, CO (Snowboarding)
Bob Dart, Winter Park, CO (Alpine)
Glenn Eddy, Carrabassett Valley, ME (Freestyle)
Jon Engen, Ketchum, ID (Cross Country)
Landon Gardner, Missoula, MT (Freestyle Athlete)
Willy Graves, Salt Lake City, UT (Jumping/Nordic Combined Athlete)
Joe Holland, Hanover, NH (Jumping/Nordic Combined)
Jeanne Jackson, Portland, OR (Foundation)
Danny Kass, Portland, OR (Snowboarding Athlete)
Scott Macartney, Kirkland, WA (Alpine Athlete)
Bill Marolt, Park City, UT (CEO/FIS/USOC)

Andy McLane, Weston, MA (Foundation)
Kipp Nelson, Ketchum, ID (Foundation)
James Southam, Bend, OR (Cross Country Athlete)
Hank Tauber, Park City, UT (Foundation)

Ex-Officio:
Michael Berry, Lakewood, CO (NSAA)
David Ingemie, McLean, VA (SIA)
Howard “Chip” Knight, Hanover, NH (USOC Athletes’ Advisory Council)
Volunteerism is a key part of our culture and the embodiment in Olympism – families, friends, fans all giving back towards the success of young athletes. USSA volunteer Barry ‘Bear’ Bryant put it all in perspective as he was honored as recipient of the Julius Blegen Award.

"To be involved with the Best in the World is fantastic. To be able to see what our athletes are doing today, and to know that I had a little bit to do with it at times – it’s really great. You can’t imagine the feelings that are coursing through this old body right now – being recognized by some of the greatest athletes and greatest people who have ever volunteered in their lives And they do it consistently. And for what reason? For the athletes. Because if you have the passion, it’s great."

continued >
The Blegen Award is about team – about all the others that surrounded Bear and the athletes for decades. It was about the role volunteers played in the Best in the World success of USSA athletes.

"That team is all the people who have been around me when I’m out there working on the hill or working with a group or doing what we do. It’s the team effort that makes it go around. We’re out there working half the time during the nights and days. And when you came down in the dark after feeling your way down the hill, you KNEW you were a part of the Best in the World team."

Any alpine racer or coach knows Bear Bryant. If you’re from his home of Sunday River, he’s one of your best friends. And if you’re one of the hundreds of athletes who have gone out of the starting gate in the last decade at the Audi FIS Alpine World Cup at Birds of Prey in Beaver Creek, he’s your right hand man. He’s the face of the sport and the sense of familiarity that comes back to you once a year.

Volunteers in sport impact young lives, enriching their experience and making it possible for them to achieve their dreams. Volunteerism is about team – it’s being a part of something to make it even better.

Volunteers like Blegen Award winner Bear Bryant are what Olympism is all about!

AWARDS

**ADAPTIVE CLUB OF THE YEAR AWARD**
The National Sports Center for the Disabled – Winter Park

**ALPINE CLUB OF THE YEAR AWARD**
Squaw Valley Ski Team

**CROSS COUNTRY CLUB OF THE YEAR AWARD**
Team Homegrown, Ski & Snowboard Club Vail

**FREESKIING CLUB OF THE YEAR AWARD**
Ski & Snowboard Club Vail

**FREESTYLE CLUB OF THE YEAR AWARD**
Telluride Ski and Snowboard Club

**JUMPING/NORDIC COMBINED CLUB OF THE YEAR AWARD**
Harris Hill Ski Jumping Committee

**SNOWBOARDING CLUB OF THE YEAR AWARD**
Sun Valley Ski Education Foundation