



SKI &  
SNOWBOARD

# 2018 ANNUAL REPORT



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ABOUT

# U.S. SKI & SNOWBOARD

U.S. Ski & Snowboard is an Olympic sports organization providing leadership and direction for tens of thousands of young skiers and snowboarders, encouraging and supporting them in achieving excellence. By empowering national teams, clubs, coaches, parents, officials, volunteers and fans, U.S. Ski & Snowboard is committed to the progression of its sports, athlete success and the value of team. Established in 1905, U.S. Ski & Snowboard receives no direct government support, operating solely through private donations from individuals, corporations and foundations to fund athletic programs to assist athletes in reaching their dreams.



# CHAIRMAN'S LETTER

Dexter Paine is a former ski racer who grew up in New Hampshire and has led U.S. Ski & Snowboard as chairman since 2006. He also sits on the International Ski Federation's governing FIS Council, a role he has had since 2014. Paine is a successful global businessman, serving as chairman of Paine Schwartz Partners, a New York-based private equity firm which invests in the food and agribusiness sectors. He will be leaving his role as chairman of U.S. Ski & Snowboard after 12 years in May, 2019.

The last year has been an incredibly busy and successful twelve months for U.S. Ski & Snowboard and the people at the heart of our team, our athletes. We have earned medals in South Korea, World Cup podiums around the globe and, of crucial importance, we have had the strongest possible focus on creating a safe, secure environments for athletes of all sports, free from hazing, bullying and sexual misconduct.

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

It was also a year where we took some great strides forward to the future. The dramatic expansion of our regional club-based high performance

centers will be huge difference makers in the future. The initiation of Project 26 which is focused on alpine development is providing a new template for building for the future, as is our expansion in on-snow regional centers.

As an organization some of our greatest success has come in freestyle, snowboard and freeski. This February athletes from nearly 40 nations will come to our hometown and three remarkable Utah resorts for the FIS Snowboard, Freestyle and Freeski World Championships in late January.

It is always exciting to host the World's best athletes and celebrate the success of our sport. I would encourage everyone to attend and cheer for all the athletes who are competing.

On behalf of our athletes, officials, coaches and clubs, I want to thank all of our supporters for providing your time and dedication that allows our young men and women to pursue a sport they love and

to achieve their dreams. The 2018-19 season will be my last as chairman of U.S. Ski & Snowboard, but I will continue to be passionate about our mission and team. In my 13 years in this leadership role, my greatest pride has come from the partnerships we have forged with all of our stakeholders allowing us to join together in helping our athletes achieve remarkable success.

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“It was a year where we took some great strides forward to the future.”

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

Finally I want to welcome Kipp Nelson as the incoming chairman. He was an outstanding, inspired choice by the board. I have known Kipp for more than a decade and look forward to working together as he takes the helm in May 2019.



*Dexter Paine*

Dexter Paine  
Chairman  
U.S. Ski & Snowboard

# VISION

The vision of U.S. Ski & Snowboard is to make the United States of America the Best in the World in Olympic skiing and snowboarding.

# VALUES

- Integrity
- Passion
- Fun
- Team
- Community
- Excellence
- Grit
- Safety



# MISSION

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

# GOALS

- Achieve athletic excellence
- Grow the visibility of our sports and brand through our athletes
- Engage, lead and grow our communities
- Cultivate organizational excellence
- Achieve financially sustainable growth

# TIGER SHAW Q&A

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

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

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

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

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

## **How does coaches education fit into that plan?**

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



Photo © Sarah Brunson

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

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

## **What about safety on-snow?**

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

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

Athlete funding remains a priority. We know we need to close the gap and we are moving in that direction. We have some amazing support services for athletes. This past season, 72 athletes were able to receive >>

support from the Bob Beattie Travel Fund, part of our Marolt Athlete Endowment. We brought back our Rookie Camp this spring with 34 athletes and 15 parents attending. Our college and career support programs are touching well over 100 athletes each year. Both our U.S. Ski & Snowboard and Foundation Boards are keenly aware of our need in this area.

#### **How does America support the organization to help athletes?**

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

#### **What were your takeaways from the Olympics in PyeongChang?**

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

#### **How important are the Olympics for sport exposure?**

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

#### **Looking into the crystal ball, what signs do you see for the future?**

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

#### **The World Alpine Championships in Vail/Beaver Creek in 2015 were a big success for the sport. How important is this year's 2019 FIS World Championships in Utah?**

Snowboard, freestyle and freeski are our strongest and deepest sports. So showcasing those sports with the best athletes in the world competing here in the USA is an important opportunity. Our partnership with NBC will bring these sports to millions of U.S. viewers Feb. 1-10. Over 1,300 athletes from around 40 nations will compete bringing global impact. These are our strongest sports and we want to tell that story to the world to strengthen the global position of snowboard, freestyle and freeski.

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

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#### **What are the key events you'll be watching in 2019?**

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

#### **This next year you will also see a transition in board leadership.**

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

#### **In closing, Tiger, as an Olympian who is now a sport leader, what gives you the most satisfaction in your role?**

I'm very proud of our organization. What motivates me is the difference our organization makes in providing the opportunity for young men and women to engage in our sport - whatever their goals might be. Of course, it's exciting to watch athletes like Mikaela Shiffrin, Jessie Diggins or Chloe Kim win Olympic gold. But it's equally important to know that every year we provide the programs for tens of thousands of athletes to have fun competing safely in our ski and snowboard programs.

# WORLD CHAMPS COME TO USA FEB 1-10



U.S. Ski & Snowboard will showcase the progression of sport hosting the 2019 FIS World Championships with a focus on athletic performance amidst a community engagement that will blend arts and sport, inspiring the next generation.

**40** NATIONS

**4** VENUES AT 3 RESORTS

**\$750,000** PRIZE MONEY

**1,800** ATHLETES AND TEAM OFFICIALS

**1,000** STAFF AND VOLUNTEERS

**28** HOURS DOMESTIC TV

**270** MILLION GLOBAL VIEWERS





SOLITUDE  
MOUNTAIN RESORT

- Skicross
- Snowboardcross



CANYONS VILLAGE -  
PARK CITY MOUNTAIN

- Big Air Skiing
- Big Air Snowboarding

PARK CITY  
MOUNTAIN

- Halfpipe Skiing
- Halfpipe Snowboarding
- Slopestyle Skiing
- Slopestyle Snowboarding
- Parallel Snowboarding



DEER VALLEY  
RESORT

- Aerials
- Moguls



# YEAR IN REVIEW

**15** OLYMPIC MEDALS  
7 GOLD 5 SILVER 3 BRONZE

**130** WORLD CUP AND MAJOR  
EVENT PODIUMS

**7** WORLD CUP  
CHAMPIONS

- Mikaela Shiffrin, alpine overall
- Mikaela Shiffrin, slalom
- Chris Corning, slopestyle snowboarding
- Chris Corning, big air snowboarding
- Chris Corning, snowboard overall
- Alex Ferreira, halfpipe skiing
- Chloe Kim, halfpipe snowboarding



# GOLD



- Mikaela Shiffrin, giant slalom
- Jessie Diggins, cross country team sprint
- Kikkan Randall, cross country team sprint
- David Wise, halfpipe skiing
- Jamie Anderson, slopestyle snowboarding
- Red Gerard, slopestyle snowboarding
- Chloe Kim, halfpipe snowboarding
- Shaun White, halfpipe snowboarding

# SILVER



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

# BRONZE



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

Photo © Getty Images

## OLYMPIC FAST FACTS

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



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

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

**Lindsey Vonn** capped off Olympic career with downhill bronze.

**Mikaela Shiffrin** upped her game from Sochi with two medals.



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



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

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

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

Photos © Sarah Brunson



## ALPINE REVIEW

Mikaela Shiffrin and Lindsey Vonn each had sensational Olympic seasons. Shiffrin put down her best World Cup season ever with a dozen wins, collecting her third overall and fifth slalom crystal globe not to mention Olympic giant slalom gold and combined silver.



# ALPINE REVIEW

**28** WORLD CUP  
PODIUMS

**3** OLYMPIC  
MEDALS

**2** WORLD  
CUP TITLES

**2** JUNIOR WORLD  
CHAMPIONSHIPS MEDALS



**LINDSEY VONN** blazed to a powerful season, winning five World Cups and moving within four victories from Ingemar Stenmark's seemingly untouchable record. Her Olympic downhill bronze was an emotional accomplishment in her final Games.

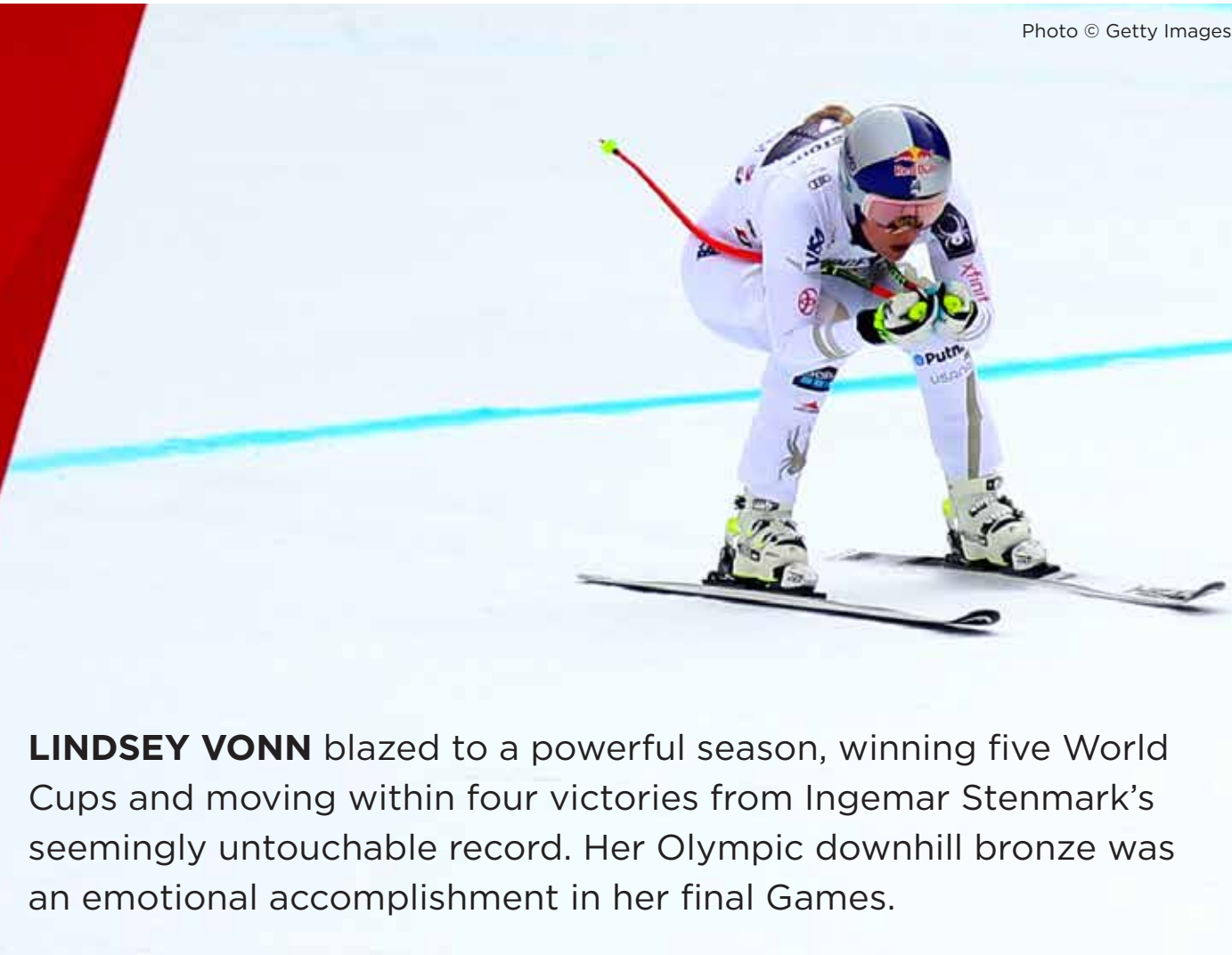


Photo © Getty Images

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



Photo © Getty Images

# ALPINE REVIEW

## NATIONAL CHAMPIONS

Toyota U.S. Alpine Championships

### MEN

#### Downhill

#### Super G

Ryan Cochran-Siegle (Mount Mansfield Ski Club)

#### Giant Slalom

Tommy Ford (Mount Bachelor Ski Education Foundation)

#### Slalom

Hig Roberts (Steamboat Springs Winter Sports Club)

#### Combined

Ryan Cochran-Siegle (Mount Mansfield Ski Club)

### WOMEN

#### Downhill

#### Super G

Nina O'Brien (Burke Mountain Academy)

#### Giant Slalom

AJ Hurt (Sun Valley Ski Team)

#### Slalom

Nina O'Brien (Burke Mountain Academy)

#### Combined

AJ Hurt (Sun Valley Ski Team)

## U.S. NORAM CUP CHAMPIONS

### MEN

#### Overall

River Radamus (Ski & Snowboard Club Vail)

#### Giant Slalom

Brian McLaughlin (Dartmouth Ski Team)

#### Slalom

Mark Engel (Sugar Bowl Ski Team)

#### Combined

Sam Bass (Carrabassett Valley Academy)



AJ Hurt, Combined  
Photo credit



Photos © Nils Ribi



# CROSS COUNTRY REVIEW

Teammates Sadie Bjornsen, Jessie Diggins and Kikkan Randall celebrate a stunning year. The team sprint Olympic gold from Diggins and Randall capped a strong cross country season that saw both Diggins and Sadie Bjornsen score top-10 overall World Cup finishes, plus a record three Junior World Championship medals.



# CROSS COUNTRY REVIEW

**15** WORLD CUP PODIUMS

**1** OLYMPIC MEDAL

**3** JUNIOR WORLD CHAMPIONSHIPS MEDALS



A year after a breakthrough team medal at Junior Worlds, Aspen native **Hailey Swirbul** (Univ. Alaska-Anchorage) skied to a pair of individual medals at the Junior World Championships in Switzerland while **Luke Jager, Ben Ogden, Gus Schumacher** and **Hunter Wonders** took bronze in the 4.5k relay.



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

## WORLD CUP RANKINGS

- 2. Jessie Diggins - overall
- 3. Sophie Caldwell - sprint
- 3. Jessie Diggins - distance
- 6. Sadie Bjornsen - overall
- 6. Jessie Diggins - sprint
- 8. Sadie Bjornsen - sprint
- 10. Sadie Bjornsen - distance

Photo credit

Photo credit



# CROSS COUNTRY REVIEW

## L.L. BEAN NATIONAL CHAMPIONS

U.S. Cross Country Championships  
Anchorage/Craftsbury, Vt.

### Men's 15k Freestyle

Scott Patterson (Alaska Pacific University Nordic Center)

### Women's 10k Freestyle

Caitlin Patterson (Craftsbury Green Racing Project)

### Men's 30k Classic

Tyler Kornfield (Alaska Pacific University Nordic Center)

### Women's 20k Classic

Caitlin Patterson (Craftsbury Green Racing Project)

### Men's 50k Classic Mass Start

Erik Bjornsen (Alaska Pacific University Nordic Center)

### Women's 30k Classic Mass Start

Jessie Diggins (Stratton Mountain School)

### Men's Freestyle Sprint

Reese Hannaman (Alaska Pacific University Nordic Center)

### Women's Freestyle Sprint

Caitlin Patterson (Craftsbury Green Racing Project)

### Men's Classic Sprint

Reese Hanneman (Alaska Pacific University Nordic Center)

### Women's Classic Sprint

Caitlin Patterson (Craftsbury Green Racing Project)

### 4x5k Mixed Relay

Stratton Mountain School

## U.S. SUPERTOUR CHAMPIONS

### MEN

#### Overall

David Norris (Alaska Pacific University Nordic Center)

#### Distance

David Norris (Alaska Pacific University Nordic Center)

#### Sprint

Ben Saxton (Stratton Mountain School)

### WOMEN

#### Overall

Kaitlyn Miller (Craftsbury Nordic Ski Club)

#### Distance

Rosie Frankowski (Alaska Pacific University Nordic Center)

#### Sprint

Kaitlyn Miller (Craftsbury Nordic Ski Club)



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

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



Photos © Getty Images



FIS Athlete Commission Member (2009-2016), Chair from 2013-2015



IOC Athletes' Commission Member (present)

**1** OLYMPIC MEDAL

**3** WORLD CUP CRYSTAL GLOBES

**3** WORLD CHAMPIONSHIP MEDALS

**13** WORLD CUP WINS

**29** WORLD CUP PODIUMS



# FREESKI REVIEW

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



Photo © Getty Images

# FREESKI REVIEW

**32** WORLD CUP AND MAJOR EVENT PODIUMS

**22** WORLD CUP PODIUMS

**14** TOYOTA U.S. GRAND PRIX PODIUMS

**4** OLYMPIC MEDALS - 1 GOLD

**6** X GAMES MEDALS

**4** JUNIOR WORLD CHAMPIONSHIP MEDALS



© Sarah Brunson

## OLYMPIC MEDALS

### GOLD

David Wise, halfpipe

### SILVER

Alex Ferreira, halfpipe

### SILVER

Nick Goepper, slopestyle

### BRONZE

Brita Sigourney, halfpipe



Photo © Getty Images

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

(Left) **Nick Goepper** backed up his 2014 bronze with 2018 slopestyle silver in PyeongChang.

# FREESKI REVIEW

## X GAMES MEDALISTS

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

## JUNIOR WORLD CHAMPIONSHIPS MEDALISTS

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

## WORLD CUP CHAMPIONS

- Men's Halfpipe**  
Alex Ferreira

## NOR-AM CUP CHAMPIONS

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



Maggie Voisin, Slopestyle

Alex Ferreira, Halfpipe  
Photo © Sarah Brunson





# FREESTYLE REVIEW

It was a breakout year for Jaelin Kauf with five World Cup podiums including two wins.



Photo © Steven Earl Photography

# FREESTYLE REVIEW

**12** WORLD CUP PODIUMS

**5** WORLD CUP WINS

**2** FIS ROOKIES OF YEAR

**4** NORAM CUP TITLES



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



# FREESTYLE REVIEW

## NATIONAL CHAMPIONS

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

### Men's Moguls

Bradley Wilson

### Women's Moguls

Keaton McCargo

### Men's Dual Moguls

Bradley Wilson

### Women's Dual Moguls

Tess Johnson

### Men's Aerials

Harrison Smith

### Women's aerials

Morgan Northrop

## U.S. NORAM CUP CHAMPIONS

### M E N

#### Moguls

Dylan Walczyk

#### Aerials

Justin Schoenefeld

### W O M E N

#### Moguls

Avital Shimko

#### Sprint

Kaila Kuhn







# JUMPING/NORDIC COMBINED REVIEW

USA Nordic jumper Kevin Bickner (Norge Ski Club) continued to lead a resurgence of ski jumping for the U.S. men, including the longest jump in the first round in the HS109 meter competition. For the women, 2013 World Champion Sarah Hendrickson (Park City Ski & Snowboard) qualified for her second Olympics.



# JUMPING/NORDIC REVIEW

Youth Olympic Games medalist **Ben Loomis** (Flying Eagles Ski Club) capped off a strong junior career with a nordic combined bronze at Junior Worlds.



## NATIONAL CHAMPIONS

### Ski Jumping

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

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

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

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

### Nordic Combined, Lake Placid, N.Y.

#### M E N

Bryan Fletcher (Steamboat Springs Winter Sports Club)

#### W O M E N

Nina Lussi (New York Ski Education Foundation)



# SNOWBOARDING REVIEW

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

## OLYMPIC MEDALS

### GOLD

Jamie Anderson, slopestyle

### GOLD

Red Gerard, slopestyle

### GOLD

Chloe Kim, halfpipe

### GOLD

Shaun White, halfpipe

### SILVER

Kyle Mack, big air

### SILVER

Jamie Anderson, big air

### BRONZE

Arielle Gold, halfpipe



Photo © Sarah Brunson

# SNOWBOARDING REVIEW

**48** WORLD CUP AND MAJOR EVENT PODIUMS

**12** TOYOTA U.S. GRAND PRIX PODIUMS

**7** OLYMPIC MEDALS - 4 GOLD

**7** X GAMES MEDALS

**7** JUNIOR WORLD CHAMPIONSHIP MEDALS

**2** WORLD CUP TITLES

## SEASON HIGHLIGHTS

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

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

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

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

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



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



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

Photo © Sarah Brunson

# SNOWBOARDING REVIEW

## X GAMES MEDALISTS

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

## JUNIOR WORLD CHAMPIONSHIPS MEDALISTS

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

## WORLD CUP CHAMPIONS

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

## NOR-AM CUP CHAMPIONS

- Women's Halfpipe**  
Taylor Obregon
- Women's Snowboardcross**  
Stacy Gaskill



2016 Youth Olympic Games champion Jake Vedder (center) took SBX gold at Junior World Championships in New Zealand with teammate Mike Lacroix (right) winning bronze. Photo © Neil Kerr



Chris Corning had a strong season winning two World Cup titles in big air and slopestyle.

# MEMBERSHIP

## 2018 Total Membership

34,568 members (.5% increase)

386 clubs (2.4% increase)

129 clubs in Club Liability Insurance Program

## 2018 Membership Highlights

First season managing NASTAR customer service

Introduced OsTicket for issue tracking and resolution with 5,400 tickets managed; average response time 24 hours.

Launched independent web-based transaction tool

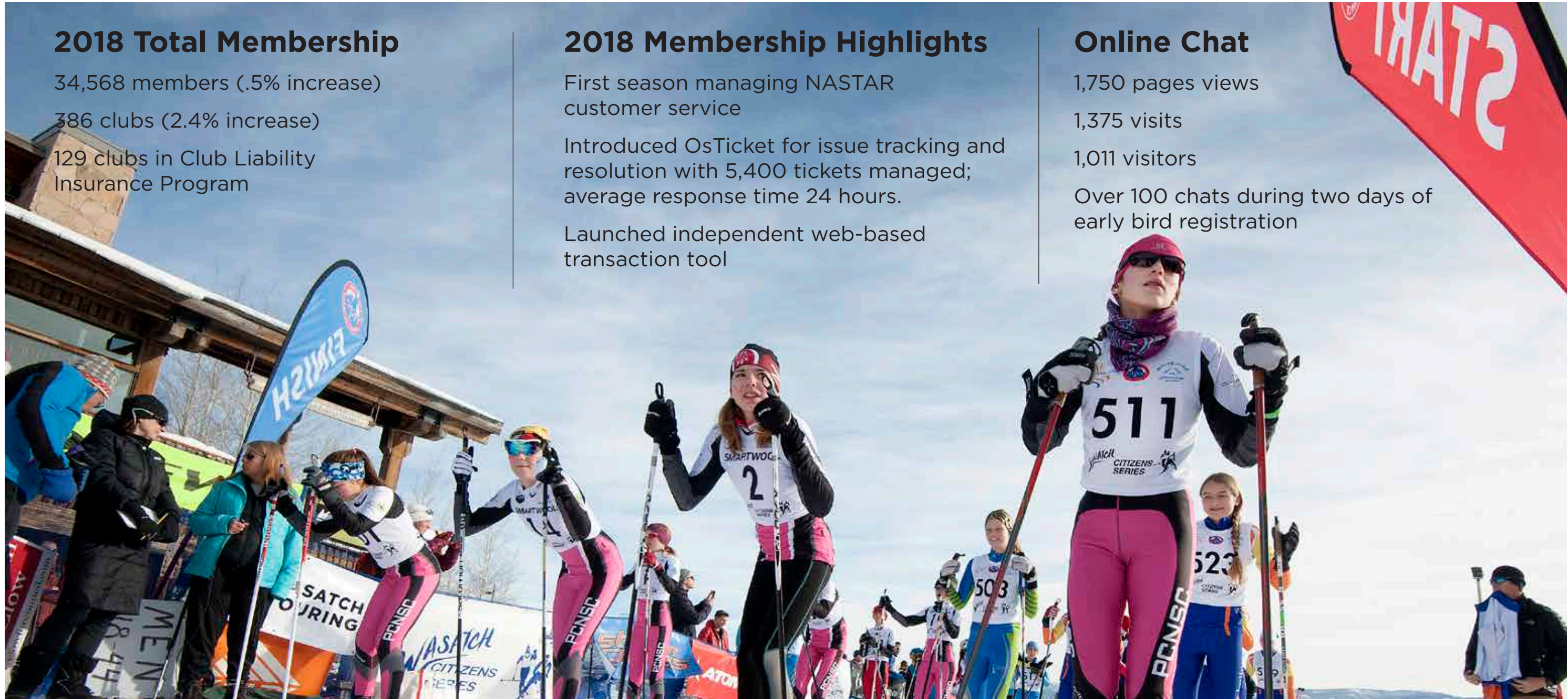
## Online Chat

1,750 pages views

1,375 visits

1,011 visitors

Over 100 chats during two days of early bird registration



# ATHLETE SAFETY

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



## What We're Doing

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

## SafeSport Leadership

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

# AVALANCHE TRAINING

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

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



**31** ATHLETES

**23** COACHES

**13** CLASSROOM AND ON-SNOW DAYS

**100** HOURS INSTRUCTION



# AVALANCHE TRAINING



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

*-Eric Webster, Event Official*

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

*-Brita Sigourney, Olympic Medalist*



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

*-Faye Gulini, Olympic Snowboarder*



# SPORT DEVELOPMENT

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

**Specific**

Alpine Technique  
EXPLORE TOPIC

Alpine Competition  
EXPLORE TOPIC

**Equipment**

Safety equipment commonly used on ski racing venues includes:

Select the RED Forward and Back arrows to progress through this learning block.

**A-Netting**

Fixed suspension netting 4 to 6 meters tall installed in hazardous zones on alpine courses, normally for speed venues or other high-risk zones.

**Welcome to the Ski Jumping Level 100 Course**

Your progress

Welcome to the US Ski and Snowboard Ski Jumping Level 100 Coach Certification. The purpose of this course is to prepare you, the coach, to effectively lead and train for developing ski jumpers in your program. To start the process you need to upload verification of your pre-requisites and select the location and date for your on-snow clinic. Then, you will be taken through a series of Coaching Core Competency Modules followed by a set of Sport Specific Modules. Once complete, you will attend an On-Snow clinic in a location of your choosing where you will review the fundamental technical and tactical aspects of ski coaching. During the on-snow clinic, you will also be assessed on your ability to teach, demonstrate and analyze several fundamental technical and tactical aspects of ski coaching. Upon successful completion of the on-snow assessment, you will finish your certification by returning to this platform to take an online Final Exam. When you satisfactorily complete all sections of the course, you will attain your Level 100 Certification.

We are excited to have you join us in furthering your knowledge, skills and abilities as a coach to better serve the athletes you work with. You are taking an active role in helping US Ski & Snowboard achieve our vision to be Best in the World in Skiing and Snowboarding!

Announcements

- Step 1: Certification Requirements
- Step 2: Clinic Registration
- Step 3: Coaching Core Competencies
- Step 4: Sport Specific Modules
- Step 5: Portfolio Submission
- Step 6: On Snow Coaching Assessment
- Step 7: Final Exam
- Step 8: Course Feedback

**L100 Ski Jumping**

Equipment  
EXPLORE TOPIC

Training Environment  
EXPLORE TOPIC

Technique  
EXPLORE TOPIC

Tactics  
EXPLORE TOPIC

Competition

# FOCUS ON EDUCATION AND CERTIFICATION

**5,635** U.S. SKI &  
SNOWBOARD  
COACHES (FY18)

**1,103** COACHES  
EDUCATED  
FY18

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

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

## Percentage Certified

81% Snowboard/Freeski

68% Freestyle

65% Cross Country

56% Alpine

45% Jumping/Nordic Combined

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

*-Gar Trayner, Sport Education Director*

# PODIUM CLUBS

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



## 2018 Podium Certified Clubs

Gold Certified Clubs

- Bridger Ski Foundation (Bozeman, Mont.)
- Buck Hill Ski Racing Club (Burnsville, Minn.)
- Burke Mountain Academy (East Burke, Vt.) \*
- Carrabassett Valley Academy and Sugarloaf Mountain Ski Club (Carrabassett Valley, Maine) \*

Green Mountain Valley School (Waitsfield, Vt.) \*

Killington Mountain School (Killington, Vt.)

Killington Ski Club (Killington, Vt.)

The Loppet Foundation and Loppet Nordic Racing (Minneapolis, Minn.)

Mammoth Mountain Ski and Snowboard Team (Mammoth Lakes, Calif.)

Mount Mansfield Ski Club (Stowe, Vt.)

New York Ski Education Foundation (Wilmington, N.Y.)

Rowmark Ski Academy (Salt Lake City, Utah)

Ski and Snowboard Club Vail (Vail, Colo.)

Squaw Valley Alpine Meadows Ski Team (Olympic Valley, Calif.) \*

Steamboat Springs Winter Sports Club (Steamboat Springs, Colo.)

Stratton Mountain School (Stratton, Vt.) \*

Sugar Bowl Ski Team and Academy (Norden, Vt.) \*

Sun Valley Ski Education Foundation (Sun Valley, Ida.) \*

Waterville Valley BBTS (Waterville Valley, N.H.)

Winter Park Competition Center (Winter Park, Colo.)



## Silver Certified Clubs

Franconia Ski Club (Franconia, N.H.)

The Holderness School (Holderness, N.H.)

International Snowboard Training Center (Frisco, Colo.)

Jackson Hole Ski & Snowboard Club (Jackson, Wyo.)

Proctor Academy (Andover, N.H.) \*

Team Gilboa Alpine Ski Team (Eden Prairie, Minn.)

Team Summit Colorado (Copper Mountain, Colo.)



## Bronze Certified Clubs

Alyeska Ski Club (Girdwood, Ak.)

Auburn Ski Club Training Center (Soda Springs, Calif.)

Bromley Outing Club (Peru, Vt.)

Flathead Valley Ski Education Foundation (Whitefish, Mont.)

The Hermitage Club at Haystack Mountain (Wilmington, Vt.)

Heiliger Huegel (Hubertus, Wis.)

Mansfield Nordic Club (Underhill Center, Vt.)

Multnomah Athletic Club Alpine Team (Portland, Ore.)

National Winter Activity Center (Vernon, N.J.)

Ogden Valley Winter Sports Foundation (Ogden, Utah)

Pennsylvania Freestyle Ski Association (Seven Springs, Penn.)

Ragged Mountain Ski Team (Danbury, N.H.)

Ski Roundtop Race Club (Lewisberry, Penn.)

Sky Tavern (Reno, Nev.)

Smuggler's Notch Ski and Snowboard Club (Jeffersonville, Vt.)

Snowbird Ski Education Foundation (Snowbird, Utah)

Song Mountain Race Team (Tully, N.Y.)

Team Hunter (Hunter, N.Y.)



\* U.S. Ski & Snowboard High Performance Center

# STEAMBOAT CHAMPIONS COMMUNITY INITIATIVES

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

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

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

The first year of the Ski Town Initiative, 150 second grade kids participated during the month of January, spending four school days during their PE class on snow at Howelsen Hill. Christy Sports provided ski or snowboard equipment and helmets, and Steamboat Resort provided a free day on the “big hill” later in the season. But the best part of the program

were the instructors, all of whom are SSWSC athletes, who took time out of their training and competition schedules to share their love of winter sports and have a positive impact on the next generation of snow sport enthusiasts.

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

Building upon the success of the Ski Town Initiative, the SSWSC added a family activity called “S’More Family Fun” during the

annual Steamboat Winter Carnival. The event provided kids the opportunity to enjoy on-snow activities, in addition to a bonfire, fire spinners, and of course s’more making outside.

“The goal is to give everybody the opportunity to participate,” Floyd added. “If you put 150 kids on snow, you’re going to have some of them go ‘Wow!’ I really can do this!”

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If you put kids on snow, some of them will go ‘Wow!’ I really can do this!

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# CLUB-BASED HIGH PERFORMANCE CENTERS BRING KNOWLEDGE TO THE FIELD

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

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

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

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

clubs have also gained significant benefits as well.

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

## HIGH PERFORMANCE PROGRAMS

- Burke Mountain Academy (Vermont)
- Carrabassett Valley Academy (Maine)
- Green Mountain Valley School (Vermont)
- Killington Mountain School (Vermont)
- Mammoth Mountain Ski & Snowboard Club (California)
- Proctor Academy (New Hampshire)
- Stratton Mountain School (Vermont)
- Squaw Valley (California)
- Sugar Bowl Academy (California)
- Sun Valley Ski Education Foundation (Idaho)



The Sun Valley Ski Education Foundation’s Julia Argyros Training Center is one of U.S. Ski & Snowboard’s club-based High Performance Centers.



SKI &  
SNOWBOARD

# FOUNDATION REVIEW

The genuine passion of our donors is so vital to helping our athletes become Best in the World.



# CHAMPIONS CLUB

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

## CHAMPIONS CLUB

\$1.8 million annually provides:

- World-class coaching
- Elite training facilities
- Technicians
- Medical staff and sport scientists





# DONOR PASSION DRIVES SUCCESS

Growing up in Northern California, Steven Read was hooked on skiing long before his father took him to the 1960 Olympic Winter Games in Squaw Valley. Today, as one of U.S. Ski & Snowboard's most passionate supporters, you'll often find him slopeside at camps and competitions.

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

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

"The world always seems to give you a jigsaw puzzle, and traditionally, your success has relied on how fast you could put the pieces together," Read said, adding that if there is one thing that competitive skiing taught him, it was outside the box thinking. There is always a different line, a faster line that no one else has taken. Sometimes that leads to success, sometimes failure. Fortunately for Read, his commitment to a different line proved successful, and for the past two

decades, he has been able to give back to the sport that brought him to where he is today as one of the teams most arduous supporters.

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

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



friends during a critical growth period of their lives."

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

"Our athletes are taught tremendous discipline and leadership, how to be part of a team, and how to succeed in

not only being an athlete, but transitioning to post-athletic success," he said, speaking not only from his own experience, but that of countless current and former athletes who, like him, have benefitted from being part of culture that cherishes friendships, hard work, the love of outdoors and fresh mountain air.

# 45 YEARS SUPPORTING ATHLETES

## GOLD PASS

\$4.0 million annually provides:

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

When you think of season passes, Ikon, Epic, and Mountain Collective usually come to mind. But for the past 45 years, one pass has risen above them all, and while it only provides the user lift access for a single season, the benefits it provides to building athletic success and memories last a lifetime!

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

For the past 45 years, Stevenson, who learned to ski when he was 13 years old and was an alternate for the 1948 and



Rees Stevenson makes some stylish turns as a young skier. Today, he's one of the longest standing users of the Gold Pass.

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

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

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



**450 GOLD PASSES**

**45 SEASONS**

**\$4 MILLION TO SUPPORT ATHLETIC PROGRAMS**

# MAROLT ATHLETE ENDOWMENT POWERS ATHLETE RETURN TO SNOW



Photo credit

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

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

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

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

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

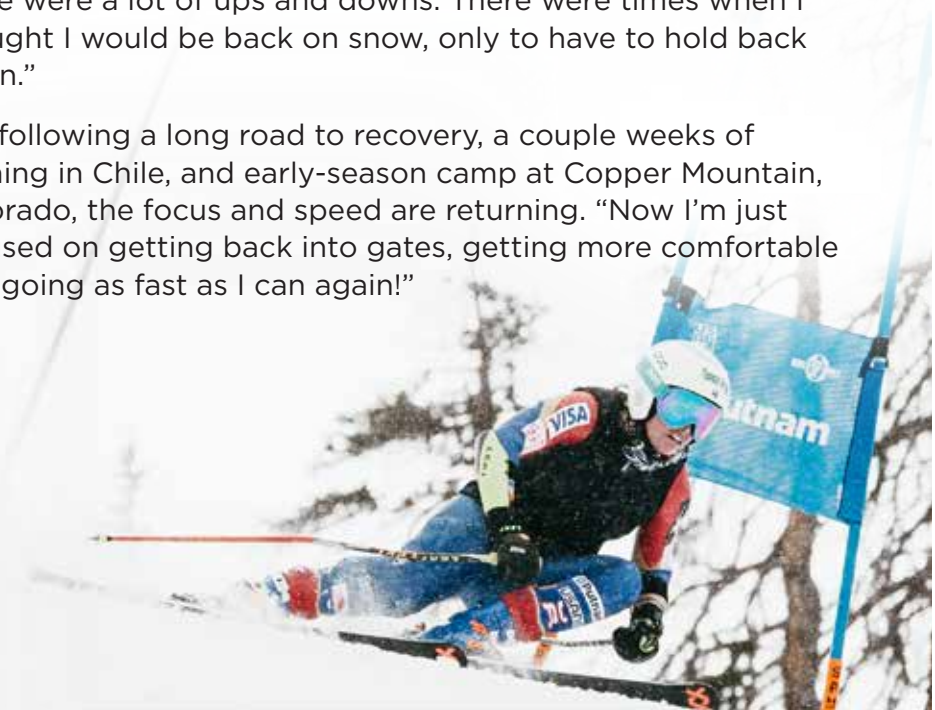
"I was in a unique situation returning to snow following two injuries," said Wardle, who missed more than a year of on-snow time. "So I needed additional funds for early training camps and getting back on snow in Chile this summer.

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

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

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

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



# ATHLETE CAREER & EDUCATION

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

## BOB BEATTIE TRAVEL FUND

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

## ELITE COACHING FUND

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

## BORGEN SWARTZ EDUCATION FUND

Provides need-based college tuition reimbursement of up to \$6,000 annually for current and retired athletes.

## CAREER AND LIFE SKILLS FUND

Provides support for services and initiatives in the areas of career development and life skills, including sponsorship, networking, interviewing, internship mentorship and guidance.




**Athlete Education**  
**75** Athletes who received tuition reimbursement from one of 18 unique institutions




**Athlete Education**  
**24** Athletes enrolled in DeVry



**Athlete Education**  
**133** Athletes who received educational services and support



**Athlete Funding**  
**72** Athletes receiving need-based grant from Bob Beattie Travel Fund



**Athlete Funding**  
**81** Athletes participating in funding workshops or counseling



**Athlete Career Education**  
**147** Athletes utilizing ACE services



**Career**  
**58** Athletes who received career counseling

# FROM STARTING GATE TO CAREER PATH

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



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

Photo © Eric Schramm



## EVENTS REVIEW

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



# EVENTS

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



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



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



Photo © Reese Brown

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



# EVENTS

NOV. 25, 2017-JANUARY 21, 2018

**HOSTED 36**

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

**51**

U.S. podiums

**\$1.5 MILLION**

in prize money awarded

**41 HOURS**

of domestic broadcast

**13 HOURS**

live broadcast

**28.2 MILLION**

domestic TV viewers

**737**

accredited media

RECORD BREAKING EVENT ATTENDANCE

**38,000**

Killington Xfinity Cup Alpine World Cup

**18,500**

Deer Valley Visa Freestyle International

**13,500**

Utah Olympic Park U.S. Olympic Trials

**12,600**

Mammoth Mountain Toyota U.S. Grand Prix

**139,326**

total spectators





# NASTAR

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



# NASTAR

**2<sup>nd</sup> STRAIGHT GROWTH YEAR** | **26% INCREASE** IN NASTAR PARTICIPANTS OVER TWO YEARS

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



## 2018 Top NASTAR Participation Resorts



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

**18,602 racer starts**

## NASTAR THIS YEAR

- Celebrated 50th anniversary
- 139,604 racers
- 109 resorts
- Finals in Squaw Valley bought 1,000% increase to region
- Digital badge program introduced
- Online Buddy List program



**50 YEARS OF NASTAR**  
**8,214,412 PARTICIPANTS**

# NASTAR IS FAMILY AFFAIR FOR SCHLOPYS

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

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

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

NASTAR provides an opportunity to connect multiple generations of family and friends via sport. Both men agree that seeing Erik's 71-year-old mother, Marny,



compete in the NASTAR Nationals family race alongside her grandkids was a highlight for all.

"She was so excited to race as a family," said Fritz. "Here's a woman who, for the last 50 years, has been supporting her kids and going to races volunteering as a gatekeeper to support what Erik and I did, and this is the first time she got to ski gates herself.

It wasn't about her family;

it was about her. I got to be the person who cleaned her skis and inspected the courses for her. The opportunity NASTAR provides is a great way for Erik and I to give back to our family and make them feel special."

Breaking down barriers by eliminating long-term commitment and inaccessibility from the equation,

NASTAR serves as a feeder system for the Schlopy's to organically inspire their families with the love of ski racing they each developed at an early age.

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

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

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**NASTAR provides an opportunity to connect multiple generations of family and friends via sport.**

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Courtesy SkiRacing.com/Megan Ganim



# MARKETING REVIEW

A strategic marketing approach to the Olympic season saw U.S. Ski & Snowboard athletes garner significant coverage through social media, broadcast and earned media, returning significant value to partners.



Photo © Getty Images



Photo © Getty Images

# DOMESTIC AND INTERNATIONAL TV

**5.4 BILLION**

global broadcast viewership

**27 MILLION**

live event broadcast viewership in the U.S.

**DOUBLED**

16/17 season

**1.5x**

13/14 season  
Sochi Olympic year

**149.5 MILLION**

dedicated and secondary  
broadcast viewership in the U.S.

**TRIPLED**

16/17 season



**43.1** U.S. SKI & SNOWBOARD ATHLETES  
**MILLION INTERACTIONS**

**1.78 BILLION**  
TOTAL POTENTIAL REACH OF ALL  
MEDALISTS MEDIA EXPOSURE

**DOUBLED** EXPOSURE  
OVER 2016-17 SEASON

**20.1** U.S. SKI AND SNOWBOARD ATHLETES  
**MILLION SOCIAL FOLLOWING**

**27** MILLION  
VIDEO VIEWS

**180** MILLION FANS  
REACHED



A NEW FAN  
**EVERY**  
**3.5**  
**SECONDS**  
2018 WINTER  
OLYMPIC GAMES

INCREASE  
**+315%**  
FOLLOWERS

# NEW PARTNERS

The ability of U.S. Ski & Snowboard to generate exposure has made it attractive to top-tier companies including a host of new partners.

OVER PARTNERS AND  
**150** SUPPLIERS





## FINANCIALS

The achievement of U.S. Ski & Snowboard's Best in the World vision is contingent on a strong financial base. Unlike most rival nations, there is no government support of U.S. Ski & Snowboard athletes, making it all the more vital to have strong global partnerships, passionate private giving, support from the U.S. Olympic Committee and robust membership programs.





**\$35.9** MILLION

TOTAL REVENUE FOR FY18

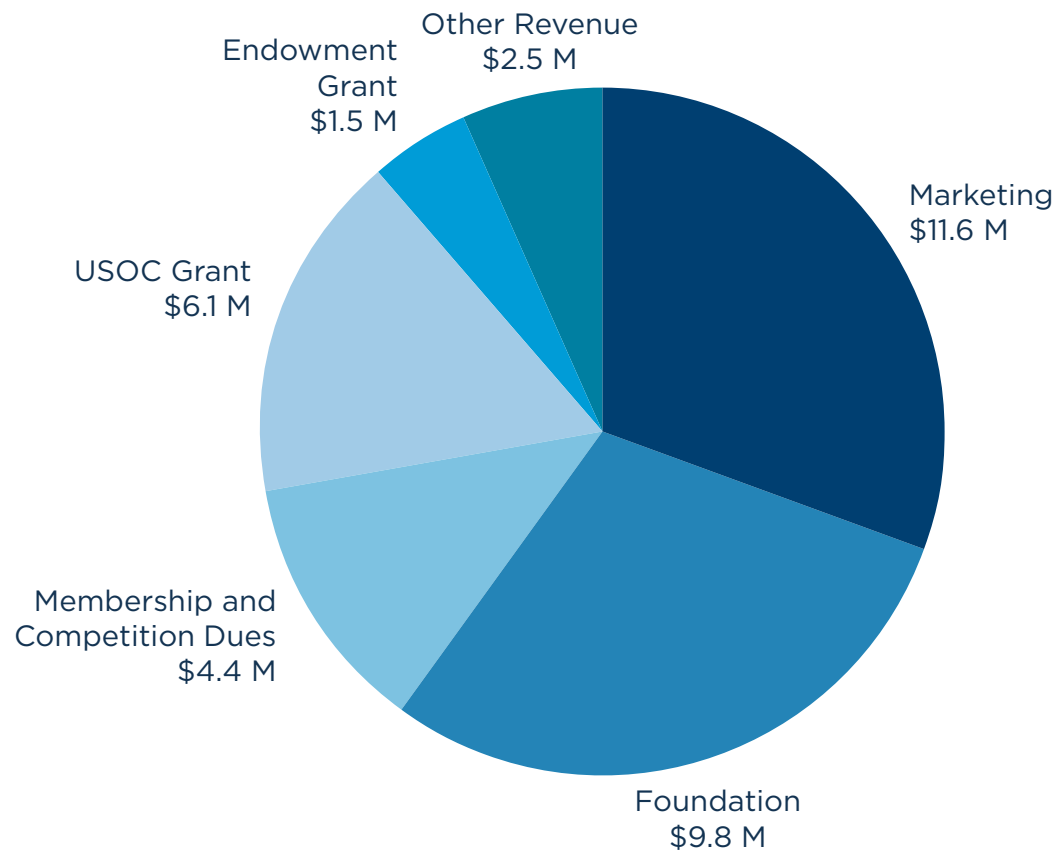
**\$21** MILLION

GENERATED IN FY18 FROM MARKETING AND FUNDRAISING PROGRAMS

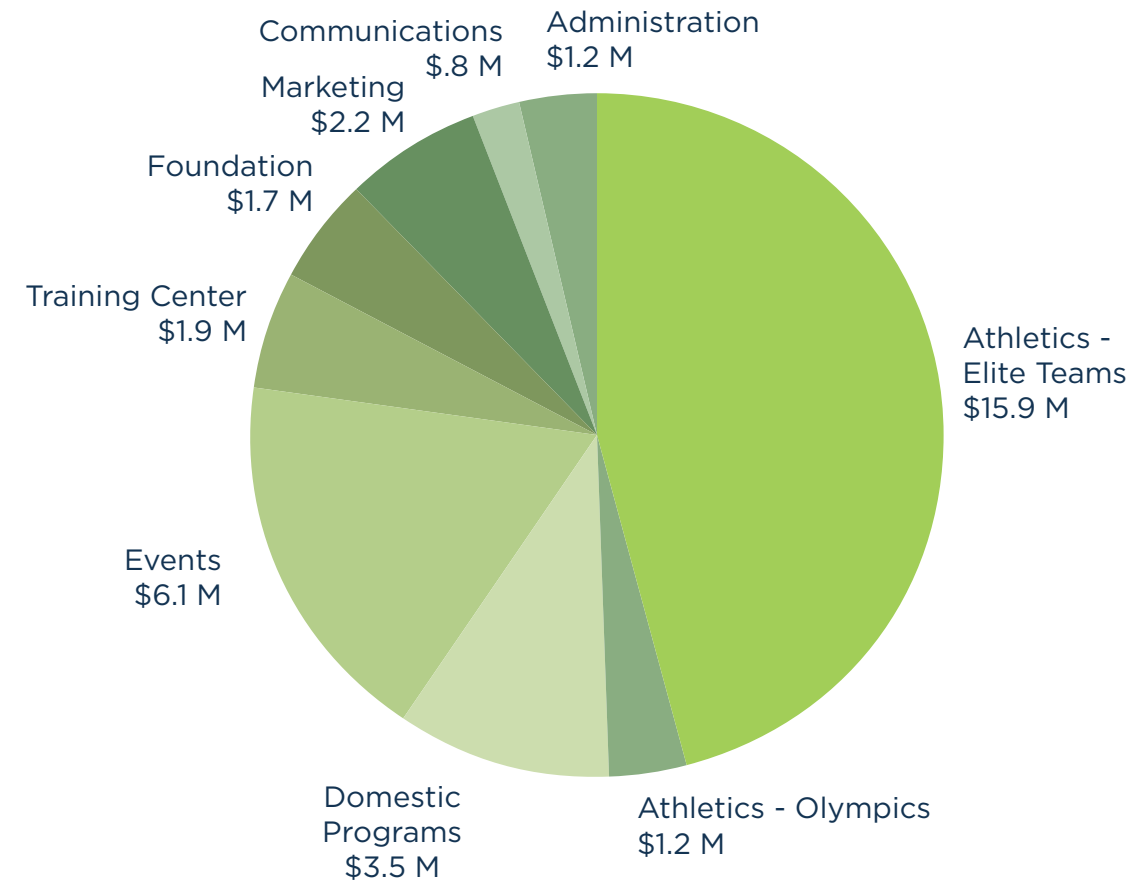
**82** PERCENT

OF TOTAL REVENUE GOES DIRECTLY TO ATHLETIC PROGRAMS

**TOTAL FY18 REVENUE - \$35.9 M**



**TOTAL FY18 EXPENSES - \$34.5 M**

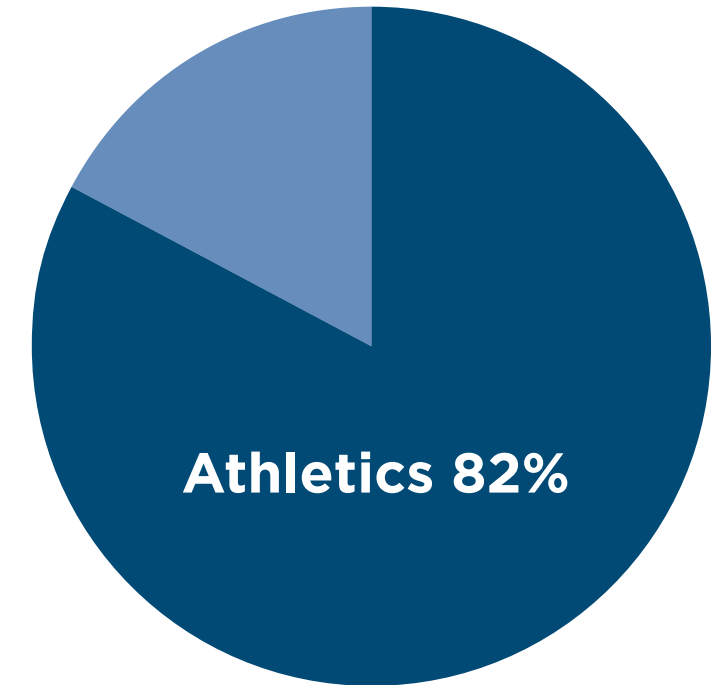


# COMBINED BALANCE SHEET

<b>Assets</b>	<b>2018</b>	<b>2017</b>
Cash and Cash Equivalents	2,329,165	1,800,624
Accounts Receivable	2,413,222	4,911,909
Contributions Receivable	1,542,000	2,935,763
Prepaid Expenses	1,037,962	1,052,942
Endowment	40,653,699	37,266,005
Long-term Investments	2,248,245	2,173,400
Property and Equipment	19,882,166	20,905,191
Other Assets	2,442,743	2,328,739
<b>Total Assets</b>	<b>72,549,202</b>	<b>73,374,573</b>
<b>Liabilities</b>		
Accounts Payable	1,223,168	2,363,203
Accrued Liabilities	2,433,223	2,156,322
Contributions Payable	300,000	550,000
Line of credit	-	2,865,733
Tax exempt bonds/building debt	17,188,621	17,771,937
Deferred revenue	3,246,212	4,124,051
<b>Total Liabilities</b>	<b>24,391,224</b>	<b>29,831,246</b>
<b>Total Net Assets</b>	<b>48,157,978</b>	<b>43,543,327</b>
<b>Total Liabilities and Net Assets</b>	<b>72,549,202</b>	<b>73,374,573</b>
<b>Endowment &amp; Quasi Endowment</b>	<b>2018</b>	<b>2017</b>
Legacy Campaign Athletic Endowment	30,262,086	29,478,948
Marolt Athletic Endowment	6,287,051	3,888,168
Marolt Education Endowment	986,516	802,626
Borgen Swartz Education Endowment	3,118,046	2,952,994
U.S. Skiing Foundation (Quasi Endowment)	1,760,262	1,732,901
<b>Total</b>	<b>42,413,961</b>	<b>38,855,637</b>

82% of total spending allocated directly to athletic programs

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



## Future Campaign Opportunities

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

- Grow support to reduce travel fee burdens on athletes
- Increased training venues and coaching support
- Increased education grants to athletes for college and career development

# U.S. SKI & SNOWBOARD BOARD OF DIRECTORS

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# U.S. SKI & SNOWBOARD BOARD OF TRUSTEES

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Cindy Nelson, Vail, Colo.

Ross Powers, Stratton Mountain, Vt.

Edith Thys Morgan, Etna, N.H.

# U.S. SKI & SNOWBOARD CLUBS

U.S. Ski & Snowboard’s member clubs around the country are the starting point for young skiers and snowboarders to have an introductory experience and to follow their path up the pipeline. Certified gold, silver and bronze clubs indicated by medal color.

## Alaska

- Alaska Nordic Racing
- Alaska Pacific University Nordic Ski Center
- Alaska Winter Stars
- Alyeska Ski Club ●
- Hilltop Alpine Race Team
- Juneau Ski Club
- Kachemak Nordic Ski Club
- Moose Mtn Alpine Sports Club
- Nordic Ski Club of Fairbanks
- Nordic Skiing Assoc of Anchorage
- Tsalteshi Trails Association
- University of Alaska-Anchorage Ski Team
- University of Alaska-Fairbanks

## Arizona

- Flagstaff Ski Club

## California

- Alpine Meadows Ski Team
- Auburn Ski Club ●
- Bear Valley Snowsports Education Foundation
- China Peak Race Team
- Dodge Ridge Race Team
- Heavenly Mountain Resort
- International High School Ski Team
- Kirkwood Ski Education Foundation
- Mammoth Mountain Ski & Snowboard Club ●
- Mt. Shasta Ski & Snowboard Team
- Northstar Ski and Snowboard Team
- Olympic Valley Freestyle & Freeride Team
- Sierra at Tahoe Education Foundation
- Snow Summit Race Team
- Squaw Valley Ski Team ●
- Sugar Bowl Ski Team & Academy ●
- Tahoe Cross Country Ski Education Association
- Tahoe Donner Ski Team
- Tahoe Snowboard Ski Team
- Team Mountain High
- Yosemite Winter Club

## Colorado

- Aspen Valley Ski and Snowboard Club
- Boulder Nordic Junior Racing Team
- Cloud City Ski Club
- Colorado Alpine Masters
- Copper Mountain Competition Dept
- Crested Butte Mountain Sports Team
- Crested Butte Nordic Team
- Duchess Ride
- Durango Nordic Ski Club
- Eldora Mountain Ski & Snowboard Club
- Gunnison Nordic Team
- Hinsdale Ski Team
- International Snowboard Training Center ●
- Kirk’s Camp
- Leadville Nordic
- Loveland Ski Club
- Method 4 Life Academy
- National Sports Center for the Disabled
- Powderhorn Racing Club
- Purgatory Ski Club
- Quantum Sports International
- Rocky Mountain Masters
- SC Freeride
- Ski and Snowboard Club Vail ●
- Steamboat Springs Winter Sports Club ●
- Summit Nordic Ski Club
- Sunlight Winter Sports Club
- Team America
- Team Breckenridge Sports Club
- Team Summit Colorado ●
- Telluride Ski and Snowboard Club
- United States Olympic Committee
- University of Colorado Ski Team
- University of Denver Ski Team
- USCSA Ski Team at CU Boulder
- Vail Development Team
- Winter Park Competition Center ●

## Connecticut

- Connecticut Youth Ski League
- Mohawk Mountain Alpine Ski Team

- Mohawk Parents Association
- Mount Southington Ski Team
- Salisbury Winter Sports Association
- Sundown Ski Team
- UConn Ski Team

## Idaho

- Bogus Basin Nordic Team
- Bogus Basin Ski Education Foundation
- Independence Racing Team
- Lookout Pass Race Team
- McCall Winter Sports Club
- Schweitzer Alpine Racing School
- Ski Team Sunny
- Sun Valley Ski Education Foundation ●
- Tamarack Mountain Sports Education Team
- Teton Valley Ski Education Foundation

## Illinois

- Chestnut Mountain Junior Race Team
- Snowstar Ski Team

## Massachusetts

- AHS Ski Racing Club
- Berkshire East
- Berkshire Interclub League
- Berkshire School Ski Team
- Bousquet Ski Club
- Bradford Alpine Race Team
- Butternut Ski Club
- Cambridge Sports Union
- Catamount Racing
- Jiminy Peak Race Team
- MIT Alpine Ski Team
- Nashoba Valley Ski Area
- Nashoba Valley Ski Club
- Northfield Mount Hermon School
- Otis Ridge Ski Club
- Prospect Hill Ski Team
- Ski Blandford
- Ski Ward Race Team

- Thunder Ridge Race Team
- US Snowboard Racing Team
- Wachusett Mountain Race Team
- Williams College

## Maine

- Agamenticus Ski Club
- Carrabassett Valley Academy ●
- Chisholm Ski Club
- Colby College Ski Team
- Farmington Ski Club
- Gould Academy Competition Programs
- Gould/ Sunday River
- Mount Abram Race Club
- New England Nordic Ski Association
- Shawnee Peak
- Shawnee Peak Race Team
- Sugarloaf Competition Center ●
- Sugarloaf Ski Club

## Michigan

- 906 Alpine
- Big Powderhorn Mtn Race Club
- Copper Country Ski Tigers
- Grand Traverse Ski Club
- Great Lakes Ski Academy
- Holiday Race Team
- Ishpeming Ski Club
- Kiwanis Ski Club
- Michigan Tech
- Mont Ripley Race Team
- Mount Brighton Racing Team XLR8
- Northern Michigan University
- Northwestern Alpine Ski Academy
- Nub’s Nob Alpine Racing
- Pinnacle Racing
- Win Alpine Racing

## Minnesota

- Buck Hill Ski Racing Club ●
- Clouquet Ski Club

- Duluth Superior Alpine Club
- Endurance United
- G Team
- Loppet Nordic Racing ●
- Midwest Freestyle Association
- Midwest Masters
- Minneapolis Ski Club
- Mount Itasca Nordic Ski Association
- Rochester Active Sports Club
- St. Paul Ski Club
- Team Gilboa Ski Club of Minnesota ●
- Three Rivers Ski Racing
- Thunder Bay Franco Alpine Ski Team
- Welch Village

## Missouri

- Hidden Valley Ski Team MO

## Montana

- Big Sky Ski Education Foundation
- Bridger Ski Foundation ●
- Discovery Ski Education Foundation
- Flathead Valley Ski Education Foundation ●
- Great Divide Ski Team
- Missoula Freestyle Ski Team
- Missoula Ski Education Foundation
- Montana State University Ski Team
- Pioneer Mountain Education Foundation
- Red Lodge XC Foundation
- Showdown Ski Team/Central MT Ski Education Foundation
- Silver Run Ski Foundation
- Team F1
- West Yellowstone Ski Education Foundation

## North Carolina

- Appalachian Ski Mountain
- Asheville Ski Club
- Mennen Sports
- Sugar Mountain Ski and Snowboard Foundation

## North Dakota

- BWP Ski Team

## New Hampshire

- Abenaki Ski Team
- Attitash Alpine Education Foundation
- Bretton Woods Race Team
- Cardigan Mountain School
- Colby-Sawyer College
- Cranmore Race Team
- Crotched Mtn Competition Center
- Dartmouth Ski Team
- Ford K. Sayre Memorial Ski Council
- Franconia Ski Club ●
- Freestyle America
- Gunstock Freestyle Academy
- Gunstock Ski Club
- Holderness School ●
- Kimball Union Academy
- King Pine Race Team
- Loon Freestyle
- Loon Ski Club
- MacConnell Division
- Mount Sunapee Alpine
- Mount Washington Valley Ski Team
- Pats Peak Ski Club
- Plymouth State University
- Proctor Academy ●
- Ragged Mountain Ski Team of NH ●
- Waterville Valley BBTS ●
- Whaleback Mountain Club
- Wildcat Mountain Alpine Education Foundation

## New Jersey

- ARCS USA
- Mount Peter Race Club
- Mountain Creek
- Mountain Creek Competition and Education Foundation
- National Winter Activity Center ●

# U.S. SKI & SNOWBOARD CLUBS

## New Mexico

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

## Nevada

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

## New York

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

## Oregon

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

## Pennsylvania

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

## Utah

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

Rowmark Ski Academy ●  
 Snowbasin Sports Education Foundation  
 Snowbird Sports Education Foundation ●  
 Soldier Hollow  
 Solitude Development Team  
 Sundance Race Team  
 Team Utah Snowboarding  
 Teck 1 Racing  
 University of Utah Alpine Ski Club  
 University of Utah Ski Team  
 Utah Nordic Alliance  
 Wasatch Freestyle Foundation  
 Wasatch Nordic Ski Academy

## Virginia

Bryce Resort  
 Massanutten Ski Team  
 Wintergreen Race Team

## Vermont

Bromley Outing Club ●  
 Burke Mountain Academy ●  
 Castleton University Ski Team  
 Cochran Ski Club  
 Craftsbury Nordic Ski Club  
 Frost Mountain Nordic  
 Green Mountain Academy  
 Green Mountain Valley School ●  
 Harris Hill Ski Jump  
 Jay Peak Ski Club  
 Kelly Brush Foundation  
 Killington Mountain School ●  
 Killington Ski Club ●  
 Mad River Ski Club  
 Magic Mountain Alpine Training Center  
 Mansfield Nordic Club ●  
 Middlebury College Ski Team  
 Middlebury Ski Club  
 Mount Mansfield Ski Club ●  
 Mount Snow Academy  
 Mount Snow Training Center  
 Okemo Mountain School  
 Okemo Mountain Ski Club  
 Pico Ski Club  
 Quechee Alpine Ski Club  
 Saint Michael's College Ski Team

Smugglers Notch Ski Club ●  
 Stratton Mountain School ●  
 Stratton Winter Sports Club  
 Sugarbush Diamond Dog Team  
 The Hermitage Club ●  
 University of Vermont Ski Team  
 Willard Mountain Ski & Snow Sports Club  
 Woodstock Ski Runners Educational Program

## Washington

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

## Wisconsin

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

## West Virginia

Snowshoe Junior Ski Team  
 Timberline Race Team

## Wyoming

Black Hills Ski Team  
 Casper Mountain Racers  
 High Plains Nordic Ski Education Association  
 Jackson Hole Ski & Snowboard Club ●  
 Planet Ski International  
 Skiers Nordic of Wyoming

# 2018 U.S. SKI & SNOWBOARD AWARDS

## JULIUS BLEGEN AWARD

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

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



Photo © Scott Sine

## GOLD AWARDS

### **CLUB OF THE YEAR**

Alaska Pacific University

### **COACH OF THE YEAR**

Dave Reynolds and Mike Ramirez  
(U.S. Ski & Snowboard Slopestyle Team)

### **DEVELOPMENT COACH OF THE YEAR**

Troy Price (Rowmark Academy)

### **WESTHAVEN AWARD**

(top U.S. Ski & Snowboard technical delegate)  
Brad Ghent (Ski & Snowboard Club Vail)

# 2018 U.S. SKI & SNOWBOARD AWARDS

## SILVER AWARDS

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

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

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

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

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

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

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

**TEAM ATHLETE GIVING BACK AWARD**  
Kikkan Randall (Fast and Female)



Ritchie Date: West Family Cup



Tom Johnston: Bud and Mary Little Award



Utah Olympic Park: John J. Clair Award



Kikkan Randall: Buddy Werner Award, Team Athlete Giving Back Award, Finlandia Award



# 2018 U.S. SKI & SNOWBOARD AWARDS

## ATHLETES OF THE YEAR

- Adaptive - Tyler Walker
- Alpine - Mikaela Shiffrin
- Cross Country - Jessie Diggins
- Freeski - David Wise
- Freestyle - Jaelin Kauf
- Nordic Combined - Ben Loomis
- Ski Jumping - Kevin Bickner
- Snowboard - Jamie Anderson

## CLUBS OF THE YEAR

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

## COACHES OF THE YEAR

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



Matt Whitcomb and Jason Cork: Cross Country International Coach of the Year



Jaelin Kauf: Freestyle Athlete of the Year



Aspen Valley Ski & Snowboard: Freeski & Snowboard Club of the Year

# MAJOR EVENT PARTNERS



# THANK YOU PARTNERS



# SUPPLIERS AND LICENSEES



# MEDICAL SUPPLIERS



NICE





## U.S. SKI & SNOWBOARD

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[www.us Skiandsnowboard.org](http://www.us Skiandsnowboard.org)

