



HOME OF UNITED STATES SKI ASSOCIATION CENTRAL DIVISION REGION 2

April 24th 2016
Country Inn and Suites
Port Washington Wi

USSA CR2 MEMBERSHIP MEETING

Minutes

1. Call to Order - By John Manderfield at 9:35AM
 - a. Introduction
 - b. Attendance
2. Review and Approval Agenda - Approve
3. Approve Minutes from Fall Meeting ***Motion to approve minutes Scott Bence, Zeb, All Approved***
4. Review last Season
 - a. PA in Madison, ran well last year. Looking for more attendance next year. Will get on schedule next year. New updated criteria and comparison nationally.
 - b. PA in North, only Greatlakes attendance. Looking to expand and getting more attendance.
 - c. AO clinic went well. Need to encourage more parents to attend next year to fill positions.
 - d. Snow was challenging. Venues did the best they could.
 - i. Chestnut canceled
 - ii. Ripley moved to Marquette and had a good event
 - iii. Alpine - registration up - Considering starting earlier next year
 - iv. Glover - Good event. Learned we needed to work on U14 resets/seeding.
 - v. Lacrosse - Good R2 attendance. R1 did not promote.
 - vi. Nagy Mid-am - Great event. U19 selection. R2 - Made donation to Nagy of \$4,000 to Nagy scholarship. Ron L - Comment, very important venue an quality of event and skiing is important for R2.

vii. Indian Head Speed Project - Good well attended, Bad lost project feel.
125 athletes 2015 to 225 in 2016

viii. R234 Championship - Very smooth running event. Renamed Bob Hoskin Memorial race.

ix. Central Finale - Brule - Attendance down to 100 from 130 last year, Short term membership worked well and was easy to work through Google Drive.

- ** Need USSA National to provide a Google Doc with all legal wording for short term sign-up.
- Granite Peak uses Central Finale as a club championship.
- Attendance from R 1, 2, and 3.

x. Skills camp - Granite Peak - Great event. Need to work on attendance. 25 athletes this year. Working on plan for next year.

5. R2 Finances Eric Gee

- Book keeping system being upgraded
- Will have audited financials at Fall meeting
- Will have Race by Race P&L next year
- New accounting system in place
- June year end
- Have @ \$70,000 of assets and have system to track life
- Bank balance @ \$40,000

6. R2 Equipment

a. timing Eric Gee

- Inventory (See attached lists)
- Some items are getting old
- New timing / race management software rolled out this year. Easy to use and great system. Vendor of software very committed to support new features.

b. trailer John

- Inventory (See attached lists)
- Upcoming expense - bibs

7. CASC update Brewster

- CASC notes here - [CASC Proposals and Meeting Notes](#) (link)
- Sydney notes - Attached
 - Looking for input on discretionary picks process.

8. Committees Reports

- a. Venues and Scheduling Sydney, Ken, and John
 - Schedule to be published in September.
- b. Committee to look at two different sites for Qualifiers
- c. Communications and Volunteering Scott, Dave, and John
 - Send out DRAFT write up
 - Running better races Sydney, Eric Seaborg, and John
 - Main topic - better communication and coordination.
 - Use Twitter for announcement of activities.
 - Review if we are going to follow 24 hour prior to TCM to Add.
- d. Region Fees Eric Gee and John
 - Main funding is from R2 membership dues.
 - If all Central fees were the same across region, then we could use USSA site. Being worked on at USSA National for potential solution.
- e. Website Scott and Brad
 - Content and configuration will be built out over summer
 - 350 members registered in system
- f. Retention and Growth Sydney, Brad, and Dave
 - WJR / WJARA?
 - U19 what do I do next FIS?

- Goal is more athletes in USSA
- How does High school fit in?
- Lunar Cup Series?

9. Fall USSA CR2 Meeting in Milwaukee Sept 25th

10. New Business

- Sarah Roe - Congratulations for winning U16 Nationals SG
- Lakers offered Dec 10-11 for SkillsQuest event at Devils Head

11. Meeting Adjourned

Respectfully submitted,
 Dave Navin
 USSA R2 Secretary

In Attendance

Name	Club	BOD Member
Corbett Hefnes	GPK	
Ron Lawrence II	GPK	
Ron Lawrence	GPK	
Pete Johnson	MAD	
Jonathan Manderfield	R2	
Bob Larsen	HHL	
Will Nourse	LKR	
Maris Preditis	WIL	
Derrek Deubel	HHL	
Brewster McVicker	USSA	
Sydney Koop	MAD	X
Eric Gee	R2 - WIL	X
Jon Manderfild	R2	X
Eric Seaborg	GLSA	X
Ken Wentland	PKS	X
David Navin	SWA	X
Brad Butzke	PKS	X

Documents	Link / File
Spring Meeting Agenda	<<R2 Spring BOD agenda.pdf>>
Sydney's notes on CASC Coaches Call	<<CASC CC + Coaches Meeting Notes 4.23.2016.docx>>
Inventory reports	<<Inventory Report.pdf>>
Communications and Volunteering Proposal Feedback appreciated	<<Communication and Race Support.pdf>>
Retention and growth notes Dave Navin comments in Red to Sydney's notes	<<Retention.pdf>>
Sign in sheet	<<SignIn Sheet.pdf>>

Created with

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6. R2 Equipment

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- 7. CASC update Brewster
- 8. Committees Reports
 - a. Venues and Scheduling Sydney, Ken, and john
 - b. Communications and Volunteering Scott, Dave, and John
 - c. Running better races Sydney. Eric Seaborg, and John
 - d. Region Fees Eric Gee and John
 - e. Website Scott and Brad
 - f. Retention and Growth Sydney, Brad, and Dave
- 9. Comments from Floor
- 10. Fall USSA CR2 Meeting in Milwaukee Sept 25th
- 11. Meeting Adjourned

USSA Trailer inventory

QTY	Item	Product	Description	Unit Cost	Total Cost
			Equipment Trailer		
1	Trailer		2015 Equipment Trailer purchased 2015	4326.66	4326.66
160	Gate	SPM	Slalom Brush Gates 27mm x 72"	49	7840
80	Gate	SPM	Slalom Brush Gates 27mm x 60"	44.5	3560
50	Gate	SPM	hinge Stab in	28	1400
60	GS Panel	World Cup	GS Panels	24	1440
48	Stubby	SPM	Hero Gates	25.75	1236
24	Whisker Gate	World Cup	Whisker Gates Red and Blue	13.5	324
20	Brush Base	SPM	Spare Brush Bases	13.75	275
30	Bamboo	World Cup	Bamboo red and blue	15	450
6	Rake	World Cup	Snow Rake	47.5	285
4	Shovel	World Cup	Aluminum Snow Scoop Shovel	59	236
4	Shovel	World Cup	Square Deal Shovel Steel	35	140
8	Drill	18 Volt Drill	Dewalt 18 Volt Cordless Drill	99	792
8	Auger Bit	World Cup	30mm Diameter Snow Auger Bit	190	1520
2	Sign	World Cup	Course Open/Close	100	200
24	Radios	Motorola	Motorola MAG1 2 Channel	200	4800
6	Battery	Motorola	Motorola Spare Battery	50	300
180	Bibs	Reliable Racing	Athlete bibs 2 gender sets	22	3960
1	Scoreboard	World Cup	Scoreboard Laminated Lot	300	300
4	Tote	LOT	Office Totes	250	1000
			B Net Trailer		
1	Trailer		2006 B net Trailer Depreciated from new	1000	1000
52	B Netting	Barry	B Netting Protection	370	19240
20	Poles	Barry	B Net Replacement Poles	19.5	390
			GRAND TOTAL		55014.66

USSA REGION II TIMING EQUIPMENT

QTY	ITEM	PRODUCT	DESCRIPTION	UNIT COST	TOTAL COST
TIMERS					
4	TIMER	ALGE S4 TIMER	SUPER ACCURATE TIME BASE UNIT	\$2,000.00	\$8,000.00
SENSORS AND ACCESSORIES					
5	PRINTER	SEIKO DPU 414	SEIKO DPU PRINTER FOR ALL TIMERS	\$400.00	\$2,000.00
2	HEADSET	Q34	HEADSET WITH NORMAL CORD (2 METER, 6 FEET)	\$350.00	\$700.00
3	HEADSET	Q34/ XL	HEADSET WITH XL CORD FOR STARTER (5 METER, 16 FEET)	\$400.00	\$1,200.00
3	HEADSET	HS-1 HEADSET	HEADSET WITH SINGLE EARPIECE, SUPER LIGHTWEIGHT INDOOR	\$265.00	\$795.00
EQUIPMENT CONTINUED					
4	START BOX	ALGE STS n M2S FIS	DUAL CONTACT MANUAL CLOSE GATE WITH AMP, THREADED WAND	\$800.00	\$3,200.00
3	WAND	START WAND FIS	REPLACEMENT FIBERGLASS START WAND WITH 10MM THREADS	\$50.00	\$150.00
5	PHOTOCELL	PR1A	25M PHOTOCELL WITH REFLECTOR, BRACKETS, CABLE	\$950.00	\$4,750.00
PARTS					
7	CABLE		RLS1 RED START CABLE FOUR PHOTOCELL, 30 METER, (100 FOOT)	\$85.00	\$595.00
6	CABLE		BANANA TO BANANA JUMPER, 2 WIRE, 2 METER, (7 FOOT)	\$30.00	\$180.00
3	CABLE		TIMER TO PC DATA CABLE, DIN TO DB9	\$45.00	\$135.00
6	CABLE		GREEN AND BLACK POMONA 1 FOOT JUMPER FOR SV4 AMP/TIMY	\$25.00	\$150.00
1	CASE		PELICAN 1700 CASE FOR START (LONG CASE)	\$180.00	\$180.00
3	CASE		PELICAN 1610 CASE FOR TIMY SYSTEMS	\$300.00	\$900.00
1	CASE		PELICAN COMPUTER CASE	\$450.00	\$450.00
8	BRACKET		ALGE CHAIN BRACKET FOR PHOTOCELL, ETC. (EACH)	\$40.00	\$320.00
1			SPARE CABLES	\$400.00	\$400.00
20	PAPER	SEIKO PAPER	SEIKO DPU PRINTER PAPER, PER ROLL, 10CM (4") WIDE	\$3.75	\$75.00
1			REPAIR PARTS	\$450.00	\$450.00
4			TIMING SUPPLY TOTES filled w/supplies	\$250.00	\$1,000.00
3	PRINTER		HP All in One Printer	\$150.00	\$450.00
4	SOFTWARE		SPLIT SECOND SOFTWARE WITH 5 YEAR LICENSE	\$250.00	\$1,000.00
5	LAPTOP COMPUTER	Lenovo Computers		\$700.00	\$3,500.00
5	LAPTOP CASE			\$30.00	\$150.00
1			COMPUTER ACCESSORIES	\$450.00	\$450.00
2	15" MONITOR		DELL LCD DISPLAY	\$110.00	\$220.00
GRAND TOTAL					\$23,400.00

Updates from 4/23 CASC & 4/22 Friday Evening Coaching Meeting:

- **All CASC Files are here for review (Brewster's google drive):**
mailto:https://drive.google.com/folderview%3Ffid=0B5zQQn9QwPplfmdQYV9SYTBWLUdYRDR3bG1HNnp4d1A3Q2JWT1FjZnBZYWIKd1ZBajItZG8%26usp=drive_web
- **September 23/24 CASC** – Next CASC meetings will take place in Chicago this fall at the Marriott Courtyard Chicago (same as last years location).

Updates from USSA:

- **New Alpine Training Systems**
 - New ATS is being finalized and will be rolled out soon. Available on the google drive if you would like to review.
- **New Medals Testing**
 - Planned to be rolled out this year. We should see the new program this fall.
- **Skills Quest Participation**
 - USSA would like SQ to continue to be a focus at the clubs and would like to have each division have 2 SQ events per season. Last year R2 had one.
 - It was brought up that we need more coaches to be certified to score this event.

Proposals at CASC Reviewed 4/23:

- **U16 Qualifier**
 - Proposal: To have the Central Division come together in a 2 weekend Qualifying series for U16's. One weekend to be located in Region 1 and one weekend to be located in region 2, 3 or 4. The locations and dates would be determined by agreement of one representative from Region 1 and one representative from Region 2, 3 or 4.
 - The motion was not passed and so we will continue with separate qualifying series (R1 and R234).
- **U14 in Scored Races**
 - Proposal: Allow first and second year U14 racers to race in 2 scored race weekend per year in region races prior to JCs. No out of division scored races prior to JCs.
 - Rocky division currently allows 2 for 2nd U14s prior to JCs and then they have a couple races after JCs. Allows crossover to ski with older athletes and the focus is not on chasing points but about the opportunity to ski with the older athletes/higher competition.
 - Proposal was approved.
 - At the coaches meeting on Friday there was discussion on if we should just move all U14s to scored races. We should discuss a region and if we feel another adjustment needs to be made we can propose to CASC.

- **U14 JC Seeding**
 - Proposal was to have central U14 athletes seeded by overall qualifying ranking rather than by each specific event.
 - Proposal was taken off the table and will be evaluated by the U14 devo subcommittee. They will bring back a new proposal at fall CASC once Rocky has made a decision on how they will proceed with seeding at JCs going forward. Rocky may move to World Cup pts versus best 2 place finishes for seeding. World cup points would be consistent with how they handle U16s making it easier for families to understand the process.
- **Sponsor motion at USSA Congress for a Test Joint USSA/FIS Tech Race**
 - Proposal is to do a test event that is a Tech race with FIS and USSA U16 and older athletes within one race using the USSA penalty generated in the FIS race. This would be modeled after the already contested combined USSA/FIS speed events in Rocky.
 - Motion was approved to take this to congress. Details need to be worked out.
- **Youth Coordinator Role**
 - Proposal for Rocky/Central youth coordinator to focus on development of U16 and under athletes in R/C. Position will be in rocky but they would travel to central. Central would pay for a third of the cost to employee this person and therefore the person would spend a third of his/her time with central athletes. This has been a need in our division for a long time and everyone seems to be excited about this position as it provides a much needed focus for our younger athletes.
 - Darlene will map out a better job description, final costs and travel schedule plan for this role.
 - Finance committee will review and see where we can fit this into our budget (may need to cut costs somewhere or come up with different revenue source).
 - Motion passed and it was agreed that central would provide \$20K towards the role.

USSA National Proposed Updates (to be reviewed at Congress in May):

- **Updated Equipment Matrix:**
 - USSA is working to continue to align as best as possible with FIS requirements but with some flexibility with the USSA system. Committee that includes coaches reps and equipment manufactures come up with all recommendations.
 - They are planning to change the requirements for U16 SG skis to a min 183 length and a min radius of 30M. Concern was expressed about this taking place this season given the number of athletes/clubs with 27M skis on hand for speed events. USSA believes that they are

- providing enough advance notice for athletes to adjust to the change for this coming season and feel it is the right move for the future.
- There was a suggestion to USSA from the Friday coaches meeting to allow U19 women to ski on a 150 slalom ski for USSA races (currently required to be on a 155 which is in line with FIS). On the men's side the FIS rule is 165 but they are allowed to race a 155 for USSA races.
 - For all detailed changes see the google drive.
 - **Updated course setting matrix**
 - Full report and details are on the google drive but fairly minor adjustments
 - **Intent Deadline**
 - Reduce intent deadline from 28 to 21 days. Full details on google docs.
 - **120 Point Rule**
 - Proposal suggests removing the 120 point requirement to attend events in Canada and instead would limit athletes from racing out of North America if they have over 100 points.
 - This is good for central so that we can easily race in Canada. Full details on the google docs.
 - **Slalom Delay Gate**
 - Proposal eliminates the 6M minimum from turning pole to delay gate. Full details see the google docs.
 - **USSA National Championships**
 - Proposal to have a USSA National Championships instead of the current U19 Nationals. Idea is to create a clear path for USSA competition from divisional and state series racing to regional championships and culminating in the USSA National Jr. Championships.
 - This is one solution to help us with our retention issues from the U16 to U19 years. Chip said that the goal would be to have this ready for this season and it would be an exciting event similar to U14/U16 Jr. Champs.
 - Brewster discussed our FIS/USSA athlete numbers. Currently just 65% of men and 49% of women in central who have USSA licenses also have a FIS license (that are of FIS age).
 - **U19 National Performance Series**
 - Proposal outlines changes in quotas. For details see google docs.
 - **U16 National Performance Series**
 - Proposal to create a formal U16 National Performance series based on a similar project between the NTG group and the eastern region that has been successful. Idea is to find more ways for our top U16s to go come together and compete head-to-head.

Other Discussion Topics:

- **Discretionary Picks for Jr. Champs.**

- Current process: Coaches submit discretionary picks. The four coaches reps vote and the coaches chair is the tie breaker.
- Does anyone feel this process should change?
- There was discussion about including Brewster on the voting committee.
- **Granite Peak Spring Fundamentals Camp**
 - Granite peak held a two day spring fundamentals camp the first weekend of April. Although there were only a few non-GPST athletes that attended, the event went VERY well and is something as a region/division we should market stronger for next season.
 - Weekend focused on fundamentals with drills, skillsquest components, parallel dual slalom mixed with fun events for the kids including a pizza party.
 - Next season planning to host the event March 30-April 2nd. Discussed the possibility of adding AO clinics, a spring coaches and/or general membership meeting. There a lot of possibilities but the key will be to publish it and market it throughout the season as this gives our athletes a great end to the season and a great start to the next!
- **Lunar Cup**
 - At the CASC meeting Saturday, Region 1 recapped their Lunar cup race series which they feel was a tremendous success for them this past season. It was designed to bring in new racers into USSA with 4, one-day races throughout the season culminating with overall awards. They kept it local to MSP and incorporated a balance of SL/GS. They lost about \$500 but gained during the season 5 new full time members and expect to gain more full times athletes next year. They are looking to expand this to older age groups for the coming season.
 - R2 is reviewing this program for next season with a focus on the R2 metro markets (MKE/MSN/CHI).
 -

Communication and Race Support

Tuesday, April 12, 2016 11:02 PM

Sub-Committee: Communication and Race Support

Purpose / Mission: Define the types and frequency of communication needed to support R2 Races, Projects and Supporting infrastructure.

Tactics: (to accomplish mission statement)

- 1) Prepare a timeline of when and what we need to disseminate information to Region 2 members.
- 2) Work with other sub-committees and the R2 BOD to make sure information is published as defined.
- 3) Request that the R2 BOD require each club in R2 to have a non-coach representative appointed to handle communication to their respective club.
- 4) Utilize our website as the primary vehicle and utilize Sport-Engine capabilities and other vehicles as tools evolve.
- 5) Create a R2 checklist, which is supplemental to USSA published materials, to ensure consistency in all of our events.
- 6) Define a process of subscribing volunteers pre-race day and race day.

Tactic details:

- 1) Publish Race events by ____
Publish Project dates and details including ____
Publish introduction and a document defining why and how USSA fits into your athletes development
Publish How to beginners guide to R2
- 2) Get a list of items and due dates of information each committee wants published to the membership. Note, this committee will provide the process and vehicle, each committee will supply content.
- 3) Define role of a club representative and provide content for each representative to deliver
 - A club representative will be responsible for:
 - o Helping educate new parents and athletes
 - o Answer basic questions and provide conduit for questions that they cannot answer back to the BOD.
 - I.E. How do I get into USSA
 - Costs
 - How to sign up
 - o Assist in securing volunteers from their club for races and projects
- 4) We have a sub-committee setting up our website, Once configured, this committee can help support activities.
- 5) USSA has a master packet of information, create a simple scaled down check list that points to each of these documents and supplements the process.
 - Do we want a timeline for each race such as sanction agreements defined on a calendar for the BOD?
 - What other items may go on this list / timeline?
 - Pre arrange and work with TD to set-up Refs and setters prior to TCM. Only use the TCM to switch out or fill in. (Not sure if this is legal)

6) Race support

- Have Sport Engine configured for each race before season starts. Make it race specific.
- Have ___ person communicate to club rep weekly then daily leading up to a race about sign up for athletes and volunteers
- Close sport engine 2 days before a race and print large sign-up sheet for race. Sell tickets where this sheet exists and nicely remind parents as they pick-up tickets that we need to fill x open spots and please subscribe.

Side note: at alpine the moms selling tickets very nicely asked if the parent had signed up before giving them the tickets. This filled in our list completely prior to the start of the race.

Retention

Tuesday, April 12, 2016 11:26 PM

From: Sydney Koop [<mailto:sydney@madalpine.com>]

Sent: Monday, April 11, 2016 9:46 PM

To: Dave Navin <dnavin@spee-dee.com>; Sydney Koop <sydney@madalpine.com>; craig S. <cspidle@burnsmcd.com>

Subject: Re: R2 Subcommittee: Athlete Retention

Dave/Craig:

I am not sure if we will have a chance to talk between now and our potential board member conference call later this week. I sent John an email again tonight asking for details on athlete numbers to ensure we have the problem we think we have versus just perception.

In the meantime, I am going to try and reach out to Joe Paul in region 1 and maybe a few others to get their input into these issues since ultimately this is bigger than just a region 2 issue. We can do things within our region to help but I think there are also many larger initiatives that need to be considered at CASC. A couple of questions to ensure that the three of us are on the same page are listed below. Can you take a few moments to review and let me know what you think?

Issue 1: Membership drops when athletes move to U19 year.

Suggestion: We should create an education piece that can be given to the clubs and automatically sent to all athletes' parents near the end of their U16 second season. Piece should include information on options (they can continue with USSA racing and/or FIS racing), explain FIS racing, explain how they get registered for FIS, key events that take place including a championship event in Colorado at the end of the season, etc. Key information they need to know and anything else that will bring appeal. Thoughts?

I agree on your points, one item to balance is the amount of time HS students are able to take off. If there is a larger event to qualify for should it be 3-4 days vs a week?

Re: High school racing, when an athlete qualifies for HS nationals, are the nationals seeded on USSA points? If yes, would / could this help drive attendance if parents / athletes know this?

Issue 2: Athlete engagement at all levels (lower levels gravitate to Jr. leagues)

Suggestion: USSA racing is not just for top level athletes. It has become this in R2 but it's not this way in most other areas of the country. As I mentioned before, I am not sure I have a good answer here. My gut says that all we can do is provide the best USSA product possible, market it and hope that it brings more athletes into our race arena. The more athletes we have, the more levels we will have and the more comfortable lower level athletes will become (provided they are still having fun). I am working on a potential "Lunar Cup" series recommendation for next year in the athlete recruitment subcommittee. Lunar cup would be 4 one day races (likely on Sundays to encourage WJR athletes to attend) at current USSA race venues that will be on the calendar for next year. I am working on ways to make this exciting for the athletes that attend. Thoughts?

R2 and Central have a unique geographic issue to deal with. There is no good answer that is apparent. Another view on this is that WJR is a high quality product that fits a need. What could USSA offer WJR? My brother Mark and I were discussing this and he has ideas but

nothing that fits all of R2 or Central. WJR is very localized to the Milwaukee Metro area and this is a part of its attraction to its members. Low cost, one day, club supported. The WIJARA model I think has more 2 day events and I am not clear on their demographics. What could we offer them? When I raced USSA R2 had a North and a south sub region for Select and then you moved up to Elite when you dropped your points to a level and then could also be involved with FIS. I also think there were 1 or 2 North/South combined races. It appears that WJR and WIJARA have filled this North/South model that existed 30 years ago. Lots of ramblings... not sure where I am going.

Issue 3: Getting USSA athletes to show up to all/more USSA races throughout the season

Suggestion: Implement for next season an overall awards for the top X amount of athletes in each age group. Region 1 does this and calls it the planet cup (details:

<http://www.skifast.com/nonscored>). Goal will be to encourage athletes to come to more races.

We would need to make it exciting. Thoughts?

I think this is a great starting point. My concern is that it is not excitement holding people back, but not sure what is holding them back.

What about a survey question(s) on this topic and design our programming based on membership wishes not on BOD directive? Maybe a hard sell but have clubs send out the survey to all its members that are not involved in USSA. Questions could start like this:

- 1) Is / are your athlete(s) members of USSA - Y/N
- 2) What ages and gender are your athletes - (Could make a multi choice selection on Google Form)
- 3) How many of the x events do you plan on attending this year?
- 4) If your athletes is not a member of USSA what would encourage you to get them involved?
- 5) If your athlete is a member of USSA what would encourage you to attend more of the races?
- 6) What would make a USSA more attractive / fun to attend?
- 7) If you have attended a USSA race, what would you like to see changed?