

# BEST IN THE WORLD



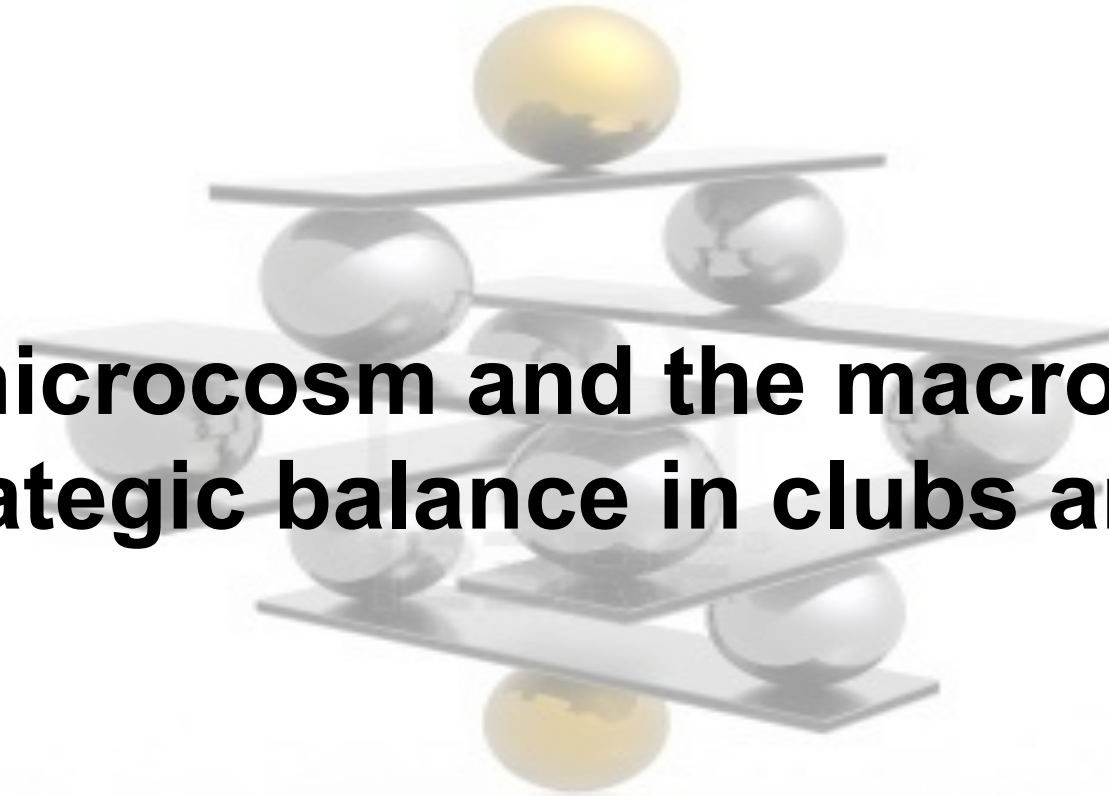
## **Club Excellence Conference** *The Power of Partnership*

**The A,B,C's of Strategic Balance in USSA Clubs**  
Brian Krill, *USSA Club Development Manager*

May 12, 2015

**Or...**

**The microcosm and the macrocosm  
of strategic balance in clubs and the  
USSA**



**BEST  
IN THE  
WORLD**



**U.S.  
SNOWBOARDING**

**U.S.  
FREE  
SKING**



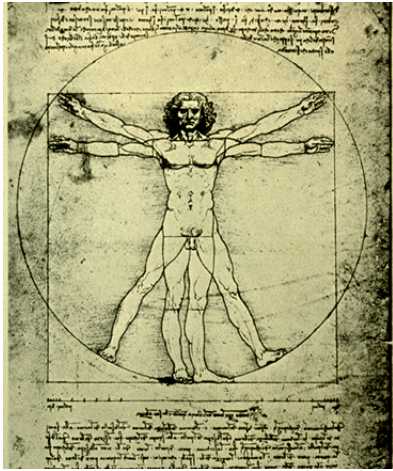
# Strategic?

- Relating to the identification of long-term or overall aims and interests and the means of achieving them
- Carefully designed or planned to serve a particular purpose or advantage

**BEST  
IN THE  
WORLD**



# Balance?



**BEST  
IN THE  
WORLD**



# 3 Volunteers Please



**BEST  
IN THE  
WORLD**



# Principles of Balance?



- ✓ Things are always changing
- ✓ A broader base is better – but not too broad (strategic)
- ✓ Its easier to balance on a solid base
- ✓ Everything is interconnected

**BEST  
IN THE  
WORLD**



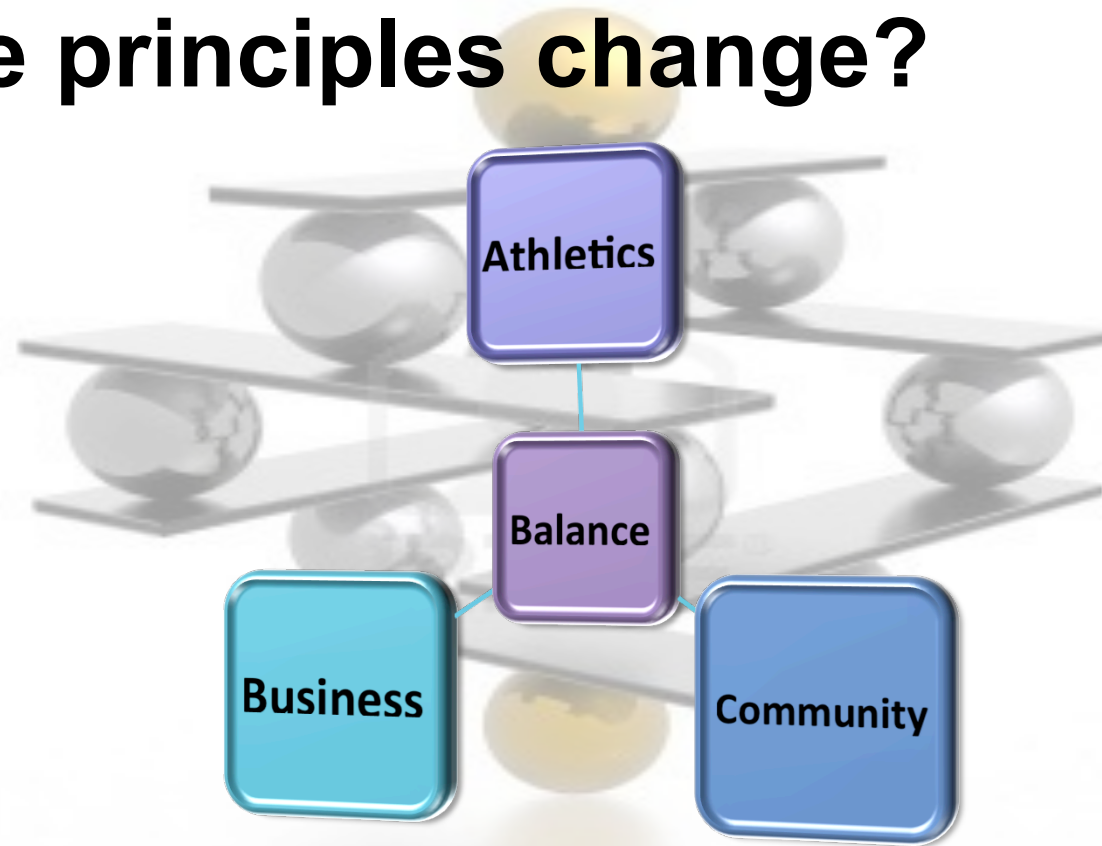
**U.S.  
SNOWBOARDING**

**U.S.  
FREE  
SKIING**





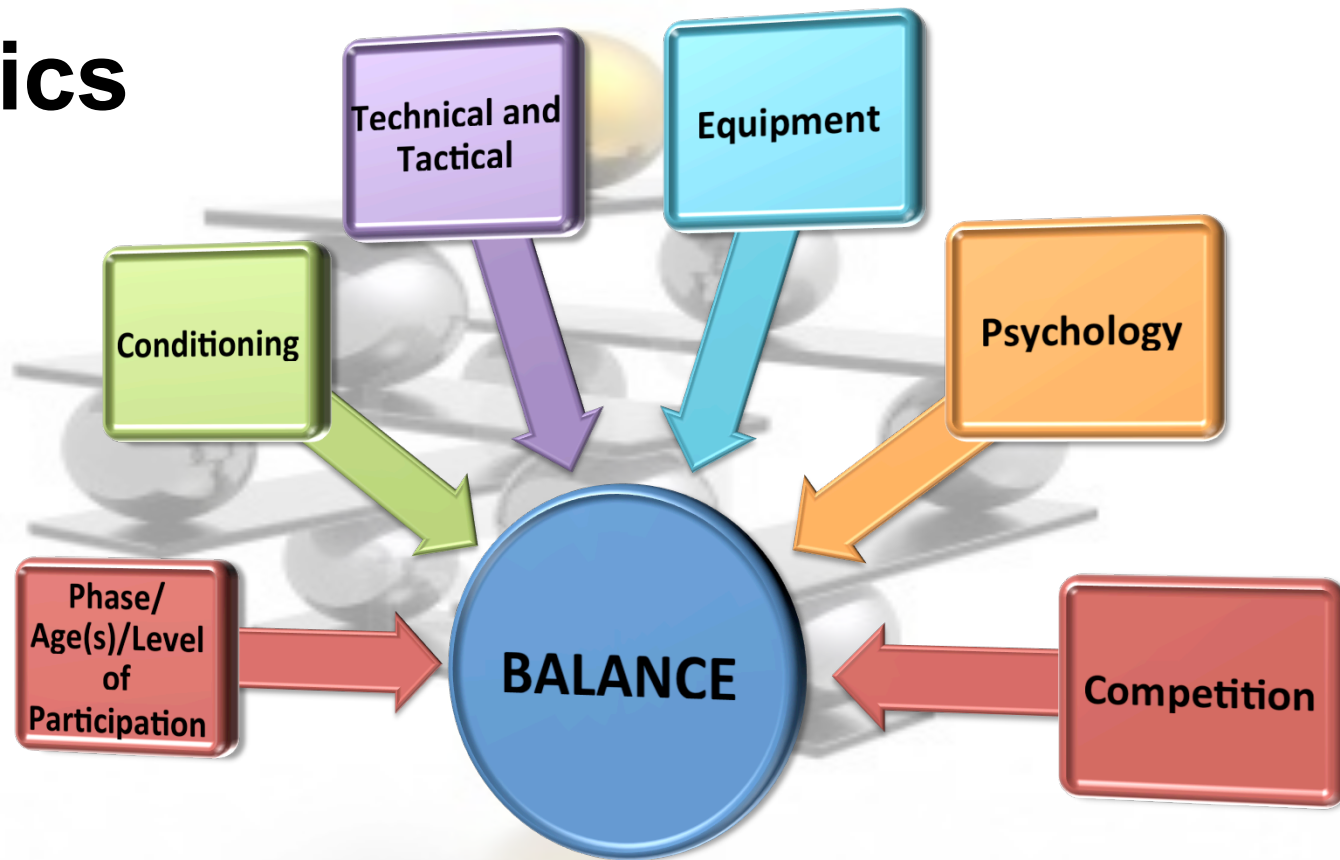
# Do the principles change?



**BEST  
IN THE  
WORLD**



# Athletics



**BEST  
IN THE  
WORLD**





# Business



**BEST  
IN THE  
WORLD**



# Community

- Whom do we serve?
- How do we serve them?
- What is our community today? Tomorrow? 5 years? 10 years?
- Who supports our mission and vision? Why?
- How do we continue to build and foster community?
- Are we balanced with our community?

**BEST  
IN THE  
WORLD**

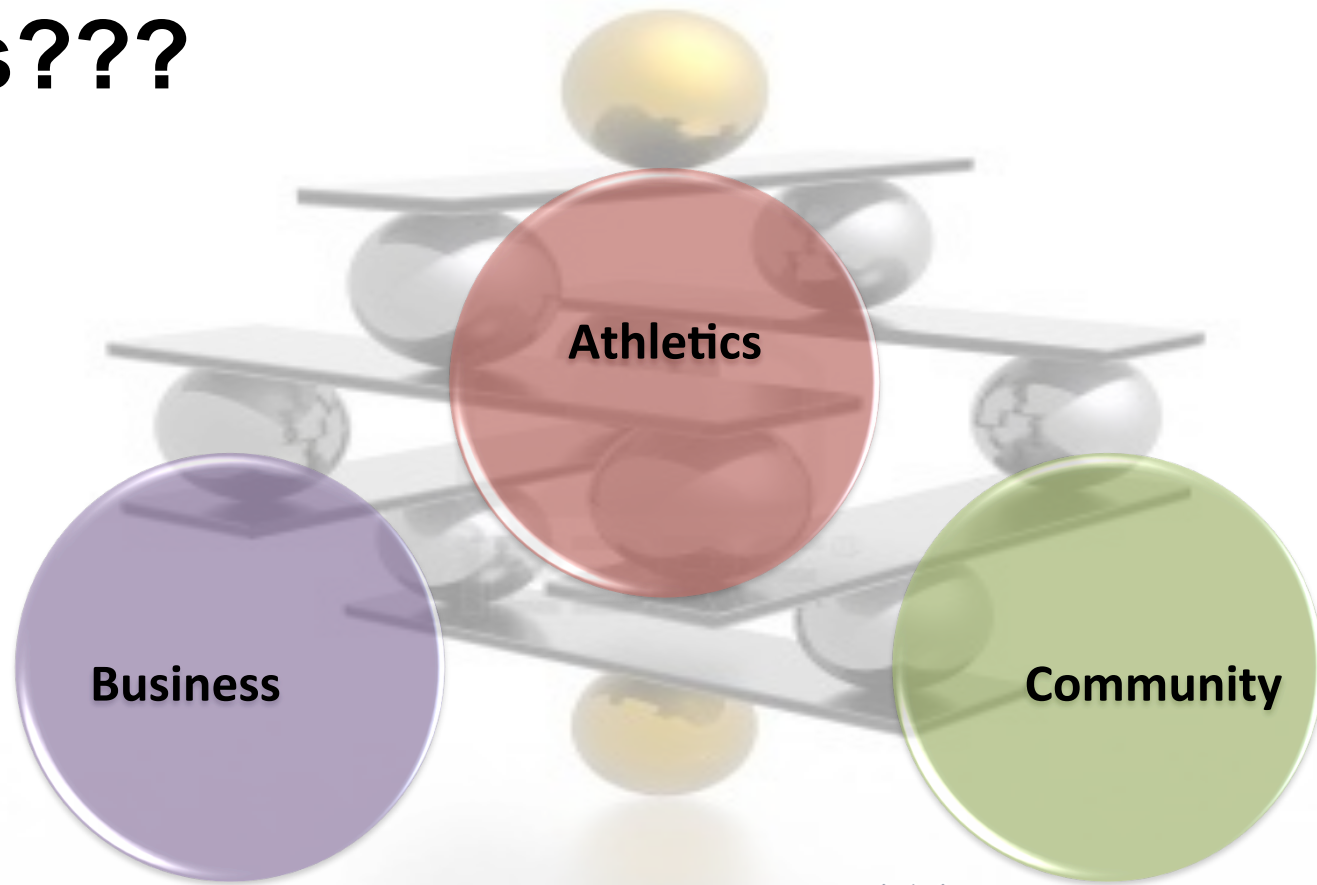


**U.S.  
SNOWBOARDING**

**U.S.  
FREE  
SKIING**



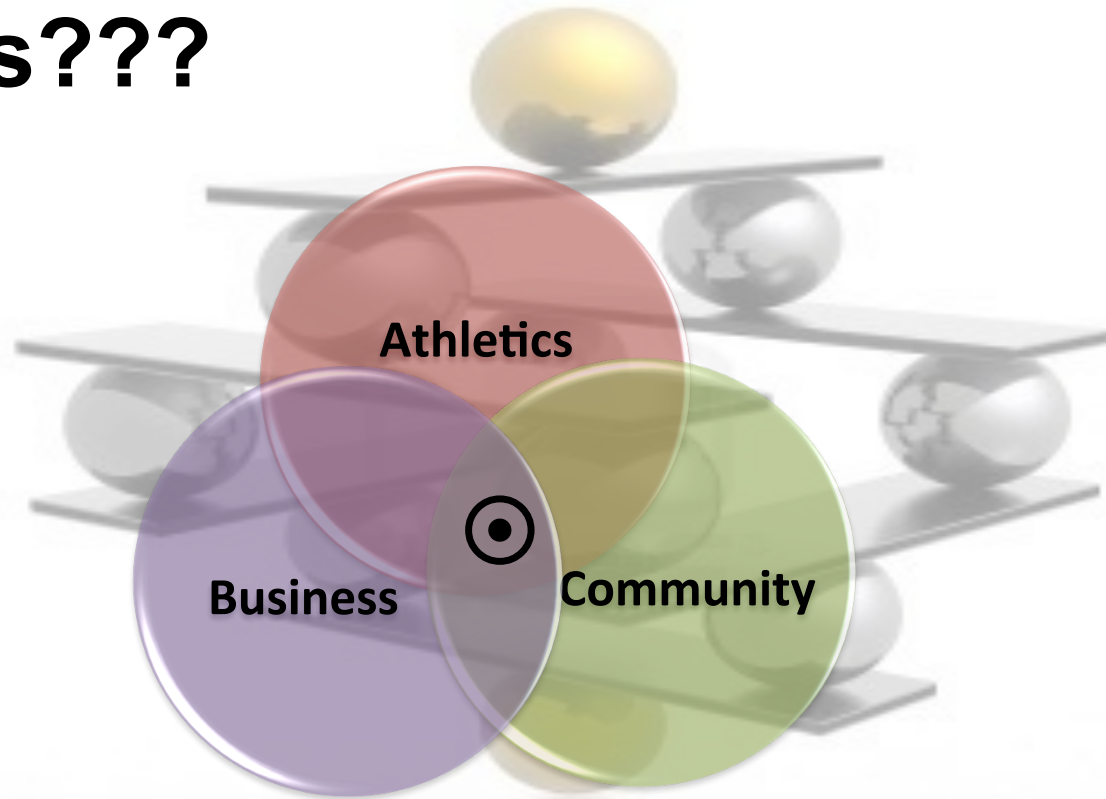
# This???



**BEST  
IN THE  
WORLD**



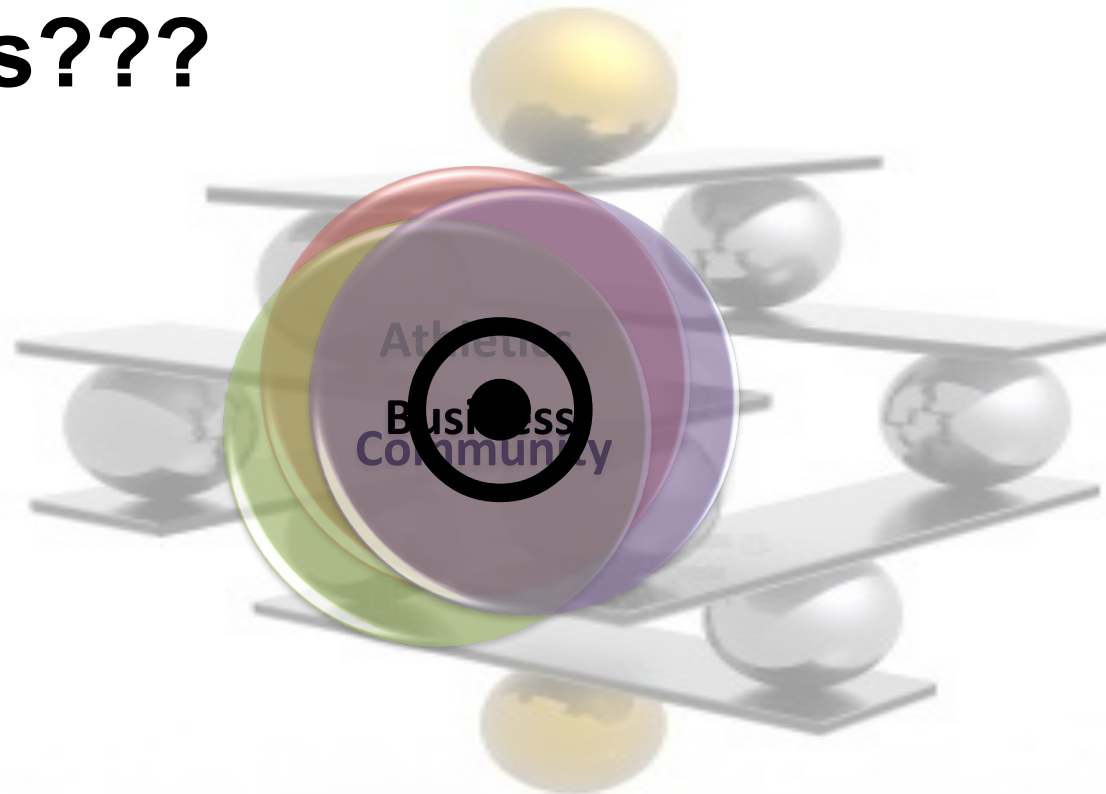
# Or this???



**BEST  
IN THE  
WORLD**



Or this???



**BEST  
IN THE  
WORLD**





# EXCELLENCE

An Elite Performance Conference for USSA Clubs



**BEST  
IN THE  
WORLD**





# Breakouts A

- **Building and sustaining a strategically diverse board.**
- **Creating different levels of programming for optimal performance and participation – new approaches to athlete retention strategies.**
- **Mental Skills training: process and outcome goals.**

**BEST  
IN THE  
WORLD**



# Breakouts B

- **Key roles and responsibilities for event management.**
- **How a club can pursue community education initiatives.**
- **Best practices in athlete evaluations for all stages of development.**

**BEST  
IN THE  
WORLD**



# Breakouts C

- Maximizing the USSA club and host resort partnership.
- A look at youth development around the world.
- “Know before you go” - Best practices for educating USSA athletes and club communities about avalanche protocols and mountain safety.

**BEST  
IN THE  
WORLD**



# Breakout D

- A demonstration of AMP Sport.
- Snowmaking, surface, projects with resorts and the effect on training and competition.
- Developing a professional coaching staff.

**BEST  
IN THE  
WORLD**



# Sport Specific Breakouts

Club Development and Certification coverage and exposure in:

- Cross Country, Nordic, Nordic Combined
- Alpine
- Snowboarding and Freeskiing
- Freestyle

**BEST  
IN THE  
WORLD**



# Special Thanks to our Community!

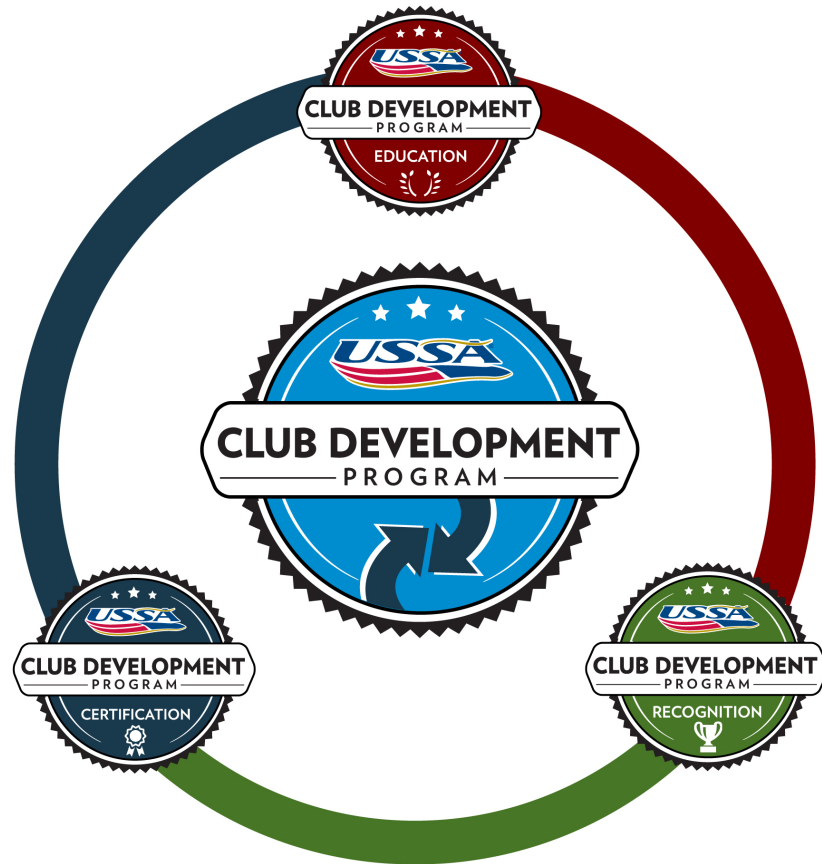
- World Cup Supply – Conference and Dinner Sponsor, USSA Partner
- INSIGHTREPLAY – Premium Exhibitor
- Forward Ski Systems – Premium Exhibitor
- AMP Sport – USSA Partner
- RallyMe – USSA Partner
- HKD Snowmakers – USSA Partner
- American Institute of Avalanche Research and Education (AIARE)
- American Specialty Insurance – USSA Provider
- USSA Clubs
- All presenters

**BEST  
IN THE  
WORLD**





# Thanks!



**BEST  
IN THE  
WORLD**

