

SUBJECT TO CHANGE



2017 U.S. Ski & Snowboard Club EXCELLENCE Conference
"Athletics, Business, and Community - A, B, C's of U.S. Ski and Snowboard Clubs"
DoubleTree by Hilton Park City, 1800 Park Ave, Park City, UT 84060.



Special thanks to our conference title sponsor – World Cup Supply

Sunday, May 7

12:00-1:00pm **Registration** – Anna Hosmer, U.S Ski and Snowboard Sport Education Coordinator – J.J Ehlers, U.S. Ski and Snowboard National Rankings Coordinator (DoubleTree Lobby)

1:00-1:30pm **Welcome and Plenary Session** (Summit A/B)

1:30-2:45pm **U.S. Ski and Snowboard Club Partnerships & Goals** – *Luke Bodensteiner, Executive VP/ Athletics - Troy Taylor, High Performance Director - Calin Butterfield, High Performance Coordinator - Ellen Adams, Club Development Manager - Jon Casson, Sport Education Director (Summit A/B)*

3:00-4:00pm **Breakout Session A**

- a) **U.S. Ski and Snowboard Coach Education Program Updates** – *Jon Casson, Sport Education Director & Chris Packert, Coach Development Manager (Summit A/B)*
- b) **U.S. Ski and Snowboard Membership, CLIP insurance** – *Sheryl Barnes, Director of Member Services (Mountain View)*
- c) **Club, Resort and Community Relationships Panel** – *Jim Boyne, Executive Director Steamboat Springs Winter Sports Club - Brian Krill, Executive Director Jackson Hole Ski Club – Yuriy Gusev, Executive and Athletic Director Central Cross Country Ski Association – Peter Korfiatus, Director of Athletics Mammoth Mountain (Ivers/Hearst)*

4:15-5:15pm **Breakout Session B**

- a) **Coaching Innovation** - *Jon Casson (Summit A/B)*
- b) **Strategic Planning** - *Ceil Folz, Ceil Folz Consulting – former President and CEO Vail Valley Fnd (Mountain View)*
- c) **Planning and Executing a World Class Event Panel** – *Panel Moderator Eric Webster, U.S. Ski and Snowboard Senior Director of Events – Todd Kelly, Squaw/Alpine Meadows Program Director - Pat Callahan, Race Director Aspen – Herwig Demschar, Powder Corp Senior VP - Killington (Ivers/Hearst)*

Please Clear Summit A/B Room for Banquet Dinner Set Up

6:30pm Cash Bar

7:00pm Banquet Dinner – World Cup Supply Sponsor
vegetarian option available upon request

Keynote Speaker

Dr. Wade Gilbert

Dr. Wade Gilbert is an award-winning professor in the Department of Kinesiology at California State University, Fresno. Dr. Gilbert's areas of expertise include coaching effectiveness, talent development, and sport psychology. He has coauthored over 100 coaching and sport science publications and is regularly invited to serve as a featured speaker at coaching events around the world. Dr. Gilbert is the Editor-in-Chief for the International Sports Coaching Journal and co-edited the Routledge Handbook of Sports Coaching. He is a coach education advisor for world-leading sport science publisher Human Kinetics, and provides practical guidance to thousands of coaches and athletic directors through his role as the 'Coach Doc' (<http://www.asep.com/>). As a result of his many contributions, Dr. Gilbert has served as a coaching consultant to dozens of organizations ranging from school districts, collegiate teams, the United States Olympic Committee, the Coaching Association of Canada, and the United Nations.

email education@ussa.org (Summit A/B)

7:30pm **Building Cultures of Excellence - Keynote Speaker – Dr. Wade Gilbert, Professor, Department of Kinesiology at California State University, Fresno (Summit A/B)**

Monday, May 8

8:00-9:30am **Student Athletes: Academic Best Practices - Julie Glusker, U.S. Ski and Snowboard Head of Athlete Career & Education (Summit A/B)**

Break

9:45-10:45am Breakout Session C

- a) **Youth Sports in America: Money, Expectations and the Road to Nowhere-** Travis Dorsch, Assistant Professor and Founding Director of the Families in Sport Lab Utah State University (Summit A/B)
- b) **Professional Development – What, Why, How –** John Cole, Ski and Snowboard Club Vail, Human Performance Director (Mountain View)
- c) **Creating Successful Community Partnerships -** Charlie Sturgis, Executive Director Mountain Trails and Heinrich Deters, Park City Property, Real Estate, Trails and Open Space Manager (Ivers/Hearst)

11:00am-Noon Breakout Session D

- a) **Mental Training from 10,000 feet to Boots on the Ground -** Dr. Jim Taylor, Sports Psychology (Summit A/B)
- b) **American Specialty Insurance and Risk Management –** Jina Doyle, American Specialty Insurance (Mountain View)
- c) **Snowmaking 101: basic principles and science of snowmaking, trail design, calculations and cost analysis –** Charles Santry, HKD President and Ben Siefert, HKD Sales and Technology (Ivers/Hearst)

Noon-1:30pm Lunch Break

1:30-2:00pm **Podium Club Awards and Announcements – Ellen Adams (Summit A/B)**

2:00-2:30pm **SkillsQuest Fitness – U.S. Ski and Snowboard Staff (Summit A/B)**

2:45-3:45pm Breakout Session E

- a) **U.S. Ski and Snowboard Training Systems New Findings–** Ellen Adams and Jon Casson (Summit A/B)
- b) **Keys to Hiring Best Practices –** Steve Cohan, U.S. Ski and Snowboard Club Consultant (Mountain View)
- c) **Fundraising: Engaging your Community –** Ceil Folz, Ceil Folz Consulting; Former President and CEO Vail Valley Foundation (Ivers/Hearst)

Departure

Tuesday, May 9 – optional morning sessions

9:00-9:30am Know Before You Go, Avalanche Awareness Presentation – Jon Casson (Summit A/B)

10:00-11:00am Community Interest Breakouts- (session length will vary)

1. Tour of Utah Olympic Park – 11am- Noon - 3419 Olympic Pkwy, Park City, UT 84098
2. Hike and Coaching Discussion – Meet in the Center of Excellence Lobby – Led by Jon Casson
3. Competing after High School – Sara Bergstrom, Rowmark and Laura Sullivan, USCSA (Summit A)

U.S. Ski and Snowboard would like to thank World Cup Supply for their continued support of the Club Excellence Conference. Please visit them at

www.worldcupsupply.com

