

SUBJECT TO CHANGE



2017 U.S. Ski & Snowboard Club EXCELLENCE Conference

Sunday Opening Session: U.S. Ski and Snowboard Club Partnership Strategies and Goals

Luke Bodensteiner, U.S. Ski and Snowboard Executive Vice President/Athletics

Troy Taylor, U.S. Ski and Snowboard High Performance Director

Calin Butterfield, U.S. Ski and Snowboard High Performance Coordinator

Ellen Adams, U.S. Ski and Snowboard Club Development Manager

Jon Casson - U.S. Ski and Snowboard Sport Education Director

Clubs are our sport's biggest asset to athlete recruitment and development. Representatives from U.S. SKI AND SNOWBOARD 's Athletics, High Performance and Club Development programs will discuss the many ways we can work together to support each other, increase our respective mission impact and deliver our programs with excellence.

Breakout Session A

A. U.S. Ski and Snowboard Coach Education Program Updates

Jon Casson - U.S. Ski and Snowboard Sport Education Director

Chris Packert - U.S. Ski and Snowboard Coach Development Manager

U.S. Ski and Snowboard has undertaken an ambitious project to revise and align the Level 100 Coach Certification program and standards across all U.S. Ski and Snowboard sports simultaneously. Significant improvements to the Level 100 program will be launched in the fall of 2017. Jon Casson, U.S. Ski and Snowboard Director of Sport Education, and Chris Packert will summarize these changes and show you the efforts to improve the professional development of **U.S. Ski and Snowboard's** most important resource--our coaches.

B. U.S. Ski and Snowboard Membership and CLIP Insurance

Sheryl Barnes - U.S. Ski and Snowboard of Member Services

U.S. Ski and Snowboard offers a variety of membership categories to suit all ages, sports and participation levels. Memberships range from full season offerings to short-term memberships good for a single event. This session will provide detailed information on membership options, tools and benefits, including the U.S. Ski and Snowboard Club Liability Insurance Program. It will also provide information about Fast Start and background Screening compliance.

C. Club, Resort and Community Relationships: Access to and Management of Training and Competition Venues

Brian Krill - Jackson Hole Ski Club, Executive Director

Jim Boyne - Steamboat Springs Winter Sports Club, Executive Director

Yuriy Gusev - Central Cross Country Ski Association, Executive and Athletic Director

Peter Korfiatus, Director, Department of Athletics, Mammoth Mountain Ski Area

U.S. Ski and Snowboard is very much dependent on good working relationships with their resorts and/or community when it comes to access to and management of safe, appropriate and well-maintained training and competition venues. This panel of experts will share information and provide examples about how U.S. Ski and Snowboard clubs can successfully work with their communities and/or resort partners to ensure successful, mutually beneficial and sustainable outcomes in line with a club's mission, vision and values.

Breakout Session B

A. Coaching Innovation

Jon Casson, U.S. Ski and Snowboard Sport Education Director

Creativity and innovation are the engines that drive progress. As coaches, we should always be looking for the most effective and impactful methods to help our athletes progress. Oftentimes, the creative process is seen as artistic inspiration rather than a logical process. In this session, Jon Casson, U.S. Ski and Snowboard Director of Sport Education, will outline some of the factors that need to be in place and the process to find new and inventive methods of coaching.

B. Strategic Planning

Ceil Folz, Ceil Folz Consulting; Former President and CEO Vail Valley Foundation

Strategic planning is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, ensure that employees and other stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment. It is a disciplined effort that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future. Effective strategic planning articulates not only where an organization is going and the actions needed to make progress, but also how it will know if it is successful. This session will walk you through the fundamentals of creating an effective plan.

C. Planning and Executing a World Class Event – Panel Discussion

Todd Kelly - Squaw Valley/Alpine Meadows Teams Program Director

Pat Callahan - Aspen Valley Ski Club, Alpine Race Director; Chief of Race Aspen World Cup Finals

Herwig Demschar – Powdr Corp, Senior Vice President / International Business Development and Chair of Killington's World Cup Local Organizing Committee.

Moderator: Eric Webster, U.S. Ski and Snowboard Senior Director, Events

Putting on a world class event is a tremendous undertaking and requires co-leadership and a serious commitment of time and resources from a variety of stakeholders. Representatives from three organizations involved in hosting U.S. World Cup events this season will share their experience of what worked well, why, and what some of the challenges were.

Keynote Speaker – Building Cultures of Excellence

Dr. Wade Gilbert, Professor, Department of Kinesiology at California State University, Fresno

What is the difference between those who sometimes win and those who demonstrate consistent competitive greatness? The answer lies in an awareness of the guiding principles used to create cultures of continuous improvement and competitive excellence. Principles shared in this session are drawn from research on the world's best performers, and examples from the presenter's 20 years of applied research and consulting. Audience members will leave with a better understanding of how these principles can be used to optimize talent development in sport.

Monday General Session:
Student Athletes - Athlete Education: Academic Best Practices*

Julie Glusker, U.S. Ski and Snowboard Head of Athlete Career and Education

Round-table discussions of learning challenges, opportunities and variables, including:

- Learning environment - physical, resources, academic, and emotional
- Attendance concerns – time in seat vs. remote
- Curricula – accreditation, appropriate rigor, scaling and timelines
- Differentiation of learner needs/goals
- Scheduling and timing – semester/quarter/monthly/weekly

*We will share best practices and participants will create high level learning/education plans.

Breakout Session C

A. Youth Sports in America: Money, Expectations and the Road to Nowhere

Dr. Travis Dorsch - Assistant Professor and Founding Director of the Families in Sport Lab in the Department of Family, Consumer, and Human Development at Utah State University.

The topic of working with sport parents is always a vibrant debate. Having documented the impact of children's youth sport participation on parents and families while pursuing his doctoral studies at Purdue University (Sport and Exercise Psychology), Dr. Dorsch's current research includes a complementary focus on the role of youth sport participation on family relationships and family interaction. In this presentation, Dr. Dorsch discusses the current state of youth sport and provides practical solutions to enhance the roles parents and coaches play in their efforts to provide a positive experience for their youth athletes.

B. Professional Development: What, Why and How

John Cole – Ski and Snowboard Club Vail, Human Performance Director

Professional development is critical to staff performance, satisfaction and retention, as well as continued organizational improvement. Investing in the development of staff expands their knowledge, increases their skills and sets them up to achieve or exceed their goals. This presentation will provide information about how to plan, fund and implement a successful professional development program.

C. Creating Successful Community Partnerships

Charlie Sturgis – Mountain Trails Foundation, Executive Director

Heinrich Deters - Park City Property, Real Estate, Trails and Open Space Manager

Mountain Trails Foundation is a member-driven, non-profit organization dedicated to building, maintaining and protecting trails for non-motorized recreation in the Park City area. Creating and maintaining a seamless, year-round trail system is a monumental undertaking. Mountain Trails works closely with Park City Municipal, Snyderville Basin Special Recreation District, Deer Valley and Park City Resort. Work done by these organizations, along with efforts from open-space advocates such as Summit Land Conservancy, have created one of the most extensive, continuous trail systems in the nation. This presentation will cover how to build community partnerships (including public-nonprofit partnerships), manage regulatory aspects associated with property and trails, and work with other entities on funding, contracts and public relations.

Breakout Session D

A. Mental Training from 10,000 Feet to Boots on the Ground

Dr. Jim Taylor - U.S. Ski and Snowboard Sports Psychology

This workshop will explore mental training at both program and practical levels. The first half will focus on offering a new vision for mental training in U.S. ski racing that likens it to physical training (comprehensive, structured, and consistent). This new mental training approach is based on a defined performance model, practical information, exercises, and tools, and can be integrated into clubs' overall athlete development programs. The second half of the workshop will explore two practical mental tools (mental imagery and routines) that clubs can incorporate into their off-snow and on-snow training to provide mental training proactively and to raise the quality of their racers' training efforts. The goal of the workshop is for attendees to leave the workshop with a new perspective on mental training and some practical tools they can use to help their athletes achieve their ski racing goals.

B. Risk Management and Club Insurance Considerations

Jina Doyle, American Specialty Insurance

American Specialty Insurance, U.S. Ski and Snowboard insurance provider, will provide an overview of all insurance considerations for U.S. Ski and Snowboard clubs. There will also be time provided for specific questions and answers regarding general club insurance issues as well as U.S. SKI AND SNOWBOARD 's Club Liability Insurance Program (CLIP).

C. Snowmaking 101: Basic Principles and Science of Snowmaking, Trail Design, Calculations and Cost Analysis

Charles Santry and Ben Siefert/HKD Snowmakers

The challenge of securing early season terrain for U.S. Ski and Snowboard clubs is common within our industry. For many mountains, unreliable snowfall and lack of available snowmaking makes consistent training in the early season often difficult or impossible. Professionals from HKD Snowmakers will explain ways you can increase your snowmaking capacity and improve your training opportunities.

Breakout Session E

A. U.S. Ski and Snowboard Training Systems – New Findings

Jon Casson, U.S. Ski and Snowboard Sport Education Director

Ellen Adams, U.S. Ski and Snowboard Club Development Manager

The U.S. Ski and Snowboard Training Systems were developed in 2006 to serve as a roadmap to guide the athletic programming for U.S. Ski and Snowboard Clubs and Coaches. The Training Systems have undergone a major revision for 2017 with more detailed and specific training recommendations. U.S. Ski and Snowboard Sport Education recently surveyed all U.S. Ski and Snowboard Podium Certified clubs to determine exactly what our top clubs are actually doing in the field on a daily basis. This session will outline the findings of those survey and present how they will be incorporated into the new Training System matrices.

B. Keys to Successful Hiring Practices

Steve Cohan – U.S. Ski and Snowboard Club Consultant

There are many steps hiring managers must take to fill an open position. These include sourcing applicants, screening candidates, interviewing, skills assessment, writing the offer and onboarding the new employee. In the mad rush to hire someone to fill an empty spot, many

managers overlook a few key areas that can be the difference between rushing into the costly mistake of hiring the wrong candidate and finding the perfect person to fill a position. This session will provide you with some tips that will help ensure you hire the best people who will improve your organization and help you achieve the greatest mission impact.

C. Fundraising – Engaging Your Community

Ceil Folz, Ceil Folz Consulting; Former President and CEO Vail Valley Foundation

Generosity is a place where communities can come together to support an individual or non-profit. Engaging your immediate and extended supporters is essential to raising funds and involves sharing your story, updating your community and communicating your gratitude. Ceil will talk about ways different size non-profits can grow their revenue and positively impact their community and mission.

Optional Tuesday Morning Sessions and Tour

Know Before You Go - Avalanche Awareness

Collegiate Ski Racing, USCSA - Competition Alternatives After High School

Round Valley Hike and Coach Discussion

Tour of Utah Olympic Park