



**U.S. Biathlon Association, Board of Directors Meeting
9:00 A.M. October, 23, 2017
Meeting Minutes, Submitted by Art Stegen, Secretary**

I. Call to Order

Chairman, Bill Burke called to order the Board of Directors meeting of the U.S. Biathlon Association at the U.S Olympic Training Center, Lake Placid, NY on October, 23th, 2017 at 9:00 A.M.

II. Roll Call

Members of the Board of Directors present for the meeting were: Bill Burke, Bill Alfond, Phyllis Jalbert, Art Stegen, Jerry Baltzell, Sarah Konrad, Lowell Bailey, Sarah Studebaker, Jerry Baltzell, Halley Steward and Jim Page. Also attending the meeting were CEO/President Max Cobb, High Performance Director Bernd Eisenbichler, Danika Frisbie and Leif Nordgren. The members present represented a quorum.

III. Opening Remarks

Bill Burke thanked the members for their attendance and reviewed the agenda for the meeting. He asked for approval of the minutes from the previous meeting which he received and was so approved. He told the members that the up-coming year would be exciting and something to look forward with anticipation. He requested that Max Cobb present his report to the members.

IV. CEO/President's Remarks

Max Cobb began his report by remarking that the Association is at an exciting point and one of increased interest in terms of growth and professionalism. Growth has been experienced in the Mountain region with on-going development at Casper Mountain, Soldier Hollow and Bozeman. He mentioned Lowell Bailey and Rob Rosser's efforts that are behind much of the growth. He also told the members that there was increased interest from the cross-country ski community. He said that there was an increased focus on plans and meeting the needs of development, saying that since 2014 Development and High Performance were now consolidated under the direction of Bernd Eisenbichler. The Talent Identification Camp and Talent Group camps had produced two new potential athletes with successful cross-country experience. Max asked Bernd to review those activities and plans.

Bernd explained the basis of the Development Strategy by focus on five key elements: Improved Awareness, Partnership with USBA Regions, Coaches Education, USBA Planning and USBA Leadership. Improved Awareness includes improving website, public information, Informational brochures, promotional video and info kiosks at

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venues. Partnerships was hoped to be developed through regional coordinators, USBA staff visits, Town Hall meetings and building a “regional identity and pride”. Efforts in Coaches Education included developing an “Athlete Development Model”, establishing working groups, redesign, publish and implement a Coaches’ Manual and hosting clinics and webinars. USBA Programs are to include recruiting camps and events, outreach to the NCAA, development summits, international exchanges and racing programs. USBA Leadership goals are to hire a Development Coordinator, develop Regional Coordinators, Regional Development plans, and implement coaching education. Discussion followed among the members concerning building out financial planning achieving the goals of the Development Strategies.

Bernd commented on the staff and high performance in reference to the upcoming Olympic Games. He reviewed the National Team’s training camps and felt the team is in the right place now. He said that the team knows what it needs to work on and that bringing back Per Nilsson as the head coach and Mattias Hallquist for the fast ski project will augment the team’s preparation. USOC Service providers Sean McCann, Susie Parker, Randy Weber and Gerold Sattlecker will add additional value to their preparation in areas of psychology, physiology, nutrition and consultation on shooting. He said the outlook according to the plan is for 5 men and 4 women for the World Cup and for the 3 open positions on the Olympic team are fair and open according to the qualification system. The staff at the Olympic Games will be the same as for the World Cups and the goals are for achieving a medal winning performance and knowing that every effort was made towards winning.

Max Cobb reviewed IBU/USOC matters saying that the IBU is in a strong financial position with new broadcast contract increasing to 5 million Euros for the next quadrennial. Soldier Hollow was granted a renewal of their IBU license and bid on a 2019 World Cup with a proposal also made by Canmore, Canada for the same period. He said there are still a number of “doping case” to be adjudicated. The LA 2028 “smart presentation” to the IOC creates some stability and Los Angeles will have a difficult challenge for sponsorship, but the USOC/LA joint marketing agreement may help. The 2018 Games preparation is going well.

Concerning fundraising Max told the members exposure through the NBC Olympic Channel may be helpful but that marketers are currently in a “risk adverse” conservative position and the USOC is experiencing similar difficulty. He told the group that Adidas will end their sponsorship for biathlon following the 2018 Olympic Games. On other budget matters he indicated that Auto Europe’s contribution of \$50,000 would provide budget relief. The IBU awarded an additional \$57,000 and the Annual Campaign netted \$110,000. But that there was still an additional \$300,000 required to close the budget gap and that the Euro-Dollar exchange could have a dramatic impact on the budget. Field work for the Annual Audit had been completed. Concerning staffing Max announced that George Voight would become the new office manager and include responsibilities of membership, website, and be the point of contact for membership and clubs.

V. Athlete's Report

Lowell and Sarah reported that they had received results from a survey of athletes and that their choice for communication was via e-mail. Most indicated positive impacts of early race schedules and communication on a timely basis. They also indicated that athletes were pleased with the transparency of the organization.

VI. Committee Reports

The Safety Committee has implemented the USOC's Safe Sport requirement and reviewed the requirements of background checks, USOC education and Federal legislation on the subject.

VII. New Business

The potential date for Board of Directors attendance at the Olympic Games in Korea will be to arrive on February 8, 2018. The date of the Annual Meeting was set for November 28th, 2017 at 5 P.M. via teleconference.

VIII. Adjournment

The meeting was adjourned at 11:30 A.M.