



**U.S. Biathlon Association, Board of Directors Meeting
October 8 & 9, 2016
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 US Olympic Training Center, Lake Placid, NY on October 8, 2016 at 12:30 P.M.

II. Roll Call

Members of the Board of Directors present for the meeting were: Bill Burke, Art Stegen, Phyllis Jalbert, Susan Miller, Sarah Konrad, Jim Paige, Lowell Bailey, Brian Olsen, Holly Stewart, Sara Hall, and Carolyn Bramante. Jerry Baltzell was present by teleconference phone call. Also attending the meeting were CEO/President Max Cobb, Director of Sport Bernd Eisenbichler, Scott Riewald, Mitch Pole and Chris Snyder of the USOC and Zach Hall. The members present represented a quorum.

III. Opening Remarks

Bill Burke welcomed the members to what he characterized as exciting times and better financial status. He reviewed the agenda for the meeting and the events planned for that evening's Awards and Recognition dinner. He asked for approval of the minutes from the previous meeting which he received and was so approved. He then turned the meeting over to CEO/President Max Cobb.

IV. CEO/President's Remarks

Thanking the members for attending the earlier Committee meetings, he asked that Bernd Eisenbichler to give a presentation of the Concept Paper of USBA Development.

Bernd began by calling attention to the document previously provided to the members that had been in development since the previous year. This document was a concept paper that analyzed the current state of biathlon in the U.S. from both the high performance levels and the functioning development systems as compared to other successful nations. Using this information to examine the current state of biathlon development in the five geographical regions across the country the paper presented five central themes that were expected to lead to a structured system of long-term athlete development capable to sustaining international success. The very challenging themes were:

Meeting Minutes – USBA Board of Directors Meeting – 8-9 October 2016

- Leadership and coordination by the U.S. Biathlon staff to ensure that programs put in place regionally provide the foundation for long-term athlete development and success – requiring a new staff position in 2018.
- Partnership with regional programs to ensure excellent coaching is available in each region – requiring resources to support regional programs.
- Improved awareness and attention to the sport nationally through greater media output and further use of digital and social media – plan new staff and coordination with the USOC and the European Broadcast Union.
- Robust programming including regional competitions, recruiting camps, regional and national training camps and national competitions.
- Coaches education programming and materials that ensure high quality coaches are present within each region and development.

Bernd then gave a power point presentation outlining the information presented in the Concept Paper. The main issues of the presentation were that since 2014 development and high performance were now “under one roof” and the need to improve and re-establish of a good relationship with the regions and clubs. It reviewed the need for strong regional programs coordinated with USBA, awareness of sports activities and training opportunities, coaches education and partnerships with educational institutions. Bernd reviewed the “state of the sport” in the five geographical regions and the need for a coordinator’s position that would become central to recruiting both athletes and volunteers as well as getting alumni involved. He referred to the coordinator be being a Development Manager and being specifically focused on domestic development.

Bernd concluded his presentation with a review of the National teams, the results of the talent ID camp and the upcoming planned activities.

Max then asked Chris Snyder, Director of USOC Coaching Education to give a presentation on the USOC’s activities at the USOC level. Chris explained the resources made available and the new Mobile technologies online (mobileteach.teamusa.org) and the American Development Model (APM). He also reviews some valuable research done by his department that analyzed sports participation by youth that indicated 70% of children aged 3-11 drop out of sport by the age of 13 and that of those who continue only 11% participate through high school. Only 5% continue participation as undergraduates and just .3% would achieve the high performance level of professional sports. These statistics have a great impact on biathlon recruiting, especially in light of the fact that there are now high school or college programs for the sport thereby making both recruiting and retention a difficult problem.

Following Chris Snyder’s presentation Scott Riewald, the USOC High Performance Director explained how the USOC supports and allocates its sports science resources. He explained that there was a high level of “trust” between the USOC and USBA and that the USOC has a positive image of USBA efforts. Sports psychology was an area where that support was consistent in the person of Sean McCain, but it also provides help with nutrition, health monitoring and intervention as well as administrative and financial support. He pointed out that the U.S. teams are the best in the world at dealing with unexpected event and problems and finding solutions as recently observed at the Rio Summer Olympic Games.

Meeting Minutes – USBA Board of Directors Meeting – 8-9 October 2016

Mitch Pole, USOC Marketing Director followed Chris Snyder by explaining how the USOC is sharing information on their marketing research and how a switch to more digital research is able to grow the USA Team fan base by talking directly to those fans.

The meeting was adjourned until the following due so that the members could meet with the athletes at the ski jump training site. After meeting with the athletes the members attended the Awards and Recognition dinner where the achievements from the previous year were honored and four new inductees, Julie Newnam, Kari Swenson, Holly Beattie and Patrice Jankowski were welcomed to the USBA Hall of Fame. Julie, Kari and Holly were members of the women's World Championship relay team of 1984 that achieved the Bronze medal, the first of any kind for the U.S.A. All were biathlon pioneers as some of the first women participants and Patrice was a member of the first U.S. Olympic Biathlon team to include women in 1992.

The meeting re-convened at 9:00 A.M. at the UOTC. Bernd continued a review of national team activities and explained that a more individualized focus, mostly in Lake Placid was required due to the different needs between veterans like Lowell Bailey and young seniors like Sean Doherty. This created a need for some new training ideas. He reviewed the USOC service providers: Sean McCann, psychologist; Susie Parker, nutrition; Randy Wilber, physiologist; Matt Emmons and Gerald Saltlecker, shooting consultants. He explained the early season World Cup schedule and that he and Max would visit Pyeongchang in late October. A similar strategy of combining wax research with the U.S. Ski Team and the "Fast Ski Project" would continue. He also announced that the major goal of the season would be to have improved mixed relay results, finding another top woman competitor and doing well in the men's relay.

V. IBU/USOC Matters

In updating IBU actions Max pointed out what had been earlier mentioned by Scott Riewald that the Rio Olympic Games were very successful and the USOC was most pleased their ability to solve problems and find solutions to unexpected events. He commented that the USOC attitude was one of avoiding the "blame game" and represents a positive approach. He told the members that the USOC financial status is good; however their support is still tenuous on successful outcomes. Currently there is good support for USBA and is performance driven. Max was elected to the Chair of the NGB Council and will attend the IBU Congress at the end of August where a controversial decision to award Russia the World Championships was made. WADA is demanding an explanation of this decision and following the release of the McLaren Report, the IBU Executive Committee will meet. Max was elected as the VP of Sport and will be on that Executive Committee. Max mentioned that Lowell Bailey is now an Athlete Representative and voiced concern to IBU President without much impact, but hoped that the media will force more attention to the issue. The IBU is well funded and auditors had suggested that IBU wasn't spending enough on support while preserving \$50 million in cash without much transparency.

Max announced a new online membership renewal and profile update beta version that some members had already experienced and would be available for full use in the new membership year. Concerning fund raising he told the members it was a

Meeting Minutes – USBA Board of Directors Meeting – 8-9 October 2016

good year with over \$117,000 so far, without including major gifts, which is a record high for the effort. A goal of \$1 million had been established in matching program in honor of former Chairman Larry Pugh. A two-year USBA Foundation effort, it had already reached \$700,000.

VI. Finance and Budget

There is currently no corporate title sponsor and this represents a deficit in the \$250,000 budget of \$35,000. Efforts were taking place to secure a sponsor and progress would be updated. A motion to approve the budget was approved. The Annual audit was expected to be ready in November in time for the Annual meeting.

VII. Staffing

A new office manager was hired and a new position for an administrative assistant and director of fundraising has been advertised.

VIII. Committee Reports

Athlete's Report: Carolyn Bramante reviewed the results of respondents concerns to a survey of National team junior and seniors and masters athletes. Most respondents were proud to be part of the program but felt some improvement in development was needed. Questions about the X-team selection and discretion were raised but there was strong support for the leadership. New Athlete Representatives Sara Hall and Haley Stewart were welcomed at their first meeting.

Safety Report: Two new requirements from the USOC, a by-law revision to refer all grievances to the National Center for Safe Sports and the need for an amendment to the waiver form to include wording for the National Center for Safe Sport needed to be completed.

XI. New Business

A new Development Committee to implement the new Development Strategy announced at the meeting was named. The members of this committee are: Bernd Eisenbichler, Jim Page (Chair), Sarah Konrad, Tim Burke, and John Madigan.

A tentative date for the Annual Meeting was proposed for a Teleconference on November 30, 2016 at 5:00 P.M. Eastern Time.

X. Adjournment

The meeting was adjourned for Executive Session at 11:30 A.M.