I am a newcomer to USA Volleyball (as of January 2017) and some might find it strange for me to be commenting on the organization’s accomplishments in 2016. Yet it is exactly those achievements and USA Volleyball’s solid foundation that attracted me to this role.

I couldn’t be more honored to be a new member of the team working alongside all our athletes who so proudly represented the USA last year in Rio. Not only did they prove to be wonderful role models for the millions of volleyball fans across America, they did so with commitment, bravery and success!

At the Rio Games, the United States was the only country, other than Brazil, to earn more than two Olympic medals from all of the volleyball disciplines and it did so with grit and determination. Our men’s and women’s indoor teams each brought home bronze medals as did the beach duo of Kerri Walsh Jennings and April Ross. The success continued at the Paralympic Games, where our U.S. Paralympic Women’s Sitting Team brought home gold after a powerful victory in the finals over China and was recognized by the U.S. Olympic Committee as the “Best Paralympic Team.” Congratulations to our athletes, coaches, trainers and supporting staff in all three of our disciplines for a wonderful performance.

Yet the benefits of our success at the national team level go much further than the medals our athletes receive. They inspire boys, girls, men and women across the United States to connect with and participate in the game of volleyball - and the numbers are there to prove it. USAV’s membership in 2016 was nearly 334,000, representing an all-time high and a growth of 2.8 percent over 2015. Furthermore, our indoor high performance participation in 2016 was hugely successful with more than 1,700 girl and boy athletes in training programs across the U.S. – representing a 14.8 percent growth over the 2015 participation. USAV’s beach program hosted 54 high performance events comprised of 350 elite athletes from 25 states and our teams medaled in 24 of the 30 podium places in the Beach HP Championships.

This solid foundation attracted me to USAV and spurred my desire to utilize my background in sports marketing, media, digital and ecommerce to bring the organization to new heights. As we embark on 2017, I look forward to building the brand awareness and affinity of our organization and our athletes and to working with USAV’s 40 Regional Volleyball Associations to further grow grassroots participation in all of volleyball’s disciplines. We will expand our sponsorship and e-commerce offerings to generate larger revenue streams and reinvest these funds in training, coaching, events and facilities to support the grassroots members as well as our high performance and national team programs.

2016 was a great year for USA Volleyball and I am convinced that our best days have yet to come.

JAMIE DAVIS
USA Volleyball, CEO
The 2016 Rio Olympic and Paralympic Games took center stage for USA Volleyball. The excitement was everywhere, from the amazing bronze-medal performances in Olympic beach and indoor volleyball to seeing the Men’s Sitting Team compete in the Paralympics for the first time since 2004, and of course the triumph of our Women’s Sitting Team coming home with those shiny gold medals. These accomplishments are made possible by the hard work of those on the court and off. The intensity of the teams on the court is matched by that of staff behind the scenes, the grassroots efforts of the 40 USA Volleyball Regional Volleyball Associations, and the leadership of the many volunteers in our governance structure. I would like to take a moment to thank all of those on and off the court who make USA Volleyball thrive.

The year 2016 also brought us the foundation for a new start. In this timeline moment of USA Volleyball’s history, we embraced the opportunity for change. Prioritizing the business side of our sport in a new way will help enhance and continue the competitive excellence of our national teams and, at the same time, create new ways for the public to enjoy and participate in beach, indoor and sitting volleyball.

I would like to thank the USA Volleyball Board of Directors for their efforts in leading the search for our new executive leader, Jamie Davis, who comes to USA Volleyball with unprecedented credentials and fresh eyes to help redirect our focus for the future. We anticipate the next steps toward the Tokyo 2020 Olympics and Paralympics with great excitement and confidence.

LORI OKIMURA

USA Volleyball, Chair, Board of Directors
Nicky Nieves
Female Sitting Most Improved

U.S. Paralympic Women’s Sitting Team
Best Paralympic Team

USA Volleyball Team of the Year

Heather Erickson
Female Sitting Player of the Year
The **U.S. Women’s Sitting Team** provided one of the great moments of the 2016 Paralympic Games in Rio de Janeiro when it swept China in the final to win its first Paralympic gold medal. It was the first time that China did not win the Paralympic gold since women’s sitting volleyball made its debut at the 2004 Paralympic Games in Athens.

The victory gave the U.S. Women the world No. 1 ranking for the first time.

The **U.S. Men’s Sitting Team**, making its first Paralympic appearance since 2004, placed eighth at the Paralympic Games. Although it didn’t advance from pool play, it played very well in several matches, including pushing Germany to a fifth set.

Both teams also competed at the Intercontinental Cup in March in China. The U.S. Women took gold, beating China twice, while the U.S. Men finished seventh.

The U.S. Women also won three-out-of-five matches against Russia at the USAV Open National Championships and won the Dutch Tournament in July.

- The sitting division of the Opens Championships had 10 teams.
- Received $31,000 in new funding through donations, grants and events supported.
- Conducted seven A2 camps with 44 unique athletes (16 for their first time) and 11 unique coaches participating throughout the year. February’s camp included five scrimmage matches with Canada’s men’s and women’s sitting national teams.
- Six grassroots activities were conducted throughout the year in Dallas, Clarkesville (Ohio), Queens (New York), San Diego, Anaheim and Salt Lake City. A new community-based sitting tournament was developed in San Diego.
- Elliot Blake oversaw the sitting volleyball competition of the Invictus Games – an international multi-disabled sport competition for ill/injured military members, founded by Prince Harry. The finals were broadcast live on ESPN3.
Rachael Adams
Female Indoor
Most Improved
The **U.S. Women’s National Team** finished 2016 with a 27-4 record, culminating with bronze at the 2016 Olympic Games.

Team USA entered the Olympics ranked No. 1 in the world and went 5-0 in Pool B, defeating Puerto Rico, Netherlands, Serbia, Italy and China. The U.S. breezed by Japan in the quarterfinals, which had all four teams from Pool B winning to advance to the semifinals. In the semis against Serbia, American star middle Foluke Akinradewo was injured near the end of the first set in a 25-20 U.S. victory. The U.S. could not overcome her absence and lost in five sets despite leading 11-8 in the final frame. Team USA bounced back to win the bronze-medal match over Netherlands. Akinradewo and Alisha Glass were named to the Olympic Dream Team as Best Blocker and Best Setter, respectively.

Earlier in the year, the U.S. Women won the NORCECA Olympic Qualification Tournament in front of thousands of fans in Lincoln, Nebraska, to earn a spot in the Olympics. The Americans also earned silver at the 2016 FIVB World Grand Prix, falling to Brazil in an epic, five-set gold-medal match in Thailand. Rachael Adams was named the World Grand Prix’s Best Middle Blocker while Kim Hill was chosen Second Best Outside Spiker. The U.S. placed third at the Pan American Cup, played concurrently with the World Grand Prix Finals, using a roster mixed with college athletes and recent college graduates.

Outside hitter Jordan Larson was named USA Volleyball’s Female Indoor Athlete of the Year, while Adams was tabbed Female Indoor Most Improved Player of the Year.
Max Holt
Male Indoor Player of the Year
The **U.S. Men’s National Team** capped its 2016 season with the bronze medal at the Olympic Games in Rio de Janeiro. In the third-place match, the U.S. came back from an 0-2 deficit to beat Russia, 23-25, 21-25, 25-19, 25-19, 15-13. Veteran outside hitter Reid Priddy, who entered the match as a substitute in the second set, helped spark the comeback.

It was the fifth men’s indoor Olympic volleyball medal – the second bronze to go with three gold medals – for the United States. Reigning Olympic champion Russia, the most decorated men’s team in history, was left off the podium for the first time since Atlanta in 1996.

Outside hitter Aaron Russell was named to the FIVB men’s volleyball Dream Team for the Olympic Games. Setter Micah Christenson finished first among setters with 340 running sets and three faults in 31 sets (10.97 running sets per set). A running set is generally defined as a set that puts a hitter against zero or one blocker.

Libero Erik Shoji finished first among diggers (1.81 digs per set) and second among receivers (75 excellent receptions and 11 faults on 166 attempts). Outside hitter Taylor Sander led all receivers (81 receptions and eight faults on 166 attempts).

Opposite Matt Anderson finished second among all scorers with 128 points on 108 kills, 10 blocks and 10 aces. Middle blocker Max Holt finished second in blocks with 20 (.65 per set) and second in aces with 12 (.39 per set).

The bronze-medal finish improved the U.S. Men’s FIVB ranking from fifth to tied-for-second with Poland.

U.S. Men’s Head Coach John Speraw has signed to coach the team through the 2020 quadrennial.
April Ross / Kerri Walsh Jennings
Beach Team of the Year
April Ross and Kerri Walsh Jennings came back from a difficult semifinal loss to beat the top-seeded Brazilian team of Larissa Franca and Talita Antunes and win the bronze medal at the Olympic Games.

Phil Dalhausser and Nick Lucena finished fifth, the top finish for the men.

Dalhausser was voted the FIVB’s Best Men’s Setter and Ross was voted the FIVB’s Best Women’s Server.

FIVB

The USA finished the 2016 season with the following top 10 rankings on the FIVB Tour:

Entry Ranking
★ Kerri Walsh Jennings and April Ross – 1st
★ Nick Lucena and Phil Dalhausser - 3rd
★ Jacob Gibb and Casey Patterson – 8th

FIVB Season Ranking
★ Nick Lucena and Phil Dalhausser – 1st
★ Kerri Walsh Jennings and April Ross – 2nd
★ Jacob Gibb and Patterson – 9th

2015/2016 FIVB World Tour Ranking
★ Nick Lucena and Phil Dalhausser – 2nd
★ Kerri Walsh Jennings and April Ross – 2nd
★ John Hyden and Tri Bourne – 5th
★ Jacob Gibb and Casey Patterson – 8th

FIVB Entry NF Ranking
★ United States Women – 1st
★ United States Men - 3rd and 8th

The U.S. women won five gold, two silver and two bronze medals on the FIVB World Tour, while the U.S. men finished with four gold, four silver and four bronze medals.

NORCECA

The U.S. finished the 2016 NORCECA Tour ranked No. 1 in both the men and the women for the second year in a row. The U.S. women won seven golds, four silvers and eight bronzes in 11 events. The U.S. men finished with four golds, three silvers and seven bronze medals in 11 events.
The U.S. Girls’ Youth National Team earned the silver medal at the NORCECA Women’s U18 Continental Championship held Aug. 26 to Sept. 3 in Caguas, Puerto Rico. This finish qualified the U.S. GYNT for 2017 FIVB Women’s U18 World Championship.

The U.S. Women’s Junior National Team earned the silver medal at the NORCECA Women’s U20 Championships held July 24 to Aug. 1 in Fort Lauderdale. Alexis Sun of Encinitas, California, (SCVA) received the Best Spiker award. Only one bid to the 2017 FIVB World Championship was available at this qualifier tournament.

The U.S. Boys’ Youth National Team earned the silver medal at the NORCECA Men’s U19 Championship on June 22-30 in Havana, Cuba. This finish qualified the U.S. BYNT for the 2017 FIVB Men’s U19 World Championship held Aug. 17-27 in Riffa and Isa Town, Bahrain.

The U.S. Men’s Junior National Team won the gold medal at the NORCECA Men’s U21 Championship held July 5-10 in Gatineau, Quebec, Canada. Josh Tuaniga of Long Beach, California, (SCVA) received the most valuable player and best setter awards, and Jordan Ewert of Antioch, California, (NCVA) received the best spiker award. This finish qualified the U.S. MJNT for 2017 FIVB Men’s U21 World Championship.

HP Collegiate National Teams

The 2016 U.S. Women’s Collegiate National Team involved three programs and 60 athletes. The top 12 athletes played exhibition matches in a tour of China. The second level of 12 athletes participated in the Global Challenge late July in Europe. A total of 36 athletes trained and competed in Indianapolis in conjunction with the USAV Girls’ Junior National Championships.

HP Coaches’ Clinic

There were 219 coaches in attendance at the annual USAV High Performance Coaches’ Clinic, including two from Iran and Iraq. The clinic featured former U.S. National Team Head Coaches Doug Beal, Mick Haley, Hugh McCutcheon and current U.S. Women’s National Team Head Coach Karch Kiraly as headline speakers. The on-court demonstrators featured 12 former U.S. Junior National Team and U.S. Collegiate National Team athletes to enhance the lessons being taught by some of the greatest coaches in the country.
2016 Indoor HP Stats

- 219 coaches attended the 2016 High Performance Coaches’ Clinic (most ever)
- 7,003 athletes attended a girls’ or boys’ HP tryout – most ever by 500
- 1,375 girls and 618 boys attended a USAV HP national training program (most ever)
- 72 athletes participated in an international competition.
- 303 coaches employed in summer and holiday training programs (most ever)
- 51 cities hosted a USAV Indoor HP tryout or training program
- 181,520 miles traveled by indoor HP staff.
- 6 tons of gear shipped to HP events
- 11 men and 10 women from the 2016 Olympic teams came up through the USAV High Performance pipeline.
- 4,692 Molten volleyballs and 387 carts required at HP events.
The most significant change during 2016 for the Indoor Events Department was the inaugural USA Volleyball Girls’ 18s Junior National Championships in Milwaukee. The event fielded 178 teams, which was two teams under capacity (two teams dropped from the Patriot Division too late to get replacements). The 2017 version will be in Dallas and will have a capacity of 260 teams as the 18 American Division will be moved from the summer GJNC to the spring event. This will mean that all 18-and-Under Championship Divisions will be contested at the spring event.

Participation numbers remained strong for indoor championship events in 2016. A record 578 teams competed in the USA Volleyball Open National Championships in Orlando.

In 2016, USA Volleyball partnered with the National Collegiate Volleyball Federation to conduct the eighth NCVF Championships on April 13-15 in Louisville. The event attracted 434 teams, setting a new team attendance record by more than 70 teams.

Girls’ National Qualifiers & Boys’ Bid Tournaments

Qualifying events for the BJNC and GJNC continue to show strong participation numbers. In 2016, 1,408 teams participated in boys’ bid tournaments across the country, up from 1,405 in 2015. The girls’ national qualifiers held relatively steady with 12,198 teams participating in all divisions in 2016 compared to 12,204 in 2015.

** First year of six-day event featuring three-day club tourneys.

* First year of adding USA & Patriot Divisions to the GJNC
USAV Beach National Program Training Facility

The facility is a key component to USAV’s support for its top-level athletes and their continued success internationally as well as developing a Team USA culture and inspiring the next generation.

Beach High Performance

Selected the top 10 athletes in each age group (U13-U23) and gender to the A1 Beach Junior National Team. The A2, A3 and A4 Junior Beach National Teams were also selected and named for the first time.

USAV Beach High Performance hosted the first ever trials to qualify teams for international competitions. These teams went on to win four medals in 2016:

- U21 Four Nations in Australia: Sarah Sponcil and Torrey Van Winden – gold
- FISU World University Championships (U23) in Estonia: Sara Hughes and Kelly Claes – gold
- FISU World University Championships (U23) in Estonia: Madison and McKenna Witt – silver
- FIVB U19 World Championships in Cyprus: Kathryn Plummer and Mima Mirkovic – bronze

USAV Beach High Performance accomplishments:

- Trained four national teams (A1, A2, A3, A4) with 350 elite athletes in training from 25 states representing 15 regions
- 2016 featured the growth of the boys’ program with the first ever U13 age group, U15 A2 program and U17 and U19 A3 program
- In total, 119 boys and 230 girls participated in the program
- There were 12 head coaches named for the pipeline
USA Volleyball Junior Beach Tour

The USA Volleyball Junior Beach Tour continues to grow its schedule of tournaments and regions it reaches each and every year. In 2016, the JBT hosted 89 tournaments in 30 regions with over 10,400 participants; a 22-percent increase in participants and 20-percent in number of events. At the JBT Championships, 850 participants from across the country hit the sand at Wisconsin’s Bradford Beach.
SPORT DEVELOPMENT

Sport Development initiated three new member benefits: Boardsource, an online tool to assist clubs with non-profit governance; Team USA Mobile Coach, a phone app that allows for courtside access to all USAV resources and exclusive USAV members-only content; and a Club Directors’ Best Practices Forum at Colorado Crossroads to help directors learn from each other.

★ Completed STEM manual with HuddleGroup to sell to elementary and middle schools. The kit comes with 20 volleyballs and a radar gun for all three disciplines. For more information, visit www.stemsports.com.

★ Executed Open Court, a project designed to have youth and adult players to try volleyball for free, with options for beach, indoor and sitting. More than 800 participated at 37 locations in 10 regions across the country.

★ Announced more collegiate men’s volleyball programs in NCAA Division II and III, and NAIA. This takes NCAA DIII to approximately 100 teams. The NAIA is very close to elevating from an invitational to a national championship. The NAIA has 37 teams (40 are needed). Four more programs are slated to begin in 2017-18.

★ Awarded more than $160,000 in grants for programming and events that continued to grow membership in the 40 RVAs. These grants also served many socio-economically disadvantaged groups in the volleyball community.

★ Wade Gerard conducted an NCAA Men’s Volleyball feasibility study on fundraising and men’s growth with Sport Import, AVCA and Molten support.

★ Started a Boys’ Western Power League promoting boys’ growth in the Rocky Mountain and Pacific Northwest through cooperation of the Pacific zone regions.

★ Helped several large clubs support the Haiti Project efforts. Used balls, shoes and uniforms filled a shipping container in Fort Lauderdale and were sent to Haiti in September. All donations from the BJNC were included.
OPEN COURT
USA Volleyball

TRY VOLLEYBALL FOR FREE

OVER 800 PARTICIPANTS
10 REGIONS 37 LOCATIONS

STEM CURRICULUM
The USA Volleyball STEM program is a free program designed to deliver the tools and
activities needed to help students develop the skills for a successful future.

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER

STEMPORTFOLIO
JORDAN BUTLER
COACHING EDUCATION

Indoor IMPACT

Since the launch of USA Volleyball’s Indoor IMPACT On Demand course five years ago, the number of certifications of USAV coaches has steadily risen. The technology has allowed coaches to access this foundational course anytime and anywhere. The efforts to improve this educational platform reached new heights in 2016 with the launch of the IMPACT Manual e-book feature in the USA Volleyball Academy. Coaches are now able to view the IMPACT Manual online through an e-reader upon enrollment. Once completed, they have unlimited and indefinite access to the coaching manual. Coaches may utilize the manual as a reference to apply their newly acquired volleyball knowledge.

Live Streaming

The first live-streaming event from a CAP course occurred in July from Vernon Hills, Illinois. Coaches were able to participate in the CAP I classroom and court sessions, interacting in real-time with cadre and staff. This new delivery system allows the participation in CAP I to expand and reach coaches across the country who might not be able to travel to a course.

Beach CAP and NCAA Beach Championships

Both Beach CAP I and II were taught in conjunction with the inaugural NCAA Beach Volleyball Championships in Gulf Shores, Alabama, in May. A total of 28 coaches participated and two began their training to become Beach CAP cadre.

By the Numbers

CAP certified coaches who led their teams to Nationals in 2016:

- 137 (both 18s and USAV Girls’ Junior National Championships)
- 31 (USAV Boys’ JNCs)
- 11 (USAV High Performance JNCs)
- 21 (USAV Beach High Performance JNCs)
- 528 CAP registrations
- 107 Beach CAP registrations
- 11,827 Indoor IMPACT registrations
- 282 Beach IMPACT registrations

152,753
CAP CERTIFICATIONS EARNED SINCE 1990

11,827
INDOOR IMPACT CERTIFIED

282
BEACH IMPACT CERTIFIED

528
CAP CERTIFIED

107
BEACH CAP CERTIFIED
OFFICIALS’ DEVELOPMENT

Two USAV officials were selected to work the 2016 Olympic Games in Rio, Pati Rolf (indoor) and the late Dan Apol (beach, pictured below at Copacabana Beach). Both were selected to officiate gold medal matches with Rolf serving as R2 for the women’s gold-medal match and Apol serving as R2 for the men’s gold-medal match. Apol was also selected to represent USAV in the Paralympic Games the following month.

International Indoor Referees

Devonie McLarty and Bill Thornburgh were confirmed as international referees by the FIVB and have received their badges and letters. USAV currently has 18 international indoor referees.

Indoor Scorers

We currently have 300 individuals certified as national scorers, with 225 of them holding dual certifications. USAV also has 20 individuals certified as international scorers for USA Volleyball and an additional 74 who are internationally qualified.

National Indoor Referees

USA Volleyball currently has 830 certified national level referees. This is a significant increase of almost 100 new national referees in the last two years.

Beach Officials

During 2016, the beach ranks included eight international referees, 66 national referees, 152 zonal referees and more than 150 local referees. This represents nearly a 20 percent increase in the number of zonal referees for the year!
SPONSORSHIP & TELEVISION

Sponsorship

★ Concluded the 2017-2020 sponsor agreement with Molten USA (indoor & beach).
★ Added Creative Tent International as an official partner of USAV.
★ Finalized an Official Supplier agreement with Kadho Sports.
★ Concluded an Official Supplier agreement with Airweave Mattresses and Toppers for 2016.
★ Host City Agreement for 2017-20 concluded with the City of Anaheim for the indoor national team programs.

International Events and Television

★ Concluded venue and host agreements for the 2016 Men’s FIVB World League (Dallas) and the 2016 Women’s FIVB World Grand Prix (Long Beach) events held in the U.S.
★ Finalized production agreements with Echo Entertainment for the FIVB World League and FIVB World Grand Prix matches held in the U.S.
★ Finalized broadcast schedule and broadcast agreement with NBC for the FIVB World League and FIVB World Grand Prix matches in the United States, with the U.S. Men’s World League match versus Russia shown live on NBC Network July 3.
USOC

★ Deliverables finalized for the 2016 Rio Games for beach, indoor and sitting disciplines.

★ The 2016 through 2020 TV and Stream Broadcast agreement as well as the 2017 through 2020 Digital Marketing and Website Agreement were executed with the USOC.

★ Finalized 2017-20 High Performance Plans for beach, indoor and sitting.

★ Developed and managed on-site logistics for the 2016 Rio Olympic Games.
The Communications & Creative Services Department presided over USAV’s biggest year ever in digital engagement. During the Olympic Games alone, traffic to the USA Volleyball website tripled from 2012 to 2016 – an increase of one million visitors – more than the previous four Olympic Games combined.

USA Volleyball earned 2.2 million digital engagements (likes, comments, shares, new followers) during the Olympic Games, ranking No. 30 among 200-plus U.S. sports franchises.

★ Finished 2016 with 4,768,294 web visitors, an all-time record; surpassing 2014 by 2M and 2013 by 3M.

★ Reached 19.5 million page views to the site in 2016, an all-time record.

**Olympic Content**

The department produced a Rio Viewers’ Guide, ‘Today in Rio’ daily previews, ‘Oracles of Volleyball’ alumni insights, daily match graphics and stories, social posts, videos; Gold Map and Open Court web pages; and a Rio 2016 microsite, an NGB first.

★ **ORACLES OF VOLLEYBALL**

Created and launched a new web series, The Oracles of Volleyball, including Misty May-Treanor, Lloy Ball, Eric Fonoimoana, Nicole Davis, Holly McPeak, Bob Ctvrtlik, Todd Rogers, Kim Oden, plus Paralympians Allison Aldrich, Brent Rasmussen, Lori Daniels, and others, who shared their unique insight on the Games experience and the volleyball in Rio.

★ **ATHLETE VIDEO VIGNETTES**

Produced 26 athlete video vignettes for Rio – beach, indoor and sitting – giving fans a glimpse of the person behind the athlete, a USAV first. The videos amassed 565,000 views (Facebook, 466K; YouTube, 78K; website, 19K). On the year, created more than 60 videos, a 200 percent increase over 2015.

★ **GRAPHIC DESIGN**

Designed and distributed a daily preview email, “Today in Rio,” sent to Leadership (RVA/Staff), team leaders, alumni, and media/SIDs, a USAV first. Created and posted pre- and post-match graphics for every U.S. match, graphics for Gold Map/Open Court and an Olympic Medal Legacy infographic.

<table>
<thead>
<tr>
<th>★ <strong>COMMUNICATIONS &amp; CREATIVE SERVICES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Communications &amp; Creative Services Department presided over USAV’s biggest year ever in digital engagement. During the Olympic Games alone, traffic to the USA Volleyball website tripled from 2012 to 2016 – an increase of one million visitors – more than the previous four Olympic Games combined. USA Volleyball earned 2.2 million digital engagements (likes, comments, shares, new followers) during the Olympic Games, ranking No. 30 among 200-plus U.S. sports franchises. ★ Finished 2016 with 4,768,294 web visitors, an all-time record; surpassing 2014 by 2M and 2013 by 3M. ★ Reached 19.5 million page views to the site in 2016, an all-time record. <strong>Olympic Content</strong> The department produced a Rio Viewers’ Guide, ‘Today in Rio’ daily previews, ‘Oracles of Volleyball’ alumni insights, daily match graphics and stories, social posts, videos; Gold Map and Open Court web pages; and a Rio 2016 microsite, an NGB first. ★ <strong>ORACLES OF VOLLEYBALL</strong> Created and launched a new web series, The Oracles of Volleyball, including Misty May-Treanor, Lloy Ball, Eric Fonoimoana, Nicole Davis, Holly McPeak, Bob Ctvrtlik, Todd Rogers, Kim Oden, plus Paralympians Allison Aldrich, Brent Rasmussen, Lori Daniels, and others, who shared their unique insight on the Games experience and the volleyball in Rio. ★ <strong>ATHLETE VIDEO VIGNETTES</strong> Produced 26 athlete video vignettes for Rio – beach, indoor and sitting – giving fans a glimpse of the person behind the athlete, a USAV first. The videos amassed 565,000 views (Facebook, 466K; YouTube, 78K; website, 19K). On the year, created more than 60 videos, a 200 percent increase over 2015. ★ <strong>GRAPHIC DESIGN</strong> Designed and distributed a daily preview email, “Today in Rio,” sent to Leadership (RVA/Staff), team leaders, alumni, and media/SIDs, a USAV first. Created and posted pre- and post-match graphics for every U.S. match, graphics for Gold Map/Open Court and an Olympic Medal Legacy infographic.</td>
</tr>
</tbody>
</table>
**Rio Media Coverage**

Tallied more than 50 outlets producing first-run stories during the Games. Coordinated dozens of requests from NBC and its many properties and worked directly with on-site production crews, producers and commentators. Managed all interview requests on- and off-site at training facilities, in studio, and the Main Press Center.

On the year...

- Created a USAV Media Summit with media training for our beach, indoor and sitting programs; captured video interviews with NT athletes; and took athlete photos to be used in pre-Games promotion.
- Built a beach court for The Today Show’s coverage of ‘100 Days Out’ to the Rio Olympic Games. Placed USAV signage on national TV; arranged interviews with Phil Dalhausser and Nick Lucena with the Today hosts.
## MEMBERSHIP

<table>
<thead>
<tr>
<th>Region</th>
<th>2015-16 Membership</th>
<th>2014-13 Membership</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska (AK)</td>
<td>879</td>
<td>831</td>
<td>5.78%</td>
</tr>
<tr>
<td>Aloha (AH)</td>
<td>2,985</td>
<td>2,868</td>
<td>4.08%</td>
</tr>
<tr>
<td>Arizona (AZ)</td>
<td>9,544</td>
<td>9,122</td>
<td>4.63%</td>
</tr>
<tr>
<td>Badger (BG)</td>
<td>12,299</td>
<td>11,271</td>
<td>9.12%</td>
</tr>
<tr>
<td>Bayou (BY)</td>
<td>3,037</td>
<td>2,765</td>
<td>9.84%</td>
</tr>
<tr>
<td>Carolina (CR)</td>
<td>9,190</td>
<td>8,329</td>
<td>10.34%</td>
</tr>
<tr>
<td>Cheasapeake (CH)</td>
<td>8,994</td>
<td>8,815</td>
<td>2.03%</td>
</tr>
<tr>
<td>Columbia Empire (CE)</td>
<td>6,248</td>
<td>6,084</td>
<td>2.70%</td>
</tr>
<tr>
<td>Delta (DE)</td>
<td>5,334</td>
<td>4,672</td>
<td>14.17%</td>
</tr>
<tr>
<td>Evergreen (EV)</td>
<td>4,935</td>
<td>4,614</td>
<td>6.96%</td>
</tr>
<tr>
<td>Florida (FL)</td>
<td>13,109</td>
<td>12,529</td>
<td>4.63%</td>
</tr>
<tr>
<td>Garden Empire (GE)</td>
<td>9,106</td>
<td>8,386</td>
<td>8.59%</td>
</tr>
<tr>
<td>Gateway (GW)</td>
<td>7,954</td>
<td>7,641</td>
<td>4.10%</td>
</tr>
<tr>
<td>Great Lakes (GL)</td>
<td>15,497</td>
<td>16,245</td>
<td>(4.60)%</td>
</tr>
<tr>
<td>Great Plains (GP)</td>
<td>5,265</td>
<td>5,675</td>
<td>(7.22)%</td>
</tr>
<tr>
<td>Gulf Coast (GC)</td>
<td>2,248</td>
<td>2,149</td>
<td>4.61%</td>
</tr>
<tr>
<td>Heart of America (HA)</td>
<td>14,727</td>
<td>14,583</td>
<td>0.99%</td>
</tr>
<tr>
<td>Hoosier (HO)</td>
<td>3,346</td>
<td>2,851</td>
<td>17.36%</td>
</tr>
<tr>
<td>Intermountain (IM)</td>
<td>1,539</td>
<td>1,466</td>
<td>4.98%</td>
</tr>
<tr>
<td>Iowa (IA)</td>
<td>10,654</td>
<td>10,147</td>
<td>5.00%</td>
</tr>
<tr>
<td>Region</td>
<td>2015-16 Membership</td>
<td>2014-13 Membership</td>
<td>% Growth</td>
</tr>
<tr>
<td>---------------------------</td>
<td>--------------------</td>
<td>--------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Iroquois Empire (IE)</td>
<td>3,000</td>
<td>2,797</td>
<td>7.26%</td>
</tr>
<tr>
<td>Keystone (KE)</td>
<td>6,453</td>
<td>6,417</td>
<td>0.56%</td>
</tr>
<tr>
<td>Lakeshore (LK)</td>
<td>2,028</td>
<td>2,003</td>
<td>1.25%</td>
</tr>
<tr>
<td>Lone Star (LS)</td>
<td>18,915</td>
<td>18,468</td>
<td>2.42%</td>
</tr>
<tr>
<td>Moku O Keawe (MK)</td>
<td>930</td>
<td>1,026</td>
<td>(9.36)%</td>
</tr>
<tr>
<td>New England (NE)</td>
<td>10,751</td>
<td>9,742</td>
<td>10.36%</td>
</tr>
<tr>
<td>North Country (NO)</td>
<td>19,536</td>
<td>19,456</td>
<td>0.41%</td>
</tr>
<tr>
<td>North Texas (NT)</td>
<td>12,962</td>
<td>12,743</td>
<td>1.72%</td>
</tr>
<tr>
<td>Northern California (NC)</td>
<td>18,571</td>
<td>18,387</td>
<td>1.00%</td>
</tr>
<tr>
<td>Ohio Valley (OV)</td>
<td>20,574</td>
<td>20,800</td>
<td>(1.09)%</td>
</tr>
<tr>
<td>Oklahoma (OK)</td>
<td>3,453</td>
<td>3,202</td>
<td>7.84%</td>
</tr>
<tr>
<td>Old Dominion (OD)</td>
<td>4,584</td>
<td>4,207</td>
<td>8.96%</td>
</tr>
<tr>
<td>Palmetto (PM)</td>
<td>4,067</td>
<td>3,353</td>
<td>21.29%</td>
</tr>
<tr>
<td>Pioneer (PR)</td>
<td>4,665</td>
<td>4,767</td>
<td>(2.14)%</td>
</tr>
<tr>
<td>Puget Sound (PS)</td>
<td>5,682</td>
<td>5,797</td>
<td>(1.98)%</td>
</tr>
<tr>
<td>Rocky Mountain (RM)</td>
<td>7,991</td>
<td>7,828</td>
<td>2.08%</td>
</tr>
<tr>
<td>Southern (SO)</td>
<td>10,567</td>
<td>10,243</td>
<td>3.16%</td>
</tr>
<tr>
<td>Southern California (SC)</td>
<td>23,020</td>
<td>23,534</td>
<td>(2.18)%</td>
</tr>
<tr>
<td>Sun Country (SU)</td>
<td>6,270</td>
<td>5,701</td>
<td>9.98%</td>
</tr>
<tr>
<td>Western Empire (WE)</td>
<td>2,772</td>
<td>2,951</td>
<td>(6.07)%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>333,681</strong></td>
<td><strong>324,465</strong></td>
<td><strong>2.84%</strong></td>
</tr>
</tbody>
</table>

* Based off of fee reports received from the regions for the 2015-2016 season.
# Financial Report

## Assets

### Current Assets
- Cash and cash equivalents: $4,142,000
- Accounts receivable, net: 2,363,000
- Inventory: 158,000
- Prepaid expenses: 626,000

Total current assets: $7,289,000

### Building & Equipment at Cost
- Land: $471,000
- Building and improvements: $3,957,000
- Office furniture: 548,000
- Office equipment: 704,000
- Divisional equipment: 2,109,000

Less accumulated depreciation: (3,536,000)

Total equipment - net: $4,253,000

### Long-Term Investments
- $101,000

### Total Assets
- $11,643,000

## Liabilities & Net Assets

### Current Liabilities
- Accounts payable: $1,217,000
- Accrued liabilities: 1,594,000
- Deferred revenue: 5,316,000

Total current liabilities: $8,127,000

### Net Assets
- Unrestricted: $3,481,000
- Temporarily restricted: 35,000

Total net assets: $3,516,000

### Total Liabilities & Net Assets
- $11,643,000
## SUPPORT & REVENUE

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program &amp; event participation fees</td>
<td>$9,437,000</td>
</tr>
<tr>
<td>Membership &amp; insurance</td>
<td>$6,890,000</td>
</tr>
<tr>
<td>Sponsorship, rights, &amp; donations</td>
<td>$5,397,000</td>
</tr>
<tr>
<td>Ticket, subscriptions &amp; other sales</td>
<td>$2,623,000</td>
</tr>
<tr>
<td>Other programs</td>
<td>$1,365,000</td>
</tr>
<tr>
<td>Housing royalties</td>
<td>$1,212,000</td>
</tr>
<tr>
<td>USOC grants</td>
<td>$820,000</td>
</tr>
<tr>
<td>Product &amp; ball sales, net</td>
<td>$752,000</td>
</tr>
<tr>
<td>Host Incentives</td>
<td>$680,000</td>
</tr>
<tr>
<td>USAVF grants</td>
<td>$181,000</td>
</tr>
<tr>
<td>Grants</td>
<td>$85,000</td>
</tr>
<tr>
<td>Interest &amp; dividends</td>
<td>$11,000</td>
</tr>
</tbody>
</table>

Total Support & Revenue: $29,453,000

## EXPENSES

### Program Services

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>National teams</td>
<td>$7,317,000</td>
</tr>
<tr>
<td>Domestic events</td>
<td>$6,505,000</td>
</tr>
<tr>
<td>High performance development</td>
<td>$4,027,000</td>
</tr>
<tr>
<td>International events &amp; programs</td>
<td>$3,843,000</td>
</tr>
<tr>
<td>Region services</td>
<td>$3,552,000</td>
</tr>
</tbody>
</table>

Total Program Services: $25,244,000

### Supporting Services

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>National headquarters</td>
<td>$3,004,000</td>
</tr>
<tr>
<td>Sponsorship, marketing &amp; PR</td>
<td>$1,967,000</td>
</tr>
<tr>
<td>Governance</td>
<td>$561,000</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$173,000</td>
</tr>
</tbody>
</table>

Total Program Services: $5,705,000

## CHANGE IN NET ASSETS

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET ASSETS, beginning of year</td>
<td>$5,012,000</td>
</tr>
<tr>
<td>NET ASSETS, end of year</td>
<td>$3,516,000</td>
</tr>
</tbody>
</table>

Change in Net Assets: $(1,496,000)

## TOTAL EXPENSES

$30,949,000
BOARD OF DIRECTORS

BEACH ATHLETE (FEMALE)
April Ross

BEACH ATHLETE (MALE)
Todd Rogers

BEACH DEVELOPMENT
Jeff Conover

BEACH AT LARGE
Lori Okimura - Chair

COACH
Cecile Reynaud

INDEPENDENT
Kenneth Shropshire

INDEPENDENT
William (Bill) Barnum

INDEPENDENT
Ashley Dombkowski

INDOOR ATHLETE (MALE)
Gabe Gardner

INDOOR ATHLETE (FEMALE)
Tayyiba Haneef-Park

PARALYMPIC ATHLETE
Brent Rasmussen

HIGH PERFORMANCE
Kristin Fasbender

JUNIOR INDOOR
Andy Reitinger

OFFICIALS
Sue Mailhot

RVA
John Hughes

RVA
Donna Donaghy

RVA
Mitch Stemm
PARTNERS

CORPORATE PARTNERS

OFFICIAL SUPPLIERS

2016 AFFILIATED ORGANIZATIONS

Amateur Athletic Union of the United States (AAU), American Latvian Association (ALA), American Turners, American Volleyball Coaches Association (AVCA), California Beach Volleyball Association, Disabled Sports USA, Girl Scouts of the USA (GSUSA), Huntsman World Senior Games, International Volleyball Hall of Fame, Jewish Community Centers (JCC), Maccabi USA/Sports for Israel, National Association of Intercollegiate Athletics (NAIA), National Collegiate Athletic Association (NCAA), National Collegiate Volleyball Federation (NCVF), National Congress of State Games (NCSG), National Federation of State High School Associations (NFHS), National Intramural-Recreational Sports Association (NIRSA), National Junior College Athletic Association (NJCAA), National Police Athletic Leagues (NPAL), National Recreation & Parks Association (NRPA), People to People Sports Ambassadors, Positive Coaching Alliance (PCA), Premier Volleyball League (PVL), President’s Council on Physical Fitness and Sports, Professional Association of Volleyball Officials (PAVO), SHAPE America, The Side-Out Foundation, Special Olympics Incorporated (SOI), Starlings Volleyball Clubs, USA, U.S. Specialty Sports Association (USSSA), U.S. Specialty Sports Association (USSSA) (2), United States Air Force (USAF), United States Army (USA), United States Marine Corps (USMC), United States Navy (USN), United States Wallyball Assn (USWA), US Youth Volleyball League, USA Deaf Sports Federation, Volleyball Hall of Fame Incorporated, YMCA of the USA