

Minutes

USOPF Annual Meeting Colorado Springs, Colorado September 23, 2016

A meeting of the Board of Directors (the “Board”) and the Trustees (the “Trustees”) of the United States Olympic and Paralympic Foundation (“USOPF”) occurred on September 23, 2016 commencing at 1:30 p.m. local time, following notice duly given pursuant to the USOPF Bylaws. Pursuant to the attached list, the following members of the Board were present in person or by telephone for the meeting. The attached present and telephonic members **did not** constitute a quorum of the Board under the USOC Bylaws Section 3.10(a).

Pursuant to the attached list, the following Trustees were present for the meeting, either in person or via telephone conference.

Present for the meeting from USOC were: Jon Denney, Megan Berg, Blanton Jones, Christine Walshe, Jillian Fontaine, Jason Rizzi, Jayme Brown, Michelle Brown and Alexandra Triumph.

The minutes were recorded by Megan Berg, Secretary.

1. Call to Order and Welcome

The Chair called the meeting to order at 1:30 p.m. and welcomed the Board of Directors and Trustees.

2. Opening Remarks/Chairman’s Report

Gordon Crawford, as Chair of the Board, welcomed new Trustees Johnathon Robertson and Henry You and Rhonda Vetere. He also introduced new fundraising staff Jillian Fontaine (Southern California) and Jason Rizzi (New England).

Gordon gave an update regarding the formation of the Nominating and Governance Committee and discussed other working committees currently under consideration or in operation, including the Annual Fund Committee chaired by Corrine Nevinny, the Tech and Innovation Working Group and a proposed Marketing/Social Media Working Group.

3. Planned Giving

Megan Berg, Senior Associate General Counsel, Development, gave an overview of revocable and irrevocable planned gifts including estate giving, charitable gift annuities, charitable remainder trusts and charitable lead trusts.

4. Athlete Career and Education (ACE)

Leslie Klein, Director of Athlete Career and Education Services gave a report and update regarding the ACE program including program accomplishments of enrollment of 900 athletes in the ACE program, 228 athletes enrolled at DeVry University with 68 graduates during the current quad. ACE athletes competed in 35 sports at the 2016 Rio Summer Games. She gave an update on the ACE Summit, held in Washington, D.C. in connection with the White House visit. Finally, Leslie discussed the 2017-2020 program goals and in particular the growing need for Pivot Workshops which address tools and techniques for athletes to master as the transition away from elite sports.

5. Break-out Group Reports

- a. *Major Gifts and Experiential Giving*: presented by Blanton Jones and Rob Cohen. The group made the following recommendations to improve donor-USOPF/USOC connectivity: (1) athletes are the most powerful tool available to USOPF, most donors want opportunities to interact with athletes; (2) most donors are interested in experiences; (3) many donors are interested in opportunities to attend events.
 - Consider creating a matrix of opportunities that may include Games, trials, world championships, PanAm Games, NGB camps and training, awards ceremonies.
 - Consider creating a mentoring program in conjunction with ACE opportunities.
 - Partner with international federations and/or NGBs to create event opportunities.
 - Consider utilizing Olympic Training Centers and sites, example is the emerging Executive Fitness Challenge.
- b. *Principal Giving*: presented by Christine Walshe and Michelle Brown, Director of Performance Operations and Strategic Planning. Michelle discussed the funding requests of NGBs and the gap between those requests and USOC resources. Christine shared the Principal gift opportunities which are focused on the following areas:
 - Athlete endowments
 - Team Captains
 - Sport Captains/Ambassadors

6. President's Report

Jon Denney reported on year to date fundraising results, the process of reforecasting revenue and expense budgets and the role of Games hospitality in driving 2015 fundraising results in comparison to 2016 results.

Jon next addressed the 2016 Rio Hospitality program and shared that the USOPF is looking at new models of delivering the Hospitality programs. Future programs will likely include

a deposit and clear policies on cancellation. Jon reported that a joint meeting of the Executive and Finance Committee will further discuss the hospitality recommendations.

7. PyeongChang 2018 Olympic and Paralympic Games Preview

Kelly Skinner, Managing Director, Sport Performance Teams and Scott Riewald, High Performance Director, Winter Sports discussed the upcoming 2018 Winter Games in PyeongChang, South Korea. They reported that it will be a compact games and there will be an opportunity for every NGB to medal, noting that no biathlon athletes have ever medaled. They also noted that there will be additional medal opportunities in alpine skiing, snowboarding, curling and speed skating.

8. Rio 2016 Olympic and Paralympic Games Highlights

Alan Ashley, Chief of Sport Performance reported on Team USA's results in Rio. Specifically, he pointed out that 210 athletes medaled, resulting in 260 medals, including team sports. Additionally, of 25 projects with 14 sports that focused on specific outcomes, two-thirds were successful. Alan was particularly impressed with Team USA's attitude and character. Specifically, no U.S. athlete tweeted or posted a complaint about Games logistics (transportation or athlete village). Alan also noted that 2020 Tokyo Games will add five sports.

Rick Adams, Chief of Paralympic Sport and NGB Organizational Development reported on Team USA's results at the Paralympic Games in Rio. There were 288 para-athletes and a delegation of 500. The Paralympic Team has been focused on an initiative that includes (1) education about para-sports; (2) technology and (3) analytics. The team won 17 more medals in Rio than they did in London and all seven teams qualified to participate in the Games and 6 of the 7 teams medaled. Looking forward, Rick discussed that the Winter Games will have fewer events and a smaller delegation.

9. Open Discussion

Jon Denney introduced Morane Kerek, USOC Chief Financial Officer and USOPF Treasurer and Kevin Penn, USOC Chief of Business Operations.

Gordon Crawford discussed his Rio experience as a Team Captain and asked that Board members and Trustees make a commitment to make at least three introductions to their local Gift Officer.

Gordon called for any further discussion, there being none, the meeting was adjourned at 4:37 p.m. local time.

This document constitutes a true and correct copy of the minutes of the annual meeting of the Board of Directors and Trustees of the United States Olympic and Paralympic Foundation and Annual Meeting.

LSB

Megan S. Berg
Secretary

12/14/16

Date

Board Members in Attendance

**Gordon Crawford
John Macfarlane
David Poms
Rob Cohen
Mike Ray
Ed Plummer
Rob and Molly Cohen
Brian Deevey
Andy Barth**

**Board Members in Attendance
via Teleconference**

**Greg and Marti Rosenbaum
Kevin White
John Babcock
Dan Dickinson
Mark Stevens**

Trustees in Attendance

**John Robertson
Mark Philipon
Steven Read
Harry You
Tom Mistele
Mari Sinton-Martinez and Paul Ma**

**Trustees in Attenu
via Teleconfere**

Rhonda Vetere