

MOTION .

STRENGTH. CELEBRATION.

## GRATITUDE REPORT







2022-23 Season

Issue 03

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Nearly every photograph in this report, including this one, was taken by Mike Dawson, U.S. Ski & Snowboard photographer. Mike's talent and passion for our sports are evident in his exceptional and creative work.

Thank you, Dawsy.

## WE CHAMPION COMPETITIVE SNOWSPORTS AND DEVELOP U.S. CHAMPIONS



We live to share the joy of our sports, to grow the community of passionate ski and snowboard fans, and inspire a nation as we pursue our goal to be the best team in the world.

A Letter from the Chief Revenue & Philanthropy Officer

Welcome

The 2022-23 season was one for the record to ensure that our women athletes, coaches, books across all our sport disciplines. From staff and others have more opportunities to Mikaela Shiffrin's world record-shattering become leaders in their sport. performance to Jessie Diggins' historic World Cup win, from never-before-seen tricks to While our corporate sponsorships help fund crowned National Champions and Nations Cup the cost of executing our many domestic winners, we are incredibly proud of our team events during the season, philanthropy is still and what they have accomplished. as vital as ever for the success of our athletes. Donor funding is what supports the athletes Building on all of this success, U.S. Ski & on the Team and it impacts everything from Snowboard's current focus and theme is their training camps, competitions and travel *momentum*. As we look to the future, we are to their sports medicine and nutritional needs.

gaining strength and speed as an organization and pushing ourselves to new heights of achievement.

We formed a new and exciting partnership with 2022 New York Gold Medal Gala also had its Stifel Financial who is now the title sponsor for most successful year ever, raising \$2 million! the alpine, cross country, freestyle and freeski teams. Two new domestic events were also With 25 additional athletes named to the team added to our season - Stifel America's Downhill for next year, U.S. Ski & Snowboard is building at Aspen and Stifel Palisades Tahoe World Cup momentum. But winning is impossible to do - making it the biggest event season on U.S. alone, and success is best when it is shared. soil in years. The energy and enthusiasm from Thank you for sharing in our success through the crowds was incredible, and we are excited your support. to be creating more visibility and accessibility Appreciatively, for our sports, and our organization.

In November, we launched the *Her*oic Initiative at the Heroic Killington Cup presented by Stifel in November. This program celebrates the power of women in skiing and snowboarding, while providing helpful resources and tools





That's why I'm thrilled to say that we also had a record-breaking year in fundraising, securing more than \$20 million in gifts and pledges. Our

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Trisha Worthington Chief Revenue & Philanthropy Officer



## **ORGANIZATION**



#### Who we are, what we do, and why it matters

organization dedicated to helping young skiers and snowboarders become world-class competitors.

best possible training and coaching, but also to remove as many obstacles as possible on the path towards athletic success for the 180 athletes on the national team in the 2022-23 season.

U.S. Ski & Snowboard is the National Governing Body (NGB) for the seven ski and snowboard sports - alpine, cross country, freeski, freestyle, nordic combined, ski jumping, and snowboard.

NGBs are independent federations that govern specific sports through common consent within the sport and are accountable to the United States Olympic & Paralympic Committee (USOPC). We are the nation's largest winter sports NGB, encompassing a wide variety of sport programs designed to develop athletes to participate at the highest levels of international competition and represent the United States of America. In order to develop and achieve athletic success, U.S. Ski & Snowboard provides a development pipeline, criteria, and a support system for athletes, coaches and officials.

The national team athletes train and compete to be need to achieve competitive success.

U.S. Ski & Snowboard is an Olympic sports the best in world, often at significant personal risk. They forego traditional pathways to success for a chance to become the greatest in their sports, which is physically challenging and holds no We have a broad mandate not only to provide the certainty of success. And unlike their international competitors who benefit from the financial security of government-sponsored programs, our athletes rely solely on the generosity of individual donors, foundations and corporate sponsorships to fund their sports careers.

## U.S. athletes do not receive any government funding

The U.S. Ski & Snowboard Foundation raises funds from individuals and foundations to provide continuous, direct support for the national team athletes, including their training camps, coaching, competition fees, travel expenses, and sports medicine and nutritional needs.

We pursue growth for the organization through a long-term strategic plan that values the achievements of the individual athlete and the team as our defining measurement of success. To attain our ambitious goal of being the best in the world across all our disciplines, we are striving to provide our athletes with the mental, physical and financial tools they

### What your gifts fund for our athletes





disciplines

Services that directly

support our athletes in all

skiing and snowboarding





On-snow camps, training/ hill space, coaching, competitions, travel and technicians



Covers the cost of fundraising and partnership events, marketing and communications, and administration

College tuition reimbursement and support for travel expenses



As a non-profit, non-governmental organization, U.S. Ski & Snowboard carefully balances its resources against the greatest needs of our athletic teams. Our revenue comes from five main sources - private donations, corporate sponsorships, broadcasting and media rights, membership and competition fees, and a grant from the United States Olympic & Paralympic Committee.

#### Revenue

\$47.4 million

#### Foundation

Programs include annual giving, principal giving, hospitality trips, special events and direct marketing appeals \$20.5 million\* (35%)

Includes \$16.7m operating revenue & \$3.9m endowment funds

#### Commercial Sales & Media Revenue

Commercial sales utilize our domestic events to sell corporate sponsorships

\$13.8 million\* (29%)

#### USOPC

The United States Olympic & Paralympic Committee is our largest single partner

\$6.5 million\* (14%)

#### Membership & Comp Fees

Includes participation from athletes, coaches, officials and volunteers in sports programs

\$6.4 million\* (13%)

#### **Endowment Grant** & Other Sources

Covers the cost of the USANA Center of Excellence training facility

68

US

\$4 million\* (9%)

U.S. Nationals, FIS World Cups, U.S. Grand Prix, U.S. Cross Country National Championships, U.S. Freestyle Championships

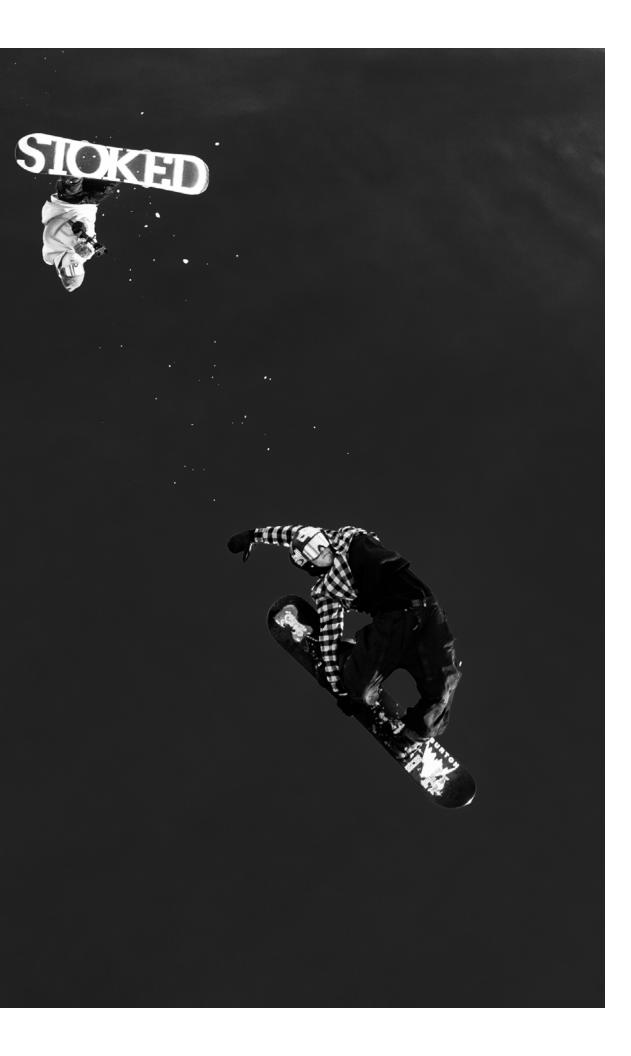






## 2022-23 SEASON HIGHLIGHTS All season long, U.S. Ski & Snowboard athletes redefined what it means to be great

From astonishing new tricks to new American records, every sport had something extraordinary to celebrate.



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3

#### ALPINE

#### Mikaela Shiffrin

- Became the greatest alpine skier of all time during the 2022-23 season
- Won 17 World Cups in the 2022-23 season
- Won her 5th overall Crystal Globe
- Broke the world record held since 1989 when she achieved her 87th World Cup victory

#### Nations Cup winners

2022-23 U.S. Women's Slalom
Team

#### World Championship wins

- Four alpine medals, Team event
- Paula Moltzan, Nina O'Brien, River Radamus, and Tommy Ford

#### Gold

- Team event Paula Moltzan, Nina O'Brien, River Radamus, and Tommy Ford
- Mikaela Shiffrin, Giant Slalom

#### CROSS COUNTRY

#### **Jessie Diggins**

- Won the first-ever individual gold medal for the U.S. at the FIS World Ski Championships, 10k
   Gold, Lillehammer World
- Cup, 10k Gold, Dav<u>os World Cup, 20k</u>
- With teammate Julia Kern, won the first medal for the U.S. at the World Ski Championships since 2017
- Broke the U.S. record for FIS Cross Country World Cup wins with her 14th career individual win in Davos

#### Ben Oaden

- Best-ever American male finish in the Tour de Ski, 13th overall
- Won the U23 bib the first time ever for an American male - making him the best cross country skier under the age of 23

#### Julia Kern

• With teammate Jessie Diggins, won the first medal for the U.S. at the World Ski Championships since 2017

#### World Championship wins

Two Cross Country medals

#### FREESTYLE

#### Nick Page

 First career World Cup win in individual moguls in Sweden, breaking a long medal drought for the U.S. men

#### Quinn Dehlinger

• First World Cup win, Aerials

#### **Nations Cup winners**

- 2022-23 U.S. Moguls Team
  2022-23 U.S. Aerials Team
- World Cup wins
- Four Freestyle medals

#### **Birk Irving**

 Clinched the FIS Overall Crystal Globe in Halfpipe

FREESKI

- Gold, Toyota U.S. Grand Prix at Copper, Halfpipe
- Gold, Toyota U.S. Grand Prix at
   Mammoth, Halfpipe

### Hunter Henderson

• 2022-23 National Champion

#### Troy Podmilsak

- Landed the first-ever Triple Cork
  2160
- Gold, World Freeski Championships

#### **Grace Henderson**

2022-23 National Champion

#### **Alex Ferreira**

Gold, Calgary World Cup

#### Hunter Hess

• Gold, Copper NorAm

#### Hanna Faulhaber

Gold, World Freeski Championships

#### **Colby Stevenson**

- Gold, X Games, Slopestyle
- Crowned the 2023 King of Corbet's

#### **Nations Cup winners**

• 2022-23 U.S. Freeski Team

#### World Championship wins

Three Freeski medals

#### SNOWBOARD

#### Lucas Foster

 Landed the first-ever Alley Oop Double Mctwist, which went viral in the snowboard community

#### Maddie Mastro

National Champion Award

#### **Dusty Henricksen**

• Gold, Toyota U.S. Grand Prix at Mammoth, Slopestyle

#### Lucas Ferry

• Gold, Aspen Rev Tour, Slopestyle

#### Julia Marino

- Gold, Toyota U.S. Grand Prix at Mammoth, Slopestyle
- Gold, Calgary, Slopestyle
- Best Trick Award, Toyota U.S. Grand Prix at Copper, Big Air (cab double cork 1080 nose grab)
- Crystal Globe, Slopestyle

#### **Courtney Rummel**

• Gold, Sun Peaks NorAm, Slopestyle

#### **Connor Schlegel**

- Gold, South America Cup in Chili, Snowboardcross
- Gold, Big White NorAm

#### World Championship wins

Two Snowboard medals



# **An American Phenomenon**

#### Phenomenon noun

- a rare or significant fact or event
- an exceptional or unusual person, thing, or occurrence

Rare and exceptional. Two words often used hyperbolically that, in this case, are an understatement. At just 27 years old and 12 years to the day after her first race on the World Cup, Mikaela Shiffrin became the greatest alpine skier of all time with her 87th win. Disciplined, focused and always humble, Mikaela now inhabits the rarefied world of sports legends whose accomplishments and accolades will be chased by future generations. The numbers can be overwhelming when you break all records but as Mikaela reminds us, all it takes to get there is a few good turns.



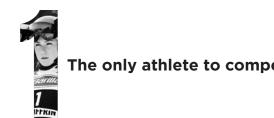
Career World Cup podiums



Career World Cup slalom podiums the most in a women's single discipline



FIS Crystal Globes Five overall titles & ten discipline titles



Athlete
Mikaela Shiffrin
Novak Djokovic
Ingemar Stenmark
Serena Williams
Rafael Nadal
Roger Federer
Tiger Woods
Lindsey Vonn
Jack Nicklaus









Podiums in the 2022-23 season







Olympic gold medals Sochi '14, PyeongChang '18



### The only athlete to compete and win in all disciplines

#### **Comparing The All-Time Greats**

Events/Starts	Win %	
245	35.4 %	
282	33 %	
271	31.7 %	
240	30.4 %	
305	30.2 %	
367	28.1 %	
372	22 %	
395	20.8 %	
595	12.3 %	

# The Will To Win

**Jessie Diggins.** She's been skiing since she was four years old and competing since she was 11, but her name didn't become mainstream until 2018 when she and Kikkan Randall won the first-ever Olympic gold medal for the United States in the cross country team sprint. Since then, Jessie's power has only continued to grow. At the 2022 Winter Olympics, she won the silver medal in the 30 kilometer freestyle and the bronze medal in the individual sprint, and with her recent World Cup win, she has become **the most decorated American cross country skier of all time.** 

Known for her dynamic and strategic racing style, Jessie's storied career has been building to this moment for a long time. Between 2013 and 2017, Jessie won four medals at the FIS Nordic World Ski Championships and would later become the first American to win a gold medal at the event for an individual contest in 2023. In 2021, she clinched the top spot in the women's overall standings for the 2020-21 FIS Cross Country World Cup, becoming the first American to do so. Jessie's fearlessness and ability to perform under pressure have made her a force to be reckoned with on the international stage.

In February 2024, Jessie will have her first opportunity to race in her home state of Minnesota when the Loppet Foundation, Share Winter Foundation and U.S. Ski & Snowboard host the COOP FIS Cross Country World Cup at Wirth Park in Minneapolis. Jessie is from nearby Afton, Minnesota, and was instrumental in helping to secure the international competition for the state. "I'm excited to give ski fans from around the U.S. a chance to see the action up close for the first time in over 20 years," she said. "I am so proud to represent Minnesota as one of the first American athletes to win Olympic gold in cross country, and now to bring the sport I love to the state I call home."

Beyond her athletic achievements, Jessie is committed to using her platform to make a positive difference in the world, and she has spoken out on issues such as women's involvement in sports, climate change, environmental conservation and mental health. In the 2022-23 season, U.S. Ski & Snowboard proudly launched the *Her*oic Initiative, a movement that celebrates the power of women in skiing and snowboarding while also providing helpful resources and tools to ensure that our women athletes, coaches, staff and others have more opportunities to become leaders in their sport. Athletes like Jessie are a key part of this significant push to bring real, positive change to how sports value female athletes and coaches.

As we look to the future of cross country skiing and women's sports, we look forward to watching Jessie continue to lead and succeed.





# ATHLETE RETIREMENTS

Three-time World Cup winner and Stifel U.S. Alpine throughout his career, notably 2015, when he Ski Team athlete Steven Nyman took the final run finished sixth in the downhill rank overall and 2016. of his storied career at Stifel America's Downhill in when he podiumed four races in a row, starting Aspen, Colorado on March 4, 2023. The 41 year old with the PyeongChang Olympic test event in has been a key member of the Stifel U.S. Alpine Ski Jeongseon (third) and then Chamonix (second), Team since 2004. Kvitfjell (third) and St. Moritz (second). Nyman was on track to race in the 2018 Olympics, but A Utah native, Nyman began his career at Sundance injury kept him out just a few weeks prior to the Resort before moving to the Park City Ski Team. In event. Nyman also earned the title of King of the 2002, he was chosen to represent the United States Saslong, having podiumed a mind-blowing four at World Junior Championships where he won the times on the famed Val Gardena track, including slalom and finished second in the combined. He three wins. He also had great success on Beaver guickly found his way onto the national team and Creek's Birds of Prey course, podiuming in front of made his official World Cup debut at World Cup the home crowd three times.

Finals in Flachau in 2002, where he finished 15th in

the slalom. Since then, his career has included four During Nyman's long tenure, he has taken on Olympics, five World Championships, three World a leadership role within the team, inspiring his Cup wins and a total of 11 World Cup podiums. teammates and the greater U.S. Ski & Snowboard organization, including many athletes in other sports as he rehabbed a number of injuries at "As a kid I dreamt of the Olympics and racing on the World Cup and in World Championship events," the USANA Center of Excellence, including both said Nyman. "I exceeded those dreams many fold-Achilles tendons, multiple broken legs, hand standing on the top step of World Cup podiums, surgery and blown knees. competing in multiple Olympic Games and World Championship events. There is nothing like expressing "My time is done and I'm ready to move onto the yourself on a mountain in such a vulnerable fashion." next phase and challenge myself in other ways using the knowledge and experience I have gained Nyman racked up a number of successful seasons through ski racing," said Nyman.



## **Steven Nyman** Stifel U.S. Alpine Ski Team

2004 - 2023



#### **Travis Ganong** Stifel U.S. Alpine Ski Team 2006 - 2023

Two-time Olympian and World Championship silver medalist Travis Ganong retired from alpine skiing after 17 years on the Stifel U.S. Alpine Ski Team. His final race was in Soldeu. Andorra at World Cup Finals. "I achieved my goals by winning World Cups, earning a medal at the World Champs, fighting for podiums at multiple Olympics, and capping it off last month in Kitzbühel with a podium on the Hahnenkamm was an honor," said Ganong.

Ganong's list of accomplishments in the sport is unwavering. He is a two-time Olympian and just missed earning a medal in the downhill in Sochi, finishing fifth. And in the 2015 FIS World Alpine Ski Championships, Ganong rocketed down the downhill at Beaver Creek, Colorado to win a World Championships silver medal in front of the home crowd.



After making his World Cup debut in 2009, Ganong went on to win two World Cups in Santa Caterina, Italy in 2014 and in Garmisch-Partenkirchen. Germany in 2017, and have six podium performances ranging from 2014 to 2023. Most notably, he podiumed this season on the famous Kitzbühel track, securing third place in the downhill—a long-time career goal for the veteran racer.

"It's time to transition from ski racing back to the place it all started: a true love for skiing and experiencing an adventurous life lived outdoors," said Ganong. "I am excited to continue this journey with the partners who have supported me throughout my career." Ganong is also a staunch advocate for the environment, acting as a Protect Our Winters athlete alliance member to lead the charge toward change within the alpine ski industry.

The 34 year old plans to continue celebrating his love for the outdoors and skiing by pursuing more backcountry-centered adventures in his home of Tahoe City, California with his fiancé-and fellow World Cup skier-Marie-Michèle Gagnon of Canada, who has also recently retired.

#### "

Being an American Downhiller for almost 18 years has been a wild ride!

Olympic bronze medalist and three-time Olympian Brita Sigourney announced in March 2023 that she was officially retiring from professional halfpipe skiing. Born in Monterey, California, Sigourney is one of the sport's legends, inspiring generations of halfpipe athletes that have followed in her footsteps.

Sigourney started skiing when she was two years old, and ski racing at age eight before she found freeskiing. During her 13 years on the team, she battled and overcame multiple injuries to return to the top of the game each time. Her list of career accomplishments is impressive:

- Olympic bronze medal at the 2018 PyeongChang Olympic Winter Games
- Three-time Olympian (Sochi, 2014; PyeongChang, 2018; Beijing, 2022)
- Five World Championships teams (2011, 2017, 2019, 2021, 2023)
- World Championships bronze medal in 2019
- Four World Cup wins (Copper Mountain, 2011; Mammoth Mountain 2012; Copper Mountain, 2013: Mammoth Mountain 2018) • 13 World Cup podiums



#### Brita Sigourney Stifel U.S. Freeski Team 2011 - 2023

**Mick Dierdorff** U.S. Snowboardcross Team 2014 - 2023



After spending more than half his life on the competitive snowboard scene. Mick Dierdorff has decided to step away. The 2018 and 2022 Olympian recently announced his retirement from snowboardcross, ending his career at the Bakuriani 2023 FIS Freestyle Ski, Snowboard and Freeski World Championships in Georgia.

The 31 year old from Steamboat Springs, Colorado has been racing at the FIS level since 2006. He competed in halfpipe and slopestyle before ultimately deciding to specialize in snowboardcross in 2007. He became a consistent presence on the NorAm podium, and was first nominated to the U.S. Snowboard Team in 2014. He broke through and found success on the World Cup circuit a few years later, landing his first podium finish at Cerro Catedral, Argentina in 2017. Dierdorff ultimately added two more World Cup podiums to his resume in 2018 and 2021.

His biggest triumph came in 2019 at the FIS World Championships on home soil in Utah. His years of dedication in the gym and on the race course came together, and he walked away as a double World Champion. Breaking a 14-year streak, Dierdorff became the first American man to win the individual snowboardcross title since Seth Wescott in 2005. Two days later, he did it again, winning gold with teammate Lindsey Jacobellis in the mixed team event.

His career has been, in many ways, a love letter to his hometown of Steamboat Springs. He grew up training and competing with the Steamboat Springs Winter Sports Club, where he will now be returning to coach. Dierdorff will also stay busy planning his upcoming wedding to fiancée Katie, and starting his own contracting business. "I'm excited," said Dierdorff. "Overall it's for sure just a bunch of excitement. It's been so fun...it's been a good career and I'm ready for the next thing."

2014 Olympic bronze medalist Alex Deibold has announced his retirement from competitive snowboardcross. A native Vermonter, 36-year-old Deibold has been snowboarding since the age of four. He attended Stratton Mountain School with fellow teammate Lindsey Jacobellis, and U.S. Snowboard Team halfpipe alums Danny Davis and Louie Vito.

Deibold was first named to the U.S. Snowboard Team in 2004. He made his first FIS World Cup appearance in Furano, Japan in 2007, and spent the last 17 years competing at the highest levels. Along the way, Deibold found himself on the World Cup podium six times, and represented the United States five times at the World Championships. He had a strong 2021-22 season, ultimately earning a spot on the 2022 Beijing Olympic Team. However, his plans were derailed when he suffered a major crash at the Cortina d'Ampezzo World Cup just five days before the Opening Ceremonies, leaving him in the hospital with a head injury and ultimately unable to join his teammates in Beijing.

Outside of the start gate, Deibold has always been known for his passion for the environment and the outdoors. He has served on the U.S. Ski & Snowboard Board of Directors as an athlete representative since 2021 and was an Athlete Role Model at the 2020 Youth Olympic Games. His teammates will miss his advice and friendship, both on and off the race course, but don't expect him to take it easy in retirement. He's chasing new adventures with Protect Our Winters, a non-profit focusing on legislation regarding climate change and looking forward to spending time on the mountain as a mentor to young snowboarders, and as a father.



#### Alex Deibold **U.S. Snowboardcross Team** 2004 - 2023

#### Hunter Wonders Stifel U.S. Cross Country Ski Team 2021 - 2023

Hunter Wonders has formally announced his retirement from World Cup ski racing. Wonders grew up in Alaska, along with several other members of the Stifel U.S. Cross Country Ski Team. He has always been a skier, whether that's on the skinny skis or on the wider planks in the Alaskan backcountry. Wonders has been a fixture in the cross country community for years, joining the Alaska Pacific University program as a junior and making the move to the U.S. Team in 2020, making his World Cup debut in January 2021 in the 30k skiathlon in Lahti, Finland. He raced in countless races at various levels including National Championships, Nor-Am Cups. U23 World Ski Championships, Youth Olympic Winter Games, World Cups and World Championships.

On the World Cup level, Wonders was in the top-30 consistently, and had a career-best 11th place in the 2022-2023 Tour de Ski. "Hunter burst on the scene as a junior and contributed a critical leg in the men's silver relay medal at the World Junior Champs in 2018," said the U.S. Cross Country Ski Team Program Director Chris Grover. "As a senior athlete, he steadily climbed the World Cup ranks, securing starts and representing the USA at two World Championships, Oberstdorf and Planica. In the 2022-23 season, Hunter broke through to another level with his first top-20 results, including an 11th place in the 10k classic in Oberstdorf. Hunter has been an incredible teammate and friend and he will be greatly missed in the program, but we are also excited to see where his next adventures take him!"

Off the snow, Wonders is successful in many other ways. Just days ago, he hit another milestone and successfully took his first solo flight in Alaska. Wonders was one of the athletes awarded the Take Flight Textron Aviation U.S. Ski & Snowboard Training Scholarship and is actively working towards his Private Pilot License. When on the road, you could find him studying to become a pilot in-between World Cup races. Even though he is taking a step back from World Cup ski racing, we can be sure we'll continue to see him around the ski trails.





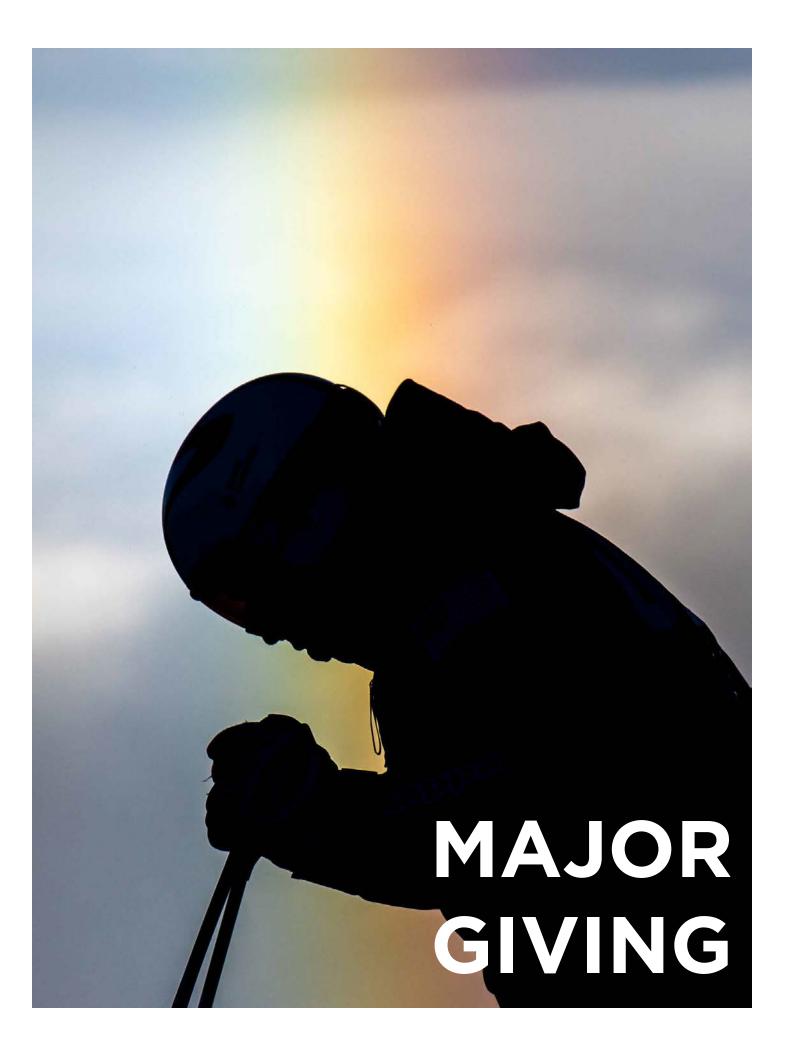
Hailey Swirbul is ready to say goodbye to World Cup ski racing. The 2022 Olympian formally announced her retirement from the World Cup circuit hours after crossing the finish line at the 2022-2023 World Cup Finals in Lahti, Finland.

24-year-old Swirbul, an El Jebel, Colorado native, has been on the U.S. Cross Country Ski Team for years, represented her country at two World Championships and was a member of Team USA in Beijing at the 2022 Olympic Winter Games. She's had a consistent presence on the World Cup throughout the last several years, starting in 64 races, finding the top-10 in four and standing on the 2020 Davos World Cup individual 10k skate podium in third. Now, Hailey is taking a step away from the World Cup circuit and is excited to begin her next chapter.

Hailey started with the Aspen Valley Ski & Snowboard Club until she left for college in 2016, skiing for the University of Alaska Anchorage Ski Team. Finding abundant success on the college circuit, Hailey then trained and competed with the Alaska Pacific University (APU) club team. There, she had breakout results, notably in the 2017 World Junior Championships in Solider Hollow, Utah where she, Katharine Ogden, Julia Kern and Hannah Halvorsen won the USA's first-ever medal at Junior Worlds. In 2019, she was officially called up to the U.S. Cross Country Ski Team.

Outside of skiing, Hailey is active in the community that helped shape her. As a current board member for the Women's Ski Coaches Association, Hailey works day in and day out in helping create a collaborative network to encourage retention of women coaches in the industry. She also has a bachelors degree in civil engineering and this past summer, worked full time as an engineer. "With the end of my World Cup career on the horizon, it is so easy to see how much I appreciate this team," said Swirbul. "It wouldn't be possible for me to have been on the World Cup and chase some big dreams without the support of the U.S. Ski Team, and I will forever be grateful for that."

#### Hailey Swirlbul Stifel U.S. Cross Country Ski Team 2019 - 2023



## GOLD PASS PROGRAM

est. 1973



Since its inception 50 years ago, the Gold Pass Program has grown from a small, grassroots effort to support national ski team athletes into U.S. Ski & Snowboard's largest annual fundraising program. The exceptional growth in the Gold Pass Program is due to the participation and support of the National Ski Areas Association (NSAA) and its member ski areas.

Thanks to the generosity of the NSAA, we sold 517 Gold Passes this season - the most ever! That means more than \$5.5 million in funding went to our U.S. Ski & Snowboard athletes from this program.

The Gold Pass is the ultimate snow sports asset that grants access to more than 200 resorts across the country. This unique, fully transferable pass offers you the freedom to ski and ride the best terrain while providing a sustainable source of funding for our athletes. Without the program, U.S. Ski & Snowboard would not be able to adequately fund the team.

- Every dollar raised means more athletes have less out-of-pocket expenses
- More funding allows our athletes to focus solely on their training and performance

However, becoming a Gold Pass member is about more than making a donation - it's about joining our team. Without government funding, our athletes rely on all of us to help them compete on the world stage.

In the 2022-23 season, we launched Gold Pass Snow Days to get out on the slopes with our donors and have some fun. Held the second Wednesday of each month at various resorts, these get-togethers are a big success and we look forward to continuing the events next season!







The Champions Club Program began in 2002 at the Olympic Winter Games in Salt Lake City, Utah. Since then, the program has grown to become a pillar of the Foundation's annual fundraising plan, raising tens of millions of dollars in direct-to-athlete funding since inception. Champions Club supporters have spectacular experiences at our key sports events, which we have held in the United States, Europe and Asia. Trips are all-inclusive with VIP accommodations that include fine dining, exceptional

lodging, meet-and-greets with the athletes, and fun cultural activities.

Our most recent Champions Club experience took place February 5-12, 2023 in Meribel-Courchevel, France, for the FIS Alpine World Ski Championships. In addition to VIP access to the competitions and time with the athletes in the finish area, our guests enjoyed other memorable activities like après-ski fun and cocktails at the famous La Folie Douce!



U.S. Ski & Snowboard would like to thank all of our Champions Club members, past and present, for their incredible support.

#### Upcoming

2025 Nordic World Championships Trondheim, Norway (spaces available)

2026 Winter Olympic Games Milano-Cortina, Italy (sold out)



**CHAMPIONS** 

CLUB

est. 2002



## AMBASSADOR PROGRAM

est. 2017

The U.S. Ski & Snowboard Ambassador Program is now in its sixth season and more successful than ever. Becoming a member is a great way to make strong connections with our leadership, our trustees, and our athletes. Ambassadors help raise awareness of U.S. Ski & Snowboard by hosting events in their respective areas of the country and taking every opportunity to educate others about the Team. We also invite our Ambassadors to attend our biannual Board of Trustees meetings for an insider look at how the organization is run. They also have the opportunity to engage in a meaningful way with our national team athletes.

The Ambassador Program continues to be an important area for growth within the U.S. Ski & Snowboard Foundation, and we look forward to welcoming new members each season. We want to thank our 47 Ambassadors for their commitment to the Team and their steadfast support of our organization!

**Ben Badiee Ray Bingham** John Botti **Tatiana Botton** Ladd Christensen **Kevin Compton R. Stanton Dodge** George & Mary Glass Ken Goldman Helene Hahn-Loyd Andreas & Diane Halvorsen **Bradley Hauser** Jeff Kirwood **Michael Krupka** Joseph Landy Wayne Lemley **Alexa & Fernando Maddock** James Maher & Polly Scott **James McCullough** Craig McKesson Peter Millett, M.D.



Kaia Moritz Matt Mullenweg **Corinne Nevinny** Joseph O. Tobin, II **Kelly Pawlak Matthew Prince** Marc Prisant & Heidi Heltzel **Robert Rahal Dan Richards Bryan Slotkin Jason Soules Steve Sperley Michael Stern M. Brent Stevens Oliver Thym** William Tyree John P. Underwood **Raymond Uritescu** Randy Viola, M.D. Carolyn Weinberg E. Carlton Wilton **Tim Wolff** 



## TRUSTEE **INNER CIRCLE**

est. 1975

U.S. Ski & Snowboard's annual trustee giving program is called the Inner Circle, which is a fitting name for this group of passionate supporters who are the backbone of the Foundation. Their Inner Circle contributions provide critical operating support for all national team athletes, which supports their athletic programming. This includes athlete travel, training camps, competitions, and sport medicine and nutritional support. Simply put, we could not function as an organization without this extraordinary group of individuals. We are deeply grateful for their commitment to us, and proud to call them our supporters and friends.

Grady Durham

Alan Airth Liz Arky Karen Arnold **Kevin Arguit** Jon Auerbach **Simon Bachleda** Louis Bacon Joe Baratta Mark Begor **James Benedict** William Bindley, II Jeremy Bloom **Greg Boester** Erik Borgen Maddie Bowman Jeff Boyd John Bucksbaum Samuel Byrne **Andrew Cader** Patricia A. Campbell **Donna Carpenter Charles Christianson** Kelly Clark J. Taylor Crandall John Cumming Peter Curran, M.D. **Andrew Davis** Wade Davis John de Neufville Jeff Dekko Patrick Dempsey Mark Dowley

**Spencer Fox Eccles** David Fitzgerald Kenneth Graham Mitchell Green Alan Gregory Phill Gross Tom Hackett, M.D. Simi Hamilton **Brad Harrington Christopher Heinz David Henle** Andre Horton Ali Jennison Sydney McNiff Johnson Mike Kaplan Samir Kaul Hannah Kearney **Charles Kirk Kellogg** Forrest King-Shaw Ron Kruszewski Anne Kubik **Elizabeth Larned Brian Leach** Karin Leschly, M.D. Jeanne Resor Leviant **Pamela Martin** Walter McCormack **Thomas McInerney** > P. Andrews McLane **Jonny Moseley Kipp Nelson** 

**Dexter Paine** Edan Park **Andrew Paul Keith Pennell** Marc Philippon, M.D. **Chuck Pieper Stephanie Pierce Gary Pinkus Ross Powers Paul Raether** Steven MacGregor Read **Eric Resnick Robert Reynolds** Henri Rivers **Duke Rohlen Armins Rusis** Alice Ruth **Steve Shafran** Gale Shaw, III Julie Silcock **Alison Spitzer Elizabeth Stephen Steven Strandberg** Lee Styslinger, III **Dune Thorne** John Townsend **Robert Trudeau Richard Tutino**, Jr. **Charles Vieth** Dani Virtue **Tom Wallisch Thomas Wiesel** 

## JEFF SHIFFRIN ATHLETE **RESILIENCY FUND** est. 2020

In the world of snow sports, Mikaela Shiffrin is a household name. At 28 years old, she is now the greatest alpine skier of all time with two Olympic gold medals, 88 World Cup wins and five Overall Crystal Globe titles. With discipline and determination, she has navigated a path to sports immortality that was paved with great successes and also many challenges.

On February 2, 2020, following a tragic accident at her family's home, her beloved father, Jeff Shiffrin, passed away with his family at his side. The year that followed was one of unprecedented challenges as the world grappled with the pandemic. While the Shiffrin family was in the midst of their own grief and shock, they recognized that everyone was suffering in some way, and the national team athletes were no exception. Thanks to the generosity of several caring donors in collaboration with the Shiffrin family, the Jeff Shiffrin Athlete Resiliency Fund was formed. It enabled U.S. Ski & Snowboard to respond quickly and effectively to the needs of all our athletes across all sport disciplines by stabilizing our funding.

For the last two seasons, the purpose of the Jeff Shiffrin Athlete Resiliency Fund has been to provide needbased, direct-to-athlete stipends that help support all aspects of our athletes' sports careers.

Congratulations to the 54 Jeff Shiffrin Athlete Resiliency Fund award winners of the 2022-23 season! These athletes have demonstrated extraordinary commitment to their sport. continuing to push themselves to even greater levels of achievement.





Jeff's life and legacy are honored through this Fund by incorporating what he valued in athletes - hard work, grit and determination - into the application process. Current A-D/Pro-Rookie team athletes must submit applications providing insight into what was important to him, specifically their demonstrated ability to break through to the next elite level of their sport and their commitment to excellence in athletic performance.



Alpine - 28% **Cross Country - 7%** Freestyle - 18% Freeski - 17% Snowboard - 30%

54 applicants received up to \$10,000

28 women (52%) and 26 men (48%) received awards

Athletes ranged from rookies to long-time team members, including several Olympians

Awards by Team Level

A/Pro Teams: 31% B Team: 41% D/Rookie Teams: 28% After our incredible success in direct marketing last year (the 2021-22 season was our most successful year ever!) we are still going strong but experiencing some challenges in a post-Olympic year. A tougher and more uncertain economic climate has affected donations in the fundraising sector. Like most other non-profits and National Governing Bodies (NGBs), we noted decline in direct marketing gifts, with average gross revenue down 20-25% across the sector.

While fundraising declined slightly compared to the previous season, there was overall growth in key areas. In the 2022-23 season we had:

- An increase of 14% in the average gift amount
- More than 100 new donors
- 46 Podium Club members and growing! And a goal of 100+ members in two years
- The largest direct mail donation in our history \$20,000!

All direct marketing campaigns focus on our athletes' incredible stories, and the challenges and triumphs on their personal journeys to try to become the best in the world. Below is a snapshot of our 2022-23 season campaigns. Each appeal is crafted in collaboration with the featured athlete or athletes, and we are grateful for their generous support of our efforts.



Jessie Diggins shared how her resiliency and determination are homegrown



Colby Stevenson talked about the power of battling through adversity



Lindsey Vonn discussed why national team support is crucial



Lindsey Jacobellis & Nick Baumgartner shared what teamwork really means





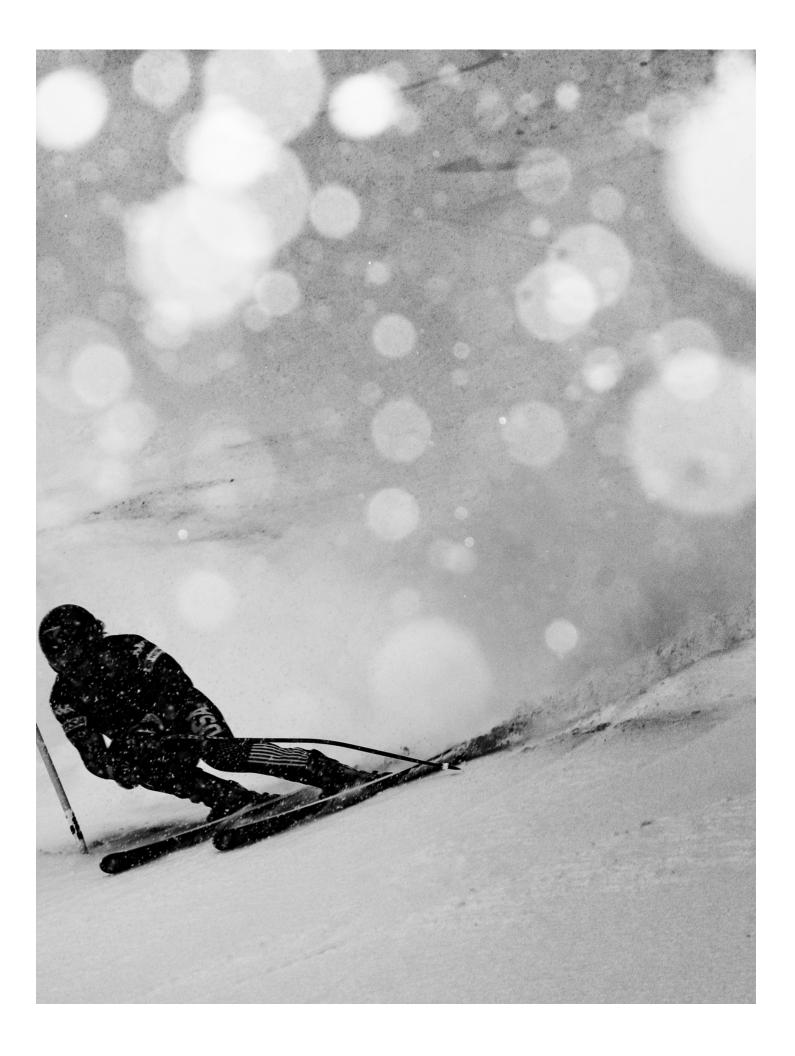
Ryan Cochran-Siegle brought it home discussing family and community





Julia Mancuso reflected on the importance of funding every season



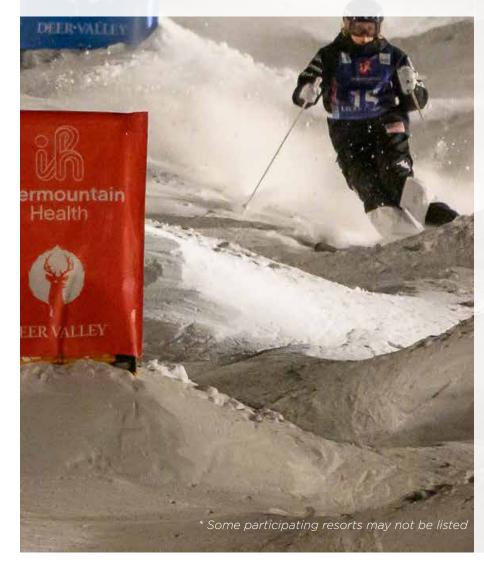


# DIRECT MARKETING

est. 1995



Our resort partners\* across the country are vital to U.S. Ski & Snowboard, providing the foundation on which our sports operate. In the off-season, our athletes are utilizing them for training camps. In season, we rely on them for hosting dozens of events for our sports that draw thousands of people. We also partner with resorts through the National Ski Areas Association (NSAA) for our Gold Pass Program, which is our largest annual fundraising program. There would be no U.S. Ski & Snowboard Team without the use of the mountains, and we are grateful to all of the resorts for their partnership and generosity.



49 Degrees North Mountain Resort Abenaki Ski Area Afton Alps Ski Area Alpine Valley Ski Area Alta Ski Area Alyeska Resort Angel Fire Resort Appalachian Ski Mtn. Apple Mountain Arapahoe Basin Arizona Snowbowl Aspen Highlands Attitash Mountain Resort Bear Creek Mountain Resort Bear Mountain Resort Beaver Creek Resort Belleayre Mountain Big Boulder Ski Area Big Sky Resort Blandford Ski Area Blue Knob Blue Mountain Resort Bogus Basin Mountain Rec. Area Bolton Vallev Boreal Mountain Resort Boston Mills Boyne Highlands Resort Bovne Mountain Resort Bradford Ski Area Breckenridge Ski Resort Bretton Woods Ski Area Brian Head Resort Bridger Bowl Ski Area Brighton Ski Resort Bristol Mountain Resort Bromley Mountain Resort Bryce Resort Buck Hill Buena Vista Ski Area Buttermilk Camden Snow Bowl Camelback Resort Cannon Mountain Cannonsburg Ski Area Cascade Mountain Catalooche Ski Area Catamount Ski Area Chestnut Mountain Resort China Peak Mountain Resort Cooper Spur Mountain Resort Copper Mountain Resort Cranmore Mountain Resort Crested Butte Mountain Resort Crotched Mountain Ski & Ride Crystal Mountain Dartmouth Skiway Deer Valley Resort Company Diamond Peak Ski Resort Discovery Ski Area Dodge Ridge Wintersports Area Eaglecrest Ski Area Eldora Mountain Resort Giants Ridge Golf & Ski Resort Gore Mountain Grand Geneva Resort Grand Targhee Resort

Granlibakken Tahoe Great Bear Ski Valley Greek Peak Mountain Resort Gunstock Mountain Resort Heavenly Mountain Resort Hermitage Club Hidden Valley Resort Hidden Valley Ski Area Hogadon Ski Area Holiday Valley Resort Homewood Mountain Resort Hoodoo Ski Area Howelsen Hill Ski Area Hunter Mountain Hurricane Ridge Ski Area Hyland Hills Ski Area Indianhead Mountain Jack Frost Mountain Jackson Hole Mountain Resort Jay Peak Resort Jiminy Peak Mountain Resort June Mountain Kevstone Resort Killinaton Resort King Pine Ski Area Kirkwood Mountain Resort Liberty Mountain Resort Lookout Pass Ski Area Loon Mountain Recreation Corp. Lost Valley Ski Area Loup Loup Ski Bowl Loveland Ski Area Mad River Mountain Mammoth Massanutten Resort McIntyre Ski Area Middlebury College Snow Bowl Mission Ridge Ski & Board Resort Mohawk Mountain Ski Area Monarch Mountain Montana Snowbowl Mount Kato Ski Area Mount Peter Ski Area Mount Snow Resort Mount Southington Ski Area Mount Sunapee Resort Mountain Creek Mountain High Resort Mt. Abram Resort Mt. Ashland Mt. Bachelor LLC Mt. Baker Mt. Brighton Ski Area Mt. Holidav Ski & Rec. Area Mt. Hood Meadows Ski Resort Mt. Lemmon Ski Vallev Mt. Rose - Ski Tahoe Mt. Shasta Ski Park Mt. Zion Nashoba Valley Ski Area Nordic Mountain Ski Area NorthStar California Nub's Nob Ski Area Oak Mountain Ober Gatlinburg Ski Area Okemo Mountain Resort

Otis Ridge Paiarito Mountain Ski Area Palisades Tahoe Paoli Peaks. Inc. Park City Pats Peak Pebble Creek Ski Area Peek 'n Peak Resort Perfect North Slopes Pico Mountain Plattekill Mountain Pomerelle Mountain Resort Powder Mountain Powder Ridge Ski Area Powderhorn Mountain Resort Purgatory Resort Ragged Mountain Resort Red Lodge Mountain Resort Red River Ski Area. Inc. Roundtop Mountain Resort Royal Gorge Cross Country Ski Resort Sandia Peak Ski Area Schweitzer Mountain Resort Seven Springs Mountain Resort Shanty Creek Resorts Shawnee Mountain Ski Area Shawnee Peak Ski Area Showdown Montana Sierra-at-Tahoe LLC Silver Mountain Ski Resort Sipapu Ski & Summer Resort Ski Apache Resort Ski Big Bear Ski Bluewood Dayton Ski Brule Ski Butternut Ski Cooper Ski Granby Ranch Ski Mystic Deer Mountain Ski Santa Fe Ski Sundown Ski Ward Ski Area Sky Tavern Skyline Bear Valley Mountain Sleeping Giant Ski Area Smugglers' Notch Resort Snow Creek Ski Area Snow King Resort Snow Ridge Ski Resort Snow Snake Ski & Golf Snow Summit Mountain Resort Snow Trails Snowbasin Resort Co. Snowbird Ski & Summer Resort Snowmass Snowshoe Solitude Mountain Resort Song Mountain Resort Spirit Mountain Recreation Area Squaw Valley Resort, LLC Steamboat Ski & Resort Stevens Pass Stowe Mountain Resort Stratton Sugar Bowl Resort Sugar Mountain Ski Area

Sugarbush Resort Sugarloaf Suicide Six Ski Area Sun Vallev Resort Sundance Sunday River Resort Sunlight Mountain Resort Sunrise Park Resort Swain Resort Swiss Valley Ski & Board Area Tahoe Donner Ski Area Taos Ski Valley, Inc. Telluride Ski & Golf Resort Terry Peak Ski Area The Homestead The Summit at Snogualmie Timberline Lodge & Ski Area Titus Mountain Family Ski Center, LLC Vail Mountain Wachusett Mountain Ski Area Waterville Valley Resort Welch Village Ski Area, Inc. White Pass Ski Area Whiteface Mountain Whitefish Mountain Resort Whitetail Resort Wild Mountain Wildcat Mountain Willamette Pass Resort Windham Mountain Resort Winter Park Resort Wintergreen Resort Winterplace Ski Resort Wisp Resort Wolf Creek Ski Area Yawgoo Valley Ski Area & Water Park





Our auctioneer, Harry Santa-Olalla, did a fantastic job

guests who generously bid on the silent and proud the room was of our Olympians. We would like to thank our incredible Event Committee Co-Chairs for their dedication and commitment to helping us fundraise in

## FREESKI & SNOWBOARD APRÉS PARTY







We are grateful to Carol and Dave Jeske for opening their home and being such generous hosts and enthusiastic supporters of the teams! U.S. Ski & Snowboard would also like to thank the many local businesses and friends of the organization who donated auction items, and the guests who attended and made the evening such a memorable event!



## MOGULS TEAM **FUNDRAISER**

Longtime U.S. Ski & Snowboard Trustee Jim Benedict and his wife, Jeffy, hosted the annual Moguls Team fundraiser at the Red Sky Ranch Clubhouse in Wolcott, Colorado on August 26, 2022 and it was a huge success! This is a favorite event for the athletes and Red Sky Ranch members who host athletes in their homes, and the entire moguls team was in attendance. Several team alums also attended, like Olympians Jeremy Bloom, Bryon Wilson, and Michelle Roark.

Olympic gold medalist Hannah Kearney emceed the event and our special guests in the room included Billy Kidd who won silver at the 1964 Olympic Winter Games in Innsbruck, Austria, and figure skating legend Dorothy Hamill. Billy was one of two American men to win the first Olympic medals for the United States in alpine skiing. He's an iconic figure in the snow sports world and we were thrilled to have him and Dorothy there to lend their support.

Hannah did a fantastic job hosting the event which was the most successful freestyle fundraising event to date, raising **\$180,000** in athlete support!

Thank you to all of the guests who came out to support our incredible moguls team! And a huge thank you to Jim and Jeffy Benedict for continuing to host this amazing fundraiser each year!









## ST. LOUIS FUNDRAISER

Denim & Ice

# TONIGHT

Meet Mikaela Shiffrin **Olympic Gold Medalist** World Champion

Bid on exclusive US Ski apparel and other exciting items!

## EAT

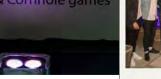
Slider station Taco station Corn cake station Café Napoli Tani Sushi

## DRINK

Three open bars "Ranch Water" Signature cocktail

**BE MERRY** 6:00 - 7:30 Molly Lovette 8:00 -10:00 Jordan James

Charles P. Stanley Cigars Bocci Ball & Cornhole game





The 6th Annual St. Louis Fundraiser took place on October 1. 2022 at the home of U.S. Ski & Snowboard Foundation Trustee Ron Kruszewski and his partner. Amanda Perkins. This year's theme was *Denim & Ice* and the guests did not disappoint, arriving in some fantastic outfits. Ron generously hosts this event each year to benefit our athletes and all proceeds go directly to supporting them. We are thrilled to say that this was the most successful event to date, raising \$800,000 in athlete support - the most ever!

The relaxed and fun event kicked off with amazing food and drinks. live music and games like bocce ball and cornhole. Mikaela brought along one of her (many!) crystal globes, and graciously greeted every guest as they arrived. After standing for photos, she said a few words during the event about her accomplishments and world record-breaking season, the importance of fundraising for the team, and the impact it has on the athletes since they don't receive government funding.

Ron is very involved with the U.S. Ski & Snowboard Foundation, both as a longtime trustee and as the Chairman and CEO of Stifel Financial, the new sponsor of the Stifel U.S. Ski Team. The organization is grateful to have dedicated and passionate supporters like him behind us.





Hosts Ron Kruszewski & Amanda Perkins

## REGIONAL RECEPTIONS



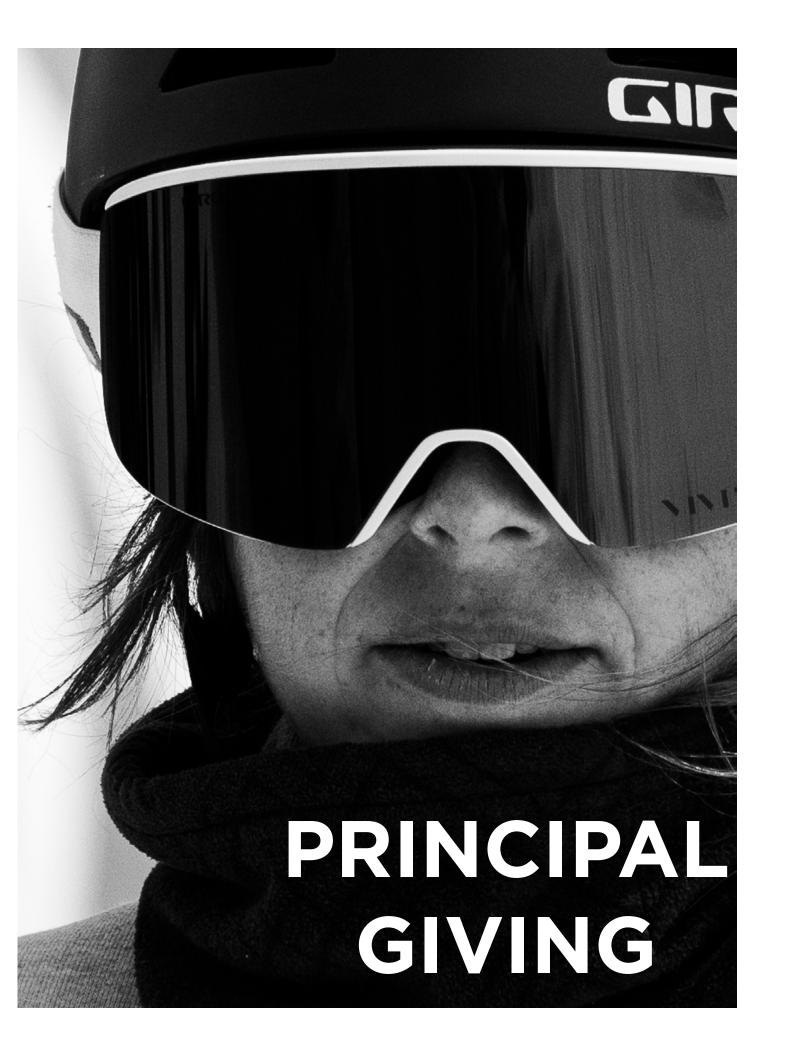


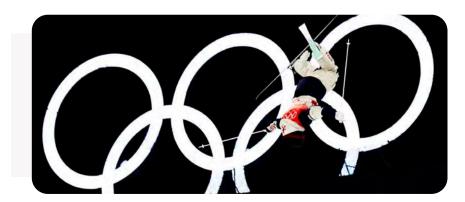
U.S. Ski & Snowboard Trustee Peter Curran and his wife, Quin, graciously hosted a reception in Harbor Springs, Michigan on August 11, 2022 to help introduce new supporters to the team. Beijing Olympic gold medalist Nick Baumgartner (snowboardcross) was there to speak with the guests and he brought his medal along! We always love meeting new people and getting the word out about what U.S. Ski & Snowboard does to fund the national team. A big thank you to Peter and Quin for hosting a great event!



U.S. Ski & Snowboard Trustee Julie Silcock also hosted a reception at her Dallas. Texas home on November 8, 2022 to raise support for U.S. Ski & Snowboard athletes. Stifel U.S. Freestyle Team member and Olympic gold medalist Ashley Caldwell (Aerials) attended and wowed the guests with conversation about training, competing and what it takes to be a champion. The event raised **\$76,000** in support for our athletes and we are very grateful to Julie for hosting such a fun event!







Since its inception in 2017, the Principal Giving Program has become an integral part of the Foundation's fundraising efforts. Principal gifts are transformational for the organization because they cannot be reduced or reallocated, even in the event of a budget shortfall.

As a non-profit, the ability to guarantee portions of our annual budget is a game-changer for us and for our athletic programming. For the teams that have been touched by this level of giving, it means the sport directors and coaches can plan for the upcoming seasons without the fear of making budget cuts. Stability of resources is key for maintaining an effective training and performance schedule for our athletes. For the programs that have been created as a result of a principal gift, it provides sustainability and flexibility to help ensure growth within our organization.

We believe that the Principal Giving Program's success is tied to its focus on our donors. The Foundation works to align the donors' passion and interests with the organization's greatest needs. It gets to the heart of what philanthropy is all about - the emotional resonance that a cause has with a donor and how they can affect a greater good. The Principal Giving Program has had a significant impact on our alpine, cross country, and freestyle teams, our Sport Education, Athlete Career & Education, and Creative & Content teams, and our endowment and planned giving programs. We will continue to build on this success as we look to the 2026 Olympic Winter Games, and beyond.

#### Thanks to our generous donors, Principal Giving has raised \$30 million+ in pledges since 2017, including \$8.5 million+ in gifts and receivables in the 2022-23 season



## PRINCIPAL GIVING

est. 2017

## STIFEL U.S. CROSS COUNTRY SKI TEAM



The Stifel U.S. Cross Country Ski Team is a great example of the power of philanthropy to impact performance. Since 2019, the team has received significant investment from generous and enthusiastic supporters who want to make a real difference in our athletes' lives. Their gifts have supported the team's training, travel, coaching, sports medicine and high performance and nutritional needs, with incredible results. The women's and men's teams are breaking new ground for the United States in cross country skiing. Stable funding for the team helps the athletes focus solely on their performance without worrying about whether their training camps or competitions starts will be cut due to budget shortfalls.

#### 2022-2023 season highlights:

- Jessie Diggins won World Ski Championships (WSC) gold in the 10 km skate in Planica, Slovenia - this is the first individual WSC gold medal for the United States in history!
- Jessie Diggins and Julia Kern won bronze in the WSC freestyle team sprint in Planica, Slovenia
- Rosie Brennan was fifth in the 30 km classic at the Planica World Champs
- Jessie Diggins finished second in the Overall World Cup and 2nd in the Distance World Cup
- Rosie Brennan finished 4th in the overall World Cup and sixth in the distance World Cup
- This is the first time the United States has had two women in the top-five in the overall World Cup
- Ben Ogden was eighth in the overall World Cup
- Julia Kern finished seventh in the sprint World Cup
- 11 World Cup podiums for the 2022-23 season
- First World Cup podium for Sophia Laukli third in the Tour de Ski final climb
- Ben Ogden won the U23 season World Cup standings the first time an American athlete has won this category!
- The U.S. men's team moved from ninth to sixth in the Nation's Cup this season and will have an additional World Cup quota spot next season as a result

#### We would like to thank the following donors for their generous commitments to the team this season

Anonymous Liz Arky & Bill Green Peter & Quin Curran Andreas & Diane Halvorsen Chris & Sasha Heinz Steve & Diana Strandberg





and Kevin Bolger





Julia Kern on course



it possible to hire more coaching staff and enhanced the level of training our moguls athlete Bryon Wilson, and Josh Kober, a renowned coach who previously worked with the British Columbia Provincial Team, joined our staff last season and they are already making a big impact. In the 2023-24 season, they will continue to elevate the team's overall performance, building on the results of this season.

# donors for their generous commitments



## STIFEL U.S. ALPINE SKI TEAM



Accelerating the Stifel U.S. Alpine Ski Team's performance on all levels is another priority initiative for U.S. Ski & Snowboard. This winningat-every-level ("WELL") approach is designed to tackle the biggest challenges we face in the sport, specifically a lack of resources to fully manage and sustain the national system at the NorAm. Europa and World Cup levels. The WELL program has built out the coaching and tech staff to properly support each level of the alpine team, and created a fully managed and funded NorAm Team. The program has also funded more athlete starts at the NorAm, Europa and World Cup levels.

The WELL program represents the natural evolution of years of work in U.S. alpine skiing to shift from a top-down, elite-level approach to funding and training to a holistic approach that emphasizes support for the athlete development pipeline. More alpine athletes need to be meeting specific performance markers:

- Achieving top-10 and podium results at the NorAm level
- Being fully prepared to medal at the World Junior Championships
- Moving up the development pipeline to the elite levels by achieving objective qualifications at an accelerated rate

Since U.S. athletes do not receive any government funding, they have a competitive disadvantage against dominant European nations that can simply over-fund their teams in critical areas like coaching, training and performance. Specifically, the WELL program focuses on the following needs:

- More coaches at the NorAm and Europa Cup levels
- More athlete competition starts at NorAm and Europa Cup events
- More ski technicians at all levels (speed and tech)
- Additional physical therapists and athletic training coordinators for the Development Team, Europa Cup and World Cup levels
- Funding for additional on-snow training days for the speed and tech teams
- Sport psychology support staff
- Enhanced Return-To-Performance support for athletes rehabilitating from injury
- Travel support for additional athletes and new staff





U.S. Ski & Snowboard is thrilled to announce that we reached our \$20 million fundraising goal for the Bob Beattie Athlete Travel Fund! This endowed fund supports the travel expenses for our A. B. C and Pro Team athletes, in perpetuity. Prior to the inception of the Beattie Fund, athletes named to the national team would receive a letter congratulating them on making the team that included a significant bill to cover their travel costs. The U.S. Ski & Snowboard Foundation is striving to eliminate that issue permanently, and endowing the Beattie Fund is a big step towards achieving that goal.

We launched our fundraising efforts for the Bob Beattie Athlete Travel Fund in 2017 as part of the larger Marolt Athlete Endowment campaign. Now fully endowed, the Fund will provide nearly \$1 million annually for our athletes' travel expenses.

#### Who was Bob Beattie?

Bob Beattie was an icon of the sport of alpine ski racing and one of its most passionate pioneers. He was a driving force for ski racing his entire life, counted among the sport's leaders who built it into one of the pillar events of the Olympic Winter Games. He was the founding coach of the U.S. Ski Team and one of the creators of the FIS Alpine Ski World Cup. Fierce and outspoken, Bob continued to advocate for the sport he loved long after his retirement from coaching, promoting and fundraising for the team on an unprecedented scale. He felt deeply that all national team athletes should have their expenses covered, especially their travel costs,

Bob was one of the most decorated officials in skiing's history, receiving numerous honors including the U.S. Ski Association's Julius Blegen Award (1964) and he was inducted into the U.S. Ski & Snowboard Hall of Fame (1984). He passed away in April of 2018 at the age of 84.

#### We would like to thank all the donors who helped make Bob's dream a reality

Chris Jeanne & Ali & Mike To Jay & K El D Andy & Kaia	Alan & Alexandra Airth Karen & John Arnold Kevin Arquit Erik & Kathy Borgen Wesley Bagnell Jeff Boyd John & Jackie Bucksbaum Patricia Campbell Kevin & Gayla Compton John & Kristi Cumming Peter & Quin Curran Jeff Dekko Grady & Lori Durham Harry & Susan Frampton Rusty Gregory
Ralph & N	Phill & Liz Gross Andrew & Abbe Haber

## BOB BEATTIE ATHLETE TRAVEL FUND

Happy Hawn is & Sasha Heinz & Doug Jackson Peter Jennison & Laura Kaplan om & Fafi Karam Karen Kemmerer Elizabeth Larned Joe LeBeau Doug Mackenzie & Linda McLane Eric Monson a & Misha Moritz Jonny Moseley Cindy Nelson Kipp Nelson John Odle Marlys Palumbo

Edan & Bon Sun Park Andy & Margaret Paul Keith & Bonnie Pennell Gary & Mary Pinkus Edward Pitkin Paul & Wendy Raether Steven & Mary Ann Read Eric Reinhard Armins & Cynthia Rusis Tim & Lisa Seifert Steve & Stephanie Shafran Julie Silcock Jim & Kelley Smith Steve & Diana Strandberg Bill & Kathryn Tyree John & Amy Underwood Anthony Vinter Ronald Zapletal

#### We also wish to thank all the donors who contributed through our public fundraising campaign.

# NTHER OWN WORDS



To get to be at the top of the sport, it's about chasing the snow, traveling and having access to training hills and facilities all year round. Donor funding makes all those things come to life, so that I can put in the work when I get there.

No one can reach the top on their own and donors are huge part of that team that helps us athletes strive to be able to reach our full potential.

Jaelin Kauf 2022 Olympic silver medalist Stifel U.S. Freestyle Ski Team



Donor funding makes me feel like they believe in me and US skiing enough to back it. That is a good feeling and boosts our confidence. It also gives us the freedom to focus more what we need to perform at higher levels. We wouldn't have been able to win gold at the World Champs team event this past year, so that just shows that donor funding is making an impact.

Tommy Ford



Since U.S. Ski & Snowboard is a non-profit organization, our successes and dreams are largely fueled by the support we received from donor funding. That support is what bridges the major financial barrier between our dreams and reality, and makes an impact on the world through our sports.

Lucas Foster 2022 Olympian U.S. Snowboard Team

2023 World Championship gold medalist Stifel U.S. Alpine Ski Team

Without the support of donors, our accomplishments like Olympic gold medals and World Championship titles would not be possible, and neither would the impact each athlete's story and journey can have on the younger generations participating in our sport.

There's no doubt in my mind that without the support and belief of our donors, we would not have been able to make history this winter with the first ever World Championship title for men or women in U.S. cross country skiing.

The amount of support staff we need in order to arrive at the start line on an equal playing field to the Scandinavian teams is only possible with the generous help of donors so that we have the wax and coaching staff we need for competitive skis, the nutrition support to stay healthy, and lodging and travel to keep racing the whole winter on the road. Thank you!

Jessie Diggins Olympic gold, silver, and bronze medalist Stifel U.S. Cross Country Ski Team

All the generous donors to U.S. Ski & Snowboard should feel personally responsible for the achievements of the athletes each winter. Having a well-funded team allows for the focus to be put on training and preparation for competitions rather than fundraising. Without this support, we could not have had our World Champs pre-camp in Obertilliach, Austria and we almost certainly would not have seen our first-ever female cross country World Champion crowned. Even though I was not on the top of any podiums, that was a day I will never forget, made possible by the Team's generous donors.

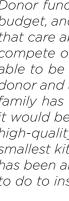
Ben Ogden 2022 Olympian Stifel U.S. Cross Country Ski Team

Donor funding plays such a huge role in my career. I was once an independent athlete and the financial stress was always prominent. Being supported by so many people now has truly made such a difference in my career and my life. I am so grateful to donor funding for helping my dreams become my reality and allowing me to continue to pursue the top in my sport. Thank you!

Bella Wright 2022 Olympian Stifel U.S. Alpine Ski Team







Gus Schumacher 2022 Olympian Stifel U.S. Cross Country Ski Team



Megan Nick Olympic bronze medalist Stifel U.S. Freestyle Ski Team



Julia Kern



Donor funding is important to us because it is a huge source of our budget, and it's super meaningful when we can deliver for the people that care about us most! This funding has made it possible for me to compete on the World Cup full time with peace of mind that I'll be able to be supported. It'd be hard to fully make ends meet without donor and team support. A super special donor fund from the Curran family has also made our team nutrition so much more dialed than it would be otherwise. We've been able to have top notch chefs and high-quality ingredients in the farthest reaches of Europe (and in the smallest kitchens!). With that and general support covered, our team has been able to focus way more on the training and racing we need to do to inspire our people back home!

Donor funding is crucial for athletes to continue pursuing and achieving their athletic goals without the financial stress that comes with training. Thanks to generous donors, I have been able to train full time and pursue my master's degree. Without the financial burden, I have been able to take advantage of these opportunities and achieve many athletic and personal goals. In the absence of donor funding, I am confident I would not have been able to achieve my lifelong goal of competing in the Olympic Games, let alone walk away with a bronze medal. Overall, this funding allows each athlete to fully dedicate themselves and develop their skill both inside and outside of sport. Without this support, many athletes could not achieve their full potential.

Donor funding has been crucial in helping our team secure the resources to enable us to reach the next level, such as getting our first ever wax truck to level the playing field with other top nations. Donor support helps our team fund projects that fall outside the team operating budget, but are essential to keeping up with the evolution of the sport and the resources required to compete at the very top. This year we had generous donors specifically fund extra nutritional support throughout the season, allowing us to properly fuel and in turn stay healthy and fast throughout the season, and I can't express how much of a difference that has made for team this year (for example not a single athlete got sick during the Tour de Ski and we had a record number of athletes complete the tour this year, which would have not been possible without supplemental nutrition support). In the past eight years on the national team, I have witnessed and experienced our team transform from one of the "smaller underdog nations" to a well supported "big nation" fighting for medals in every single event, in large part due to the increased financial support in the areas that matter. Thank you donors for making our dreams reachable!

When you donate to U.S. Ski & Snowboard it really means the world to us. I would not have been able to ski race at the level of national team consideration without the support of some incredibly generous people, much less be able to reach the level I am today, and where I hope to go tomorrow. I would certainly not have been able to move to Vail to pursue my passion for skiing, move to Park City to train and compete with the Stifel U.S. Alpine Ski Team, or live out my childhood dream of racing my idols in the World Cup. So in short, the generous support of people like yourself helps make my childhood ambitions a reality, and through that, hopefully inspires some other kids out there without the means to take on the world by themselves that they can do it too.

Kyle Negomir 2023 Super-G National Champion Stifel U.S. Alpine Ski Team

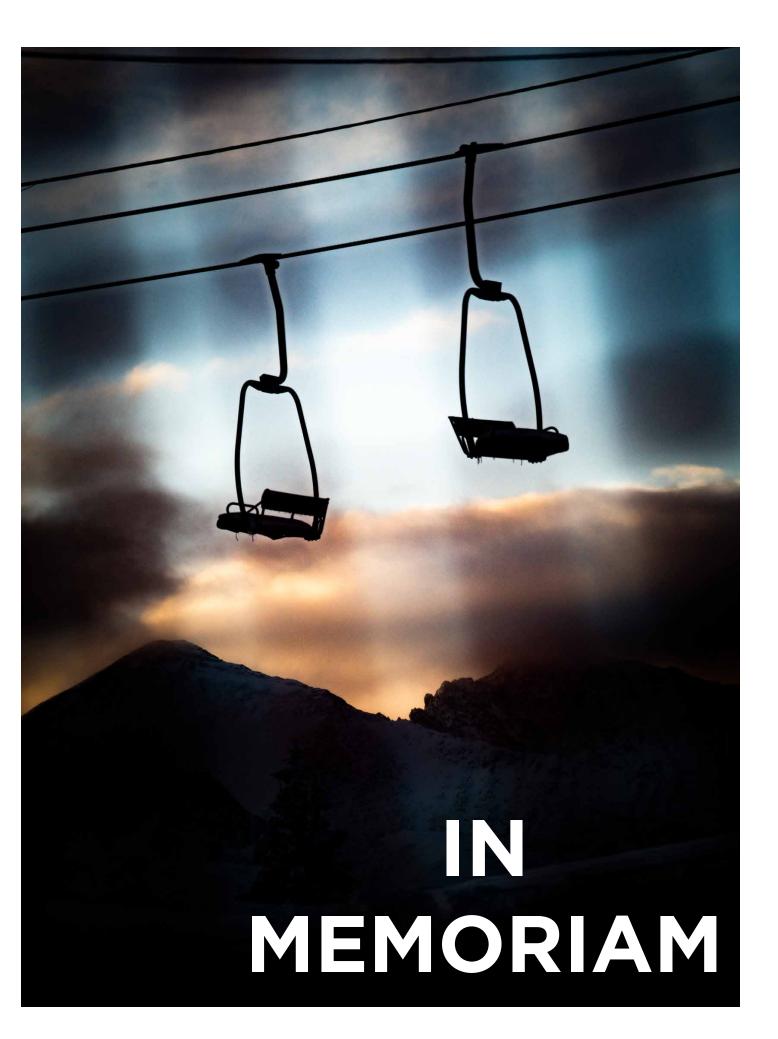


*I'm lucky* — I get to wake up everyday and chase my biggest dreams. I won my first World Cup this year because of your support. You helped turn my dream into a reality — and none of this would be possible without you. I am so grateful to have you standing here beside me thank you.

Nick Page 2022 Olympian Stifel U.S. Freestyle Ski Team









Dr. J. Richard Steadman, "Steady" to his friends, was a world-renowned sports medicine surgeon and physician, who passed away on January 20, 2023 at the age of 85. Dr. Steadman was the founder and chairman emeritus of the eponymous Steadman Clinic in Vail. Colorado, as well as the founder and co-chairman of Steadman Philippon Research Institute, which is a world leader in orthopedic research and education. A renowned innovator and mentor in the field of orthopaedic sports medicine, Dr. Steadman is internationally known for the development of several advanced surgical procedures for the knee. He treated numerous professional athletes across various sports and was sought out by some of the world's best-known athletes and public figures for treatment. His ability to return high-level athletes with knee injuries to medal winning victories following surgery and rehab with him made him an iconic figure in sports medicine.

Dr. Steadman treated well over 22,000 patients during his 40-year career in Tahoe and Vail, which included returning more than 130 professional athletes to major athletic achievements following potentially career ending injuries. In addition to members of the U.S. Ski & Snowboard Team, the list includes such legendary athletes as tennis greats Martina Navratilova. Monica Seles and Billie Jean King, NFL Hall of Famers Dan Marino and Bruce Smith, musicians Judy Collins and Rod Stewart and global soccer sensations Cristiano Ronaldo and Lothar Matthaeus. Dr. Steadman became a consultant to the Denver Broncos and Colorado Rockies while serving as U.S. Alpine Chief Physician at nine consecutive Olympic Winter Games from 1976 through 2006.

Dr. Steadman founded and championed U.S. Ski & Snowboard's Sports Medicine program, chairing U.S. Ski & Snowboard's Medical Committee and working alongside the first medical director Melinda Roalstad, MS, PAC. "Dr. Steadman affected every aspect of U.S. Ski & Snowboard throughout his career-from his worldrenowned medical care to forging our medical program and chairing our medical committee, to helping formulate our foundational sports medicine policies and procedures," said U.S. Ski & Snowboard Director of High Performance Gillian Bower. "His vision of athlete health and wellbeing will continue to have broad impact on both the athletes and our Sports Medicine Department. His generosity with his talents, time and passion for our sports will live on within our organization in perpetuity."

#### J. Richard Steadman, M.D. **Orthopedics Pioneer** 1937 - 2023

Kyle Smaine Freestyle Athlete 1991 - 2023



Beloved member of the freeski community Kyle Smaine passed away on January 29, 2023 in an avalanche in Japan. A halfpipe gold medalist in the 2015 FIS World Ski Championships, Smaine was a respected professional skier who loved nothing more than being outdoors.

A native of South Lake Tahoe, California, Smaine had multiple banner results at the X Games, Toyota U.S. Grand Prix and just missed making the Olympic Winter Games in PyeongChang.

Smaine and his wife, Jenna Dramise, married in a private ceremony in November 2022 with a handful of friends and family in attendance. The couple was planning a destination wedding in New Zealand at the end of 2023.

During the 2023 Toyota U.S. Grand Prix at Mammoth Mountain in February, hundreds of current and former athletes, family and friends descended the halfpipe together in a beautiful tribute to Smaine.



Former U.S. Alpine Ski Team athlete and Olympian Jeremy Nobis passed away on April 19, 2023 in Cedar City, Utah at the age of 52. Nobis was a storied ski racer. He attended Vermont's Green Mountain Valley School and made the U.S. Alpine Ski Team in the late 1980s. He won two World Junior Championships at 1988 and 1989, before competing in tech events on the World Cup circuit through 1995. He attended the 1994 Olympic Winter Games, racing in the giant slalom and slalom and finished ninth in the GS.

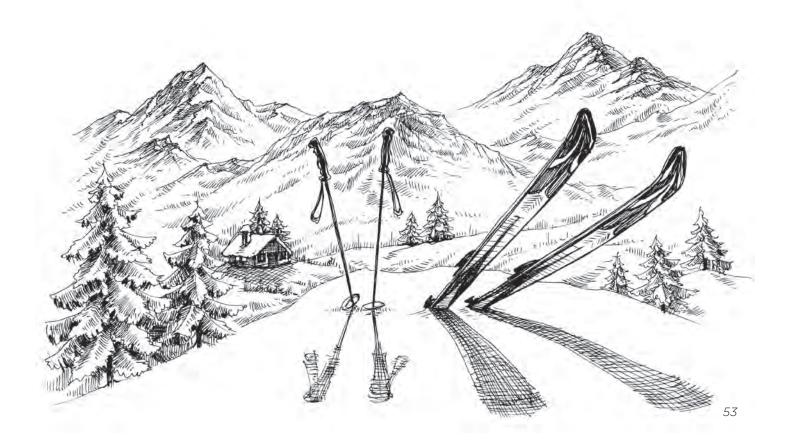
Post-ski racing, Nobis switched to big mountain skiing, where he became known for skiing lines down some of the steepest runs around the world and was dubbed "The Icon." He was featured in a number of Warren Miller, Teton Gravity Research and Matchstick Productions movies throughout his career. He also had a pro model ski designed by Dynastar and helped design new skis for the then burgeoning freeskiing culture. He is the brother of Shannon Nobis, who also skied for the U.S. Alpine Ski Team at the 1994 Olympic Winter Games.



Emmett Harold Hall, Jr. **Freestyle Athlete** 1958 - 2023

Emmett Hall passed away on February 23, 2023 in Reno, Nevada at the age of 65. Emmett was a was a worldranked aerial skier and member of the U.S. Freestyle Ski Team in 1980, competing in aerials, moguls and ballet skiing. He later worked at and ran Lake Tahoe Ski Etude, a ski academy in Incline Village, training the next generation of athletes. Emmett was born in Redding, California, on January 4, 1958. He attended Shasta High School in Redding, California, and Sierra Nevada College in Incline Village, Nevada. He passionately worked in the financial services business as a financial advisor since 1988. He loved nothing more than getting on his spin bike to start the day while turning on the financial news to see the overnight market action. Emmett spent every day speaking with his clients and closest friends about the economy. He watched CNBC every morning until the end.

Beyond work, Emmett spent as much time as he could outside-especially on his road bike, often riding 40+ miles at a time around Northern Nevada, and in his favorite places such as Palm Springs and California wine country. He served on the Board of Trustees of Sierra Nevada College for many years as well as the board of the Procrastinating Pedalers of Reno-Tahoe. It was in Tahoe that he met his wife, Heather, on a backpacking trip. They were married 40 years. Together, they had two daughters, Gabrielle and Madeleine. Emmett trained each of them for competitive trampoline and ski racing, putting his heart and soul into their success. He loved dancing and listening to live music on the weekends, wearing his signature black button-down shirt and sunglasses-a bold red wine in his hand. In addition to his wife and daughters, Emmett is survived by his sister, Jenni Hall, his son-in-law Jared Barnett and daughter-in-law Lauren Fetty, and the many friends who loved him.





## 2022-2023 Donor List

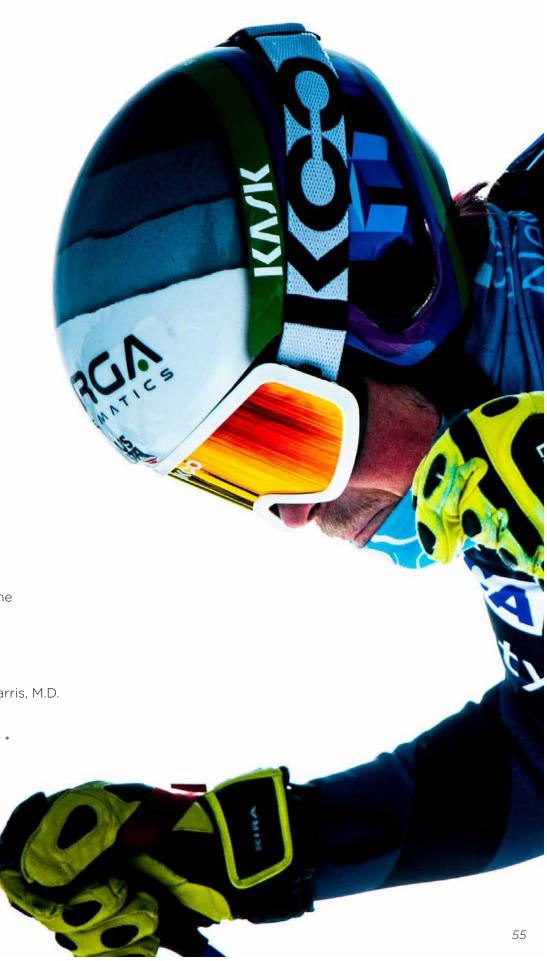
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Manfred Neidermeier Bill Nelson Cindy Nelson \*\* Greg Nelson James Nelson Jana Nelson Kipp Nelson Foundation, Kipp Nelson Designee \* Rick Nemeroff Philip Nerti Victor Nesi Thomas Neumaier John Neusel Kevin & Lisa Neville Corinne Nevinny ^ Chervl Newbrough Bill Newcomer John Newman Doru Nica Louis Nichamin, M.D. Victor Nichifor Thomas Nicholls Morgan Nichols Van Nichols Chris Nicholson Jeff & Colleen Nick Jeffrev Nick Megan Nick Dennis Nickelson Roger Nicosia Richard & Martha Niekrash Jack Nielsen Mark Nielsen Edward Niemczyk David Nikolaus Carl Nolet Darlene Nolting Rosemary Noona Eric & Catherine Norberg Dean Norman Billv Norred Suzanne Norton David Noteware James Nouss Jared Novelly Amy & Harold Novikoff Marv Noves Dale & Liz Nugent Paulina Nunez Robert Nunn Pasi Nurminen Corin O'Connell Chris & Savannah O'Connell Paget O'Connor Michael O'Conor Robert O'Loughlin Michael O'Mallev Kerri O'Neill Greg O'Quin

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Jacque Varela Joseph Vargas Pamela Varnette John Vasquez Rod Vaught Mark Veblen Craig Velev Jay Ven Eman Vermont Community Foundation Stephen Vickery Charles & Claudia Vieth \* Joaquin Vievtes Shannon Vines Walter Vines Robert Vinnicof Anthony Vinter Randy Viola, M.D. ^ & Heather Viola Karl Virgin Dani & J. Edward Virtue \* Rob Vitale Linda Voigt-Coates Barbara Volk Svlvia Volkman Claire von Schilling Peter Vongontard James & Glenda Vonich John & Sherwin Voss Jeffrev Wacksman Kevin Wade Sarah Wade Dave Wagman John Wagner Penny Wagner Larrv Waldo & Rosemary Rokita Erin Walker Joan Walker John Walker Randall Walker Scott Walker Sharon Walker William & Sheila Walker Aidan Wallace Diane Wallace John Wallace Steph Wallisch Tom Wallisch \* Darren Walsh Thomas Walsh Rvan Walter Lee Wan Mike Ward Walton Ward Karl Wardrop Alexander & Juliet Warner Philip Warner Rachel Warren Katie Wasson



Heather McPhie Watanabe ^ Gail Waters Ken Waters Bill Watkins Brian Watkins & Marcela Labounty Rich Watson Suzy Watson **Robert Watts** Eddie Weber Eric Webster Steven Webster Bernard Weichsel Carolyn & Phil Weinberg ^ John Weinberg Debra & David Weiner Debi Weinshank Phillip Weinstein Steven Weinstein Jon Weir Ben Weisel Ellyn Weisel Olivia Weisel Thomas Weisel \* & Janet Barnes Jean & Helene Guillemin Weiss Dieter Weissenrieder Richard Weissmann Michelle Weiszmann Jeffrey Weitzman Andrea Welch Leighton & Bea Welch Charles Wennermark Dave Wentz Paul & Linda Werner Aaron Wescott Paul Wescott Kelvin Westbrook **Richard Westburg** 

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John Williamson Jonathan Williamson John Willian James Wills Pete Wilmot Christopher & Liesl Wilson Craig Wilson E. Carlton Wilson ^ Jay & Jennifer Lynne Wilson John Wilson Mark Wilson Rodney Wilson Roger Wilson Steve Wilson Ron Wink Cameron Winklevoss Tyler Winkleyoss Pia Winslow Douglas Winter James Winterberger Christine Winters Earl Winthrop Philip Winton Kristina Wisdom Heidi Witherell Will Withington Basil & Judith Witt lan Witter David Witz Dot Woelke Carol Woerndle Rob Wolf Tom & Amy Wolf Patrick Wolfenbarger Steven Wolff

Steven Williams

Tim Wolff ^ Thomas Wolfner David Wong Martha Wood Thomas Wood Scott Woodard Tyron Woodley Michael & Lisa Woods Marcy Woodworth World Wide Technology Trisha Worthington William Wrench Fred Wright Howard Wright Isabella Wright Stacy Wright Kathleen Wurster Roger Wyatt

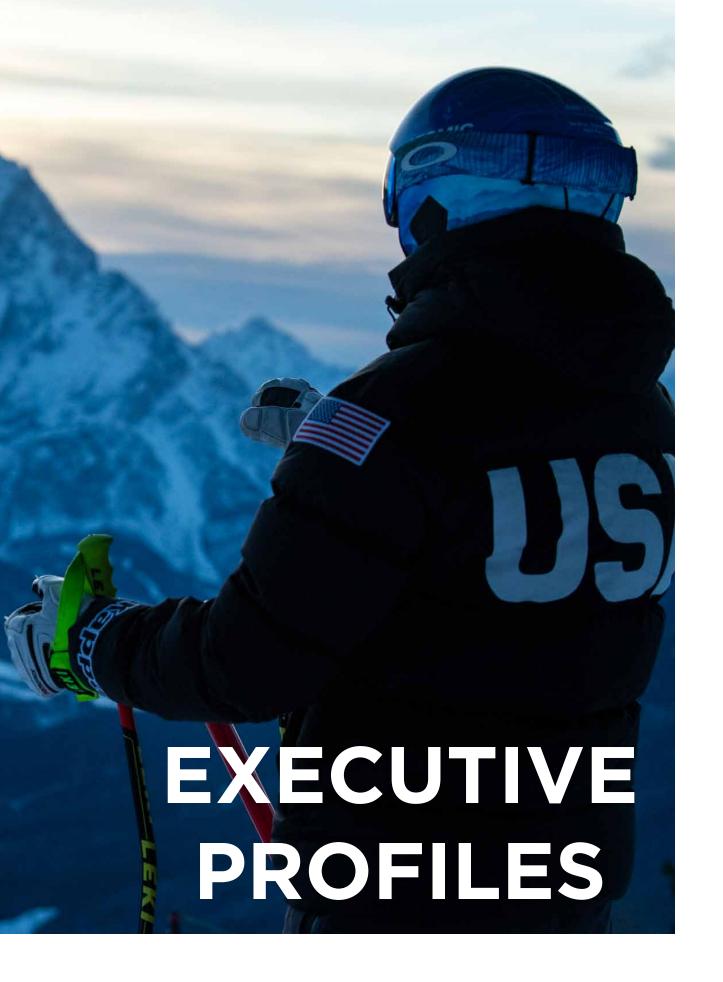
Alex Yudkovitz Fred Yutkowitz Nick Zaccardi Austin Zalkin Ronald Zapletal Stan & Kathy Zasuwa Robert & Betty Zawacki Kirsten Zeller Scott Zelnick James Zemlyak Brian Ziegler Chip Ziegler Gretchen Zigman Michael Zimmerman Tracy Zisselsberger Adam Zucker Jonathan & Una Zucker Joel & Elaine Zuckerman

Bev Wyble Stephen & Lori Wyckoff Mike Wygocki Jennifer Wylie Rick & Elizabeth Wysock John Wysokinski Ronald Yackel Claude Yacoel Gregory Yadley David Yakaitis David W. Yamamoto J. Bruce Yanke Mitchell Yanoff Ryotaro Yao Tom Yaps C.B. & Beverly Yaskanich Howard Yata Steven Yates Johnnie Ybarra Edward Yen Joe Yendrek Suzanne Yerina Kate Yeske Benny Yih James Yoder Bruce & Kim York Yoshi Yoshizu David Young Dennis Young Sandi Young

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> Designations \* Trustee \*\* Emeritus Trustee ^ Ambassador (†) Deceased





#### SOPHIE GOLDSCHMIDT

President & Chief Executive Officer



Sophie Goldschmidt has held numerous leadership, commercial and marketing roles with several of the world's most well-known and prestigious organizations. She came to U.S. Ski & Snowboard most recently as CEO of the World Surf League. She has also held executive positions at the National Basketball Association, the Women's Tennis Association, the Rugby Football Union, Chime Sports Marketing, the PGA European Tour, and Adidas. Sophie has been at the forefront of globalizing and innovating sports, media and entertainment properties through-out her career. She has also been honored as one of Forbes Most Powerful Women in Sport. AdWeek's Most Powerful Women in Sport. Sports Business Journal's Forty under Forty, Leaders in Sport Under 40 Award, Marketing Week's Vision Award and Sport360 Most Influential Women in Sport.

#### **TRISHA WORTHINGTON**

Chief Revenue & Philanthropy Officer



Trisha Worthington rejoined U.S. Ski & Snowboard in 2014 to oversee fundraising to support athletic programs through the U.S. Ski & Snowboard Team Foundation. She was promoted to Chief Revenue & Philanthropy Officer, overseeing both the commercial and foundation revenue areas, responsible for much of the funding generated to support the teams. Prior to returning to the team, Worthington served as executive director of the Park City Community Foundation since its inception.

Her leadership of PCCF resulted in developing a community gem that provides ongoing support for Park City's most pressing needs and launched the city's most successful annual fundraising campaign, Live PC Give PC. Her leadership of PCCF resulted in an investment of over \$5 million into the community through grant programs and initiatives, including raising nearly \$1 million in a single day of giving. Worthington lives in Park City and has two daughters, Sami and Izzy. Sami was named to the Stifel U.S. Freestyle Ski Team in the 2022-23 season.

#### **ANOUK PATTY** Chief of Sport



Anouk Patty joined U.S. Ski & Snowboard as the Chief of Sport to develop and implement our athletic strategic plan. She is working with the elite programs and pipeline development in all disciplines across all sports. Anouk is a decorated alpine skier who has provided visionary leadership at blue-chip corporations throughout her career. Most recently, she was the Director of Business Development and Strategic Partnerships at Dropbox and has held senior roles at Hewlett-Packard, Intuit, Bain & Company and J.P. Morgan. Anouk competed on the Stifel U.S. Alpine Ski Team in the

1980s and raced for Dartmouth College, where she was a three-time All-American and won the NCAA Skiing Championship in 1988. She is on the board of POWDR, the parent company of U.S. Ski & Snowboard event venues including Killington Resort and Copper Mountain, and previously sat on the board of Green Mountain Valley School. She has her MBA from Harvard Business School and an executive education certificate in leadership in innovation from Stanford Business School.



AMANDA BLACK

Vice President, Philanthropic Giving

Amanda Rising Black joined the U.S. Ski & Snowboard Foundation in 2014 to support fundraising efforts for athletic programming. She was recently promoted to Vice President, Philanthropic Giving and is responsible for all revenue generated by the Foundation. Prior to joining U.S. Ski & Snowboard, Amanda was the Director of Development for Planned Parenthood of Northern New England in

Portland, Maine. Amanda also has tenured experience in snow sports having served in a variety of industry positions, including Director of Sales and Publisher of Ski Racing Magazine (now Ski Racing Media) for over a decade. Amanda is a graduate of the Holderness School and the University of Vermont. She lives in Sun Valley, Idaho with her son, Harrison.

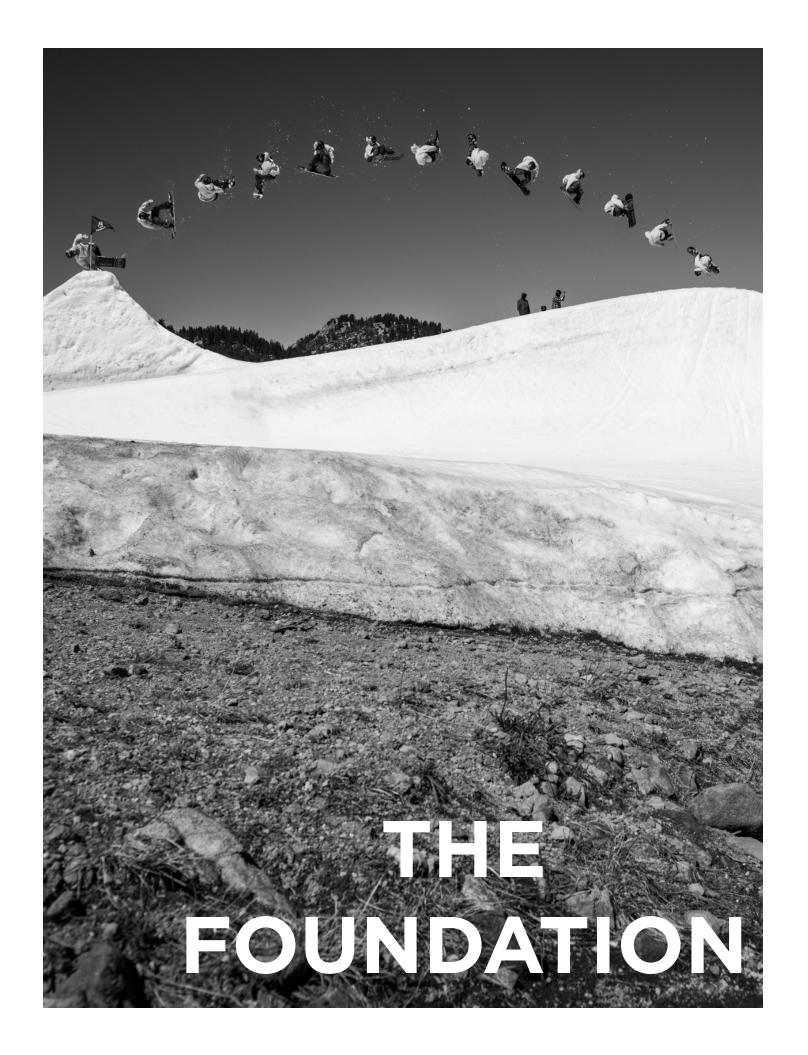
#### **STEVEN PERELMAN**

Steven Perelman joined the U.S. Ski & Snowboard Foundation in September 2018 and was recently promoted to the position of Senior Director, Commercial and Philanthropic Partnerships. He has more than two decades of experience in the sport and music industries, having spent 11 years with Tony Hawk, Inc. as the Vice President of Business Development. In that role, Steven secured corporate partnerships for Tony Hawk and cultivated donors for the Tony Hawk Foundation. During

his tenure with Tony Hawk, Inc., he worked with clients including Sony, Mini USA, Quiksilver, Activision, and the X Games. Prior to this role, he served as the Director of Event Development for ASA Entertainment. Steven earned a BS in Managerial Economics from the University of California, Davis. He is a passionate skier who lives in Sacramento, California with his wife, Kellie, and their two sons, Austin and Tyler. The family enjoys spending time in Lake Tahoe, the San Francisco Bay area and Southern California.



#### Senior Director. Commercial & Philanthropic Partnerships



The U.S. Ski & Snowboard Foundation is responsible for raising the largest portion of the organization's annual revenue through its popular programs, including Gold Passes, Major Giving, Principal Giving, Champions Club and Special Events. We have a small, dedicated group of staff who are deeply committed to funding our national team athletes.

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**Alice McKennis Duran** Athlete Gift Officer (Alpine) 970.319.6380 alice.duran@usskiandsnowboard.org

Allison de Windt Hull **Director of Development. Major Giving** 248.568.6607 allison.dewindt@usskiandsnowboard.org

Danny Kass (Snowboard) **Athlete Gift Officer** 760.920.9739 danny.kass@usskiandsnowboard.org

Hannah Kearney (Freestyle) Athlete Gift Officer 802.683.8830 hannah.kearney@usskiandsnowboard.org

## **Trisha Worthington Chief Revenue & Philanthropy Officer**

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## **Carlos Lamadrid**

**Director of Development, Major Giving** 917.826.7418 carlos.lamadrid@usskiandsnowboard.org

#### **Devin Logan** Athlete Gift Officer (Freeski)

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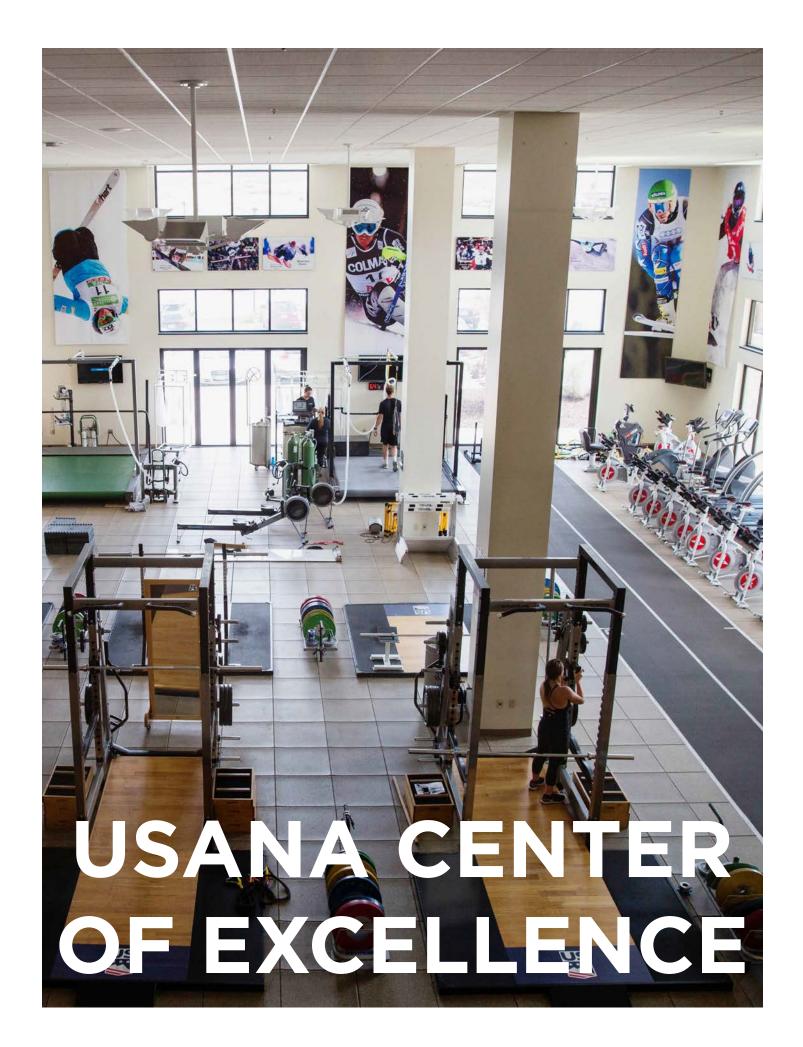
#### **Elaine Minahan Coordinator, Partner Events & Hospitality** 435.901.1612 elaine.minahan@usskiandsnowboard.org

#### Jenna Moeder **Coordinator, Partner Events & Hospitality** 435.962.0816 jenna.moeder@usskiandsnowboard.org

#### **Steven Perelman** Senior Director, **Commercial & Philanthropic Partnerships** 916.955.4391 steven.perelman@usskiandsnowboard.org

#### **Kikkan Randall (Cross Country) Athlete Gift Officer**

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The U.S. Ski & Snowboard USANA Center of Excellence is a historical achievement for Olympic sports in America! The Center of Excellence provides world-class training facilities and educational resource center for U.S. Ski & Snowboard athletes, coaches, officials, clubs, parents, volunteers and other stakeholders nationwide. The Center of Excellence is designed to bring all sports together as One Team, and is an international showcase for American skiing and snowboarding. It is the most significant project for athletes in U.S. Ski & Snowboard's more than century-old history.

The U.S. Ski & Snowboard Center of Excellence is a state-of-the-art facility designed to serve today's athletes with world-class facilities and to strengthen the development of tomorrow's Olympic skiers and snowboarders. It was designed to replicate the style and feel of a college campus, inspiring athletes to a higher level of athletic excellence!

The Center of Excellence was funded by private donations from the U.S. Ski & Snowboard Legacy Campaign endowment fund started in 1999, so no money was diverted from athletic programs. In fact, the Legacy Campaign contributes millions of dollars to funding to U.S. Ski & Snowboard athletic programs annually. The Center of Excellence opened May 1, 2009.

The 85,000-square-foot Center of Excellence sits on five acres in Park City, Utah. It blends the best of high-performance athletic facilities including strength-training areas, a gymnasium, ski and snowboarding ramps, trampolines, a nutrition center and recovery/rehabilitation facilities. Plus, it features educational areas for athletes, coaches and clubs such as a computer lab, multimedia rooms for performance analysis and equipment workshops, as well as a full sports science lab.

All of the educational resources are shared with U.S. Ski & Snowboard's 400 clubs around the country, offering aspiring young athletes with the greatest opportunity ever to achieve success in the sport they love.

In 2020, longtime partner USANA, The Cellular Nutrition Company, gained naming rights to the Center of Excellence through 2023. The USANA Center of Excellence will continue to offer the best of high-performance athletic facilities. USANA will work closely with U.S. Ski & Snowboard's sport science staff and the organization's top skiers and snowboarders on new product research and areas for development.



