

# 2015-16 ANNUAL REPORT



US SPEEDSKATING

# About US Speedskating

Proudly representing the fastest human-powered sport in the world, **US Speedskating** (USS) is a non-profit organization recognized by the United States Olympic Committee and the International Skating Union as the governing body for the sport of speed skating in the United States. Its mission is to be one of the premier speed skating organizations in the world through excellence in leadership, development and performance. To date, **US Speedskating** has won 86 Olympic medals, making it the most successful winter sport in the U.S. In addition to its elite programs, **US Speedskating** is responsible for the grassroots development of speed skating.

## Short Track

- Olympic event since 1992
- Held on Olympic sized hockey rink
- Skaters race counter clockwise
- Pack or mass start
- Individual and relay races
- Competition reduces the field through elimination races until the final round
- Short track is often referred to as NASCAR on ice

## Long Track

- Olympic event since 1924
- Considered to be the fastest, human powered, non-mechanical sport in the world
- Skaters compete on a 400-meter oval and race counter clockwise
- Individual athletes compete in pairs and change lanes once per lap to equalize distance
- Other events are Team Pursuit and Team Sprint

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## US Speedskating Staff

### ADMINISTRATIVE STAFF

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# Governance

As the National Governing Body for the sport, **US Speedskating** is responsible for the conduct and administration of speed skating in the United States. In this capacity, **US Speedskating** establishes and implements the rules, policies and procedures, conducts the national championships, disseminates safety and sports medicine information and selects athletes to represent the United States in international competition.

## USS Board of Directors

<b>Mike Plant</b> ..... <i>World Team/Olympian, President</i>	<b>Elli Ochowicz</b> ..... <i>Athlete Rep</i>
<b>Don Mealing</b> ..... <i>Independent Director, Vice President</i>	<b>Pat Maxwell</b> ..... <i>Coach/Official Director</i>
<b>Mark Carleton</b> ..... <i>Independent Director, Treasurer</i>	<b>Sheree Mehring</b> ..... <i>Club Director</i>
<b>Matt Plummer</b> ..... <i>General Member, Secretary</i>	<b>Jim McCarthy</b> ..... <i>Independent Director</i>
<b>Ryan Bedford</b> ..... <i>Athlete Rep</i>	<b>Andy Kelly</b> ..... <i>Independent Director</i>

## USS Athlete Advisory Council

**Ryan Bedford**  
**Paul Dyrud**  
**Maria Garcia**  
**Matt Plummer**  
**Katherine Reutter**  
**Elli Ochowicz**

## USS Committees, Task Forces & Commissions

<b>Nominating/Governance Chair</b> ..... Rusty Smith	<b>Coaching Chair</b> ..... Greg Wong
<b>Audit Chair</b> ..... Beth Jurgensmeyer	<b>Officials Chair</b> ..... Dan Immerfall
<b>Judicial Chair</b> ..... Dave Tamburino	<b>Medical Chair</b> ..... Dr. Ted Kyle, Dr. Stuart Willick, ..... Dr. Carole Vetter, Dr. Eric Heiden
<b>Ethics Chair</b> ..... John Rosen	<b>Sport Science Chair</b> ..... Mark Greenwald
<b>Safe Sport Chair</b> ..... Susan Sandvig-Shobe	<b>Masters Chair</b> ..... Glenn Corso
<b>Long Track Chair</b> ..... Chris Needham	<b>Alumni Chair</b> ..... Mark Greenwald
<b>Short Track Chair</b> ..... Joe Rohraff	<b>Hall of Fame Chair</b> ..... Derek Parra
<b>Competition Chair</b> ..... Donna Fiorenza	
<b>Membership Development Chair</b> ..... Steve Penland	

# US Speedskating Fundraising Programs

## Annual Fund

Help support US Speedskating by donating to the Annual Fund. This Fund has been established as a way for individuals to support USS and its World Class athletes. Tax-deductible donations in any amount to USS go to the funding of our National Training Program, Development Programs, World Cup Teams and Olympic Teams.

## Donor Funded Athlete Support Program

This Program enables donors to give direct support to US Speedskating athletes. On an annual basis, money from the Fund will be allocated directly, and evenly, to qualified athletes determined by criteria set by the USOC and US Speedskating. Information about the DFAS Program can be found [here](#).

## US Speedskating Alumni

Category for USS Members who do not hold a current membership type for racing, coaching, or as a lifetime member, but would like to be part of the USS Alumni community and support USS programs. To learn more about these benefits, please follow this [link](#) and click on the USS Alumni Additional Benefits.

## US Speedskating Foundation

The US Speedskating Foundation (USSF), a 501c3 organization, was created to support year-round athlete training, development, competition and education needs for speed skaters in the United States. Through annual grants, the USSF provides funds to support programs that grow the sport of speed skating from the grassroots level all the way to medals at the Olympic Games. Donations to the USSF are tax deductible to the extent allowed by the law.

## 86 & Counting

This annual event brings together past and present athletes to help raise operating funds for current and future athletes of our sport.



For those that attend this invite-only event, you'll rub elbows with Olympic Champions like Eric Heiden, Bonnie Blair-Cruikshank, Dan Jansen, Joey Cheek and Derek Parra.

## 2018 Podium Club

The 2018 Podium Club is a "road to the Olympics" themed program. With an annual contribution of \$2,500 or more, Podium Club members receive the opportunity to attend special US Speedskating events, insider news and Under Armour/US Speedskating co-branded gear (retail value over \$1,100). Podium Club contributions directly support athlete training and preparation. Thank you to our 2018 Podium Club members:



**Mark Baskfield**  
**Bonnie Blair-Cruikshank**  
**Tim Bostley**  
**Mark Carleton**  
**David Demarest**  
**Jim Germek**  
**Julie & John Hansen**  
**Eric Heiden**

**Josh Hirsh**  
**Dan & Karen Jansen**  
**Don Mealing**  
**Mark Molenda**  
**Steven Penland**  
**Mike & Mary Plant**  
**Tom Plant**  
**Ron Rubin**

**Joel & Susan Sandvig-Shobe**  
**Marc Weisberg**  
**Dave Wentz**

## Membership Recognition and Awards

### COACH OF THE YEAR AWARDS

The three Coach of the Year awards (Development, Volunteer, and National Team Coach) are based on criteria established by the USOC. Nominations are received by USS from member clubs and the nominees are evaluated for the past season in six categories: their Coaching Record, their service to the sport, the coaching character of the nominee, any honors received, any local contributions the coach has made and honors the coach's athletes have received.

**Development Coach of the Year** - Chang Lee (Puget Sound)

**Volunteer Coach of the Year** - Carl Cepuran (Glen Ellyn)

**National Team Coach of the Year** - Matt Kooreman (Long Track Sprint Head Coach)

The "Doc" Counsilman Science Award is for an individual who utilizes scientific techniques/equipment as an integral part of his/her training methods or has created innovative ways to use sport science. The "use of science in sport" includes, but is not limited to, biomechanics, nutrition, psychology, technology, strength and conditioning and exercise physiology. This year, this award went to US Speedskating Nutritionist **Jessica LaRoche** for her expertise and dedication in keeping our National Team athletes in peak condition.

### "DOC" COUNSILMAN SCIENCE AWARD

### CLUB OF THE YEAR AWARD

The 'Club of the Year Award' was a new recognition program for the 2015-16 season. This honor was designed to support and encourage grassroots growth within the clubs. In the interest of fairness, there were three categories of clubs, and thus three awards available based on membership size: Large (30+ members), Medium (11-29 members) and Small (10 or less members) clubs. The performance criteria included the categories of Membership, Administration, Training and Safety, Outreach and Competition. The following clubs excelled and showed great progress in many of these categories during the 2015-16 season.

**Small Club** - Adirondack Speedskating (New York)

**Medium Club** - Dominion Speedskating (Virginia)

**Large Club** - Bay State Speedskating (Massachusetts)

## Coaching Education

The USS Coaching department manages the education and certification of coaches within the sport of speed skating. USS currently has a four-level coaching certification model, the fourth of which can be obtained by National Team coaches through the USOC National Team Coaching Leadership Education Program. The coaching certification process includes a list of requirements at each level, which need to be fulfilled before progressing on to the next level. In 2015-16, USS educated 59 coaches.

#### USS COACHES IN 2015-16

Level 1:	54
Level 2:	45
Level 3:	27

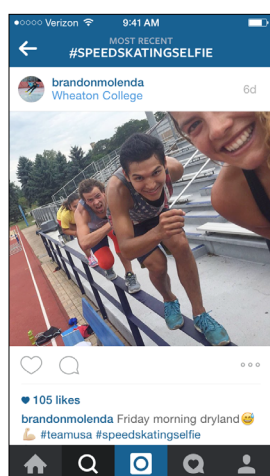
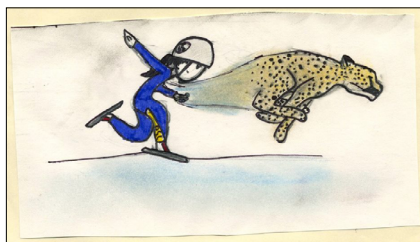


# Membership Engagement

USS promotes active involvement from the current/past membership and clubs at all levels. The following activities are how USS has encouraged membership engagement during the 2015-16 season:

## Drawing Contest

This contest invited all current USS members, 15 years of age and younger, to draw their favorite thing about speed skating. Alice Shin, an 11-year old out of Potomac Speedskating, was the winner.



## USS Selfie Contest

The "Selfie" contest was open to both members and fans. This contest invited members and fans to submit photographs which contained a connection to speed skating on ice. The contest was held for the first time in August 2015, as USS member Brandon Molenda of Glen Ellyn Speedskating won the inaugural USS Selfie Contest.

## Junior Skater Acknowledgements

All short and long track skaters receive a letter of congratulations at the end of their final "Junior" season from USS and if present, are recognized at the Long Track AmCup Final and Short Track Age Group Nationals.

USS features a story on each of our top junior development skaters 14 years and under - Male & Female, Short Track & Long Track. The athletes are selected at the conclusion of the season by the USS high performance staff, who take into consideration the following parameters: rate of improvement, personal best times, results from Junior Championships, Age Group National Championships and AmCup's, as well as a world ranking amongst their peers.

## Highlighting the Masters Skaters

USS features the Masters Community in Member News, acknowledging the vital role they play in the organization. Masters have helped the sport evolve,

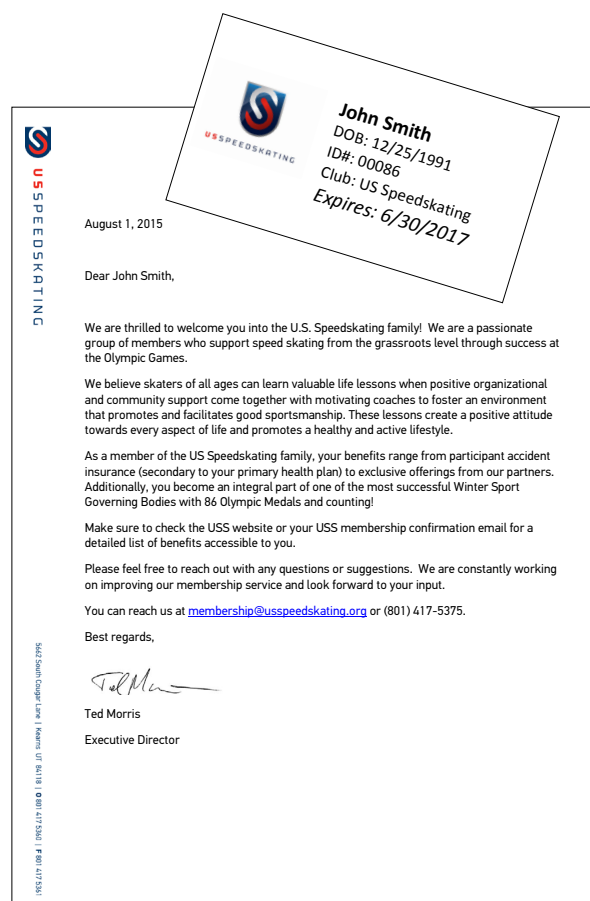
provide encouragement to skaters of all ages and drive the development between competitive and recreational speed skating.

## Alumni Membership

New to the 2015-16 season, the Alumni Membership is available to anyone who has been involved in the past or who simply wants to be a part of the USS family. This Membership benefits include invitations to Alumni Socials, member-only newsletters, and a gold alumni lapel pin, in addition to the standard competitor membership benefits.

## First-Year Members Welcome

Also new for the 2015-16 season, First-Year members received a personal welcome letter of greeting from Executive Director Ted Morris, a free USS membership card, and a US Speedskating logo sticker. In the 2015-16 season, 218 new members were welcomed to the speed skating family.



# US Speedskating Club Directory

## California

### **Northern California Speedskating**

519 18th Street, Oakland, CA 94612  
1500 South 10th Street, San Jose, CA 95112

### **Santa Clarita Speed Skating**

131 West Easy Street, Simi Valley, CA 93065  
27745 N. Smyth Dr., Valencia, CA 91355

## Colorado

### **Colorado Gold Speedskating**

3185 Venetucci Blvd., Colorado Springs, CO 80906

## Connecticut

### **Connecticut Speedskating**

784 River Rd., Shelton, CT 06484

### **Danbury Speedskating**

1 Independence Way, Danbury, CT 06810

## Florida

### **Sunshine State Speedskating**

8701 Maitland Summit Blvd., Orlando, FL 32810  
2221 Partin Settlement Rd., Kissimmee, FL 34744

## Illinois

### **Champaign Regional Speedskating**

406 East Armory Ave., Champaign, IL 61820

### **Franklin Park Speedskating**

9711 W. Waveland Ave., Franklin Park, IL 60131

### **Glen Ellyn Speedskating**

1N450 Highland Ave., Glen Ellyn, IL 60137

### **Northbrook Speedskating**

1730 Pfingsten Rd., Northbrook, IL 60062

### **Park Ridge Speedskating**

2800 West Oakton, Park Ridge, IL 60068

## Indiana

### **Indy Speed Sports Club**

451 E. Stop 11 Rd., Indianapolis, IN 46227

### **Crossroads Speedskating**

2501 Lincoln Park Dr., Columbus, IN 47201

## Iowa

### **Iowa Speed Skating**

1100 Rockford Rd. SW, Cedar Rapids, IA 52404

## Kansas

### **Air Capital Speed Skating**

505 W. Maple St., Wichita, KS 67213

## Maine

### **Great Atlantic Speedskating**

3 Hat Trick Dr., Falmouth, ME 04105

## Maryland

### **Chesapeake Speed Skating**

11717 Orebaugh Ave., Wheaton, MD 20902  
5876 Thunder Hill Rd., Columbia, MD 21045

### **Dominion Speedskating**

10610 Westlake Dr., Rockville, MD 20852

### **Potomac Speedskating**

11717 Orebaugh Ave., Wheaton, MD 20902  
10610 Westlake Dr., Rockville, MD 20852

## **United Capital Blades Speedskating**

11717 Orebaugh Ave., Wheaton, MD 20902  
50 Southdown Ct., Rockville, MD 20850

## Massachusetts

### **Bay State Speedskating**

2130 Providence Highway, Walpole, MA 01730  
191 Hartwell Ave, Bedford, MA 01730

## Michigan

### **Bay County Speedskating**

4231 Shrestha Dr., Bay City, MI 48706

### **Midland Speedskating**

405 Fast Ice Dr., Midland, MI 49642

### **Petoskey Speedskating**

1100 Winter Park Lane, Petoskey, MI 49770

### **West Michigan Speedskating**

2179 Lake Ave., Twin Lake, MI 49457

### **Wolverine Sports Club**

1555 E. Woodward Heights Blvd., Hazel Park, MI 48030

## Minnesota

### **Midway Speedskating**

2661 Civic Center Dr., Roseville, MN 55113

### **Twin Cities Speedskating**

PO Box 41063, Plymouth, MN 55441

## Missouri

### **Gateway Speedskating**

111 S. Geyer, Kirkwood, MO 63122

### **Jefferson City Speedskating**

711 Kansas St., Jefferson City, MO 65109

### **St. Louis Speedskating**

16851 North Outer 40 Rd., Chesterfield, MO 63005

## New York

### **Adirondack Speedskating**

2647 Main St., Lake Placid, NY 12946

### **Binghamton Speed Skating**

5 Chestnut St., Binghamton, NY 13902

### **Buffalo Speedskating**

2607 Niagara St., Buffalo, NY 14207 and 5 Cazenovia St., Buffalo, NY 14220

### **Flushing Meadows Speedskating**

13135 Avery Ave., Flushing, NY 11355

### **Lake Placid Speedskating**

2647 Main St., Lake Placid, NY 12946

### **Rochester Speedskating**

131 Elmwood Ave., Rochester, NY 14611

### **Saratoga Winter Club**

30 Weibel Ave., Saratoga Springs, NY 12866

### **Syracuse Speed Skating**

701 Robinson St., Syracuse, NY 13204

### **Taconic Speedskating**

3438 Tuckahoe Rd., Yonkers, NY 10710

## New Jersey

### **Garden State Speedskating**

161 East Hanover Ave., Morristown, NJ 07960  
560 Northfield Ave., West Orange, NJ 07052

## Ohio

### **Cleveland Heights Speedskating**

1 Monticello Blvd., Cleveland Heights, OH 44118

### **Columbus Speedskating**

3600 Chiller Lane, Columbus, OH 43219

### **Lakewood Skating Club**

14740 Lakewood Heights Blvd., Lakewood, OH 44107

## Pennsylvania

### **East Penn Speedskating**

320 East 1st Street, Bethlehem, PA 18015  
950 Woodland Rd., Reading, PA 19610

### **Pittsburgh Speedskating**

900 Cedar Blvd., Mt. Lebanon, PA 15228

## Utah

### **Oval Speedskating**

5662 South Cougar Lane, Kearns, UT 84118

### **Park City Speedskating**

600 Gilmor Way, Park City, UT 84060

### **Utah Masters Speedskating League**

5662 South Cougar Lane, Kearns, UT 84118

## Vermont

### **Green Mountain Speed Skating**

100 Diamond Run Place, Rutland, VT 05701

## Virginia

### **Dominion Speedskating**

1800 Michael Faraday Ct., Reston, VA 20190

### **United Capital Blades Speedskating**

5180 Dale Blvd., Woodbridge, VA, 22193

## Washington D.C.

### **United Capital Blades Speedskating**

3779 Ely Place SE, Washington, D.C. 20019

## Washington

### **Mountain View Speedskating**

14313 SE Mill Plain Blvd., Vancouver, WA 98684

### **Puget Sound Speedskating**

1918 Stewart St., Tacoma, WA 98421

### **Whatcom Speed Skating**

1225 Civic Fieldway, Bellingham, WA 98229

## Wisconsin

### **Central Wisconsin Speedskating Club**

6400 Alderson St., Weston, WI 54476

### **Cornerstone Skating Club**

1640 Fernando Dr., De Pere, WI 54115

### **Madison Speedskating Club**

100 N. Perry Parkway, Oregon, WI 53575

### **Wisconsin Speed Skating Club**

500 South 84th St., Milwaukee, WI 53214

## 2015-16 Season In Review

The 46 total World Cup medals in Long Track and Short Track, was an organizational-best for World Cup medals in one season, surpassing the previous high of 32 medals (2014-15). Of those 46 medals, 14 were gold medals.

Highlighting the skating season were compatriots **Brittany Bowe** and **Heather Bergsma**. Bowe was named the Grand World Cup champion, as well as the 1000-meter and 1500-meter overall World Cup champion. She won 20 World Cup medals, including 10 first-place finishes.

In addition, Bowe won the 2016 World Sprint Championships and became the third U.S. woman to win back-to-back World Sprint Titles. She also won three medals at the World Single Distance Championships (silver, 2 bronze) – the most individual medals among all competitors – and now has seven career WSD medals.



*Brittany Bowe and National Sprint Team Coach Matt Kooreman at World Sprint Championships*

To cap off her season, Bowe was named one of seven finalists for the prestigious AAU James E. Sullivan Award. “Being named a finalist for the AAU Sullivan Award is one of the highest honors I’ve received throughout my athletic career,” Bowe said. “To be associated with such a prestigious award is humbling.”



*Heather Bergsma competes in the 500m at the ISU World Cup Speed Skating Heerenveen*

U.S. teammate **Heather Bergsma** won 18 total World Cup medals and was the 500-meter overall World Cup champion. She added two silver medal finishes at World Single Distance Championships in the 1000-meter and 1500-meters.

**Joey Mantia** and **Mitch Whitmore** had breakthrough seasons in 2015-16. Mantia reached the World Cup podium four times in the 1500-meter and Whitmore got his first career World Cup podium, finishing second in the 500-meter in Salt Lake City while setting an American Record.

Our U.S. short track skaters continued to build and make strides as the season progressed, culminating in four individual top-10 finishes at the World Championships in Seoul, Korea. **John-Henry Krueger** led the way finishing seventh in the 1000-meter and 10th in the 1500-meter. **Jessica Smith-Kooreman** finished 10th in the 1500-meter and the men’s relay had a seventh place finish. Also, **Kimi Goetz** advanced to her first ever World Cup A Final, finishing fourth in the 1000-meter at the World Cup in Dresden, Germany.



*Joey Mantia racing at the ISU World Cup Speed Skating Salt Lake City*

USS junior skaters were well-represented in international and national competitions. USS sent **Austin Kleba**, **Aaron Heo** and **April Shin** to the 2015 Youth Olympic Games in Lillehammer, Norway. Kleba brought home a silver medal in the Mixed NOC Team Pursuit and Heo finished third in the 1000m Final C Heat.

### **2015-16 SEASON HIGHLIGHTS**

- 46 total World Cup medals
- 14 World Cup gold medals
- 5 athletes and 2 team/relays reached podium
- Team USA won 7 World Championship medals
- U.S. skaters set 4 World Records
- Mantia was named Team USA’s “Best of November” by the USOC
- Bowe named Grand World Cup Champion and won second consecutive World Sprint Title
- 3 Short Track skaters finished in top-20 at World Championships
- Goetz made her first ever World Cup A Final

## 2015-16 Season In Review



*Austin Kleba competing at the Lillehammer 2016 Youth Olympics*

**Hannah Bosman** (Women Junior A/B), **Corinne Stoddard** (Women Junior C), **Isaiah Oliver** (Men Junior A/B) and **Cooper McLeod** (Men Junior C) were the Overall Junior Champions at the U.S. Long Track Championships, while **Aaron Tran** and **Maame Biney** won the U.S. Short Track Junior Championship titles in the men's and women's overall, respectively.

In addition to being the Men Junior C Overall Junior Champion, **Cooper McLeod** was named a finalist for *Sports Illustrated Kids SportsKid* of the Year.

The 2016 ISU World Junior Short Track Speed Skating Championships were held in Sofia, Bulgaria this year. The team was coached by

two-time Olympic medalist, **Katherine Reutter**, and sent eight skaters – four women and four men – who qualified for the team at the U.S. Short Track Junior Championships. **Gabriella Hachem** led the U.S. women, finishing in 27th. **Aaron Tran** was the highest finishing male, placing 33rd.

For the long track skaters, eight skaters were sent to the Long Track Junior Championships in Changchun, China. The group included two of the overall junior champions at the U.S. Long Track Championships, Bosman and Oliver.

In April 2016, USS named **Elizabeth Johnson** the female Short Track Junior Development Skater of the Year, and **Brandon Kim** was named the male Short Track Skater of the Year. On the long track side, the featured male skater was **Cooper McLeod** and the female skater was **Corinne Stoddard**, both out of the Puget Sound Speedskating Club. The athletes are selected after the conclusion of the season by the USS high performance staff who take into consideration the following parameters: rate of improvement, personal best times, results from Junior Championships, Age Group National Championships and AmCup's, as well as a world ranking amongst their peers.

**Apolo Anton Ohno** officially entered the Speed Skating Hall of Fame on May 13, 2016 during a ceremony at Snow Park Lodge in Park City, Utah. Over his amazing career, Ohno amassed eight Olympic medals, making him the most decorated American in Winter Olympic



*The newest member of the Hall of Fame, Apolo Anton Ohno, talks with Olympic Champion Derek Parra before his ceremony*

history. The three-time Olympian and 12-time U.S. National Champion collected more than 30 medals in international competitions.

Our offseason training program took our National Team athletes on a cycling tour of Northern California. Skaters, led by Tour De France stage winner, **Jens Voigt**, pedaled approximately 330 miles with 20,000 feet of climbing in our 2016 Cycling Camp powered by Under Armour. In the week-long program, the teams went on five rides that ranged from 38 to 100 miles long, worked on TRX Training, were fueled by Froozer and received education by the Under Armour high performance staff.



*The 2016 USS Cycling Camp powered by Under Armour*

## 2015 Apolo Ohno Invitational

Nov. 13, 2015 at the Utah Olympic Oval, Kearns, Utah

- Total Event Attendance: 2,200
- Other Event Spectators: 210 (athletes, coaches, support staff)

### Team USA Highlights:

- J.R. Celski finished 5th in the Men's 1000m Finals
- USA finished 3rd in the Mixed 3000m Relays

### Coverage:

- 1.5 hours of coverage on NBCSN with re-airs on Universal HD
  - 115,000 viewers
- International distribution in China (CCTV)
- Social Media Impressions:
  - Twitter 90k
  - Facebook 175k



### Quote from 8x Olympic Medalist, Apolo Anton Ohno:

*"We want to extrapolate only the best of the best in what we have in short track speed skating. Tonight, we had a lot of excitement. Everything that we love about speed skating was on display tonight. I think it gave these athletes even more motivation for next year's third annual Apolo Ohno Invitational."*



## 2015 ISU World Cup Speed Skating Salt Lake City

Nov. 20-22, 2015 at the Utah Olympic Oval

- Total event attendance over three days: 6,300

### Team USA Highlights:

- Team USA won 10 medals over the three days of racing
- Mitch Whitmore won his first World Cup medal - a silver - with an American Record in the 500m (1) on the first day of racing
- Heather Bergsma took home the gold in the women's 1500m with a World Record
- Brittany Bowe turned in a World Record performance in the 1000m for the gold

### Coverage:

- 1 hour of coverage on NBCSN with three hours of re-air on Universal HD
  - 123,000 viewers
- 4,600,000 Total Global viewership (China, Europe, Canada, Korea, Japan)
- Live stream coverage on icenetwork.com with video on-demand available
- Social Media Impressions:
  - Twitter 84k
  - Facebook 160k



# U.S. Content Distribution

## 8 hours of event coverage on NBCSN

- World Championships, SLC World Cup and AOI



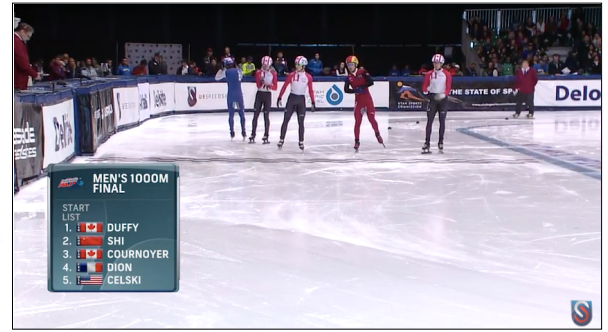
## 40+ hours of coverage on Universal HD

- World Cup and World Championships



## 20+ hours of Coverage on NBC Sports LIVE Extra

- AOI, SLC World Cup and World Championships



## icenetwork.com

- Streaming of all World Cup and World Championships

## Domestic Media - Coverage in 1,700+ news articles

- Generated \$2.9 billion in news ad value
- National Media Outlets: NBC Sports Network, TeamUSA.org, Associated Press, ESPN.com, Chicago Tribune, USA Today, NBCSports.com, TheGuardian.com, Washington Post, Sports Business Journal, NY Daily News, Milwaukee Journal-Sentinel, Seattle Times

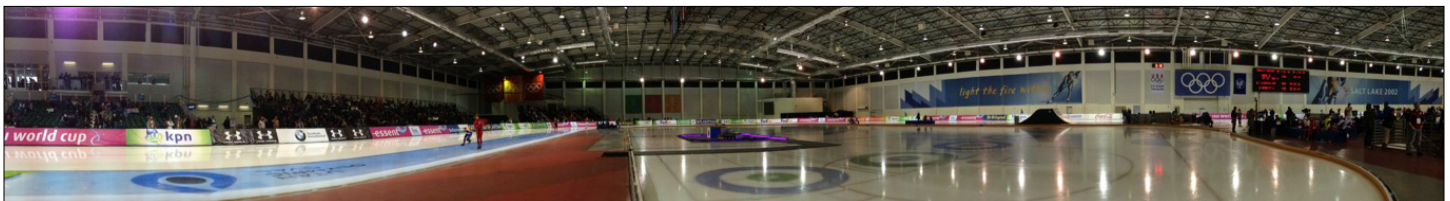
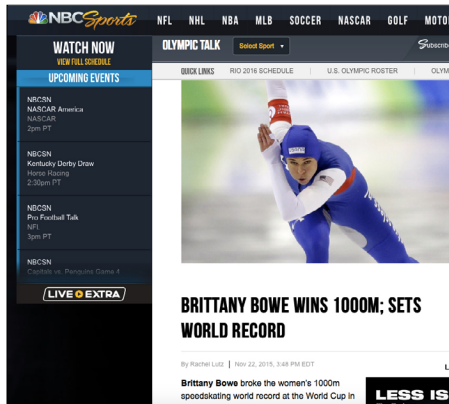
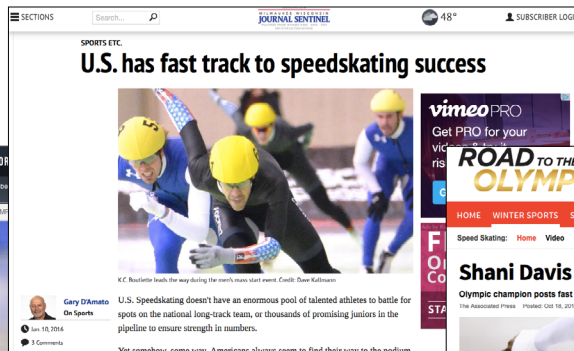


## USSpeedskating.org

- Received 500,116 page views in 2015 (25.7% increase)

## Social Media Impressions (Oct-March)

- 6.5 million (30% increase over 2014-15)
- 360 Facebook posts (4,300,000)
- 800 Twitter posts (1,275,000)
- 240 Instagram posts (33,000)
- YouTube (40,000 views)



## US Speedskating Partners

The 2015-16 season provided a tremendous opportunity for leveraging organizational and athletic success to raise the awareness and broaden the exposure of US Speedskating's programs and athletes through our new and long-standing corporate partners.



# 2015-16 Financial Report

US Speedskating's funding of athletic programs makes a difference in the dreams of Olympic skaters, from pond to podium. Unlike many rival nations, there is no government funding to support U.S. athletes. USS' primary sources of funding are U.S. Olympic Committee high performance grants, sponsorships and fundraising – with the spirit of Olympism motivating the American public to give privately and help athletes accomplish their goals.

## How US Speedskating Raises Money

- Annual athletic program grants from the U.S. Olympic Committee
- Marketing revenue from corporate sponsorships
- Private giving from individuals through major gifts, the Podium Club program, fundraising events and campaigns
- Membership dues and competition fees
- Contribution from the US Speedskating Foundation endowment
- Other supporting revenue programs and grants



## How US Speedskating Supports Athletic Programs

- High performance athletic programs including high-level coaching, sport science, nutrition, sports medicine, sports psychology, technology, sports analytics and strength and conditioning.
- Learn-To-Skate and Skate PE programs
- Travel for qualifying elite athletes
- Athletic pipeline development
- Coaches and officials education
- Support to over 60 USS clubs and 2,000 Members



## Financial Highlights

- Created organizational financial stability evidenced by three years of net operating surpluses totaling \$551,000, reducing equity from a negative \$788,000 to negative \$237,000 over the last three years
- Goal is to produce a positive net equity through sound planning and execution by May 31, 2018
- Established effective fundraising programs, including an endowment campaign to increase the US Speedskating Foundation (known traditionally as the USISA Charitable Fund) funds that support US Speedskating
- Developing long-term relationships to maximize future funding opportunities through sponsors, private donors and fundraising events
- Record levels of resources produced from fundraising
- Record levels of product and service resources produced through value in kind sponsor relationships thereby creating positive influence on cash position while maximizing support for athletic programs
- Procured technology and support for high performance tracking programs in support of elite athletic periodization and peaking strategies
- Created and implemented new US Speedskating bylaws, including a reconstituted board of directors, that concentrates on empowerment and effective oversight of professional staff with a value-driven philosophy (integrity, accountability, team)

## 2015-16 Financial Report

Assets:	2016	2015	2014
Cash	49,771	112,823	277,974
Receivables	86,894	30,703	41,525
Prepays	43,844	23,076	34,736
Property & Equip (net)	167,656	131,702	47,140
<b>Total Assets</b>	<b>348,165</b>	<b>298,304</b>	<b>401,375</b>

### Liabilities & Net Assets:

Current Liabilities	585,577	775,371	1,054,237
Note Payable (long-term)	0	0	49,598
<b>Net Assets</b>	<b>(237,412)</b>	<b>(477,067)</b>	<b>(702,460)</b>
	<b>348,165</b>	<b>298,304</b>	<b>401,375</b>

### Revenues:

USOC High Performance Grant	2,273,358	2,150,686	2,440,000
USOC Direct Athlete Support	246,000	190,000	400,000
UAF Athletic Facility Use	290,000	290,000	351,000
Sport/membership - development events	204,366	157,833	171,223
Elite events	244,600	193,983	424,150
Sponsorship/Marketing/Media	426,564	533,608	812,817
Fundraising	146,931	100,632	75,250
USISA contributions	150,000	224,728	125,789
Other revenue	146,768	97,641	341,971
<b>Total revenue</b>	<b>4,128,587</b>	<b>3,939,111</b>	<b>5,142,200</b>

### Expense:

USOC high performance grant	(2,801,695)	(2,577,002)	(3,451,193)
Sport/membership - development events	(184,930)	(235,800)	(363,858)
Elite events	(317,335)	(317,935)	(255,558)
Sponsorship/marketing/Media	(187,992)	(181,162)	(405,373)
Fundraising	(39,003)	(53,686)	(48,390)
General and administrative expense	(357,978)	(347,934)	(533,684)
<b>Total expense</b>	<b>239,654</b>	<b>225,592</b>	<b>84,144</b>



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US SPEEDSKATING