



US SPEEDSKATING



# 2016-17 ANNUAL REPORT

# 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

Ted Morris, Executive Director  
..... tmorris@usspeedskating.org  
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### HIGH PERFORMANCE STAFF

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### HIGH PERFORMANCE LONG TRACK STAFF

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Fikre Wondafrash, Long Track Head Athletic Trainer  
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### HIGH PERFORMANCE SHORT TRACK STAFF

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Karen Ocwieja, Short Track Head Athletic Trainer  
..... kocwieja@usspeedskating.org

### US Speedskating National Office:

5662 South Cougar Lane  
Kearns, UT 84118  
O: 801-417-5360  
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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 and other domestic events, 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> ..... Keith King	<b>Medical Chairs</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> ..... Nick Pearson	<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

This Fund has been established as a way for individuals to support USS and its World Class athletes on an annual basis. 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 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, among others.



## 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 \$1,000). Podium Club contributions directly support athlete training and preparation. Thank you to our 2018 Podium Club members:



**Mark Aukamp**  
**Mark Baskfield**  
**Ryan Bedford**  
**Bonnie & Dave Cruikshank**  
**Tim Bostley**  
**Mark Carleton**  
**David Demarest**  
**Dave Flowers**  
**Jim Germek**

**Julie & John Hansen**  
**Eric Heiden**  
**Josh Hirsh**  
**Dan & Karen Jansen**  
**David Jorgensen**  
**Don Mealing**  
**Sheree Mehring**  
**Mark Molenda**  
**Steven Penland**

**Mike & Mary Plant**  
**Tom Plant**  
**Ron Rubin**  
**Susan & Joel Sandvig-Shobe**  
**Ted Senko**  
**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.

**Volunteer Coach of the Year (USOC Volunteer Coach of the Year)** - Tom Miller (Adirondack)  
**Development Coach of the Year** – Eric Cepuran (ASE)  
**National Team Coach of the Year** – Alex Izykowski (ST Women)

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.

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

### CLUB OF THE YEAR AWARD

### OTHER ORGANIZATION AWARDS

The Eric Heiden Award is awarded to an athlete with the highest level of achievement for the past season, primarily based on the results and recommendations from the High Performance team of US Speedskating.

**Heather Bergsma**

The AAC Dedication to Sport Award is chosen by the current members of the AAC, and awarded to an athlete that has shown dedication to the growth and betterment of the sport as a whole.

**Betsy Richards**

The Presidents' Award is given to someone who the USS President believes has had a tremendous impact on the organization USS over the past year and/or years.

**Dr. Ted Kyle**

## 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 2016-17, USS educated 41 coaches.

#### USS COACHES IN 2016-17

Level 1:	63
Level 2:	59
Level 3:	31



# 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 2016-17 season:



## Drawing Contest

This contest invited all current USS members, 15 years of age and younger, to draw their favorite thing about speed skating. Elizabeth Johnson, a 15-year-old from California, was named 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 second time in August 2016, with the winning submission for the Member Category being submitted by Jeff Ross of his son, a young skater with the Glen Ellyn Speedskating Club.



## 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 AmCups, as well as a world ranking amongst their peers.

## Highlighting the Masters Skaters and Volunteers

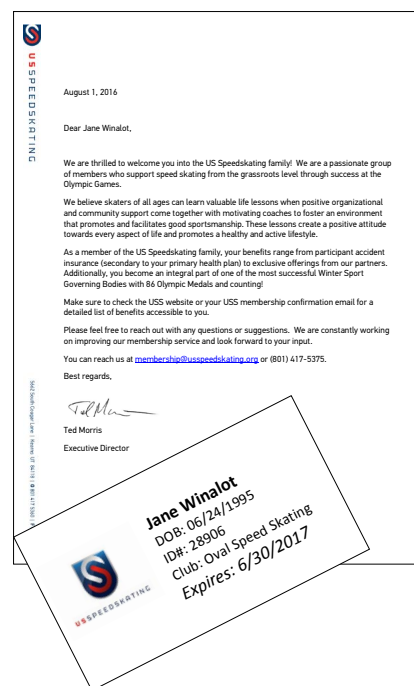
USS features the Masters Community and Volunteers throughout the year in Member News, acknowledging the vital role they play in the organization. Masters have helped the sport evolve, provide encouragement to skaters of all ages and drive the development between competitive and recreational speed skating. Our Volunteers are an essential part in club organization and providing racing opportunities to athletes young and old. They are the glue and the wheels in our family.

## Alumni Membership

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 includes benefits such as invitations to Alumni Socials, member-only newsletters, an exclusive gold alumni pin as well as all other benefits a competitor receives.

## Welcome First-Year Members

All first-year members receive a personal welcome letter of greeting from Executive Director Ted Morris, a free USS membership card, and a US Speedskating logo sticker. In the 2016-2017 season, 289 new members were welcomed to the speed skating family, which is an increase of 34% to the past year.



# US Speedskating Club Directory

## Arizona

**Phoenix Speedskating Club**  
7225 W. Harrison St., Chandler, AZ 85226

## California

**Northern California Speedskating**  
519 18th Street, Oakland, CA 94612  
1500 S. 10th St., San Jose, CA 95112

**Santa Clarita Speed Skating**  
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 06481

**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 E. 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 Pflugsten Rd., Northbrook, IL 60062

**Park Ridge Speedskating**  
2800 West Oakton, Park Ridge, IL 60068

## Indiana

**Crossroads Speedskating Club**  
2501 Lincoln Park Dr., Columbus, IN 47201

**IndySpeed Sports Club**  
451 E. Stop 11 Rd., Indianapolis, IN 46227

## 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**  
20 Hat Trick Dr., Falmouth, ME 04105

## Maryland

**Chesapeake Speed Skating**  
11717 Orebaugh Ave., Wheaton, MD 20902  
5876 Thunder Hill Rd., Columbia, MD 21045

**Potomac Speedskating**  
11717 Orebaugh Ave., Wheaton, MD 20902  
10610 West Lake 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 02081  
191 Hartwell Ave., Bedford, MA 01730

## Michigan

**Bay County Speedskating Club**  
4231 Shrestha Dr., Bay City, MI 48706

**Midland Speedskating**  
405 Fast Ice Dr., Midland MI 49642

**Petoskey Speedskating**  
1100 Winter Park Ln, Petoskey MI 49770

**West Michigan Speedskating**  
4470 Airline Rd., Muskegon, MI 49444

**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 Metropolitan Speed Skating**  
550 Weidman Rd., Ballwin, MO 63011  
5555 St. Louis Blvd., Ste 345, Hazelwood, MO 63042  
33 E. Glendale Rd., Webster Groves, MO 63119

## New Hampshire

**Upper Valley Speedskating Club**  
394 North Main St., West Lebanon, NH 03784

## New Jersey

**Garden State Speedskating**  
161 E. Hanover Ave., Morristown, NJ 07960  
560 Northfield Ave., West Orange, NJ 07052

## New York

**Adirondack Speedskating Club**  
2647 Main St., Lake Placid, NY 12946

**Binghamton Speedskating**  
5 Chestnut St., Binghamton, NY 13902

**Buffalo Speedskating**  
2607 Niagara St., Buffalo NY 14207

**Flushing Meadows Speedskating Club**  
13135 Avery Ave., Flushing, NY 11355

**Lake Placid Speedskating**  
2634 Main Street, Lake Placid, NY 12946

**Rochester Speedskating Club**  
131 Elmwood Ave., Rochester, NY 14611

**Saratoga Winter Club**  
30 Weibel Ave., Saratoga Springs, NY 12866

**Syracuse Speed Skating Club**  
701 Robinson St., Syracuse, NY 13204

**Taconic Speedskating**  
348 Tuckahoe Rd., Yonkers, NY 10710

## Ohio

**Cleveland Heights Speedskating**  
1 Monticello Blvd., Cleveland Heights, OH 44118

**Columbus Speedskating**  
3600 Chiller Ln., Columbus, OH 43219

**Lakewood Speedskating**  
14740 Lakewood Heights Blvd., Lakewood, OH 44107

## Pennsylvania

**East Penn Speedskating**  
3103 Paper Mill Rd., Reading, PA 19610

**Pittsburgh Speedskating**  
900 Cedar Blvd., Mt. Lebanon, PA 15228  
118 Sylan Spring Ln., Valencia, PA 16059

## 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 Mall, Rutland, VT 05701

## Virginia

**United Capital Blades Speedskating**  
5180 Dale Blvd., Woodbridge, VA 22193

**Dominion Speedskating**  
1800 Michael Faraday Ct., Reston, VA 20190

## Washington D.C.

**United Capital Blades Speedskating**  
3779 Ely Place SE, Washington, DC 20019

## Washington

**Mountain View Speedskating**  
14313 SE Mill Plain Blvd., Vancouver, WA 98684

**Puget Sound Speedskating**  
2645 South 80th St., Tacoma, WA 98409

**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**  
100 N. Perry Parkway, Oregon, WI 53575

**Wisconsin Speed Skating Club**  
500 South 84th St., Milwaukee, WI 53214

## 2016-17 Season In Review

US Speedskating captured 24 medals, 12 gold, between Long Track and Short Track during the 2016-17 season. Long Track accounted for 21 medals while short track won three medals.

USS had seven individuals and two team/relays reach the podium. **Heather Bergsma** led the U.S. World Cup medal count, winning 12 World Cup medals – nine golds, one silver, two bronze – the most gold medals she has captured in a World Cup season.

Bergsma turned her most successful World Cup season into her third Grand World Cup champion title in the past four years. She was also the 1000-meter and 1500-meter overall World Cup champion. It marked the fourth-straight year that a U.S. woman has won the Grand World Cup.

In addition, Bergsma accounted for four of the five World Championship medals that Team USA won this season. The two-time Olympian won World Titles in the 1000-meter and 1500-meter, and captured a bronze in the Mass Start at World Single Distance Championships, and finished second overall at World Sprint Championships.



Heather Bergsma competes in the 1500m during the World Single Distances Championships



From front to back: Mia Manganello, Kelly Gunther and Petra Acker practice Team Pursuit in the Gangneung Oval

Bergsma etched her name in the US Speedskating record book during the season, becoming just the second American woman to medal at five-straight World Sprints, joining Olympian **Bonnie Blair** who did it from 1986-90. The North Carolina native also became the first skater to win the 500m, 1000m and 1500m titles at World Single Distance Championships. Bergsma won the 500m title in 2015 and now has nine career World Single Distance Championship medals, the most among any U.S. women.

**Joey Mantia** was responsible for US Speedskating's fifth World Championships medal, claiming gold in the Mass Start at World Single Distance Championships. It marked the U.S.' first-ever World Title in the event and his first World Championship medal on ice. Mantia won three medals on the World Cup circuit, including a career-high two golds.

Our U.S. short track team was responsible for three World Cup medals and four American records during the 2016-17 season. The men's relay team of **J.R. Celski, Thomas Hong, John-Henry Krueger** and **Keith Carroll Jr.** won bronze at World Cup Gangneung and broke the American Record in the 5000-meter at World Cup Calgary. That very same weekend, the women's 3000m relay team of **Katherine Reutter, Jessica Kooreman, Kristen Santos** and **Kimi Goetz** set a new American standard.

Celski and Krueger won the two individual medals for the short track squad. Celski won bronze in the 1000-meter at World Cup Dresden, his first individual World Cup medal since 2013. Krueger found success on home ice, winning bronze in the 1500-meter at World Cup Salt Lake City.



Joey Mantia lets the crowd in PyeongChang know who won the Mass Start

### 2016-17 SEASON HIGHLIGHTS

- 24 total World Cup medals
- 14 World Cup gold medals
- 7 athletes and 2 team/relays reached podium
- Team USA won 5 World Championship medals
- Both men and women's short track relay teams set American records
- Won 3 World Junior Championship medals
- Bergsma named Grand World Cup Champion and won the 1000m and 1500m overall World Cup titles
- 2 Short Track skaters finished in top-20 overall at World Championships
- John-Henry Krueger finished 4th overall in the 1500m World Cup standings

## 2016-17 Season In Review



Maame Biney celebrates with her teammates following her 500m bronze medal race at the ISU World Junior Championships

In addition, Reutter and Carroll would both set American records in Salt Lake City during the 1000m.

Two U.S. short track skaters finished in the top-20 at the World Short Track Speed Skating Championships, as Celski finished 13th overall for the men and 2014 Olympian **Jessica Kooreman** placed 17th overall for the women.

Team USA claimed three Short Track World Junior Championship Medals, marking the first medals for the U.S. at Short Track World Junior Championships since 2012. Hong won silver in the men's 500-meter and was part of the 3000-meter relay team that won bronze.

**Maame Biney** took home bronze in the women's 500-meter to win the first World Junior Championships medal for the U.S. women since Erin Porter in 1996.

**Hannah Bosman** (Women Junior A/B), **Elizabeth Johnson** (Women Junior C), **Austin Kleba** (Men Junior A/B) and **Chase Erickson** (Men Junior C) were the overall junior Allround National Champions at the U.S. Long Track Championships. Bosman, won the junior overall for the junior women A/B for the second straight year.

On the short track side, **Gabriella Hachem** and Hong won the U.S. Short Track Junior Championship titles in the men's and women's overall, respectively.

In April 2017, US Speedskating named four skaters the Junior Development Skaters of the Year. **Jonathan So** and **Isabella Main** were named the Short Track Junior Development Skaters of the Year, while **Cooper McLeod** and **Lindsey Woodbury** were named the Long Track Junior Development Skaters of the Year. McLeod was named the 2016 Long Track Male Junior Development of the Year.

The following junior teams were announced in June based off of 2016-17 results: Long Track Junior National Team – **Ethan Cepuran, Austin Kleba**; Long Track Junior Development Team – **Girogia Birkeland, Chase Erickson, Samuel Groven, Adam Johnson, Melanie Pankow, Lindsey Woodbury**; Short Track Junior National Team – **Aaron Heo, Brandon Kim**; Short Track Junior Development Team – **Elizabeth Johnson, Julie Letai, Luca Lim, Caleb Park, Anna Quinn, Corinne Stoddard**.



Thomas Hong races in the A Final Heat of the 500m at World Junior Championships, winning a silver medal



From left to right: Jennifer Rodriguez, Chad Hedrick, Lynsey Hedrick and Derek Parra pose for a picture at the Speed Skating Hall of Fame Induction

**Chad Hedrick** entered the Speed Skating Hall of Fame on June 2, 2016 during a ceremony at the Live! Lofts in Baltimore, Maryland. The Houston native had an extremely successful career in both inline and ice, amassing 50 World Championship victories in inline and five Long Track Olympic medals.

US Speedskating's President, **Mike Plant**, was also inducted into the Speed Skating Hall of Fame as a Contributor to the sport. The 1980 Olympian was a six-time member of U.S. World Championships speed skating teams and has served as the volunteer President of USS since 2013, while holding the full-time position as President of Development for the Atlanta Braves.

In its inaugural year, the US Speedskating **Talent Combine**, powered by Under Armour, made three stops across the U.S., holding open tryouts for athletes to try speed skating. Making stops in Minnesota, Salt Lake and Milwaukee, the Combine had 83 kids participate and awarded seven skating scholarships to those who performed the best over a series of tests on and off the ice. To learn more about US Speedskating's Talent Combine, visit [talentcombine.org](http://talentcombine.org).

# 2016 ISU Short Track World Cup Salt Lake City

Nov. 11-13, 2016 at the Utah Olympic Oval, Kearns, Utah

- Total Event Attendance: 4,780
- Other Event Spectators: 400+ (athletes, coaches, support staff)



## Team USA Highlights:

- John-Henry Krueger won bronze in the men's 1500-meter
- Keith Carroll Jr. set an American record in the men's 1000m and Reutter broke her own American record in the 1000m

## Coverage:

- 2 hours of original coverage on NBCSN/NBC Extra LIVE app with 12 hours of re-air on Universal HD
  - 450,000 viewers
- 6,400,000 Total Global viewership (China, Europe, Canada, Korea, Japan)
- Live stream coverage on icenetwork.com
  - 35,000 viewers
- Social Media Impressions: 130,000

### Quote from Bronze Medalist, John-Henry Krueger:

*"It's the power of the home crowd and familiarity of the ice that allows me to have success here. Having people cheer for you every time you make a pass or good move, gives you energy and keeps you motivated throughout the entire race."*



# 2016-17 U.S. Championships Long Track & Short Track

Jan. 6-8, 2017 at the Utah Olympic Oval

- 175+ total athletes

## Team USA Highlights:

- Mia Manganello (LT) matched a 12-year old American record in the women's 3000m
- Joey Mantia (LT) skated the fastest 1500m in the world
- J.R. Celski (ST) won the men's National title, winning the 500m and 1500m
- Jessica Kooreman (ST) won the women's National title, winning the 500m and 1000m



## Coverage:

- Local TV coverage on KTVX (ABC), KSL 5 (NBC), KSTU (FOX) and KUTV (CBS)
  - 456,000 media impressions
- Social Media Impressions: 610,000
  - Facebook LIVE - aired four (4) races
- Free to the public
  - Invited local Food Trucks to attend and create an event atmosphere
  - USS provided meal vouchers for all officials, volunteers and competing athletes



# U.S. Content Distribution

## 8 hours of event coverage on NBCSN

- World Championships and World Cup SLC



## 35+ hours of coverage on Universal HD

- World Cup and World Championships



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

- World Championships and World Cup SLC



## icenetwork.com

- Streaming all World Cups and World Championships (10 total events)
- LIVE stream of World Cup Salt Lake

## Domestic Media - Coverage in 2,600+ news articles

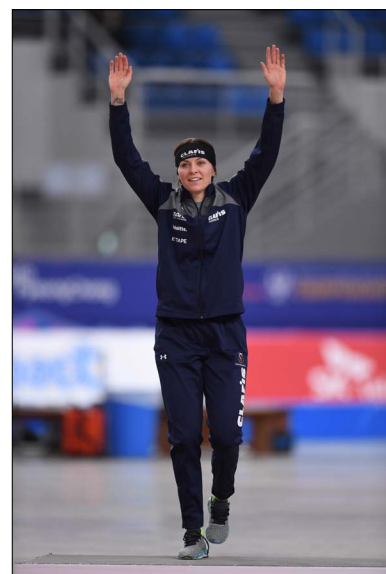
- Generated \$4.75 million in news ad value
- National Media Outlets: ABCNews.com, Associated Press, Chicago Tribune, ESPN.com, Milwaukee Journal-Sentinel, NBC Sports, Seattle Times, SportsIllustrated.com, Sports Business Journal, TeamUSA.org, USA Today, Wall Street Journal, Washington Post

## USSpeedskating.org

- Received 100,000 unique visitors in 2016 (25% increase)

## Social Media Impressions (August-March)

- 7.25 million (12% increase over 2015-16)
- 480 Facebook posts (4,750,000)
- 1,100 Twitter posts (2,125,000)
- 305 Instagram posts (672,000)
- YouTube & Facebook video views (450,000 views)




## US Speedskating Partners

The 2016-17 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.



# 2016-17 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, strength & conditioning and elite facilities & equipment support
- Learn-To-Skate and Skate PE programs
- Travel for qualifying elite athletes
- Athletic pipeline development
- Coaches and officials education
- Support to over 70 USS clubs and 2,100 Members



## Financial Highlights

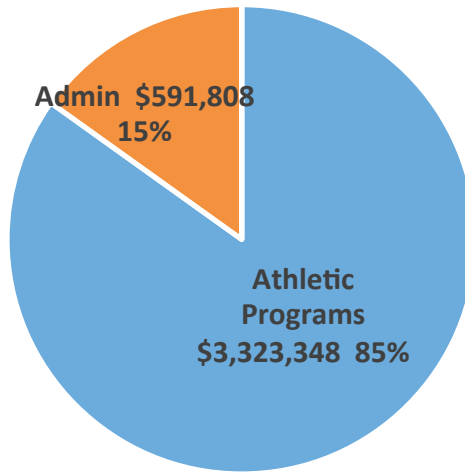
- Created organizational financial stability evidenced by four years of net operating surpluses totaling \$709,000, reducing equity from a negative \$788,000 to negative \$78,000 over the last four years
- Goal is to produce a positive net equity through sound planning and execution by May 31, 2018
- 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)

## 2016-17 Financial Report

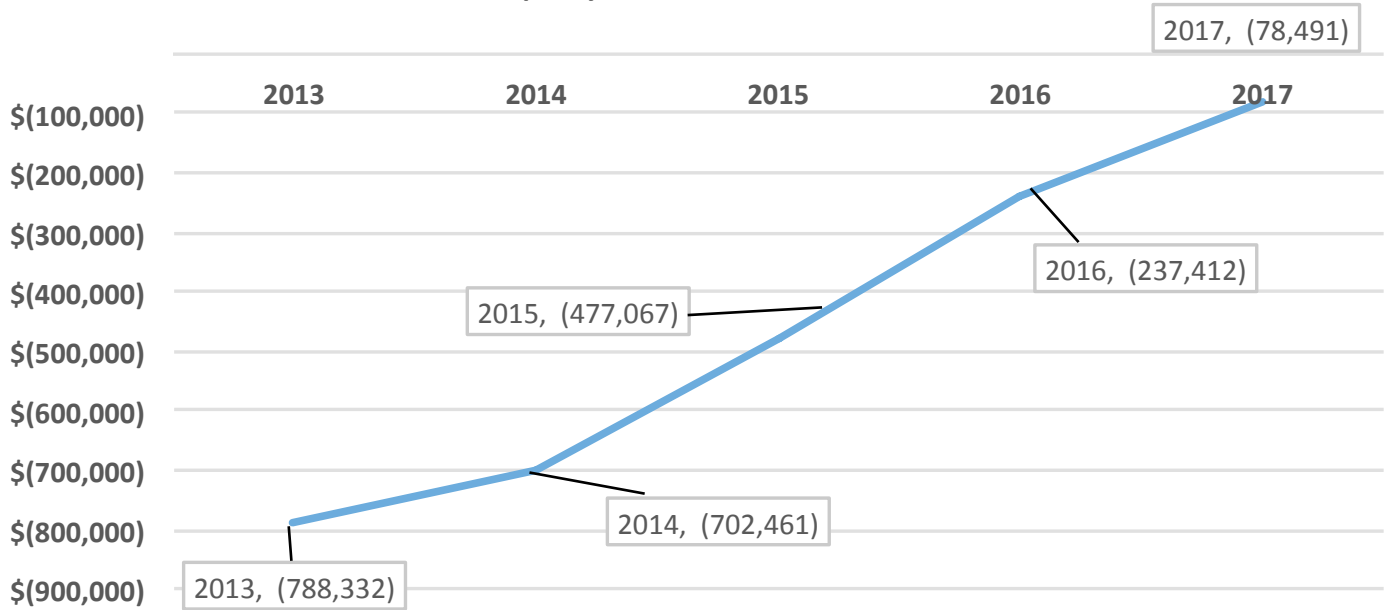
Assets:	2017	2016	2015	2014
Cash	72,311	43,606	112,823	277,974
Receivables	113,372	86,894	30,703	41,525
Prepays	64,566	43,844	23,076	34,736
Property & Equip (net)	145,783	167,656	131,702	47,140
<b>Total Assets</b>	<b>396,032</b>	<b>342,000</b>	<b>298,304</b>	<b>401,375</b>
<b>Liabilities &amp; Net Assets:</b>				
Current Liabilities	474,523	585,577	775,371	1,054,237
Note Payable (long-term)	0	0	0	49,598
Net Assets (deficit)	(78,491)	(237,412)	(477,067)	(702,460)
<b>Total Liabilities &amp; Net Assets</b>	<b>396,032</b>	<b>348,165</b>	<b>298,304</b>	<b>401,375</b>
<b>Revenues:</b>				
USOC High Performance Grant	2,101,000	2,273,358	2,150,686	2,440,000
USOC Direct Athlete Support	220,100	246,000	190,000	400,000
UAF Athletic Facility Use	290,000	290,000	290,000	351,000
Other High Performance Revenue	46,335	125,602	0	0
Sport/membership - development events	190,408	204,366	157,833	171,223
Elite events	34,997	244,600	193,983	424,150
Sponsorship/Marketing/Media	714,970	426,564	533,608	812,817
Fundraising	139,149	146,931	100,632	75,250
USISA contributions	150,000	150,000	224,728	125,789
Other revenue	186,483	21,167	97,641	341,971
<b>Total revenue</b>	<b>4,073,442</b>	<b>4,128,588</b>	<b>3,939,111</b>	<b>5,142,200</b>
<b>Expense:</b>				
USOC high performance grant	2,967,824	2,801,695	2,577,002	3,451,193
Sport/membership - development events	215,896	184,930	235,800	363,858
Elite events	112,080	317,335	317,935	255,558
Sponsorship/marketing/Media	202,941	187,992	181,162	405,373
Fundraising	76,878	39,003	53,686	48,390
General and administrative expense	339,537	357,978	347,934	533,684
<b>Total expense</b>	<b>3,915,156</b>	<b>3,888,933</b>	<b>3,713,519</b>	<b>5,058,056</b>
<b>Net Surplus</b>	<b>158,286</b>	<b>239,655</b>	<b>225,592</b>	<b>84,144</b>

# 2016-17 Financial Report

## USS 2016/17 Program Spending



## USS Equity Position





US SPEEDSKATING