



United States Bobsled and Skeleton Federation

National Governing Body for the sports of Bobsled and Skeleton

USBSF Board of Directors
Meeting Minutes
June 26, 2009
Colorado Springs – Penrose House

In attendance:

Board: John Ball, John Rosen, John Donovan, Marci Francis, Ted Offit, Curt Tomasevicz (pm), Valerie Fleming (pm), Doug Bagley (pm)
Staff: Darrin Steele, Lisa Carlock
Other: Steve Brunner (am), Marshall Swartzendruber (am), Dan Goodwin (pm)

Call to order at 8:16 a.m. MST.

King of the Mountain Sports – Steve Brunner

- Spent first 60-90 days determining bobsled's position in marketplace, talked to USOC sponsors and other fringe sponsors
- Research and development period, established cost-effective way to reposition and rebrand the USBSF
- Consensus from sponsors is to come back closer to the Games
- NASCAR event tour – \$110,000 for 8 stops at NASCAR events
 - Significant crossover between NASCAR and USOC sponsors (60-70%)
 - Merchandise sales and memberships to generate revenue
 - Need sponsors to back, can't invest \$100,000 without
- Properties and activation opportunities
 - Push the Edge
 - Skeleton sledding competition
 - Fantasy camps & experiential clinics
- Appropriate expectations of the Board for KOM
 - \$300,000 goal for year 1, no returns, no assets to sell initially
 - Currently trying to create assets to sell
 - Between now and Sept Board would like to know benchmark
 - KOM to write letter to Board to establish 6 month expectations
 - 32 companies for Share the Ride program
- Potential to merge with Jim Scherr and Darryl Siebel

Board Discussion on KOM

- USOC marketing grant to support NASCAR event? Business opportunity for USOC, dipping into USOC bucket again?
- Any bad blood between USOC and Jim Scherr that would cause problems with USOC relationship?
- Do we want competing sponsors between USOC and USBSF if we get USOC money?
- What are we paying KOM to do? Take ideas from group and make them happen? To bring to us novel ideas we didn't think of?
- KOM originally thought they would have a few quick hits (i.e. AT&T) but came up empty, needed to figure out what else they could do
- Shift to commission basis? Now that plan is in place, they should have confidence to sell it
- Why is Darrin still in the game with them? Figured out way to get return, even if it's just covering costs (donor program)
- Is KOM capable of taking a valuable asset and selling it?
- New partnership with Scherr and Siebel would be advantageous



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Member, U.S. Olympic Committee



- Need to see specific objectives to be accomplished in next 60 days or else need to reconsider continuation of relationship
- Adopt the USBSF idea presented to city councils, city chambers, sister cities

John Donovan Fundraising presentation 10:00 am – 12:00 pm

Reconvened at 1:14 pm.

Finance Manager informed Board of AFEX for foreign currency exchange. Darrin to investigate hedging.

Board Elections

- John Ball – term expires June 30, 2009, elects not to reapply for Board position, to serve on Nominating Committee going forward, expressed enjoyment of last two years serving as Chairman, stepping aside so new blood can join organization, hopeful someone will have a stronger hand in fundraising
- Bylaws allow for Board to elect new Chair, Board opts to elect Interim Chair
- Ted Offit nominates John Rosen as Interim Chair, John declines over concern of FIBT's concern with him being on the FIBT jury and on the USBSF Board
- Doug Bagley nominates Ted Offit, Ted declines over concern of lack of time to commit
- Marci Francis nominates John Donovan, John accepts, Doug Bagley seconds, unanimous approval for John Donovan to serve as Interim Chair effective July 1, 2009
- Skip Connor and Ann Morgan to donate time to guide Board through planning process, discussion of roles, fundraising, establishment of auxiliary board
- Next Board meeting to be 2-day planning process in Baltimore coupled with fundraising event, proposed dates are Sept 26 or Oct 3

Board Assignments

- Audit Committee – Ted Offit and Curt Tomasevicz
- Fundraising Committee – John Donovan, Marci Francis, and Doug Bagley
- CEO Review Committee – John Rosen as Chair, John Donovan, Curt Tomasevicz, Valerie Fleming, and Ted Offit
 - Next review on or before Oct 1
 - Evaluate performance, recommend compensation
 - CEO requests committee to stick to 3% raise standard due to fiscal concerns this year

Bodyn Project – Dan Goodwin

- Project's sole purpose is to give equipment but they don't care who sits in the sleds
- Want to protect equipment and relationships, agreement from last year is working well
- Research and development in 2 and 4-man sleds has led to less transition for drivers between sleds
- New sled garage in Lake Placid is a huge plus, place for athletes to work on sleds
- Bodyn Board is undecided on whether to grant rights to the athletes to use Bodyn tools
- Exa Corporation has provided high tech computer diagrams and wind tunnel testing
- Bob Cuneo has expressed desire to resign after 2010, new individual in Charlotte is being groomed to take over, Cuneo to stay on board as a consultant
- Project knows they need to prove worthiness to continue receiving USBSF support
- NASCAR relationship still solid despite sponsorship dollars being down





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- Currently building stock sleds, standard without all the bells and whistles, available for younger and new athletes who are just learning to drive, less expensive, potentially sell to ORDA and UOP, also building sled for Paralympics, USBSF would not have ownership over these sleds
- Athlete concerns over sleds not being in top shape – budgetary and time constraints – top priority is top athletes, not enough time and money to focus as much effort on lower ranked drivers, 90% of time is spent on top athlete sleds (USA I-III)
- 5th Bodyn Challenge to be held in Jan

Review for Annual Meeting

- Additions to agenda – reports from Audit and Sponsorship Committees

Motion by John Rosen to approve 2009-2010 budget
Seconded by Marci Francis
Doug Bagley abstains from vote, unanimously approved

Motion by John Donovan to adjourn
Seconded by John Rosen
Unanimously approved

Adjourned at 4:08 p.m. MST.



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