



## Minutes

### Board of Directors Meeting

October 1, 2011

Park City, UT

8:00 am – 4:30 pm MDT

A meeting of the Board of Directors (the “Board”) of the United States Bobsled and Skeleton Federation (“USBSF”) occurred on October 1, 2011. The Chair called the meeting to order at approximately 8:04 am MDT. The following members of the Board were present at the meeting’s commencement: John Rosen, John Donovan, Ted Offit, Curt Tomasevicz, Don Schaaf, Elana Meyers, Dave Nicholls, and JR Hoffman. BJ Hybl arrived at 9:23 am MDT. Pete Piechoski was excused from attendance. The above members constitute a quorum of the Board under the USBSF Bylaws Section 6.17.

Present for the meeting from USBSF staff were: Darrin Steele and Haley Smith. Additional attendees included Lisa Carlock via conference call, and RJ Shannon, Polly Jo Clark, and Mark Norman from the Utah Olympic Park. This meeting of Directors was open to the membership of the USBSF and the following members attended the meeting: Nicole Magner and Kristy Painter.

The minutes were recorded by Haley Smith, USBSF Operations Coordinator.

#### 1. Call to Order and Welcome

The Chair called the meeting to order and welcomed USBSF Board members to Park City.

#### 2. Management Review

Darrin Steele, Chief Executive Officer, provided the Board with the following updates:

##### A. Athletes/Coaches

The 2011 Push Championships were recently held in Lake Placid. Elana Meyers gave a brief review of the recruitment of new athlete Katie Eberling, 2011 women’s bobsled push champion. Discussion ensued about the timing of push championships with the request they be held closer to team trials, as well as what the barriers to holding them in Park City were, noted to include housing and additional expenses.

##### B. Technology

The skeleton technology program with Protostar should flourish in 2011-12 with the large allocation of grant money from the USOC.

Designworks has agreed to build bobsleds for the USBSF. Todd Hays and Brian Shimer have begun working with Designworks and introducing them to our sled technology. Designworks will report back to USBSF with production plans and intends to have a prototype ready to test in March. It was confirmed that ownership of sleds and technology will remain with the USBSF. Discussion ensued regarding concerns over protection of sled technology and interest in athlete involvement in meetings. USOC grant money allocated to bobsled technology will fund sled updates, travel expenses for sled technicians on tour, and Designworks sled production.



### C. FIBT

Mike Kohn is running for a position on the FIBT Executive Committee this fall. If he wins, Curt Tomasevicz and Valerie Fleming will be removed from their positions as FIBT reps. Voting will be held sometime after the season begins and the FIBT is attempting to insure a fair procedure by being present at all race series.

The FIBT is implementing a new coaching certification program to reduce liability and prevent inexperienced coaches from negligence in coaching. They are asking for a more structured small nation program to assist small nations in competing in the sports. USBSF is working on a plan to incorporate small nations into USBSF development programs. The FIBT would like USBSF to play a larger role in driving schools to enhance quality.

Darrin Steele has been asked by the FIBT to chair the Special Advisory Committee to review the governance structure and other logistical issues involved with FIBT processes. The FIBT is also looking to add or reevaluate North American representatives to the executive committee.

FIBT does not have a contract for TV rights yet but is close to closing a deal. Online streaming video of FIBT World Cup races will be available.

### D. Finance

Lisa Carlock was present via conference call to review the current income statement and cash flow. It's early in the fiscal year so income and expenses are roughly on course with few variances to budget. USOC PPA funds for bobsled technology have been carried over from 2010-11. USBSF needs to secure \$65,000 in new sponsorship plus/minus the results of negotiations with Alamo and John Deere as compared to budget. Discussion was held regarding the USBSF request for disbursement of 2011 Trust funds.

John Rosen reviewed the Consent Agenda item pertaining to revision of the USBSF's Financial Policies and Procedures presented to the Board electronically prior to the meeting. The change would remove the requirement for coaches to submit expense reports in accompaniment of their credit card receipts and would enable faster exchange of information during the season. A motion was duly made and seconded to approve the change. Unanimous approval was granted by the Board.

### E. Marketing and Sponsorship

KOA, NSCA, National Guard, and FDNY are all signed as year-to-year contracts. FDNY will have a sled wrapped with their logo and the names of the firefighters that died on 9-11. Pending sponsors include Freight Forward and Alamo. Freight Forward has signed a letter of intent with USBSF. Potential sponsors include John Deere.

Discussion ensued about sled space allocated to athletes for personal sponsors and concern over types and sizes of logos that are being placed on sleds.

### F. Other Important Topics

USBSF confidence in the new leadership of the USOC is very high.

ORDA has assumed control of the garage in Lake Placid. Bodyn has offered to sell the garage to ORDA for \$150,000. USBSF will continue to pay for insurance on the garage and assist ORDA with any further issues.





USBSF does not see any movement from the FIBT on contracting with Bodyn for the production of low cost developmental sleds for the FIBT.

### 3. Membership Program

Haley Smith updated the Board on progress with the new membership program. New forms for the supporting membership program, in addition to those for athletes, technical, club and junior members, are available on the web site. The Board requested a breakdown of number of memberships per category, as well as enabling American Express as an accepted form of payment to USBSF.

### 4. 2010-2011 Audit Report

Copies of the audit conducted by Waugh & Goodwin were distributed to the Board. Ted Offit gave a synopsis of the audit noting that the auditors are very pleased with the performance of Lisa Carlock and Darrin Steele. Ted recommended the Board approve the audit and a motion was duly made, seconded, and approved unanimously.

The IRS Form 990 was also provided for review by the Board. Minor revisions pertaining to the independence of board members as well as updates to the listed Board members need to be made before the 990 is submitted. Ted recommended the adoption of the 990 with the aforementioned amendments. A motion was duly made and seconded. Approval by the Board was unanimous.

### 5. Committee Reports

#### A. Athletes Advisory Committee

Curt Tomasevicz and Elana Meyers have asked athletes to volunteer to be a part of committees in order to establish a minimum of 20% athlete participation. The following is a list of athletes and the committees in which they will participate.

Retired Athletes: Bethany Hart, Steve Mesler

Marketing: Kyle Tress, Elana Meyers

Fundraising: Aron McGuire, Brock Kreitzburg

Officials: Jean Prahm

Club: Noelle Pikus-Pace, Kimber Gabryszak

Other: Jamie Moriarty expressed interest and will be kept on reserve in the event another athlete steps down or does not perform their job duties.

Curt suggested an orientation process to acquaint new AAC representatives with their role and its expectations. John Rosen will look into developing a training program for both AAC reps and new board members.

Curt also suggested that adaptive bobsled and 4-women bobsled work together to help both get attention and move forward. Elana Meyers has spoken with Don Hass and Tony Carlino about a 4-women pilot sled during the 2012 World Championships in Lake Placid.





Greg Luganis is starting a mentoring program that Curt feels is very important in dealing with post-Olympic depression. He will introduce the program to athletes at the next AAC meeting to be held during team trials. They will also address a new career program. An AAC meeting will also be held on December 4, 2011.

### **B. Ethics/Judicial**

BJ Hybl provided the Board with an update on ethics and judicial committee actions. The ethics committee chair followed the voting process for the club director position to insure it was conducted in accordance with the bylaws. John Donovan will provide a current version of the Code of Ethics to be placed on the USBSF web site. The judicial committee had no updates.

### **C. Fundraising**

John Donovan provided a report of fundraising committee actions. The foundation board is coming together with a list of prospective directors. Darrin is approaching the candidate for chairman. The goal of the Foundation will be to recruit additional directors for that board. It was suggested that candidates with a wider reach be sought out for Foundation board positions.

RoadID was approached about getting identification bracelets for athlete protection and medical information while traveling. RoadID is willing to provide bracelets and a percentage of proceeds when a member purchases their product.

### **D. Compensation/CEO Performance**

Pete Piechoski was not in attendance at the meeting. He will provide a report at the next board meeting.

### **E. Audit and Legal Affairs**

Ted Offit had nothing to report at this time.

### **F. Nominating and Governance**

BJ Hybl provided the Board with a report of nominating and governance committee actions. The committee recommended changes to the bylaws due to the difficulties in electing the club representative. The proposed changes pertain to new requirements related to determining the eligibility of clubs. New bylaws will indicate that eligible clubs would need to comply with USBSF policies regarding payment of annual dues by a set date, annual submission of membership report and officer contact information, and submission of annual reports on previous club meetings. The proposed bylaw changes would also cover procedures for election of directors. If clubs are at a deadlock, the Nominating Committee suggests that the Board of the USBSF be allowed to break the deadlock and select from the two qualified candidates. Any bylaw changes would have to be approved by the clubs.

### **G. Strategic Planning**

Ted Offit provided an update for the strategic planning committee, reviewing the work that was presented at the annual meeting in June. He next addressed who should be responsible for each of the initiatives noting that USBSF staff cannot be tasked with all due to time and resource constraints. Constituents at all levels need to be involved in pursuing initiatives; athletes, staff and Board. Ted provided the list of initiatives and an opinion on who he thought would best fit each. Initiatives were then ranked based on importance and urgency.



### H. Officials Development

John Rosen updated the Board on the officials development committee. He provided background information on the officials, what they do, and how they are utilized within a race. He also gave an update on the FIBT jury process and who the FIBT jury members are in the US.

### I. Marketing/Branding/Web

Don Schaaf provided the Board with an update on marketing/branding/web committee actions. The committee examined where the team is today and then met with other sport professionals to determine how to best position the USBSF. It became apparent that there are different motivations to get involved in sponsorship of the USBSF; exposure, tie in with the products, American pride, and the sports themselves. The committee then reached out to several CEOs and asked them what their interest would be and the most common answer was return on investment.

USBSF needs to focus on the company, not just the athletes and sports. Truvel Communications reviewed USBSF social media sites and came up with several ideas including Facebook contests to increase "likes." Facebook and Twitter reaches have both increased and the largest lead in to these sites in the USBSF web page.

Don presented several images of the look and feel of the sleds and other parts of the USBSF brand. The committee created a video to increase viewership and reach of the brand which was shown to the Board. He then reported a list of potential sponsors that are being pursued, with near 55 sponsorship packages sent out.

The committee has also looked into the possibility of showing other non-competition aspects of bobsled and skeleton on TV.

### J. Clubs

Dave Nicholls provided the update for the clubs committee. Currently the USBSF has 3 registered clubs; USA Adaptive Bobsled Team, Utah Skeleton and Bobsled Association, and the Adirondack Bobsled Club. The committee would like to see increased promotion of the clubs and increased participation in the clubs, and suggests the USBSF add a page to its web site that allows members to find clubs.

Dave has been tasked with determining the role of a club and how the USBSF can best utilize clubs. He sees clubs as a means for new athletes to become involved in the sports at a lower cost, enabling them to decide if they want to train and compete.

Club committee members include Gary Kuhl, Steve Revelli, Adrian Sheldon and John Rosen. The committee is going to hold monthly conference calls to enhance communication between the clubs. It was recommended that the committee work to grow the current clubs and help them become more organized with a clear purpose.

### K. Retired Athletes

JR Hoffman updated the Board on actions of the retired athletes committee. He spent significant time consulting with Steve Mesler on what the committee should do. The committee recommends a Hall of Fame to provide historical perspective of the USBSF and would like to create a nominating committee for identification of possible inductees. Darrin informed the Board that we have a Hall of Fame committee in place that can be utilized. They are currently working on



plans for an alumni event at the 2012 World Championships. The committee would also like to help recently retired athletes with the transition to life after bobsled or skeleton.

#### **6. UAF/UOP Presentation**

Mark Norman, RJ Shannon and Polly Jo Clark provided the Board with an update on UAF/UOP initiatives. UOP is moving into the community component phase of Park development including athlete housing, sports medicine clinic and start house. UOP would like increased communication with the Board and USBSF staff regarding coordination of athletes and training. They would also like to see continued leadership of the adaptive bobsled program with the USBSF helping to grow the program. UOP is working on development of new athletes through their G-Force program. Newly hired coaches for the 2011-12 season include Shauna Rohbock, Valerie Fleming and Lincoln DeWitt. October 20 is the scheduled date for the track to be iced.

#### **7. Review of Meeting and Action Items**

Facilitated by the Chairman, directors are given the opportunity to share their thoughts on the positive and negative aspects of the meeting which included the following: meeting was more structured but could be further improved by dissemination of more information in advance of the meeting, add a chairman's report as a standing agenda item, suggestion to consider adding alternate AAC members as voting members during meetings, anticipated length of committee reports to be obtained prior to meetings to more accurately lay out agenda, one-day meeting format is preferable to multi-day.

The next Board meeting will be held on Sunday, February 26 and Monday, February 27, 2012 in Lake Placid, NY following the World Championship events. It was recommended to Board members that they make plans for World Championships soon as hotel space in Lake Placid is getting scarce during that time frame.

Action items are as follows:

- John Donovan
  - Review the Trust and report at next meeting with a proposal if necessary for requesting money from the Trust
- Haley Smith
  - Report to Board on numbers per membership category
  - Compile 10-year list of retired athletes that participated in Project Gold
- John Rosen
  - Develop orientation process for new Board members and AAC representatives
- BJ Hybl
  - Figure out how to keep the ethics and judicial committees engaged while they are not active
  - Determine staggering of Board terms within the next two weeks
- All directors
  - Reach out to athlete member on their respective committee

#### **8. Adjournment**

There being no further business, the meeting was adjourned at 4:26 pm MDT.





# United States Bobsled and Skeleton Federation

National Governing Body for the sports of Bobsled and Skeleton

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This document constitutes a true and correct copy of the minutes of the meeting of the Board of Directors of the United States Bobsled and Skeleton Federation.

A handwritten signature in black ink that reads "Haley Smith".

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Haley Smith  
Acting Secretary

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Oct 24, 2011  
Date



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