

**USTSA
Officer's Conference Call
Monday, November 6, 2006**

Attending: Christopher Ulm – President; Catherine Crim – Vice President; Paul Lamb – Events Director; Eric Lamb – Secretary; Russ Hobbs – Treasurer; Tory Hauser – Competition Guide Committee; Linda Hobbs – Member/Meeting Note Taker

1. Uniforms and Equipment Update – Jim

- A. Karbon Uniforms – He has pants. Fleece and jackets are waiting for embroidery. Waiting for software updates at manufacturer. Speed suits are being manufactured. Jim expects to have it all delivered to him in a month.
- B. Atomic Skis and Poles – Will provide skis on Pro Form. Jim emailed that form to racers. Racers will complete and fax to Atomic on their own.
- C. Scarpa Boots – We will get 6 pairs for men's A team and 1 pair for women's A team. They will be distributed to racers starting with top points racers. All other racers, including B team members may purchase through Jim at Pro Form (approx 60% of retail) pricing. Jim has asked racers to provide him with sizes, etc. Anyone on the board, or involved with USTSA in an official role may also order Scarpa boots at this pricing.
- D. Crispi Boots – Available to any A team member who wants them. (Several members do, and this should stretch the Scarpas to those who prefer them).
- E. Rottefella Bindings – Communication has been difficult. We are going to get a limited number of pairs. Lifters will not be available through people that are providing bindings, but Alpina Sports will sell them to people who want them.
- F. Karhu Bindings – Jim has not had his phone calls returned. Later in the meeting, Catherine offered to make contact with people she knows at K2, who recently purchased Karhu. Tory suggested talking to "Mike" who Catherine knows.
- G. Shred Alert Hats – Organized by Carrie, Eric will update Carrie on the type of representation Shred Alert Hats can expect from www.ustsa.org
- H. Eyewear contact – Chris has contact with eye wear (Smith Sport Optics) people. It is OK with Jim for Chris to pursue this possible sponsorship

2. Sponsorship Agreements – Developing consistency in what we offer the Sponsors.

Discussion about these and future sponsors and how we reflect them on the Website. There seems to be consensus that the larger sponsors should have the larger web site exposure. For example, Karbon, Scarpa and Crispi

should have banners on the home page or the racing page. Smaller sponsors, including racers individual sponsors should be on a separate page and include links to those sponsors' website. Both Tory and Russ worked independently last year to draft documents reflecting levels of sponsorship and what we would provide to sponsors at various levels. **Russ proposed that we need to discuss this at our next call. In the meantime, he will pull together his draft and Tory's draft for the group to review before that call.**

3. Other sponsorship issues/discussion

Eric – can we add individual sponsorships in the Athlete's Profile/Bio?

Tory – USSA has a section on their Bio's for skier to list equipment used.

Consensus - was that these two items should be included in profile...I am not clear about who was going to follow up with racers to get this info to Chris. Chris agreed to update, if info was sent to him. ERIC will facilitate the team with this information.

Russ – Should he send thank you letters to each of these sponsors and reiterate our agreement with them and use the letter as a tax receipt as well?

Agreement – This is a good idea, Russ will send letters once we have the products and know their value.

4. Bylaws – Russ

These were approved with 7 of 9 votes returned, all affirmative. **Chris will post the new bylaws on the website. Eric will include some information about this change and perhaps the activity we've undertaken this summer/fall in the information he is preparing to email to past and present members.**

5. Team Composition – Paul

A. Development Team – Do we want to create that category on our website for Development Team members on the page with A and B Team members?

Consensus is that yes we do, and we will add Lauren after she writes a letter requesting inclusion as a Developmental Team Member and signs a contract, which will have the same requirements as a B team member, and submits a Bio. **Paul will Follow Up.**

B. B Team Members who have not submitted their Bio, which was due September 25th. **Paul will follow up with these 2 members** and give them a deadline of 2 weeks (November 20), or no spot on the team.

Tory suggests that we need to be clear next year with deadlines, either 45 days or 60 days from time contract is offered or racer will not have a spot on the team.

6. Website – Chris

A. Photos - Chris needs to post some more photos, and will continue to post photos as they are submitted.

- B. Video was posted today. Good feedback from group. A few people had difficulty getting it to run.
- C. Sponsor Additions – Chris will add (and remove) as directed by Jim
- D. Café Press – Chris has put about 5 hours into updating this with our new logo. He will continue to work on this.
- E. Tory requested that there be a “Home” selection on the top of the menu bar. Chris noted that there is a small icon in the top left corner of the page for “Home”. He will make a change as he has time.
- F. Chris is moving into his busy ski season, and will work on the website as time permits.

7. **Schedule – Paul**

- A. Insurance - If we need insurance, Chris needs info in next 2 weeks.
- B. 3 US races are scheduled:
 - Copper Mountain - sanctioned
 - Selkirk Classic – Paul is hoping to sanction. He won’t be able to attend, so is working to find a TD, or USTSA rep to certify the race. Tory suggested a USSA official would work.
 - Nationals – sanctioned
- C. FIS – Paul is trying to communicate with Duncan, Trond, Fabio and Anthony with no results. He wants to clarify when and where races will be held. They are not on the FIS website. Paul is working with Duncan to let him know he wants to be involved in future calls. Tory wants to be in the loop as well with his responsibilities with our organizers guide and as a race organizer.

8. **Marketing**

As an offshoot to the racing schedule, Tory suggested that we need to work towards having more races, more marketing, a consistent program and information about our program. How can we go about this and who can help us?

- Stickers with new logo – Tory suggested sheets of stickers to distribute to all members to get our name/logo seen. **Chris will check prices, etc.**
- Eric suggested working with the University of Montana. They have a marketing class that takes a non-profit and develops a marketing plan. **Eric will pursue this.**
- Eric suggested that this is a good topic for a phone call in a month or two.
- **When is Las Vegas? January 22ND – 25TH @ Mandalay Bay Convention Center.** If we have anyone who can attend, we build an awareness of who we are, give out proposals, solicit funding and product.
- Catherine Crim offered to help, has some marketing background.

9. **Competition Guide – Tory**

- A. Tory - The biggest issue is the points calculation, let's spend 15 minutes on that subject and then finish the guide in next phone call
- B. Russ – Recap the main issues
- When we did points for 2006, we didn't follow the rules because the racers:
 - a. may have had international points that were not included (although we are unsure how to include them)
 - b. were injured and we may not have calculated their points properly
 - International points are already zeroed out for each race. We did not zero out each race, we zeroed out the end results only.
 - Do we take FIS points as calculated by FIS with all competitors or do we take only the US racers and use the calculation provided by Chris Rice? Chris' method also makes it so that if just 1 US racer is at a FIS race, we can't use points.
 - Do we use a 3-racer formula or a 5-racer formula? Chris Rice suggests 3 racers. Much discussion about this.
- C. **Russ will finish the calculation of this year's points using the 3-racer and the 5-racer formulas for comparison. He will add Steamboat results. At this time, he will not add FIS races. He will send this to all members so that a decision can be made at next conference call. Russ will work with Eric to formulate questions to be sent to Trond to see if he can give us some direction.**
- C. Paul suggested that rule 4170 of competition guide be revised to read the same as the FIS rule for the Telemark turn. **Tory will make that change.**
- D. **Tory will email Linda a copy of his revised Organizer/CompGuide. Linda will work on formatting and typos, etc and return it to Tory prior to the next meeting.**

10. **This is a simple version of the tasks that were assigned during the phone call:**

RUSS: Send thank you letters to team sponsors

Work my point calculation regarding 5-person/3-person

CHRIS: update www.ustsa.org with a 'HOME' button

Contact Smith Sport Optics about possible team eye wear sponsor

Find out how much stickers will cost

PAUL: Follow-up on remaining team profiles (2)

Write letter to Lauren regarding junior development team requirements

ERIC: Will contact UM in regards to USTSA and marketing classes

Update team on personnel sponsors can have links on profile pages

These are the main tasks I pulled out of the minutes.

10. Next Meeting – Monday, November 20 at 7:00 MST

Agenda: Points

Comp Guide

Sanctioning Agreement

Sponsorship Levels/Agreements?

11. Adjourned at 21:00 MST