

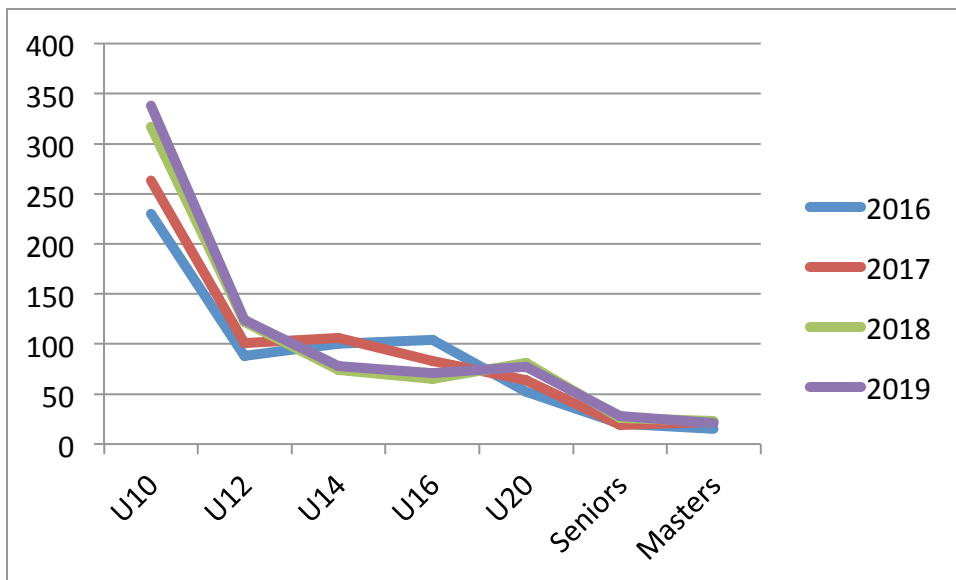
US Athlete Participation 2018/19

Jed Hinkley/Jeff Hastings

2018/19 SUMMARY

Athlete participation continues to grow at a slow rate. This year we saw overall participation grow by 29 athletes or 4%. This is less than the previous two years by approximately 20 athletes. Most of this growth was in the U10 age group particularly U10 boys. We still see significant attrition between U10 and U12 and anecdotal evidence points to athletes choosing other ski/winter sports over ski jumping.

	U10	U12	U14	U16	U20	Seniors	Masters	Total
2016	230	88	100	104	52	20	15	609
2017	263	101	106	83	64	19	22	658
2018	317	122	74	65	81	26	23	708
2019	338	124	78	71	77	28	21	737



Regional Breakdown

U10		U12		U14		U16		U20		Seniors		Masters		Total
Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	
East														
22	11	18	10	11	4	26	12	25	15	2	3	5	0	164
Central														
91	63	27	22	23	9	11	8	16	6	14	0	9	1	301
IMD														
14	3	11	5	3	2	1	3	4	6	3	1	1	0	57
RMD														
72	38	7	11	10	2	3	4	2	2	4	1	3	0	159
Alaska														
16	7	7	6	9	5	2	1	1	0	0	0	2	0	56

USANS US CUP JUNIOR SERIES 2018/19

Jed Hinkley/Jeff Hastings

2018/19 SUMMARY

2018/19 marked the sixth year of the US CUP JR SERIES, USANS's attempt to create a meaningful competitive experience for U10/12/14 boys and girls. Competitors from East, Central, West and Alaska earned points over the season to qualify for the Virtual National Championships. The East scheduled 8 events but had to cancel Gunstock netting 7 competitions; Central scheduled 12 events but had to cancel Westby, Madison, and Ishpeming so wound up with 9; the West had their standard 3 competitions, two this year in Steamboat and one in Park City. Alaska scheduled and pulled off their full slate of 3 events. In the East and Central we again only counted an athlete's 4 best finishes toward their total, a practice adopted last year at the request of parents to reduce the pressure to travel long distances and every weekend. Competitors earned points on the World Cup scale and overall standings were tracked on the USANS website. See- <https://www.usanordic.org/clubs/virtual-nationals/>

USANS 2014 - 2019 US Cup Junior Series Participation Summary

		u10g	u12g	u14g	all girls	chg over prev yr	u10b	u12b	u14b	all boys	chg over prev yr	total	chg over prev yr
east	2014	6	4	1	11		15	6	8	29		40	
	2015	6	7	3	16	45%	18	10	8	36	24%	52	30%
	2016	6	5	5	16	0%	16	11	7	34	-6%	50	-4%
	2017	4	5	3	12	-25%	14	12	5	31	-9%	43	-14%
	2018	10	5	1	16	33%	17	16	10	43	39%	59	37%
	2019	13	7	5	25	56%	17	15	9	41	-5%	66	12%
central	2014	19	6	8	33		32	12	12	56		89	
	2015	18	14	7	39	18%	31	13	9	53	-5%	92	3%
	2016	13	8	9	30	-23%	22	12	12	46	-13%	76	-17%
	2017	21	6	14	41	37%	24	33	15	72	57%	113	49%
	2018	23	12	7	42	2%	28	17	16	61	-15%	103	-9%
	2019	20	19	6	45	7%	33	21	15	69	13%	114	11%
west	2014	8	9	6	23		9	13	14	36		59	
	2015	4	10	5	19	-17%	12	11	9	32	-11%	51	-14%
	2016	9	12	6	27	42%	20	8	8	36	13%	63	24%
	2017	11	7	10	28	4%	26	9	10	45	25%	73	16%
	2018	14	5	8	27	-4%	27	18	8	53	18%	80	10%
	2019	10	11	3	24	-11%	30	22	6	58	9%	82	2%
ak	2014	na	na	na	na		na	na	na	na		na	
	2015	2	5	0	7	na	7	6	5	18	na	25	na
	2016	1	2	2	5	-29%	6	1	1	8	-56%	13	-48%
	2017	4	4	3	11	120%	9	11	7	27	238%	38	192%
	2018	5	1	2	8	-27%	8	11	3	22	-19%	30	-21%
	2019	3	3	5	11	38%	7	3	9	19	-14%	30	0%
usa	2014	33	19	15	67		56	31	34	121		188	
	2015	30	36	15	81	21%	68	40	31	139	15%	220	17%
	2016	29	27	22	78	-4%	64	32	28	124	-11%	202	-8%
	2017	40	22	30	92	18%	73	65	37	175	41%	267	32%
	2018	52	23	18	93	1%	80	62	37	179	2%	272	2%
	2019	46	40	19	105	13%	87	61	39	187	4%	292	7%

The **East**, followed up a whopping 37% increase in 2018 with another increase of 12% in 2019 which was driven entirely by added girls as the boys count was down slightly. **Central** added modest numbers to both the girls and boys sides and regained the skiers they lost in 2018 plus one more to wind up with 114 competitors. The **West** saw significant gains in the boys' divisions that more than covered the few girls they lost. All three of the Lower 48 divisions hit all-time high competitor counts. **Alaska** traded a few lost girls for a few gained boys to remain flat year over year.

Overall, the US saw a total of 292 unique U10/12/14 competitors in 2019 vs. 272 in 2018, an increase of 20 skiers, or 7%. This is a new high water mark for USANS since we began keeping records in 2014. Duplicates (kids who skied in multiple age groups) have been removed from the data.

For the third year, we tracked and awarded **distance merit pins** to USANS member athletes for the distances of 10M, 20M, 30M, 45M, 60M, 90M, 120M, 150M, and 200M (distances must be cleared in competition). US Cup Jr skiers could track their progress on the USANS website through the weekly points updates. Year over year progress for every athlete is tracked on the USANS website. See <https://www.usanordic.org/clubs/distance-achievements/>. Pins are being sent to athletes.



USANS Merit Pin.

For the sixth year, we offered any USANS member under 16 years of age the chance to earn a FLYER t-shirt for submitting a flight log. Only fourteen kids took advantage of this, a poor showing that indicates one of two possibilities: a) that kids don't care or b) that kids don't know. We change up the t-shirt colors every year to give athletes a reason to "collect them all." And I remain a believer that it's nice to encourage both good long-term practices and passion with a program that is accessible to anyone, regardless of ability.

USANS FLIGHT LOG T-SHIRTS EARNED by YEAR

2014	7
2015	27
2016	6
2017	53
2018	30
2019	14



2019 Flight Log FLYER t-shirt

2019/20 PLAN- keep doing what we're doing, add features and amenities where possible

The two areas we're looking to improve on are a) consistency of results reporting and b) standard hill size for various age groups. In 2020 we will again ask more clubs to adopt the (fantastic) Paul Jastrow results software, which will greatly improve results reporting.

Long/short, there remains a solid structural base in place for the series that will keep it alive for the foreseeable future. Parents and skiers in all regions seem to understand that it exists and serves as the qualifying tool for the Virtual Nationals. In 2018/19 (and beyond) it would be nice to add more features (and thereby more relevance) to these events. Some ideas (which are put forth every year and need only another committed volunteer or two to pull off the page) include:

- prizes by region for overall ranking
- common (fancy) elements for competitions (bibs, music, format)

- athlete bio pages
- social media sharing between athletes
- web streaming of events
- common USANS uniforming available to all athletes

These additions will take commitment from USANS staff and volunteers.

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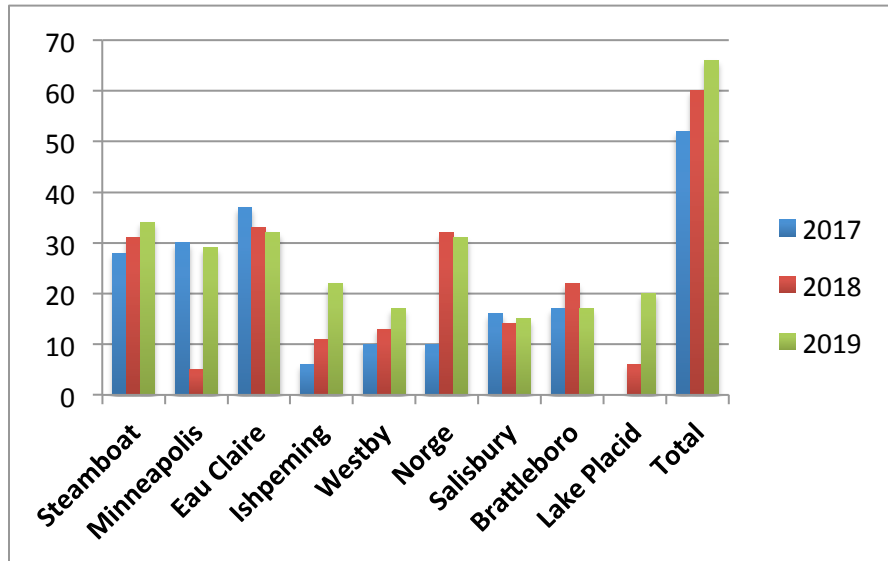
US CUP SERIES 2018/19

Jed Hinkley/Jeff Hastings

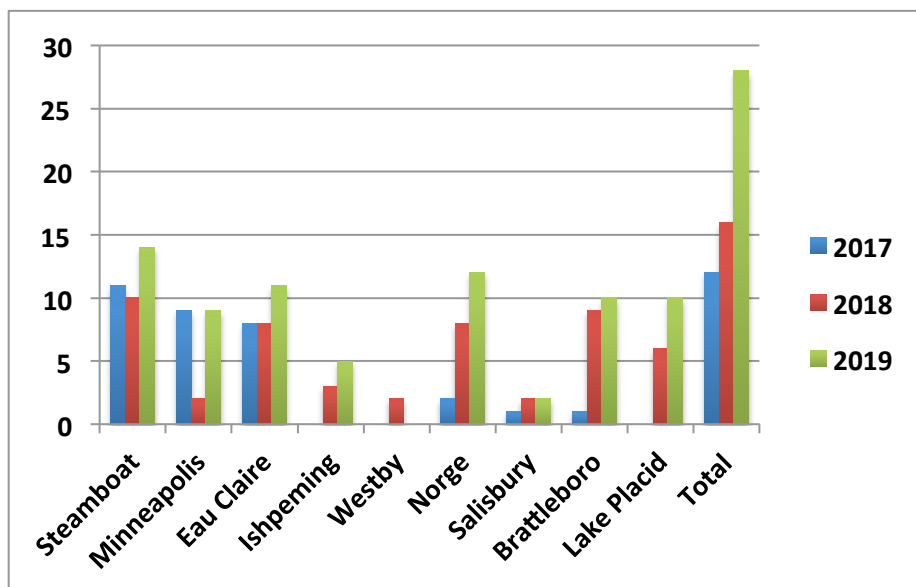
2018/19 SUMMARY (see US-Cup Report for full summary)

Overall we continue to see solid growth in US Cup Participation. Men's participation was up 9%, Women's Participation was up 75% and Nordic Combined participation doubled.

Men's Participation



Women's Participation



USANS VIRTUAL NATIONALS 2018/19

Jed Hinkley/Jeff Hastings

2018/19 SUMMARY

The 2019 broadcast marked the sixth year of the Virtual Nationals, an event that invites the top three jumpers from each age group in each division to submit a video of a competitive jump. These are then compiled into +/-10 minute compilations for each age group that are in turn scored by a celebrity panel of USANS athletes that this year included Anna Hoffmann, Paige Jones, Casey Larson, Jared Shumate, Jasper Good, and Stephen Schumann. Video editing was again handled expertly by Clint Jones, Blake Hughes and Point Productions and looked great! With Peter Graves unavailable to voice we were blessed to have Tom Kelly and Anders Johnson fill in beautifully. The videos for each group were released one per day between April 15 - 20.



2019 Virtual National pin mock-up

Early returns suggest viewership was down this year (likely) attributable to fewer participants (no Europeans) and perhaps lower interest in general. It should also be noted that we previously would blast the daily release links to our Main List but this year limited it to the far smaller +/-450 person USANS Member List.

2017/2018/2019 USANS VIRTUAL NATIONAL VIDEO VIEWS (FIRST TWO WEEKS)

	U10	U12	U14	TOTAL	
GIRLS 2017	370	332	225	927	
GIRLS 2018	465	338	276	1,079	+16%
GIRLS 2019	271	235	189	695	-36%
BOYS 2017	338	342	200	880	
BOYS 2018	472	394	298	1,164	+32%
BOYS 2019	493	245	247	985	-15%

Given the highly subjective nature of the event and its scoring, emphasis on finish order was again downplayed with no trophies and a small prize package that consisted of a commemorative t-shirt, pin, and cinch bag only. These kits will cost about \$12 each with shipping another \$6 for a total just over \$1,300 in expected expenses.



2019 Virtual National t-shirt mock-up

Total qualified skiers from the 72 possible (3 age groups x 2 genders x 4 divisions x 3 qualifiers/age group) were just 59 due to some age groups having fewer than 3 skiers in a given division. Of the 59 qualified skiers 53 (or 90%) submitted a video. This is a lower participation rate compared to the last few years could indicate a lack of excitement on the part of athletes and/or their coaches/parents.

In 2019 we went back to USA-only format (after adding 6 Norwegians last year).

A summary of the historic VN attendance follows:

USANS VIRTUAL NATIONAL PARTICIPATION 2014- 2018

Year	videos	qualified	% participation	
2014	41	54	76%	<i>(no Team AK)</i>
2015	62	72	86%	
2016	66	72	92%	
2017	73	74	99%	<i>(2 extra invitees due to ties or discretion)</i>
2018	64	65	98%	<i>(plus another 6 Norwegians participated)</i>
2019	53	59	90%	* Required paid membership

In short, the Virtual Nationals are intended to educate, motivate, and cost effectively connect young ski jumpers from across the country- both those who qualify and compete, and those who don't.

2019 Virtual National results and links to all the videos will be posted on the USANS website.

2019/20 PLAN- A Big TBD

We continue to look for some feedback here. We believe this program is extremely valuable (in concept) for engaging at least a small portion of our constituency, perhaps the most important portion (young skiers with ability). The question is whether there are ways to broaden its appeal without losing the effect. This year's videos ran over 10 minutes, well beyond the attention span of anyone not related to a competitor. To allow broader entry seems a deal breaker.

The Virtual Nationals take a great deal of energy (admittedly over a relatively short period of time -2 weeks in MAR/APR). USANS as a whole should put some thought into what they want to put into and take away from future Virtual Nationals.

Though eyeballs are still modest, I believe Virtual Nationals is a property that, if we continue to produce it, can be used to attract or fulfill USANS partners.

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Status of Coaches 2018/19

Jed Hinkley/Jeff Hastings

2018/19 SUMMARY (See coaches committee report for full summary)

We continue to see increased in our number of coaches, which is great. Some of this increase is due to better data collection so that we know who is actually coaching where. However, we also see the number of coaches with USA Nordic Memberships increase and the number of coaches with US Ski and Snowboard memberships increase, so the trend is positive. We have also seen an number of individuals who recently retired from being active athletes and/or are taking a break begin coaching. These include, Brian Wallace, Nick Mattoon, Adam Loomis, Abby Rinquist, and Robert Lock. Other former athletes have also recently returned to coaching as well. We did not see the number of coaches who are Level 100 Certified increase due to the new course not being available. However, the new Level 100 is now complete and available to coaches. It can be found at <http://education.ussa.org/course/view.php?id=8>. The coaches committee is now working on more Tech tips and Level 200.

	Total Coaches	Taken 100 Test	Level 100 Certified	USA Nordic Coaches	US Ski and Snowboard Coaches
2017	Approx 70	25	18	16	
2018	Approx 80	37	30	47	Alaska -3 Central -21 East - 6 IMD- 4 RMD - 3
2019	Approx 95	54	30	53	Alaska -2 Central -25 East - 11 IMD- 9 RMD - 4

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Status of Facility Upgrades 2018/19

Jed Hinkley/Jeff Hastings

2018/19 SUMMARY:

- Alaska
 - Planning for construction of new club house
- Andover
 - Preliminary designs have been completed by Matt Gundry
 - Wrote a grant to fund plastic but was not awarded
 - Jed Hinkley was put on Proctor Board and is now on the ski hill committee to work on upgrades to Proctor Ski Area
- Blackhawk
 - Purchased new plastic for small hills
 - Got the Alpina Carpet for the inruns of 5 and 15 meter.
 - Re-profiling small hills now
- Brattleboro:
 - Built small hills at memorial park
 - Still need to put steps on the inrun.
 - Still need to install lights
- Cameron
 - Looking at new sites to build more permanent small hills
 - Have located two sights and are working with landowners now
- Cloquet:
 - Added snow box to 40 meter
- Coleraine:
 - Put deflection boards on the 70 meter landing hill
- Cooper Peak
 - Awarded \$10 milion for renovations that will be divided among multiple sights
- Eau Claire:
 - Hope to complete new 55 meter this summer
- Hanover
 - Planning on putting summer track on 30 meter this summer
- Ishpeming:
 - New Piston Bully
- Lebanon:
 - Working with Matt Gundry on new hill designs and hope to push dirt this summer
- Minneapolis:
 - Will be jumping plastic this summer
 - Working with park service on long term plan and potential large hill upgrades
- Nansen/Berlin:
 - Joined Friends of Nansen with the Nansen Ski Club
 - Have operating agreement with the state of NH
 - Beginning fundraising campaign soon.
- Norge:
 - Installing new plastic on 40 meter now
- ORDA:

- Began removing old run from the K90 meter
 - New Track has arrived
 - Hope to install new track and do earthwork on large hills this summer to be ready to ski next winter
 - Have hill designs for small hills and hope to start work on them next spring
- Park City
 - Planning on Rebuilding 60 meter inrun this summer
- Salisbury:
 - Got a new snowcat
 - Added snow box to 70 meter inrun to reduce snow needed
 - Planning on purchasing steel tracks for small hills and reprofiling landing hills before next winter.
- Westby:
 - Had to do a bunch of repair on big hill from damaging flood and erosion
 - Small hills were not jumped this winter

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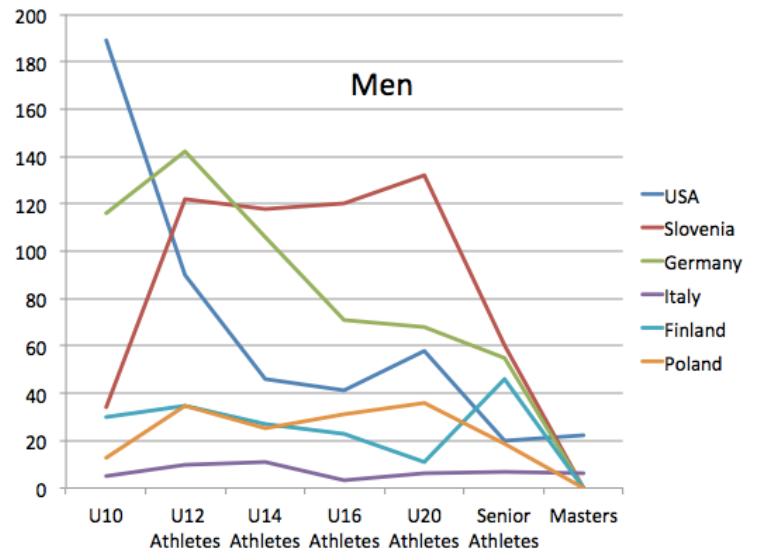
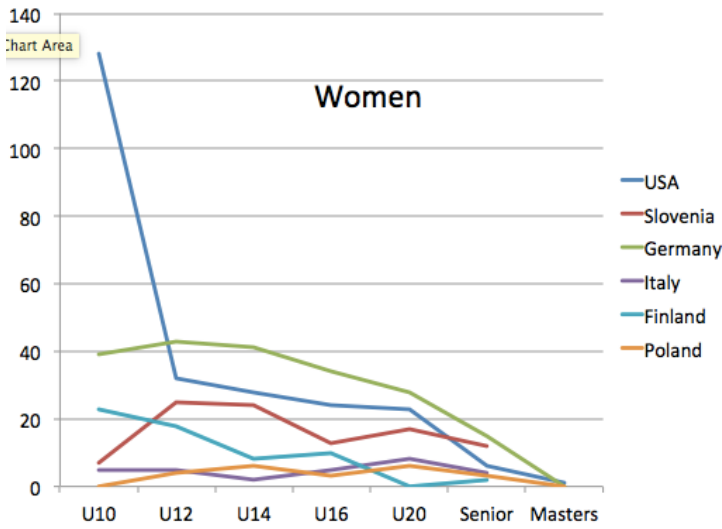
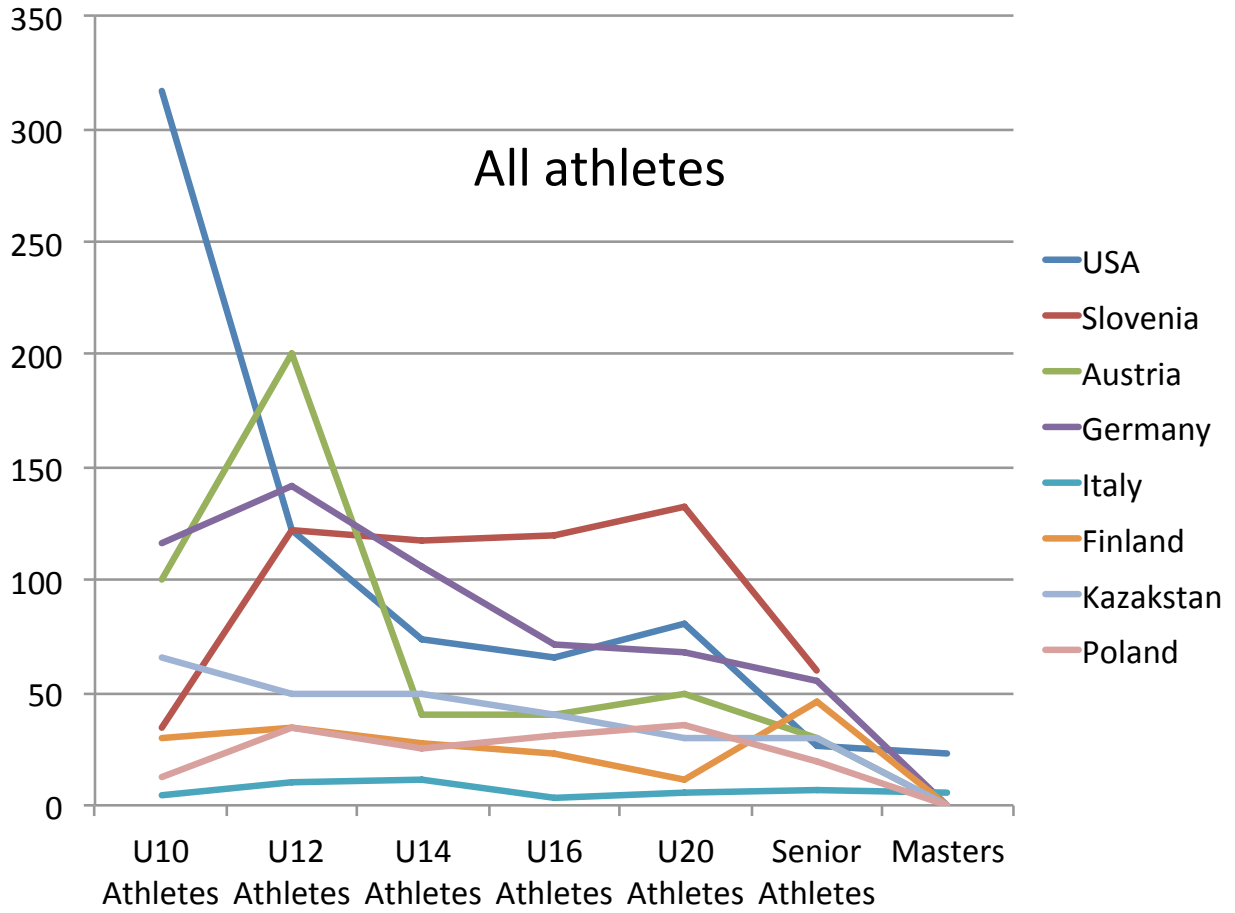
Global Ski Jumping Participation 2018/19

Jed Hinkley/Jeff Hastings

2018/19 SUMMARY:

Throughout my tenure as Sport Development Director I have gathered data from around the world on athlete participation. I presented this data this spring at the FIS Youth Committee in Zurich and no country disputed the numbers I shared. I also was able to gather additional data from countries present. Overall I think this data needs to be contextualized and should act as a piece of a larger puzzle, but I think that countries vary a great deal in how they gather data. It seems as though many nations only collect data for athletes that compete. It did not seem as though many countries were surveying clubs the way that USA Nordic is. Below is the most current data.

Country	Age 5-10		U12 Athletes		U14 Athletes		U16 Athletes		U20 Athletes		Senior Athletes		Masters		Total
	Boy	Girl	Boy	Girl	Boy	Girl	Boy	Girl	Boy	Girl	Men	Women	Men	Women	
USA (4)	189	128	90	32	46	28	41	24	58	23	20	6	22	1	708
Japan (7)															250
Slovenia (5)	34	7	122	25	118	24	120	13	132	17	60	12			684
Norway (2)	2000				450										2450
Austria (6)		100		200		80		50		50		30			510
Germany (3)	116	39	142	43	106	41	71	34	68	28	55	15	0	0	758
Italy	5	5	10	5	11	2	3	5	6	8	7	4	6		77
Finland	30	23	35	18	27	8	23	10	11	0	46	2			233
Russia (1)	3586								460		56		9		4111
Kazakhstan	65		100				40		60						265
Poland	13	0	35	4	25	6	31	3	36	6	19	3	0	0	181
Czech Republic	36	9	20	6	26	5	9	8	12	0	11	7	8	1	158



2018 marked the sixth year for the USANS Story Project with 31 new ski jumping stories released, one per day, for the month of December. All told there are now 268 stories archived.

In addition to building community and recording history, this year's edition helped raise just under \$130,000 for USANS with around 150 donors (vs 120 last year).



The calendar has varied year to year but 2018 marked the fifth year of the one per day from December 1-31 which seems manageable and sustainable, if barely. There were enough submissions in 2018 that we could run new stories throughout the month (even if some were from multiply tapped sources). For the last few years I've feared we wouldn't have enough new stories to get through the year and while I feel the quality (interest level) of the stories is fading a bit there are always gems that are great to get in the vault.

As USANS tries to improve fundraising it seems critical (and one of the most important opportunities of the project) that we continue to "teach" our constituents to support the cause. Having a common vehicle at a set time of the year (like the Story Project) can serve as a great anchor for such an effort. It provides both a reason and a season (and a reminder) to give so that people become trained to be annual donors. It also provides a vehicle to tease out larger donors. Long/short- the Story Project is enough of a brand now that it should be aggressively integrated into a larger fundraising plan.

The growth in number of donors (and total donations, both up about 25% over last year) suggests that we are effectively "training" a growing number of our constituents to give each year with this event.

In 2019 I would recommend that we keep the same calendar and, as suggested above, work more closely with the fundraising committee to incorporate a stronger and more effective fundraising component. It would also be great if USANS staff and board members could support the project by seeking stories from untapped sources. There are still MANY out there.

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USASJ Equipment Pool Report 2018/19

Jed Hinkley/Jeff Hastings

OVERVIEW

With all equipment manufacturing based in Europe and existing equipment in the USA aging and disappearing every year, it is critical that our constituents have access to good quality, reasonably priced equipment. For the past eight years USANS has tried to facilitate this by collecting and pooling orders to keep prices reasonable and complexity to a minimum. In short, the USANS Equipment Pool adds great value to our constituents in both the service it offers and the programs it funds.

2018/19 SUMMARY

In 2018 the equipment pool saw a (9%) decrease in units ordered (-11), -16% decrease in revenues (\$6,680) but a 23% increase in gross margin (\$1,146). We had a slight price increase due to previously falling dollar and higher prices from suppliers but then a late strengthening dollar before we actually paid the bill allowed us to grow the overall net despite shrinking volume. On the ski side, Sporten, who we favored due to their US rep who quotes on a US landed basis, failed to deliver at all and left us scrambling to cover with the more expensive Slatnar skis. We are done with Sporten (though find some challenges with Slatnar on the ski front, as well). The USANS suit business while great in principle has proven a challenge. We need to either get into or out of this business.

PRODUCT IMPORTED (units)

	2011	2012	2013	2014	2015	2016	2017	2018	TOTAL	change in '18
Skis	33	32	21	38	34	28	25	34	245	36%
Boots	32	28	36	23	34	18	44	31	246	-30%
Bindings	19	20	39	35	22	28	40	34	237	-15%
Helmets	na	na	na	na	na	2	5	na	7	na
Clothing Pkg.	na	na	na	na	na	2	na	na	2	na
Suits	na	na	21	6	22	8	3	7	67	133%
	84	80	117	102	112	86	117	106	804	-9%

REVENUES and COST of GOODS

	2011	2012	2013	2014	2015	2016	2017	2018	TOTAL
REVENUES	\$28,906	\$33,111	\$40,440	\$37,805	\$37,023	\$31,418	\$41,865	\$35,185	\$ 285,753
EXPENSES	\$25,805 89%	\$29,138 88%	\$32,376 80%	\$32,911 87%	\$28,489 77%	\$27,636 88%	\$36,775 88%	\$28,949 82%	\$ 242,079 85%
GROSS to USASJ	\$ 3,101 11%	\$ 3,973 12%	\$ 8,064 20%	\$ 4,894 13%	\$ 8,534 23%	\$ 3,782 12%	\$ 5,090 12%	\$ 6,236 18%	\$ 43,674 15%

The equipment pool net roughly \$6,000 which was used to fund membership packages, flight log t-shirts and shipping, and Virtual National prizes which, coincidentally, was about \$6,000 for the year, as well. In addition to the program expenses shown below we will also be covering shipping on Virtual National prizes (55 pcs), Flight Log t-shirts (14 pcs) plus 2019 merit pins. After all these expenses, USANS should still have about \$7,500 in the Mascoma Savings Bank account for future USANS development programs.

2018 SUMMARY by VENDOR

supplier	revenue	cogs	net	margin %	units	net \$/unit
RASS BOOTS	\$ 11,150	\$ 9,239	\$ 1,911	17%	31	\$61.65
SLATNAR BINDINGS	\$ 4,705	\$ 4,590	\$ 115	2%	16	\$7.19
SLATNAR SKIS	\$ 11,830	\$ 9,545	\$ 2,285	19%	34	\$67.21
WINAIR BINDINGS	\$ 5,850	\$ 4,525	\$ 1,325	23%	18	\$73.61
UVEX HELMETS	\$ -	\$ -	\$ -	na	0	na
USANS SUITS	\$ 1,650	\$ 1,050	\$ 600	36%	7	\$85.71
	\$ 35,185	\$ 28,949	\$ 6,236	18%	106	\$58.83

2018 USE of PROCEEDS

EXPENSES

Flight Log/VN T-shirts (2018)	\$ 988
VN/Flight Log Postage (2018)	\$ 622
Membership Packages (2018)	\$ 1,865
WinAir Duty	\$ 153
Slatnar Duty	\$ 77
Rass Duty	\$ 37
Equipment Duty	\$ 805
UPS Outgoing Equipment	\$ 508
2019 VN pins & cinch bags	\$ 511
2019 VN/Flyer t-shirts	\$ 723
	\$ 6,289

NET for 2018 \$ (53)

2019/20 PLAN

In 2019 the USANS Equipment Program will again bring product into the US. The price list and catalog are being compiled and will be forwarded to all constituents through Mailchimp with orders being asked for by June 15, checks by July 15, and delivery slated for the Flaming Leaves tournament in Lake Placid in October. We will offer Rass boots, Winnair bindings and Slatnar skis and bindings. Uvex helmets and USANS suits are still TBD. Given the decent profit from last year we will likely leave pricing unchanged from 2018 levels.

Understanding that maximizing profits are not our primary goal here, in 2019 I would expect to clear at least \$3K with upside if there are any number of larger orders from clubs.

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