

UNITED STATES BIATHLON ASSOCIATION

Board of Directors Meeting Pineland Farms, New Gloucester, Maine September 18, 2007

Chairman Larry Pugh called the meeting to order at 9:35 AM at the Pineland Farms Conference Center. He commented on the interesting Marketing and Fundraising meeting that had been held at 8 AM during which a number of initiatives were reviewed.

Roll call and determination of Quorum:

Board Members attending in person were: Phyllis Jalbert, Bill Alford, Chad Salmela, Roger Hartley, Jerry Baltzell, Larry Pugh, and Charles Kellogg. Attending via teleconference were Rachel Steer, Jeremy Teela, Art Stegen and Ed Williams. The following other people were in attendance: Piotr Bednarski, Max Cobb, Bernd Eisenbichler, Jerry Kokesh and Col. Tom Zelko.

A quorum was declared.

Staff Reports:

Executive Director Max Cobb: The terrific golf fund raiser was praised and thanks was given to Andy Shepard and his wife Betsy who both put considerable time into the event, turning it into a major success with some \$47,000 raised in all, of which Biathlon should clear \$41,000. Also thanked was Jerry Baltzell for his fine support as well as Katy Cook who coordinated the event.

IBU World Cup and Europa Cup qualification rules are still in flux as the Technical Committee's recommendations were initially turned down, but are now being reconsidered following a major expression of concern over the Executive Board's counter proposal. It would appear that for the European Cup the 7 athletes per country per event guideline is being reconsidered and should be resolved by the end of September or early October.

Larry Pugh has written the IBU President Anders Besseberg to back the removal of IBU VP Tikhonov from the IBU Executive Board following his conviction for being involved in an attempted assassination of a Governor in Russia. President Besseberg has not yet responded to the letter.

USOC: Max just returned from an extremely useful partner-sponsor workshop in Colorado Springs. The group was introduced to the new Marketing Platform called “AMAZING AWAITS” that promotes the Olympic brand that we should fit in well with, given our sport and people. Max attended very worthwhile meetings or set up communications with a few partner organizations such as VISA, GE, Kellogg’s. In regard to other potential sponsors on a national level, there will be a concerted effort to approach the Boy Scouts, following activities that have already been inaugurated in Minnesota and Maine. Our USOC relationships are “in a good place” and we are getting good support.

Fundraising: The Gold Medal Campaign will begin shortly and the new calendars are now available.

Budget and Staffing: These areas are well in hand now and no new hires are contemplated. The \$88,000 line item in the budget under fund raising will be a stretch to make but the recent Auditing meeting was very productive in tuning a few areas, namely pledges and accounts receivable. The new chart of accounts is solid based on Eric Purvis review.

World Championship Selection: The new system developed last year has been passed on to all the affected groups and is easy to understand. Piotr reviewed the details of the plan and filed his report. One change gives coaches more flexibility in switching athletes between World Cup and Europa Cup teams. Europa Cup starts are still in flux based on IBU regulations.

Junior Trials: The new Kincaid Park facility in Anchorage, Alaska will host this event, the first major event in Alaska since 1993. The dates are December 26 – 30.

Vancouver Hospitality Program: The IBU recognizes the slow pace but understands the issues. Rooms are on a courtesy hold at the Crystal Lodge and the Wall Center Sheraton, a four star location that should meet with everyone’s approval. The project is conceived to care for 25 people at a time, and to employ a professional meeting planner. It was suggested that we dry run the technique during the 2009 World Cup.

NYC Central Park demonstration event: This is on hold pending overcoming some technological challenges. It could well be ready in 2009.

Bernd Eisenbichler – High Performance Director gave an exciting presentation on the National Team “One Philosophy” (training and working for every level from World Cup down to every regional center)

and how the team has progressed recently. The improved Max VO2 scores are very encouraging. The goal is to have our program compare favorably with that of Germany, France and Norway in the categories of organization, teamwork and technical support.

The aim is to set targets for each athlete that will enable them all to reach the highest level they are capable of.

Piotr Bednarski, Athlete Development Director: There has been a recruiting drop off due to a slump in National Guard programs and a weaker college program pipeline. There are challenges overcoming life style expectations and the sacrifices needed to reach the next level. Parental pressure is yet another obstacle to get over as it pushes a gifted athlete toward college vs. full time training.

As each person and situation is different, multiple pathways to team involvement are necessary. In essence, college programs cannot keep up with full-time commitments amounting to 8 – 9 hours of training per day as in Sweden. Few US athletes will garner the Euro 300 to 400 thousand that Ricco Gross manages to earn. Nevertheless, there are emerging programs coming along in the US such as in Hayward and Steamboat Springs.

Jerry Kokesh, Marketing and Media Coordinator: He described continual work with the IBU and World Cup organizing committee. Jerry does the English translation and creates a number of media stories for the IBU's Biathlon World - three issues created per year. He also submits US Biathlon material to a number of publications and FasterSkier.com. He orders the Adidas VIK uniforms and has been asked by Adidas to sit on a task force that evaluating cutting edge designs for the Vancouver Olympic Winter Games uniforms. In addition, he looks after direct IBU grants that may help USBA with skis, boots, wax and poles. Jerry also writes the development grants for the USA.

Jeremy Teela, Athlete report: He stated at the start that he has a lot of ground to make up. While concerned about his personal goals he is grateful for the improved training program and budget. He also acknowledged that his training has included a more rigorous look at his diet and more overall dedication. His feeling is that the development team is acting more like the WC team in terms of its focus, in other words better and more regular training.

Audit Committee: A meeting was held with Eric Purvis to review a draft of the Audit. At this time it appears that there will be a \$23,000 net increase in total assets. The committee reported that the auditors have no major concerns over our financial situation and practices however they will

change the way sponsorship revenues are reported. This change will preclude a valid comparison of expenses and revenues between FY 2006 and FY 2007 but the auditors will present the board with an analysis.

Board of Directors trip to the World Cup: The schedule is to cover the Feb. 8 to 17 events in Ostersund. The housing is tight and the location would be one hour from the city in a world-class rural location; fourteen beds have been put on hold and must be committed to by the end of October.

The Annual Meeting: It will be held on the 23rd of October at 4 PM at the Pineland headquarters location. A board meeting will follow.

The meeting was adjourned at 12 noon.

Minutes Submitted by Charles Kellogg for the Secretary