

# USA NORDIC SPORTS

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## 2018-19 Annual Report



# LETTER FROM THE BOARD PRESIDENT



Greetings to the USA Nordic Sports Community,

As one of the founders and the first president of USA Nordic Sports (USANS), I've always been excited and honored to be part of an organization that has so much opportunity to make a real difference in the lives of young people. Over the years, I've seen the organization grow tremendously, and I've witnessed many accomplishments from our athletes which are a direct result of the hard-working staff of this organization. I am pleased to report that the 2018–19 season was an outstanding year on many different levels.

While our 40+ elite Junior National and National Team athletes (ages 15-28) competed on a national and international level, the 700+ athletes from our 30+ clubs from around the country learned the basics of the sport and put their skills to the test in local, regional and national activities.

Under the direction of executive director Billy Demong, we've increased revenues by over 30% each of the last four years. Over the last few years he has grown the staff from eight to more than 20 people representing four different countries. He has developed a Junior National Team, created the first ever Women's Nordic Combined National Team and increased the total team size from 12 athletes to over 35 athletes. Billy is continually developing new ways to promote and innovate the sport, and in doing so, he's creating new programs while enhancing existing programs all with the goal of developing USANS into the most envied ski jumping and Nordic combined program in the world.

USANS offers meaningful programs for athletes and coaches of all age and skill levels, which allows each individual to engage in a way that is most meaningful to them. USANS has created a pathway for athletes to follow, from an athlete's first jump, all the way to the Olympic Winter Games.

As our athletic programs grow, our revenue generation platforms are expanding through corporate sponsorship programs, fundraising events, donations, planned giving, grants and foundation opportunities. On the broadcast front we're livestreaming our events, averaging over 100 hours annually and have an ever-growing international social media following.

We currently have 14 active Board of Director members who bring different skill sets to the table in order to support the efforts of the staff in ways that ensure that sound business and financial systems are in place in order to support the organization.

Our continued progress would not be possible without our dedicated and hard-working professional staff, a supportive and passionate board of directors and countless, generous volunteers. We're grateful to everyone who has joined us on the incredible journey to become the most meaningful and relevant ski jumping and Nordic combined program in the world. We believe through the power of teamwork it's possible to develop courage, confidence and character in our youth and in doing so make a lasting difference for generations to come.

Rex S. Bell

A handwritten signature in black ink, appearing to read 'Rex S. Bell'.

President  
USA Nordic Sports



# LETTER FROM THE EXECUTIVE DIRECTOR

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Dear USA Nordic Sports Community,

After taking the executive director role in 2016, I am pleased to produce our first annual report on behalf of USA Nordic Sports (USANS). Looking back on a successful season, I have so many things to be grateful for.

As you may know, ski jumping and Nordic combined are considered the original extreme sports. Both disciplines have been included in the Winter Olympics since 1924 and at the FIS Nordic World Ski Championships since 1925. USA Nordic is committed to providing resources to athletes as well as leading in pushing for equity amongst genders. Although women have competed in these sports for decades, the first women's event at the Olympics was not until 2014 in ski jumping. Women's Nordic combined is the sole Olympic sport that does not have gender equity. USA Nordic Sports is working diligently to build a Women's Nordic combined program, and together with its international peers pushing to get them into the Olympic games as soon as possible.

As you read this report, it is important to note that currently we do not receive any funding from the United States Olympic Committee or the centralized governing body U.S. Ski & Snowboard. We raise our funding through private donations, corporate sponsorships, merchandise and partner referral marketing and local, regional and national foundations.

While it is an honor to represent the organization that I am so passionate about, I am continually amazed by our accomplishments. Whether in the office, at a training camp, at a local club tournament, an event in the U.S. or internationally - we could not do it without the dedication from families, staff, donors and volunteers – thank you!

Best Regards,

A handwritten signature in blue ink that reads "Bill Demong".

William Demong  
Executive Director  
USA Nordic Sports



# USA NORDIC SPORTS BOARD MEMBERS

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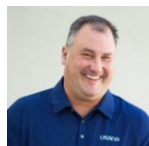
Kevin Arquit



Quique Nagle



Rex Bell



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Tom Bickner



Walter McCormick



Jeff Good



Robin Outwater



Sarah Hendrickson



Jon Schumann



Jim Holland



Lee Todd



Adam Loomis



Blair Tomten

## Board Emeritus

Alan Johnson

Jeff Hastings



# ABOUT US

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The mission of USA Nordic Sports (USANS) is to encourage, promote and develop the Nordic disciplines of ski jumping and Nordic combined in the United States. We are committed to building our organization and our sports the right way. We do this with a unique approach which encompasses both top down elite programs and bottom up grass roots initiatives. We are committed to gender equality with equitable funding for all teams. We want to win medals at the Olympic Games but we view medals as a by-product of building a great organization and culture in our sports communities.



# HISTORY

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We are responsible for funding National Team athletes and coaches and also oversee all youth development initiatives in the United States in an effort to grow the sport. We work closely with 30+ clubs, (700+ young athletes) nationwide to support efforts at the local, regional and national levels. We utilize our ski jumping and Nordic combined expertise as a platform to encourage positive, healthy lifestyles to gain new participants and excel existing members into international competition.



We are headquartered in Park City, UT, home of the 2002 Winter Olympics, and maintain a staff of 20+. In 2017, Women's Ski Jumping-USA joined USANS as a way to further unify and strengthen the U.S. presence in the field. In October 2018, we opened our first European office in Slovenia to provide a base camp for our athletes and coaches year-round. We are a national leadership organization run by former athletes like Gold Medalist Bill Demong and six other Olympians. We represent the dreams of skiers across the country, all looking to us to give them a path forward to success.



One of the major objectives of USANS is to grow ski jumping and Nordic combined. We integrate a number of initiatives, from working with clubs on venues and programming, to operating world class elite level programs. We instill courage, confidence and character in our athletes and truly want to help them be the best in the world. We know our efforts are successful and are proud to have qualified 12 athletes for the 2018 Winter Olympics. We take our role very seriously in the Nordic community and continue to build our reputation of excellence in sport.



# A YEAR IN REVIEW

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## Q1 – May/June/July 2018

- Annual staff planning summit
- Fifth annual Virtual Nationals
- Steamboat Springs Jumpin and Jammin
- Fly Girls/Fly Guys summer training camp
- 20th annual Springer Tournee
- Summer Soirée fundraiser
- Junior Flyer Camps in Wisconsin and Alaska

## Q2 – August/September/October 2018

- Announced major partnership The Mayo Clinic
- Moved our admin office and combined it with a new athlete recovery and media center
- Opened a new branch office in Sencur, Slovenia
- National Team training camps in Slovenia and Germany
- Junior Flyer Camp in New York
- Hosted first ever U.S. Cup During Flaming Leaves Competition

## Q3 – November/December 2018/January 2019

- United States Olympic Committee Olympic Park site tours
- Women's Nordic combined held its first ever Junior World Championships
- Hosted International Ski Federation Nordic Combined Continental Cup/FIS Cup Ski Jumping
- Online annual fundraiser Story Project
- Set participation record for U.S. Cup and U.S. Junior Cup

## Q4 – February/March/April 2019

- Hosted our first-ever USA Nordic Junior Championships
- USANS set a new record for the number of athletes participating in the World Championships in Seefeld, Austria
- Tara Geraghty-Moats awarded the Women's Nordic Combined, Continental Cup 2018-2019 winner by International Ski Federation – a first for USANS
- Named the largest National Team ever for the upcoming 19-20 National Team



## USA NORDIC ANNUAL AWARDS

### Ptarmigan Award:

Paul Jastrow -  
Eau Claire Flying  
Eagles

### Club of the Year:

Alaska

### Club Leader of the Year:

Karen Compton and  
Vivienne Murray -  
Alaska

### Club Coach of the Year:

Brian Wallace -  
St. Paul Ski Club

### Junior Sportsman of the Year:

Ben Loomis -  
Eau Claire/USA  
Nordic

### Junior Sportswoman of the Year:

Sophia Nester -  
Park City Ski and  
Snowboard



# ATHLETE ACCOMPLISHMENTS

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- Filled full quota for World Championship Team for the first time in history.
- Named 13 athletes to World Championship Team, including eight athletes named to their first World Championship Team.
- Casey Larson jumped to 27th place in World Championships at 20 years old.
- 12 Continental Cup wins and 15 Continental Cup podiums between men's and women's Nordic combined teams.
- Tara Geraghty-Moats swept the women's Nordic combined Continental Cup circuit, winning every event she started.



# ATHLETE ACCOMPLISHMENTS

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- Taylor Fletcher had three Continental Cup podiums and scored World Cup points seven times.
- Jasper Good and Ben Loomis scored the first World Cup points of their careers.
- Jared Shumate finished inside the top 10 at Junior World Championships.
- Nita Englund scored World Cup points eight times.
- Kevin Bickner jumped into the top 10 of a Summer Grand Prix event.
- Andrew Urlaub scored his first ever Continental Cup points at 17 years old.



# USA NORDIC KEY FACTS



Sponsors **9**



Countries with Branch Offices **2**



Suppliers **10**



Volunteers **2,500**



Sports Psychologists **2**



Administration **4**



Nutritionist **1**



Board Members **14**



Executive Director/Nordic  
Combined Olympic Champion **1**

## USANS ATHLETES & COACHES

### SKI JUMPING ATHLETES

Women's National Team **7**

Women's Junior National Team **5**

Men's National Team **4**

Men's Junior National Team **4**

### NORDIC COMBINED ATHLETES

Women's National Team **1**

Women's Junior National Team **3**

Men's National Team **6**

Men's Junior National Team **8**

**TOTAL = 38**

### SKI JUMPING COACHES

National Team **5**

Junior National Team **2**

### NORDIC COMBINED COACHES

National Team **3**

Junior National Team **1**

**TOTAL = 11**

# STATE OF SKI JUMPING / NORDIC COMBINED IN THE UNITED STATES

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739 ATHLETES



95 COACHES



4TH LARGEST  
NATION GLOBALLY  
IN PARTICIPATION

\*These numbers represent all active clubs, athletes and coaches in the United States, but not necessarily USA Nordic members. The top three nations are Russia, Norway, and Germany, respectively.

## USA NORDIC MEMBERSHIPS

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Total membership: **563**



Athlete membership: **305**



Coach membership: **53**



Officials membership: **31**

## YOUTH DEVELOPMENT

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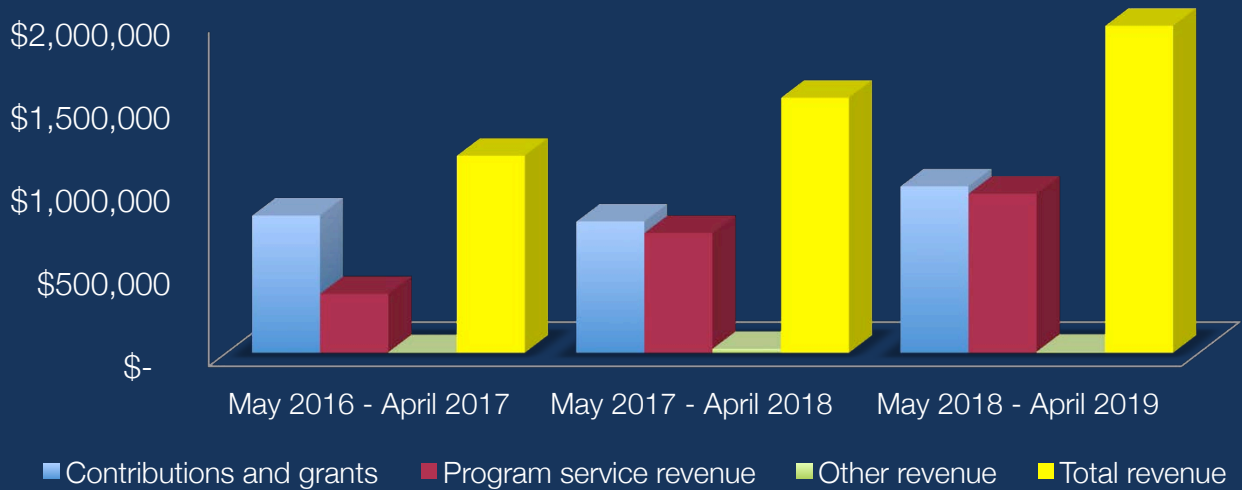
3 JUNIOR FLYER CAMPS



3 WEEKS IN JULY

# REVENUE

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Increase of **66%** in total revenue  
over three years

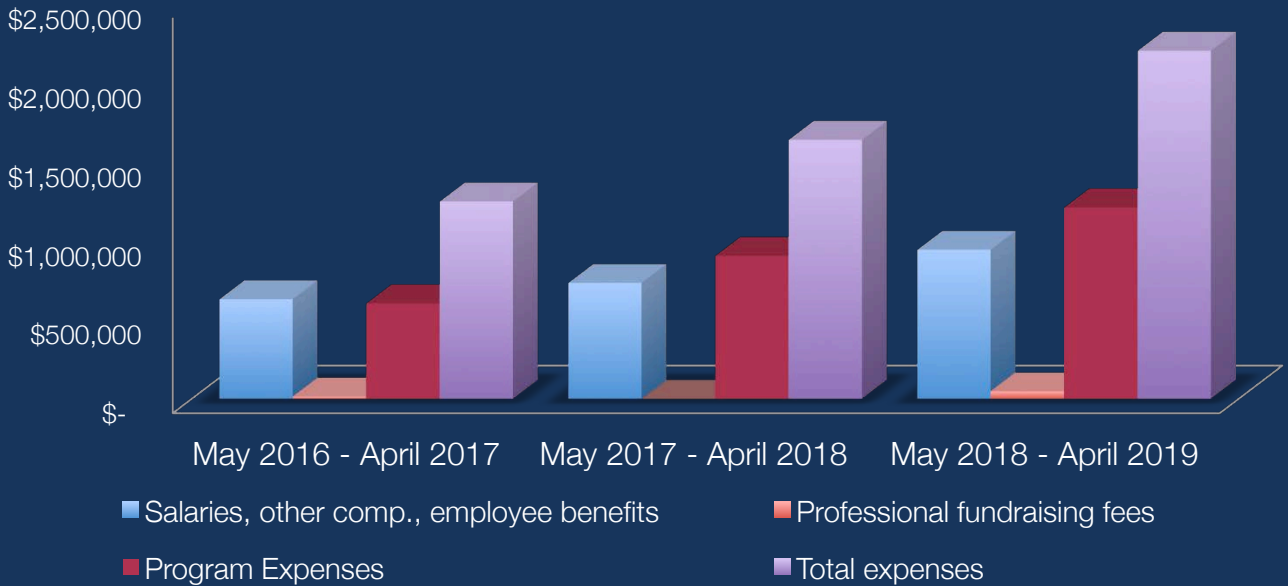
**21%** increase in  
contributions and grants

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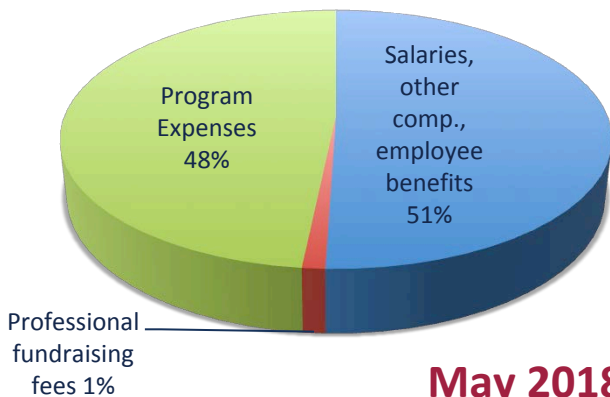
**169%** increase in  
program services



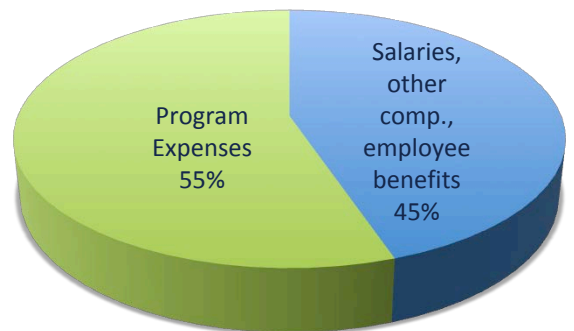
# EXPENSES



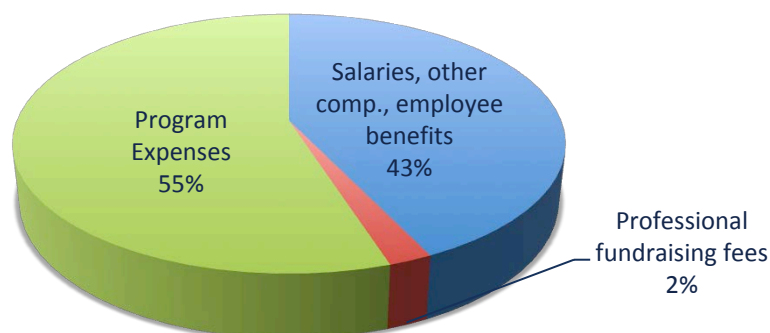
## May 2016 - April 2017



## May 2017 - April 2018



## May 2018 - April 2019



# FUNDRAISING PROGRAMS

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## **[www.usanordic.org/donate](http://www.usanordic.org/donate)**

- Donate online: Make a one-time or recurring donation
- Planned giving options

## **Webstore**

### **July - Summer Soirée**

A unique fundraising evening in mid-July in conjunction with the annual Springer Tournee held in Park City, UT. This is one time in the year where all of the USANS athletes are present and attendees are encouraged to socialize with our countries best ski jumpers and Nordic combined skiers.

### **December - Story Project**

Every December we host an online fundraiser call Story Project. On our website we offer a platform for guests from around the world to share and celebrate stories from their ski jumping and Nordic combined past. Each day one story is emailed to our mailing list of over 12,000 people. The goal of Story Project is that our viewers read the stories, it brings a smile to their face, and if they are able or willing, they give back to the sport through a donation, to ensure the future is even brighter than the past.



# MAJOR PARTNERS

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## SPONSORS

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## SUPPLIERS

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# DONORS

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## DONORS - \$100,000 - \$249,999

- Grady Durham
- Paul Finnegan
- Chuck Pieper
- Jim Holland

## DONORS - \$50,000 - \$99,999

- Diana and Steve Strandberg
- Summit County Resaurant Tax Grant

## DONORS - \$25,000 - \$49,999

- Kevin Arquit
- Jacolyn and John Bucksbaum
- Walter McCormack

## DONORS - \$10,000 - \$24,999

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- Steve Hilton
- Ben Pieper
- Rex Bell
- Deirdre and Rick Mewborn
- Don and Pamela Simmons
- Larry Clemmons
- Mike Mueller
- Verdesian Life Sciences
- George S. and Dolores Doré Eccles Foundation
- Ron Picerne

## DONORS - \$5,000 - \$9,999

- Come Rain or Come Shine Foundation
- Alan Johnson
- Dan Macuga
- Darryl Landstrom
- Matt Petri
- Leon Sharyon

## DONORS - \$1,000 - \$4,999

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- John Peckham
- Dennis Biery
- Jeff Good
- Thomas Petro
- Jeff Boyd
- Brian Hanson
- David Robinson
- Karen and Steven Compton
- Peter Hanson
- George Shanno
- Hoby Darling
- Vince Heyd
- Jim Tuton
- Billy Demong
- Joe Lamb
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- Helen Demong and Joseph McPhillips
- Kerry Lynch
- Travis Webb
- Jon Finnoff
- John Macy
- Stephanie and Todd Wilson
- Jay Martin
- Network for Good

## DONORS - \$500 - \$999

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- Carrie and John Hayden
- Nini Meyer
- Travis Wilkinson
- Kenneth Ripp

# DONORS

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## DONORS - \$1 - \$499

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A fellow Ski jumper in Utah  
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**[info@usanordic.org](mailto:info@usanordic.org)**

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PARK CITY, UT 84068

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**PHYSICAL ADDRESS:**

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Park City, UT 84098

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