

October 2009

US Freestyle
National
Championships
at SV!

OLYMPIC VALLEY FREESTYLE AND FREERIDE TEAM

J5 athlete Kyle
Wescott absorbing
summer camp
instruction at Mt.
Hood



USSA AWARDS FREESTYLE NATIONALS TO OVFFT

Moguls, Halfpipe and Aerial competitions at Squaw Valley in 2009 and 2010

Can you hear it?

Excitement is building for the 2009/2010 ski season and no one is screaming louder than us right now. The OVFFT was awarded a two year commitment to host the US Freestyle National Championships in 2009 and 2010. The top skiers in the country, including the US ski team as well as members of our own OVFFT, will compete for the national titles in moguls, aerials and halfpipe disciplines at Squaw Valley.

We believe the event is an enormous boost to the visibility of our program, and to the general long term development of the freestyle and freeride movement in Tahoe.

In the wake of this excitement, we're taking this opportunity to provide some additional information about our program and to ask you for your continued support this year as we take giant steps to strengthen our team. This letter outlines the structure of our program and provides many of the reasons why we need your support in terms of time and/or money.

We always welcome parent participation and volunteers at our competitive events, and we expect the US Freestyle National Championships will provide numerous opportunities for some rewarding volunteer efforts leading up to and during the event



Cleared for Landing

OVFFT and US Ski team athlete Laurel Shanley in mid flight. Shanley displays a relaxed form while sizing up her landing.

“The enthusiasm from the kids,,,,,” Jimeel Ferris, OVFFT coach

itself. Our competitive calendar this year also includes several events at Squaw Valley, and parents can help with event timing, course setup, maintenance, logistics and award ceremonies. It’s a great way to meet the coaches and share your kids’ enthusiasm and excitement on competition day!

We’re also asking that you continue to support the team in its various fundraising efforts through generous financial commitments. To that end, this year we will hold the following primary fundraising events:

1. Golf Tournament
2. Season opener dinner in late Dec. or early January
4. Nationals event
5. Team uniform sales

In addition to these events, we also welcome ideas from the community network for possible company or corporate sponsorships. Our team features parents from all walks of life with different connections to businesses. The network of parents provides a potentially valuable way to introduce company sponsorships to our fundraising opportunities. Creativity is

the key here, and we believe we can structure “win-win” opportunities to provide visibility or patronage to companies in support of their business, in exchange for donations. Perhaps it’s sponsorship of the OVFFT web site or newsletter or banners in the locker room – the opportunities for creativity are unlimited and we need the community to help brainstorm ideas and provide networking with the goal of generating additional operating funds. Drop me a line with your ideas!

PROGRAM STRUCTURE

The OVFFT is independently operated as a non profit corporation. That means OVFFT – not Squaw Valley - is responsible for paying expenses and managing the finances of the program. This contrasts with the alpine racing and Mighty Mites programs which are run directly through Squaw Valley. Although we are a separate entity, we have a contractual relationship with



Squaw Valley that allows us to enjoy access to the very best mountain in the country on which to train and develop our athletes!

The structure of the team and relationship with Squaw Valley provides unique opportunities and challenges in meeting our goals of providing top notch coaching and athlete development, while simultaneously managing budget constraints. Obviously we don’t have the same financial resources, administrative support and overhead as a program operated directly by the mountain. Thus we rely primarily on registration fees to support the program. We supplement our proceeds with sales of merchandise and uniforms, and some fundraising activities including the Golf



tournament, raffles and auctions. Our costs consist primarily of salaries and wages for full and part time coaching staff and corresponding overhead (i.e., insurance). Over the past two years, our program has run extremely lean with gross receipts matching our expenditures. We have attempted to keep annual registration fees competitive and understand that skiing is an expensive proposition. To that end, we also have offered a scholarship program to provide opportunities for youths who may not otherwise get a chance to participate in our program. This year we are offering 10 scholarships, representing approximately 12% of expected enrollment of total athletes.

We understand that some parents are in better position to provide financial support through additional contributions, purchases, donations, etc. We ask this year that all families look to help contribute whatever they can through our fundraising efforts to continue building our program.

THE OV FREESTYLE AND FREERIDE TEAM ADVANTAGE

Participation in OVFFT provides access six days a week to some of the top freestyle/freeride coaches in the country. We continue to review our coaching team to make sure we staff with qualified, enthusiastic and motivated coaches. We also invest in training our coaches to ensure they have the requisite experience and technical foundation to teach your kids advanced tricks and jumps in a safe and supportive environment.

In addition to our daily winter activities, we have also made great strides in recent years to extend the season and provide opportunities to train year round. We implemented the Starz gymnastics program and ran successful summer camps at Park City and Mt. Hood. This year we will be



2008 NATIONALS



OVFFT placed 12 athletes in the 2008 Freestyle Nationals Championships held at Park City.

OVFFT TEAM GOALS

- Maximize the ability of every athlete in the program
 - emphasis on technique, physical conditioning and positive mental outlook
 - appropriate use of technology to supplement teaching, including video review
 - ample opportunities for local, regional and national competitions
- Build a cohesive team environment and instill personal character through commitment, responsibility and sportsmanship
- Provide a safe and fun environment to excel
 - qualified coaches to teach advanced tricks
 - supplement training with off-mountain activities including dry land conditioning, trampoline, water ramps
 - maintain world class facilities, including courses and maintenance, and jump facilities

WE WILL WORK WITH ATHLETES AT THE BEGINNING OF THE SEASON TO DEVELOP THEIR OWN PERSONAL GOALS

offering dry land conditioning in the fall to better prepare our athletes for when the snow falls. Our commitment to the program ensures that our athletes are better trained and the results will show this year on the mountain!

We believe the program is competitively priced with other Tahoe offerings, and ensures that your kids' pursue their passion for skiing in a supportive, fun, and structured environment.

WHAT WE WANT TO ACCOMPLISH

We have lofty goals. Our program is steeped in tradition and while we have produced Jr. National and National Champions, World Cup Champions, X-Games Athletes, Olympians, and Olympic Champions, we are also proud of our record of providing countless kids with with great memories and bolstering their love of skiing and the outdoors. Our distinguished alumni include Jonny Moseley, CR Johnson, Shannon

Bahrke, Sean Field, Shelly Robertson, Curtis Tischler, Laurel Shanley and many more.

The freestyle / freeride movement continues to progress rapidly in all disciplines including Moguls, Park / Halfpipe, and Big Mountain. Our primary goal is to train our athletes to maximize their skiing ability, while instilling an appreciation for the commitment, discipline, and rewards inherent in pursuit of athletic endeavors.

OVFFT is not a day camp, and our goal is to channel your kids' passion for skiing into lifelong rewards including pursuit of excellence, achievement of personal goals, commitment and healthy respect for competition.

We're looking forward to the 2009 ski season and value your assistance in helping us meet our current and long term goals!

Nat Schirman
OVFFT Director

