

Reports from the National Office Senior Staff



Executive Office
Legal & Business Affairs
Elite Athlete Development Programs (EAD)
High Performance
Events & Broadcasting
Grass Roots – Associations & Member Services,
LDR and Youth Programs
Finance, Human Resources & Operations
Marketing
Communications

From the CEO...

Thank you, once again, for the privilege of working for the best organization promoting the best sport in the greatest country in the world. This year has, once again, been a year of great triumphs and new challenges, and the strong platform we have built allows us to “Focus on the Horizon” in ways that will allow our sport to move from success to success in the years ahead. Congratulations and thank you for everything you did to make our successes this year possible.

In my speech to the Opening Session of this year’s Annual Meeting, I will speak in detail about how our combined efforts moved our sport forward in 2006, where we faced hurdles, and how in 2007 and 2008 we can focus our efforts in the areas of participation, education, and performance success. In this report, which really serves as an introduction to the staff reports that follow, I wanted to outline the revised initiatives of USA Track & Field’s Strategic Plan, talk briefly about each initiative, and describe how we did this past year.

In an effort to sharpen the organization’s focus, the Board of Directors approved a revised Strategic Plan in June. This plan, which delineates five key initiatives and a series of 23 goals tied to those initiatives, provides a useful framework for looking at how we did in 2006:

Maintain Our Status as the World’s #1 Track & Field Team

Though a lofty and challenging goal, performance excellence is at the core of what our organization is about. In 2006, our men came close to winning the year’s culminating event, the World Cup, just losing to a European all-star team. More important in a year in which our athletes and coaches are building toward the 2007 World Championships in Osaka and the Olympic Games in Beijing, we had our best Visa Championship Series ever, culminating with the AT&T USA Outdoor Championships in Indianapolis, where an enthusiastic crowd saw outstanding performances and more than \$750,000 in prize money was awarded – a record.

This strategic goal encompasses everything from providing outstanding competitive opportunities for our athletes to helping our coaches extend their world-leading expertise via coaching

education programs and High Performance Program scientific breakthroughs. No area is more critical to the ultimate performance of our athletes in the next two years.

Dramatically Improve the Visibility of the Sport of Track & Field

Our sport competes with a complex U.S. landscape of sports and entertainment properties. We aren’t just competing against other Olympic sports, or all college and professional sports for attention, but movies, plays, outdoor activities, and books. Although we had a number of successes in this area in 2006, it remains an ongoing challenge to grasp our share of the entertainment/sports marketplace.

One of our big successes comes in the form of the new organizational logo launched at this year’s Annual Meeting – this logo will allow us to build and promote a more cohesive brand and distinct voice for USATF, and will lead to vastly expanded revenues from merchandising. We also achieved a 30% increase in our TV ratings on ESPN2, had the highest rated track and field programs in that network’s history on two occasions, and had the highest ratings of ESPN2’s day twice. Our Communications Department placed a record number of stories in the local newspapers of elite, youth, and Masters athletes as part of a special “Hometown Outreach” program.

We will only succeed in changing what I call the “place” of track and field on the American sports and cultural landscape if we achieve a new level of cooperation in this area with other Olympic sports, the USOC, and the IAAF. While we made some progress in each of those areas in 2006, we are not yet winning the battle for more column inches in newspapers, more *Sports Center* features, and more coverage in large circulation magazines like *Sports Illustrated* and *ESPN The Magazine*.

Increase Participation in America’s Leading Participatory Sport

Every measure of participation in our sport showed increases in 2006, whether it is our own youth programs, other youth track and field programs, our membership, participation numbers at the high school and college levels, number of sanctions issued, number of people running in road races, or number of people calling themselves “runners.” However, the biggest breakthrough in 2006 – an increase in USATF

membership fees – will ultimately have the biggest impact on future participation.

With 100% of the fee increase going toward grass roots programs and promotions, the increased fees will have a direct and long term impact on participation. We will work to make our sport more visible, accessible, and successful at every level. While I realize that the fee increase is controversial in some quarters, our multiple-year study of what other organizations do and our precise plan for how we will use the added resources to extend our mission in this area offers tremendous hope.

Continue USATF's Position of Leadership In the Worldwide Fight Against Drugs In The Sport

Regrettably, our significant progress on the doping issue was stalled in 2006. While we have always been clear in saying that we will never “be past” the issue of drugs in our sport (and shouldn't be), the positive test for Justin Gatlin erased much of the goodwill generated by our new generation of athletes. Less than a year after the *New York Times*, Congress, and the *Wall Street Journal* called our anti-doping program the “gold standard” in sports drug testing, we were back at the center of a very negative story.

The USATF Board of Directors is to be commended for immediately grasping the importance of redoubling our anti-doping efforts, and the revised “Zero Tolerance” plan that they will consider in their meetings in Indianapolis will maintain our leadership on this issue. However, make no mistake about it – the events of 2006 mean that our athletes, coaches, and sport will continue to be scrutinized on this issue and our ability to demand the respect for our athletes and their performances will be hampered.

Strengthen Relationships With Key Partners

As noted above, our ability to have a loud “voice” for our sport depends on close collaborations and successful working relationships with the USOC, IAAF, NACAC, and other organizations. While in the past we've had our issues with many organizations, in 2006 we found common ground and worked successfully together with a number of them. A recent meeting among USOC Chair Peter Ueberroth and several USATF volunteer leaders was successful at airing important philosophical issues. Our working relationship

with the IAAF is the best ever, with President Lamine Diack visiting our country, yet again, for this year's ING New York City Marathon.

Given the complex nature of our relationships, this is an area that requires daily vigilance and an organizational commitment to success. We certainly have that commitment at the Board level and Evie Dennis' leadership of an energized International Relations Committee gives us great leadership and purpose in this area.

Focus on the Horizon

It's always dangerous to look too far ahead as you can sometimes stumble on the small stuff right in front of you. However, we have worked hard as an organization to have the ability and luxury to “Focus on the Horizon.” We should revel in that achievement and utilize this Annual Meeting to both celebrate our current successes and plan for future success.

As always, I could not have made it through another exciting year without Bill Roe's leadership, the loyal support and patience of Patty Hogan, the dedicated work of the entire National Office staff, and my always-understanding wife, Sarah, and children, Grace and Britton. Thank you for your ideas, enthusiasm, passion, and work on behalf of our sport. We've again made progress in 2006 and have exciting days ahead!

Respectfully submitted,

Craig A. Masback

Legal & Business Affairs

The Legal & Business Affairs Department (the “Department”) is entering its ninth year of existence, having been established in July of 1998. The Department continues to be headed by Jill Pilgrim, General Counsel/Director of Business Affairs, with the assistance of recently hired Legal Assistant, Kimberly Hicks. Kimberly began working with USATF on October 9, 2006.¹

¹ Ronna Hunter provided outstanding support to the Legal Department, in her capacity as Legal Assistant/Paralegal, through August 19, 2006. Unfortunately she was forced to leave the employ of USATF for personal reasons.

Throughout 2006 the Department received assistance from the following law student interns: Andrew Duncan, a third-year law student at Indiana University School of Law-Indianapolis (Spring '06); Daniel Gandert, a third-year law student at Northwestern University School of Law (Summer '06); and Casey Eckert, a third-year law student at Indiana University School of Law-Bloomington (Fall '06).

Drug Testing Issues and Controversies

Very little of the Department's time or resources were expended during the year on crisis management of anti-doping matters, until the positive drug test results came in for Justin Gatlin and Marion Jones. The timing of Mr. Gatlin's positive test, just prior to the USA Outdoor Track & Field Championships in Indianapolis, presented challenges related to balancing the legal obligations of USATF as a national governing body subject to the restrictions of the Ted Stevens Olympic & Amateur Sports Act – no punishment or public announcement until proof of guilt is established by a full and fair hearing process – against the consequences that nondisclosure to USATF volunteers, USATF sponsors, media and spectators. Mr. Gatlin's positive test and subsequent acceptance of penalties also raised the issue of how a track coach who has had multiple athletes test positive for performance enhancing drugs should be treated by USATF. As a result of this dilemma, the USATF Board of Directors revised its previous policy of limited notification related to "A" positive drug tests, and appointed its Zero Tolerance Task Force to propose ways in which USATF may limit its support of coaches (and other athlete support personnel) who are suspected of involvement in the doping of USATF athletes. Jill Pilgrim participated in the policy-making and proposal development on these and related issues.

Marion Jones' "A" positive drug test for EPO revived discussion of her possible connection to the BALCO investigation and resulting doping cases involving track and field athletes. Her subsequent "B" negative test caused an outcry regarding the accuracy of drug testing techniques at World Anti-Doping Agency (WADA) and International Association of Athletics Federation (IAAF) accredited laboratories.

Throughout 2006, USATF continued its positive collaboration and working relationship with the United States Anti-Doping Agency (USADA) and

the IAAF on anti-doping matters. These efforts culminated in a delegation of USATF volunteers and staff attending the IAAF World Anti-Doping Symposium in Lausanne, Switzerland in September/October, as strong evidence of our positive commitment to the Olympic Anti-Doping Movement. The delegation included Craig A. Masback, CEO (staff), Robert Hersh, Esq., William Hickman, Esq., Dr. Harmon Brown, Dr. Bob Adams, Dr. Mark Troxler, Michael Conley (staff), Melissa Beasley (staff), and Jill Pilgrim (staff).

Americans with Disabilities Act (ADA) Compliance

During 2006, the Department spent a significant amount of time, in conjunction with outside litigation counsel Peter Alkalay, resolving an ADA accommodations claim in which litigation was threatened. USATF succeeded in resolving the matter without resort to litigation, outside the parameters of its *Policy & Procedures for Accommodation Request Pursuant to the Americans with Disabilities Act*. The Department also handled several other ADA inquiries about ADA accommodation policies.

Criminal Background Screening

As previously reported, in 2005 USATF began conducting criminal background screening on individuals seeking to be registered and authorized by USATF to represent professional track and field athletes as agents. Thereafter, in 2006 USATF began a voluntary Associated-based program of criminal background screening for youth club coaches and volunteers. This program becomes mandatory for all youth club coaches and volunteers in 2007. Finally, in 2006, USATF began background screening on National Team Staffs and Pool Managers selected and/or hired to support USATF National Teams. The Department is anticipating a significant increase in hearing panel reviews and appeals related to these 4,000 plus additional background screening tests.

Transgender Athlete Participation in Sport

USATF has been at the forefront of dealing with the issue of how best to include transgender athletes in competition. USATF first addressed this issue in the early 1990's, and the issue has been raised at intervals between that time and 2006. With the adoption by the International Olympic Committee, in May 2004, of a policy on transgender participation in Olympic sports, the Department spearheaded the adoption of the

same policy by the USATF Board. Thus, only transgender athletes who are two years past sexual reassignment surgery, and meet certain other conditions, are eligible to compete in their newly adopted gender in the sport of track and field. USATF, through the participation of Jill Pilgrim, has been a part of an ad hoc group organized by the National Collegiate Athletic Association (NCAA), which includes representatives of the United States Golf Association, the Ladies Professional Golf Association, the National Center for Lesbian Rights, and other LGBT education and advocacy groups, that meets periodically (mostly by telephone conference call) to share experiences, thoughts and advice on how to maintain competitive equity while dealing with this new aspect of diversity and inclusion in sports competition.

Micah Harris Matter

The arrest and ultimate conviction of Micah Harris, a USATF athlete in residence at the USOC Arco Training Center (Arco), on charges that included assault, torture and rape prompted USATF to obtain outside legal advice and counsel on its obligations to protect athletes from each other. USATF (in conjunction with the USOC) is currently considering policy initiatives with respect to the preservation of the safety of all USATF athletes at USATF-hosted and sponsored events and activities.

Routine Legal Matters

In addition to the matters discussed above, the Department worked on and completed a number of major projects in 2006. These included: 1) Preparing (in conjunction with other staff members) event, vendor and partner contracts: USOC Trials & Exhibition Agreement; NBC Broadcast Agreement; Penn Relays Marketing Agreement; USOC Performance Partnership Agreement; ChoicePoint (Background Screening vendor) Agreement; National Team Pool Managers; 2008 Men's and Women's U.S. Olympic Marathon Trials Agreements; 2) preparing contracts for USATF's 2006, 2007, 2008 and 2009 national championship events; 3) participating in the USATF Restructuring Task Force planning; 4) keeping all of USATF's corporate filings current and up-to-date; 4) keeping all USATF's trademark, service mark and trade name registrations current and up-to-date; 5) registering all USATF's publications with the US Copyright Office and filing claims for re-

transmission royalties for television broadcasts of GST and VISA Championship Series events; 6) supervising litigation counsel hired to defend and/or advise USATF in lawsuits and arbitrations filed or threatened; 7) working with the USATF Multi-Media Manager and Director of Grass Roots to monitor improper use of USATF's trademark, service mark and trade names on the Internet/Web; 8) administering and supervising grievances and disciplinary complaints filed pursuant to USATF's By-Laws and Regulations; 9) assisting athletes, coaches, agents and parents with an understanding of the drug testing procedures being administered by the United States Anti-Doping Agency (USADA), the World Anti-Doping Agency (WADA), and with interpretation and compliance with IAAF anti-Doping Rules; 10) monitoring rule changes at the IAAF and USOC, and legal case law and statutory developments to ensure USATF compliance therewith; 11) working with USATF's volunteer and paid leadership to establish company-wide policies on various issues; 12) researching diversity initiatives and best practices undertaken by other organizations and engaging in planning with the USATF Diversity and Leadership Committee; 13) responding to and assisting with immigration and citizenship issues of foreign and U.S. athletes seeking to train and compete in the United States and abroad; 14) preparing educational materials as dictated by new Regulation 16 for USATF's Authorized Athlete Representative program; 15) preparing sponsor contracts and letter agreements -- Hershey Foods, Tyson Foods, Fuel Belt, Gill Athletics; and 16) representing USATF on the Women's Sports Foundation Strategic Planning Committee; 17) providing visibility for the sport of track and field as a participant at seminars to educate legal and sport business professionals, among other projects.

LOOKING FORWARD TO 2007

The Department will be working to advance USATF's strategic objectives in 2007. In particular, Jill Pilgrim will continue to serve as the staff liaison to the Restructuring Task Force that will be undertaking a review of the composition and governance structure of the Board of Directors, as well as the organization as a whole; with a goal of proposing amendments to the applicable Bylaws and Regulations for adoption at the Annual Meeting in December of 2007. The Department is also involved in a major initiative to evaluate and implement risk

management measures on an organization-wide basis. It will also be involved in developing and implementing enhancements to USATF's Registered Representative Program in an effort to protect the interests of professional athletes earning a living in the sport of track and field.

The Department will continue to provide legal support in preparing sponsorship, supplier and related contracts, as well as reviewing marketing strategies to ensure that USATF is protected legally. These activities will advance USATF's goals of **building the USATF brand**. The Department's preparation of event contracts and bid applications ensures that the events at which the **future stars of the sport are identified and supported** run smoothly and with appropriate protections for our athletes. The registration of USATF's intellectual property with the US Copyright Office, ensures that materials created for USATF's Coaching Education programs are protected for future use in **promoting coaching excellence**. The Department's cost saving activity, contributions to the work product of the National Office, and contributions to the deliberations and policy making of the Board and committees of USATF all contribute significantly to the **growth of USATF's resources**. Finally, the Department's expertise in handling doping matters, educating athletes, their coaches and representatives about anti-doping issues, and assisting in the development of domestic and international anti-doping policies and procedures, contributes significantly to USATF's **leadership in the fight against doping in sport**. In addition, the Department's administration of USATF's anti-doping whistle blower hotline, and referral of credible information collected there from to appropriate drug testing agencies, has and will continue to enhance the organization's anti-doping objectives; particularly "Zero Tolerance."

The goals of the Department for 2007 remain to support USATF's strategic goals by: 1) serving the legal and business affairs needs of the membership and the National Office; 2) reducing the legal exposure of USATF thereby reducing the necessity of retaining outside legal counsel and the costs associated therewith; 3) more efficiently managing the handling of eligibility matters, thereby reducing costs; 4) representing USATF at business of sport and legal conferences and through the publication of articles on relevant and interesting sports topics, as a means of enhancing the positive image of USATF; and 5)

protecting and enhancing the legal and business interests of USATF.

LOOKING AHEAD

During the next twelve month period, a major focus will be placed upon restructuring, business and risk management initiatives, and the handling of routine legal matters. As always, the Department will be seeking to significantly improve its responsiveness to the legal and business affairs needs of the membership and the National Office staff. The hiring of Kimberly Hicks as the Department's new Legal Assistant will, after she becomes more familiar with the sport of track and field, enhance the responsiveness of the Legal & Business Affairs Department to the needs of USATF's volunteers, staff and business partners.

Respectfully submitted,

Jill Pilgrim
General Counsel/Director of Business Affairs

Elite Athlete Development

USADA

For 2006 – the USADA numbers remained at or above what has been the overall numbers since USADA took control of the doping control process for USATF.

At present time – over 450 athletes are in the USATF Out-of-Competition testing pool and the average a compliance percentage at approximately 95% for the four quarters of whereabouts information filing. For In Competition testing, USATF tested over 700 athletes at 26 events in 2006, including 250 tests at the USA Junior and Senior Outdoor Championships in June.

Publications

In 2006 – the Elite Athlete Department collaborated with the Communications department to produce 4 issues of Elite Beat that was sent to over 1200 elite athletes, 700 alumni athletes as well as almost 100 BOD members and Authorized Athlete Representatives. Each Elite Beat is featured and then achieved on the USATF Elite Athlete webpage. For the 4th year, EAD collaborated with Communications to produce a 100+ page Elite Athlete Handbook that has

proven to be a valuable resource to current and upcoming athletes. Lastly, in accordance with our Zero Tolerance Initiative – we have produced 5 Zero Tolerance Anti-Doping Newsletters that have been written to provide the most up-to-date anti-doping news as warranted. This publication is e-pushed to over 1200 elite athletes, as well as authorized athlete representatives and is featured and then achieved on the USATF Elite Athlete webpage.

Agent Program

The Agent Program furthered its improvement in 2006 by continuing on its mission to conduct background checks on all individuals who seek to be certified as authorized athlete representatives. Currently, the system demands that a background check continue to be done on all authorized athlete representatives biennially.

Additionally, we have implemented an Agent Education Program which will make its inception at the 2006 USATF Annual Meeting. The Program details are as follows:

Educational Requirements

1. Individuals seeking authorization as athlete representatives who are **not renewing** from the immediately preceding year are **required** to attend the USATF Annual Meeting, where they must attend a four-hour educational seminar. After the seminar, there will be a two-hour open book examination on the materials covered during the seminar (must score at least 80% to obtain authorized athlete representative status).
2. Athlete representatives who have maintained **active** registration status each year **may** attend the educational seminar covering updates to rules and current issues in the sport, but attendance is not required. Existing athlete representatives should attend at least one of the educational seminars offered at the USATF Annual Meeting or the USA Indoor Track & Field Championships, or USA Outdoor Track & Field Championships. USATF **may require** all athlete representatives to complete an examination on the topics covered at these seminars.

PAA

The Professional Athletics Association (PAA) was created to help sustain a unified voice for the athletes on all matters relating to Track and Field.

The organization made substantial progress in 2006! Below are the milestones that the organization reached:

- ✦ Portland Oregon – Brainstorm Meeting, Transition Team was created
- ✦ Carson City Meeting – General Direction on how to move forward
- ✦ Incorporated and drafted bylaws
- ✦ Recognized as an Association by USATF at 2005 Annual Meeting
- ✦ Line Item created by USATF Budget Committee
- ✦ PAA Track Meet, Portland Oregon – Considered a great success
- ✦ Elected a Board of Directors
- ✦ Appointed Officers to serve on behalf of the Board

Since the Transition Team was created at the initial meeting in Portland, OR, the PAA has taken substantial steps throughout 2006 to solidify it as a recognized representative of elite athletes in USA Track and Field. These steps include numerous meetings on the future of the PAA (listed above), organizing as a legal entity (incorporated, drafted bylaws), electing a board of directors and appointing officers to serve on behalf of the board.

The PAA would like to thank the Transition Team members:

- ✦ Sandra Farmer Patrick
- ✦ Jamie Nieto
- ✦ Tony Cosey
- ✦ Brenda Taylor
- ✦ Jill Pilgrim
- ✦ David Greifinger
- ✦ Duane Ross
- ✦ Allen Johnson
- ✦ Michael Conley
- ✦ Jon Drummond
- ✦ Stacy Dragila

The PAA would also like to welcome its newly elected Board of Directors (elected via democratic ballot system of PAA members throughout the 2006 season):

- ✦ Stacy Dragila
- ✦ Allen Johnson
- ✦ Adam Nelson
- ✦ Jamie Nieto
- ✦ Dwight Phillips
- ✦ Sanya Richards
- ✦ Khadevis Robinson

Finally, the PAA would like to announce its newly appointed officers (appointed at the PAA Annual Meeting in Cancun, Mexico on October 21, 2006):

- ♦ Allen Johnson (CEO)
- ♦ Khadevis Robinson (President)
- ♦ Brenda Taylor (Treasurer)
- ♦ Sandra Farmer Patrick (Secretary)

2006 USOC ELITE ATHLETE HEALTH INSURANCE (EAHI)

2006 EAHI slots were offered to those athletes, in rank order, who placed among the top two finishers at the 2005 USA Outdoor Track & Field Championships, the USA Men’s 50K Race-walk or the USA Men’s and Women’s Marathon Championships, and then to those athletes who are ranked among the top 20 in the world (as defined by the IAAF World Ranking List as of October 1 of the year preceding coverage, which was 2005), in rank order. Please note: an athlete must currently be training/competing at an elite level to be eligible for an EAHI slot based on the above.

Once athletes who qualify for an EAHI slot based on the above criteria have been offered EAHI, the remaining slots, if any, were offered through an appeals process (see below).

For those athletes who have participated in the EAHI program in the previous year but who no longer qualified for the coverage under the above-mentioned criteria, they were allowed to appeal to remain in the program. Those athletes had to fill out an appeals form which they had to submit USATF by November 9, 2005. Then those forms were forwarded to the Athlete Support Committee. The USATF Athlete Support Committee made all decisions regarding participation in the EAHI program at USATF annual meeting. All athletes who submitted an appeal were informed of the committee decision immediately after the Annual Meeting.

Performance Pool Funding (PPF)

The Performance Pool Program is a three tier program of direct athlete support that includes the coaching stipend program. Athletes qualify for the program based off world rankings from 2004 and 2005, their participation in the USATF outdoor championships, being in good standing with USATF, USOC, USADA, and being a member of USATF in good standing.

Athletes who qualified for the program were sent a letter, which included forms that needed to be filled out in order to receive their funds from the USOC. The packets consisted of a W-9 form, which is used for tax purposes, an Athlete Designee form, which is used to obtain current contact information on the athlete and to make sure the athlete agrees with the terms and conditions on receiving funds from the USOC, and a coaching stipend form only if the athlete was top 5 in the world in 2004 and top 10 in the world for 2005.

The program provides funding to the athletes based on the formula below:

Athletes ranked 1-10 in the World in 2005, under the income cap of \$40,000:

a. Direct Athlete Support	\$7,000
b. Medical Expense Reimbursement	\$1,500
c. Coaching stipend paid directly to the coach*	<u>\$2,000</u>
	TOTAL: \$10,500

Athletes ranked 1-10 in the World in 2005, above the income cap of 40,000:

a. Medical Expense Reimbursement	\$1,500
b. Coaching stipend paid directly to the coach*	<u>\$2,000</u>
	TOTAL: \$3,500

Athletes ranked 11-15 in the World in 2005:

a. Direct Athlete Support	<u>\$4,000</u>
	TOTAL: \$4,000

Athletes ranked 16-20 in the World in 2005:

a. Direct Athlete Support	<u>\$2,000</u>
	TOTAL: \$2,000

Athletes ranked Top 5 in the World in 2004, under the income cap of \$40,000:

a. Direct Athlete Support	\$7,000
b. Medical Expense Reimbursement	\$1,500
c. Coaching stipend paid directly to the coach*	<u>\$2,000</u>
	TOTAL: \$10,500

**In 2006, “World Championship Team Bonuses” of \$2,000 per athlete will be paid to coaches whose athlete qualifies for the World Cup. In addition, coaches of athletes that produce medals at the 2006 World Cup but who is not part of the stipend program will receive a \$3,000 stipend.*

An athlete must identify his/her coach at the beginning of each year and the stipend is paid directly to the coach. In order to receive a stipend, coaches will be required be a USATF member and adhere to their rules.

2006 USA Indoor/Combined Events Track & Field Championship Prize Money

Prize money for the Indoor Championships has been sent out. Allocations were made according to the following schedule:

1 st place:	\$2,500
2 nd place:	\$1,500
3 rd place:	\$500

2006 USA Outdoor Track & Field Championship Prize Money

Prize money for the Outdoor Championships has been sent out. Allocations were made according to the following schedule:

1 st place:	\$4,000
2 nd place:	\$3,000
3 rd place:	\$2,000
4 th place:	\$1,000
5 th place:	\$500

Travel Allocations 2006 USA Indoor/Combined Events Track & Field Championships

Funding was allocated to the top five (5) athletes in each event, provided first to the defending Indoor Champion in each event, and then to the top four ranked indoor performers, based on the 2006 U.S. Indoor List. If the defending U.S. Indoor Champion was not entered in the Indoor Championships by the on-time entry deadline, funding was allocated to the top five (5) performers in each event who has entered by the on-time entry deadline. In addition to the payments as described above, funding was provided to all athletes who were not allocated funding prior to the Indoor Championships but who placed in the top 4 at the event.

In order to be eligible for the Indoor Championships travel allocations, an athlete has to be a current USATF member in good standing; must have entered by the on-time entry deadline; must have met the qualifying standard set by USATF; and must be a citizen of the United States of America.

Travel Allocations 2006 AT&T USA Outdoor Track & Field Championships

Funding was allocated to the top five (5) athletes entered in each event, provided first to the defending Outdoor Champion in each event, and then to the top four ranked outdoor performers (based on the 2006 U.S. Outdoor top List). If the defending U.S. Outdoor Champion was not entered in the Outdoor Championships by the on-time entry deadline, funding was allocated to the top five (5) performers in each event who is entered on-time. In addition to the payments as described above, funding was provided to all athletes who were not allocated funding prior to the Outdoor Championships but who placed in the top 4 at the event.

In order to be eligible for the Outdoor Championships travel allocations, an athlete must be a current USATF member, in good standing; must have entered by the on-time entry deadline; must have met the qualifying standard set by USATF; and must have been a citizen of the United States of America.

National Teams

During the 2006 National Teams season, USATF's National Office handled 16 national team events serving over 500 athletes and 115 team staff members. The following information will provide the reader with a sense of how the national teams program is functioning.

- **National Team Coaching Staff:** On a whole, the coaching staffs received positive comments. 183 of the evaluations, 90%, indicated that the coaches who worked directly with the athletes were “good” or “very good”. 15 evaluations, 7%, indicated that the coaches were “average” while 7 evaluations, 3%, indicated that the coaches were “poor” or “very poor”. Based upon the athletes’ answers and comments, a majority of the coaches would be recommended for future teams. Only three coaches would not be recommended for future teams.
- **National Team Managers:** Again, on a whole the team managers received positive comments. 176 of the evaluations, 94%, indicated that the managers were “good” or “very good”. 9 evaluations, 5%, indicated that the managers were “average” while 2 evaluations, 1%, indicated that the managers were “poor” or “very poor”. Based upon the

athletes' answers and comments, all of the managers would be recommended for future teams. These ratings indicate that the Manager's Pool Program is working.

- **National Team Medical:** The medical staffs consistently received positive comments. 195 of the evaluations, 98%, indicated that the medical staffs were good or very good. 5 evaluations, 2%, indicated that the medical staffs were average while 0 evaluations indicated that the medical staffs were poor or very poor. Based upon the athletes' answers and comments, all of the medical staffs would be recommended for future teams.
- **National Office:** The National Office also consistently received positive comments. 183 of the evaluations, 92%, indicated that the national office was "good" or "very good". 14 evaluations, 7%, indicated that the national office was "average" while one evaluation indicated that the national office was "poor" or "very poor". Based upon the answers and comments, the athletes are pleased with the performance of the national office.

Pool Managers Program

The National Team Managers Pool Program, now in its second year, continues to bring professional logistical and administrative service to teams. Ten individuals served in this capacity in 2006 and all received good reviews. Within the next month, all will be contacted for a review of their 2006 service. The Managers Pool Program needs to continue to add competent managers, thus the application process has been opened to our constituency in the hope that we will be able to add to both our "A" and "B" pools. Individuals who serve as Managers become an independent contractor for USATF and are paid according to the level of the event and the number of days they are away from home. They are temporary USATF "staff" and help us in our endeavor to professionalize our service to our teams. Training seminars take place at each Annual Meeting.

Respectfully submitted,

Michael Conley
Executive Director, Elite Athlete Programs

High Performance Programs

During 2006, USA Track & Field's (USATF) High Performance Division, with cooperation and input from the Men's & Women's Development, Sports Science and Coaching Education Committees, continued to refine USATF's High Performance Plan. These activities were carried out, in part, to meet the goals and objectives in the latest USATF Strategic Plan, as well as to stay in step with USATF's Governance requirements. The High Performance Division continued to operate with a strong "athlete centered, coach driven, scientifically supported" approach, a focus that was put in place nearly five years ago. As USATF's Director of High Performance Programs a significant portion of my time and work is spent focusing on the athletes, coaches and the USATF Committees involved in these programs. Below, please find highlights of my work this year.

Related to our work in High Performance, it's important to note that the U.S. Olympic Committee, through its Performance Pool Agreement with USATF, requires that USATF cooperate with them in identifying and carrying out a number of the programs in the High Performance Division. The USOC's focus, and correlated funding, has been to support programs that have an identifiable impact on the attainment of medals at the World and Olympic levels of competition. Consequently, and continuing their policy begun in 2005, the USOC no longer supports USATF's developmental programs with funds from the Performance Pool Agreement. These changes have led to difficulty in crafting programs beneficial to our athletes and their coaches, as they work to move up through the development pipeline - which USATF has defined as key to its future World and Olympic success.

High Performance Planning & Programs

Again in 2006, the USOC provided USATF nearly four million dollars for Athlete Support, High Performance, Development, Sports Science and U.S. Olympic Training Center programs. These funds were divided into those used for athlete support and international teams, and those used for high performance and athlete development. Please read the report of the Executive Director of Elite Athlete Programs elsewhere in this booklet, which contains information on all of the 2006 Athlete Support Programs that were in place.

And while the impact was not as serious as it was in 2005, there again is a slight delay on the USOC's part in approving USATF's Performance Pool funding for 2007, thereby creating some difficulties in the planning and implementation of USATF High Performance and related development, sport science and coaching education programs.

Listed below are the events, meets and activities that were carried out by the HP Programs Division:

- **Competitive Opportunities:** These programs are either stand-alone meets/competitions or support to athletes to attend/compete in various USATF HP Center meets or events, such as: the VISA Series' Home Depot, Prefontaine Classic and Reebok Invitational meets, the Reno PV Summit and LaJolla Throws meet, the Mt. San Antonio, Penn and Modesto Relays and the PAA Mid-Summer "Road to Eugene" meet.
- **Domestic Relay Program:** Conducted HP domestic relay training camps & in-meet competitions in the 4x100 and 4x400 meter relays at the: Texas Southern, Texas, Mt. SAC, Penn and Modesto Relays, the North Carolina A&T meet and the Jesse Owens meet. A planned and added advantage of these programs was that in each meet the sprinters and hurdlers who participated in the various relay programs were able to take advantage of the parallel opportunity to compete individually as well.
- **HP Centers.** These are meets or events at which USATF supports athletes coming to compete, and in which USATF's sport scientists and specialists carry out extensive Dartfish and high-speed biomechanical filming projects. Athletes who are supported, along with their personal coaches, are required to attend a post-event Dartfish session to review the footage of their performance. They are also provided with a take-away CD of their performance/event. Meets in 2006 at which these programs were conducted were: the Texas, Mt. San Antonio, Modesto and Penn Relays, the Tucson Elite, Jesse Owens, Home Depot, Prefontaine and Reebok meets, the U.S. Senior & Junior Championships, special events such as the LaJolla Throws meet, the Junior Elite Javelin event and the PAA Mid-Summer "Road to Eugene" meet.

- **HP Summits:** These are events/meetings where USATF personnel, sport scientists, athletes and their personal coaches are brought in to discuss concepts, training, science and competition for the respective event or broad events. Among those held or to be held in 2006 are: Long Distance Running Science, Marathon Science & Preparation, Pole Vault, Horizontal Jumps and High Jump, Throws, Multi-Events and Sprints & Hurdles.
- **Sport Science Programs:** In addition to USATF Sport Scientists being present at each of the HP Centers listed above, they also carry-on a program of high level science investigation into optimal training and competition. Among the disciplines covered in this program are: Sprints & Hurdles (Ralph Mann), Horizontal Jumps (Jeff Broker & Mel Ramey), Pole Vault (Peter McGinnis), High Jump (Jesus Dapena), Shot Put (Mike Young), Discus Throw (Bing Yu), Hammer Throw (Ian Hunter), Javelin Throw (Michelle LeBlanc) and Nutritional Analysis (Jackie Maurer). This group/program is managed so well by Dr. Harmon Brown.

As one can see from the above, USATF conducts a myriad of programs that offer support and competitive opportunities to a wide range of emerging elite and elite athletes. When partnered with the funds provided especially to the Men's & Women's Development Committees, we are able to touch a large number of athletes in their quest to reach the World & Olympic medal platform.

I have worked directly on each of these programs and, beginning in mid-June, was assisted by Ms. Amanda Payne, our newly hired Coordinator of HP Programs. Amanda hardly had time to take a breath before being totally involved in these meets/programs – a job she took to readily. As I do each year in this report, I'd like to express sincere thanks and appreciation for the cooperation and hard work on the part of all the Meet Directors and staffs at the each of these meets. They and their staffs continue to play an integral part in the development of our athletes and in the phenomenal success they have enjoyed at the World and Olympic level in recent years. To quote an oft-used phrase – "we couldn't have done it without you!"

Throughout the year, my primary role is working with/on concepts and programs instituted by the High Performance Division, and which are seen as key to success at the Olympic and World level. My second role, closely related to the first, was in maintaining the accounting and program oversight for the myriad of activities conducted by the High Performance, Development and Sport Science and Coaching Education Committees. Discipline by discipline, event by event, the HPD has identified and activated a Critical Zone focus for each event. For each track & field event, a high degree of sport science activity was required to be a part of every CZ and High Performance activity. Monitoring the CZ component, begun in 2003, continues to be a challenging endeavor, yet one that offers distinct opportunities to increase our medal count and the ranking depth of U.S. athletes in the international scene.

Indoor & Outdoor Championship

Again in 2006, as in I've done for many years past, and in cooperation with the Events & Broadcast Department, I continue to enjoy my role as Technical Director for the USA Indoor, USA Outdoor and USA Junior National Championships. This work involves working with the respective Sports Committee Chairs and National Office staff in providing technical, logistical and operational support prior to and during the Championships. I am again delighted to send my appreciation and special thanks to all the wonderful staff, officials and volunteers in Boston and our home city of Indianapolis for their hard work and dedication to our sport. The large, enthusiastic crowds (especially in spite of the "difficult" weather conditions at the Outdoor Championships), the smooth flow of events and the fantastic results at all three Championships must, in great part, be credited to each LOC's work on their Championships event.

Once again, my compliments and thanks to the "regulars" – Scott Davis, Gary Hill, Dave Johnson and their assistants, who truly are "world-class" members of our announcing and meet management teams; to Roger & Tom Jennings and all their Flash Results team, of which there are none better in the World; to Glen McMicken for his endless work in statistics, entry verification and the declarations process; and to Bob Podkaminer and Scott Davis for the thankless work on standards for the Senior, Indoor and Junior Championships. Each of your hard work, long hours and tremendous support of the

Championships has so much to do with the success of these events. These folks and the hundreds of wonderful volunteers at each event are at the core of great Championships. My sincere and heartfelt thanks to you all. And, as you read this, we will be well along the way in the planning for another great Indoor Championships in Boston's Reggie Lewis Center and an exciting Outdoor Championships as it returns to Indianapolis' IUPUI Track Stadium.

Men's & Women's Development, Sport Science & Coaching Education

Another of my key roles at the National Office is to act as staff liaison to the High Performance Division and its Executive Committee, as well as to the members of the Men's & Women's Development and Sports Science Committees. Amanda Payne, recently hired as HP Coordinator, has quickly jumped into the fray and is there whenever necessary to provide back-up in these areas. However, Amada's primary role will be working with the Coaching Education Committee to carry out related day-to-day program matters, as well as providing support and oversight to the numerous Coaching Education schools held annually around the country. Her other major role is to act as the National Office liaison to the Junior Commission and the Junior National Championships, and to accompany each summer's Junior Team to their international competition. Tina's leaving early this year, combined with Cathy Sellers having left several years ago, left a void in the management of the Junior Nationals and Junior international team. However, I am delighted to report that Amanda has quickly taken on Tina's roles and is already busy crafting new and improved Coaching Education and Junior programs.

International Teams Coverage

2006 was the first time in many years that neither Tina, Cathy nor I were able to travel with the U.S. Junior Team to its annual international competition. With Amanda having only joined us in mid-June, it wasn't practical for her to accompany the Juniors to Beijing for the World Junior Championships. But due to Beijing being the 2008 Olympic site, it was seen as important to have both Aron McGuire and Sandy Snow go with this team – since both of them will be vitally involved with the 2008 Beijing Olympics. Along with Aron McGuire, I did travel to Santo Domingo (Dominican Republic) in July for the North American-Central American-Caribbean

(NACAC) Under-23 Championships, a truly developmental event for us. The team of 84 athletes had only two non-collegians – making this a key international event that allows our younger athletes to experience high-level international competition. Our youngsters excelled both in the medal count and in the performances they posted – a sure sign of good things to come.

Technical Information and Rules

I continue to serve as a National Office resource on matters concerning rules, technical matters and facility construction/details - by offering technical support to USATF staff, volunteers & officials within USATF as well as to a variety of people outside our organization. Weekly, we receive numerous calls seeking information about track & field facility design, equipment for facilities, training and competition, USATF rules and regulations, collegiate and scholastic rules, eligibility and citizenship issues and many other topics. For each call, I/we try to answer the question or request, send them written material regarding their request, or refer the caller to a person or company that can better respond to their request. Often times, this referral is to someone at one of USATF's member Associations, a USATF Committee Chair, the NCAA or National H.S. Federation, a track & field equipment manufacturer, a USATF competition official and even the IAAF. I feel strongly that these activities constitute one of the more important roles I play at the USATF National Office and I continue to enjoy providing this service to one and all. We appreciate the importance of excellent customer service, and this is what I/we endeavor to provide every day. So, keep those calls and requests coming and I'll do my very best to answer each and every one.

Summary

The support of the USOC provided a strong base for our athlete support structure and various High Performance programs. Yet as in 2005, their approval came late in to the operating year, and when combined with their non-support of many developmental level programs, we were left to scramble in creating programs related to USATF's athlete development pipeline. There's no doubt that the success of our 2005 World Championship team and continued success in 2006 at the World Cup and IAAF international rankings was due in large part to the USOC's

insistence there be a focus on High Performance programs and resources. Yet, at the same time, the shift in (their) focus has led to an interruption in valuable resources and programs that help athletes develop to the World and Olympic level. As of this writing, the USOC has again been unable to deliver its program approvals and funding information for our 2007 program requests in a timely manner. Thus, we seem doomed to repeat the difficulties that we/the Committees encountered in 2005 and 2006 in being able to craft timely, productive programs designed to assist our athletes move up through the athlete development pipeline.

My excitement and enjoyment of day-to-day work, especially with the many wonderful USATF staff, athletes, coaches and USATF Committee members, continues unabated. However, with the continued shift in USOC policies and funding protocols, it remains difficult to develop meaningful, productive programs oriented towards younger athletes in the development pipeline. With the emergence of China and the re-emergence of Russia, not to mention many new, small nations placing athletes on the medal stand, our athletes are encountering a more and more challenging international competitive landscape in track & field. I look forward to helping to meet this challenge and re-dedicate myself to helping to maintain and even grow the USA's prominent position in the sport, as well as improving our ranking status and medal count through 2008 and beyond.

Thank you for the continued opportunity to serve you and the sport of track & field.

Respectfully submitted;

P. Duffy Mahoney, Director
High Performance Programs Division

Events and Broadcasting

The future of the Events and Broadcasting Department is *focused on a horizon* of possibilities and enhancements as we work toward the 2007 competition season. As the new director, I am humbled and challenged to join such an experienced and respected staff. My welcome has been made easy by the assistance I have received from the veteran members of the events

department. Sandy Snow, Adam Schmenk and Sharicia Taylor have all been patient and helpful as I transition into this new and exciting role.

The events office is supplied with a wealth of information stored by my immediate predecessors, James Thornton and David Raith. Both of these event professionals left a blueprint of success to build upon in the coming years. The bidding process, the Visa Championship Series and the conduct and organization of our National Championships are thoroughly outlined in an extensive network of computer and paper files. Additionally, the experience of Sandy, Adam and Sharicia has helped me prepare for this new endeavor with confidence. While I hope to add my personal touches to USATF Events and Broadcasting, the record of the 2006 season indicates we are doing extremely well in the planning and conduct of our track meets.

Now in its second year, the Visa Championship Series continues to be a ratings success on television, and a popular addition to the elite track and field scene in the United States. Four indoor meets and five outdoor meets were televised on NBC, ESPN or ESPN2. The complete list of television event dates for the 2006 Visa Championship Series follows:

2006 VISA Championship Series

Indoors

Jan. 28	Reebok Boston Indoor Games Boston, MA
Feb.3	Millrose Games New York, NY
Feb. 10	Powered by Tyson Invitational Fayetteville, AR
Feb. 24-26	USA Indoor Track & Field Championships, Boston, MA

The second Indoor Visa Championship Series season maintained the same high standards as the first. Again we were thrilled by many world-leading performances in front of packed stadiums. Among many outstanding highlights was the international duel between the United State's Bernard Lagat and Ethiopian, Kenenisa Bekele, in the 99th Millrose Games' Wanamaker Mile. In addition, the energized Millrose crowd of 14,851 pushed Reese Hoffa to a world-best throw in the Visa Men's Shot Put soaring him into an early lead in the Visa Championship Series.

The excitement carried its momentum through the final events of the 2006 AT&T USA Indoor Track & Field Championships. For the second straight year, the 2006 Indoor Visa Championship Series came down late performances to decide the winners. In the last event of the day, Me'Lisa Barber ran a blistering time of 7.06 seconds to overtake Sanya Richards as the female Visa Champion. On the men's side, Reese Hoffa's Millrose Games throw of 21.65-meters (71' ½") made him the favorite going into the final day of competition. Edging Hoffa however was Terrence Trammell's photo finish win of 7.46 seconds over Dominique Arnold (7.51) which gave him the necessary points to overtake Hoffa to win and become the Visa Champion.

Both Me'Lisa and Terrence were excited to accept the \$25,000 grand price for winning the Visa Championship Series.

Outdoors

April 29	USA vs. The World at the Penn Relays Philadelphia, PA
May 21	adidas Track Classic Carson, CA
May 28	Nike Prefontaine Classic Eugene, OR
June 3	Reebok Grand Prix New York, NY
June 21-25	USA Outdoor Track & Field Championships, Indianapolis, IN

The 2006 Outdoor Visa Championship Series started on a picture perfect April day with an international crowd of 49,771 on hand to watch USA vs. The World at the Penn Relays. Highlighting the USA vs. The World competition was the AT&T Men's 4x400-meter relay where Team USA avenged last year's loss to Jamaica. Other stops on the 2006 Outdoor Visa Championships series included the New York Reebok Grand Prix, which once again staged a first-class track and field meet in the Big Apple while the Nike Prefontaine Classic gave us an Olympic style atmosphere with its international competition.

The 2006 AT&T USA Outdoor Track & Field Championships ended the outdoor season with many great performances. It marked the resurgence of former #1 world-ranked decathlete, Tom Pappas, who overcame injuries of the last two years to earn his fourth U.S. Title. Not only did we see an American Record from Women's Javelin Champion, Kim Kreiner, but the

Indianapolis crowd of nearly 7,000 also witnessed Willie Gault set a Masters World Record in the Men's 100-meter dash.

In the conclusion of the Visa Championship Series, Kerron Clement ran a solid time of 47.39 in the Men's 400-meter hurdles to defend not only his 2005 National Title, but also his title of Visa Champion. Other noteworthy performances came from Shot Put Champion Adam Nelson and 200-meter specialist Wallace Spearmon.

On the women's side, Lashinda Demus ran a personal best and world-leading time of 53.07 to defend her national title in the women's 400-meter hurdles. This remarkable time not only provided Demus with her second straight national title, but it also propelled her past last year's Visa Champion, Sanya Richards, to win the 2006 Visa Championship Series.

Lashinda and Kerron were both thrilled to accept the \$100,000 upgraded grand prize for winning the Visa Championship Series.

Future Events

The Boston LOC has extended their agreement to host the Indoor Championships through 2008. With that and other important site selection decisions made through 2008, the Events Department focus has turned toward the bidding process for the 2009-2010 Indoor Championships and for the 2009-2011 Outdoor Championships. The intention is to have RFPs for those events in the hands of prospective bid cities by the end of the 2006 calendar year. Plans for the 2007 Visa Championship Series and television schedule are being finalized. Importantly, the Events Department is working with local partners in New York to contribute to the commemoration of the 100th Millrose Games, which will be held in Madison Square Gardens on February 2, 2007.

Television

For the second year in a row, the Visa Championship Series television programming continued to be the Olympic sport ratings leader. Over 20 hours were broadcast on NBC, ESPN, or ESPN2 with ratings in most instances pleasing both our partnering sponsors and the networks.

The Events Department looks forward to working with many of you to stage outstanding championship events, the Visa Championship Series and TV shows in 2007.

For the Events Department,

Brian J. Brase
Director of Events and Broadcasting

Grass Roots Programs

Membership restructuring, criminal background checks, logo change, new media partnerships, America's Running Routes, Youth Experience Project, USA Distance Project.....2006 was definitely a busy and interesting year in the Grass Roots Department. And all of that on top of the existing programs historically administered by the grass roots department. The vision and passion of the various committees and councils we work for definitely kept our staff on our toes and working hard this year.

When I was hired 6 years ago, as the Manager of Associations & Member Services, my personal responsibilities entailed working with the Associations and the Organizational Services (then called Member Services) committees. At that time the national office admittedly struggled to provide support to many of the committees/councils under the grass roots "umbrella." When I was promoted to Director of Grass Roots Programs last year I made a commitment to utilize all of our available resources to make sure the programs and services of the "under served" committees/councils received as much support as we could extend. At times this effort has put a strain on our department's resources but overall I believe that building the "whole" grass roots segment of our organization will make for a better overall product. We still have a long way to go but it is my hope that committees and councils such as Masters Track & Field, Mountain Ultra Trail, Cross Country, Club, and the LDR committees have recognized our attempt to allocate additional resources to their programs and that all feel we are moving forward rather than being stagnant in this effort.

With the incremental revenue from the new membership fees we will have additional resources to further our commitment to producing new and improved programs for our members, clubs, events, Associations. The four key areas where the money is being invested are; member benefits, grass roots infrastructure improvements, grass

roots marketing and promotion, and viable committee-based projects. I will be working closely with each of the committees and councils to ensure that our use of the money is in line with meeting their goals and objectives.

A portion of the new revenue from the fee increase will be invested in the implementation of the Criminal Background Screening Program. This program, which some have called the the most important initiative USATF has ever undertaken, was optional for Associations in 2006 and becomes mandatory in 2007.

In 2006, we did jump start our marketing and promotions efforts by forming media partners with 4 regional running publications – Inside Texas Running, Missouri Runner, Running Journal, and Colorado Runner. Each of these publications provides USATF with 2 pages of USATF content which we use to promote our local and national events and programs. To bridge back to our traditional means of member communications we have branded these pages as “Fast Forward Express.” These four publications reach nearly 50,000 individuals who are not USATF members. This provides us with a great platform to educate, market, and promote what USATF is and does and how they can become a member of USATF. And as an added member benefit Inside Texas Running, Running Journal and Missouri Runner provide free subscriptions to USATF members.

Youth Programs and Annual Meeting

(From Liz Turner Suscha)

Throughout 2006, USATF conducted a series of successful programs designed to support our grass roots youth base, encourage and promote future champions, and evaluate ways to strengthen the experience for youth athletes in the coming years. This same participant-based focus has also influenced our efforts to provide a first-class experience for the Annual Meeting, particularly as we showcase USATF’s headquarters city this year.

In the area of personnel, the Grass Roots Department has enjoyed the welcome addition of McKenzie Murphy as Youth Programs Coordinator since early October. McKenzie came to USATF from the neighboring national governing body USA Gymnastics and has already made an immediate impact. Despite facing a steep learning curve, she has assumed control of

the Junior Olympic medal and bib program, integrated herself into the core Annual Meeting planning team, and made a dedicated effort to become acquainted with key Youth Athletics leaders throughout the country.

Youth Programs - General

The year kicked off with a strong statement of support from the USATF Foundation. With a dedicated focus to support and broaden youth participation in track and field, the Foundation doubled the amount of funding available in the 2006 Mark Springer Youth Travel Grant Fund through its grant process. As a result, 40 USATF youth member clubs received \$1,000 each to cover travel expense related to bringing athletes to USATF national championships. Since the program’s inception in 2001, more than 155 clubs have received over \$130,000 in support. In addition, the Foundation in partnership with USATF has launched the Youth Experience Project, an effort to evaluate how to improve the overall experience for current youth members while determining how to reach a broader base of participants. The project has culminated in recent months through telephone and web surveys distributed to leaders within the Youth Athletics community as well as a sample of member youth coaches and parents. While analysis of the results is still in process, attendees in the Youth Athletics meetings can look forward to an update on the Youth Experience Project during the course of the Annual Meeting.

Preparations for the 5th IAAF World Youth Championships are in full swing. The 2007 event will take place in Ostrava, Czech Republic from July 11-17 and Team USA aims to improve on the 2005 performance, a podium-leading total of 13 medals. Key team staff members for the 2007 team, including Head Coach Clif McKenzie and Head Manager Jim Engel were on hand at this year’s USA Junior Outdoor Championships, USA Youth Outdoor Championship, and USATF National Junior Olympic Track & Field Championships to begin the athlete selection process.

To note, 2005 World Youth Team standouts Ebony Collins, Bianca Knight, Brandi Cross, Elan Hilaire, Walter Henning, Cordera Jenkins, Bryshon Nellum, and Scott Roth represented Team USA again at this year’s IAAF World Junior Championships in Beijing, China.

National Youth Championship Events

Despite blizzard-like conditions leading up to the day of competition, over 2,000 athletes participated in the 2005 National Junior Olympic Cross Country Championships on December 10 in Smithfield, Rhode Island. Meet Director Ron Boemker and local hosts USATF New England and the Rhode Island Officials Guild achieved a perfect 10 by conducting 10 races after 10 inches of snowfall!

The Greensboro Convention and Visitors Bureau, led by Henri Fourrier, hosted the USA Youth Outdoor Championships from June 27-July 2 at the Irwin Belk Track on the campus of North Carolina A&T State University. The championships saw a number of meet records broken along with some tight finishes in the area of team scoring. Nearly 2,500 athletes entered through the USATF online entry system allowing for a live status of entries page and ensuring compliance with USATF membership, date of birth, and club affiliation rules.

Following Greensboro, over 6,700 athletes arrived in Baltimore on the campus of Morgan State University for the 40th USATF National Junior Olympic Track & Field Championships. Event Director, Tanya V. Rush and members of the local organizing team, including key representatives from USATF Potomac Valley, provided a top-notch experience for athletes at a first-class facility. The championships set the stage for a number of athletes, including 2006 USATF Youth Athlete of the Year Gabby Mayo, who competed as part of Team USA at the World Junior Championships a few weeks later in August.

Bids for the 2008 Junior Olympic Track & Field, Junior Olympic Cross Country and USA Youth Outdoor national championships are being considered at this year's Annual Meeting. The award of Junior Olympic Cross Country will be particularly competitive as five bids will be presented to the Youth Athletics body. Special thanks to members of the Youth Executive Committee for their effort to streamline the bid applications and process for this year and future years.

Junior Olympic Program

More than 48,000 athletes competed in the Association, Regional and National levels of the Junior Olympic Track & Field Program. While the cross country season is still going on, participation numbers look strong as athletes

compete to qualify for the National Junior Olympic Cross Country Championships in Spokane, Washington on December 9.

Once again, all Junior Olympic Association and Regional-level meets (track & field and cross country) were given the opportunity to request competition bibs for their meets. This complements the awards and ribbons program that also extends to preliminary Junior Olympic meets. In addition, all Junior Olympic Track & Field Association and Regional Championships were given the opportunity to purchase low-cost event merchandise for their meets.

Dialogue with the AAU continues to alleviate scheduling difficulties among our respective Junior Olympic programs. Through the leadership of Bill Roe and Linda Phelps, schedule conflicts were reduced in the 2006 track and field season allowing many athletes the opportunity to compete at the national level in both programs, particularly important in 2006 as both national championship events were held back-to-back within a 4-hour drive of one another.

The Junior Olympic Indoor Zonal Track & Field series continued in 2006 with meet sites in Flagstaff (AZ), Nashville (TN), New York (NY), and Ada (OH). The following dates and locations have been determined for 2007:

West Zone: Flagstaff, AZ – February 18
South Zone: Baton Rouge, LA – February 18
Midwest Zone: Lincoln, NE – February 25
East Zone: TBD

Annual Meeting

Planning for USATF's 28th Annual Meeting has had a special focus in 2006 as the event is in Indianapolis. Starting with the 2005 National Junior Olympic Track & Field Championships, the Annual Meeting is the third of four large-scale USATF events for Indianapolis in 2005, 2006, and 2007. The 2007 edition of USA Outdoor Championships will soundly round out the three-year stretch. My thanks to the entire Annual Meeting planning team composed of staff members from the Grass Roots, Marketing, Elite Athlete Programs, Finance and Operations, and Events departments – it is truly a team effort! As always, we welcome your feedback on how to make this annual event even better next year.

Future Annual Meeting cities are: 2007 – Honolulu; 2008 – Reno; 2009 – Indianapolis; 2010

– Virginia Beach. The Site Selection Committee will finalize the selection for the 2011 meeting at this year's Annual Meeting.

Much of the effort in the National Office with respect to youth programs and the Annual Meeting is not possible without the vision and support of key USATF leaders, including Linda Phelps, Walter High, and their respective committee members within Youth Athletics and Organizational Services. As 2007 approaches, we look forward to a continued partnership focused on improving and growing Grass Roots programs in the areas of Youth Programs and the Annual Meeting.

Long Distance Running Programs

(From Jim Estes)

During 2006 the LDR Division has conducted 18 National Championships in Road, Cross Country, Masters and Mountain/Ultra/Trail events.

Media

In addition to on-going media support for the LDR division and National Championship events, 2006 saw the continuation of a weekly LDR related release - USATF Long Distance Running Notes. More than 30 releases regarding LDR Programs and Championships were sent out during 2006.

Competitions

In international competitions, USA LDR Teams competed at the IAAF World Cross Country Championships in Fukuoka, Japan, where three of the four Open teams placed fifth in the men's short course, women's short course and women's long course races.

At the IAAF World Road Running Championships in Debrecen, Hungary, the men's U.S. team tied its highest finish ever, finishing sixth. Ryan Hall led all U.S. finishers with the highest finish ever by a U.S. man, finishing 11th in a U.S. 20 km record time of 58:54.

The Women's team finished 10th, led by USA Women's Half Marathon Champion Annie Bersagel in 40th place.

National Team Support

Support has been provided for each of the National LDR Teams, including assistance with team sign-up, collection of team member information, uniform distribution and coordination of schedule of travel.

Programs

Based on the model of the camp that produced two Olympic Medals in 2004, USATF LDR once again conducted a marathon summit in order to allow the team to properly prepare for the course and anticipated conditions at the 2007 IAAF World Championships Marathon in Osaka, Japan. The summit was held following the AT&T USA Outdoor Track & Field Championships in Indianapolis.

The summit included sessions focusing on the marathon course, nutrition, psychology and race strategy. Dr. Martin provided the athletes with valuable information regarding the Helsinki course, expected weather and history of past championships. Dr. Dan Benardot conducted sessions on hydration and nutrition and Dr. Ralph Vernacchia conducted the sessions regarding the psychology of the marathon.

Dr. Randy Wilber of the USOC also presented information pertaining to the anticipated weather and air quality conditions for both Osaka and the 2008 Olympic Marathon in Beijing, China.

USA Distance Project

The revamped USA Distance Project was introduced in the fall of 2005.

The USA Distance Project, which is devoted to sustaining the long-term development of elite USA distance athletes so that they can compete successfully in both domestic and international competitions, including major championship events has thus far received support from the Austin Motorola Marathon and the Twin Cities Marathon.

At this time, commitments have been secured from 3 major U.S. distance running events/organizations. The Medtronic Twin Cities Marathon and Chevron Houston Marathon have contributed \$20,000 per year for the next five years. The New York Road Runners contributed a total of \$240,000 for 2006 and will make another significant contribution for 2007 – total amount to be announced.

The USA Distance Project is a partnership of the Long Distance Running Division of USA Track & Field and major U.S. events and running related corporations. The USA Distance Project will provide yearly funding to the existing network of USA Distance Centers as well as support athlete and coaching summits leading to major international competitions. This partnership will maintain a collective commitment towards developing athletes through the next Olympiad and beyond.

Team USA Distance Center programs such as the Team Running USA, the Boulder High Performance Training Group and Team USA Minnesota have made significant progress toward bolstering the strength of U.S. long distance running. The newly expanded program will ensure that they are supported through the next quadrennium.

2008 Olympic Marathon Trials

The LDR Division announced in June that the 2008 U.S. Olympic Team Trials – Women's Marathon will be held in Boston, Mass. on April 20, 2008. The 2008 Men's Olympic Marathon Team will be selected at the team trials in New York City on November 2, 2007. Each race will offer a total of \$250,000 in prize money. Each race is also anticipated to be televised on NBC.

Marketing/Sponsorships

Throughout 2006, there has been an effort to sign sponsors for various LDR properties including the USA Running Circuit, USA Cross Country Championships, USATF National Club Cross Country Championships, through a variety of running related corporations. Additionally, potential sponsors for MUT and Masters Championships.

Masters T&F Programs

Our staff worked closely with the Masters T&F Committee on several initiatives in 2006; among them were:

World Masters Athletics (WMA) Championships

Received and processed nearly 99 entries for the World Masters Athletics (WMA) Championships in Linz, Austria. Processed orders for team uniforms for athletes competing Linz.

Regional and National Championships

- Coordinated mailing entry information for four regional championships (West, Northwest, Southeast, and Northeast) to nearly 10,000 Masters athletes.
- Setup event information pages on the USATF website for the USA Masters Indoor and Outdoor Championships.
- Sent several emails promoting the national and regional Championships.
- The USATF web-based entry system was used for the Indoor and Outdoor Championships as well as the West Region Masters T&F Championships. While there are many benefits of using the system the over-arching benefit is that the conduct of the championships relating to membership and club affiliation eligibility is handled in a more efficient manner as entry information for each athlete is filtered through the membership database. The national office handled many entry-related customer service inquiries from athletes as they became acquainted with a new way of entering USATF events.

Looking forward to 2007, the national office will continue to support the committee in its marketing and promotion of their events and athletes via the website, Fast Forward, and other outlets. We also will work closely with the local organizing committees in Orono, Boston, Spokane to help in the promotion and conduct of the national championships being held in those cities as well as the hosts of the seven regional championships.

Membership & Sanctions

I am happy to report for the sixth straight year we will have an increase in the number of individual members. Our individual membership reached 91,086 this year and is up 35% from 2000 and 2% from last year. In 2006, 2,426 club memberships were submitted which is basically the same number as in 2005. The number of events obtaining a USATF sanction continues to grow with an expected 4,700 sanctions in 2006.

Below are other highlights from the past year:

Membership Program

- Mailed a welcome packet to each member, which included a membership card, member decal, and a member benefits fulfillment brochure.

- Over 66% of our members joined online compared to 59% in 2005, 51% in 2004, 41% in 2003, and 27% in 2002.
- In 2006 the following companies were added to the growing list of companies that offer special discounts to USATF members: Her Sports, Pro-Tech Athletics, and ChiRunning.
- Continued to communicate with our membership via Fast Forward Express (or email blast outreach).

Club Membership Program

- Worked closely with the Associations and our staff to facilitate quicker submission of club applications into the club membership database.
- Implemented the club “late” fee which encourages clubs to submit their club memberships prior to the busy Junior Olympic season so that club affiliations can be properly administered with respect to athlete representation.
- The national office was slower than usual in our fulfillment of mailing out club membership packets in 2006. This was mainly due to a staff transition in the spring. Looking forward to 2007 we are focused on providing a much quicker turnaround in this area.

Sanction Program

- Expected to process over 4,600 sanctions and 7,000 certificates of insurance. In 2005, 4,555 sanctions were processed.
- All sanctioned events were entered into the USATF event database which resulted in a comprehensive online calendar available for athletes, coaches, and officials.
- We added Electric City (printer of competition bib numbers) and Global Crossing Communications (conference call provider) to the Sanction Benefits Program with each company offering USATF sanctioned events with special pricing on their products.

Association-based Programs

2006 was a successful year in many ways in terms of building infrastructure for our Associations. Below some of the highlights:

Association Workshop

In August, we held our “traditional” Associations Workshop in Pittsburgh, PA. Forty five (45) associations sent representatives to the Workshop with over 140 total attendees. The

Three Rivers Association was our gracious host and setup several activities (including a Pittsburgh Pirates game) for attendees to enjoy downtown Pittsburgh. Sessions at the Workshop included; Criminal Background Screening, Road Race Course Certification, Nonprofit Organization Ethics, Nonprofit Fiscal Issues, “Getting the Word Out,” Event Management, Regulation 15, Membership Rules & Regulations, and Grievances.

Association Accreditation

- Compiled 2005 data in the seventeen accreditation categories for each of the Associations. This data was then compared to the minimum standards in the seventeen categories. Each Association received a customized “2005 Association Accreditation Statistics and Reports” booklet.
- Currently 34 Associations have been recognized with “full accreditation”; 20 are recognized with “provisional accreditation” and 3 are recognized with “suspension of voting rights.”
- For the 2005 accreditation year, nine (9) Associations were recognized with “Outstanding Association” awards for meeting the minimum standards in all seventeen categories plus higher standards in 3 of the categories. The seven Associations were: (Gold) Inland Northwest, Maine (Silver) Long Island, Nebraska, New Mexico, Oregon, Pacific (Bronze) New England, Pacific Northwest
- Continued to coordinate the “Association Bylaws Review” process to ensure that each association’s bylaws fully comply with Regulation 15-B.

Club Championship Events

Worked with USATF Southern California, the Club Council, and Bill Roe to promote and stage the USATF National Club Track & Field Championship in Walnut, Calif. This was the first year the event was held west of the Mississippi River. Despite a fairly aggressive marketing effort the number of participants declined significantly from last year’s championships, which were held in New York City. A total of 230 athletes participated in this year’s event as compared to 480 athletes in 2005.

In addition to the national meet, we worked closely with coordinating the promotion and implementation of the four regional track & field championships. These events were held in Los

Angeles, CA (June 4) - West; Edwardsville, IL (June 17) - North, Waco, TX (June 18) - South, and Albany, NY (July 1) - East. After a 2 year hiatus, the meet in Waco, marked the return of the South Regional Championships. We thank the Southwestern Association for hosting this championship. The West and East Championships had very good turnouts with competitive fields in the majority of the events. The number of participants and the quality of the competition in the North and South Championships continues to be an issue but the fact that the meets are being conducted means that USATF is providing a service to the athletes who look for competition during their post-scholastic years. With the guidance of the Club Council and the Associations Committee, the national office will continue to work to build the regional championship program to ensure that athletes have as many competitive opportunities available as possible.

In conclusion, my sincere appreciation goes out to my very dedicated staff for providing the support to make all these programs and services a reality. You could not ask for a better group than we have in Jim Estes, Sherry Quack, Liz Turner Suscha, Carmen Triplet, and our newcomers - McKenzie Murphy and Kristina Hervey. Each day they come to work ready to provide our constituents with the service they deserve and to find new ways to make the USATF experience a better one.

I also want to thank Walter High, George Mathews, Linda Phelps, Alan Roth, Mike Scott, Skip Stolley, Elizabeth Phillips, Glen Latimer, John Boyle and the rest of the leaders on the Organizational Services, Masters Track & Field, Youth Athletics, Associations, and LDR committees who devote so much time to making our organization function so well. This year has proven once again how valuable their work and dedication is to USATF and the Athletics community.

Respectfully submitted by,

Andy Martin
Director of Grass Roots Programs

With input from,
Liz Turner Suscha
Grass Roots Program Manager, and
Jim Estes
Long Distance Running Programs Manager

Chief Operating Officer/Chief Financial Officer and Director of Finance and Human Resources

The Finance, Human Resources and Operations Departments include finance/accounting, human resources, technology, travel, insurance & risk management, and office operations. In addition, we work closely with member and athlete programs, events, sponsors and other National Headquarters departments on business issues, strategic planning and project execution.

Over the past eight years, we have focused on both quantitative and qualitative goals. On the quantitative side, we manage thousands of transactions as efficiently as possible and seek savings in all areas of the organization. These savings are, in turn, returned to programs or invested in USATF's future. On the qualitative side, we deliver meaningful financial and operational information to our Board, staff and other leaders in the organization. This information goes beyond reporting numbers - we seek to interpret the data and provide proactive suggestions and insights that drive improvements throughout USATF. Over the past few years, we expanded our entrepreneurial approach from the national office and events to major programs such as Coaching Education, Merchandising, On-Line Programs, and the Annual Meeting. This approach not only looks to drive increased revenue and control costs, but also seeks greater customer satisfaction and retention. Conservative estimates place the savings and new revenues from our efforts (including managing costs and growing new revenue streams) at more than one-half of the \$5.6 million in net income generated since 2000.

While the finance and operations staff has generated millions of dollars for the organization, we are equally proud of our non-financial projects such as the intern program and staff retreat, as well as contributions to the strategic plan, fund-raising efforts, and other programs. Thanks to our entire team - Melissa Bowlby in Accounting, Kathy Fox in Technology, Jed Cornforth in Merchandising and Office Operations, and Kim Skinner in Travel - who not only contribute many hours and ideas to the organization, but are great friends.

The Financial Report, contained elsewhere in this booklet, describes the 2005 and 2006 financial results and introduces some highlights of our 2007 budget. We are very pleased to report that the net assets – which had reached a low point with a \$3.2 million deficit in 1999 – have been built to \$2.9 million. While 2000-2005 finances were strong and consistent, we expect an operating loss in 2006 and challenges in 2007. Several of our largest activities, especially travel, have become increasingly expensive and we must work harder for each dollar of revenue from our sponsors, customers, and members. Many NGBs and other non-profits face these challenges. We can overcome these hurdles if we leverage the discipline used in paying off the deficit and work as a team to maintain our focus on the future. We are pleased the Budget Committee will expand its use of multi-year projections to set 2007 and 2008 budgets since this will help smooth out the inevitable ups and downs around an Olympic year.

Despite the projected loss in 2006, we have achieved most of the financial goals of USATF's strategic plan and continued to work on the key financial and operating strategies set out by the Board, Budget Committee and other leaders. In addition to paying off the deficit in 2004 and building reserves in 2005, we hit high marks on other important financial indicators (an athlete spending ratio surpassing 75% and an admin ratio coming in at 7%). These are important performance measures for all NGBs and we continue to perform at the highest levels in this regard. The entire organization should be proud of these accomplishments.

Departmental Activities and Accomplishments

Finance

- Processed over 30,000 transactions (disbursements, receipts, invoices, etc.) at the National Headquarters and another 67,000 through www.usatf.org.
- Closed the 2005 accounting records and prepared the financial statements for the Ernst & Young audit, which resulted in a clean opinion and favorable comments on our business controls and accounting practices.
- Reported to the USOC on our high performance grants and other matter.
- Delivered extensive financial information to the Board and senior staff via Management's

Discussion & Analysis (MD&A) issued three times last year.

- Filed tax returns for USATF and the Foundation. Tax compliance is increasingly challenging as our business operations grow complex and tax regulations increase.
- Distributed more than \$4.25 million in prize money, athlete and coach support funds, expense reimbursements and other payments to athletes and coaches; facilitated the payment of another \$1 million in payments by the USOC; and, forged partnerships with event organizers and sponsors that leveraged another \$2.5 million to our athletes.
- Oversaw the 2007 budget process with the assistance of Larry James and others on the Budget Committee.
- Continued to generate significant real dollar savings for USATF. I am confident the entire department continues to pay for itself in the savings generated over the past 8½ years. On a cumulative basis, these savings exceed \$3 million.

Human Resources

- Hired 8 new employees (with 2 more pending). While it is always difficult to see our now former colleagues move on, we welcome the new additions to our team and look forward to their contributions. .
- Managed an intern program that brought 17 talented college students and recent grads to USATF from 12 different colleges throughout the country. As always, many of our interns came with a track & field background. We continued to improve their experience by expanding their orientation and seeking feedback on projects and accomplishments.
- Continued to monitor compliance with our staff conflict of interest policy.
- Managed a thorough staff performance feedback program that includes year-end and mid-year evaluations, goal setting, and action plan monitoring with a plan to implement upward evaluations of supervisors in the works.
- Continued focus on office communication and team building through our annual staff retreat, bi-weekly staff meetings and ongoing internal communications regarding benefits and other HR matters. Many of the ideas

implemented to orient interns and new hires proved to be meaningful for the whole office so we have expanded the use of departmental overviews and project feedback.

- Continued to manage rising medical insurance costs, working with our broker to keep 2006 rate increases well below industry averages.

Operations

- Managed USATF's merchandise program to continued growth. On-line sales are strong – we expect over 5,000 orders by the end of the year (15% growth over 2005). Combined with event sales, we will generate over \$500,000 in retail sales (merchandise, publications, and event tickets). Over 60% of all on-line sales are to members with tens of thousands of dollars in discounts delivered to our members.
- Rolled out additional video programs (event footage, coaching education) for sale via the on-line store.
- Reviewed, on a continual basis, relationships with all significant vendors.
- Advised hundreds of clubs and events on business issues such as taxes and insurance.
- Provided on-going consultations to the USA Track & Field Foundation on fund raising, grant making, and operations.
- Maintained a comprehensive insurance plan that balances cost with coverage and service despite the significant industry-wide rate increases over the last three years.
- Handled hundreds of athlete and member accident insurance inquiries and assisted several elite athletes with their health insurance issues (coordinating coverage with USOC insurance, clearing up disputes, etc.).
- Maintained office technology and replaced hardware on a “rolling” basis in a cost efficient manner.
- Issued approximately 2,200 travel-related transactions, mainly airline tickets, at an average cost that is more than 20% below industry averages.
- Liaised with several local organizers on Visa Championship Series and National Championship event planning and execution,

forging partnerships that benefited USATF and our athletes, coaches and members.

- Worked with the Annual Meeting Site Selection Subcommittee (a subcommittee of the Organizational Services Committee) to propose a site for the 2011 Annual Meeting. The subcommittee will hear final presentations from three finalists and present the best option at the Closing Session. We are truly excited to have three options with great facilities, low room rates and other incentives.

Compliance

- Maintained and updated various organizational policy documents (now posted online at www.usatf.org/about).
- Provided support to the Ethics Committee's work on a new organizational Code of Ethics which was reviewed by the USOC and approved by our Board of Directors in October for a January 1, 2007 implementation.
- Provided support to the Audit Committee's Board-requested assessment of travel, staffing, finances, and other logistics related to sending major teams to international championships. This project helped drive significant improvements in many areas as we head into 2007.

Looking Ahead

Looking ahead, we plan to continue working hard to maintain our status as an efficient business organization – one that places its athletes, coaches, volunteers, members and fans at the top of the organizational chart. We are running a very cost-efficient NGB and we will maintain our position as a leader in the USOC family. We can reach that goal by keeping our focus on our strategic plan, adhering to all policies and procedures, and leveraging the contributions of all staff and volunteers. We have already seen the benefits of running segments of our business as an entrepreneur would – serve customers, contain costs, and grow revenues. We need to extend that attitude to more programs and events. Fortunately, the national headquarters staff, the Board and the Budget Committee will be a part of these efforts, so we are confident we can continue to reach even the highest goals.

Submitted: Jim Elias and Gina Miller

Marketing

2006 proved to be a challenging, yet rewarding, year. As a department, we increased sponsor activation around various USATF programs including the Visa Championship Series, Youth Track & Field and Masters Road Running. We also added strategic partners such as Ameriprise Financial, Charles Schwab and Finish Line which focused on a specific segment of USATF.

Listed below are a few highlights from this year:

VISA CHAMPIONSHIP SERIES

- The start of the New Year has brought great excitement and challenges as we worked with our partners (old and new) to launch the 2nd season of the Visa Championship Series. In year two, USATF added a few fan interactive programs driven through our website which allowed the series to actively promote the sport of track and field to general sports fans due to the new fan-friendly aspects of the elite tour. The new elements included:
 - A weekly cash bonus (\$2500) to the top athlete of the meet (based on performance) – “Team USA Athlete of the Meet”
 - A weekly cash prize to the fan that correctly selects the top athlete of the meet (\$250 with selections made via the web)
 - Grand Prize for the top indoor athletes and the consumers that correctly select the athletes
 - \$25,000 per athlete
 - \$2,500 per consumer
- Launch of www.visachampionshipseries.com
 - This is the official website of the Visa Championship Series it was used to promote the athlete points race (weekly and grand prize), consumer promotion (cash bonus program) and athlete blogs.
- 2006 saw the integration of new USATF sponsors into our various programs, as well as the extension of current USATF sponsors, including:
 - AT&T (new)
 - Gleukos (new)
 - Connor Sport Court (new)
 - The Hershey Company (extended)
 - Gill Athletics (new)

- Ameriprise Financial (road running)
- Finish Line (event specific)
- Charles Schwab (event specific)

- Over 3,000 fans participated in the consumer on-line promotion via www.visachampionshipseries.com

PARTNERSHIPS

- Finalized the Hershey Company/USA Track & Field contract which will ensure that our partnership lasts through 2008
- Reached agreement with Tyson Foods to make them a new sponsor of USATF, select Visa Championship Series events, and several road running events through 2008
- Worked with the CEO and PAA to increase the Visa Championship Series bonus pool payout to \$320,000 for the outdoor season.
- Worked with the Indianapolis Local Organizing Committee to secure local partnerships with Finish Line and Charles Schwab in support of the Outdoor Championships.
 - Finish Line will title sponsor the USA Junior National Championships.
 - Charles Schwab will support the AT&T USA Outdoor Track & Field Championships.
- Worked with Nike, Visa and AT&T to increase spending with USATF. Increased spending focused on advertising, on-site support of events and athlete appearances
- Successfully conducted a Team USA exhibition event in Hershey, PA during Hershey’s Track & Field Games – North American Final. Team USA athletes were joined by Rafer Johnson, Carl Lewis and Dan O’Brien to help inspire the kids that made the finals of Hershey’s program. We conducted six Team USA exhibition events and generated an ESPN2 video recap that aired during the PAA broadcast from Eugene. This event was key to Hershey’s continuing its relationship with USATF and growing the partnership in the coming years.

STAFFING

- As many of you know, Sarah Davis, my direct report and Marketing Manager, secured a fantastic position with the Indy Racing League (Director of Business Affairs) in early May. She was a tremendous asset and a great friend and is sorely missed.

- My new Marketing Coordinator, Mandy Roost began on June 12, 2006. She previously worked at Disney's Wide World of Sports in Orlando. If you see her, please take time to welcome her to Indianapolis.
- As of this report, I am looking to fill on last position within my department. My hope is that all of you will get to meet the new person during the 2006 Annual Meeting.

2007 and BEYOND

- Recently began a "Sponsor Recap Tour" with Craig Masback and Mandy Rost. During these visits, the marketing department meets each sponsor to review the Visa Championship Series and give a report on USATF's performance vis-à-vis the sponsor's contract.
 - The good news is that the 2006 Visa Championship Series delivered approximately eight hours of visual exposure for sponsors...this translates to approx. \$9.9M in advertising value for those partners. We look forward to growing that in 2007.
- The Visa Championship Series continues to perform well and provide an outstanding marketing platform for USATF sponsors (and great competitive opportunities for our athletes).
- Currently working with sponsors to develop 2007-2008 activation plans which include opportunities with the Olympic Trials in 2008.
- Attended the USOC Sponsor Summit in Colorado Springs. The main goal was to meet and garner sponsor interest from USOC partners that are not USATF sponsors including Home Depot, Kodak, Coca-Cola, Kellogg's and Amino Vital.
- The Hershey Company and USATF agreed on a plan to support the 30th Anniversary of the Hershey's Track & Field Games. The agreement includes facilitating relationships with USATF legends and select members of Team USA along with a kick-off media event in NYC.

Submitted by:

Ivan Cropper
Marketing Director

Communications

The USATF Communications Department is composed of Director of Communications Jill Geer, Associate Director of Communications Susan Hazzard, Media Information Manager Tom Surber, Communications Coordinator Vicky Oddi and Webmaster Keith Lively.

2006 proved to be a year of familiar, yet unique challenges for the Communications Department. While the doping issue faded to the background in 2005, it returned to the forefront in 2006. The resurgence of drug-story coverage, combined with the lack of a World Championships or Olympics, meant a decrease in profiles and coverage of our elite athletes on a national level.

However, the Communications Department devoted more time and energy than ever into a new hometown media outreach effort. Formally implemented over the summer, the program was targeted to junior/youth athletes as a "beta test" in order to determine which methods best will serve the needs of local media. The result was hundreds of local stories and a template that will be used in 2007 to expand local outreach to masters and elites.

Below is a report of the Communications Department's activities and accomplishments in 2006, organized topically.

Media Services/Communications

- Between January 1, 2006 and October 24, 2006, the Communications Department issued 345 press releases, 73 editions of News & Notes and 19 editions of Long Distance Running notes, for a total of 450 releases, with two full months still remaining in the year. Releases covered all aspects of our sport, from track & field to long distance running and race walk; from youth to elite to masters.
- Our "Athlete of the Week" Program, instituted in 2001, honored a wide variety of athletes in 2006. Through October 24, the breakdown of Athlete of the Week honorees by event group was: Open/Elite (69%) Youth/Junior (20%), Masters (12%).
- We continued our efforts to gain coverage of the sport in "mainstream" media, with limited success given that it

was a non-championship year in which drugs were the main topic beginning in late June/early July. The sprinting exploits of Sanya Richards, Jeremy Wariner, Xavier Carter, Tyson Gay and Wallace Spearmon were most often featured in track and field coverage, while Deena Kastor's American record in the marathon garnered mainstream attention as well. The race walk community received coverage by several radio programs. Generating non-traditional, lifestyle (non-sports) coverage of athletes will be a prime goal in 2007 and beyond.

- Despite being a “non-championship” year, the Department generated a strong electronic media appearance, with at least 40 radio or television appearances/interviews arranged. This number does not include appearances arranged by LOCs for the USA Outdoor Championships and other Visa Championship Series events.
- Success on the “hometown” media front was marked, due to a new hometown outreach program. Instituted for the USA Youth Championships, Junior Olympic Championships, Finish Line USA Junior Championships, NACAC U-23 Championships and World Junior Championships, the program directly resulted in at least 190 local media “hits” about local athletes, beyond basic meet coverage.
- Communications Department staffers attended a 22 events, including the Visa Championship Series, U.S. and World Cross Country Championships, World Cup Youth Athletics, World Youth Championships, Pan Am Juniors, Junior Olympics, and Masters Indoor and Outdoor Championships. The result was continued increases in Web site traffic, better local coverage and an increased sense that USATF's constituencies are being served.
- USATF hosted 8 teleconferences during the year with elite athletes, in addition to LOC-hosted teleconferences, in promotion of the Visa Championship Series and other events. We also hosted live press conferences at each Visa Championship Series stop.

- Jill Geer engaged in increased efforts to help educate grassroots organizers about working with the press, speaking at a workshop held at the Boston Marathon as well as the Associations Workshop. She also hosted a joint session with Brett Goodman of NBC at the Elite Athlete Retreat to help educate elite athletes about how best to market themselves.

Be A Champion

- USATF's cornerstone community outreach program, Be A Champion, had its biggest year to date. A partnership between USA Track & Field (USATF) and the American College of Sports Medicine (ACSM), Be A Champion is aimed at educating youth, parents, educators, and coaches about the positive results that come from leading a physically active, drug-free and healthy lifestyle. A program in which the heroes of track and field work directly with young people around the nation, Be A Champion has grown from a start-up program to one of USA Track & Field's most successful initiatives. It is coordinated by Susan Hazzard.
- In 2006, a total of 17 USATF-organized events featuring 34 elite athletes impacted over 7,000 students in person, with nearly 10 million reached through television vignettes aired during the Visa Championship Series. Additionally, athletes around the country, including Shelia Burrell, Michelle Perry, Derrick Brew, Monica Cabbler and others, used the Be A Champion curriculum to go into their own communities and speak to students during the off-season and their down time.

Publications

Susan Hazzard submits the following summary of 2006 Publications projects:

- USATF will have produced the following periodicals in 2006: four issues of *Fast Forward*, the USATF membership magazine that goes to approximately 90,000 recipients; and five issues of *Elite Beat*, which goes to roughly 2,200 elite athletes, agents, and coaches.

- Additional publications included (but were not limited to) the *USATF Media Guide and FAST Annual*, USATF's 700-page statistical and biographical handbook; the Indoor Track & Field Championships program; Annual Meeting Awards booklet; and a full-color program for the Jesse Owens Awards dinner at the Annual Meeting. For the second year, the USATF Directory was published entirely online to ensure accuracy of information, while the USATF Rulebook and Governance Manual were printed as well as put online.
- USATF published the fourth edition of the *Elite Athlete Handbook*, distributed to athletes, agents, coaches and others. Edited by Melissa Beasley, the handbook contains information on athlete funding, anti-doping, media training, the Olympic Training Center, financial and tax tips, National Team info, and other topics.
- Upgraded the Online Event Entry System by adding new customization for various meet/race requirements.
- Upgraded the Membership System:
 - Added the ability for members to donate during the registration process.
 - Implemented functionality to support the Criminal Background Check Program.
 - Made several enhancements to speed system performance.
- Developed a Course Measurers Search so race directors can find someone to measure their course; added expired and other archived courses to the Certified Course Search; put the RRTC directly in charge of updating the online database to make updates more efficient.
- Added elevation profiles to America's Running Routes. The site now has more than 80,000 saved routes.

Web site

Keith Lively submits the following summary of 2006 Web projects:

Global Issues & Plans

- Continued implementation of the Internet Unification Plan, the purpose of which is to bring all USATF content onto the USATF website instead of having separate websites for various USATF groups. In 2006, Masters Track & Field was brought on-site maintaining their own content.
- Continued the success of the website as a business tool; following are the dollar amounts transacted through the USATF website since the inception of e-commerce capabilities in 2001:
 - 2001 - \$ 95,154
 - 2002 - \$ 407,996
 - 2003 - \$ 628,357
 - 2004 - \$1,014,818
 - 2005 - \$1,433,298
 - 2006 - \$2,000,000 (projected)

Programming

- Began handling online registrations and online exams for Coaching Education Level 1 schools. Over 200 exams have been completed online (as of 10/9/06).

Use of Existing Systems

- Handled online registrations for 14 national championships, 4 regional championships, 7 Association championships, 17 coaching education schools, and three meetings (including the Annual Meeting), which totaled over 20,000 registrations (78% online).
- Approximately 66% of members (over 52,000) registered using USATF's online membership registration in 2006 compared to 58% in 2005 and 54% in 2004.
- The searchable online calendar contained nearly 5,100 events for 2006.

Content

- Provided live results and daily photo galleries for the USA Indoor Track & Field Championships and USA Outdoor Track & Field Championships, and created DVDs of the Visa Championship Series meet broadcasts, for sale in the Online Store.

Respectfully submitted by:

Jill M. Geer
Communications Director