



USATFTM

President's Annual Report

USATF Annual Meeting | Columbus, Ohio
November 30 – December 3, 2017

The first year as President has been awe-inspiring and eye-opening. The unrelenting determination of our volunteers, the tremendous performances by our athletes, the constant hard work of our coaches, and the overarching leadership from the National Office and Board of Directors, Chaired by Steve Miller, has validated why USA Track & Field (USATF) is an internationally renowned organization. As I traveled throughout the country engaging with associations, committees, constituent groups and stakeholders, I have come to understand how passionate we are as an organization and how much effort and collaboration goes into delivering top-notch programs and events for our diverse members.

My inaugural year has been dedicated to listening. With 57 associations, 23 committees, five councils and an extensive list of partners and stakeholders, it was imperative to learn and discover the issues that are important for each part of USATF. This report highlights what has been shared with me this past year and gives a glimpse at what lies ahead.

I personally thank each and every one of you for what you do to make USATF what it is today and for your commitment to our continued growth.

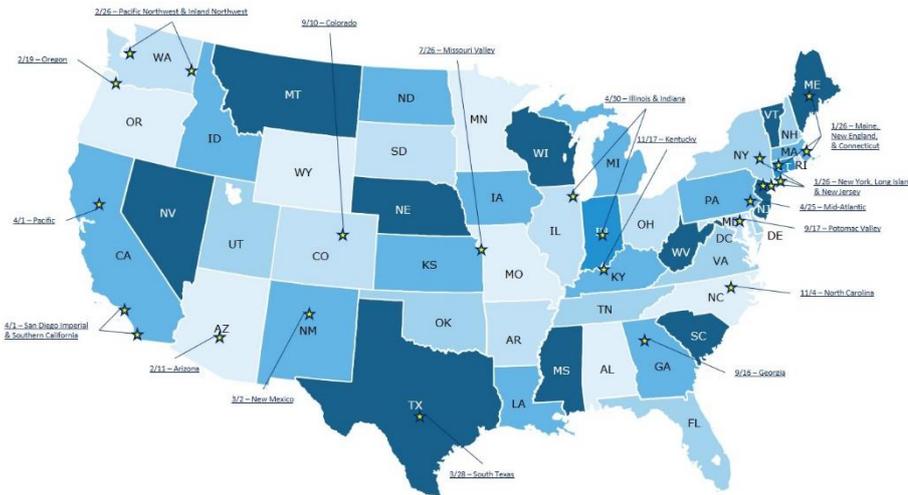
A handwritten signature in black ink, appearing to read 'Vin Lananna'.

"The first year as President has been awe-inspiring and eye-opening."

Vin Lananna
President, USATF

USATF President Listening Tour

Over the past twelve months, the Listening Tour was conducted in 17 cities across the US with 24 associations. The tour kicked off in New York City in January and the last stop of 2017 took place in Louisville in November. I thank each association for their hospitality and I appreciate the impactful engagement from each visit.



Listening Tour Stops in 2017



New York Listening Tour

The goal and vision of the Listening Tour was to hear what issues are experienced at the grassroots level. As President, I represent and serve the vast volunteer force that makes this organization run. The best method for representing membership is to gain an understanding of the topics and issues that affect individual members, only then can I be an active voice for our volunteers. Many of you have provided valuable insights that our organization should address. From the 17 tour stops, the following major themes have been identified. These are growing the organization, adding value to being a USATF member, local clubs and athletes gaining access to training facilities, improving communications, and enhancing the USATF website.

Key Discoveries

Membership Growth & Value

Expansion & growth of USATF Membership is a top priority across all Associations visited.

What methods exist for reaching new markets?

How does the organization capitalize on the increase in participation of youth in track & field and cross country?

What initiatives or incentives can be provided to increase retention and attract new Members?

Access to Facilities

Strategizing with all stakeholders to increase availability of venues and facilities is critical to ensure the sport is accessible to Associations, Clubs, and Members.

What role can the National Office serve to support Associations gaining access to local facilities?

What programs or partnerships can be formed to increase access to venues and facilities?

Communications

Continuously improving lines of communication between the National Office & Constituencies is optimal.

What processes and best practices can be put in place to enhance communications?

What internal controls can be implemented to ensure success?



Atlanta Listening Tour

The way forward is to analyze each of the reoccurring topics and bring together key players to develop strategic goals for each item. We then need to determine if potential solutions are feasible, affordable, and suitable. It's important to allow the experts to analyze and vet the feasibility of these endeavors. No matter what is determined, it is essential to maintain a transparent process and to keep communications open with candid follow up discussions with all stakeholders. We must be patient during this process as our organization has many competing priorities. I urge us to be accountable, while demonstrating an understanding that large, costly projects will inevitably take time to execute.

Elite Athletes & High Performance

At the forefront of our sport are the elite athletes. In London, Team USA continued to demonstrate that we are the world's #1 track & field team. The 30 medals spread out across the majority of the disciplines provide proof that our high performance programs are effective and this is a clear measurable indicator of performance.

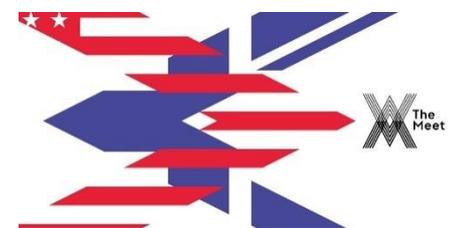
RANK	COUNTRY	Gold	Silver	Bronze	TOTAL
1	UNITED STATES	10	11	9	30
2	KENYA	5	2	4	11
3	SOUTH AFRICA	3	1	2	6
4	FRANCE	3	0	2	5
5	PR OF CHINA	2	3	2	7
6	GREAT BRITAIN & N.I.	2	3	1	6
7	ETHIOPIA	2	3	0	5
8	POLAND	2	2	4	8
9	GERMANY	1	2	2	5
10	CZECH REPUBLIC	1	1	1	3



London 2017 Medals

USA Track & Field continues to be collaborative as we constantly strive to maintain our position at the top of the podium. Our High Performance Division led by Mike Conley, Athlete Advisory Committee led by Jeff Porter, and the Podium Coaches have reaffirmed our commitment to work hand-in-hand to identify areas of improvement and to develop strategic programs that continue the success of Team USA at the world championships and Olympic Games.

In addition to our continued success, we find USATF being creative and innovative in generating new and exciting opportunities for our elite athletes and our fans. The US vs UK Meet is a prime example of this effort led by Max Siegel and Renee Washington at the National Office. This kind of out-of-the-box thinking is sure to enhance the fan/spectator experience and provide new platforms for our athletes to showcase their talents to international audiences.



US vs UK – The Meet

As our organization looks towards the future to discover ways that enhance the development of our athletes, we should emphasize the important role the collegiate coaches play in our system. The NCAA is a preeminent development program and the coaches that lead this effort are vital in the future of our sport. The collegiate coaching system in the United States provides seamless growth and development for future Team USA athletes.

The collegiate coaching ranks are a key player in potentially generating access to facilities and meets for USATF members and clubs. From the Listening Tours, it was clear that access to facilities is a nationwide concern and I believe that the collegiate running programs are the key to addressing this issue and potentially being the catalyst for generating more collaboration between USA Track & Field, the NCAA, and the US Track & Field and Cross Country Coaches Association. Together, our organizations can discover solutions that are beneficial for all parties that help improve the development of our future athletes.

Youth

As highlighted by USA Track & Field Chief Executive Officer, Max Siegel, at the 2016 Annual Meeting in Orlando, youth participation in cross country and track & field is witnessing tremendous growth and success. I was able to witness the immensity of youth athletics at the USATF National Youth Outdoor Championships in Illinois, the USATF Hershey National Junior Olympic Championships in Kansas, and the USATF Junior Outdoor Championships in California. We must find more creative ways to capitalize off these metrics. An outreach program for coaching education targeted at high school and middle school coaches could be another way to increase youth participation in USATF events.

While on the Listening Tour, youth issues were a frequent topic of discussion. Our youth members and the volunteers who work with our youth athletes make up a large portion of our membership. Collectively, our youth are vital to the future success of Team USA. Tricia Myers, Youth Athletics Division Chair, Sam Germany, Board Member, and the entire Youth Executive Committee (YEC) is working with the national office to elevate the issues that are important to the youth in order to find ways to move our organization forward. Thoughtful consideration will be required to find solutions to these admittedly complex issues. Topics surrounding meet management, credentialing and communications, have implications and interdependencies that must be fully understood before any potential solutions can be implemented. I am confident in the leadership of the YEC that plans can be formulated that advance youth athletics initiatives and I am hopeful that progress will continue to be made in 2018.



USA Track & Field Youth Athletes

Para Athletics

It has been an exciting year filled with new opportunities for our para athletes. I am proud of the work our Para Athletics Committee Chair, Thom Confer, is doing to promote Para Athletics and the partnerships being formed to increase both competitive opportunities and inclusion within the sport. The recent collaboration with Adaptive Sports USA and Adaptive Track & Field USA to create the first ever USATF Para Youth Championships is a great example of the forward-thinking our organization needs to expand our reach to new and emerging markets.

Our first RunJumpThrow for adapted youth organized by the National Office was a huge success. I look forward to the future of these programs and to seeing how we might grow them in the coming years.



Masters Athletics

Masters Athletics continues to expand in both participation and in level of performance. As USA Track & Field celebrated the 50th anniversary of the USA Masters Championships this past summer in Baton Rouge, it was easy to see why Team USA performs so well at the international level. We all value the hard work and dedication our masters athletes display as they represent our sport. Equipping our masters teams in official USATF team gear and having staff support the team was a huge step forward. I see this type of service as an attractive way to generate new members for USATF and I hope Rex Harvey, Master's Track & Field Committee Chair, and his team can continue to find ways to better support masters in the future.



Team USA Masters Athletes

Mountain – Ultra – Trail

This year, I had the honor to join Mike Scott, Long Distance Running Division Chair, and Nancy Hobbs, Mountain-Ultra-Trail Council Chair, in being a spectator at my first Mountain Running event, the USATF Mountain Running Championships in Conway, NH. It was amazing to see the excitement surrounding this sport and to see how it truly attracts athletes of all ages and abilities. The athletes demonstrated grit and perseverance to transcend their limits as they climbed the grueling terrain of Cranmore Mountain.



Top finishers from USA Mountain Champs

We also saw great performances by Team USA at the World Mountain Running Championships in Italy. Pair this with our National Office investing in sending full youth teams to the World Youth Cup and we are sure to see continued growth and excellence from the Mountain-Ultra-Trail Council and our athletes.

Officials

Our officials continue to be a steady force dedicated to providing a fair and safe field of play for our athletes, coaches, and fans. It is no secret that our organization must address the need to recruit, develop, and mentor a new cohort of officials to ensure seamless support for the long term of our sport. We must do so in a way that increases diversity and is inclusive. The Officials Chair Mike Armstrong, Board Member Len Krsak, and their leadership team is tackling this concern head on with support from the National Office. They have recently made tremendous progress and we all wait eagerly to see the plans come to fruition. This effort will require a long term commitment.



USA Track & Field Officials

Way Forward

As President, I represent the 130,000+ members that make up USATF and the volunteers that serve on the various committees and councils – all those who make our events a possibility. Whether you serve on a national committee or rake sand pits at a local association meet, you are important to this organization. Moving forward, one of my goals is to continue to support collaboration between our National Office, the Board of Directors, and the expertise that resides in our volunteer force. I strongly believe that by working together in concert we can drive this organization to greater heights. Our committees and councils should be well-aligned and move together to ensure our business objectives are linked with our operational and performance objectives, all while keeping the athletes at the center of it all. I intend to utilize the expertise of Volunteer Council to review strategic initiatives for current and future policies and programs. Enhancing teamwork will collaborative efforts across our organization.

I am excited about the work ahead and the opportunities which exist for USA Track & Field.

Vin Lananna

President, USA Track & Field

Tel: 541.972.0730

Email: vincentlananna@gmail.com