

**2014 USSA Club Excellence Conference  
Breakout Session Descriptions**

*All breakout sessions will consist of a presentation  
leaving time for club input and discussion.  
All sessions will include practical take-aways that clubs can implement.*

**Breakout session A  
Tuesday May 13 3:00 – 3:45pm**

**A.1 Organizational Performance: Leadership and planning techniques, Where are we? Where are we going? How will we get there?**

Presenter/Facilitator: Brian Krill, USSA Club Development Manager

*Brian will present a framework for how USSA clubs can implement better leadership and planning techniques. This presentation and discussion will review the roles and responsibilities of club leadership (board and staff), club evaluative structures, creating vision and buy-in, and strategic planning.*

**A.2 Athletic Performance: Making the most of your coaching staff - position descriptions and evaluation techniques**

Presenter/Facilitator: John Armstrong, Club Consultant

*“We have a hard enough time finding qualified and quality coaches, now you want us to give them a position description and evaluate them?” Yes! This session will present ways to increase the professionalism and effectiveness of your coaching staff. Topics will include: how to draft position descriptions, evaluation techniques, professional development, professional development incentives and staff team building.*

**A.3 Athletic Performance: Best in the World: What does that look like or mean at every level? What roles do we all play?**

Presenter/Facilitator: Bob Devaney, Club Consultant  
David Galusha, Club Consultant

*Using references from the world of hockey and professional leadership, Bob will present a new mindset for the “Best in the World” motto. This often seems quite detached from what clubs and our youngest athletes are doing on a daily basis. So what does this mean to you or to them? How do we recognize “Best in the World” for what it is at every level of the pipeline with clubs, coaches, athletes and parents? This session will present and discuss how all USSA members and participants can contribute to the Best in the World vision and what that may look like for an 8 year old! A parent! A coach! A club!*

**Breakout Session B  
Tuesday May 13 4:00 – 4:45pm**

**B.1 Club Development and Certification: How your club can benefit from and use new USSA club resources**

Presenter/Facilitator: Brian Krill, USSA Club Development Manager

*Brian will provide a step-by-step description of all the new resources available to clubs including but not limited to: Guide to Club Excellence, club certification, new club resources webpages, club news and stories, club excellence workshops. Also, Brian will help map out the “how and who” with regards to clubs making the most of these resources.*

**B.2 The art and importance of collaborations and strategic partnerships**

Presenter/Facilitator: Steve Cohan, Club Consultant  
Rob Clayton, Executive Director SVSEF

*Clubs can't do it alone, and club success relies heavily on the club being more of an asset to the larger community. Steve and Rob have some examples, big and small, about how clubs can partner with their communities and strategic partners. This session will also explore ways in which clubs can engage in a variety of collaborations and strategic partnerships to*

*increase capacity as well as drive up enrollment numbers, funding and community support. The different levels of collaborations and agreements will be discussed as well.*

### **B.3 Strategies and tools for getting parent and club buy-in for LTAD**

Presenter/Facilitator: Jon Nolting, USSA Sport Education Director

*Leaders throughout coaching and athletic circles, both nationally and internationally, are embracing the long-term athlete development model. This is driving new and innovative training and athlete management strategies – especially at the earlier developmental stages. Jon will present the resources, strategies and some data to not only help debunk old school mentality and practices that do not support LTAD, but also ways to get you, your club, your coaches, your athletes and your parents to fully embrace an LTAD model such that it becomes “just the way we do things here.”*

## **Breakout Session C Tuesday May 13 5:00 – 5:45pm**

### **C.1 Strategies and tools for parent education and parent mentoring programs**

Presenter/Facilitator: David Galusha, Club Consultant  
Brian Krill, USSA Club Development Manager

*Parents are a necessary and important part of the athlete’s team. They are also critical to club success. This session will walk through resources that will help define roles and responsibilities of the club, parents and coaches. How does this information then get distributed and embraced by your club and club parents? What parent orientation and on-going parent education is recommended? How can you create and use a parent-mentoring program?*

### **C.2 Implementing a consistent curriculum and common coaching language throughout your programs**

Presenter/Facilitator: John Armstrong, Club Consultant

*Does your club use a consistent coaching language? Do you have a club glossary or technical statement? How consistent is this in the different levels of programming represented by your club? Is your entire staff trained along the lines of this coaching language and a common curriculum? Is this consistent with USSA, PSIA and other recognized professional ski training language and terminology? Most importantly – do your athletes understand?? This session will focus on ways that your club can formulate a more consistent curriculum and coaching language throughout all levels of programming, and be sure that it is in alignment with national structures and resources. The importance of making strides here as clubs and as a country will be emphasized.*

### **C.3 Incorporating mental skills training and sport psychology: building a program that focuses on skills not intervention**

Presenter/Facilitator: Lester Keller, USSA National Alpine Development Director and  
Performance Psychology Coordinator  
Erin Beskid, SSCV Peak Performance Coach

*Continuing to build skills in multiple areas is the crux of athletic success. Too often, mental skills and sport psychology are an afterthought or implemented by multiple coaches in a variety of ways. This does not encourage or support young athletes in building mental and sport psychology skills (in a systematic or programmatic manner) as they mature through the athlete pipeline. Often young athletes then reach levels of competition that they are ready for physically, but have not developed necessary mental and psychological skills. This then leads to intervention. This session will present and discuss how to incorporate mental skills and sport psychology into your program such that all your athletes are truly building skills in this area every step of the way.*

**Breakout Session D**  
**Wednesday May 14 9:00 – 10:00am**

**D.1 Measuring Club Success – Long Term Organizational Development**

Presenter/Facilitator: Brian Krill, USSA Club Development Manager

*“We want to become a better and stronger club!” What does this mean? What are the key performance indicators? How will you know if you are getting better or stronger? How long will this take? What or who needs to be involved? This session will map out strategies for measuring club success in a variety of areas. Also, participants will have a better sense of the initiatives that may be feasible in a 1,3,5 or 10-year time span. Examples of how clubs (and other organizations) have truly taken things to the next level will be examined and discussed.*

**D.2 Measuring athletic success from grassroots to elite**

Presenter/Facilitator: Jon Nolting, USSA Sport Education Director  
USSA Sport Staff  
David Galusha, Club Consultant  
Troy Price, Rowmark Ski Academy Junior Program Director  
Ross Powers, Stratton Mountain School Snowboard Program Director

*With the USSA training system recommendations and a long-term athlete development model in mind what are the most effective ways to measure athletic success and progress at the developmental level? What are the best ways to determine the potential for long-term athletic success at elite and elite hopeful levels? What factors lead to athletic success throughout the pipeline? USSA sport staff will facilitate this discussion and participants from different clubs will present and discuss examples.*

**S.W.O.T. Breakout sessions**  
**Wednesday May 14 10:15 - 11:15am**

Each sport will break out to do a S.W.O.T. analysis focusing on national athletic success from grassroots development to transitioning into elite competitions and the national team.

**Facilitators**

Cross Country: Brian Krill  
Alpine: Haley Smith  
Snowboard/Freeskiing: Jon Nolting  
Freestyle: Steve Cohan

**Biographies for Presenters and Facilitators**  
**(non-USSA staff club consultants)**

**John Armstrong: USSA Club Consultant**

John Armstrong's experience in the ski industry is vast. He has served as an instructor and coach, in governance and in other leadership roles both nationally and internationally. John has worked with clubs, the U.S. Ski team, ski schools, resorts, and governing bodies of the same around the world throughout his career. John is a nationally and internationally recognized industry professional and a published author in numerous publications.

- New Zealand Ski Instructors Alliance (NZSIA)
  - 1971 Founding Member
  - 1971, 1972, 1979 Stage I, Stage II Certified and Life Member respectively
  - 1979 and 1983 NZSIA Interski Team Coach
- 1974 Ecole Nationale de Ski et Alpinisme, France. Certified Stage Auxiliere ski instructor
- Professional Ski Instructors of America (PSIA)
  - 1971 Associate, 1972 Certified, 1973-1997 Examiner
  - 1996, 2000, 2004, 2008 National Alpine Demonstration Team selector
- 1985-1989 International Ski Federation (FIS) Conference Member, Committee on Ski teaching and training.
- United States Ski Coaches Association (USSCA)
  - 1980, 1982, 1989 Certified Coach, Level I Clinician/Examiner, Level III Examiner respectively
  - 1989-1994 Chief Examiner
  - 1993, 1998, Current Level IV Master Coach, International Certified Coach, Level 500 Coach respectively
- 1986-present United States Ski Association (USSA) Certified Alpine Official, level IV. CC4, CO4, CR4, RA3.
- 1974 -2011 various PSIA governance positions including but not limited to:
  - Western Board of Directors and Executive Vice President

- National Board Representative
  - National Ski Areas Association (NSAA) Task Force Member
  - National President and Chairman of the Board
  - International Vice President to International Ski Instructors Association and Interski
- 1980-1996 various USSCA governance positions including Board of Directors, President, Secretary/Treasurer and Alpine Education Committee.
- 1984-2006 various USSA governance positions including Board of Directors, USSA/USOC Compliance working group member, USSA Appeals Committee and Course Approvals Committee.
- 1996 United States Skiing Board of Directors, CEO Search Committee member and USOC Compliance Review Committee.
- 1984-1987 United States Ski Education Foundation Board of Trustees.
- 1980-1984 Far West Ski Competition Board of Directors
- 1985-1998 High Sierra Sports Foundation Board Member
- 2009-1012 Executive Director, Mammoth Mountain Community Foundation
- Industry Service Awards
  - 1987 Bill Mackey Award to the outstanding ski area representative, given by the Far West Ski Association and Far West Ski Competition.
  - 1988 Terry Smith Award, for outstanding contribution to intramural racing, given by the Far West Ski Association.
  - 1987 and 1994 Bacon Award, accepted on behalf of the Mammoth Mountain Race Department – given by USSA for excellence in race organization.
  - 1994 Bill Mackey Award.
- Employment
  - 1971 Instructor – Dodge Ridge, CA
  - 1972 and 1973 Instructor – Mammoth Mountain, CA
  - 1973 and 1975 Coach – New Zealand Ski Team
  - 1974 Alpine Coach – Mammoth Mountain, CA
  - 1975 Assistant Director and Coach – Mount Hutt Ski School, New Zealand
  - 1976 and 1977 Director – Mount Hutt Ski School, New Zealand
  - 1977 Instructor – Keystone, CO
  - 1977-1985 Coach and Supervisor – Mammoth Mountain Race Department
  - 1981 Director – Mount Hutt Race Department
  - 1985-1990 Assistant Director - Mammoth Mountain Race Department
  - 1989, 1990, 1992 Assistant Coach – United States Men's Downhill Team (Chile, Argentina)
  - 1990-1998 Director – Mammoth Mountain Race Department
  - 1994, 1997, 1998 Chief of Race – Mammoth Mountain FIS Alpine World Cup
  - 1998-2002 Director – Mammoth Mountain Sports School, Race Department and Terrain Park
  - 2002-2009 Director of Corporate Training – Mammoth Mountain Ski Area
  - 2009-2013 Training Manager – Mammoth Mountain Ski Team

#### Education

- Graduated from Hawera High School, New Zealand 1967
- Victoria University of Wellington, New Zealand 1968-1970

#### **Bob Devaney: USSA Club Consultant**

Bob Devaney is currently an organization consultant, advisor and executive coach. His primary focus is executive coaching, working one-on-one with senior level executives to enhance leadership skills and promote personal development. For the past 13 years Bob has worked extensively with Board Members and Chairs, CEOs, Vice Presidents, Directors and high potential employees for a variety of companies (international and domestic) involved in many industries.

Formerly with NYNEX (now Verizon), Bob served in a number of senior leadership roles including President and CEO of Vermont, as Executive Director-International for NYNEX Worldwide Services Group, Inc. and a series of leadership positions in the operations side of the communication industry over a 24-year corporate career at Verizon. He also served as Vice President of Business Development for Northern New England Gas Corporation.

- 2002 Olympic Coordinator/Special Projects for The Canyons Resort, and Summit County Olympic planning committee.
- Division 1 hockey player at Brown University, team captain, Brown Athletic Hall of Fame.
- Attended University of Alberta and played hockey for the Alberta Golden Bears after which he went on to play and coach in Switzerland.
- Raised 3 sons (USSA competitors up to Junior Olympic levels), former ski instructor and life-long skier.
- Level 4 USA Hockey coach, local team coach, USA Hockey coaches' certification coordinator and adult clinician in the Park City area.
- Mentor, Master Track Program Westminster College, Salt Lake City.

#### Education and Professional Degrees

- B.A. History: Brown University
- Completed graduate studies in Education: University of Alberta and Harvard Business School (PMD).

#### **David Galusha: USSA Club Consultant**

David Galusha is a seasoned veteran of alpine ski racing, as well as a veteran of the U.S. Navy who was honorably discharged after serving his country from 1968 – 1972. As Director of the Park City Ski Education Foundation for almost 15 years, a USSA Eastern Regional Director and U.S. Ski Team Coach throughout the 90's and a Program Director and Head coach at various ski clubs in Vermont throughout the 70's and 80's, David has experienced

USSA ski clubs at every level. Further, he has engaged in the sport's leadership and governance structures while also playing a role as an examiner, clinician and in the development of special projects for the United States Ski Coaches Association (USSCA) and the United States Ski and Snowboard Association (USSA).

- 1996-2009 Director, Park City Ski Education Foundation / Park City Ski Team
- 1993-1996 Eastern Regional Director, USSA
- 1990-1993 U.S. Ski Team Coach (Men's and Women's Development Teams and Women's C Team)
- 1980 -1990 Program Director and Head Coach, Killington Ski Club/Killington Mountain School, Killington, VT
- 1977-1980 Program Director and Head Coach, Jay Peak Ski Club, Jay, VT
- 1975-1977 Program Director and Head Coach, Round Top Mountain, Plymouth, VT
- 1980 – present various leadership and governance roles including:
  - President, Vermont Alpine Racing Association (VARA)
  - Chair, Eastern Region Development Committee and Eastern Region Alpine Competition Committee (ACC)
  - Chair, National Development Committee
  - Chair, Intermountain Division ACC
  - Executive Committee Member, Western Region ACC
  - National Alpine Sports Committee Member
  - National Judicial Committee Member
- Professional Ski Instructors of America (PSIA) National Demonstration Team selector.
- USSA/USSCA
  - Examiner
  - Clinician
  - Program/Project Developer
    - Basic Alpine Skills Evaluation (B.A.S.E.)
    - Alpine Competencies
    - Take Your Head to the Mountain (sport psychology program)
    - Managed Athletic Program (M.A.P.)
    - Alpine Training System (ATS)
- Three-time World Junior Championship staff member
- Team Captain for U.S. National Championships and NorAms
- USSA Level 500 International Coach
- USSA Level 4 Alpine Official and Technical Delegate

#### Education

- M.Ed. Sports Science, Castleton State College, Castleton VT 1985
- B.S. Psychology and Education, University of Massachusetts, Amherst, MA 1976
- B.A. Sociology, University of Massachusetts, Lowell, MA 1976

#### **Steve Cohan: USSA Club Consultant**

Steve Cohan has been involved with snow sports since his junior CUSSA alpine racing years in the 1980 and 1990s. Over the next three decades Steve's involvement included coaching at several junior age levels including a University program, ski instruction, coordination of both club and competitive snow sports programs, occasional clinician for US Ski Coaches Assn., clinician at local ski instruction events, and as advisor to several snow sports events involving alpine, nordic, snowboard and adoptive participants.

As a board member for the Blackhawk Ski Club Steve actively guided a thriving club-level program involving alpine, nordic, biathlon, ski jumping, snowboarding, community outreach and summer sports programs for social and competitive members alike. As advisory board member to the Madison Winter Festival, Steve helped choreograph the creation of a winter festival bringing regional, citizen, high school, adaptive and international caliber nordic ski racers as well as snowboarding and community events to the downtown streets of Madison WI.

When Steve is not outside enjoying winter he runs several businesses he owns and advises others. While his recent focus has been in Audio Visual and media industries Steve has successfully navigated real estate development, finance, international projects and the rough waters of business for companies large and small in various industries.

#### Alpine ski racing history

- CUSSA Jr. Racer – 1980-1984
- University of Wisconsin Alpine Ski racing Team 1985-1989, Captain 1988-1989
- Coach University of Wisconsin Alpine Ski racing Team 1990-2002, Head Coach 1992-2002

#### Ski Industry History

- USSA alpine coach and certified race official - achieved level 400 certification, 1988-Present
- Assistant Clinician USSCA ski coaches clinics
- Clinician to regional PSIA and PMTS ski instructors

#### Snowsports involvement

- Blackhawk Ski Club –Board of Directors and founder of the community outreach program, 2006-2012
- Madison Winter Festival and Nordic Super Tour Sprints – Advisory Board, 2009-Present

#### Relevant community involvement

- Associate Trustee & Co-Director of Development for the University of Wisconsin-MUBA (U.W.'s Division of Social Education), 2006-Present
- Founding President and Development Dir. WRC Sports Rugby Complex, 2006-2011

## **Biographies for Presenters and Facilitators (Current USSA club staff)**

### **Rob Clayton: Executive Director, Sun Valley Ski Education Foundation**

Rob Clayton is the new Executive Director of the Sun Valley Ski Education Foundation as of July 1, 2013. Jonathan Neeley, Board President of the SVSEF commented, "Rob Clayton comes to us with 25 years of ski, school and leadership experiences." Rob was formerly the Headmaster of the Winter School in Park City, for 11 years. Prior to his work at the Winter School, Rob was Head Alpine Coach for the Park City Ski Team, 1997-2002; Assistant Head of School, Stratton Mountain School, 1994-1997; Head Alpine Coach B,C and Development Women's Teams, US Ski Team, 1988-1994; and Science Teacher and Women's Alpine Coach, Stratton Mountain School, 1983-1988.

Rob attended the University of Vermont, earned a Bachelor of Arts in Zoology, and was a member to the UVM's Alpine Ski Team. Rob and his wife Krista have 3 daughters: Rebecca, 12; Sara, 11; and Elizabeth, 9. Rob Clayton stated, "My family and I are really excited to be joining the community of Sun Valley. The Sun Valley Ski Education Foundation is a great organization that has been a pillar of the community for a long time. I am eager to continue with and build upon Don Wiseman's dedicated efforts of the last 11 years. His leadership has positioned the SVSEF as one of the most respected programs in the nation. Sun Valley is one of the most iconic ski towns in America. For me to have a leadership role in further engaging the youth of the Wood River Valley to become winter sports athletes and life-long enthusiasts is as good as it gets!"

### **Erin Beskid: Ski and Snowboard Club Vail Peak Performance Coach**

Erin joined SSCV in 2010 from the University of Denver where she earned an M.A in Sport and Performance Psychology. Originally from Maryland, she played soccer and earned a B.A in Psychology and Elementary Education at Washington College. She is a certified consultant through the Association for Applied Sport Psychology. As the clubs Peak Performance Coach her goal is to train athletes in the mental skills that help them to perform their best. When not working Erin enjoys snowboarding, biking and paying ice hockey.

### **Troy Price: Rowmark Junior Program Director**

Troy joined Rowmark in 2009 and brings a wealth of experience after running the Snowbasin Program for six years. Skiing is a life-time passion of his, starting at the age of 1. After a successful junior career, he picked up a part-time job as a ski instructor as he completed his Bachelor's Degree in Business Management/Accounting. In 2004 he followed his heart and began his full-time career as a ski coach. He strongly believes in prioritizing academics and enjoying the process along the way of reaching athletic success. Some of his personal highlights include; IMD Overall J3 Champion, Craig Badami Scholarship, IMD Coach of the Year, and Development Committee Chairman. Outside of skiing, he enjoys spending time with family and friends. His hobbies include; golfing, wake boarding, rafting, motorcycling, and much more. He has one daughter, Marissa, and resides in Ogden.

### **Ross Powers: Stratton Mountain School Snowboarding Program Director**

Ross Powers '97 joins the Stratton Mountain School athletic staff as the new Snowboard Program Director. After many years competing on the worldwide snowboarding circuit, Ross returns to Vermont to begin a full-time coaching career at his alma mater. Ross is facilitating a new level of performance at SMS as he integrates the latest coaching techniques as well as innovative strength and conditioning movements. Shortly after graduating from Stratton Mountain School, Powers took the international snowboarding scene by storm. As a student at SMS, Powers captured the Gold Medal at the 1996 FIS Snowboarding World Championship in Lienz, Austria. Two years later, at the 1998 Winter Olympic Games in Nagano, Japan, he captured the bronze medal in Halfpipe, the first-ever US Olympic Snowboarding medal. Four years later, at the 2002 Olympic Games in Salt Lake City, Utah, he led the historic sweep by the US Men's Snowboarding Team and stood atop the podium as the Gold Medalist. Powers continues to hit the slopes and will participate in a few events this winter. In addition to his riding experience, Powers has consistently been a mentor for young riders. He has been running and operating the Ross Powers Snowboard Camp since 1998 and will continue to do so as the program director for SMS. In 2001, he established the Ross Powers Foundation, which assists athletes with a need for financial aid. A Vermont native, Ross and his wife, Marisa, live at Stratton Mountain, Vt., with their two daughters, Victoria and Meredith.