



VISION

Make the United States of America the best in the world in Olympic Skiing and Snowboarding.

MISSION

Lead, encourage and support athletes in achieving excellence by empowering national teams, clubs, coaches, parents, officials, volunteers and fans.

VALUES

- Integrity
- Community
- Passion
- Excellence
- Fun
- Grit
- Team



USSA GOALS

- + Achieve athletic excellence
- + Grow the visibility of our sports
- + Engage, lead and grow our communities
 - + Cultivate organizational excellence
- + Achieve financially sustainable growth

MY GOALS



GOALS

ACHIEVE ATHLETIC EXCELLENCE

Best in the World, win more overall medals than any other competing country in Olympic skiing and snowboarding.

GROW THE VISIBILITY OF OUR SPORTS

Nurture strong relationships with public through media and industry partnerships to raise the positive profile of the USSA's sports.

ENGAGE, LEAD AND GROW OUR COMMUNITIES

Establish and ensure best practices in sport development and fair competition. Engage athletes, parents, clubs, judges, officials, coaches, volunteers, customers, donors, members, partners and fans supporting their active participation in the organization's success.

CULTIVATE ORGANIZATIONAL EXCELLENCE

Establish a positive culture in an exceptional work environment. Strive to bring out the best in all. Enhance USSA's operations through continuous improvement, innovation and transparency.

ACHIEVE FINANCIALLY SUSTAINABLE GROWTH

Grow and diversify the organization's funding. Optimize resources to athletics.



VALUES

INTEGRITY Action based on values rather than personal gain

PASSION Motivation for doing what we love

FUN A fresh, positive, creative culture

TEAM Individual humility and collective pride

COMMUNITY Exceptional stewardship and lifetime inclusiveness

EXCELLENCE Personal and collective wins every day

GRIT Courage, tenacity and perseverance in the face of adversity